Primary Logo

The main logo represents the Logan Center. This logo is to be used on all marketing materials, including digital communications.
Primary Logo Variations and Usage

Logan Center for the Arts
This logo is to be used on all advertising materials, including digital communications.

Logan Center
This logo is to be used on swag type materials, for social media applications, and for UChicago Student-oriented materials.

Reva and David Logan Center for the Arts
This logo is to be used on all government applications and internal documents. It should also be used on Logan Center signage, collateral materials, on external partner materials, and wherever the UChicago Arts logo won’t appear.
Logo Clearspace

The clearspace guidelines should be followed to ensure the logos have enough surrounding space.

Logos are provided in PNG, JPEG and EPS formats.

Logos should be used in black and white only. Both formats are provided.
Sub-brands and Usage

These logos are to be used within their respective areas of the Logan Center.
Arts lock-up

The UChicago Arts logo should be included wherever the Logan Center logo or sub-brand logos appear. The Logan Center logo should always have dominance of place and size (above the UChicago Arts logo and larger than the UChicago Arts logo).

Ideally, the Logan Center logo and UChicago Arts logo are occupying separate spaces. However, there are occasions when the “lock-up” may need to be used.

The logo lock-up always uses the black or white UChicago Arts signature logo (no exceptions).

The lock-up should not be used if the Logan Center logo and UChicago Arts logo can be used in separate spaces on a piece.

The UChicago Signature System (the use of text with the master logo) is only for divisions, departments, and offices; it should not be used for the Logan Center.

Example A
Logos are separated, with Logan Center the dominant logo.

Example B
Arts lock-up is used.

Example C
Logos are separated; Logan Center logo on front of piece, UChicago Arts logo on back.

Example A
Logos are separated, but the UChicago Arts logo is larger than the Logan Center logo.

Example B
Arts lock-up should always be placed at the bottom (preferably bottom left, but bottom right is acceptable).

Example C
The lock-up should not be used when there is separation of logos. Neither the Logan Center logo nor the UChicago Arts logo should be repeated.
Using the “L” solo

The logo’s “L” structure, which is reminiscent of the Logan Center’s tower, may be used solo on select swag applications (tote bags, buttons, stickers, magnets, etc.). The “L” may be presented in any color from the Logan Center palette and placed on any color field; the “L” cannot appear in any non-palette color.
Using the “L” - patterned

The “L” may also be given a pattern fill for celebrations, anniversaries, and other event-specific applications. The patterns here have previously been used on materials, but new patterns are permissible.
Improper Logo Usage

The logo cannot be used in any other color but black or white. This is true for any variation of the logo used.
Improper “L” Usage

While the “L” is meant to be adaptable to many applications, there are some improper usages.

The “L” must never be tilted to the right, at any angle, nor should it appear upside down or fully tilted to the left.

Keep the degree of tilt shallow, and always to the left.

Do not arrange the “L” so that the shape cannot be clearly defined.

The “L” shapes are clear, due to both spacing and color.