Visual Brand Recommendations

A guide for successful brand implementation of Titan Store Merchandising

Lane Titans Visual Brand Recommendations

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Table of Contents

Lane Titans Brand Experience

The Lane Titan Brand is a symbol of pride for athletics, student-life and the overall educational experience at Lane Community College. Its unique personality is communicated through its color palette, character, design and symbolic representation. Each of these elements make up the visual brand. When people interact with the Lane Titan Brand they begin building their own relationship with it. With the building of that relationship comes expectations and preferences for how they will connect with the Lane Titan Brand. Different people will connect with the Lane Titan Brand for different reasons. That's great! **Consistency is the best and proven method to ensure our audiences will experience the desired impact of our brand each time they come into contact with it.** Taking liberties with our brand and the way it is communicated can result in reducing the value it has with our target audiences.

In an effort to be effective stewards of our brand, we must always stay true to the core elements that make up its visual representation. Our brand is an asset and it's worth protecting.

The personality of the Lane Titan Brand is made up of the following characteristics:

- **Powerful** – The Titan should represent the ability to influence and create results.
- **Strong** – The Titan should represent a powerful force and exemplify a likeliness to win or overcome.
- **Noble** – The Titan should represent high ideals and possess strong character.
- **Spirited** – The Titan should be lively and energetic.
- **Leadership** – The Titan should possess the ability to guide and unify.
- **Determined** – The Titan should convey intent to succeed.

Our visual brand has been created in order to effectively communicate these unique characteristics. Everything about the creation of the Titan Brand was intentional and therefore every implementation of the Titan Brand should also be intentional. The goal is to consistently reflect the fundamental brand characteristics in every communication to make for a richer, more engaging and memorable experience for target audiences. This handbook was developed to simplify and illustrate proper application of the Lane Titan Brand. It can be used as a reference for any communication on behalf of the Lane Titans. **Keep in mind that the retail items we offer can and should be as diverse as the individuals who make up our target audiences. New ideas are encouraged! Just always remember to uphold the core components of our visual brand.** Refer to this handbook anytime you have a question about how to accurately convey the Lane Titan. If you are still unsure. That's okay. Talk to Tracy Simms, Executive Assistant to the President.

Lane Titans color palette

Color palette

Lane Community College has a standard color palette, which should also be used for the Lane Titans. This basic color palette uses the Lane Blue: PMS 287 and Lane Yellow: PMS 130. Any shade of gray complements the Lane blue and yellow.

In addition to the standard color palette it is also advisable to incorporate a light blue color. This color has been used extensively in the college's past Titan merchandising and, therefore, has become an important part of the brand. This blue is PMS 299 or "baby blue" a common color for many vendors.

Merchandise in the bookstore will be diverse in color and style in order to appeal to Lane's broad demographic. Be creative in utilizing vendor-supplied colors for background use such as clothing color, but keep to the tight regulation of the official Lane Titans logo colors by familiarizing yourself with the standards on pages 6 through 13 of the Brand Recommendations. Consistent use of brand colors in merchandise will differentiate and enhance the overall Lane Titans Brand.

Standard color palette

PANTONE 287C C100 M69 Y0 K11	PANTONE 130C C0 M27.5 Y100 K0

Additional color

PANTONE 299C C70 M15 Y0 K0

Lane Titans official logo versions

Full version
3 color:
    Black
    PMS 287 Blue
    PMS 130 Yellow

Set logo on white background

Titan C 3_color KBY
Outlined font

Full version
2 color:
    PMS 287 Blue
    PMS 130 Yellow

Set logo on white background

Titan C2_color BY
Outlined font

Lane Titans official logo versions

Full version
2 color:
  Black
  PMS 287 Blue

Set logo on white background

Titan C 2_color KB
Outlined font

Titan D 2_color KB
Use this version for small size applications to preserve good legibility.

Logo only version
2 color:
  Black
  PMS 287 Blue

Set logo on white background

Titan E logo only 2_color KB

Logo only version
2 color:
  White
  PMS 287 Blue **OR** Black

Set logo on light **OR** dark colored background

Titan E logo only 2_color BW
This version of the logo looks great on any light colored background.

