



LGAA

Leadership Gainesville Alumni Association



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All words and symbols narrow down to a visual sentence:

Arrows (leadership = direction, point)
coming together (community)
as pieces of a puzzle (unity)
forming a colorful (diversity)
structure (network)



LGAA
Community Relations



LGAA
Community Action



LGAA
Membership



LGAA
Advisory Council



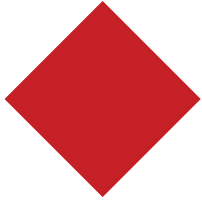
Century Gothic

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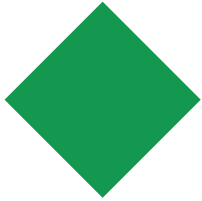
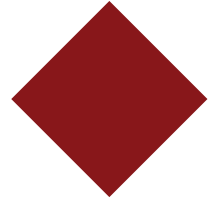
0123456789!@#\$%^&*()+

Brand Components - Color (Print & Web)



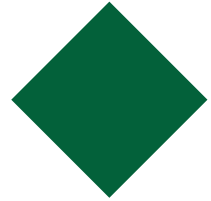
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CMYK: C 27 M 100 Y 100 K 33
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HTML 881719



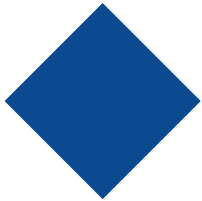
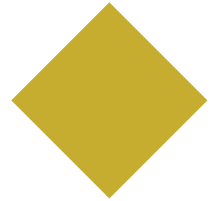
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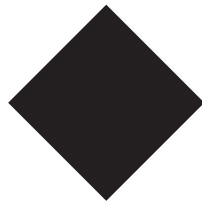
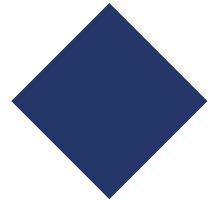
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HTML FEDC00

CMYK: C 26 M 27 Y 100 K 0
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HTML C3AB2F



CMYK: C 100 M 79 Y 10 K 0
RGB: R 7 G 79 B 151
HTML 074F97

CMYK: C 100 M 91 Y 34 K 31
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HTML 1C2B59



CMYK: C 0 M 0 Y 0 K 100
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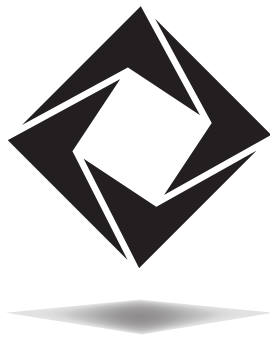
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Full Color



LGAA
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Grayscale



LGAA
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One Color - Black

Brand Components - Logo (Incorrect Treatment)



Different Layout



Missing Icon



Missing Name



Different Colors



Rotated



Different Font