



LAKE ERIE

COLLEGE

LEC BRAND STANDARDS AND GUIDELINES
2020-2021

WHAT IS A BRAND?

A brand is the identity and personality of an organization—what it delivers as well as what it stands for in the hearts and minds of its audiences. Effective brands connect the truth of who they are with what their audiences value.

A brand is not a logo, or a mission statement, or a set of core values—although these do inform the brand. It is who you are. It goes beyond personal preference and tells an authentic story that resonates with an audience. When everything an organization does supports its brand, and when a brand's look, feel, tone and messaging are consistent throughout all communications, a brand can have enormous power.

THE LEC BRAND

The LEC brand is built on the principle of providing a personalized education that fosters students to become empowered to lead lives of personal significance and professional success as global citizens. The visual elements of our brand help tell this story. Our brand guide establishes guidelines and direction for executing our marketing strategies. This brand guide will help everyone at LEC tell the powerful Lake Erie College story with ease.





LAKE ERIE

COLLEGE

TABLE OF CONTENTS

03	Visual Identity
09	Color Usage
11	Font Usage
13	Graphic Elements
15	Professional Usage
16	Photography Usage
17	Web and Digital Usage
19	Social Media Guidelines

VISUAL IDENTITY

Lake Erie College's visual identity is to be used for all internal and external stationary, merchandise and all printed and electronic publications to strengthen the college's brand on and off-campus. The logo must always be printed or added too all materials in all medium, both print and digital. The logo must not be used with any other colors or combination of brand colors that do not represent the graphics on this guide.

» LOGO USAGE



This is the full and official Lake Erie College logo. This logo was approved for use by the Cabinet and started being used in 2017 on all signage, print and digital collateral.

Sigillum Collegii Lacus Eriensis is a registered trademark of Lake Erie College.



The LEC logo can also be used in its horizontal format on print and digital collateral. This encourages the use of the logo on all formats to fit and still reflect the brand.



The Lake Erie College logo consists of the seal as the icon and the Lake Erie College font as the word mark (includes the 2 LEC Sage color borders).

As such, the College requires that electronic files or camera-ready art be used to create all forms of communication. Any attempt to recreate 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.

» IMPROPER LOGO USAGE

Lake Erie College's logo may be used separately between the wordmark and the seal/icon when necessary however if the full logo can be present or fitted to the print or digital piece, it must be applied. Below are some visuals of improper examples of the seal and wordmark.

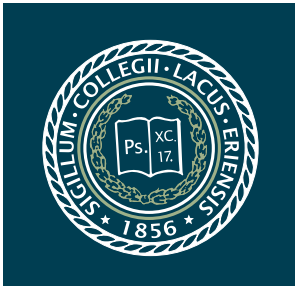


VISUAL IDENTITY

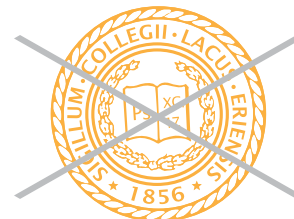
» OFFICIAL LAKE ERIE COLLEGE SEAL | LEC'S ICON

Part of Lake Erie College's logo is the official seal which started out as the Presidential seal and has become part of the overall College's brand identity. Below are the proper and improper usages of the seal on its own.

PROPER USES



IMPROPER USES



» OLD LEC LOGOS | DO NOT USE

The Lake Erie College logo has been created to represent the College. It should only be used in the graphic formats and configurations listed in the graphic standards manual. Do not attempt to recreate the logo using typefaces or older logos below.



LAKE ERIE COLLEGE

LAKE ERIE
COLLEGE

LAKE ERIE COLLEGE

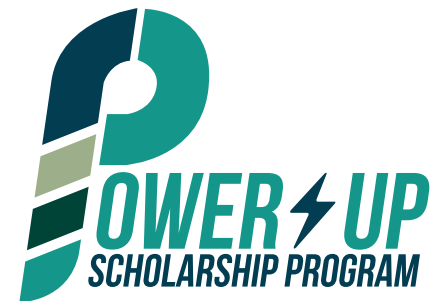
LAKE ERIE
COLLEGE



VISUAL IDENTITY

» OTHER LEC PROGRAM LOGOS

There are several programs associated with the College that have identifiable logos, but still maintain the overall brand identity and are subsets of the College's main logo. Some of them are below.