Titan E logo only 2_color KW
This version of the logo looks good on any dark background. Make sure there is enough contrast between the background color and the black so that the logo stands out.

Lane Titans official logo versions

Full version
1 color:
   PMS 287 Blue

Set logo on white background

Titan C 1_color B
Outlined font

Titan D 1_color B
Solid font

Full version
1 color:
   Black

Set logo on white background

Titan C 1_color K
Outlined font

Titan D 1_color K
Solid font

Logo only version
1 color:
   PMS 287 Blue **OR**
   Black

Set logo on white background

Titan E logo only 1_color B

Titan E logo only 1_color K

Lane Titans official logo versions

Text only outlined versions
2 color:
    Black
    PMS 130 Yellow **OR** White

Set logo on white (Titan F text only 2_color KY only) or colored background

Titan F text only 2_color KY
Make sure there is enough contrast between the background color and the black so that the logo stands out

Titan F text only 2_color KW
Make sure there is enough contrast between the background color and the black so that the logo stands out

Text only versions: outlined and solid
1 color:
    PMS 287 Blue **OR**
    Black

Set logo on white or light colored background

Titan E text only 1_color B
Outlined font (main version)
Use this version for most applications.

Titan F text only 1_color B
Solid font (secondary version)
Use this version for small size applications to preserve good legibility.

Titan E text only 1_color K
Outlined font (main version)
Use this version for most applications.

Titan F text only 1_color K
Solid font (secondary version)
Use this version for small size applications to preserve good legibility.

Text only solid versions
1 color:
    PMS 130 Yellow **OR** White

Set logo on black or dark colored background

Titan E text only 1_color Y

Titan E text only 1_color W

Lane Titans official logo versions

Full version
3 color:
    White
    Black
    PMS 287 Blue

Set logo on light color background

Titan C 3_color KWB
This version of the logo looks great on any light colored background.

Lane Titans official logo versions

Full version
2 color:
   White
   PMS 287

Set logo on light color
background

Titan C 2_color WB
This version of the logo looks great on any light colored background.

Full version
2 color:
    White
    Black

Set logo on dark color
background

Titan C 2_color KW
Outlined font (main version). This version of the logo looks good on any dark background. Make sure there is enough contrast between the background color and the black so that the logo stands out.

Lane Titans official logo versions

Reversed full versions
1 color:
White

Set logo on black or dark colored background

NOTE: When the background is black, dark blue or another dark color, the reversed out version of the logo must be used. The Titan head is designed to imply a mysterious titan, therefore it's important to preserve the effect of a "shadow" inside the head.

Titan Reversed Outline
Outlined font. Use this version on black or other dark colored backgrounds.

Titan Reversed Solid
Solid font. Use this version on black or other dark colored backgrounds.

Reversed full versions
2 color:
White
Black **OR** PMS Blue

Set logo on black or dark colored background

NOTE: When the background is black, dark blue or another dark color, the reversed out version of the logo must be used. The Titan head is designed to imply a mysterious titan, therefore it's important to preserve the effect of a "shadow" inside the head.

Titan Reversed Outline_KW
Outlined font. Use this version on black or other dark colored backgrounds.

Titan Reversed Outline_BW
Outlined font. Use this version on blue or other dark colored backgrounds.

Lane Titans official logo versions - incorrect usage

The new Lane Titans logo was introduced to the college and the Oregon community in 2009. As a new addition to the college iconography it is important to protect the integrity of the Lane Titan Brand.
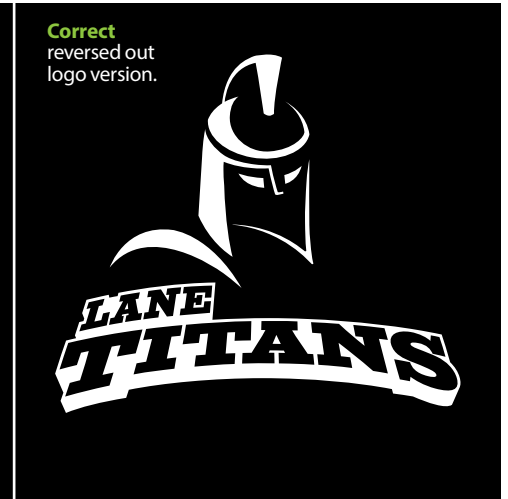
To the right are a few examples that violate the brand standards.

