



Graphic Standards

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

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

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INTRODUCTION TO GRAPHIC STANDARDS

Graphic 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 include information about 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. The brand is expressed visually and creates a clear, positive, and memorable image of the organization for our various audiences. A successful brand is original, simple, short, and consistently applied over a span of many years.

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

- The application of well-defined graphic standards increases the overall quality of all marketing pieces
- A high-quality look supports the fact that Lane offers students a high-quality education
- A consistent visual identity 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 producing marketing materials easier, faster, and more cost-efficient

Lane's visual identity forms the foundation of the college's marketing efforts. Because of the clear advantages of a consistent and high-quality visual identity, the college requires adherence to these graphic standards by all staff of the college and all outside agencies creating college publications or using the college logo. This guide has been developed to provide clear and specific information about Lane's mandatory standards for the college logo and stationery.

**ADDITIONAL
RESOURCES**

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

All graphic standards and guidelines set forth in this manual also apply to social media and online usage. For specific, in-depth social media standards, please refer to the Lane Community College Social Media Standards.

Specific graphic standards manuals for Titan Athletics, Titan Merchandise, and some subsidiary logos have also been developed. Please contact the Marketing and Public Relations department to obtain copies.

For information related to campus wayfinding and sign systems, please refer to the Sign Standards. Contact the Facilities department for additional information.

OBTAINING LOGO FILES

To ensure proper use of all Lane Community College logos, electronic files should be obtained from the Printing/Graphics or Marketing and Public Relations departments and not copied from existing documents or web pages. This will prevent use of low resolution files and will ensure that the Lane Community College brand is consistent throughout all communication pieces.

FOR INFORMATION ABOUT WRITING STYLE

Lane's style guide is a useful and concise source of information on writing style and can be found at lanecc.edu/mpr/writers-style-guide. The Writer's Style Guide includes details about writing for marketing publications and the web, punctuation tips, and other helpful guidelines for writing college publications.

**LANE COMMUNITY
COLLEGE LOGO****OFFICIAL LOGO**

The Lane Community College logo was designed as a visual representation of the college brand. The icon symbolically represents learning, as illustrated by the book, and illumination, as it relates 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.

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 colors and design have been carefully crafted and should not be altered in any way. Consistency is key to the success of a powerful identity and brand for Lane Community College.

The college has secured all rights and trademarks for the use of the logo. Permission must be secured any time an individual, entity, or organization requests the logo for use outside of the college.

**ACHIEVING DREAMS LOGO**

The "Achieving Dreams" tagline and logo was created to promote achievement and student success. "Achieving Dreams" is an overarching brand message for the college that is often incorporated into marketing materials. The "Achieving Dreams" logo can be used in place of the official Lane logo when space and legibility are not an issue and if the logo can be placed at a size that the words "Achieving Dreams" are clearly and easily readable. The words in the tagline have been carefully typeset and spaced and should not be altered in any way.



**LANE COMMUNITY
COLLEGE LOGO
COLORS**

To maintain a consistent look, the Lane Community College logo should only be reproduced using the colors listed below. These Pantone, CMYK, and RGB colors should be used for all print and electronic reproduction.



ACHIEVING DREAMS



**ENCROACHMENT
AREA FOR THE
LANE COMMUNITY
COLLEGE LOGO**

When the Lane Community College logo is used with other elements, there must be an encroachment area surrounding the logo. The encroachment area is a specific amount of white space around the logo that maintains the integrity of the logo and avoids other elements competing with it. The height of the open book in the Lane Community College logo should be used to define the minimum encroachment area around the logo. All copy and design elements should fall outside this area. The encroachment area should be extended when using the "Achieving Dreams" logo to encompass all of the elements.



Allow a cushion around the logo equal to X



**MINIMUM SIZE
OF THE LANE
COMMUNITY
COLLEGE LOGO**

The Lane Community College logo should not be made smaller than one inch in width due to impaired legibility of the words "Community College" and "Achieving Dreams." Promotional materials at the Titan Store, 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 wide.