» STORM ATHLETIC LOGOS

Lake Erie College's NCAA Division II Athletic Program is a sub-brand of LEC's main brand, complimenting the College's overall identity. Acceptable athletic logos are below. To view Lake Erie College's Athletics full brand standards, please [click here](#).



» LEC COLOR PALETTE

LEC's official brand colors are a bolder, deeper green known as "LEC Green" and a lighter green called "LEC Sage" as well as white. Listed below are also secondary and tertiary colors used to compliment the main colors in specific applications as detailed below.

PRIMARY COLORS



LEC GREEN

PANTONE 3318
#004438
R:39 G:59 B:18
C:74 M:50 Y:5 K:59



LEC SAGE

PANTONE 7494
#9DB089
R:157 G:176 B:137
C:42 M:20 Y:54 K:0



WHITE

WHITE
#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

LEC's primary colors are to be used on ALL print and digital collateral to some extent. These colors must be used, if possible, on all branding material to further support the brand. These colors are the hues of the LEC logo.

SECONDARY COLORS



LEC TEAL

PANTONE 7473
#14988A
R:20 G:152 B:138
C:81 M:19 Y:52 K:2



LEC BLUE

PANTONE 3035
#003E52
R:0 G:62 B:82
C:97 M:67 Y:47 K:38

LEC's secondary colors are to be used on MOST print and digital collateral to some extent. Using these colors exclusively for internal purpose such as student event promotion is acceptable. These colors are to accentuate LEC's logo and primary color scheme.

TERTIARY COLORS



LEC LIGHT BLUE

PANTONE 7668
#4298CC
R:66 G:152 B:204
C:71 M:28 Y:4 K:0



LEC ORANGE

PANTONE 144
#F38800
R:242 G:139 B:0
C:2 M:54 Y:100 K:0

LEC's tertiary colors are to be used SPARSELY on print and digital collateral. The use of these colors must be used in conjunction with LEC's primary and/or secondary colors ONLY if needed. These colors were developed primarily for digital use and can be used in conjunction with LEC's secondary and primary colors digitally. These colors were chosen to evolve and brighten the LEC brand at lec.edu website and digital presence.

» OTHER ACCEPTABLE COLORS

Aside from the designated primary, secondary, and tertiary colors, the entire value spectrum of the greyscale can be used in certain circumstances.

 90 GREY #414042 R:65 G:64 B:66 C:0 M:0 Y:0 K:90	 80 GREY #58595b R:88 G:89 B:91 C:0 M:0 Y:0 K:80	 70 GREY #6d6e71 R:109 G:110 B:113 C:0 M:0 Y:0 K:70	 60 GREY #808285 R:128 G:130 B:133 C:0 M:0 Y:0 K:60	 50 GREY #939598 R:147 G:149 B:152 C:0 M:0 Y:0 K:50	 40 GREY #a7a9ac R:167 G:169 B:172 C:0 M:0 Y:0 K:40
 30 GREY #bcbec0 R:188 G:190 B:192 C:0 M:0 Y:0 K:30	 20 GREY #d1d3d4 R:209 G:211 B:212 C:0 M:0 Y:0 K:20	 10 GREY #e6e7e8 R:230 G:231 B:232 C:0 M:0 Y:0 K:10	 WHITE #ffffff R:255 G:255 B:255 C:0 M:0 Y:0 K:0		

FONT USAGE

» LEC FONTS

LEC uses a myriad of serif and san serif fonts for specific application in both print and digital formats. Below are the typefaces and guidelines for appropriate use.

