Visual Identity Guide

LAKESHORE TECHNICAL COLLEGE

Contents

Visual Identity Guide

Marketing Support at Your Fingertips

To help everyone at Lakeshore Technical College communicate in a consistent manner both visually and in writing, the Marketing department has developed specific guidelines and policies. You're looking at one of our most important right now: our Visual Identity Guide OR Visual Branding Guide.

You are encouraged to look through this guide to familiarize yourself with Lakeshore's leadership-approved logos, colors, sizes, placement options, and more. It will answer most, if not all, the questions you have about visual branding when creating your own visuals for internal use.

Who Should Use This Guide

This guide will be helpful to all team members who create any electronic or print materials — virtually everyone at Lakeshore. If you have students working in your departments and they are assisting in the creation of electronic or print materials, the guide should also be shared with them.

This is a valuable resource for you as a communicator and it is critical that you follow these visual standards.

If you have questions after reviewing this guide, feel free to contact our Marketing department at marketing@gotoltc.edu or our Executive Director of Marketing at 920.629.1195.

Text/Editorial

Our *Editorial Style Guide* can be found in the second portion of this guide. Please refer to it for guidance on things like capitalization, grammar, and how to refer to our college in written communications. Though created to be more flexible for internal communication purposes, we've based many of our guidelines on those in the 2020 Associated Press Stylebook, which is a marketing standard across all industries.

Office of Marketing

Lakeshore Building, Room L145
marketing@gotoltc.edu

The Marketing and College Relations Department's role is to:

- Promote and share information about Lakeshore Technical College
- Support the enrollment and other goals of the college
- Build and positively influence public perception of the college

We provide marketing, communications and media support in a variety of ways including:

- Marketing planning
- Advertising
- Print publications
- Community & media relations
- Corporate wear & branded promotional items
- College web site
- Social media

Marketing Requests

External Advertising

All external advertising, that which could be seen off campus in any form, whether paid or unpaid, must be purchased and designed through the Marketing department. This will ensure:

- brand consistency for our college
- coordinated public presence
- programs/divisions/etc. do not compete against each other unknowingly
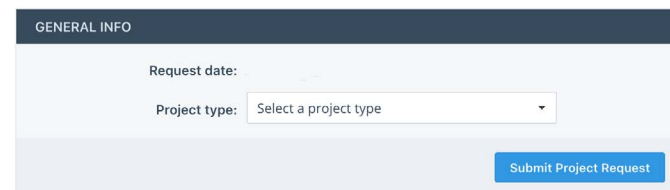- media buying opportunities are maximized

To request advertising support from the Marketing department, log a Marketing Request through the college's intranet (the Bridge).

Marketing Request Form

Request marketing services on the Bridge:

Strategy & Outreach > Outreach > Marketing and College Relations > Marketing Project Request Form

New Project Request

GENERAL INFO	
Request date:	
Project type:	Select a project type ▼

Submit Project Request

Requested information includes:

- Requested deadline
- What is the announcement or message?
- If there is a specific action you want your audience to take, please tell us.
- Who at Lakeshore can we contact for more information (subject matter expert)?
- If you are expecting certain content development, design services, and/or deliverables, please list them.

Brand Positioning Statement

THE BOTTOM LINE — WHY WE EXIST

Real Experience for the Real World

A great education is only the first step when you walk into a classroom at Lakeshore Technical College. Since we opened our doors in 1912, we've been providing transformative learning experiences that lead to amazing careers — and even better lives — by meeting students wherever they are in their educational journeys.

We're a small school in a small city, but everything about us is big-time. Nestled near the Lake Michigan shore, we are one with our community, and we make it stronger every day by sending highly skilled students into the workforce — and caring, compassionate people into the world.

We believe a college education is only as valuable as a person's ability to use it, and that's why we instill students with a strong set of life skills to complement flexible, essential workforce training. That makes a Lakeshore grad a leader on the job. And a thoughtful neighbor, loving family member and valued contributor in the community.

Our goal is not to develop a complete student. It's about molding a complete person who can go out and help make things better for all of us.

Lakeshore's Unique Selling Proposition

For the student who's balancing life with school, Lakeshore Technical College is the tech school that will help you start or advance in your career skills because Lakeshore best delivers real workforce training.

Real Experience for the Real World

Mission

Transform individuals to strengthen our communities through innovative and accessible learning.

Vision

The community's driver for individual, social, cultural, and economic vitality.

Focus

- **Access.** The first step to learning is for students to access our institution.

- **Completion.** We need to graduate students in a timely manner; enrollment and retention are not enough.

- **Post-Completion.** We will increase the percentage of graduates employed in their field of study and the number of graduates who transfer to a four-year college.

- **Equity.** We will close equity gaps in student success by focusing on every individual and charting a new, intentional course forward.

Use of the College Name

Lakeshore Technical College consists of multiple locations. Consistent references to the name aid in building the visual identity. The designation "Lakeshore Technical College" is acceptable when referring to the college for communications intended for the general public.

Acceptable

- Lakeshore Technical College

- Lakeshore (after Lakeshore Technical College has first been used in a document)

Not Acceptable

- LTC

- Lakeshore Tech

- Lakeshore Tech College

Campus Location Names

- Lakeshore Technical College — the college name without a city name after it refers to the main campus in Cleveland, Wisconsin

- LTC Manitowoc — Manitowoc, Wisconsin campus

- LTC Sheboygan — Sheboygan, Wisconsin campus

Lakeshore Logo

The college logo is a recognizable graphic element that includes the college's name and a stylized "L" to represent the "face" of the college. The logo is the shortest and most precise form to express the individuality, image, and intention of the college. As a visual image, the logo is most likely to be remembered by audiences in the district.

Each of the four logo versions may appear in one of the following approved colors: navy, black, gray, and white. See brand colors on page 14.

Logo Requirements for All Publications

- Front and/or back covers of publications must contain the Lakeshore logo.

- One-sided pieces (i.e., poster) must contain the Lakeshore logo.

- Co-branded pieces (i.e., Nursing 2+2+1 Pathway) must contain the Lakeshore logo.

"L" Graphic

The stylized "L" graphic may be used alone as a decorative element with approval from the Marketing Office.

Logo Artwork

Version 1 (in navy)

Version 2 (in black)

Version 3 (in gray)

Version 4 (in white)

"L" Graphic Artwork

Logo Guidelines

- Vector files in EPS format, which are suitable for advertisers, printers, and vendors of branded promotional products, are available from the Marketing Office.

- Logos in PNG and JPG format, suitable for web pages, electronic publications and Microsoft Office documents, are available to Lakeshore employees on The Bridge.

Do Not Change the Logo

- The logo may not be reduced any smaller than the minimum size.

- There needs to be a minimum of .125" of clear space around the outside of the logo. Clear space includes placement of the icon near type, other graphic elements (i.e., circles, boxes, rules), and the edge of the paper.

- When scaling the logo, make sure it is always in proportion.

- When using graphic elements you should "insert," "import," or "place" the file into your document. Do not try to open the files.

- The logo should not be printed over other artwork. It may be used over photographs if there is a substantial light or dark area in which the logo can be placed without detracting from its readability.

- The logo should never be condensed, expanded, skewed, placed at an angle, tilted, or altered in any way.

Minimum Sizes

LAKESHORE
TECHNICAL COLLEGE
.75"

LAKESHORE
TECHNICAL
COLLEGE
1"

LAKESHORE
TECHNICAL COLLEGE
1"

LAKESHORE TECHNICAL COLLEGE
1.5"

Taglines

- Real Experience for the Real World — used for external audiences
- Dealer in Hope — used for internal/campus audiences

Other Logos

In addition to the four approved logo variations, Lakeshore Technical College uses logos that are customized for various styles, taglines, programs, clubs, facilities, schools, and departments.

A college office or department may not create their own logo or adapt the Lakeshore logo for their area. If a specialized logo is desired, the office or department may contact the Marketing Office for consideration.

These are some of the approved secondary logos. Contact the Marketing Office for all of the logos and their layout and color variations.

Retro

Tagline

College Here & Now

Foundation

Workforce Solutions

Esports

Center for Health Care Excellence

Secondary Logos

LAKESHORE TECHNICAL COLLEGE
TEACHING AND LEARNING CENTER

LAKESHORE TECHNICAL COLLEGE | Teaching & Learning Center

Teaching & Learning Center

LAKESHORE TECHNICAL COLLEGE
INTERVARSITY CHRISTIAN FELLOWSHIP

LAKESHORE TECHNICAL COLLEGE | INTERVARSITY CHRISTIAN FELLOWSHIP

Intervarsity

LAKESHORE TECHNICAL COLLEGE | CHILD CARE CENTER

Child Care Center

LAKESHORE TECHNICAL COLLEGE
TECHNOLOGY HELP DESK

Technology Help Desk

LAKESHORE TECHNICAL COLLEGE
STUDENT LEADERSHIP BOARD

Student Leadership Board

Lakeshore Seal

The college seal consists of the "L" of the logo encircled by the college name in Helvetica Neue OTF font.

Color Options

- 1-color foil stamped from infinityfoils.com
  - MX23-Medium Blue Metallic or
  - MX12-Satin Silver Metallic
- 1-color foil stamped per colors above and embossed
- Blind embossed
- Printed in black, gray, or dark blue (C100 M93 Y24 K22)

Uses

- Student diplomas
- Documents as approved by the President's Office or Marketing Office

2"

MX23–MEDIUM BLUE METALLIC

MX12–SATIN SILVER METALLIC

infinityfoils.com

Lakeshore Mascot

The Lakeshore mascot is a snow leopard named Lenny. The college eSports team is the Snow Leopards.