Minimum size is 1" wide



ACCEPTABLE COLOR VARIATIONS OF THE LANE COMMUNITY COLLEGE LOGO

In most applications, the Lane Community College logo should be printed or displayed on a white background and in full color. When using the logo on a dark background, use the reversed with gold sun version of the logo where the logo is white and the rising sun element of the logo is gold. Always use the full-color or reversed version of the logo whenever possible. Sometimes it is necessary to print the logo in one color. If that is the case, use the all blue version on light backgrounds and the all white version on dark backgrounds. The all black version should be used only if the logo is going to be reproduced on an application that does not include the use of color such as on a black and white ad or a fax. If Lane blue and black are not available, the logo should be printed in the darkest color that is being used. An example of this would be on a sponsorship item. Keep in mind that there should be enough contrast between the background field and the logo to ensure that all parts of the logo are clearly visible.

*Reversed with gold sun
version of the logo*



*All blue version of
the logo*



**ACCEPTABLE
COLOR VARIATIONS
OF THE LANE
COMMUNITY
COLLEGE LOGO**

*All white version of
the logo*



*All black version of
the logo*



INCORRECT USAGE OF THE LANE COMMUNITY COLLEGE LOGO

Every part of the Lane Community College logo has been developed with care and thought. A lot of time and effort went into developing the logo, its correct proportions, and its color. While it may seem appropriate in some cases to manipulate the logo and slightly change the proportions of the elements, it should never be done. When you need to resize the logo, you must do so proportionally; do not stretch or pinch the logo to fit a space, as it will change the look of the logo. Changing the logo in any way will weaken the Lane Community College brand and create confusion. The following pages give simple examples of incorrect logo usage.

DO NOT stretch the logo out of proportion



DO NOT place a border around the logo



DO NOT manipulate, resize, or reposition the elements within the logo



DO NOT typeset the Logo fonts in different typefaces. Always use the existing digital version supplied, as the fonts, letterspacing, and other elements have been carefully considered and adjusted



**INCORRECT USAGE
OF THE LANE
COMMUNITY
COLLEGE LOGO**

*DO NOT position
other type or graphic
elements within the
encroachment area*



*DO NOT change the
colors of the logo*



*DO NOT place the
logo on a background
that does not have
enough contrast to
see all elements*



This background does not provide enough contrast for the rising sun. In this case, use the all blue logo instead.



This background does not provide enough contrast for the blue lettering. In this case, use the reversed with gold sun version of the logo instead.

SECONDARY VERSIONS OF THE LANE COMMUNITY COLLEGE LOGO

*Horizontal version
of the logo*

Secondary versions of the Lane Community College logo have been created for use in specific situations, as noted below.

HORIZONTAL VERSION

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



SHORT VERSION

When an application of the college logo does not require the full wording, the option of using the book icon and the word "Lane" is acceptable. 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

In a piece already containing the full Lane logo, the icon-only version of the logo can be used as a design element and for additional visual reference to the college. Examples of where this version of the logo may be used include the spine of the college catalog or as a roll-over icon on a college webpage. Do not publish the icon on its own without a full version of the Lane logo on the same piece without consulting with the Marketing and Public Relations department.

*Icon version
of the logo*



BROADCAST AND VIDEO VERSIONS OF THE LANE COMMUNITY COLLEGE LOGO

An adaptation of the Lane logo has been developed for use in broadcast and video production. The icon and "Community College" have been modified to provide optimum legibility on the screen. **This version is not to be used for any medium other than broadcast or video.** The logo has been carefully designed, typeset, and spaced. Do not attempt to reset the characters. Any video containing the Lane logo, regardless of its intended purpose, must be pre-approved by the Marketing and Public Relations department.