Correct reversed out logo version.

Do not
reverse the primary version of the Titan head to white. The Titan head is designed to imply a mysterious titan, therefore it's important to preserve the effect of a "shadow" inside the head.

Use "Titan Reversed Outline" or "Titan Reversed Solid" instead (see page 12).

Do not
add a white stroke or line around the Titan head.

Do not
place the official Titan head over the words "Lane Titans" or "Titans" in any font that is not the approved official typographic treatment.

Do not
change proportions of the logo by stretching or distorting it.

Do not
set the logo in colors other than the approved colors or mix and match colors.

Do not
modify the relationship between the graphic element and the type or use the gradient version of the logo for merchandising.

13

Lane Titans alternative logo versions for merchandise

Section A: Horizontal Logotypes

Uses: any application where space is narrow.
- binder spine
- pens and pencils
- sleeves
- pant legs

NOTE: The official typeface is Sutro Black Initials. The spacing in these designs has been carefully adjusted for maximum legibility. Please discourage vendors from taking liberties with alternative typefaces. Always provide digital files to vendors.

LANE TITANS

LANE TITANS

Titan Alt_A_1
Solid version. Can be positive or reversed.

LANE TITANS

LANE TITANS

Titan Alt_A_2
Single outline version. Can be positive or reversed.

LANE TITANS

Titan Alt_A_3
Double outline version. Can be positive or reversed.

LANE ⚡ TITANS

LANE ⚡ TITANS

Titan Alt_A_4
Solid version with lightning bolt. Can be positive or reversed.

Section A: Horizontal Logotypes cont.

Titan Alt_A_5
Single outline version with lightning bolt. Can be positive or reversed.

Titan Alt_A_6
Double outline version with lightning bolt. Can be positive or reversed.

Titan Alt_A_7
Solid version with Titan head.

Titan Alt_A_8
Solid reversed version with Titan head.

Titan Alt_A_9
Single outline version with Titan head.

Titan Alt_A_10
Single outline reversed version with Titan head.

Section B: Vertical Logotypes

Uses: any application where space is narrow. This design also looks nice on business casual clothing.

- polo shirts
- pens and pencils
- sleeves
- pant legs
- accessories

NOTE: The official typeface is Sutro Black Initials. The spacing in these designs has been carefully adjusted for maximum legibility. Always provide vendors with supplied digital vector artwork so the integrity of the design is maintained.

Titan Alt_B_1 **Titan Alt_B_2** **Titan Alt_B_3** **Titan Alt_B_4**

Titan Alt_B_5 **Titan Alt_B_6** **Titan Alt_B_7** **Titan Alt_B_8**

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Lane Titans alternative logo versions for merchandise

Section C: Verticals + logo

Uses: any application where space is narrow. The Titan head can be added to any of the vertical designs
- shirts
- binder spines
- sleeves
- water bottles

NOTE: The official typeface is Sutro Black Initials. The spacing in these designs has been carefully adjusted for maximum legibility. Always provide vendors with supplied digital vector artwork so the integrity of the design is maintained.
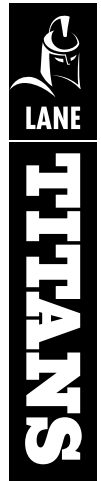
Titan Alt_C_1   **Titan Alt_C_2**

Titan Alt_C_3   **Titan Alt_C_4**

Titan Alt_C_5
Reversed version.

Titan Alt_C_6
Reversed version.

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Lane Titans alternative logo versions for merchandise

Section C: Verticals + logo cont.

