

LAKE ERIE  
COLLEGE

GRAPHIC STANDARDS

# LAKE ERIE COLLEGE

## Introduction

The Lake Erie College identity has been created to project a strong and consistent image to all those who come in contact with the College. It is well recognized that the manner in which a brand identity is presented to the marketplace can have a dramatic impact on the success of the organization. A brand image - how the public sees an institution - is a valuable asset in building relationships and credibility. By applying a specific set of standard guidelines to all communications, Lake Erie College materials will attain greater recognition through consistent application. The following pages contain

guidance and information to ensure proper use of the College identity. These standards apply to all materials produced for viewing by external constituents. It is our hope that these guidelines will also be adhered to for internal memos and publications.

*The visual identity marks depicted in this manual are trademarks of Lake Erie College. All graphic standards and restrictions outlined in this manual apply to production of all merchandise, whether purchased by the College or by outside funding. Design alterations or substitutions are strictly prohibited without the express written consent of the Office of Public Relations and Marketing*

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## Brand Character

All Lake Erie College communications should reflect the brand character or personality as much as possible, both visually and verbally. By building these ideas into text and image, you can help to reinforce and expand the Lake Erie College brand presence.

### Lake Erie College is focused on:

#### EXCELLENCE

- Seeking knowledge in all academic and non-academic areas
- Maintaining dignity, honor and respect in all we do

#### TRADITION

- Preserving the customs of yesterday, while making new memories for today
- Caring for historic buildings, while looking for modern ways to meet student needs

#### SERVICE

- Caring for our students in a small, nurturing environment
- Caring for our community and alumni base through continued outreach and collaboration

### Have you reflected the College as an institution that:

- Has an international context?
- Has an entrepreneurial spirit?
- Has an innovative flair?
- Has a strong liberal arts base?
- Has experienced professors?
- Has competitive athletic teams?
- Strives for academic excellence?
- Promotes personal growth and excellence?
- Is expanding and growing?
- Cares about excellence, tradition and service?

### Key phrases/words to incorporate:

- Entrepreneurial spirit
- Passion for discovery
- Professors who care
- Preserving tradition
- Engaging students
- Excellence on and off the athletic field
- Strong, liberal arts tradition
- Expanding for the future
- Seeking and sharing knowledge
- Academic excellence
- Small, intimate campus
- International context
- Opportunities to experience the world
- Internationally renowned equestrian program

## THE COLLEGE LOGO



## PREVIOUS VERSIONS OF THE LOGO



## The College Logo

The Lake Erie College logo has been created to represent the College. It should be used in the supplied graphic formats and configurations listed in the graphic standards manual only. Do not attempt to re-create the logo using typefaces.

### Previous Versions of the Logo

Previous versions of the logo should no longer be used on any College materials. Contact the Office of Public Relations and Marketing if you are in need of the appropriate logo.

### Proper Use of the Logo

The logo should not be skewed (proportions must be preserved).

There should be no breaking of the logo (it is not acceptable to attempt to use Lake Erie without College).

The logo should not be used more than once on a page.

The logo should not be placed over photos, textures or colors that make the logo difficult to read.

## Logo Configurations

### 1 STACKED Format



### 1 Stacked Format

This is the typical format of the logo and should be your first choice.

### 2 STACKED Format with Department Subhead



### 2 Stacked Format with Department/Office Subhead

Department names or offices may be added to the logo, if applicable. These names can only be added by the Office of Public Relations and Marketing. Departments should request the personalized logo if needed.

Department names or offices should be typed in the font Avenir 85 Heavy, all caps, with letterspacing set at 200 pt. The height of the letters should be equal to the distance "X" (measured as the distance between the bottom rung and the middle bar of the letter "E" in "ERIE") as shown to the left. The department or office name should be centered under the logo, leaving a space equal to "X" between the bottom of the logo and the top of the department name.

### 3 HORIZONTAL Format



### 3 Horizontal Format

This alternate configuration is acceptable when more appropriate for the surrounding space or a horizontal ad.

### 4 HORIZONTAL Format with Department Subhead



### 4 Horizontal Format with Department/Office Subhead

Department names or offices may be added to the logo, if applicable. These names can only be added by the Office of Public Relations and Marketing. Departments should request the personalized logo if needed.

