



IDENTITY MANUAL

LASALLIAN REFLECTION NO. 8
(2022 -2023)

LASALLIAN DNA

WHAT DRIVES US TO SERVE

Communications and Technology Service | Generalate, Rome

Basic logo



=

La Salle Star



+

DNA icon



+

Value



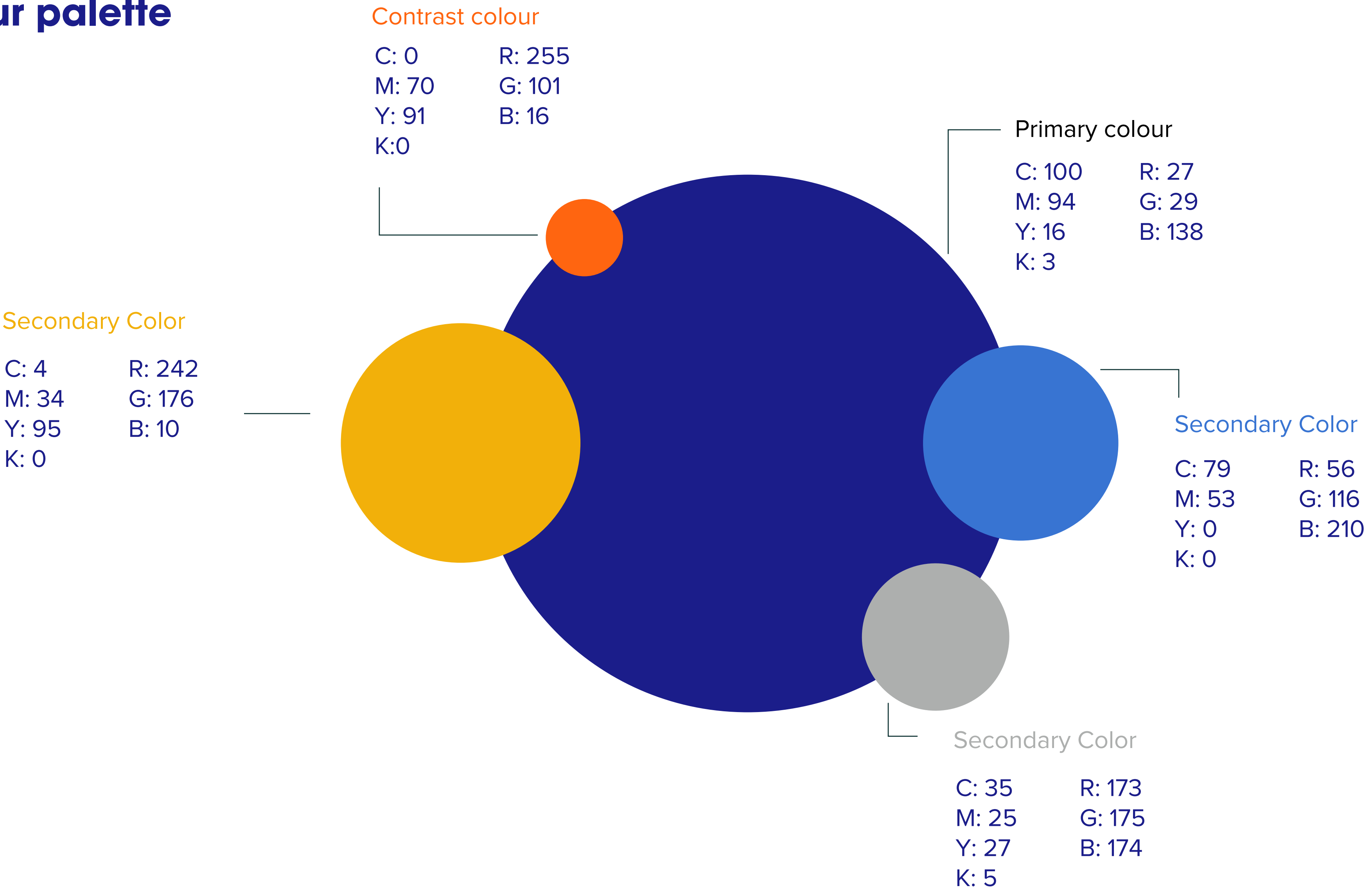
Description

The logo consists of the following elements:

- 1 An illustration of a DNA strand made up of "erratic" strokes of different lengths which express the diversity of actions with which Lasallians express their commitment to the Church, society and culture.
- 2 The five-pointed star that refers to this historical element in the iconography of the Institute.
- 3 The typographic set: LASALLIAN DNA with the use of the 'i' that is rotated 180 degrees and some horizontal lines that accompany some letters that represent the individual and institutional particularities that exist in our reality.
- 4 A horizontal blue band with words referring to values or words based on the 27 criteria of the document "Identity Criteria for the Vitality of Lasallian Educational Ministries". This word shall be written in capital letters and using the **Proxima Nova font**.