Uses: any application where space is narrow. The Titan head can be added to any of the vertical designs
- shirts
- binder spines
- sleeves
- water bottles

NOTE: The official typeface is Sutro Black Initials. The spacing in these designs has been carefully adjusted for maximum legibility. Always provide vendors with supplied digital vector artwork so the integrity of the design is maintained.
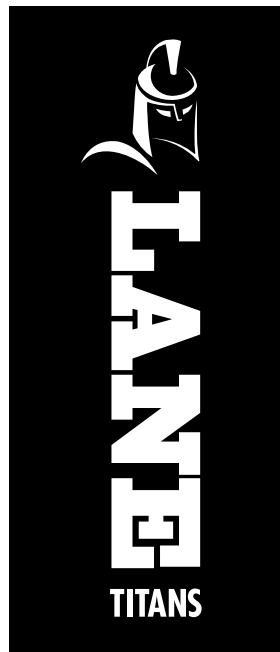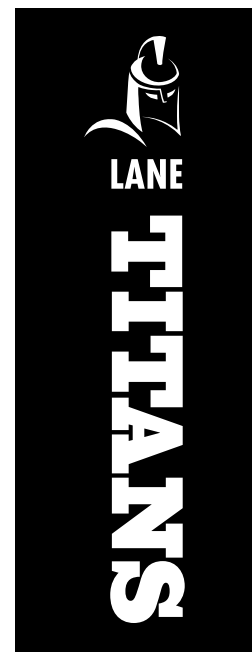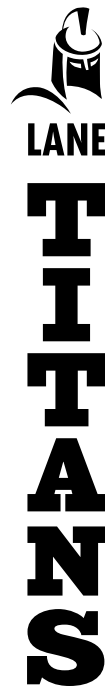
Titan Alt_C_7

Titan Alt_C_8

Titan Alt_C_9

Titan Alt_C_10

Titan Alt_C_11
Reversed version.

Titan Alt_C_12
Reversed version.

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Section D: Incorporating the full college name

Uses: any application

NOTE: The official typeface is Sutro Black Initials. The spacing in these designs has been carefully adjusted for maximum legibility. Always provide vendors with supplied digital vector artwork so the integrity of the design is maintained.
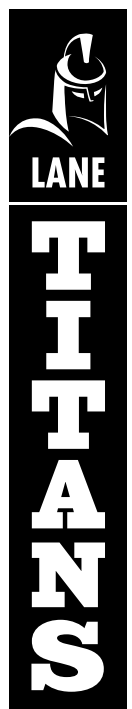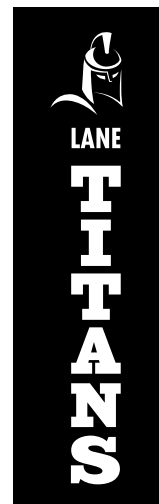
LANE COMMUNITY COLLEGE
TITANS
EUGENE, OR

Titan Alt_D_1

LANE COMMUNITY COLLEGE
TITANS

Titan Alt_D_2
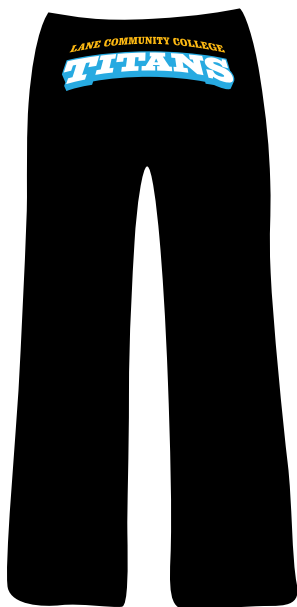
Use only colors from the approved color palette for imprinting the logo onto merchandise.

Section E: Designs with lightning bolts and circular elements

Uses: any application

NOTE: The official typeface is Sutro Black Initials. The spacing in these designs has been carefully adjusted for maximum legibility. Always provide vendors with supplied digital vector artwork so the integrity of the design is maintained.

LANE TITANS
EUGENE, OREGON
EST. 1964

Titan Alt_E_1

LANE TITANS
EUGENE, OREGON
EST. 1964

Titan Alt_E_2
Outlined version

LANE COMMUNITY COLLEGE
TITANS

Titan Alt_E_3

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Lane Titans alternative logo versions for merchandise

Section F: Designs with additional graphic elements

Uses: any application

NOTE: The official typeface is Sutro Black Initials. The spacing in these designs has been carefully adjusted for maximum legibility. Always provide vendors with supplied digital vector artwork so the integrity of the design is maintained.