Department names or offices should be typed in the font Avenir 85 Heavy, all caps, with letterspacing set at 200 pt. The height of the letters should be equal to the distance "Y" (measured as the distance between the bottom rung and the middle bar of the letter "E" in "ERIE") as shown to the left. The department or office name should be centered under the logo, leaving a space equal to "Y" between the bottom of the logo and the top of the department name.

## Proportions and Limits

### 1 STACKED Format



### 1 Adequate Space Stacked Format

Adequate space should surround the logo so that it stands apart from other elements on the page. It is recommended to allow a minimum of the distance "3X" on all sides of the logo, including the department name or office, if used.

### 2 HORIZONTAL Format



### 2 Adequate Space Horizontal Format

It is recommended to allow a minimum of the distance "2Y" on all sides of the logo, including the department name or office, if used.

### 3 MINIMUM Sizes



### 3 Minimum Size Stacked Format

For readability purposes, the preferred minimum size of the logo is .75" wide.

### Minimum Size Horizontal Format

For readability purposes, the preferred minimum size of the logo is 1.25" wide.

## Color Palette

### Primary Colors

Pantone 560 C Green is the main color associated with the College and should be used most often. However, three additional primary colors are available to be used with the Lake Erie College identity system.

### Accent Colors

Several colors were selected to accent the primary colors in the system and can be used along with any of the primary colors. Potential uses include color bars and lines, highlight text or bullets, as well as background colors.

### Other Accepted Colors

All tints or shades of black can be used within the system. It is also acceptable to utilize tints of the primary and secondary colors when needed. For special publications or events, the logos may be produced in a gold foil stamp. Please check with the Office of Public Relations and Marketing for approval.

## Reproducing the Colors

### Offset Printing

When possible, use the PANTONE® Solid colors listed to the left for offset printing. When printing in four color process, use the CMYK equivalents to reproduce the colors as closely as possible.

### On-Screen Representations

RGB values have also been provided for use in representing the Lake Erie College color palette on-screen (e.g., websites and email communications).

### Apparel and Other Merchandise

Vendors should match to the PANTONE® solid coated colors listed to the left as closely as possible.

## PRIMARY COLORS



PANTONE  
560 C Green  
C:80 M:0 Y:63 K:75  
R:0 G:72 B:38



PANTONE  
448 C Brown  
C:65 M:58 Y:100 K:35  
R:82 G:79 B:38



PANTONE  
5395 C Navy  
C:100 M:44 Y:0 K:76  
R:0 G:39 B:76

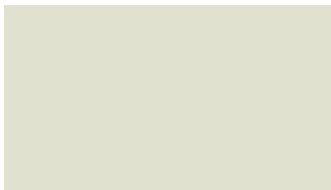


PANTONE  
Process Black  
C:0 M:0 Y:0 K:100  
R:35 G:31 B:32

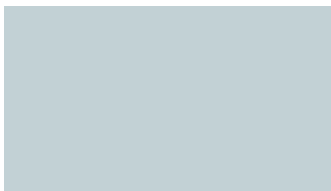
## ACCENT COLORS



PANTONE  
7497 C Tan  
C:40 M:30 Y:70 K:25  
R:129 G:129 B:84



PANTONE  
5803 C Buff  
C:2 M:0 Y:12 K:11  
R:223 G:225 B:206



PANTONE  
7542 C Light Blue  
C:10 M:0 Y:3 K:16  
R:194 G:209 B:211



PANTONE  
542 C Bright Blue  
C:62 M:22 Y:0 K:3  
R:86 G:159 B:211

## OTHER ACCEPTED COLORS



Shades of Black

### Logo/Color Usage

While the main College color is green, the Lake Erie College logo may appear in any of the primary colors or reversed out of any of the primary colors. The logo should not be reproduced in any other color format.

The Lake Erie College logo is a one color mark. Do not attempt to incorporate multiple colors within the logo.

### STACKED LOGO IN PRIMARY COLORS



### HORIZONTAL LOGO IN PRIMARY COLORS



## COLLEGE SEAL



## COLLEGE SEAL WITH LOGO



**LAKE ERIE**  
COLLEGE

## The College Seal

The Lake Erie College seal is restricted to use on official College materials such as certificates, diplomas or other documents of formal nature. The seal should not be utilized routinely in print, electronic communication or merchandise. Contact the Office of Public Relations and Marketing for permission to use the seal.

### Use with Logo

The seal may be used in conjunction with the Lake Erie College logo, upon request, and only in the configuration shown. Do not use the seal with past versions of the College logo. Do not attempt to re-create the logo with the seal on your own. The logo with the seal should not be skewed (proportions must be preserved).

### Color

The seal may be reproduced in the colors described in this manual. Preferred colors for the seal are black or PMS 560. The seal should never appear smaller than one inch across and should never be printed as a screen of a color or placed in the background of text. It may also be produced in the specialty techniques listed below.

### Special Print Techniques

The seal may be embossed, engraved or foil stamped on paper. It may also be etched in metal, glass or stone.

## STORM LOGO



Department of Athletics Letterhead

## Athletics Logos

### Storm Logo

The Storm logo may be used for general campus purposes, especially for materials produced in conjunction with athletic teams. For example, the Storm logo appears on the Athletic Department letterhead.

Preferred colors for the Storm logo are black or PMS 560. The Storm logo should never appear smaller than one inch across. Do not attempt to “color in” the logo. Any color to the Storm logo should be contained in the outline of the logo only.

### Cursive LEC Lettermark

The cursive LEC lettermark may be used only for athletics-related materials, primarily associated with baseball. Only one athletic logo should be used at a time. Do not use the Storm logo and cursive LEC lettermark at the same time on an item.

Preferred colors for the cursive logo are black or PMS 560. The cursive logo should never appear smaller than one inch across.

## CURSIVE LEC LETTERMARK



### AVENIR 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumps over the lazy dog.

### AVENIR 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumps over the lazy dog.

### AVENIR 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The quick brown fox jumps over the lazy dog.

### BODONI SIX Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumps over the lazy dog.

### BODONI SIX Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

*The quick brown fox jumps over the lazy dog.*

### BASKERVILLE Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumps over the lazy dog.

### BASKERVILLE Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890*

*The quick brown fox jumps over the lazy dog.*

### BASKERVILLE Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumps over the lazy dog.

### BASKERVILLE Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown fox jumps over the lazy dog.

## Lake Erie College Typefaces Sans-Serif

### AVENIR

Avenir can be used for both headlines and body copy for Lake Erie College promotional materials, such as brochures and direct mail pieces. It can also be used for highlight text and headlines in general correspondence.

### Alternate

If Avenir is not available on the computer, it is acceptable to use the font Arial in its place.

## Lake Erie College Typefaces Serif

### BODONI SIX

Bodoni Six can be used for highlighting short sections of text or headlines in Lake Erie College promotional materials, such as brochures and direct mail pieces. This font family is not suitable for use as body copy.

### BASKERVILLE

For use as body copy in general correspondence documents, such as letters, fax cover sheets and addresses on envelopes.

### Alternate

If neither Bodoni Six or Baskerville are available on the computer, it is acceptable to use the font Garamond in its place.

## BUSINESS CARD TEMPLATE

2 Color Printing  
Pantone 560 Green  
Pantone 448 Brown

Permanent  
Information



Changeable Information

## Business Cards

The business card shown to the left is the designated business card for use in all campus offices and departments. Business cards should only be printed from approved templates. When working with these templates the position of the elements should not be moved or changed except as noted to the left. Do not adjust sizing of any element on the card.

### Details

T = Telephone  
C = Cell  
F = Fax  
E = Email

Please note that all phone numbers are separated by periods (.), versus dashes (-) or forward slashes (/).

### Requesting Business Cards

Business cards are available through the Business Office. Please complete the appropriate request form to order new cards.

## SAMPLE CARD

Do not move or  
resize graphic  
elements on the card



The changeable area can accommodate up to a 2-line job title (information will automatically shift up - do not move the color bar) and up to 4 numbers and an email address

# STANDARD LETTERHEAD TEMPLATE

**Optional - imprint name and title**

**Optional - imprint office/department information**

**Permanent (Standard) Information**

**Top Margin 2"**

**Left Margin 1.25"**

**Right Margin 1"**

**Bottom Margin .5"**

**Highlight text formatted as Avenir Heavy, all caps**

**Body text formatted as Baskerville (or Garamond), flush left, no indents at paragraph start**

**2 Color Printing**  
 Pantone 560 Green  
 Pantone 448 Brown

**LAKE ERIE COLLEGE**

**Michael T. Victor**  
 President

**OFFICE OF THE PRESIDENT**  
 Kilcawley Hall  
 T 440.375.7500  
 T 800.533.4996  
 F 440.375.7204

391 West Washington Street  
 Painesville, Ohio 44077  
 T 440.296.1856  
 T 800.533.4996  
 F 440.375.7005

**RE: SUBJECT LINE**

Mr. John Jones  
 Company Name  
 Mailing Address  
 City, State Zip

Dear Mr. Jones:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sincerely,

Jane Doe  
 Director of Public Relations & Marketing

www.lec.edu

## Standard Letterhead

The letterhead shown to the left is designated for use in all campus offices and departments, with the exception of the Athletics Department (see Athletics Letterhead, page 11).

