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 emails 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 imagery, you can help 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
Official College Logo

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.

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 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.

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.

*All marketing tools used to make Lake Erie College materials must be approved by the Office of Public Relations and Marketing.

*The official Lake Erie College logo MUST be present on all College documents.
**Logo Configuration**

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

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

**Minimum Size Format**
For readability purposes, the minimum size of the logo is 2" wide for the horizontal logo and 1.4" wide on the vertical logo.

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*The official Lake Erie College logo MUST be present on all College documents.*
Primary Colors

Pantone 560 C Green is the main color associated with the College and should be used most often.

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, highlighted text or bullets, and 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 PANTONES 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 PANTONES Solid Coated colors listed to the left as closely as possible.

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**Color Palette**

**MASTER OF EDUCATION LOGO**

**PANTONE**

DS 59-1 C Burnt Orange

C:0 M:80 Y:100 K:40
R:159 G:58 B:13

**PHYSICIAN ASSISTANT PROGRAM LOGO**

**PANTONE**

5395 C Navy

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

**OTHER ACCEPTED COLORS**

Shades of Black

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**ACCENT COLORS**

**PANTONE**

7497 C Olive

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

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*The official Lake Erie College Logo MUST be present on all documents.
**Color Palette**

**VETERAN EDUCATION & TRANSITION SUPPORT LOGO**

- **Process Blue**
  - C:100 M:92 Y:33 K:22
  - R:34 G:47 B:98

- **Process Red**
  - C:27 M:100 Y:100 K:29
  - R:142 G:25 B:28

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

**PARKER MBA PROGRAM LOGO**

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

**ACCENT COLORS**

- **PANTONE 7497 C Olive**
  - 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

**OTHER ACCEPTED COLORS**

- Shades of Black

- **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
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.
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.

Lake Erie College provides an environment that stimulates intellectual curiosity, personal development and community involvement to prepare students to succeed as practitioners, professionals and responsible citizens in a contemporary world.
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 nine). Margins should be as follows: top margin - 2”, bottom margin - 0.6”, side margins - 0.5”. These settings have been saved in the approved templates, along with styles for body and highlighted text.

Letters should only be created using approved templates and output onto the 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 highlighted 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 the 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.

*S All marketing tools used for Lake Erie College must be approved by the Office of Public Relations and Marketing

*The official Lake Erie College Logo MUST be present on all documents.
Athletics Letterhead

The letterhead shown to the left is designated for use in the Athletics Department.

Letters should only be created using approved templates and output onto the pre-printed letterhead. When working with these templates be mindful to keep the margin settings on the example. Margins should be as follows: top margin - 2”, bottom margin - 0.6”, side margins - 0.5”. These settings have been saved in the approved templates, along with styles for body and highlighted 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 the athletics 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.

Sincerely,
First/Last Name
Title

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*The official Lake Erie College Logo MUST be present on all documents.

*For more athletic logos, see the Athletics Standards document.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla luctus magna orci, sit amet convallis ipsum mattis ut.
Phasellus convallis vehicula nisl vel semper. Vivamus at accumsan diam. Morbi porta eros consectetur, lacinia neque vel,
vestibulum sapien. Vivamus vehicula ligula vel massa ultricies, vel aliquet tortor dapibus. Quisque eu enim scelerisque
lobortis dui vitae, cursus nisi. Aenean fringilla varius magna, consequat dictum neque consectetur et. Cras non iaculis
mauris. In tristique tempus justo, sit amet mollis lorem lacinia id.

Phasellus sit amet odio venenatis, vestibulum lorem in, tincidunt felis. Cras id felis tempus, elementum orci in, malesuada
lectus. Curabitur id condimentum ligula, id congue ipsum. Sed egestas diam et tortor condimentum commodo. Ut ut
pellentesque turpis, vulputate placerat elit. Donec ultricies ligula eget porta adipiscing. Aliquam mattis consectetur
Maecenas tincidunt, arcu et fringilla pulvinar, dolor justo rhoncus lacus, eget dapibus massa odio eget massa. Mauris
ultrices arcu nunc. Aliquam erat volutpat.

Sincerely,

First/Last Name
Title

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.

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**Standard Envelope**

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**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.
College Typeface

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 to 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.

AVENIR 35 Light
ABCDEFghijklmnopqrstuvwxyz 1234567890
The quick brown fox jumped over the lazy dog.

AVENIR 55 Roman
ABCDEFghijklmnopqrstuvwxyz 1234567890
The quick brown fox jumped over the lazy dog.

AVENIR 85 Heavy
ABCDEFghijklmnopqrstuvwxyz 1234567890
The quick brown fox jumped over the lazy dog.

