

Lasallian Reflection No. 7

To dream
is our way forward!



**Brothers of
the Christian
Schools**

La  **Salle**

Brand **Manual**



ToDream

is our way forward!

La Salle 2021-22

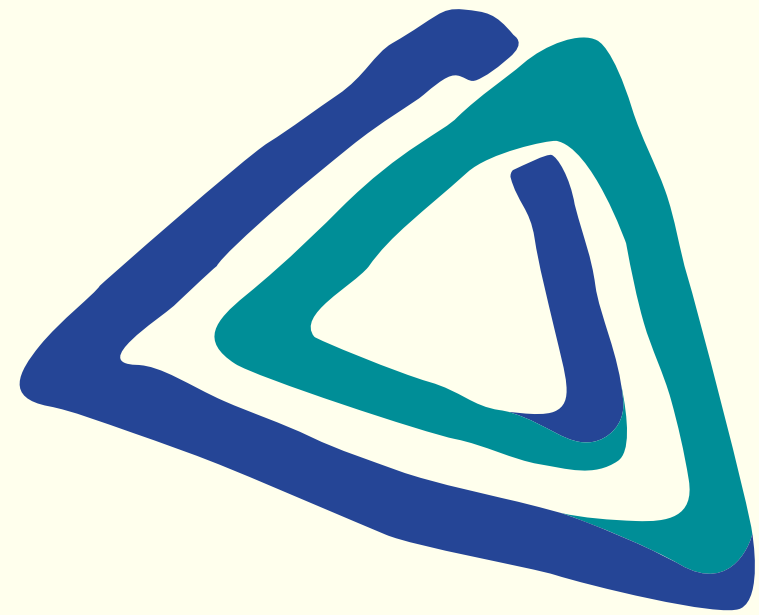
The logo is inspired by the impossible images in the work of Dutch artist Escher: impossible worlds that exist.

The triangles represent the construction of the social fabric, in a strong structure that does not deform and is maintained by the tension of diverse forces, an analogy of what is required to achieve a dream.

The jagged lines represent how winding it can be to take on new challenges.

Finally, there is a metaphorical allusion to the Holy Trinity building community in diversity.

Elements

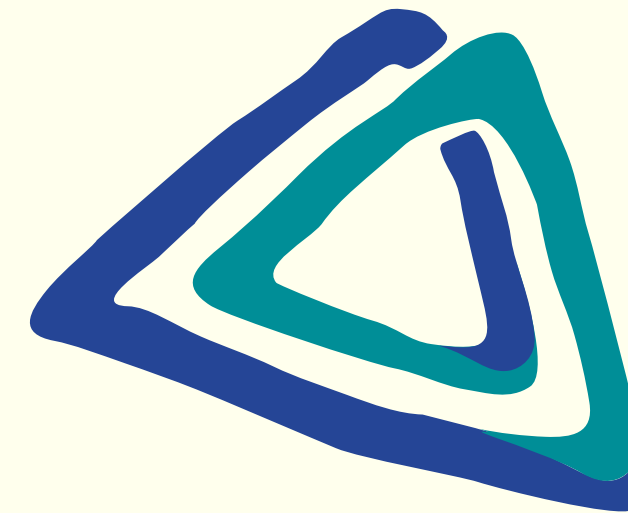


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1. Icon



2. Font

ToDream

3. Claim

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Font

DOVER HEAVY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Work Sans regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