Letters should only be created using approved templates and output onto pre-printed letterhead. When working with these templates be mindful to keep the margin settings described to the left. These settings have been saved in the approved templates, along with styles for body and highlight text.

Letters may be personalized with a name or office/department as described to the left. Styles have been set up for these additions in selected templates.

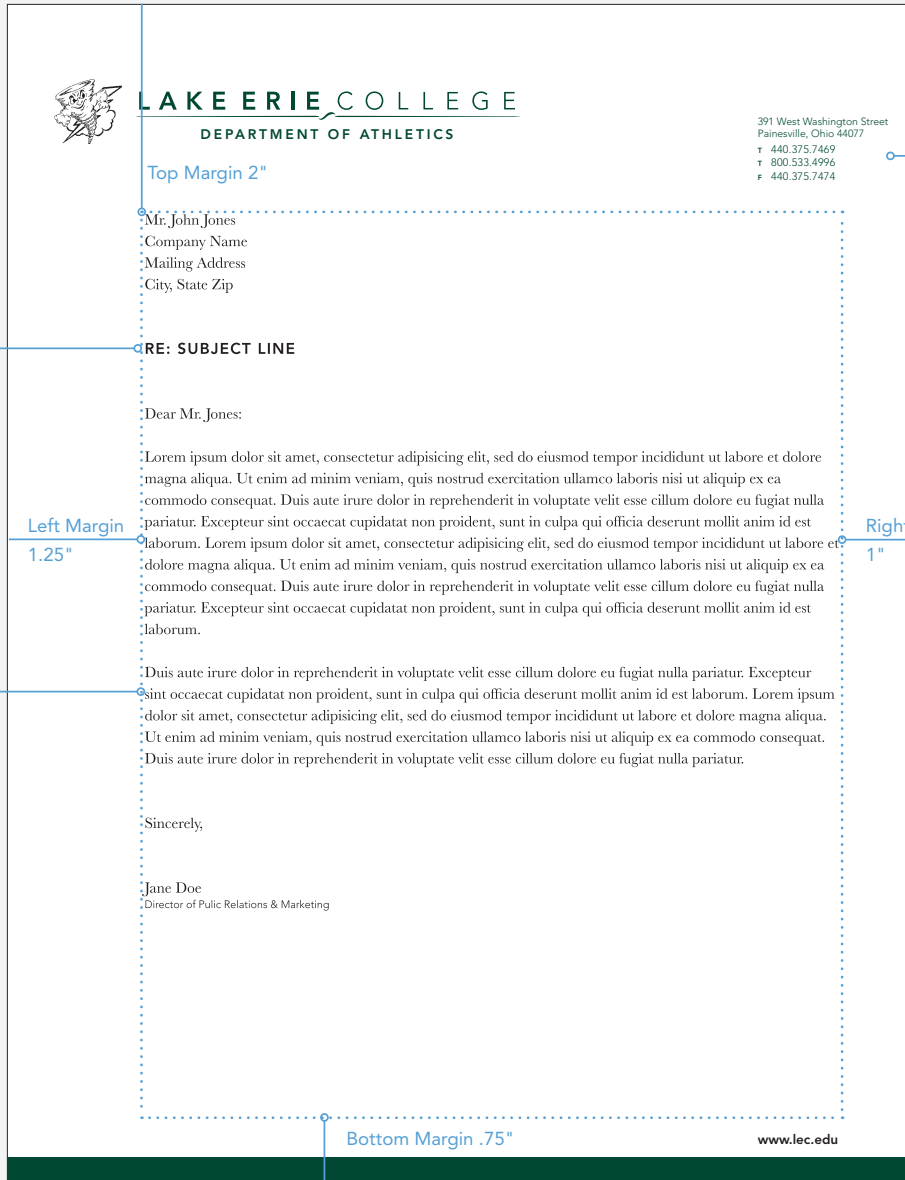
### Requesting Letterhead

Contact the mailroom to request standard letterhead.