HEADLINE

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

SUB-HEADLINE

SAASERIESAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Highlight Body Text (for print)

Adobe Garamond Pro (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

PREFERRED FONT COLORS

80 GREY	LEC GREEN	LEC TEAL	LEC BLUE
#58595b	PANTONE 3318	PANTONE 7473	PANTONE 3035
R:88 G:89 B:91	#004438	#14988A	#003E52
C:0 M:0 Y:0 K:80	R:39 G:59 B:18	R:20 G:152 B:138	R:0 G:62 B:82
	C:74 M:50 Y:5 K:59	C:81 M:19 Y:52 K:2	C:97 M:67 Y:47 K:38

Body Text (for print)

Adobe Garamond Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

Body text (for print)

Adobe Garamond Pro (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

Body Text (for website and eblasts)

Lato Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

Body Text (for website and eblasts)

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

Accent Text (for print)

Jenna Sue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

Body text (for print)

Adobe Garamond Pro (Bold Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

Body Text (for website and eblasts)

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

Body Text/highlight/headline (for website and eblasts)

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

GRAPHIC ELEMENTS

»» LEC GRAPHIC ELEMENTS

LEC's graphical elements are ever-evolving along with the brand and current design trends. Below are some elements that can be incorporated into both print and digital marketing collateral.

ARROW BLOCKS



SLANTED OPACITY BLOCKS



FOUR COLOR BAR SYSTEM

First implemented into LEC's new 2020 website, the four color bar with LEC's primary and secondary colors helps dynamically anchor a piece of collateral or act as a divider in print and digital designs. The four blocks and color also represent the College's 4 strategic outcomes. The order of these colors when used must remain the same as below.



SPLIT FONT COLORS

Using two LEC brand colors in a headline or "call to action" allows the designer to highlight the vital information that the viewer should take away with them.



BOILER PLATE

LEC's "boiler plate" statement is the following and should be used on all press releases and email signatures.

Lake Erie College, founded in 1856, provides an excellent, inclusive, and highly personalized education grounded in the liberal arts tradition. Guided by hope and care, our students are empowered to lead lives of personal significance and professional success as global citizens. We offer 35 undergraduate majors and master's programs in business administration, professional studies, education, and physician assistant studies. Our students compete in 19 NCAA Division II varsity sports and on three intercollegiate equestrian teams.

PROFESSIONAL USAGE

»» LEC PROFESSIONAL USAGE

LEC has standard letterheads, envelopes, and business cards for professional use across campus. These materials are used throughout LEC and are publicly available via the PR office and mailroom.



LEC Business Card: Front



LEC Business Card: Back



391 WEST WASHINGTON STREET | PAINESVILLE, OHIO 44077

LEC Standard Envelope

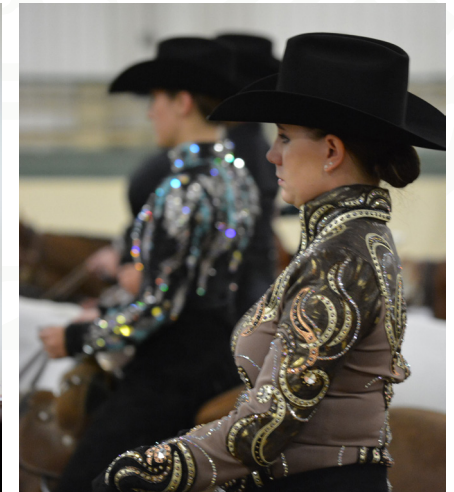
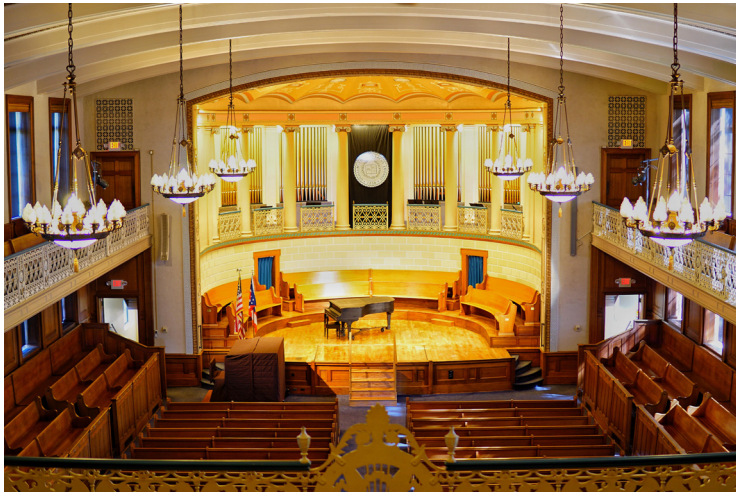
391 WEST WASHINGTON STREET, PAINESVILLE, OHIO 44077 | 1.855.GO.STORM | LEC.EDU

LEC Standard Letterhead

PHOTOGRAPHY USAGE

► LEC PHOTOGRAPHY USAGE

Typically, we prefer use of full color images that are bright and energetic reflecting youth and vibrancy on campus. Showing our diverse community is best. Avoid “grin and bare it” photography of the community. The Marketing department maintains the college’s photo library. Stock photography should be used sparsely and only in instances where a proper depiction is not available. Below are some examples images for best practices:



WEB AND DIGITAL USAGE

» LEC WEBSITE

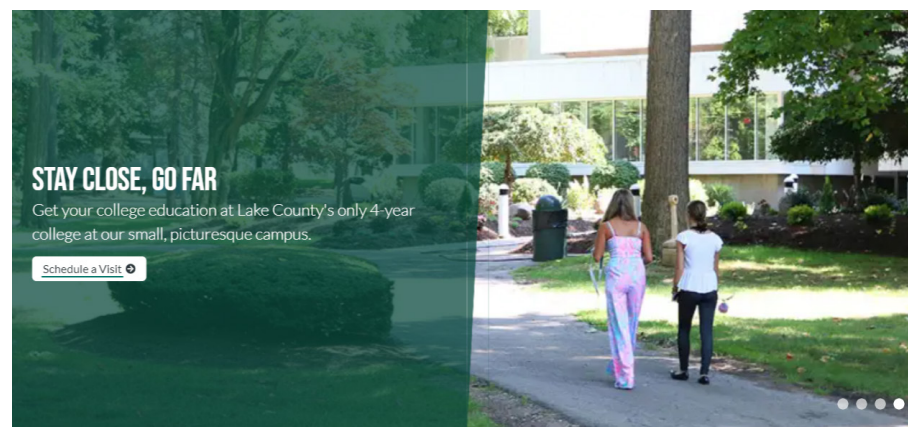
Lec.edu is Lake Erie College's official website. The current website was launched in 2020 and features a cleaner design reflecting the updated brand standards. Below are the the web and digital guidelines for graphics.

WEBSITE: HOME AND PAGE HEADERS

Homepage carousel banners only need a photograph (see below left). Once loaded to the website, the CMS includes a graphic and text fields (see below right) to fill for SEO and accessibility purposes. All images and photography for the homepage carousels should be aligned to the right side of the graphic.



Homepage Carousel Graphic Image Only: **1260px x 580px**



Homepage Carousel Graphic Implemented: **1260px x 580px**

EMAIL TEMPLATES AND HEADERS:

Email templates are mostly made in Mailchimp and can be customized for different departments. Consistent with the templates is an LEC top logo header with department or school name and an adjoining graphic of what is featured in the email, usually created by Marketing Department. Below are the specs for these headers:



Top Logo Header for Emails: **600px x 150px**



EMAIL TEMPLATES AND HEADERS (CON'T)



