Graphic Standards

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A guide to Lane's visual identity,
with information on using the college logo,
Lane colors and typefaces, stationery and more.

Lane
Community College ℠

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The Graphic Standards is published by the
Marketing and Public Relations department at
Lane Community College. For more information
related to topics in the guide, contact the Marketing
and Public Relations Department.

Revised April 2012

INTRODUCTION TO GRAPHIC STANDARDS

WHAT ARE GRAPHIC STANDARDS AND WHY ARE THEY IMPORTANT?

Graphics standards provide tips, policies and procedures for achieving a high quality and consistent look in Lane's publications, advertising and webpages. Lane's graphic standards are comprised of things like how to use the college logo, the college's official fonts, college colors and common design features for webpages, stationery and ads.

The goal is to create an identifiable brand for Lane by defining and distilling the essence of the college to distinguish it from similar organizations and then expressing this message visually in a way that creates a clear, positive and memorable image of the organization for our various audiences. The brand, like a cattle brand, must be original, simple, short, consistently applied and used over a span of many years.

The consistent use of the college's logo and graphic standards works to enhance the image of the college in many ways:

- The use of well-designed graphic standards increases the overall quality of printed pieces

- A quality look supports the fact that Lane offers students a quality education

- A consistent visual look is evidence that Lane is well-organized

- A consistent look allows marketing pieces from various departments to reinforce each other

- Use of the standards makes the production of marketing items easier, faster and less costly.

Lane's visual identity forms the foundation for the college's marketing efforts, and because of the clear advantages of a consistent and high quality visual identity, the college requires that the graphic standards described in this guide are adhered to by all staff of the college and all outside agencies creating college publications or using the college logo. This guide has been developed to supply clear and specific information on Lane's mandatory standards for the college logo and stationery.

FOR MORE INFORMATION ABOUT GRAPHIC STANDARDS AND MARKETING

For additional information about using the college's logo and graphic standards or about developing print advertising or posters, contact the marketing coordinator in Lane's Marketing and Public Relations department.

Specific graphic standards manuals for Social Media, Titans Athletics and Titans Merchandise have also been developed. Please contact the Marketing and Public Relations Department to obtain copies or for more information.

ORDERING STATIONERY

To order college stationery, contact the college's Printing/Graphics department. All college stationery, including business cards, envelopes, letterhead and notepads, is printed by the college's Printing/Graphics department.

FOR INFORMATION ABOUT WRITING STYLE

Lane's style guide at www.lanecc.edu/mpr/stylecon.htm is a useful and very concise source of information on writing style. The Writer's Style Guide has information on writing for marketing publications, writing for the web, punctuation tips and other helpful guidelines for writing college publications.

SOCIAL MEDIA

All graphic standards and guidelines set forth in this manual will also apply to social media and online usage. Having an established framework will help us to build brand equity with our target audiences by reinforcing key messages and establishing a consistent voice to represent the College. For specific and in-depth social media standards, please refer to the Lane Community College Social Media graphic standards manual.

COLLEGE LOGO

COLLEGE POLICY

The Lane Community College logo was designed to create a visual representation of the College identity. As the trademark for the college, it is of utmost importance that the logo be used consistently when applied to any internal or external communication. The College logo is a representation of the college brand and it exists in the minds of community members as the iconic representation of the school. The icon was developed to symbolically represent learning, as illustrated by the book, and illumination, as it related to knowledge gained from education. The sun rising from the book is also associated with the natural setting of the Willamette Valley – the home of Lane Community College.

In most cases, the Lane logo is the official mark of the college and should be used to represent college departments and programs. However, in some instances a program or department may require an additional logo to help distinguish their own identity. On such occasions, the department is advised to obtain approval from the Marketing and Public Relations department.

With regard to logo usage outside of the College, permission must be secured any time an individual, entity or organization requests the use of the logo. The College has secured all rights and trademarks for the use of the logo.

