

# THE LDC BRANDING GUIDELINES



# LOGO OPTIONS

## Vertical



The main version of the logo is the vertical one and will be used in most applications, both digital and print. In all compositions, the initials **“LDC”** should be displayed at the top of their respective corporate colors, followed by the name **“LATINO DONOR COLLABORATIVE”** in black at the bottom.

## Horizontal



The secondary version of the logo is presented in a horizontal format, aiming for a balance between the initials and the name. The composition must be respected, placing the **“LDC”** on the left side of the **“LATINO DONOR COLLABORATIVE”** name. This version will be used in print and digital media when the main version is not suitable due to size constraints or specific application needs.

# COLOR OPTIONS

When the background is dark, a white square should be placed, respecting the safety zone, to maintain contrast and proper perception of the image. A single-color version is also acceptable, applying only the corporate colors on a white background. These formats are valid for both versions of the logo.



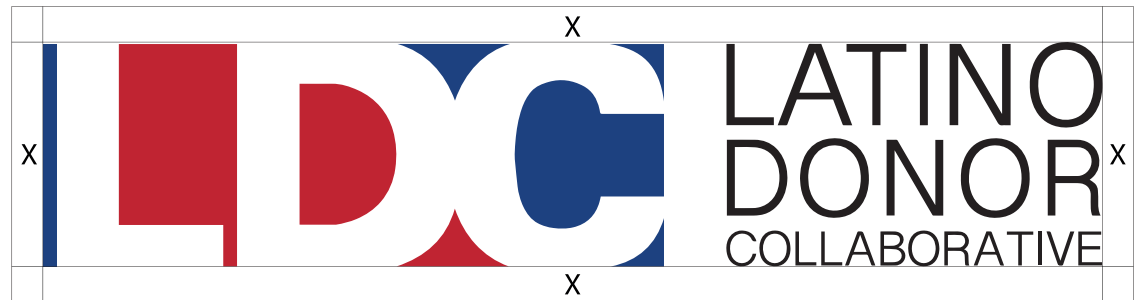
# POSITIVE / NEGATIVE

For applications in black and white (screen printing, newspaper, etc.), using the logo is allowed, respecting the full color. Combining black with another corporate color is not permitted. Additionally, using the logo in different percentages of black, known as grayscale, is acceptable.



# SECURITY ZONE

The safety zone, represented by the value of X, is determined by the space around the letter “O” in the word “COLLABORATIVE”. This X value must be maintained to ensure correct visibility, as illustrated in the references.



$$O = X$$

# MINIMUM SIZE

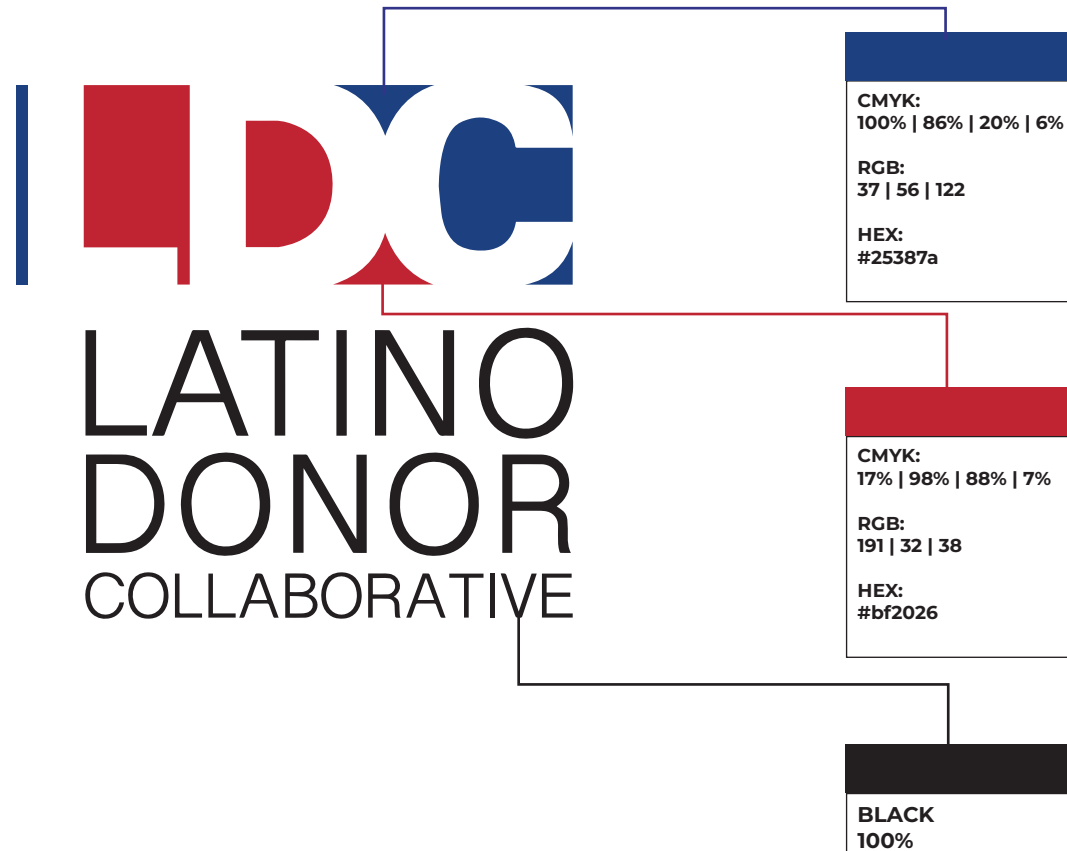
The minimum size of the logo is the smallest reduction to ensure proper legibility and prevent it from being too small. For the vertical version, it will be 1.7 cm in width for print media and 50 pixels for digital media.

