



LITTLE PEOPLE OF AMERICA
Empowerment • Awareness • Community

LPA Brand Guidelines

- lpa The logo is to be used as is, with no alterations unless reviewed and approved by the Executive Director. However, the logo (lpa) can be used with or without the tag line.
- lpa If the logo is to be included on mailing that is to be sent out to the membership, we ask that a copy of the draft is sent to National for our records
- lpa For some printed items, the gradient green can be challenging (as well as costly) to print. We also have a 2-color version of the logo that uses a single green color for the logo that is more cost efficient and easier to print (particularly when printing on non-traditional paper or other things like banners, t-shirts, etc). Please request that version from National if needed.
- lpa Use of LPA's logo on T-shirts or other promotional items being sold by a district or chapter, requires the approval of LPA's Executive Director.
- lpa When designing t-shirts, we appreciate the desire to have a "catchy" tagline or design that will sell well. However, we encourage the use of positive taglines that focus on awareness, empowerment and community. As a general guideline, when designing, please ask the following questions to determine if the slogan/design may need modifying.
 - o Does the tagline state or imply/suggest an "even though" or "in spite of" statement? For instance, a tagline like "tiny but mighty" suggests that the subject is mighty "in spite of" their size.
 - o Does the design/tagline portray the subject as juvenile or whimsical?
 - o Does the tagline make the subject a thing and not a person? Taglines such as "love a little" may be seen by some as personifying a person's size, losing sight of the subject being a person.
- lpa Please feel free to share a preview of your design with National for feedback prior to finalizing any designs.



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Below is the spec sheet that has the colors associated with the various pieces of the logo – we ask that you stick with these color greens & blues, and do not alter the logo to be any other color.

LOGO SPECS:

