
LASSONDE INSTITUTE BRAND BOOK



A DIVISION OF THE DAVID ECCLES SCHOOL OF BUSINESS

LOGOS



LASSONDE ENTREPRENEUR INSTITUTE

THE UNIVERSITY OF UTAH

Standard logo



THE UNIVERSITY OF UTAH

**LASSONDE
ENTREPRENEUR
INSTITUTE**



THE UNIVERSITY OF UTAH

**LASSONDE ENTREPRENEUR
INSTITUTE**



**LASSONDE
ENTREPRENEUR
INSTITUTE**

Social media logo

Vertical treatments

IMAGINE  **LASSONDE
ENTREPRENEUR INSTITUTE**
THE UNIVERSITY OF UTAH



The Lassonde Entrepreneur Institute block U logo is the primary mark for the institute. This logo should appear on every piece of marketing collateral. The logo serves to align the institute with the University of Utah. Variations are provided for difference uses, including an abbreviated, square logo for social media.

TAGLINE

LIVE • CREATE • LAUNCH

LIVE.
CREATE.
LAUNCH.

The Lassonde Entrepreneur Institute tagline is “Live. Create. Launch.” It speaks to how we work with students. We provide them a place to live their passions, create products and launch their futures. The tagline should appear in all marketing materials. Acceptable font treatments are pictured. ABOVE: Myriad Pro regular, 300 tracking. LEFT: Myriad Pro black.

ICONS



IMAGINE



LIVE



CREATE



LAUNCH

The Lassonde Entrepreneur Institute uses icons to reinforce the tagline “Live. Create. Launch.” The logos should appear as displayed and in the colors used, when color is available.



BADGE



The Lassonde Entrepreneur Institute employs a badge for special purposes. The badge communicates that the Lassonde Institute is the entrepreneur hub for students. It should be used in addition to the standard block U logo. The badge should only appear in one of the variations at left. It should never be placed on top of a color; the background should always be black or white.



COLOR



PMS 187, 0-100-79-20, 204-0-0, #cc0000



White



BLACK (PROCESS), 0-0-0-100, 0-0-0, #000000



GREY (PMS 424), 0-0-0-60, 128-128-128, #777777



PMS 268, 81-100-12-2, 90-43-129, #5a2b81



PMS 347, 96-10-100-1, 0-152-68, #009844



PMS 1495, 0-54-95-0, 255-143-18, #ff8f12



PMS 7687, 100-86-15-3, 29-65-137, #1d4189

The University of Utah red (PMS 187) is the primary color for the Lassonde Entrepreneur Institute. This color should be used prominently on all materials to display a close alignment with the U. Additional colors are used to demonstrate the diversity within the institute. Large amounts of white space should be used in materials whenever possible to create an open, simple and inviting design.

FONTS



MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The Lassonde Entrepreneur Institute uses the same fonts as the University of Utah. These match the fonts in the standard Lassonde logo and help align the Lassonde brand with the U. Myriad Pro is the default font for all applications. Keplar and Trajan should be used as accent fonts.

KEPLAR STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TRAJAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TYPOGRAPHY

The following are examples of preferred font treatments. These treatments allow the Lasonde Entrepreneur Institute to align with the University of Utah while also having a unique style. Specifically, generous kerning is used to provide a more open and elegant headline style. Other recommended styles are as shown.

HEADLINE 1:

Myriad Pro bold, 200 tracking

L A S S O N D E

HEADLINE 2:

Myriad Pro condensed

DREAM BIG. CHANGE THE WORLD.

HEADLINE 3:

Myriad Pro regular, 300 tracking

L A U N C H W I T H U S

HEADLINE 4:

Myriad Pro regular, 300 tracking, 1 pt border

GET STARTED

SUBHEAD:

Kepler STD italic, Grey (K=50)

Tools Available in Garage

BODY:

Myriad Pro regular, 8pt

Voluptas sitis nihicaborem aut facid quo odis suntorae voloriatur ad evellam, ute ma voluptaque coresciam voluptat remperum facese dusandi tor e pos ant ullabores et, ut volupta temperu pienis reium volorat endunt. Uga. Niminvel ipit quideror secta nihil magnis enim liquo ipicitatio odis eatistem fugit aborempor seque omnit liquae venient quam volendis voloribus enest voluptur? Quidipit, cum ide quatium inciis eosseque plit labo. Nem. Nam re nonet voles et od que in nissimu saperios ernatur rerum voleste officipiet hil inusant.

CAPTION:

Myriad Pro condensed, 8pt

Our founder Pierre Lasonde surrounded by students. Mr. Lasonde created the Lasonde Entrepreneur Institute to help transform student lives through entrepreneurship.

ECCLES CO-BRANDING

A DIVISION OF THE DAVID ECCLES SCHOOL OF BUSINESS



The Lassonde Entrepreneur Institute is a division of the David Eccles School of Business. Whenever space allows, the Eccles School branding should be included. Options are provided for various applications: simple text, full Eccles logo or Eccles Experience badge. Beyond these graphical elements, the Lassonde Entrepreneur Institute should also be identified as an “interdisciplinary division of the David Eccles School of Business” in any copy defining the institute.



PROGRAM CO-BRANDING

**Lassonde
Studios**



The Lassonde Entrepreneur Institute has numerous programs, and many of them have separate logos, branding and marketing materials. The Lassonde block U logo should always appear next to these logos to show that they are part of the institute. Examples shown.



L A S S O N D E . U T A H . E D U