LANE COMMUNITY COLLEGE

TITANS

Titan Alt_F_1

LANE
Titans
EUGENE, OREGON
EST. 1964

Titan Alt_F_2

Lane Titans

Titan Alt_F_3

Lane Titans

Titan Alt_F_4

LANE
Titans
EUGENE, OREGON
EST. 1964

LANE COMMUNITY COLLEGE
TITANS

Lane Titans

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Section F: Designs with additional graphic elements cont.

Uses: any application

NOTE: Always provide vendors with supplied digital vector artwork so the integrity of the design is maintained. If vendors adjust color, make sure the proposed color scheme creates maximum impact on the merchandise.

Titan Alt_F_5_a
3-color

Titan Alt_F_5_b
2-color

Titan Alt_F_5_c
1-color

Titan Alt_F_6
This design can be printed on white background or reversed out (see sample to left).

Titan Alt_F_7_a
3-color

Titan Alt_F_7_b
2-color

Titan Alt_F_7_c
1-color

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Lane Titans alternative logo versions for merchandise

Section G: Distressed designs

Uses: any application

NOTE: The official typeface is Sutro Black Initials. The spacing in these designs has been carefully adjusted for maximum legibility. Always provide vendors with supplied digital vector artwork so the integrity of the design is maintained.
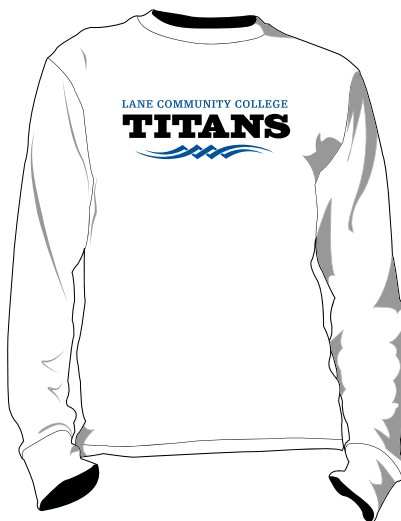

Titan Alt_G_1

Titan Alt_G_2

Titan Alt_G_3

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Lane Titans alternative logo versions for merchandise

Section H: Feminine designs

Uses: any application

Titan Alt_H_1

Lane Titans
EUGENE • OREGON

Titan Alt_H_2
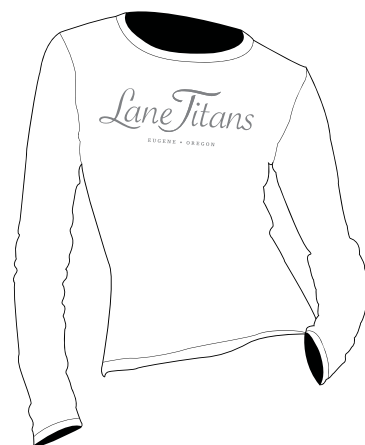
LANE TITANS
EUGENE • OREGON

Titan Alt_H_3
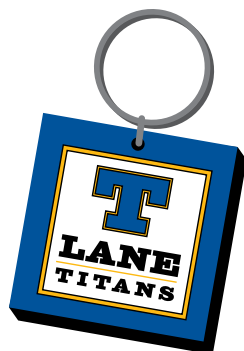
Use only colors from the approved color palette for imprinting the logo onto merchandise.

Lane Titans alternative logo versions for merchandise

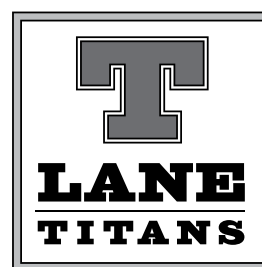## Section I: Seals
Uses: any application

Titan Alt_I_1

Titan Alt_I_2

Titan Alt_I_3

Titan Alt_I_4

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Designs featuring the Lane Community College Name

Section J: Typographic treatments

Uses: any application

LANE
ESTABLISHED 1964
EUGENE, OR

LaneAlt_J_1

LANE
Community College
EST. 1964

LaneAlt_J_2

LANE
est. 1964

LaneAlt_J_3

LANE
EST. 19 64

LaneAlt_J_4
The two elements in this design can be sized and placed independently of each other.