COLORS AND TYPESTYLE

The ink designations for Lane's logo are blue PMS 287 (CMYK equivalent is C100 M69 Y0 K11) and gold PMS 130 (CMYK equivalent is C0 M27.5 Y100 K0). When using the logo in two colors, it must be either the blue and gold version shown on this page or the white and gold version shown on the next page. When printing the logo in one color, use blue if available; when blue is not available, the logo should be printed in black when printing on light backgrounds. If blue and black are both unavailable, the logo should be printed in the darkest color that is being used. The type, or font, used in the logo to accompany the icon is a slightly modified form of a classic and traditional serif typeface called Goudy.

*Two-color version of the logo:
PMS 287 and PMS 130*

Logo in blue: PMS 287

Logo in black

COLLEGE LOGO

SECONDARY FORMS OF THE LOGO

REVERSED VERSION

When using the logo against a dark background is preferred, there are reversed versions of the logo. When using the logo in these situations, the logo is used in white and it is acceptable for the rising sun part of the logo to be in either white or gold.

Reversed version
of the logo

HORIZONTAL VERSION

A horizontal version of the logo is reserved for instances when the standard version of the logo is not a good fit with available space. The horizontal version should be used only in rare occasions and with the approval of the Marketing and Public Relations department.

Horizontal version
of the logo

SHORT VERSION

When an application of the college logo does not require the full wording, the option of using the icon and the word "Lane" is acceptable. The relationship between the icon and "Lane" are the same as in the primary versions of the logo and the same colors are used in secondary forms of the logo as in the standard version. This version is used on many college webpages since it is unlikely that confusion will result by omitting "Community College."

Short version
of the logo

ICON ONLY

The icon-only version of the logo can be used in a piece already containing the Lane logo as a design element and additional visual reference to the college, such as on the spine of the college catalog or as a roll-over icon on a college webpage. If intending to publish the icon on its own without a full version of the Lane logo in the same piece, consult with the Marketing and Public Relations department.

Icon version
of the logo

COLLEGE LOGO

CUSHION AND CONTRAST

To provide a cushion of empty space around the logo, no item can be closer to the logo than a distance equal to the height of the open book graphic in the logo. The cushion improves the look of the logo and allows it to stand out from surrounding text and graphics. To ensure that the logo is clearly visible, there should be at least a 70% value difference in the contrast between the background field and the logo. Where appropriate, such as for some embossed items sold by the college Bookstore, contrast of 70% is not required.

ORIENTATION AND MINIMUM SIZE

The logo should always be used horizontally as shown in examples. The logo should not be smaller than one inch in width due to impaired legibility of the words "Community College." Promotional materials at the Bookstore, such as pens and pencils, may use forms of the logo at smaller sizes. Consult Marketing and Public Relations for approval of versions of the logo smaller than one inch across.

OBTAINING THE LOGO

To ensure quality, the logo should be obtained in electronic form from Printing/Graphics or Marketing and Public Relations and not copied from existing uses. The logo should not be copied from webpages because the relatively low resolution of web graphics will cause the logo to look fuzzy and distorted when copied to printed publications.

Allow a cushion around the logo equal to X

Example of proper contrast

Example of proper contrast with reversed logo

Minimal size of the logo

COLLEGE LOGO - ACHIEVING DREAMS

The tagline "Achieving Dreams" is the overarching brand message that is incorporated into all current marketing communication. Use the Lane logo with the "Achieving Dreams" tag on all marketing materials. The words in the tagline have been carefully typeset and spaced. Do not reset the characters. Obtain the file from Printing & Graphics.

Two-color version of the logo:
PMS 287 and PMS 130

Logo in blue: PMS 287

Logo in black

Reversed version
of the logo

COLLEGE LOGO

LANE LOGO ON WEBPAGES AND OTHER ELECTRONIC APPLICATIONS

The versions of the Lane logo for use on the college website should be obtained from the college webmaster in the Information Technology department. For pages on the college website, the Lane logo must be positioned in the top left corner. There are two sizes of the college logo available and two backgrounds: white or Lane blue.