Email Topic Header: 600px x 400px

ANATOMY OF AN EMAIL BLAST



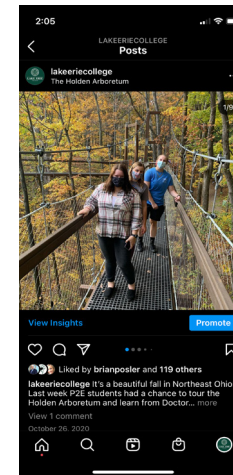
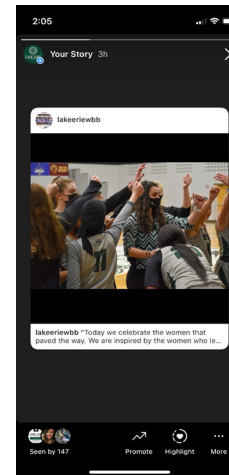
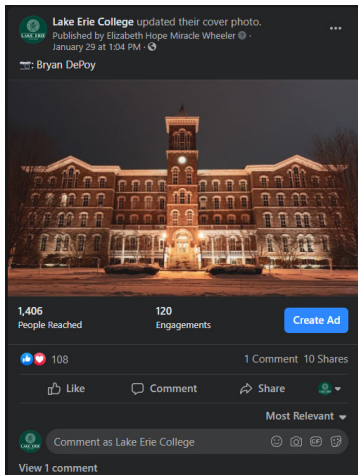
SOCIAL MEDIA USAGE

» LEC SOCIAL MEDIA

LEC uses various social media platforms to engage the College's constituents including prospective students, current students, parents, alumni, donors and the LEC community. The Marketing Department manages and maintains these pages. Any and all accounts associated with LEC should go through the Marketing Department.

FACEBOOK/INSTAGRAM/TWITTER POST IMAGES AND FORMAT

Social Media takes many forms of graphics like images and videos but there are many channels that work best in many formats. The best format to set graphics for social media is using a **1:1 ratio or square format**.



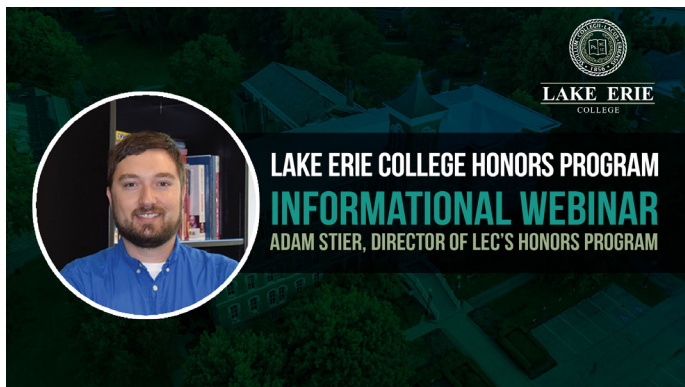
- Tag other LEC accounts in your posts (Ex. Tag Lake Erie College on Facebook, @lakeeriecollege on Twitter, @lakeeriecollege on Instagram)
- Like/follow all other LEC pages and share posts when appropriate
- Use hashtags (Recommended LEC hashtags below)

#LEC #LAKEERIECOLLEGE #LECPROUD #LECEQUESTRIAN
#LAKEERIEEXPERIENCE #RAGEON #STORMWATCH #GOSTORM

- Include photos and/or video
- Posts that include media are significantly more engaging than those without
- Make sure pictures posted are aesthetically pleasing and high resolution
- Use content-specific profile images
- Make sure your image makes it clear who you are
- Use your team logo, etc.
- Do not use a generic image of Stormy, picture of campus, the college logo etc., as this would make it difficult to differentiate between accounts
- Speak as a team (“We” vs. “I”)
- Always be working to increase your fan base
- Be appropriate

YOUTUBE THUMBNAILS AND VIDEO FORMAT:

YouTube is an effective tool to share our story showing events, lectures, tours, and news. Ideally the video should be anywhere between :30-3:00. All videos should also be loaded with a thumbnail for presentation at **16:9 ratio or 1920x1080px.**



PUBLIC RELATIONS AND MARKETING TEAM:

Angela DelPrete

Executive Director of PR & Marketing
adelprete@lec.edu

Jamie Castle

Graphic Designer, Public Relations and Marketing Assistant
jcastle@lec.edu

Rachel Usmani

Associate Director of Creative Services
rusmani@lec.edu

Elizabeth Wheeler

Digital Media and Marketing Specialist
ewheeler@lec.edu

Ben Heacox

Digital Marketing Strategist
bheacox@lec.edu



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391 West Washington Street
Painesville, Ohio 44077
lec.edu