



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Style Guide

This Guide links to the official LES International logo.

Use only the LESI logo linked to this style guide, do not try to recreate the LES International logo. It has been professionally designed with correct letter spacing and sizing.

LES Blue: Pantone (PMS) 286, use as a main or accent color. 50% tint of PMS 286 for the logo background.

Correct usage for written documents:
Licensing Executives Society International,
LES International or LESI.

Logo and formal logotype



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

[Click here to download the logo with logotype.](#)

Primary logo and logotype position

Use the primary logo position whenever possible. The logo is centered on the page and the logotype is directly below it.

Logo and color specifications



50% Tint – Pantone 286
Black
Black

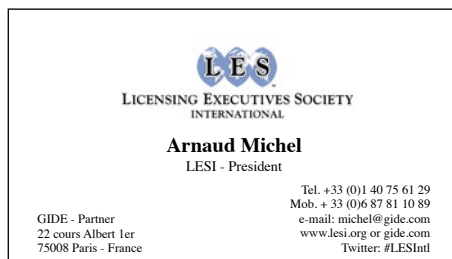
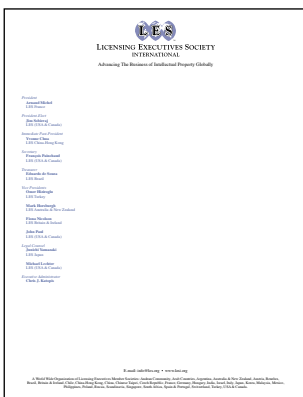
[Click here to download the logo only.](#)

LES Blue: Pantone 286

If a spot color is needed for the map of the world in the logo use PMS #657.

The logo should always appear against white, Pantone (PMS) 286 or a LES recommended background color wherever possible.

Stationery and Business Card



[Click here to download business card.](#)

Fonts:

Goudy is the logotype font, but should not be recreated because of special letter proportion and spacing

Times is the official font for all other type.

[Click here to download stationery.](#)