LANE COMMUNITY COLLEGE

LaneAlt_J_5

LANE COMMUNITY COLLEGE

LaneAlt_J_6

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Section K: Designs with additional graphic elements

Uses: any application

LaneAlt_K_1

LaneAlt_K_2

LaneAlt_K_3

LaneAlt_K_4

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Designs featuring the Lane Community College Name
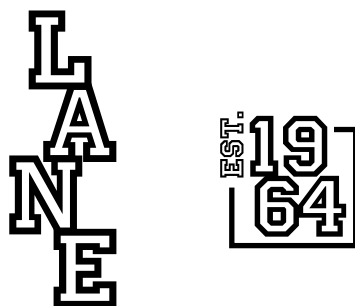
Section L: Elegant designs

Uses: any application

Lane Community College

LaneAlt_L_1

Lane Community College

LaneAlt_L_2

LANE COMMUNITY COLLEGE

LaneAlt_L_3

LANE COMMUNITY COLLEGE

LaneAlt_L_4

Section L: Elegant designs cont.

Uses: any application

LaneAlt_L_5

LaneAlt_L_6

Lane Community College

LaneAlt_L_7

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Designs featuring Ty / Feel The Power

Section M:
Ty/Feel the Power

Uses: any application

Set logos on white or light colored background

Letter codes
B - PMS 287 Blue
b - PMS 299 blue
K - Black
G - Gray (or silver)
Y - PMS 130 Yellow
y - PMS 116 yellow
W - White
O - PMS 152 Orange

NOTE: All logo files in this section contain white underprint shapes. See water bottle below as an example of white underprint looks like. You will need to specify to the vendor whether to print the white as a separate color.

Use only colors from the approved color palette for imprinting the logo onto merchandise.

FEEL THE POWER
LANE COMMUNITY COLLEGE

Ty_FeelthePower_BK

Primary Version with Recommended Colors
• Ty should be set in PMS 287 Blue and black
• "Feel the Power" should be set in PMS 287 Blue
• "Lane Community College" should be set in black

FEEL THE POWER
LANE COMMUNITY COLLEGE

Ty_FeelthePower_BG

Acceptable Color Variation
• Ty may be set in PMS 287 Blue
• Eyes should be set in white
• "Lane Community College" may be set in silver or gray (provided there is enough contrast for adequate legibility) or PMS 287 Blue if only using one color.

FEEL THE POWER
LANE COMMUNITY COLLEGE

Ty_FeelthePower_BY

Acceptable color variation
• Eyes may be set in PMS 130 Yellow, but only if the background color in the shape behind the eyes is PMS 287 Blue
• "Lane Community College" could be set in PMS 287 Blue

DO NOT set the eyes in PMS 130 Yellow if the background color in the shape behind the eyes is black.

FEEL THE POWER
LANE ATHLETICS

Acceptable Typographic Variation
• Line of copy below "POWER" could be omitted or be replaced by a department-approved copy such as "Lane Athletics". The copy on the third line is set in Futura Medium, uppercase with wide letterspacing.

FEEL THE POWER
LANE COMMUNITY COLLEGE

Ty_FeelthePower_K

Acceptable Color Variation
• Logo may be set in all black

FEEL THE POWER
LANE COMMUNITY COLLEGE

DO NOT simply reverse the reversed out version. This decreases brand equity and does not exude the strength and power of the original design.

DO NOT set "Lane Community College" in yellow, there is not enough contrast for adequate legibility on a white background.

Designs featuring Ty / Feel The Power

Section M:
Ty/Feel the Power cont.

Uses: any application

Set logos on blue or black background.

Ty_FeelthePower_WY

- Ty should be set in white or silver
- Eyes should be set in white
- "Feel the Power" should be set in white or silver
- "Lane Community College" should be set in PMS 130 Yellow

Ty_FeelthePower_WY_alt

- Ty should be set in white or silver
- Eyes may be set in PMS 130 Yellow
- "Feel the Power" should be set in white or silver
- "Lane Community College" should be set in PMS 130 Yellow

Ty_FeelthePower_W

Acceptable Color Variations
- Ty should be set in white or silver
- Eyes should be set in white or silver
- "Feel the Power" should be set in white or silver
- "Lane Community College" should be set in white or silver

DO NOT set the eyes or "Lane Community College" in PMS 130 Yellow if using a background color other than PMS 287 Blue or close to it.

