

Guide of Visual & Graphic Standards



LEE COLLEGE

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Overview

These guidelines have been developed to help Lee College maintain a consistent image and message in its presentations to the public. A clear, consistent look adds value to each program, service and aspect of the college.

As you will see, this new look is built around an adaptation of the familiar Compass Rose icon. To make this mark more functional, we have changed the “logotype” to Trajan and brightened the “Lee College red.”

Beyond showing the correct application of the logo, this guideline provides a definition of the look and guidelines for using it in a consistent manner.

The Office of College Relations has been charged to oversee and coordinate the application of this new system, thereby assuring that these standards are applied consistently in publications, advertisements, signage and products used throughout the college. Consequently, all external publications, promotional items and advertisements will flow through the College Relations Office for consistency.

Please familiarize yourself with these guidelines. Should you have a question about the application of this system, need help appropriating elements of the system, or need authorization for design and printing, please contact the Director of College Relations.

Maintaining a consistent look is the responsibility of every Lee College employee and vendor. Working together, we can protect our visual signature and allow it to build equity for our institution. We are a strong institution with a strong visual identity.

We are Lee College.

The Executive Council

Adopted September 2011

The Logo

MARK AND LOGOTYPE CONFIGURATION

The Lee College logo consists of two components: the mark and the logotype. This relationship should remain consistent throughout all applications. The logo represents the entire college and in almost all cases, the mark and logotype should appear together. The mark or icon can be used by itself as a graphic element in certain situations such as watermarking and as a web url identifier, but otherwise should remain in conjunction with the logotype as a single unit. The logotype is Trajan Pro.

The logotype should never be used without the mark.

The logo should not be altered in any way. Strict adherence to its correct usage will preserve its visual impact, ensure proper recognition, enforce consistency and keep the identity strong. The logo should only be reproduced from an approved logo electronic file. These files are available through the Office of College Relations web page: Lee.edu/cr.



This version is to be used most frequently.



EXTREME HORIZONTAL.

Use this version on promotional items and banners only when vertical space is limited.

USE WITH TYPE AND WITHOUT TYPE

As stated before, in most cases, the mark and logotype should appear together. The icon can be used by itself as a graphic element in certain situations such as watermarking. In these cases, the complete icon should never appear. Use it only in part, and let it bleed off a side of the page. Use it in 10% or 20% of solid against a white background, and 70% against a black or gray background.

The Logo

SPECIAL APPLICATION FOR USE WITH ESTABLISHED CORPORATE IDENTITIES

The logo may be used in conjunction with an established separate identity.

In these cases, it is recommended that the Lee College logo appear a reasonable distance from the primary identity and be separated with a vertical bar. The mark should be used with the logotype as a single unit in these cases.



SPECIAL APPLICATION FOR USE WITH DEPARTMENT IDENTITIES

The logo may be used in conjunction with a department or program without an established separate identity.

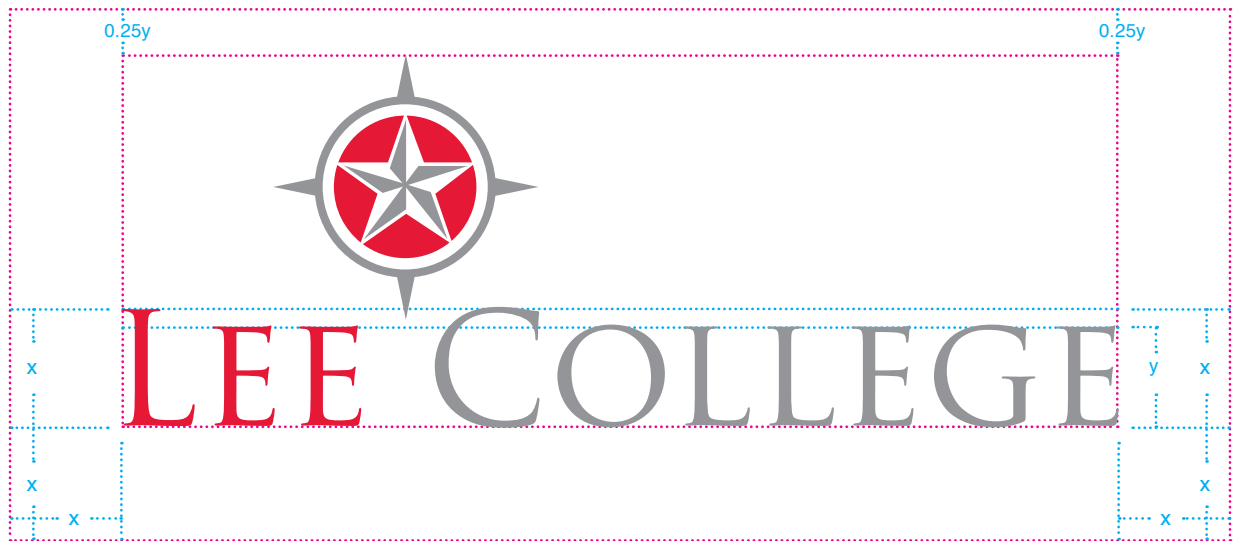
In these cases, the department or program should be set in Myriad Pro and located beneath the logo, aligned as shown below. The department name should appear .25x distance from the Lee College logo.



