

# HOW TO USE THE LMP 25TH ANNIVERSARY LOGO

Use this style guide to customize the anniversary logo with the name of your medical center. See details below for information on file formats and the proper and improper uses of the logo.

## EXAMPLES OF PROPER AND IMPROPER USES OF THE LOGO

### Proper Uses



Color



Black and White

### Improper Uses



Using the logo in combination with a region name



Using the logo in combination with the Kaiser Permanente brand name



Distorting the logo



Tilting or slanting

## FILE FORMATS

The anniversary logo is available in the following formats in color and in black and white:

**EPS:** Vector format to produce high-resolution graphics for print. For use by printers and vendors on t-shirts, hats, brochures, and other professionally printed materials.

**Microsoft Word:** Easy to customize. Can be saved as a jpg file for web, PowerPoint, or print.