Acceptable Typographic Variation
- Line of copy below "POWER" could be omitted or replaced by department-approved copy such as "Lane Athletics". The copy on the third line is set in Futura Medium, uppercase with wide letterspacing.

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Section N:
Feel the Power

Uses: any application

Set logos on white or light-colored background

After the initial introduction of Ty and the brand campaign on Lane campus and in the community, the brand messages of Ty, "Feel the Power" graphic may be used by themselves. This page includes a few designs for consideration.

FEEL THE POWER

FEEL THE POWER

FeelthePower_B

• Feel the Power may be used by itself in any of the approved colors, or reversed out of a dark color

FEEL THE POWER

Lightning_FeelthePower_YB

• Lightning bolt should be set in PMS 130 Yellow with a PMS 287 Blue outline
• "Feel the Power" should be set in PMS 287 Blue

• Color variations may be achieved by referencing color standards in sections M and N.

Use only colors from the approved color palette for imprinting the logo onto merchandise.

Designs featuring L for Sports Teams

Section O:
L logos for sports teams
Uses: any application

NOTE: The font used for the letter L is a custom font. Please discourage vendors from taking liberties with alternative typefaces. Always provide digital files to vendors.

This set of logos was developed for the sports teams at Lane. The shape of the letter has been modified from the original Sutro font to show speed and determination. This logo exhibits strength and power while reflecting a collegiate feel.
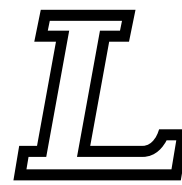
These logos may be used on any merchandise that suits the teams. The color suggestions provided are approved choices by the marketing dept. You may adjust colors as long as they fall within the approved color palette on page 4. Any variation or grey or silver may also be incorporated into this set of logos.
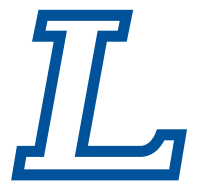
L-Solid_k **L-Solid_287** **L-Outline_k** **L-Outline_287**

L-Solid_Reverse_k **L-Solid_Reverse_287** **L-Solid_Reverse_287_130**
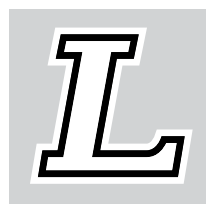
L-Solid_SquareOutl_k **L-Solid_SquareOutl_287** **L-Solid_SquareOutl_287_130**

L-Double_Outl_k **L-Double_Outl_399** **L-Double_Outl_287_130**

Grey shown for background purposes

Designs featuring L for Sports Teams

Section O:
L logos for sports teams

Uses: any application

NOTE: The font used for the letter L is a custom font. Please discourage vendors from taking liberties with alternative typefaces. Always provide digital files to vendors.

The following logos feature teams. It is best to use the provided files but if secondary type must be reset, use Futura Medium Condensed Oblique, minimum letterspacing is 50. Note alignment of the team to the main "L" shape and keep it consistent.

L BASKETBALL
L-Basketball_k

L BASKETBALL
L-Basketball_k_287

L BASKETBALL
L-Basketball_Rev_k

L BASKETBALL
L-Basketball_Rev_287_130

L CROSS COUNTRY
L-CrossCountry_k

L CROSS COUNTRY
L-CrossCountry_k_287

L CROSS COUNTRY
L-CrossCountry_Rev_k

L CROSS COUNTRY
L-CrossCountry_Rev_287_130

L BASEBALL
L-Baseball_k

L BASEBALL
L-Baseball_k_287

L BASEBALL
L-Baseball_Rev_k

L BASEBALL
L-Baseball_Rev_287_130

L TRACK & FIELD
L-Track_Field_k

L TRACK & FIELD
L-Track_Field_k_287

L TRACK & FIELD
L-Track_Field_Rev_k

L TRACK & FIELD
L-Track_Field_Rev_287_130

L SOCCER
L-Soccer_k

L SOCCER
L-Soccer_k_287

L SOCCER
L-Soccer_Rev_k

L SOCCER
L-Soccer_Rev_287_130

Designs featuring L for Sports Teams

Section O:
L logos with Titan

Uses: any application

NOTE: The font used for the letter L is a custom font. Please discourage vendors from taking liberties with alternative typefaces. Always provide digital files to vendors.