The Logo

LOGO USAGE AND STAGING

The “area of isolation” or “safe space” is a visual spacing between the logo and any other elements on a page. This area should remain free of other elements and be maintained on all sides of the logo. This area (x) is equal to the cap height and (y) is equal to the height of a small cap, as indicated by the blue lines. When the logo is placed in a corner, the area of isolation still applies to all four sides. This ensures that the Signature is not placed too close to the edge of the page.



The Logo

SMALLEST SIZE

The smallest preferred size for the Lee College logo is 0.5" in height.



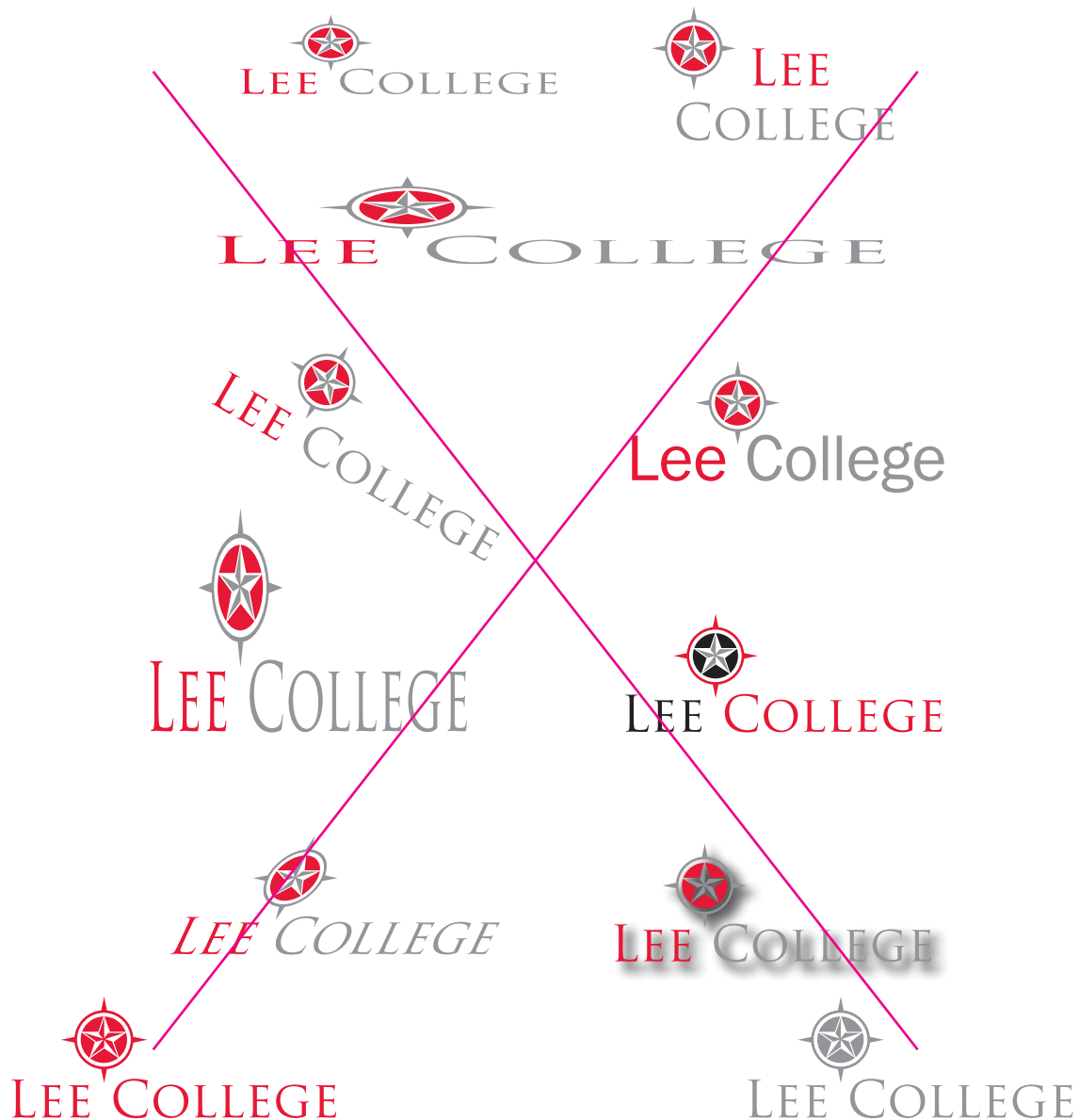
SPECIAL CASES

Some specific cases may require a different configuration of the icon and logotype, such as the Extreme Horizontal version. Example: A reduced logo maybe required for specialty items such as lanyards, pens or pencils.