The full version of the logo must be used on the main page for departments or programs, and secondary pages may utilize the shortened version of the logo without the words "Community College."

The logo on a department's webpages may be reversed so it's against a background of the official Lane blue or in color against a white background. It is recommended that the logo be displayed consistently throughout a department's webpages. The preference is to use a white background, since that is the way that the college logo generally appears in printed materials and is, therefore, more familiar to the public.

Web color equivalents for the official Lane colors are:
Blue, PMS 287: R0 G56 B147
Gold, PMS 130: R225 G204 B51

SUBSIDIARY LOGOS ON WEBPAGES

When a subsidiary logo appears on the same webpage as the Lane logo, it may be equal to or larger than the Lane logo. The Lane logo is always in the upper left corner of the page, while the subsidiary logo should be positioned below the college logo and clearly separated by a strong, horizontal graphic element. For examples, see the Lane webpages on the right.

Approved versions of logo for web and electronic use.

Subsidiary logos on college webpages are slightly larger and appear below the Lane logo. An adequate visual element separates the two logos.

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COLLEGE LOGO

SUBSIDIARY LOGOS AND TITLES ON SOCIAL MEDIA PROFILES

Use of the Lane Community College Icon version of the logo is reserved for the official college social media profiles and their respective profile images. Departments and programs are encouraged to adopt a Lane Community College or departmental logo as a profile image to increase brand awareness. Pictures of a single individual or groups as a departmental profile image are not appropriate.

It is important to appropriately name social media profiles, both to encourage search engine optimization and to avoid confusion with other Lane entities.

Be sure to identify Lane Community College, as well as the individual department or program, when creating a profile name. Do not use the term "LCC" or other acronyms in a title or profile name. Do not use the same or closely similar titles to other Lane departments and programs. Because profile names can not be changed in some instances, it is recommended that page administrators request the approval of the Marketing and Public Relations department.

Icon version of the logo

The Lane Community College official logo may also be used as a profile image for social media. Departments and programs may place their name immediately under the logo to identify their affiliation.

COLLEGE LOGO

TELEVISION VERSION OF THE LOGO

An adaptation of the Lane logo has been developed for use on a television monitor. The icon and "Community College" have been modified to provide optimum legibility on the screen. This version is not to be used in any medium other than television.

RGB equivalents for the Lane logo are:
PMS 287: R0 G56 B147
PMS 130: R225 G204 B51

SIZE OF THE TELEVISION LOGO

When using the college logo on television, it must not occupy more than one-third of the height of the screen. The maximum size guidelines are illustrated at right. For minimum size, the logo should be large enough to be legible and identifiable as the college logo.

SAFE AREA FOR THE TELEVISION LOGO

Please be aware that home television sets will crop images slightly differently. It is important to keep all images within the "safe title," an area of the screen which will appear on almost any television set. This area is the inner 80% of the screen; in other words, do not place the logo in the outer 20% of the screen.
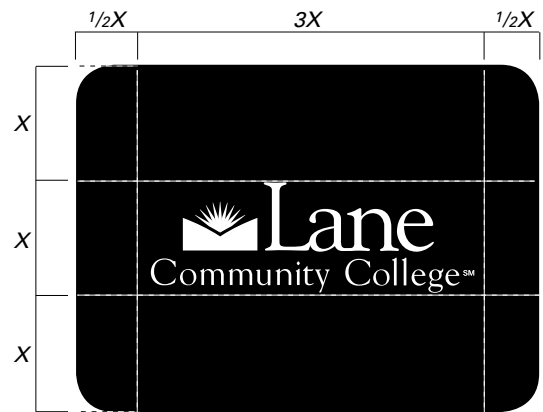
Maximum size for TV logo
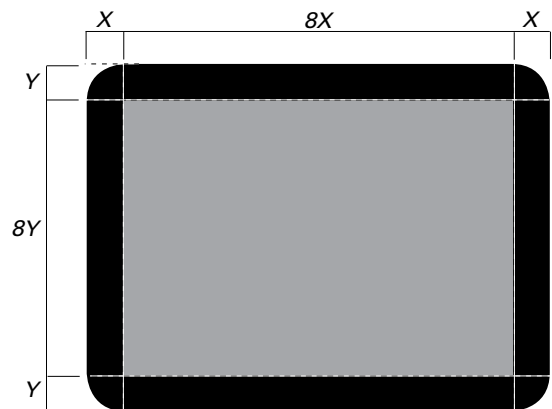
Safe area for TV logo

