

WELL-AHEAD LOUISIANA LOGO STANDARDS

The Well-Ahead Louisiana logo is the forefront of the Well-Ahead Louisiana brand. This page contains all logo versions and uses.

OFFICIAL LOGOS

Primary Logo:

Use this logo for all color applications that have a white or light background. The URL logo version should be used as much as possible to increase traffic to the website, which connects Louisiana residents to resources that make healthy living easily accessible.



One-Color Logo:

Use this logo for specialty printing. The one-color logo can be printed in black, white, or a Well-Ahead brand color such as teal. The one-color logo should not be considered an optional logo; it should only be used if the primary logo cannot be used.



LOGO USAGE

Do NOT: change the logo colors; add to, remove, or change the logo; warp, skew, or disproportionately scale the logo; rotate the logo; or let the logo blend into the background color.



TYPESSETTING THE BRAND NAME

Well-Ahead is a single, hyphenated word. The 'W' and 'A' are always capitalized.

Well-Ahead Louisiana

In copy, Well-Ahead Louisiana should always be used.