### Optional Imprint Area

The imprint area can be personalized as requested by heads of departments, but must be requested to the Office of Public Relations and Marketing. As the letterhead will need to be specially designed and printed, the individual department will be liable for all costs.

# ATHLETICS LETTERHEAD TEMPLATE



The diagram shows a letterhead template for Lake Erie College's Department of Athletics. At the top left is the Storm logo. To its right is the text "LAKE ERIE COLLEGE" in a large, spaced-out font, with "DEPARTMENT OF ATHLETICS" below it. On the right side, contact information is listed: "391 West Washington Street Painesville, Ohio 44077", followed by phone numbers "t 440.375.7469", "r 800.533.4996", and "f 440.375.7474". A dotted line indicates a "Top Margin 2\"". Below the header, there are fields for "Mr. John Jones", "Company Name", "Mailing Address", and "City, State Zip". A "RE: SUBJECT LINE" is followed by "Dear Mr. Jones:". The main body of the letter contains two paragraphs of Lorem Ipsum text. A dotted line indicates a "Left Margin 1.25\"". To the right of the text, a dotted line indicates a "Right Margin 1\"". Below the text, there is a "Sincerely," followed by "Jane Doe" and "Director of Public Relations & Marketing". At the bottom right, the website "www.lec.edu" is listed. A dotted line at the bottom indicates a "Bottom Margin .75\"".

Highlight text formatted as Avenir Heavy, all caps

Body text formatted as Baskerville (or Garamond), flush left, no indents at paragraph start

Permanent (Standard) Information

## Athletics Letterhead

The letterhead shown to the left, featuring the Storm logo, is designated for use in the Athletics Department only. The Athletics Department should not use the standard letterhead.

Letters should only be created using approved templates and output onto pre-printed letterhead. When working with these templates be mindful to keep the margin settings described to the left. These settings have been saved in the approved templates, along with styles for body and highlight text.

### Requesting Letterhead

Contact the mailroom to request athletics letterhead.

2 Color Printing  
Pantone 560 Green  
Black

## STANDARD ENVELOPE



1 Color Printing  
Pantone 560 Green

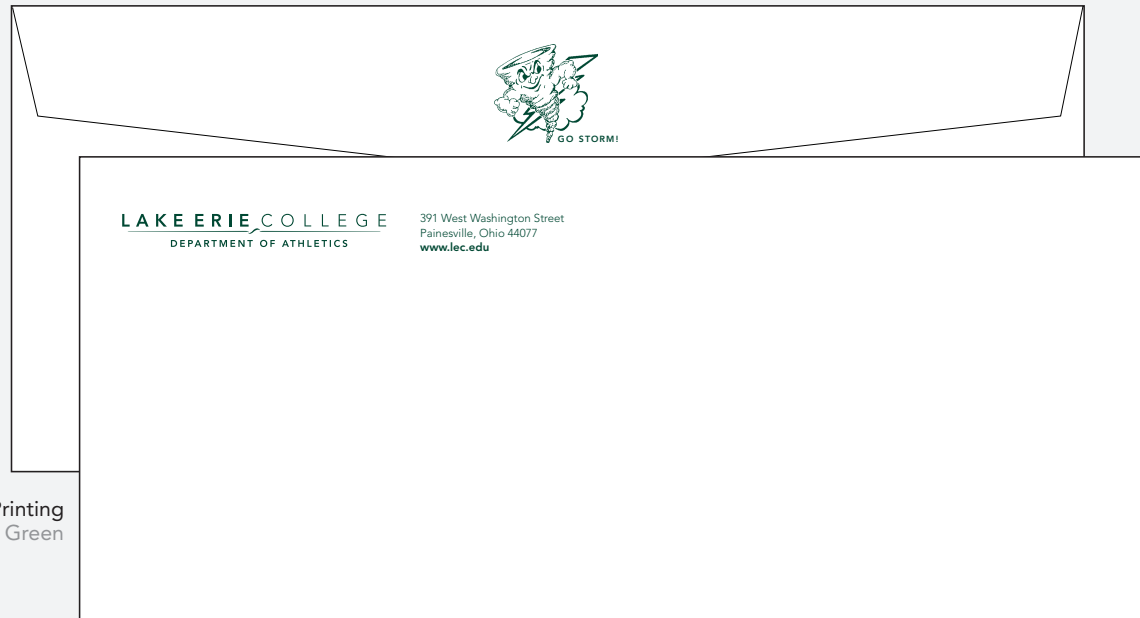
## Standard Envelope

The envelope shown to the left is designated for use in all campus offices and departments, with the exception of the Athletics Department (see below).

