Lakeland
COMMUNITY COLLEGE

VISUAL IDENTITY
and LOGO GUIDE

Lakeland
COMMUNITY COLLEGE

Visual Identity

A clear, unified and consistent visual identity plays an important role in shaping Lakeland Community College's brand. The way Lakeland represents itself visually – through logos, typefaces and colors - can enhance our institutional image and reputation.

This guide is designed to establish a consistent, unifying identity for Lakeland. It provides guidelines and examples for proper use of the college logo and other visual elements in print and electronic communications. To create a strong visual identity, these guidelines must be applied consistently in all of our communications.

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Official Logo

Evolution of Lakeland's Logo

The College Logo

The college logo is the primary visual identity mark of the institution and is to be used on all printed and electronic materials and merchandise. The official logo includes the clocktower glyph and wordmark, of "Lakeland Community College." In addition, there is an option to use the signature logo - the wordmark of "Lakeland Community College" - without the clocktower glyph (see page 3).

The college logo may only be used for official college business. Use of the college logo to promote non-college activities or imply endorsement of a non-college activity or product is prohibited.

The logo is a graphic element that uses official type fonts and colors, and a specific configuration. Any attempt to re-create the art, type, or spacing and styling of the logo by desktop publishing or word processing will result in inconsistencies that will compromise the integrity of the logo.

Refer to this guide for specifications on proper logo use. Approved college logos may be downloaded from the college website at lakelandcc.edu/marcom.

Evolution

Over the years the Lakeland logo has evolved. The logos presented to the left have now been retired.

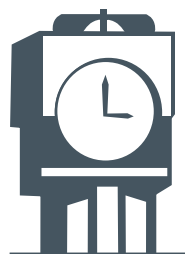**1** Using the Signature Logo

Lakeland
COMMUNITY COLLEGE

2 Using the Clocktower Glyph Alone

2 Secondary Logos

Lakeland
COMMUNITY COLLEGE
MARKETING AND
COMMUNICATIONS

Brand extension

Lakeland
COMMUNITY COLLEGE
HOLDEN UNIVERSITY CENTER

Sub-brand

Logo Versions

1 Using the Signature Logo

It is acceptable to use only the wordmark (the words "Lakeland Community College" in two lines of type) without the clocktower glyph.

2 Using the Clocktower Glyph Alone

In certain limited circumstances, it is acceptable to use only the clocktower glyph without the wordmark. Use of the clocktower glyph alone for any application must be approved by the marketing and communications department.

3 Secondary Logos

The Lakeland logo was designed with the option for customization by divisions, departments, and select campus organizations. This arrangement ensures the general visual identity of Lakeland remains intact, yet offers some versatility to the departments and divisions of the college.

Brand extensions, entities that support the overall mission of the college such as divisions and departments, are in gray. Sub-brands, entities linked to Lakeland's official brand for strategic reasons such as the Holden University Center and the Center for Business and Industry, are in blue.

Secondary logos must be approved by the marketing and communications department and designed through Lakeland's graphics department.

1 Horizontal Format

2 Horizontal Format with Department Subhead

3 Stacked Format

4 Stacked Format with Department Subhead

Logo Configurations

1 Horizontal Format
The standard logo format is the horizontal format. This should be the primary choice when selecting a logo. It may be used with the clocktower glyph or without.

2 Horizontal Format with Department/Office Subhead
Brand extensions and sub-brands must be approved by the marketing and communications department and designed through Lakeland's graphics department.

3 Stacked Format
In limited instances a stacked, or vertical logo is an acceptable alternative. Ad layout or available surrounding space will dictate usage.

4 Stacked Format with Department/Office Subhead
Brand extensions and sub-brands must be approved by the marketing and communications department and designed through Lakeland's graphics department.

Brand Extensions are:
Color - Gray - PMS 432C
Font - Futura Medium; all caps
Letter Spacing - 0

Sub-brands are:
Color - Blue - PMS 287C
Font - Futura Medium; all caps
Letter Spacing - 0

Brand extensions or sub-brands should be centered under the logo in versions with and without the glyph.

1 Signature Format (Wordmark Alone)

Lakeland
COMMUNITY COLLEGE

3X

X

3X

2 Horizontal Format

3Y

Y

3Y

3 Minimum Sizes

1.5"

Lakeland
COMMUNITY COLLEGE

1.5"

Lakeland
COMMUNITY COLLEGE

1.5"

Lakeland
COMMUNITY COLLEGE

Proportions and Limits

1 Adequate Space
Signature Format (Wordmark Alone)

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 brand extension or sub-brand, if used.

2 Adequate Space
Horizontal Format

It is recommended to allow a minimum of the distance "3Y" on all sides of the logo, including the brand extension or sub-brand, if used.