Incorrect Logo Usage

The Lee College logo should never be placed on a pattern or busy image. In cases where such background images are to be used, it is recommended that the logo appear on a color bar with a reasonable distance around the identity. The mark should be used with the logotype as a single unit in these cases. The color bar should either be a color selected from the approved color palette and the logo should be knocked out in white, or the color bar should be white if using a color version of the logo. The logo should only be used in the configuration shown on page 6. The logo should never be altered in any way such as stretching, squashing, drop shadowing, changing the color orientation, changing the logotype out for another typeface, framing within a shape, adding graphic elements or setting it skewed.



Color Palette

COLOR VERSIONS

Spot-Color Version (The spot colors are based on the Pantone® Matching System. The logo should be reproduced in spot-color when possible.)

- The mark prints in Lee College Red: PMS 186 Lee College Gray: Cool Gray 9
- The logotype prints in Lee College Gray: PMS 186 Lee College Gray: Cool Gray 9



Four-Color Process Version (The logo may be reproduced in four-color process when needed.)

- The mark prints - Red: c=0 m=100 y=81 k=4 Gray: c=0 m=0 y=0 k=51
- The logotype prints - Red: c=0 m=100 y=81 k=4 Gray: c=0 m=0 y=0 k=51

BLACK AND WHITE VERSIONS

Single-Color Versions

- The entire logo is reproduced in a solid black when production considerations restrict the use of color.
- When a reversed usage is desired, or when a solid black or screened background interferes with legibility, the entire logo reverses to white.
- When using a background color, the logo should appear at least 75% darker on a light background color, or 75% lighter on a dark background.
- If necessary for promotional items, the logo can be reproduced in solid black on light colors. The logo will not be reproduced in red (only).
- When placing the logo on an image, the logo should appear 100% black on a light background image, or 100% White on a dark background image.

WEB COLOR PALETTE

The web color palette is based on the RGB scale. The web-safe HEX color conversions are as follows:

Red #E31837 -websafe(#CC0033) Dark Gray #939598 -websafe(#999999)

SECONDARY COLOR PALETTE

This color palette is selection of colors that maybe used as a secondary or accompanying color to the primary colors for the identity listed above.



Typography

The following typefaces are a select list to be used in all communications materials. The Primary typeface is Myriad Pro, and is recommended for most uses including headlines and body copy. The logo uses Trajan Pro Regular for the official logotype (for which there is no substitution). This typeface should only be used for the logotype (and nowhere else) to set apart and distinguish the identity of the logo. The Secondary typeface Sabon can be used to complement the Primary typeface as an alternative in body copy.

PRIMARY TYPEFACE

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY TYPEFACE

Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Sabon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

(Other acceptable typefaces that can be used as an alternative in headlines and body copy.)

Gill Alt One MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Stationery System

