



# Lagos Business School – Brand & Asset Use Guidelines

For Partners, Collaborators, and External Stakeholders

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## 1. Introduction

Lagos Business School, Pan-Atlantic University (LBS), is committed to maintaining a consistent and professional brand identity across all channels. This document outlines the correct use of LBS brand assets—including logos, colours, typography, images, and naming conventions—when referenced in external communications such as websites, reports, press materials, event collateral, social media, and marketing campaigns.

All partners, collaborators, and the general public must follow these rules to ensure the integrity, clarity, and recognition of the LBS brand.

## 2. Brand Name Usage

### Official Name

- Lagos Business School
- LBS (permissible after the full name has appeared once)

### Unaccepted Variations (Do not use)

- “The Lagos Business School” (the definite article “the” is not part of the official name)
- Any variation that differs from the official name

### Text Reference Guidelines

- Always capitalize each word: **Lagos Business School**
- Do not alter, abbreviate, or translate the name
- Do not use the name in headlines or copy in a way that implies LBS endorses a product, service, or political position

## 3. Logo Use

### 3.1 Approved Logos

Partners may only use the official and unaltered LBS logo files provided by the School. Acceptable formats include PNG, JPEG, SVG, and EPS.

### 3.2 Clear Space

Maintain clear space of at least the height of the “L” in *Lagos* on all sides.

### 3.3 Minimum Size

- Digital: Minimum width 120px

- Print: Minimum width 25mm

### 3.4 Unacceptable Logo Use

- Stretch, crop, rotate, or apply filters
- Change colours or place the logo on visually busy backgrounds
- Add effects such as shadows, gradients, or glows
- Place the logo inside shapes unless approved by LBS

## 4. Brand Colours

Colour	Hex	CMYK	RGB
Primary Blue	#2E3A6E	96,83,0,44	46,58,110
Secondary Blue	#00AFEF	100,0,0,0	0,175,239
Tertiary Colour	#E6E7E8	0,0,0,10	230,231,232

Colours must never be altered or approximated.

## 5. Photography & Imagery

### Approved Use

- Use images that accurately represent the School’s environment, people, activities, and events.
- Use only high-resolution images (minimum **150dpi** digital, **300dpi** print).
- Ensure imagery reflects LBS values of professionalism, dignity, and diversity.

### Unapproved Use

- Do not use stock images that misrepresent LBS facilities or programmes.
- Do not alter official imagery with heavy filters, distortions, or artificial effects.

## 6. Tone of Voice

- Professionalism
- Integrity
- Academic excellence
- Inclusivity
- Clarity and respect

Avoid sensational language, political expressions, or commercial endorsements.

## 7. Co-Branding Rules

### When Partner Logos Appear with LBS

- The LBS logo must appear equal in size to partner logos.
- Maintain adequate spacing between logos.
- LBS must never appear subordinate to a sponsor or partner logo.

### Approval Required

All co-branded materials must be cleared by the **LBS Marketing & Communications Office** before publication.

## 8. Naming LBS Programmes, Events & Initiatives

- LBS MBA
- Senior Management Programme (SMP)
- Advanced Management Programme (AMP)
- Agribusiness Management Programme (AgMP)

Do not rename, abbreviate unofficially, or modify titles.

## 9. Digital & Social Media Use

### Acceptable

- Referencing LBS as a partner, collaborator, or host
- Sharing photos from LBS-approved events
- Tagging LBS using official handles (e.g., @LBSNigeria)

### Not Acceptable

- Using the LBS logo as part of a social media profile picture, banner, or watermark
- Implying official endorsement without permission

## 10. Legal & Compliance

- All brand materials remain the property of Lagos Business School.
- Usage is granted only for approved communications and may be revoked at any time.
- Partners must avoid misrepresentation of affiliation, respect trademark and copyright laws, and obtain written approval for high-impact campaigns (print ads, TV, billboards, sponsorships).

## 11. Asset Requests & Approvals

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