3 Minimum Size

For readability purposes, the preferred minimum size of the logo is 1.5" wide. This preference is the same for the logo with or without the glyph, stack or horizontal format, and with or without a brand extension or sub-brand.

Do not rearrange any elements of the logo.

Do not compress or stretch the logo.

Do not substitute any other color for Lakeland's official logo colors.

Other Logo Usage

Other Logo Reproduction

The logo may be embossed, foil stamped, or printed in metallic inks providing the colors are blue, silver, gray or black. The minimum height for an embossing die is 1".

Using the Lakeland Logo with Other Logos

When the college logo must be paired with one or more additional logos, they should be placed away from each other, if possible. In certain cases, such as those representing multiple partnerships, grouping logos together may be the best design solution. If placed together, the logos should be of equal size. Normal buffer zone, color, and size guidelines apply. Preferably, the Lakeland logo should appear to the left of other logos or first in reading order.

Logo Use on the Web

College logo standards apply when using the official logo on the web. The minimum resolution is 72 dpi. The minimum logo width is 450 pixels.

Trademark

The Lakeland logo is protected by federal trademark laws.

1 Examples of Incorrect Usage

The logo should not be rearranged, compressed, stretched, put in unapproved colors or modified in any way that may compromise the integrity of the brand.

① Color

CMYK: four-color process formula

One color

Wordmark reversed out

Design Elements

Use of consistent design elements creates a cohesive look.
- Color
- Imagery
- Typeface
- Pattern

① Color

Use of Lakeland's official color palette when reproducing the college logo is critical to the college's visual identity. Lakeland's logo colors are Pantone 287C Blue and Pantone 432C Gray.

The logo may be reproduced in four colors, one color, or a grayscale version. When the logo is reproduced in one color, it must be blue (preferred) or black. Contact the marketing and communications department if you wish to use a color other than black or blue.

Do not reverse out the clocktower glyph. The wordmark may be reversed out.

① Color

Print colors

Color		C M Y K	Pantone Coated	Pantone - C M Y K
	Dark Blue	100-68-0-12	287C	100-84-19-10
	Dark Gray	23-2-0-77	432C	23-2-0-77
	Gold	0-16-100-0	116C	0-19-100-0

Web colors

Color		R-G-B	Hex
	Dark Blue	0-51-153	003399
	Medium Blue*	0-88-190	0058be
	Light Blue	188-218-254	bcdafe
	Gold	255-204-0	FFCC00
	Yellow	255-255-204	FFFFCC
	Dark Gray*	102-102-102	666666
	Medium Gray	153-153-153	999999
	Light Gray	204-204-204	CCCCCC

* Official primary Lakeland logo colors for Web and
  on-screen interactive use.

Design Elements

① Color

Print colors

In print, the logo colors are:

Lakeland Blue
• PANTONE 287C
• CMYK: four-color process formula:
  100 - cyan   68 - magenta
    0 - yellow   12 - black

Lakeland Gray
• PANTONE 432C
• CMYK: four-color process formula:
  23 - cyan   2 - magenta
   0 - yellow   77 - black
• 70% black

Web colors

Web and on-screen interactive logo
colors are:

Lakeland Blue
• Web safe hexadecimal: 0058be
• RGB
  R - 0   G - 88   B - 190

Lakeland Gray
• Web safe hexadecimal: 666666
• RGB
  R - 102   G - 102   B - 102

Note: The color palette is expanded for
Web and on-screen interactive purposes.
Please refer to the chart (left).

"Lakeland:" 40% black
"Community College," line and
dept. name : 20% Black

2 Imagery

3 Typeface

Perpetua Regular (manipulated)

Perpetua Regular

4 Pattern

Circle pattern

Wave pattern

Design Elements

2 Imagery

A mix of licensed stock photography and pre-approved live photography is acceptable. Work with the marketing and communications department to ensure compliance with model releases and licensed photography.

3 Typeface

Just as with colors, typography plays an important role in identifying materials that represent the Lakeland brand. The standard typeface used in the logo is Perpetua Regular. The logo is a graphic element and should not be re-created using these typefaces.

Brand extensions and sub-brands use Futura Medium typeface. Secondary logos are graphic elements and should not be created using these type faces.

Secondary logos must be approved by the marketing and communications department and designed through Lakeland's graphics department.

4 Pattern

Patterns are an effective way to maintain consistency, create a distinctive visual language, and communicate key information about our brand.

Standard colors associated with the Lakeland brand pattern are the standard color palette. This should be the primary choice when selecting colors. Color change may be dictated by select design. Work with Lakeland's graphics department to ensure complementary colors and design.

Patterns may change in boldness or subtleness depending on surrounding design. They are meant as foundations, but may be manipulated at the discretion of Lakeland's graphics department to enhance a design. Proportions must be maintained.

Official College Seal

**The Arms of
Lakeland Community College**

Arms approved by the Board of Trustees
and assumed on Friday, 20th, October, 1967.

BLAZON: (description in heraldic terms)
Per fess Azure and Argent, in chief two
open books of the last and in base three
barrulets wavy of the first.

Significance

In non heraldic language the Arms of Lakeland Community College may be described as a shield divided across the middle - known in heraldry as "per fess" - with the upper portion being blue and the lower portion silver (white may be substituted). In the upper part of the shield - known in heraldry as the "chief" - are placed two open books completely in silver. In the lower part of the shield are three narrow wavy bars - known in heraldry as "three barrulets wavy."

The Arms of Lakeland Community College are known in heraldry as canting or "arms parlantes"; they sing or play upon the name. The division across the middle of the shield and the three narrow wavy bars in blue in the base, cant or sing upon the name Lakeland (the land being a deposit from the lake).

The two open books in silver in the upper part of the shield symbolize the arts and sciences. Both branches of learning are dependent upon the written word which is generally transmitted by means of books.

These Arms were designed by A.W.C. Phelps, Fellow of The American Society of Heraldry, member of The Heraldry Society (London) England, on Thursday, 11th May, 1967.

Official College Seal

The College Seal is the official ceremonial mark of the institution. The College Seal is reserved as the official ceremonial mark of the institution for usages such as: official documents, diplomas, citations, and special signature items.

The College Seal should not be used routinely on print or electronic communications or merchandise. Use of the seal must be approved by the marketing and communications department. To ensure consistency, the shield alone should not be used as a separate image, and the artwork inside the seal should not be altered in any way.

Other Frequently Used Approved College Logos

1 Lakeland COMMUNITY COLLEGE
HOLDEN UNIVERSITY CENTER

2 Lakeland COMMUNITY COLLEGE
MOORELAND MANSION

3 CONSERVE · SUSTAIN · EDUCATE
Lakeland COMMUNITY COLLEGE

4 LAKELAND Lakers

5 THE Lakeland Foundation
Inspire. Empower. Enrich.

6 Arts at Lakeland

7 Opportunity starts HERE

8 Stay HERE.
Go far!

9 myLakeland

10 The Lakeland INSTITUTE
Nonprofit · Public Service · Entrepreneurship

11 HIVE

12 Enlightened Navigators
Lakeland COMMUNITY COLLEGE

Other Approved College Logos

1 Holden University Center

2 Mooreland Mansion

3 Sustainability

4 Lakeland Athletics Program (Lakers)

5 The Lakeland Foundation

6 Arts at Lakeland

7 Opportunity Starts Here

8 Stay Here Go Far
(used only with Holden University Center)

9 myLakeland

10 The Lakeland Institute

11 The HIVE

12 Enlightened Navigators

The logo may be reproduced in four colors, one color, or a grayscale version. When the logo is reproduced in one color, it must be black (preferred) or blue. Contact the marketing and communications department if you wish to use a color other than black or blue.

Do not reverse out the clocktower glyph. The wordmark may be reversed out.

Myriad Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Myriad Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Perpetua Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Perpetua Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Perpetua Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Perpetua Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Baskerville Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Baskerville Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Baskerville Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Baskerville Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Baskerville Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Print Typography

Sans-Serif

Myriad Pro
Myriad Pro can be used for both headlines and body copy for Lakeland promotional material, such as brochures and direct mail pieces. It can also be used for highlight text and headlines in general correspondence.

Alternate
If Myriad Pro is not available, it is acceptable to use the font Arial in its place.

Serif

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

Baskerville
Baskerville can be used as body copy in general correspondence documents, such as letters, fax cover sheets and addresses on envelopes.

Alternate
If neither Perpetua or Baskerville are available, it is acceptable to use the font Garamond in its place.

For consistency purposes, all printed materials, from correspondences to marketing collateral and signage, should follow the same print typography standards.

Letterhead

7700 Clocktower Drive • Kirtland, Ohio 44094-5198 • 440.525.7000 • 1.800.589.8520

Memo

7700 Clocktower Drive • Kirtland, OH 44094-5198

MARKETING
Jane Doe
Director of Marketing
440.000.0000

Envelope

7700 Clocktower Drive
Kirtland, OH 44094

Business Card

Jane Doe
Director of Marketing

7700 Clocktower Drive • Kirtland, Ohio 44094-5198
office: 440.000.0000 • room: 00
email: jdoe@lakelandcc.edu

Print Applications

1 Stationery

Lakeland letterhead, envelopes and business cards are one of the most effective ways to present the college's identity clearly and consistently.

Printed letterhead, envelopes, and business cards may be ordered through the college production center. Lakeland employees may download templates for customized fax cover sheets and memo letterhead from the myLakeland portal.

All business cards will carry the core purpose on the reverse side.

Business cards can be requested through the marketing and communications department page in mylakeland.

2 Publications

2 Publications

Lakeland publications use consistent design elements to create a family style look and feel.

- Booklet
- Brochure
- Flier
- Pamphlet
- Postcard

Print Ads

Web and Digital Ads

Print Applications

3 Advertisements

Print Ads

Lakeland advertisements use consistent design elements to create a cohesive look.

Web and Digital Ads

Lakeland's website and digital display ads use consistent design elements to create a cohesive look.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Lakeland is an institute of higher education.

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Lakeland is an institute of higher education.

Helvetica (TT) Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica (TT) Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica (TT) Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica (TT) Regular Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Lakeland is an institute of higher education.

Digital Typography

Sans-Serif

Lakeland's website and myLakeland portal were designed using sans-serif fonts to increase the legibility for on-screen applications.

The font families of Calibri, Arial and Helvetica are used throughout both sites.

Website style sheets and additional guidelines are available from the marketing and communications department.

For consistency purposes, all digital, on-screen applications should follow the same typography as the college website.
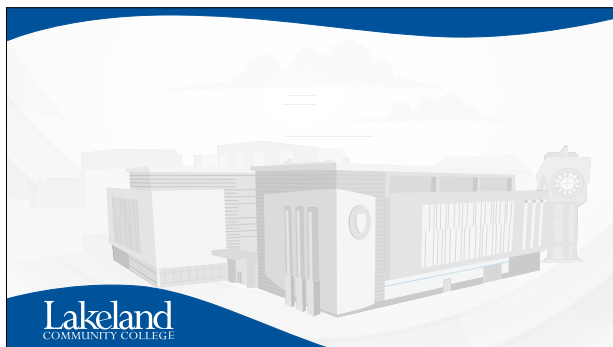
1 Email Signature

First Last
Your Title
440-525-XXXX
name@lakelandcc.edu
lakelandcc.edu

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2 Websites

Website and Portal

---

3 PowerPoint

Digital Applications

1 Email Signature

Compose emails and create your email signature using the digital typography standards (pg. 16). Incorporating the general signature logo is acceptable. Contact the marketing and communications department for instructions.

2 Websites

Lakeland's Web-based communications use consistent design elements to create a cohesive look.

Lakeland's public website and myLakeland portal follow complementary design elements to create a cohesive look and brand recognition.

3 PowerPoint

PowerPoint templates are created to ensure a cohesive look and brand recognition for public presentations, webinars, etc. Powerpoint templates can be downloaded through the marketing and communications department page in mylakeland.
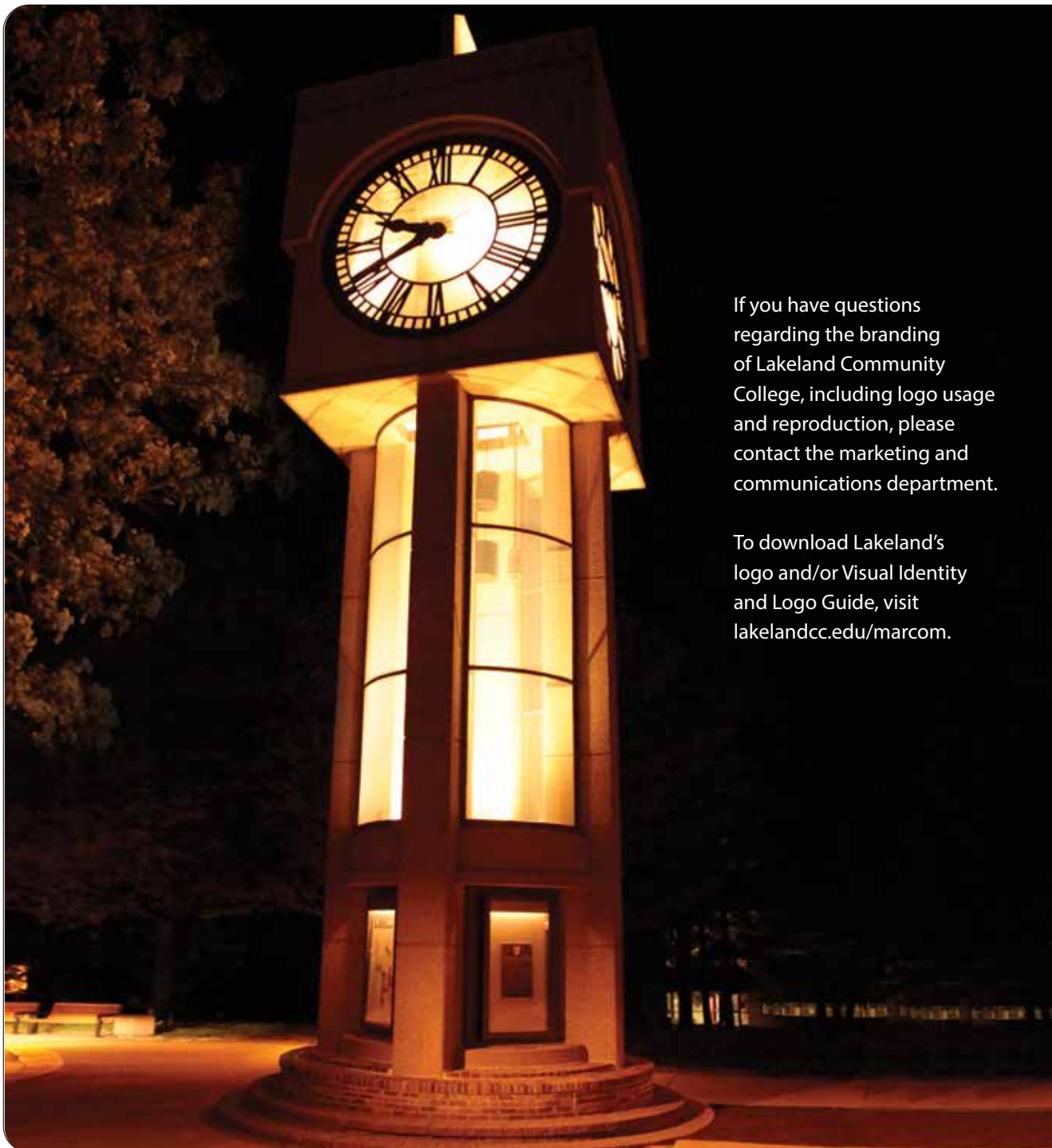
If you have questions regarding the branding of Lakeland Community College, including logo usage and reproduction, please contact the marketing and communications department.

To download Lakeland's logo and/or Visual Identity and Logo Guide, visit lakelandcc.edu/marcom.

Information

The marketing and communications department markets the college and distributes information through effective, accurate and efficient communications. Coordinated with academic and non-academic departments, this work is done through consistent, quality messaging and materials developed in an integrated manner to enhance the college's mission.

The marketing and communications department provides the following services:

- Advertising and Media Buying
- Brand Management
- Copy Services
- Graphic Design
- Integrated Marketing & Communications Strategy
- Internal Communications
- Mail Services
- Publications & Printed Materials
- Public Relations
- Social Media
- Special Events
- Video Production
- Website Development and Maintenance

We strictly follow AP Style guidelines in written communications and ensure advertising and promotional materials are consistent with the image and visual standards of the college as well as in line with best practices for marketing and branding.

For additional assistance with your marketing needs, visit lakelandcc.edu/marcom or contact us at 440.525.7323 or marketing@lakelandcc.edu.

LAKELAND Lakers

VISUAL IDENTITY
and LOGO GUIDE

Visual Identity

A clear, unified and consistent visual identity plays an important role in shaping the Lakeland Lakers athletic brand. The way the Lakers represent themselves visually – through logos, typefaces and colors - can enhance our athletic and institutional image and reputation.

This guide is designed to establish a consistent, unifying identity for the Lakeland Lakers. It provides guidelines and examples for proper use of the athletic logo. To create a strong visual identity, these guidelines must be applied consistently in all of our communications.

Table of Contents

Official Logo

Lakers Logo

Lakeland's marketing and communications department worked with an external design agency to create the Lakers logo. The process included evaluating dozens of different design options for nautical mascot possibilities.

Student athletes and coaches wanted a unique, recognizable logo that symbolizes the competitiveness of Lakeland's intercollegiate athletics teams. To that end, the wave character has a formidable yet likeable look, which can be transformed into a mascot costume used to represent Lakeland at college and community events.

The new logo was unveiled in 2019 and after a community vote, was named CRASH.

Primary usage is reserved for the athletics department. All other approval is based on approval by the athletic and marketing and communications departments.

Evolution of Lakers Logo
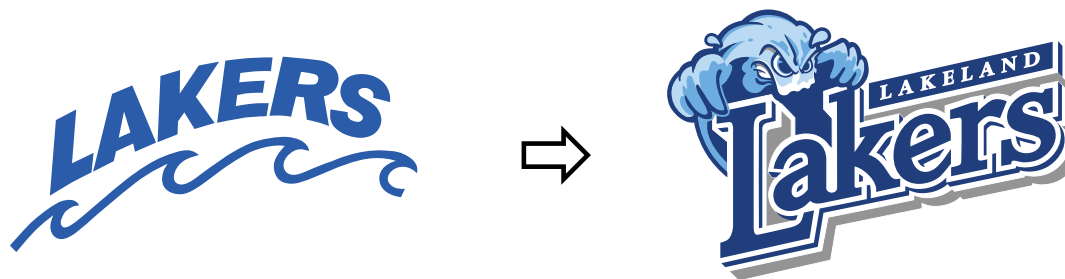
Evolution

A mascot character of a wave replaced the previous line drawing of a wave as the Lakeland Lakers logo. The wave character is shown at its crest before it breaks and crashes on the shore.

Primary Athletic Logo Configurations
Horizontal Format

Lakers-WavTypHoriz-4C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-WavTypHoriz-1C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-Wav-NoLKHoriz-4C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-Wav-NoLKHoriz-1C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

All artwork built with a white outline layer, allowing it to work on transparent [white] or color backgrounds (as shown below).

FILE TYPE NOTES:
[.eps] = PRINT / APPAREL
[.jpg] = PRINT+ WEB / MICROSOFT WORD (RGB)
[.png] = WEB Only

(Both .eps and .png support a transparent background)

Primary Athletic Logo Configurations

Vertical Format

All artwork built with a white outline layer,
allowing it to work on transparent [white] or
color backgrounds (as shown below).

Lakers-WavTypVert-4C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-WavTypVert-1C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-Wav-NoLKVert-4C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-Wav-NoLKVert-1C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

FILE TYPE NOTES:
[.eps] = PRINT / APPAREL
[.jpg] = PRINT+ WEB / MICROSOFT WORD (RGB)
[.png] = WEB Only

(Both .eps and .png support a transparent background)

Primary Athletic Logo Configurations

Typographic Solutions

LakerswLCC-TTreat-4C

FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

LakerswLCC-TTreat-1C

FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

LakerswoLCC-TTreat-4C

FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

LakerswoLCC-TTreat-1C

FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

FILE TYPE NOTES:

[.eps] = PRINT / APPAREL

[.jpg] = PRINT+ WEB / MICROSOFT WORD (RGB)

[.png] = WEB Only

(Both .eps and .png support a transparent background)

Primary Athletic Logo Configurations
1-Color K (Black)

Lakers-WavTypHoriz-1Csolid
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-WavTypVert-1Csolid
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-Wav-NoLKHoriz-1Csolid
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-Wav-NoLKVert-1Csolid
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

FILE TYPE NOTES:
[.eps] = PRINT / APPAREL
[.jpg] = PRINT+ WEB / MICROSOFT WORD (RGB)
[.png] = WEB Only

(Both .eps and .png support a transparent background)

Primary Athletic Logo Configurations
1-Color 287 (Lakeland Blue)

All artwork built with a white outline layer, allowing it to work on transparent [white] or color backgrounds (as shown below).

Lakers-WavTypHoriz-1Csolid287
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-WavTypVert-1Csolid287
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-Wav-NoLKHoriz-1Csolid287
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakers-Wav-NoLKVert-1Csolid287
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

FILE TYPE NOTES:
[.eps] = PRINT / APPAREL
[.jpg] = PRINT+ WEB / MICROSOFT WORD (RGB)
[.png] = WEB Only

(Both .eps and .png support a transparent background)

Primary Athletic Logo Configurations

Optimized for Screen Printing

Lakers-WavTypHoriz-ScreenPrint

FILE TYPES: .ai, .eps

Lakers-WavTypVert-ScreenPrint
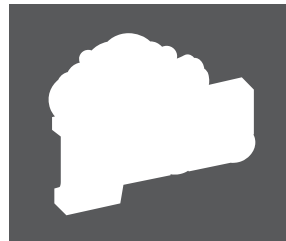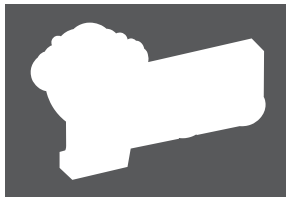
FILE TYPES: .ai, .eps

Lineart Layer

Halftone Layer

Solid White Background Layer

Primary Athletic Logo Configurations
Sports Type

BASEBALL

ESPORTS

BASKETBALL

WOMEN'S SOCCER

* Small font sample

Each of the primary athletic logos sampled at the left can be used in 4-color and 1-color and customized for the following sports/teams

- Large font:
  - Baseball
  - Basketball
  - Esports
  - Soccer
  - Softball
  - Volleyball

- Small font*
  - Men's Basketball
  - Men's Soccer
  - Women's Basketball
  - Women's Soccer

Small font versions are not recommended for embroidery.