SIZE OF THE BROADCAST LOGO

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



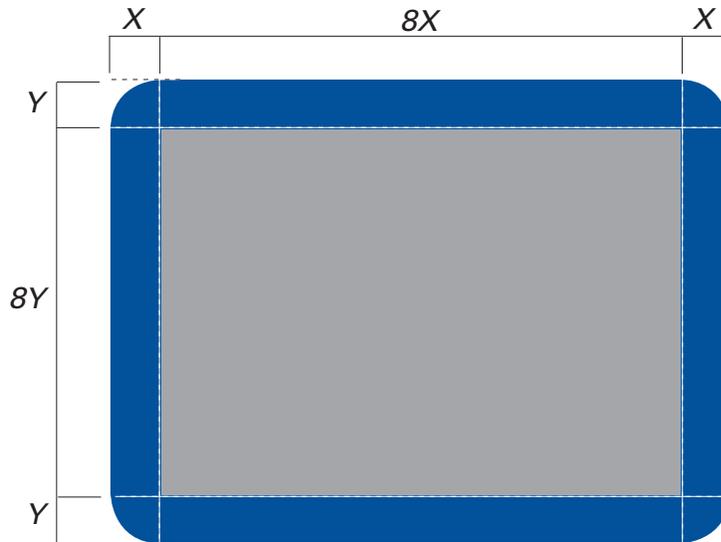
Maximum size for broadcast TV logo

**BROADCAST AND
VIDEO VERSIONS
OF THE LANE
COMMUNITY
COLLEGE LOGO**

*Safe area for the
broadcast logo*

SAFE AREA FOR THE BROADCAST LOGO

Please be aware that each screen or monitor may crop images differently. It is important to keep all images within the "title-safe," an area of the screen which will appear on almost any television set. This area is the inner 80% of the screen (the gray area in the illustration below); do not place the logo outside this area.



OFFICIAL LANE COMMUNITY COLLEGE FONT FAMILIES

*Fonts for printed
materials and
publications*

GOUDY AND UNIVERS

When creating printed materials, use Goudy and Univers, the official college fonts. Goudy is a traditional serif face that is also used in the Lane logo, and Univers is a sans serif face. (Serif refers to the small decorative strokes at the end of letters, and sans serif fonts are modern fonts without these extra strokes.) These two fonts work well together and offer a good range of design possibilities. Using them will unite and reinforce the Lane Community College brand. When designing publications, use a maximum of two-to-three different fonts to avoid a cluttered, unprofessional look. Goudy and Univers are also used for the college stationery. Shown below are the most common faces within the Goudy and Univers type families.

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

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

ROBOTO

Roboto Medium and Bold are used throughout the Lane website and are recommended for use on all college webpages to maintain a consistent look. Roboto is available as a free download through Google fonts.

Roboto Medium: 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

Roboto Bold: 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

*Font for college
webpages*

FUTURA AND ITC GIOVANNI

Futura and ITC Giovanni are the two typeface families that are used by Marketing and Public Relations and their agencies in the creation of advertising, marketing, and communication materials for the college. Shown below are the most common faces within the Futura and Giovanni families of type.

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: 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

*Fonts for marketing
materials for
external audiences*

LANE COMMUNITY COLLEGE COLOR PALETTE

Pantone 287 Blue and Pantone 130 Gold are the official colors for the college. These colors are used in the college's logo, stationery, marketing materials, and many other applications. Consistent use of these colors will differentiate and enhance the overall Lane Community College brand.

Pantone 298 Light Blue and Pantone 152 Orange are secondary colors that have been added to the college's color palette. They harmonize well with the blue and gold and create a family of color options.