LETTERHEAD & ENVELOPES

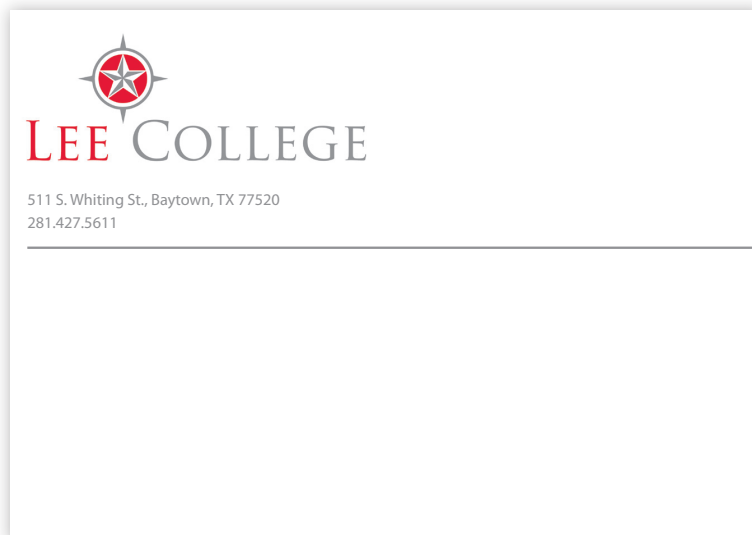


Stationery System

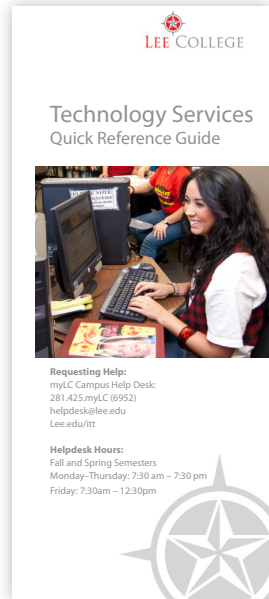
BUSINESS CARDS



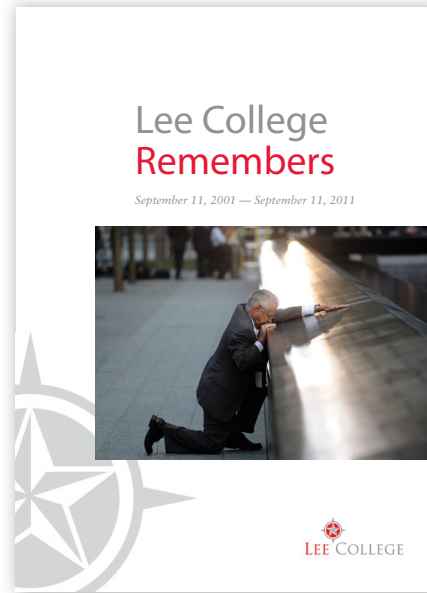
MAILING LABELS



Other Uses



Tri-panel brochure



Booklet



Ticket

Newsletters

LEGACY

The logo is set to the left of the title as part of the complete masthead. This newsletter is a special case item that has it's own set of typefaces in addition to those listed in the typography section of this guide.

Trademarks and Licensing

The Lee College Office of Marketing and Public Affairs is responsible for the licensing and proper use of the logo and other Lee College licensed marks. As mentioned, the Office of Marketing and Public Affairs must approve all artwork before production commences. For more information about using the logo, please contact the Director of MPA.

Other Uses

Advertising

PROPER PLACEMENT IN ADS

The logo in most cases, should be placed in either the bottom-center or bottom right corner of an ad. It is recommended that the logo appear a reasonable distance no less than a 0.25" from the trim. The mark should be used with the logo type as a single unit in these cases.

BLACK AND WHITE ADS

The entire logo should be reproduced in a solid black when production considerations restrict the use of color. When a reversed usage is desired, or when a solid black or screened background interferes with legibility, the entire logo knocks out to white. The mark should be used with the logo type as a single unit in these cases.



Packaging

The logo should never wrap or fall on a fold. It is recommended that the logo appear a reasonable distance from the edge of any fold and should be used with the logo type as a single unit in these cases.

Website & Online Materials

FORMATTING

The logo should be placed in the top left or right corner of all online materials. In the case of the website, it should remain consistent in size and placement throughout all pages. The size should never exceed 1" tall and never be reduced any smaller than 0.5". It is highly recommended that the logo appear a reasonable distance from the content. The mark should be used with the logo type as a single unit in these cases. An approved optimized GIF, PNG or JPEG image are the only acceptable electronic reproductions for this purpose. The color scheme for these materials should adhere to the approved color palette.

Design Characteristics

The visual style of the Lee College brand is guided by these elements:

FONTS

- Most often, Myriad Pro is used. Sabon is appropriate for “text-heavy” publications.
- In most cases when Sabon is used for “body text,” Myriad Pro is used as the headline font.
- It is acceptable to use Sabon for prepositions in a headline or subhead for emphasis or style: “Lee College *in the News*”.

COLORS

- Primary colors are Lee College Red (PMS 186) and Lee College Gray (PMS CG 9).
- Secondary colors are outlined in the Styleguide.
- Secondary colors are used to accent boxes, screens, headlines and accent pages inside a brochure. Never use across a two-page spread.
- Secondary colors are never used on a cover unless the color has been selected by the Marketing and Public Affairs Office as a branding element for a major office or program.
- Secondary colors are never used for body text.
- Secondary colors are never overlapped or mixed.
- If type flows over a color, the color value is screened to 25% of solid (or less).
- If color background is used 50% - 100% of solid, text should be reversed.
- An icon watermark is used only in Lee College Gray (PMS CG 9). Standard value is 10% of solid on white or 70% of solid on gray.

LOGO

- Use full color logo only on white background. Use white background on pages where logo rests.
- Logo is used in full color, black or white only. Never use it as full gray or full red.

PHOTOGRAPHS

- No knockouts as a rule. Use only sporadically, for emphasis or to “brand” a photo in a specific location on a publication that is published frequently.
- On covers, use a “photo grid” that may include one dominant photograph, a large photo with a series of smaller photos, a single row or multiple rows of photos, or a grid of photos and colors.
- On covers, bleed a dominant photo from the left or right.
- Do not use a “collage” of photos that overlap or mix photos with “defined” edges with “dropout” photos.
- Offset or recess cutlines beneath a photograph. Minimum recess is .25-inch to .5-inch.



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