COLLEGE LOGO

COLLEGE SEAL

The college seal is only used by the college for the purpose of validating official papers. For all other college purposes, use the college logo when a graphic is desired to identify the college.

INDICIA

An indicia is the imprinted designation used by the U.S. Postal Service on bulk mail pieces that denotes the method of postage payment. To take advantage of bulk mail discounts, the Postal Service requires a minimum of 200 identical mail pieces.

The indicia for bulk mail pieces is available from the Printing/Graphics department.

Nonprofit Organization
**U.S. POSTAGE
PAID**
Eugene, Oregon
Permit No. 94

SUBSIDIARY LOGOS

Lane has developed various subsidiary logos, which often appear along with the college logo. Departments and programs may use a separate logo only if they have a unique need and special approval has been made by the Marketing and Public Relations department. On the right are some of the subsidiary logos. Note that the majority of subsidiary logos incorporate the official blue and gold colors of the college logo.

When a subsidiary logo appears with the Lane logo, its size should be relatively equal to the Lane logo, except on college webpages, where subsidiary logos are typically larger.

SUBSIDIARY LOGOS

As the program is affiliated with Lane Community College, fonts for advertising the program should be the appropriate fonts provided in the Lane Graphic Standards. The font used for the "Lane Aviation Academy" in the logo is Trajan Pro bold. Should the text be used without the logo in any instance, this is the font that should be used to maintain branding (see below):

Text only version in blue:

LANE AVIATION ACADEMY

Should there be any remaining questions regarding use of this logo, please contact Tracy Simms at (541) 463-5889.

*Two-color version of the logo:
PMS 287 and PMS 130*

*Two-color version of the logo on black:
PMS 287 and PMS 130*

One-color version of the logo: PMS 287

Black and White version of the logo

*Black and White version of the logo on
black*

SUBSIDIARY LOGOS

LANE TITANS

The Lane Titans logo was redesigned in 2009 in an effort to incorporate a mascot into the Lane identity. The logo can be used to represent sports teams, as well as programs. The Titan logo adds an element of personality to the College identity. It was developed to create a symbol of pride for the students and the community.

The Titan logo has an extensive set of standards that can be referenced when applying the mascot to clothing, products or in any case when there may be a question as to its proper application.

It may be used with the helmet icon or just the words "Lane Titans" by themselves.

The full graphic standards manual for the Lane Titans logo may be obtained from Marketing and Public Relations department.

Three-color version of the logo: PMS 287, PMS 130 and Black

Logo in blue: PMS 287

Type logo in blue: PMS 287

Type logo in black

Logo in black

OFFICIAL COLLEGE COLORS

The official color for the college is a blue that is designated by printers as PMS 287. This color is used for college stationery and many other applications. PMS 287 is also the blue used in the logo and in this guide.

The gold used in the two-color version of the Lane logo is designated as PMS 130. The blue and gold work very well together, are recommended for use beyond the logo and can be screened back (or lightened) to produce more variety.

Other colors have been added to the college's color palette to harmonize with the blue and gold, create a family of color options and assist those who are producing college marketing publications with color selection.