STANDARD COLOR PALETTE

Lane Blue



PANTONE 287C
C100 M69 Y0 K11
R0 G82 B155

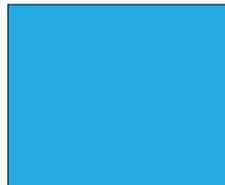
Lane Gold



PANTONE 130C
C0 M30 Y100 K0
R253 G185 B19

SECONDARY COLOR PALETTE

Lane Light Blue



PANTONE 298C
C70 M15 Y0 K0
R39 G170 B255

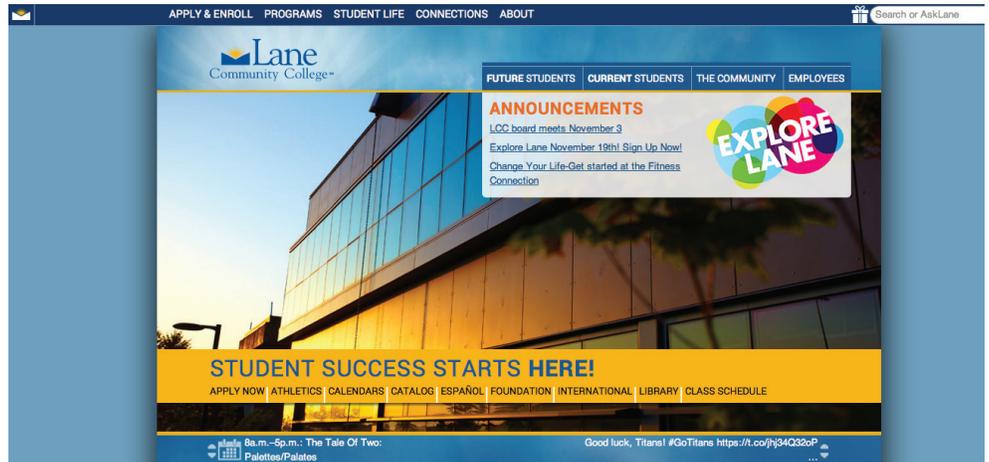
Lane Orange



PANTONE 152C
C5 M66 Y100 K0
R232 G117 B36

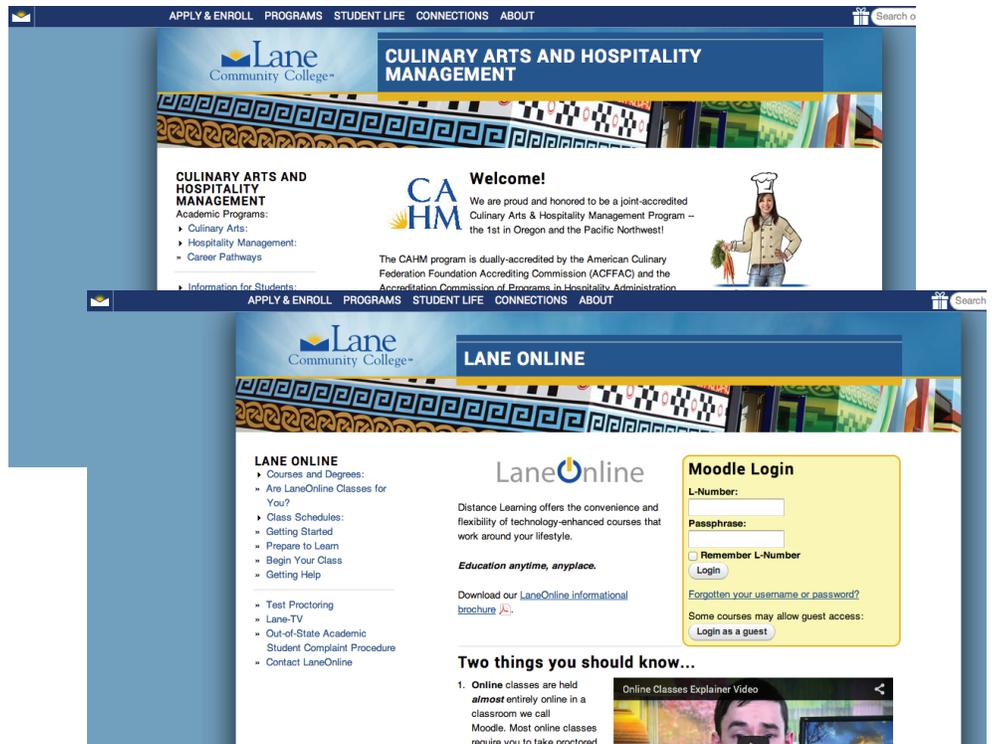
LOGO USAGE ON THE LANE COMMUNITY COLLEGE WEBSITE

The Lane Community College logo and icon must always appear on the college website at a consistent size and placement. The book icon is always positioned on the left in the top blue navigation bar. The full Lane logo must always appear in the header bar, just below the top blue navigation bar. These logo placements are an integral part of the college website and should remain consistent across all pages on the site.



SUBSIDIARY LOGOS

When a subsidiary logo appears on the same webpage as the Lane logo, it may be equal to or slightly larger than the Lane logo. The subsidiary logo should be positioned below the college logo, within the body of the page.



LANE COMMUNITY COLLEGE BUSINESS CARDS

Lane Community College's business cards contain 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 contact information is 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. To order business cards, contact 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

Standard business cards showing various amounts of contact information



Thomas Smith
Instructor
Mathematics

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



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



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

LANE COMMUNITY COLLEGE ENVELOPES

Lane Community College has developed business envelopes for general use that include the Lane logo and the college address. College departments may order envelopes with their department name listed under the logo. The placement of the logo and text has been specifically designed and should not be altered or moved in any way. To order envelopes, contact 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

General-use business envelope



4000 East 30th Avenue ■ Eugene, OR 97405

Department business envelope

183



Health Clinic

4000 East 30th Avenue ■ Eugene, OR 97405

LANE COMMUNITY COLLEGE LETTERHEAD

Lane Community College has developed college stationery for general use with the Lane logo at the top and address information at the bottom. College departments may order stationery with their department name listed under the logo and their address information at the bottom. The placement of the logo and text has been specifically designed and should not be altered or moved in any way. To order letterhead, contact the college's Printing/Graphics department.