TIMES NEW ROMAN
ABCDEFghijklmnopqrstuvwxyz 1234567890
The quick brown fox jumped over the lazy dog.

TIMES NEW ROMAN Bold
ABCDEFghijklmnopqrstuvwxyz 1234567890
The quick brown fox jumped over the lazy dog.

Times New Roman
Times New Roman can be used for highlighting short sections of text or headlines in Lake Erie College promotional materials, such as brochures and direct mail pieces.
Lake Erie College, founded in 1856, provides distinctive undergraduate and graduate programs grounded in the liberal arts. We empower students to deal with the diversity, complexity and change necessary to excel in the 21st century. We offer 32 undergraduate majors and master’s programs in business administration, education and physician assistant studies. Our students compete in 21 NCAA Division II varsity sports.
Named Areas on Campus

Arthur S. Holden Center
- Dickinson Dining Hall
- The Frank W. Milbourn Jr. Atrium
- The Reinberger Foundation Atrium
- The Coe Manufacturing Conference Center
- Daniel D. Smith Classroom
- Katherine S. and Albert R. Pike Classroom
- Anne Kilcawley Christman Bookstore
- Burton D. Morgan Computer Center
- Clapp Technology Center
- John F. Turben Private Dining Room

Austin Hall of Science
- Jim Brown Classroom
- Janet (Kish) Bullinger ’60 Prep Lab
- Jean Caul ’37 General Chemistry Lab
- Tracy H. Dickinson ’78 Lecture Hall
- Elaine (Scalzi) Hopkins ’59 Common Area (third floor)
- Jane D. White Lobby
- Robert and Melissa Shearer Classroom
- Gretchen (Durose) ’62 and George Smith Common Area (second floor)

College Hall (Aaron Wilcox Memorial Building)
- Louise Price Social Parlor
- Phi Delta Kappa Room
- Ratner Memorial Wing
- Tracy H. Dickinson Parlor
- Tracy H. Dickinson Tower
- College Hall Steps
- The Borland Room
- Hickerson Display

Founders Court

Garfield Center
- Academic Learning Center
- Joan Ernst Board Room
- Master of Physician Assistant Studies Suite

George M. Humphrey Equestrian Center
- Clarence T. Reinberger Equestrian Work Center
- Reinberger Foundation Lobby
- Kelvin and Eleanor Smith Foundation Classroom
- Hershey Foundation Student Lounge

Helen Rockwell Morley Memorial Music Building
- Paul S. Weaver Auditorium
- Dr. Harold Fink Memorial Library
- Carol Lewis Morris ’67 Restored Skinner Organ

Jack Britt Memorial Stadium

Jack Slattery Field

James F. Lincoln Library
- Archives Room
- Thomas W. Harvey Collection

Jerome T. Osborne Family Athletic & Wellness Center
- Catherine F. Shaw Atrium
- Sharon Dennis Fitness Track
- Parker Hannifin Corporation Fitness Center
- Tracy H. Dickinson Administrative Suite

Kilcawley Hall
- Anne Kilcawley Christman Board Room
- Donald Purtill Office

Lydia Sessions Hall

Mathews House

Residence Halls
- Andrews Hall
- Tracy H. Dickinson Hall
- Fowler Hall
- Ritter Hall

Ritchie Athletic Training Center

Royce Hall for the Fine and Performing Arts
- B.K. Smith Gallery
- C.K. Rickel Theatre
- J.F. Lincoln Studios
- Harry K. and Garnett A. Smith Sculpture and Ceramics Studio

Student Success Center

Victor Manor House

Other
- Dana and Sharon Dennis Fountain
- Anna and Ed Dunlap Family Courtyard
- Garfield Senior College Garden
- Gazebo
- Tiberius statue
The OPRM is responsible for all marketing efforts in the promotion of Lake Erie College, its academic programs, recruitment and fundraising initiatives, special events and community events, among others. The tools to convey these messages involve public relations, direct mail pieces, radio and print advertising, website development, social media efforts and materials. 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 and advertising** – All publications, such as brochures, posters, flyers, booklets, e-newsletters, templated emails, 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 by 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 about the College, the information should be obtained from the OPRM.
- **Plaques, banners and other signage** (including campus signage)
- **Business cards, letterheads and envelopes**
- **College identity, trademarking and licensing**
- **All media inquiries** – these 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 the College’s 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 by the OPRM. To protect the trademarks of the College, all items bearing Lake Erie College’s name or logos must be officially approved. The OPRM 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 manufacture or distribution. The College strongly suggests that when ordering items (such as mugs, key chains, pens, etc.), you do so through the OPRM. The office has many vendor websites and catalogs from which they can order and often save you money by taking bids from multiple vendors and developing camera-ready art to meet the needs of the vendor.