



LBA Brand Guide

Updated December 13, 2022 | <http://go.lba.fyi/brand>

Formatting

Name	Liberty Bible Academy
Initials	LBA (no periods)
Website	libertybibleacademy.org (primary), lba.fyi (select marketing uses)
Phone	(513) 754-1234 (include parentheses and space)
Email addresses	@libertybibleacademy.org (business), @lbastaff.org (staff), @lbastudent.org (students)
Grade level labels	Preschool 3 (not 3's, 3-year-old), Kindergarten, Grade 12 (not 12th grade)
Student labels	Preschool 3 students, Kindergarten students, Grade 12 students

Typefaces

Primary (sans serif)	Helvetica Neue (if unavailable, substitute with Arial)
Secondary (serif)	Linux Libertine (if unavailable, substitute with Georgia)
Informal (use sparingly)	Guthen Bloots (marker typeface), KB Bubblegum (preschool typeface)

Colors

Primary

Paua Blue Hex #191847 Pantone 2765C RGB 25, 24, 71 CMYK 100, 97, 38, 44	White Hex #FFFFFF Pantone White RGB 0, 0, 0 CMYK 0, 0, 0, 0	Gainsboro Hex #CCCCCC Pantone Cool Grey 3 C RGB 204, 204, 204 CMYK 0, 0, 0, 20	Jordy Blue Hex #6fA8DC Pantone 7453 C RGB 111, 168, 220 CMYK 55, 23, 0, 0
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Secondary

Informal (use sparingly)

Saffron Hex #F1C232 Pantone 143 C RGB 241, 194, 50 CMYK 6, 23, 93, 0	Hawkes Blue Hex #C9DAF8 Pantone 2706 C RGB 201, 218, 248 CMYK 19, 12, 0, 3	Persian Red Hex #CC3333 Pantone 711 C RGB 204, 51, 51 CMYK 0, 75, 75, 20	Dark Lime Green Hex #009900 Pantone 2272 C RGB 0, 153, 0 CMYK 100, 0, 100, 40
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Logos and Wordmarks

Please contact brand@libertybibleacademy.org to request vector or raster graphic files in the appropriate file format, size, and resolution for your publication, including combined logos/wordmarks and files for monochromatic (black and white) uses, dark backgrounds, spot color prints, publications requiring transparency, and other creative and informal applications. Logos and wordmarks should be no smaller than 1" tall (printed) or 100 pixels tall (on screen), should always be surrounded by clear space equaling at least ¼ the total height of the logo on all sides, and should not be rotated, stretched, condensed, discolored, or altered without permission.

Primary



LIBERTY
BIBLE ACADEMY

Secondary



LBA

Athletic



LIBERTY BIBLE ACADEMY
PATRIOTS

Preschool



LBA preschool