



## THE LEHIGH OUTFITTERS BRAND

Lehigh Outfitters has a distinct voice and personality, separate from both Lehigh CustomFit and Lehigh Safety Shoes, so it is important that we are able to graphically distinguish between the three brands.

This document will provide a guide on how to utilize colors, fonts, and logos properly.





## PRIMARY LOGO

The primary Lehigh Outfitters logo is two colors. The 3 elements include a bootprint, the Berliner Grotesk typeface and a registration mark. There are 4 versions - A, B, C and D. Version A has an orange bootprint and black typeface and should be used on white or light backgrounds. Version B has an orange bootprint and white typeface and should be used on dark or busy backgrounds. Version C is a screened gray bootprint and black typeface to be used in black & white or limited color instances on light backgrounds. Version D is a screened gray bootprint and white typeface to be used in black & white or limited color instances on dark backgrounds. A 1-color option is available for embroidery instances only. Use only approved digital files (.png) and never distort or resize disproportionately.

A

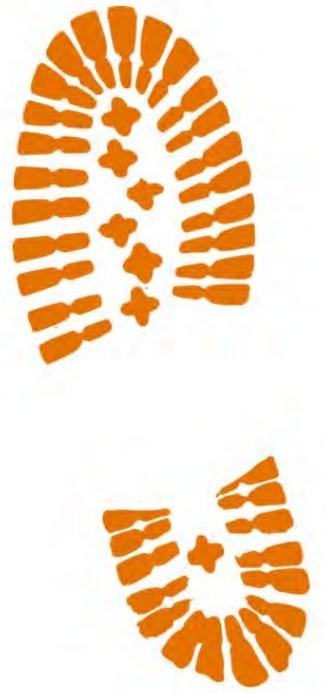


B



C





## SECONDARY LOGO

The secondary Lehigh Outfitters logo is always one color. It can be used in orange, black, white or a screen percentage of black. It may never be used as a screen percentage of orange. The bootprint symbol may not take the place of the primary logo. It should only be used in select instances as a supplemental element or background graphic. Do not place at 100% saturation directly next to the primary logo. Only use approved digital files (.png) and never distort or resize disproportionately.



## TYPOGRAPHIC LOGO

The typographic Lehigh Outfitters logo uses the typeface Berliner Grotesk is always one color – either black, white or orange. It should never replace the primary logo and should only be used in certain instances. Use only approved digital files (.png) and never distort or resize disproportionately.

LEHIGH<sup>®</sup>  
OUTFITTERS

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OUTFITTERS

# COLOR USAGE

The three main colors should always be the same. Utilizing the hex codes, Pantone codes, or RGB codes will ensure consistent use of color.

Supplemental colors can be varying shades of gray, provided they do not obscure logos or text, and must be a percentage of black.



## Orange

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**Hex: #e57200**

PMS: Bright Orange C  
RGB: 229/114/0

## White

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**Hex: #ffffff**

PMS: N/A  
RGB: 255/255/255

## Black

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**Hex: #000000**

PMS: N/A  
RGB: 0/0/0

# A

BEBAS NEUE

**BOLD**

headers

# A

1

# Bb

2

Bebas Neue Book  
Sub-Headers

# Cc

Lato Regular  
*Paragraph*

# TYPOGRAPHY

By adhering to typographic conventions, we can guarantee that our digital communications are clean, professional, and consistent.

For all headers and titles, use the **BEBAS NEUE BOLD** font. For subheaders and subtitles, use the **Bebas Neue Book** font. And for all paragraph and small text copy, use the Lato Regular font. In special circumstances, use the Berliner Grotesk font to reinforce branding.



Ensure a proper text hierarchy is represented. Headers, subheaders, and paragraph copy should (*almost*) always be scaled differently, as variance is aesthetically and functionally important.

# GRAPHICS DON'TS

These are examples of logo and branding misuse.  
Avoiding these issues will keep the brand looking professional to potential and existing customers.

1. Change logo color
2. Stretch logo
3. Rotate logo
4. Add to the logo
5. Use shadows
6. Use wrong logo for background
7. Use a file format (.jpg) with white background
8. Use unofficial files
9. Delete part of the logo



## CLOSING

Utilizing the Lehigh Outfitters brand assets correctly is how to maintain our brand image and create compelling, professional looking marketing and sales collateral.

For any questions, or requests for files or designs, contact:

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