



LUKE
THE
LION
MASCOT
GUIDE



MASCOT IDENTITY AND PURPOSE

- **Name:** Luke the Lion
- **Appearance:** young, teenage, athletic, and healthy.
- **Personality Traits:** fun, outgoing, friendly, energetic, happy, and playful.
- **Brand Values:** compassion, excellence, humility, integrity, justice, teamwork, and wholeness.
- **Mission:** To continue the teaching and healing ministry of Jesus Christ. We are committed “To make man whole” in a setting of advancing medical science and providing a stimulating clinical and research environment for the education of physicians, nurses, and other health professionals.
- **Purpose:** Luke the Lion’s purpose is to provide comfort and emotional support to children at the hospital and at community events. He creates a positive, engaging atmosphere and brings playfulness and fun to help make the hospital feel less intimidating and more welcoming for children and families.
- Luke can also educate and inspire to promote healthy habits, explain medical procedures in a child-friendly way, and encourage bravery and resilience.

LUKE THE LION AND SHIRT LOGO VARIATIONS (SHADOW OPTIONS AVAILABLE)



**Loma Linda University
Children's Health Logo**



No Logo



**Loma Linda University
Children's Hospital Logo**

**If the logo cannot be displayed at an appropriate size,
use the NO LOGO mascot-only version instead.**

COLOR PALETTE

Strategic use of color creates powerful visual impact and can immediately evoke brand attributes such as quality, trustworthiness and warmth.

When using a full color Luke his shirt is only allowed in these CH color palette options. A full color Luke can have a full color logo on a white shirt.

If using a black-and-white Luke the Lion, the logo must be solid black on a white shirt; no color logo options are allowed.

The logo placed on Luke's shirt is a FIXED placement, do not alter or edit the logo.



GIG Guidelines



Regent Red
PANTONE 1955 C
CMYK: 0, 100, 60, 37
RGB: 163, 2, 52



Happy Purple
PANTONE 527 C
CMYK: 69, 99, 0, 0
RGB: 128, 49, 167



(for black and white version only)



Healthy Blue
PANTONE 301 C
CMYK: 100, 53, 4, 19
RGB: 0, 75, 135



Healing Teal
PANTONE 327 C
CMYK: 100, 2, 60, 17
RGB: 0, 134, 117

Minimum Size
3/8" (0.375") | 112 pixels



Even at minimum size, the logo must remain legible at all times.

Graphic Identity Guidelines (GIG) standards, including fonts and minimum size recommendations apply to Luke when being used with a logo shirt. GIG guidelines can be found here: styleguide.lluh.org/graphic-identity-guide/guidelines

USAGE SAMPLES

These samples show how the design specifications outlined in this guide may be applied.

Refer to the sections on the logo, typefaces, and color palette to make sure your designed piece complies with the organizational graphic identity guide.



INCORRECT USAGE SAMPLES

These samples show incorrect usage samples.

Refer to the sections on the logo, typefaces, and color palette to make sure your designed piece complies with the organizational graphic identity guide.



Do NOT change or alter shirt logo.



Do NOT change orientation.



Do NOT use black and white Luke with a colored shirt.



Do NOT add elements or art to shirt with a logo.



Do NOT add other visual elements.



Do NOT use at a small size where logo is too small.



Do NOT crop or cut off logo.



Do NOT place the logo at an angle.



LOMA LINDA UNIVERSITY

CHILDREN'S HEALTH

LLUCH.org