Official college blue: PMS 287– for a lighter blue, screen back PMS 287 to 40, 60 or 80%

College gold: PMS 130 (used for sun in two-color version of the logo)

College orange: PMS 152

College burgundy: PMS 188

OFFICIAL COLLEGE TYPEFACES

FONTS FOR COLLEGE STATIONERY

The two fonts used in college stationery are Goudy, a traditional serif face that is also used in the Lane logo, and Univers, a sans serif face. (Serif refers to the small decorative strokes at the end of letters and sans serif fonts are modern fonts, such as Univers, that are without these extra strokes.) Shown on the right are the most common faces within the Goudy and Univers families of type.

FONTS FOR DEPARTMENT MARKETING PUBLICATIONS

The Univers and Goudy fonts are also recommended for marketing publications developed by departments. These two fonts work well together, offer a good range of design possibilities and using them will streamline the production of marketing materials. The use of typefaces other than Univers and Goudy is acceptable for situations where technical or aesthetic requirements make another typeface more effective. In using fonts when designing publications, it is recommended to use just two or three different fonts to avoid a cluttered, unprofessional look.

FONTS FOR COLLEGE WEBPAGES

Typefaces developed before the onset of computers usually don't work well on webpages. There are fonts such as Verdana (a sans serif font) and Georgia (a serif font) that have been designed specifically for legibility on computer monitors. These two fonts should be used on college webpages. Arial (another sans serif font) is used for large headlines on college webpages. Shown on the right are the most common faces within the Verdana and Georgia families of type.

FONTS FOR MAJOR MARKETING PUBLICATIONS FOR EXTERNAL AUDIENCES

Futura and ITC Giovanni are the two typeface families that are used for marketing publications printed on paper. Shown on the right are the most common faces within the Futura and Giovanni families of type.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Univers Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Goudy Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Verdana Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Georgia Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Futura Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
ITC Giovanni Regular

EQUAL OPPORTUNITY AND ACCESSIBILITY STATEMENTS

EQUAL OPPORTUNITY STATEMENTS

The college puts a statement about its commitment to equal opportunity on most printed and many electronic communications. The statement must appear in all communications used to recruit students or employees and on college letterhead and notepads. When the equal opportunity statement is used next to the college logo it is usually in the Goudy font to match the college logo.

Short version for general use and student recruitment – use on print ads, letterhead, brochures and other publications where space is limited:

an equal opportunity/affirmative action institution
or
Lane Community College is an equal opportunity/affirmative action institution.

Long version for general use and student and staff recruitment – use in publications such as annual catalog, class schedule and policy and procedure manuals:

Lane Community College is committed to providing a working and learning environment that is free from discrimination, harassment and retaliation. Lane is committed to equal opportunity in education and employment, affirmative action, diversity and compliance with the Americans with Disabilities Act. The college prohibits discrimination in admissions, employment and access to college programs, activities and services on the basis of race, color, national origin, sex, marital status, familial relationship, sexual orientation, pregnancy, age, disability, religion, expunged juvenile record or veterans' status. This commitment is made by the college in accordance with federal, state and local laws and regulations. Inquiries may be directed to the Executive Director for Human Resources, Lane Community College, 4000 East 30th Avenue, Eugene, Oregon 97405-0640, (541) 463-5585. Inquiries regarding Title IX may be directed to Kate Barry, Women's Program Director and Title IX Coordinator, Building 1, Room 202, (541) 463-5264. Inquiries regarding Section 504 may be directed to Kate Barry, Women's Program Director and Section 504 Coordinator, Building 1, Room 202, (541) 463-5264 or Dennis Carr, Human Resources Director and Section 504 Coordinator, Building 3, Room 114, (541) 463-5585.

ACCESSIBILITY NOTICES

Two accessibility notices are now required on some college publications. *The first notice is required on event posters and fliers:*

If you need disability accommodations in order to attend or participate in this event, please contact Disability Services at (541) 463-5150 (voice) or 463-3079 (TTY) at least one week in advance.

