

# OFFICIAL DESIGN GUIDE

OF THE  
1984  
LOUISIANA  
WORLD  
EXPOSITION



NEW ORLEANS, MAY 12-NOV. 11, 1984





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his official "Logotype and Mascot Design Guide" has been prepared by the 1984 Louisiana World Exposition, Inc. ("LWE") for use by official licensees and sponsors of the Exposition. In the event of any conflict between the provisions of this Guide and of the LWE Graphics Manual, the Graphics Manual will be controlling.

The purpose of this guide is to present the correct usage of the official logotype and mascot. All symbols shown herein are the exclusive property of LWE. Nothing contained herein shall be construed as granting to any person any right, title, or property interest in the symbols. The symbols to be treated only as shown and all usage must be approved in advance by the Director of the Art Department of LWE. Said approval of the usage shall not constitute approval of any item as licensed merchandise

for purposes of a royalty license agreement, nor shall it constitute LWE's approval of the quality or workmanship of the item on which the symbols are used.

The graphic standards set forth on the following pages were designed to establish guidelines for reproduction quality, use of typography and official colors. Each use of the official logotype and mascot shall bear the trademark designation.

Reproduction of the logotype and mascot must be of the highest quality whenever they are used. It is the responsibility of the user of these symbols to use this guide as a constant check for reproduction accuracy and to maintain the quality set forth in this guide.

Helvetica Light is the official type face for use with the logotype and is the only type face that can be used in conjunction with the logotype.

The official colors for the logotype are black, PMS 279 blue, and PMS 877 silver. As shown at right, the logotypes may also be reproduced in black only or in black and PMS 279 blue. The official colors for the mascot logotype are black, PMS 279 blue, PMS 297 blue and PMS 138 orange. The mascot may also be used in black only. Color swatches of the colors being used should accompany the art during production to ensure an accurate color match. Reproduction of the graphic symbols in flat PMS colors is preferred over four color process and should be used whenever possible.

Maintaining these standards with each usage makes the symbols more recognizable, thus more meaningful and beneficial to the user in his involvement, as well as a benefit to the 1984 Louisiana World Exposition, Inc.



PMS 279 BLUE



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PMS 877 SILVER



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