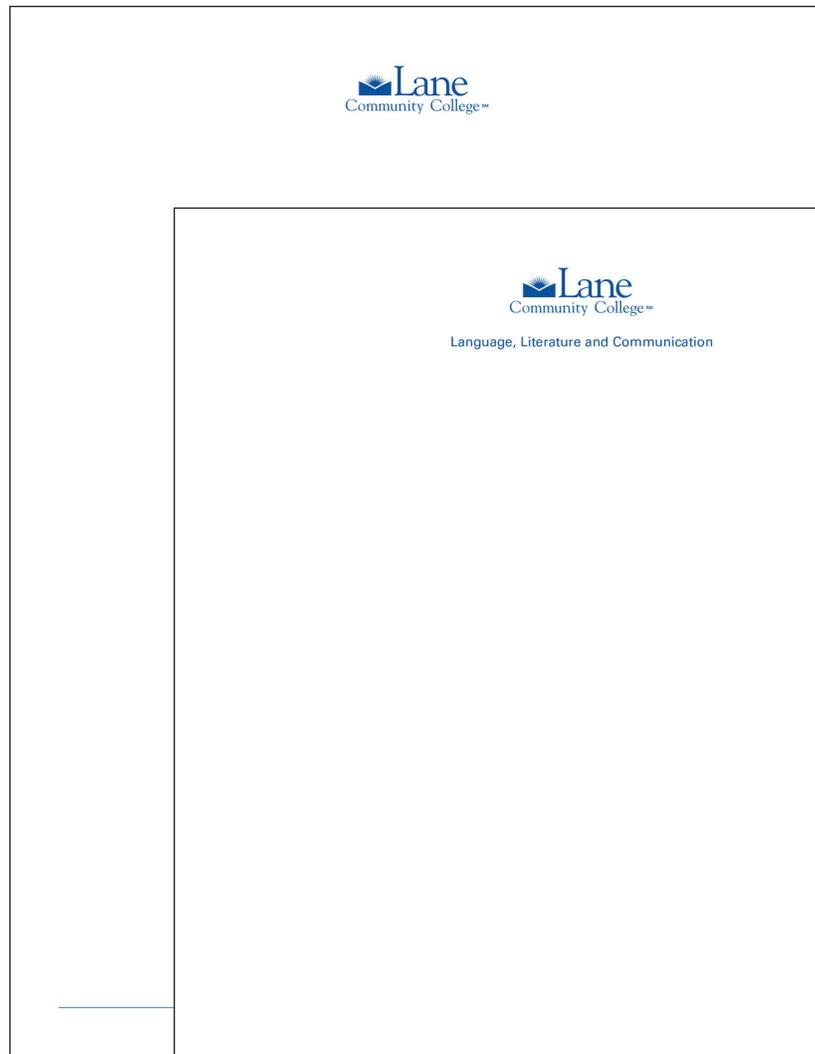
Size: 8 1/2" x 11"