The second accessibility notice is required on brochures and other official college publications:

This information is available in alternate formats upon request by contacting Disability Services at (541) 463-5150 (voice), 463-3079 (TTY), or disabilityservices@lanecc.edu (e-mail).

EQUAL OPPORTUNITY AND ACCESSIBILITY STATEMENTS

LANE COMMUNITY COLLEGE ONLINE INTERACTION POLICY

Lane Community College is excited to participate in social media and on other online channels with students, staff, friends, and community members – welcome!

By participating on social media profiles and websites officially administered by Lane Community College, it is understood that user-generated content on college social media profiles or websites does not reflect the opinion or interests of Lane Community College or its officers and must not be inappropriate in nature (see below). All participation and user-generated content appearing on Lane Community College social media profiles is subject to this agreement.

We ask all participants on Lane Community College social media profiles and websites to act appropriately and respectfully with the other participants in our online community. We ask that all participants on Lane's social media profiles refrain from derogatory content, which includes, but not limited to, content which is illegal, blatantly profane, violent, sexual, pornographic, discriminatory, or otherwise defamatory.

Content that is considered spam, commercial, or intended to sell, advertise, or promote goods, services, organizations or individuals may also be deemed inappropriate.

All content deemed inappropriate will be removed or hidden at the discretion of a Lane Community College online administrator.

All content posted on pages and websites administered by Lane Community College is subject to applicable copyright laws. Users may only post content of which they are the owner(s) or have written or licensed permission from the copyright owner to share the content (i.e. under an attribution Creative Commons license).

Lane Community College accepts no responsibility or liability for any data, text, software, images, videos, messages, audio, or other content, which is generated by and posted publicly by users other than Lane Community College in its official capacity. Lane Community College accepts no liability or responsibility whatsoever for the content of any target third-party site linked from this page.

Lane Community College reserves the right to amend or modify this agreement at any time. All modifications are effective on the revision date. Lane Community College is not required to notify individuals who follow or "like" pages, profiles, or websites for changes to become effective.

Lane Community College thanks you for your participation in creating a safe, respectful, and vibrant community. We look forward to sharing with you!

STATIONERY

BUSINESS CARDS

The basic business card contains the following information in this order: employee's name, job title, department, phone number, e-mail address, college web address and street address. If additional pieces of contact information are included, please refer to the middle and lower examples as to placement. The margin at the bottom of the card should never be larger than the margin at the top. All college business cards are printed by the college's Printing/Graphics department.

Size:
    3 1/2" x 2"
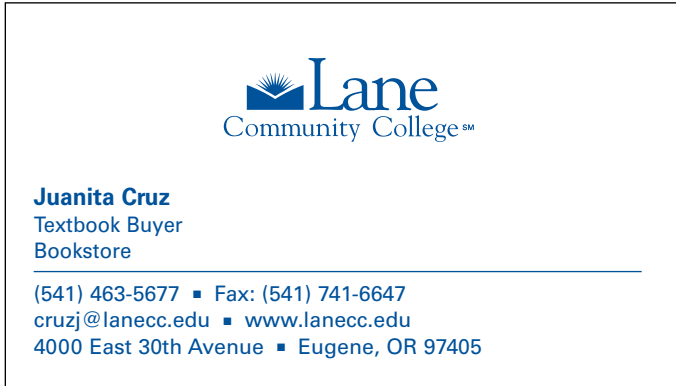
Color:
    PMS 287

Paper:
    White paper must match
    letterhead and envelope

Typeface:
    Univers

Lane
Community College ℠

Thomas Smith
Instructor
Mathematics

(541) 463-5268 ▪ smitht@lanecc.edu ▪ www.lanecc.edu
4000 East 30th Avenue ▪ Eugene, OR 97405

