



LIFE ROLLS ON™
FOUNDATION

{ 2009 }

G R A P H I C S
S T A N D A R D S

{ COLOR }

DEEP BLUE
is the
DOMINANT
color

1.

C 100 PMS 282
M 100
Y 20
K 50

2.

C 50 PMS 208
M 100
Y 50
K 0

3.

C 50 PMS 535
M 30
Y 20
K 0

HIBISCUS *is the* SECONDARY color.
STORM BLUE *is used as* ACCENT.

1.



3.

2.

LRO™

“White Space” is a valued element in communicating the brand’s *CLEAR VISION*.

{ T Y P O G R A P H Y }

L O G O T Y P E

L I F E R O L L S O N TM
F O U N D A T I O N

B O D Y T E X T

Life Rolls On is a non-profit 501(c)3 organization that exists to be a grass roots resource that provides hope and is an advocate on behalf of young people whose lives have been affected by spinal cord injury (SCI).

L O G O T Y P E

i s s e t i n

E M U L A T E S E R I F

B O D Y T E X T

i s s e t i n

B E R T H O L D B O D O N I

{ LOGO }

WHEN COLOR
IS UTILIZED

The STACKED FORMAT is the preferred orientation when the Infinity Track is used with the Logotype.

The o's, ROLLING WHEEL, and TM symbol are the only elements to be treated Light Blue.

FOUNDATION is always treated navy blue.

The center of the WHEEL is "hollow" and always reveals the background color through it.

STACKED



LIFE ROLLS ON™
FOUNDATION

HORIZONTAL



LIFE ROLLS ON™
FOUNDATION

ACRONYM



LRO™

{ LOGO }

WHEN COLOR IS
UNAVAILABLE

*When color is not available for use in documents such as faxes, photocopies, or newsprint, all elements shall be treated **SOLID BLACK**.*

*When printing on background colors, all elements shall be “knocked out” **SOLID WHITE**.*

SOLID BLACK



LIFE ROLLS ON™
FOUNDATION

SOLID WHITE



{ DON'T }

WHAT NOT TO DO



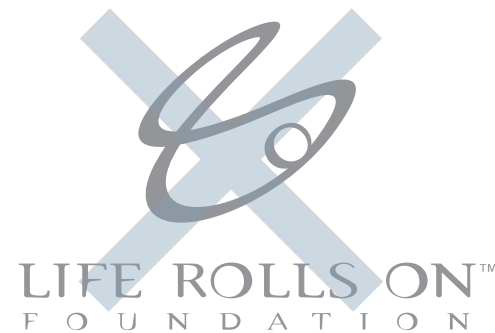
Never modify or change the COLOR SCHEME.



Never fill the INSIDE OF THE WHEEL. The wheel should always be treated as "hollow," revealing the background on which the logo appears.



Never rearrange or change the RELATIONSHIP between the Infinity Track and Logotype when they appear together.



Never color the logo with TINTS OR SCREENS.