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Primary Athletic Mascot

WaveChar-4C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK),
.png (WEB)

WaveChar-1C
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK),
.png (WEB)

WaveChar-1Csolid
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK),
.png (WEB)

WaveChar-1Csolid287
FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK),
.png (WEB)

Print Color

Color		C-M-Y-K	Pantone Coated	Pantone - CMYK
	Dark Blue	100-68-0-12	287C	100-84-19-10
	Med. Blue	56-20-0-0	284C	55-19-0-0
	Light Blue	28-5-0-0	291C	35-3-0-0
	Light Gray	0-0-0-45	423C	0-0-0-44

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color backgrounds (as shown below).

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Primary Athletic Mascot

Sports Symbols

SportsBalls_4-Color

FILE TYPES:
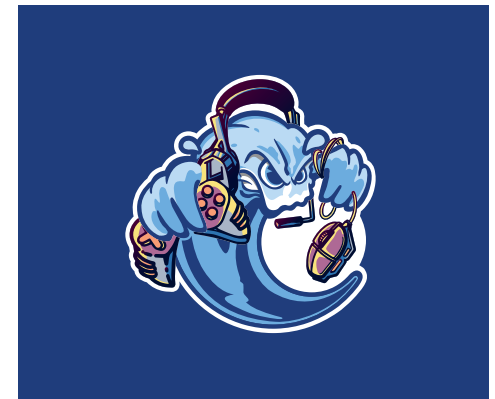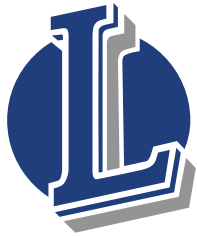.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Color		C-M-Y-K	Pantone Coated
	Purple	13-60-0-22	2582C
	Orange	0-47-55-0	170C
	Yellow	0-4-61-4	100C
	Alt. Blue	79-44-0-11	2727C
	Gray Blu	17-7-0-22	5435C

Esports_4-Color

FILE TYPES:
.ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

FILE TYPE NOTES:
[.eps] = PRINT / APPAREL
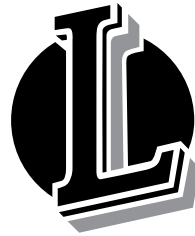[.jpg] = PRINT+ WEB / MICROSOFT WORD (RGB)
[.png] = WEB Only

(Both .eps and .png support a transparent background)
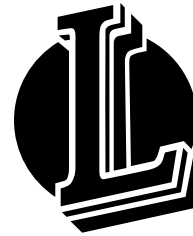
Primary Athletic Mascot & Special Use

"L" Monogram

Logo-Ltype_wCircle-4C

Logo-Ltype_wCircle-1C

**Logo-Ltype_wCircle
-1Csolid**

FILE TYPES: .ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

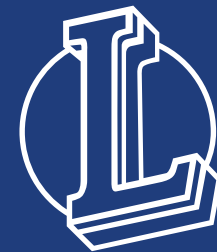### Mascot w/ "L" Monogram

Logo-Ltype_wCharacter-4C

Logo-Ltype_wCharacter-1C

**Logo-Ltype_wCharacter
-1Csolid**

FILE TYPES: .ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

All artwork built with a white outline layer, allowing it to work on transparent [white] or color backgrounds (as shown below).

**Logo-Ltype_wCircle
-1Csolid287**

**Logo-Ltype_wCharacter
-1Csolid287**

FILE TYPE NOTES:
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[.jpg] = PRINT+ WEB / MICROSOFT WORD (RGB)
[.png] = WEB Only

(Both .eps and .png support a transparent background)

12L

Lakeland Typographic Solutions

Lakeland

Lakeland-Solid

FILE TYPES: .ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakeland

Lakeland-onWhite

FILE TYPES: .ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

Lakeland

Lakeland-wBorder on Color

FILE TYPES: .ai, .pdf, .eps, .jpg (RGB/CMYK), .png (WEB)

FILE TYPE NOTES:

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[.png] = WEB Only

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Proportions

Adequate space should surround the logo so that it stands apart from other elements on the page.
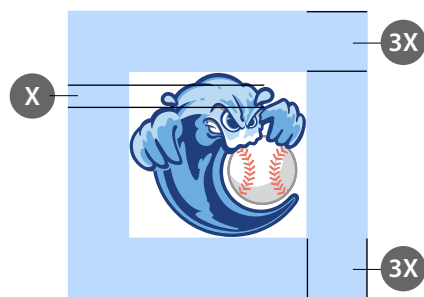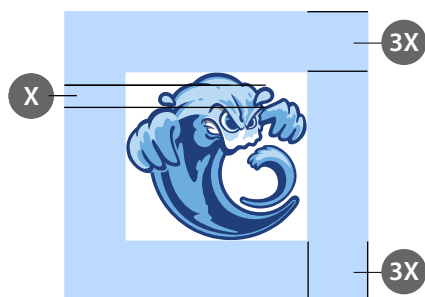

Adequate Space Vertical and Horizontal Format

It is recommended to allow a minimum of the distance "3X" on all sides of the logo.