Lane
Community College ℠

Juanita Cruz
Textbook Buyer
Bookstore

(541) 463-5677 ▪ Fax: (541) 741-6647
cruzj@lanecc.edu ▪ www.lanecc.edu
4000 East 30th Avenue ▪ Eugene, OR 97405

Lane
Community College ℠

Ann Wang
Community Education Development Coordinator
Office of Instruction and Student Services

(541) 463-5037 ▪ Fax: (541) 463-4170 ▪ Cell: (541) 579-8596
wanga@lanecc.edu ▪ www.lanecc.edu
4000 East 30th Avenue ▪ Eugene, OR 97405

STATIONERY

ENVELOPES

Shown to the right are the generic business envelope for the college and an example of a department envelope. All college envelopes are printed by the college's Printing/Graphics department.
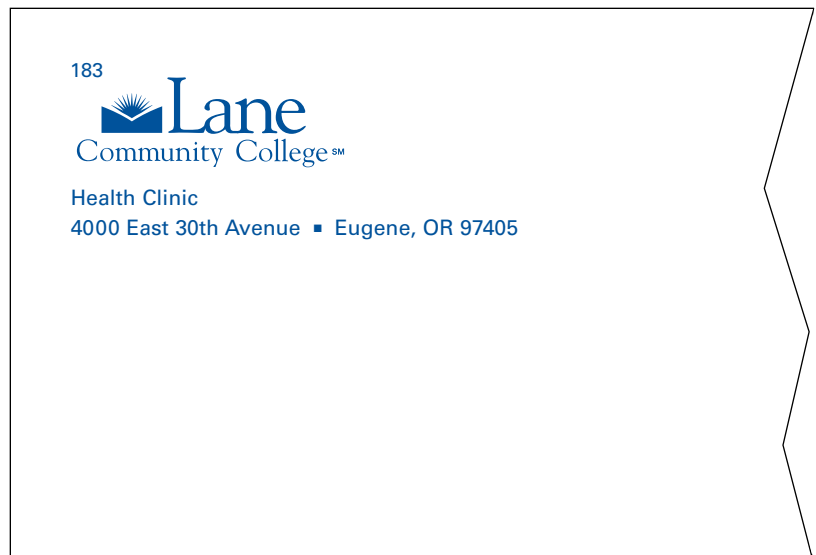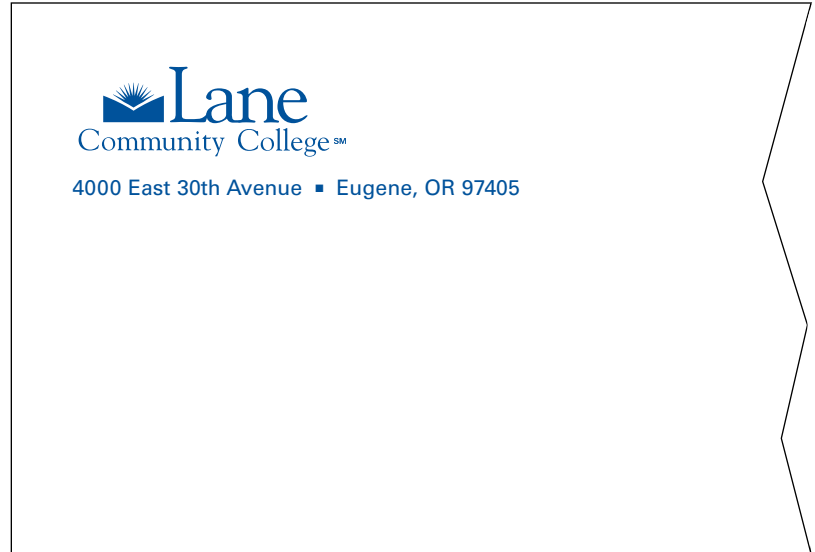
Size:
#10 (9 1/2" x 4 1/8")

