



IMMIGRANT LEGAL RESOURCE CENTER
BRAND BOOK
& VISUAL STYLE GUIDE

EDITION: JAN 2023

For inquiries, digital asset requests, or external design review, please contact Manny Guisa at mguisa@ilrc.org.

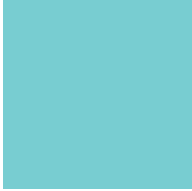


TEACHING, INTERPRETING,
& CHANGING LAW SINCE 1979

PRIMARY COLORS



RGB
3, 53, 73
CMYK
98, 71, 49, 44
HEX
#033549



RGB
120, 205, 209
CMYK
50, 0, 20, 0
HEX
#78CDD1



RGB
178, 211, 54
CMYK
35, 0, 99, 0
HEX
#B2D336



RGB
255, 152, 49
CMYK
0, 48, 89, 0
HEX
#FF9831

SECONDARY COLORS



RGB
0, 0, 0
CMYK
0, 0, 0, 100
HEX
#000000



RGB
144, 65, 67
CMYK
31, 81, 67, 25
HEX
#904143



RGB
255, 222, 23
CMYK
2, 9, 97, 0
HEX
#FFDE17



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LOGO USE

CLASSIC WORDMARK LOGO

1x1 transparent logo used in all cases must include clear space around the logo, whereby the logo is equal to minimum 75% of the entire logo area. For ex: If the logo is 1.5”, the clear space area total must be 2”; if 150px, then 200px, etc. PNG logos are preset with required clear space.

**PRINT MINIMUM SIZE: 0.75”
DIGITAL MINIMUM SIZE: 55PX**



FULL COLOR



GRAYSCALE



WHITE



FULL COLOR

**PRINT MINIMUM HEIGHT: 0.75”
DIGITAL MINIMUM HEIGHT: 55PX**

FULL TAGLINE LOGO

Clear space minimums (shown in red dashed lines) are also built into the tagline logo files.

Recommended use of tagline logo:

- Front covers/pages/slides
- Front page headers and end page footers
- First social media graphic slide; single slide



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GRAYSCALE



WHITE



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LOGO & BRAND NOTES

LOGO

Just as the Immigrant Legal Resource Center (ILRC) actively centers the directly-impacted immigrant community, so does our logo. The sans serif “i”, representing “Immigrant”, is set apart from the serif typeface of “lrc” to evoke the purposeful focus of being guided by the needs of immigrants. Further, a subtle aesthetic reminder that the immigrant is, first and foremost, a human being can be found in the bold “i” as an individual polygonal figure (much like we see in public signage to represent a person).



INCORRECT LOGO USAGE



DO NOT USE OBSOLETE LOGOS.



DO NOT RECOLOR LOGO.



**DO NOT APPLY GRADIENTS,
SHADOWS, OR OTHER EFFECTS.**



**DO NOT USE JPEG OR
OTHERWISE NON-
TRANSPARENT LOGOS.**



**DO NOT USE LOW-CONTRAST
LOGO OR USE BLUE LOGO
WITHOUT WHITE INNER
LETTERING.**



**DO NOT ROTATE, STRETCH,
OR OTHERWISE ALTER
LOGO ASPECT RATIO OR
ORIENTATION.**

LOGO ASSETS DOWNLOADS: [ILRC.ME/BRANDING](https://ilrc.me/branding)