Colour palette



Blandint Display Regular - Font Lasallian DNA

AA AA Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#\$%^&*()=+

Proxima Nova-Font value or supplement

Aa Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#\$%^&*()=+

Aa Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#\$%^&*()=+

White Negative Logo



Black and White Logo



Flexibility

a. Basic logo

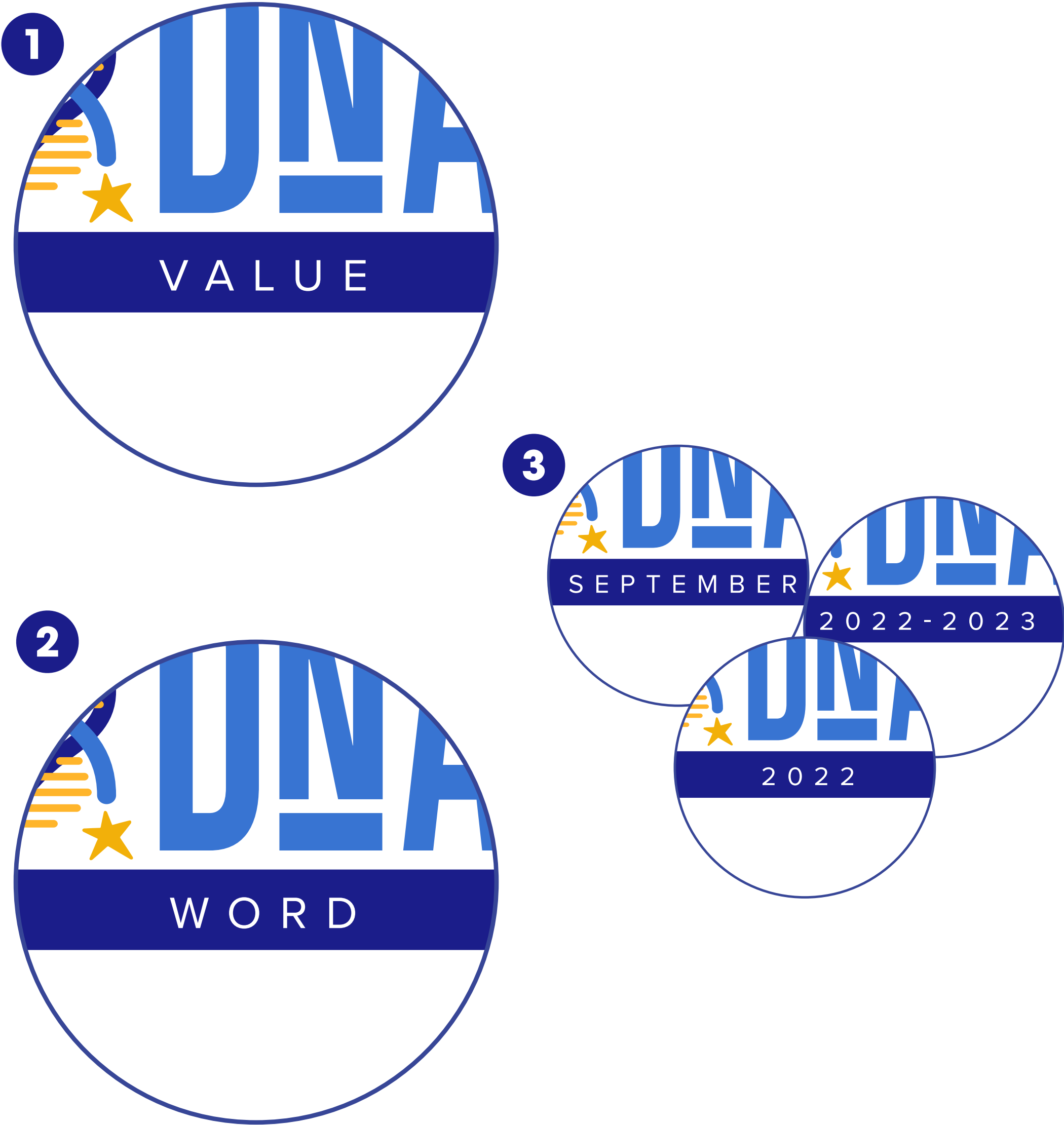


b. Basic logo + value band



Flexibility

c. Basic logo + band with local nuances:
The blue band can contain values, words or numbers according to the pedagogical or contextual needs of each Region, District or educational ministry.





APPENDIX: use with motto