Lenny represents the hardworking students, faculty, staff, and community supporters who understand a Lakeshore education offers hope.

Lenny represents the journey that Lakeshore students face — one that requires:

• Determination
• Strength
• Motivation
• Support

Mascot graphics may be used in college print and digital publications, apparel, and branded items with approval from the Marketing Office.

**Black, Gray,
Dark Blue C100 M93 Y24 K22**

1-Color Black

Brand Colors

Lakeshore Brand Color Chart

Primary Colors

Navy
PMS 662 C
R:22 G:54 B:131
Hex #163683
100 93 24 22

Dark Gray
PMS Cool Gray 11 C
R:84 G:88 B:96
Hex #545860
63 52 44 33

Light Gray
PMS Cool Gray 5 C
R:178 G:180 B:190
Hex #b2b4be
26 21 18 1

Secondary Colors

Cyan
PMS Process Cyan
R:0 G:174 B:239
Hex #00aeef
100 0 0 0

Lime Green
PMS 375 C
R:150 G:202 B:79
Hex #96ca4f
46 0 89 0

Dark Gray: 85% black is also acceptable
Light Gray: 35% black is also acceptable

LAKESHORE
TECHNICAL COLLEGE

WORKFORCE SOLUTIONS

Primary Colors

Secondary Colors

WFS Brand Color Chart

Navy
#003550
R:0 G:53 B:81

| 100 | 76 | 44 | 38 |
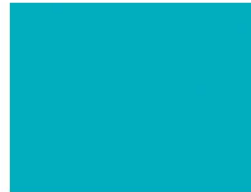
Teal
#03adbf
R:18 G:173 B:191

| 75 | 9 | 24 | 0 |

Orange
#f68b1f
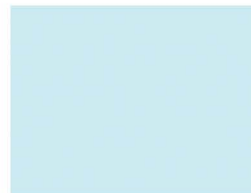R:246 G:139 B:31

| 0 | 55 | 99 | 0 |

Grey
#656665
R:101 G:102 B:101

| 60 | 51 | 51 | 20 |

Light Navy
#c9ecff
R:201 G:236 B:255

| 19 | 0 | 0 | 0 |

Light Teal
#c6f5fa
R:198 G:245 B:250

| 19 | 0 | 4 | 0 |
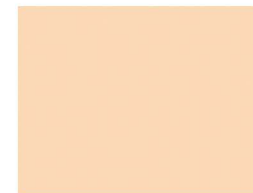
Light Orange
#fcd9b6
R:252 G:217 B:182

| 1 | 16 | 29 | 0 |

Light Grey
#c2c1c0
R:194 G:193 B:192

| 24 | 19 | 20 | 0 |

Typography plays an important role in accurately expressing the tone and personality of Lakeshore Technical College. When used correctly and consistently, typography unifies the appearance of marketing communications. This is the typographic family to use as headlines, subheads, and body copy on the majority of communications. The consistent use of the preferred type family, Helvetica Neue OTF, will strengthen and unify the Lakeshore Technical College brand.

Font

HELVETICA NEUE OTF

Helvetica Neue OTF is an open type font which is the same on Window and Macintosh platforms. There are 51 weights of this font which offer all typographic options for headlines, sub headlines, body copy, italic emphasis, cutlines and captions.

For creating publications, the basic weights of Helvetica Neue OTF are:

- 55 Roman — body copy
- 75 Bold — headline
- 56 Italic

When conserving space in publications:

- 57 Condensed — body copy
- 77 Bold Condensed — headline
- 57 Condensed Oblique — italic

ARIAL

If Helvetica Neue OTF is not available or cannot be installed on a computer, it is acceptable to substitute Arial as an alternative font.

Helvetica Neue OTF 55 Roman

Helvetica Neue OTF 75 Bold

Helvetica Neue OTF 56 Italic

Helvetica Neue OTF 57 Condensed

Helvetica Neue OTF 77 Bold Condensed

Helvetica Neue OTF 57 Condensed Oblique

Mandatory Information for Publications

All external print and digital publications must contain mandatory college information as shown at the bottom of this page. Type and graphics must be gray/black, navy blue brand colors (page 14 and page 15), or white reversed out of a dark background.

- One-page flyers, posters or display ads: placed at the bottom of the page.

- Multi-page documents: placed at the bottom of the back cover or on the bottom of the inside title page.

Mandatory Elements

- Logo

- Web address

- Phone

- Mailing address

- Accreditation

- Social media Icons

- Anti-Discrimination Statement

- Publication month and year on lower right (Marketing Office tracker)

LAKESHORE TECHNICAL COLLEGE

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1290 North Avenue • Cleveland WI
HLC Accredited • hlcommission.org

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