Color: PMS 287

Paper: White paper must match business card and envelope

Typeface: Univers

General-use letterhead



Department letterhead

**LANE COMMUNITY
COLLEGE NOTEPAD**

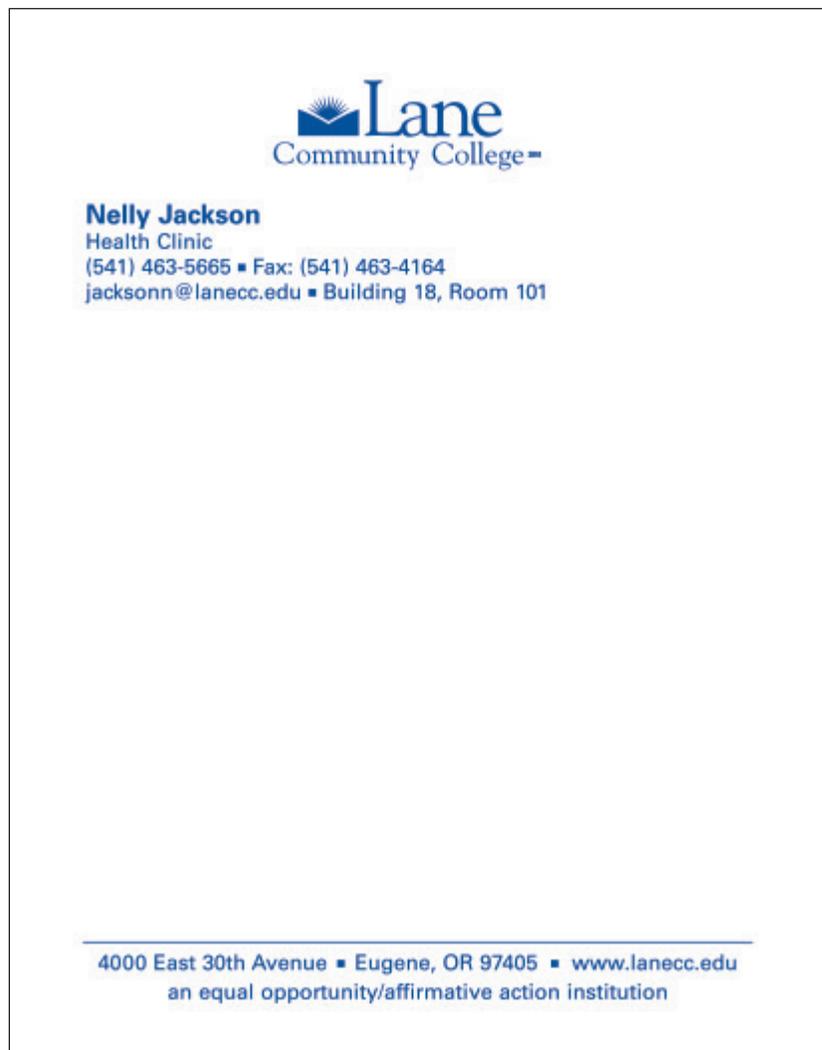
The college offers individualized notepads upon request. Individuals or departments can order stationery that lists their name and contact information under the Lane logo. The placement of the logo and copy has been specifically designed and should not be altered or moved in any way. To order notepads, contact the Printing/Graphics department.

Size: 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

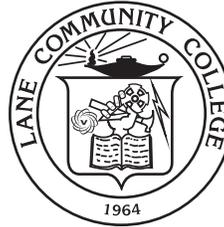
Typeface: Univers



Personalized notepad

**LANE COMMUNITY
COLLEGE SEAL
AND INDICIA****COLLEGE SEAL**

The college seal is only used by the college for the purpose of validating official papers. For all other purposes, use the Lane logo 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

LANE COMMUNITY COLLEGE OFFICIAL STATEMENTS AND NOTICES

EQUAL OPPORTUNITY STATEMENTS

The college includes 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:

AA/EEO/Veterans/Disabilities Employer

or

AA/EEO/Vet/Disabilities Employer

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

Lane Community College is an Affirmative Action / Equal Opportunity / ADA Employer embracing diversity. We encourage and welcome women, minority, veteran, and disabled candidates.

PUBLICATION ACCESS STATEMENT

To appear on Lane's major publications or posted information. Font should be Arial 12 point (or larger) and easy to read. Location should be reasonably accessible for that publication.

“To request this information in an alternate format, contact the Center for Accessible Resources at (541) 463-5150 or accessibleresources@lanecc.edu.”

EVENT ACCESS STATEMENT

To appear on all announcements/publications for Lane events or activities (e.g., non-classroom activities, such as performing arts productions, community workshops, special events, field trips, etc.). Font should be Arial 12 point (or larger) and easy to read.

“To request accommodations that will facilitate your full participation in this event, contact the Center for Accessible Resources at least one week in advance at (541) 463-5150 or accessibleresources@lanecc.edu.”

SUBSIDIARY LOGOS OF LANE COMMUNITY COLLEGE

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. Lane has developed various subsidiary logos for these instances. **Departments and programs may use a separate logo only if they have received prior approval from the Marketing and Public Relations department.**

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 (see page 15). Following are examples of subsidiary logos.



SCHOOL OF
ARTS & SCIENCES



SCHOOL OF **PROFESSIONAL & TECHNICAL CAREERS**

SUBSIDIARY LOGOS WITH SEPARATE GRAPHIC STANDARDS

These subsidiary logos have their own graphic standards that should be reviewed before use. Contact the college’s Printing/Graphics or Marketing and Public Relations departments to obtain copies of logos and standards.



**IMPORTANCE OF
THESE GRAPHIC
STANDARDS**

This handbook is a reference tool to guide and protect the integrity and consistency of the Lane Community College brand. It is intended to help the college's staff, representatives, and outside vendors make the best decisions about how to use, protect, and ensure consistency for the Lane brand. Continual updates are made to this document so that it represents the most up-to-date changes related to the Lane Community College brand.