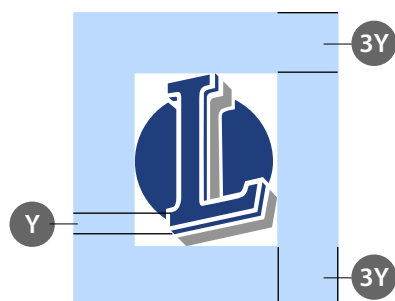## Adequate Space Typographic Format

It is recommended to allow a minimum of the distance "3Y" on all sides of the logo.

Note: same limits apply to all mascot logo with sports symbols.

Adequate Space Mascot and Mascot with Sports Symbol Formats

It is recommended to allow a minimum of the distance "3X" on all sides of the logo.

Adequate Space "L" monogram standalone and "L" monogram with mascot Formats

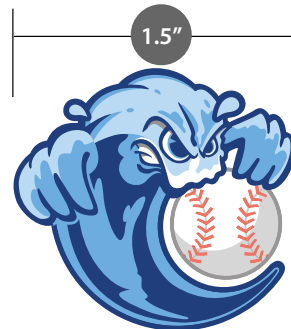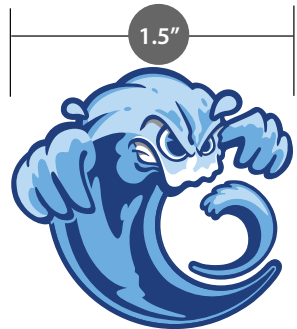It is recommended to allow a minimum of the distance "3Y" on all sides of the logo.

Limits

For readability purposes, the preferred minimum size of the logo is 1.5" wide. This preference is the same all versions of the logo as shown below.

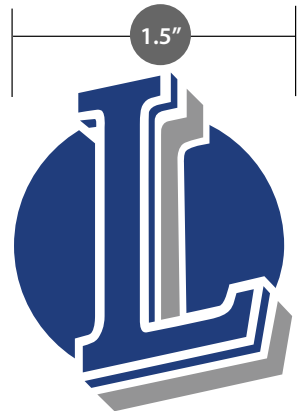|		
1.5"	1.5"	**Limits for Vertical and Horizontal Format**
1.5"	1.5"	**Limits for Typographic Format**
1.5"	1.5" Note: same limits apply to all mascot logo with sports symbols.	**Limits for Mascot and Mascot with Sports Symbol Formats**
1.5"	1.5"	**Limits for "L" Monogram and Mascot w/ "L" Monogram Formats**

Improper Usage Examples

When applying the logo, whether internally or through an outside vendor, please be sure the art is used properly. The images to the left show several ways the logo could be intentionally or inadvertently misused.

1. Do not create additional outlines.
2. Do not add drop shadows.
3. Do not remove white outline when using logo on colored backgrounds.
4. Do not stretch, condense or otherwise change proportions.
5. Do not skew.
6. Do not rotate.
7. Do not add, delete or otherwise change any elements.
8. Do not use any unofficial or unauthorized colors.
9. Do not create "negative" (inverted) version of one-color mark.

Using the Lakeland Logo with Other Logos

When the Lakers logo must be paired with one or more additional logos, they should be placed away from each other, if possible. If placed together, the logos should be of equal size. Normal buffer zone, color, and size guidelines apply.

Logo Use on the Web

Lakers logo standards apply when using the official logo on the web. The minimum resolution is 72 dpi. The minimum logo width is 450 pixels.

Trademark

The Lakers logo is protected by federal trademark laws.

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If you have questions regarding the branding of Lakeland Community College or the Lakeland Lakers, including logo usage and reproduction, please contact the marketing and communications department.
To download Lakeland's logo and/or Visual Identity and Logo Guide, visit lakelandcc.edu/marcom.

Information

The marketing and communications department markets the college and distributes information through effective, accurate and efficient communications. Coordinated with academic and nonacademic departments, this work is done through consistent, quality messaging and materials developed in an integrated manner to enhance the college's mission.
The marketing and communications department provides the following services:
• Advertising and Media Buying
• Brand Management
• Copy Services
• Graphic Design
• Integrated Marketing & Communications Strategy
• Internal Communications
• Mail Services
• Publications & Printed Materials
• Public Relations
• Social Media
• Special Events
• Video Production
• Website Development and Maintenance
We strictly follow AP Style guidelines in written communications and ensure advertising and promotional materials are consistent with the image and visual standards of the college as well as in line with best practices for marketing and branding. For additional assistance with your marketing needs, visit lakelandcc.edu/marcom or contact us at 440.525.7323 or marketing@lakelandcc.edu.

Opportunity
starts **HERE**

Lakeland
COMMUNITY COLLEGE

lakelandcc.edu