### Requesting the Standard Envelope

Contact the mailroom to request standard envelopes.

## ATHLETICS ENVELOPE



1 Color Printing  
Pantone 560 Green

## Athletics Envelope

The envelope shown to the left, featuring the Storm logo, is designated for use in the Athletics Department only. The Athletics Department should not use the standard envelope.

### Requesting the Athletics Envelope

Contact the mailroom to request athletics envelopes.

## Office of Public Relations and Marketing

[www.lec.edu/public relations](http://www.lec.edu/public%20relations)  
phone: 440.375.7253  
fax: 440.375.7204  
Location: Kilcawley Hall

The mission of the Office of Public Relations and Marketing (OPRM) is to present the College to its external constituents in a positive light. The Office strives to take a pro-active approach using all of the media resources at its disposal to create the best possible image for the College.

The OPRM is responsible for all marketing efforts in the promotion of Lake Erie College, its academic programs, recruitment and fund-raising initiatives, special events and community events, among others. The tools to convey these messages involve public relations, marketing, media relations, targeted publications, community relations, direct mail pieces, radio and print advertising, website development and photography.

All marketing efforts intended for an external audience should be executed by the OPRM.

### These include but are not limited to:

- **PRESS RELEASES** – These must be distributed through the OPRM. Departments are encouraged to present all materials up to two months in advance, but not less than three weeks prior to the event.
- **MEDIA CONTACTS** – The OPRM has developed an extensive list of all media contacts in Northeast Ohio, the state and across the country. As we strive to strengthen the relationship with media contacts and present the campus in the most positive light, we request that all media requests be handled by the OPRM whenever possible.
- **PHOTOGRAPHY** – This includes all “official” campus photography conducted by paid photographers.
- **PUBLICATIONS & ADVERTISING** – All publications, such as brochures posters, flyers, booklets, e-newsletters, templated e-mails, forms, catalogs, invitations, etc. and all College ads must be produced by the OPRM to ensure consistency in look and message.
- **PRINTING BY EXTERNAL VENDORS** – All printed materials should be produced by or approved through the OPRM. All print work with external vendors should be handled exclusively by the OPRM.
- **WEB PAGES** – Design and restructuring of web pages must be approved through the OPRM. The College website is maintained under the auspices of the OPRM.
- **EXTERNAL LISTINGS** – If a magazine, newspaper or website is interested in listing information or a statement of who the College is, the information should be obtained through the OPRM.
- **PLAQUES, BANNERS & OTHER SIGNAGE** (including campus signage)
- **BUSINESS CARDS, LETTERHEAD & ENVELOPES**
- **COLLEGE IDENTITY, TRADEMARKING & LICENSING**
- **IN ADDITION, ALL MEDIA INQUIRIES** should be brought to the attention of the OPRM.

### Trademark information

Lake Erie College’s visual identity marks are currently in the process of being registered with the U.S. Patent and Trademark Office. This means that:

- The College marks cannot be used to identify anything other than Lake Erie College.
- The College maintains the right to receive revenue generated by the commercial use of its marks.
- The College marks cannot be altered or used inappropriately without jeopardizing its legal protective status.
- Marks, when used on apparel, should be displayed with the “TM” symbol, indicating trademark status.

### Merchandising

The College presents a wide variety of merchandise to students and alumni. The main location for merchandise is the College bookstore. Campus departments, offices and program areas may also order merchandise for their specific constituents. When ordering items, vendors must always reproduce our official identity marks as designed and match PMS 560 (and sub colors) exactly for printed materials or as closely as possible for other merchandise where PMS matching capabilities do not exist (such as Hunter Green).

To protect the trademarks of the College, all items bearing Lake Erie College’s name or logos must be officially approved. The Office of Public Relations and Marketing is responsible for coordinating the College’s licensing and trademark program. This Office must approve all merchandise bearing the name and/or symbols of the College prior to manufacturing or distribution. The College strongly suggests that when ordering items, (such as mugs, key chains, pens, etc.) that you do so through the Office of Public Relations and Marketing. The Office has many vendor websites and catalogs from which to review and can often save you money by taking bids from multiple vendors and developing camera-ready art to meet the needs of the vendor.