For the horizontal version, it will be 1.1 cm in height for print media and 30 pixels for digital media.



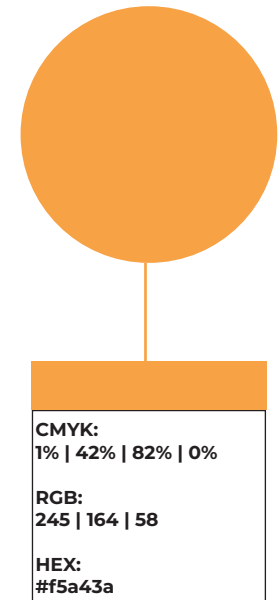
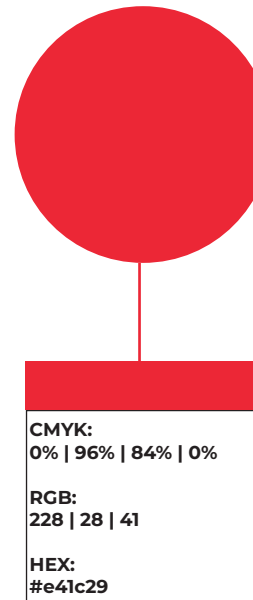
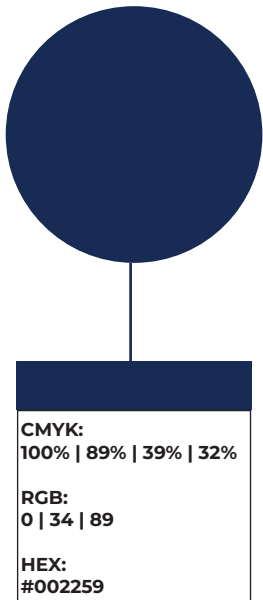
# COLOR VALUES

The LDC logo uses two main colors (blue and red) and black for typography. These tones must be respected in print (CMYK) and digital (RGB and hexadecimal) media, without any modification. The values are as follows:



# ALTERNATIVE COLORS

The following complementary color palette will be used for applications where it is necessary to enhance the visibility of the logo without losing the visual essence of the brand's branding. For example, use in social media, reports, posters, invitations, etc.





# INCORRECT USES

Altering the composition or design of the LDC logo is not permitted. Incorrect uses that should be avoided are graphically represented in this section.



Stretch the logo vertically.



Stretch the logo horizontally.



Change the corporate colors.



Change the corporate typography font.



Use a colored background that is not a corporate color.



Use the initials without the full name.



## CONTACT US

For any questions about these brand guidelines,  
please contact [info@latinocollaborative.org](mailto:info@latinocollaborative.org)