Color:
PMS 287

Paper:
White paper must match letterhead and business card

Typeface:
Univers

Lane
Community College ℠

4000 East 30th Avenue ■ Eugene, OR 97405

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Lane
Community College ℠

Health Clinic
4000 East 30th Avenue ■ Eugene, OR 97405

STATIONERY

LETTERHEAD

Department stationery is identical to the generic college stationery except for the addition of the department name and contact information. All college letterhead is printed by the college's Printing/Graphics department.
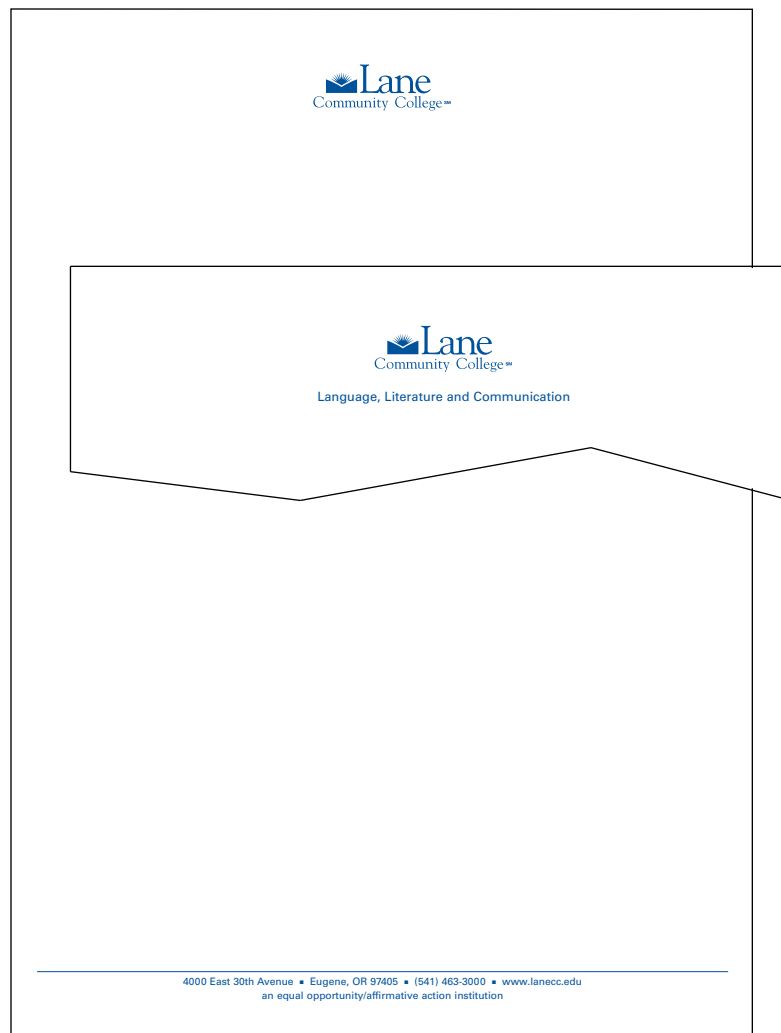
Size:
  8 1/2" x 11"

Color:
  PMS 287

Paper:
  White paper must match business card and envelope

Typeface:
  Univers

STATIONERY

NOTEPADS

All college notepads are printed by the college's Printing/Graphics department.

Sizes available:
    4 1/4" x 5 1/2" (shown)
    and 5 1/2" x 8 1/2"

Color:
    PMS 287

Paper:
    White paper must match letterhead, business card and envelope

Typeface:
    Univers

Lane
Community College ℠

Nelly Jackson
Health Clinic
(541) 463-5665 ▪ Fax: (541) 463-4164
jacksonn@lanecc.edu ▪ Building 18, Room 101

4000 East 30th Avenue ▪ Eugene, OR 97405 ▪ www.lanecc.edu
an equal opportunity/affirmative action institution