

# Lulu Logo Guidelines

## Usage Guidelines

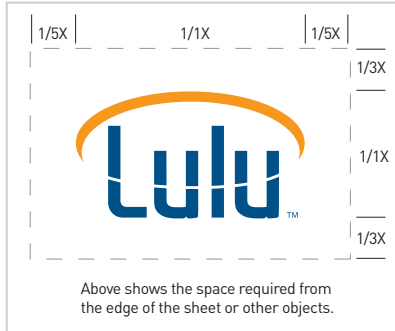
The following guidelines display the correct treatment of the Lulu.com logo in all forms. The logo should not be altered in any way.

### Color logo

Whenever possible, the Lulu.com logo should appear with the following color values:

Blue: Pantone 2955C  
Process: C: 100% M: 45% Y: 0% K: 37%

Orange: Pantone 144C  
Process: C: 0% M: 48% Y: 100% K: 0%



### Color logo on blue or dark background

Whenever possible, the Lulu.com logo should appear with the following color values:

Blue: Pantone 2955C  
Process: C: 100% M: 45% Y: 0% K: 37%

Orange: Pantone 144C  
Process: C: 0% M: 48% Y: 100% K: 0%



### Greyscale logo

In cases where it is not possible to print in color, the logo may be reproduced in greyscale with the "halo" in a 40% screen of black.



### One color logo

In cases where it is not possible to print in color or greyscale, the logo may alternatively be reproduced in one color solid black as shown.



### Knockout logo

When printing on a solid black or dark background in one color, the logo may be used as a knockout.

