



LINCOLN INSTITUTE
OF LAND POLICY

BRAND MANUAL

updated 8.2024

Proper use of our name

When referencing the Lincoln Institute of Land Policy, use the organization's full name (Lincoln Institute of Land Policy) upon first reference, and "Lincoln Institute" for subsequent references. Referring to the Lincoln Institute using the acronym "LILP" is also acceptable as long as the full name has been previously mentioned.

In general we should refrain from using the word "Lincoln" by itself, or as Lincoln- in combination with a partnering organization's name. There are existing uses (for instance the lecture series "Lincoln Lectures"). Given the depth of brand equity for those names, they can continue to be used as is.

The word "the" preceding Lincoln Institute of Land Policy should not be capitalized when written in the middle of a sentence.

About Statement

The About Statement should be used on every piece of marketing and communications collateral, print and online. It should also be furnished to partner organizations or anyone who asks for our About Statement (also known as a boilerplate).

If a **shorter version** is requested or otherwise desirable for space reasons, the first sentence, the first two sentences, or the first three sentences, can stand alone.

The Lincoln Institute of Land Policy seeks to improve quality of life through the effective use, taxation, and stewardship of land. A nonprofit private operating foundation whose origins date to 1946, the Lincoln Institute researches and recommends creative approaches to land as a solution to economic, social, and environmental challenges. Through education, training, publications, and events, we integrate theory and practice to inform public policy decisions worldwide.

The Lincoln Institute of Land Policy seeks to improve quality of life through the effective use, taxation, and stewardship of land.

or

The Lincoln Institute of Land Policy seeks to improve quality of life through the effective use, taxation, and stewardship of land. A nonprofit private operating foundation whose origins date to 1946, the Lincoln Institute researches and recommends creative approaches to land as a solution to economic, social, and environmental challenges.

Primary Logo: Horizontal

Logo Format

The logo should primarily be used in the horizontal format.

In some cases the logo may need to be knocked out of a background color. In these cases, the logo should be white over green or grey.

In instances where color output is unavailable, use the logo in 100% black.

PRIMARY LOGO:



LOGO ON COLOR:



Primary Logo: Vertical

Logo Format

In some cases where the horizontal version of the logo does not fit well, a vertical variation may be used.

In instances where color output is unavailable, use the logo in 100% black.

VERTICAL LOGO:



LINCOLN INSTITUTE
OF LAND POLICY

VERTICAL LOGO KNOCKED OUT OF A BACKGROUND COLOR:



Secondary Logos

Secondary logos are to be used only in foreign language applications. The same standards apply to secondary logos as do to Lincoln Institute's primary logo.

PRIMARY LOGO (SPANISH):



Color

Primary Color Palette

Logo color palette, for use on identity and branding materials.



CMYK:
C=45 M=0 Y=100 K=0
RGB:
R=146 G=200 B=42
HEX:
#92C82A
PANTONE:
PMS 376 C
PMS 382 U



CMYK:
C=15 M=0 Y=0 K=80
RGB:
R=72 G=83 B=91
HEX:
#48535B
PANTONE:
PMS 431 C/U

Secondary Color Palette

Materials color palette, for use in publications and email blasts. Do not use in conjunction with the logomark itself.



CMYK:
C=60 M=15 Y=0 K=10
RGB:
R=81 G=161 B=207
HEX:
#51A1CF



CMYK:
C=10 M=63 Y=95 K=0
RGB:
R=224 G=121 B=46
HEX:
#E0792E



CMYK:
C=0 M=0 Y=0 K=50
RGB:
R=147 G=149 B=152
HEX:
#939598



CMYK:
C=0 M=31 Y=90 K=0
RGB:
R=253 G=185 B=51
HEX:
#FDB933



CMYK:
C=10 M=75 Y=80 K=0
RGB:
R=221 G=99 B=68
HEX:
#DD6344

Logo Spacing

Logo Spacing

The logo should always have white space around it. The minimum amount of space should be equal to the width of the green “L” in the logo.



Logo Sizing

Minimum Size for Print



1.5 inches



1 inch

Minimum Size for Screen/Web



125 pixels



125 pixels

Logo on Image

In instances where the logo must appear over an image, the logo may be used as all-white with a green “L”. Examples include the logo appearing on the website over photo headers, in ads over an image, or on promotional materials where full-bleed images are used.



Logo Misuse

Examples of Misuses

These are a few examples of misuse of the logo, to be used as a guide for best practices.



Co-Branding

Guidelines

When the Lincoln Institute partners with another institution or participates in a joint venture, all printed and online marketing material must be co-branded.

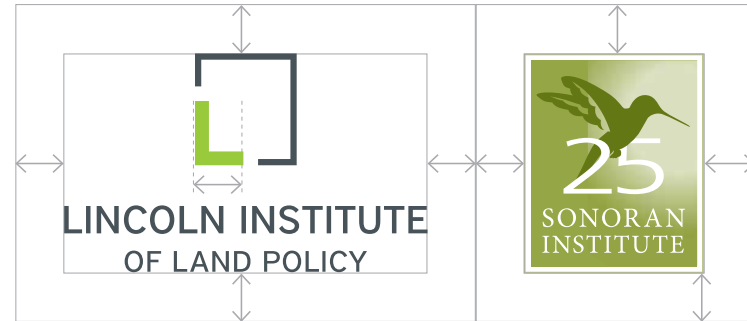
Use only the approved Lincoln Institute logo.

Horizontal logos should be paired with the horizontal Lincoln Institute logo. Vertical logos should be paired with the vertical Lincoln Institute logo.

Apply the spacing rules to the cobrand in equal proportion to the Lincoln Institute logo.

Do not blend the logo or the Lincoln Institute's name with any other logo.

Spacing Guidelines



Vertical Logo Pairing



Horizontal Logo Pairing



Typography

Primary Font

District Pro

District Pro is available from myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Additional Fonts

Akkurat

Akkurat is available from [Lineto.com](https://lineto.com)

Akkurat is for use only as a body font for publications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Default Fonts

In situations where District or Akkurat are not available, Helvetica may be used instead. If Helvetica is unavailable, use Arial as an alternative.

Do use in template documents that may be transferred to individuals who do not have District or Akkurat installed; i.e. Powerpoint presentations, email signatures, Word Docs, Excel sheets.

Formatting Guidelines

Use the following type guidelines when using Word or other default systems applications:

- Use black font only.
- Use Helvetica. If Helvetica is unavailable, use Aptos as an alternative.
- Set type at 9pt. with 1.5 line height.

Helvetica

Helvetica is a default Mac OS/Microsoft Windows computer font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Equos magnam quis pratio blab imaginimint escilliquam eiunt recor re cust as et
es volentia pratur resti dolor sus ea quiam, seque seque porerov itatur.

Aptos

Aptos is a default Microsoft Windows computer font, to be used in instances where Helvetica is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Equos magnam quis pratio blab imaginimint escilliquam eiunt recor re cust as et
es volentia pratur resti dolor sus ea quiam, seque seque porerov itatur.