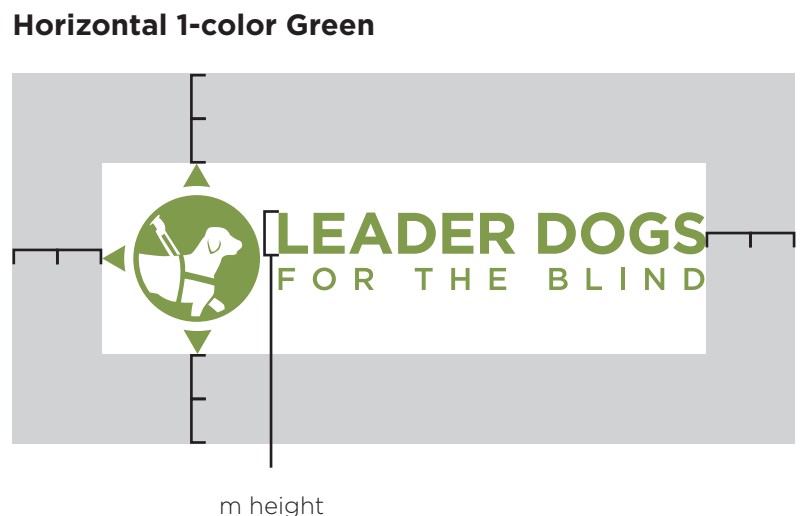




Corporate Logo

Leader Dogs for the Blind (LDB) corporate logo should be used in a 2-color (preferred) or 1-color application. The LDB logo can be displayed in any of the three brand colors, but blue is the primary color. The dog should always be white unless placed on a block of one of our nine brand colors or black.

LDB logo is not to be combined with any other logos. They can appear together but each needs to be its own distinct logo in its own distinct colors (unless black & white format).



The m-height for the Leader Dog logo is equal to the height of the capital L in the logotype. Minimum safe distance between the logo and non-brand element is 2 x m-height. Allowances can be made for branded elements such as social media icons or co-branded lock-ups.



Corporate Logo

Do not use the logo in unapproved colors.



Do not alter the position or proportion of the logo elements.



Do not distort the logo.



Do not create logo lockups with other graphics.



Do not violate minimum clear space.



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