HELVETICA CONDENSED LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

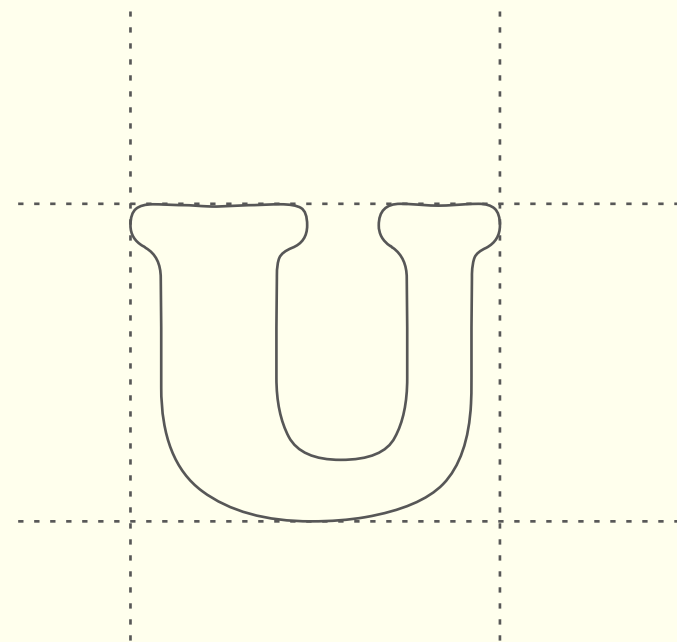
Colour

R: 37 C: 96
G: 69 M: 77
Y: 150 Y: 2
C: 0

R: 0 C: 81
G: 142 M: 22
Y: 151 Y: 39
C: 6

R: 20 C: 0
G: 20 M: 0
Y: 20 Y: 0
C: 92

Reserve area



Unit of measurement

RA RA

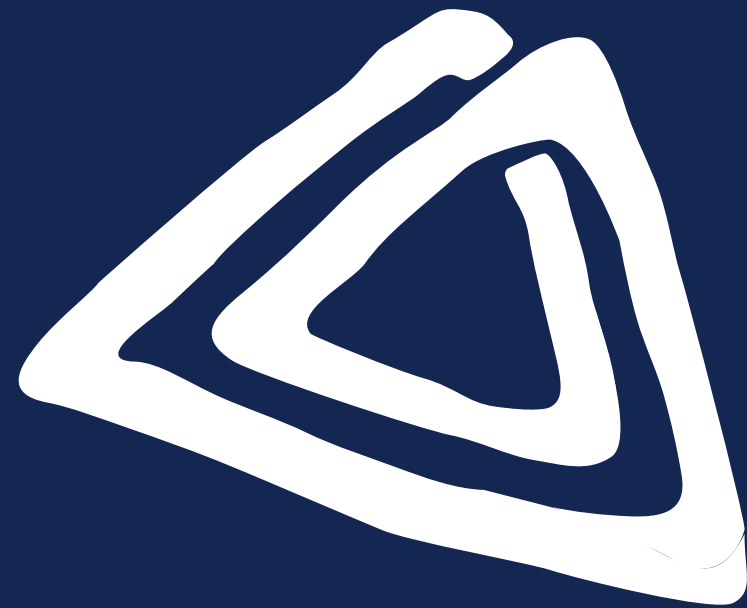
UUU UUU

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RA RA

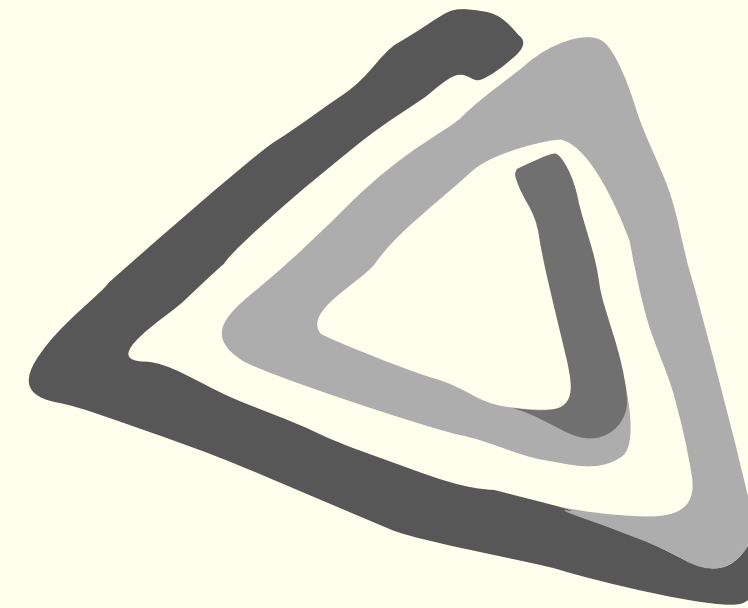
Negative



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Grey

Incorrect uses



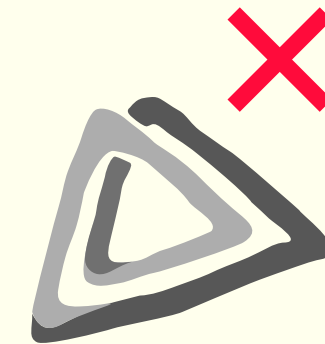
Using shadows



Deform the logo



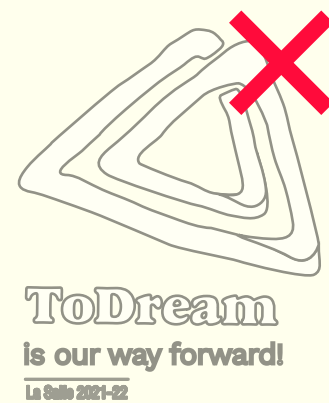
Change the colour



Rotate the logo



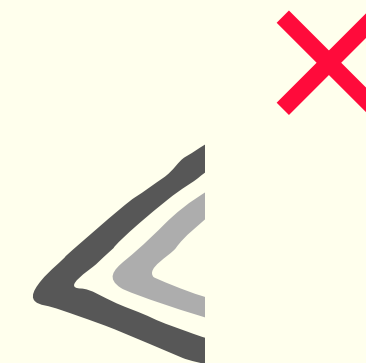
Using transparencies



Outline the logo



Repositioning the elements



Cut out the logo

*In some cases, the phrase: "La Salle 2021 - 22" may be removed, especially when the logo is accompanied by the corporate brand or other written or graphic allusion to a Lasallian educational ministry.



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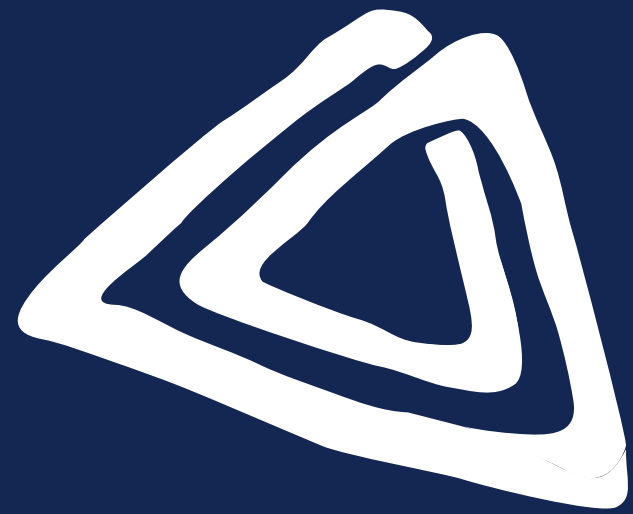
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Use of photography







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This logo was developed by the designer Carolina Henao Castro together with the team of the Communications and Marketing Department of La Salle University in Bogotá, Colombia.

We would like to thank them, the University administration and the Lasallians of the District of Bogota for this contribution to all Lasallians throughout the world.



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Rome - Generalate
Communications and Technology Service