L-Titan_Solid_k

L-Titan_Solid_287_130

L-Titan_Outline_k

L-Titan_Outline_287_130

Section P:
Full Ty

Uses: any application

Set logos on white or
light colored background

Letter codes
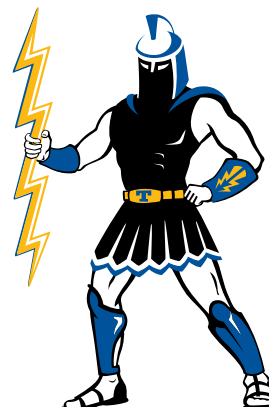**B -** PMS 287 Blue
K - Black
Y - PMS 130 Yellow
W - White

NOTE: These are the approved color versions.
Please discourage vendors from taking
liberties with alternative colors. Always
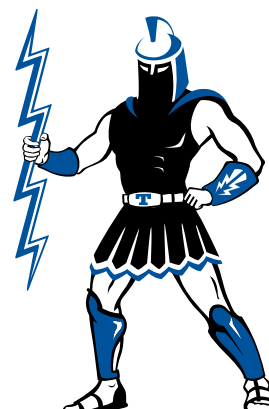provide digital files to vendors.

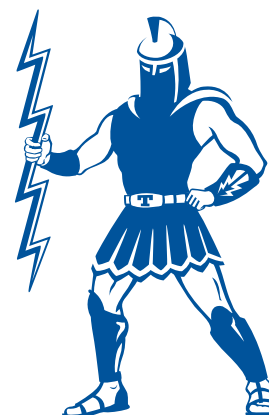**Full_Ty_4color**

Primary Version

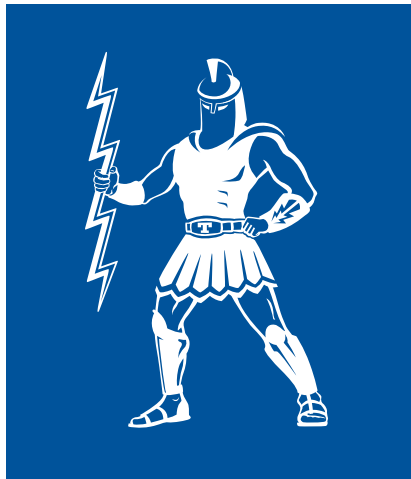**Full_Ty_3color**

Full_Ty_2color_BY

Full_Ty_2color_BK

Full_Ty_1color_K

Full_Ty_1color_B
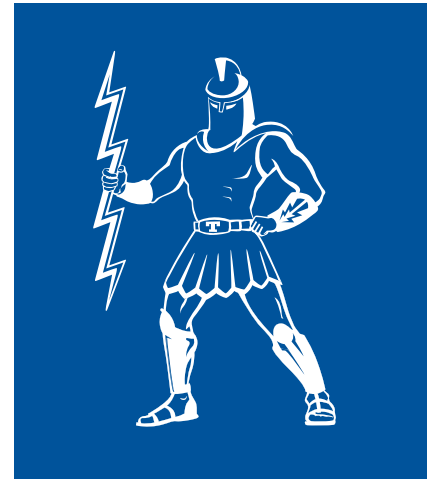
Section P:
Full Ty cont.

Uses: any application

Set logos on blue or black background

Full_Ty_1color_W1

• Ty should be set in white or silver

Full_Ty_1color_W1

• Ty should be set in white or silver

Full Ty with Lane Community College

Uses: any application

Set logos on white or light colored background

NOTE: All of these versions can be swapped with any of the other Full Ty color options. Use the same background options as used on the Full Ty only options. The same proportions of the type and Full Ty should be kept. Always provide digital files to vendors.

Full_Ty_Lane_Horz

Acceptable Color Variation
• "Lane Community College" may be set in black.
• If used with the reversed Full Ty, "Lane Community College" should be set in white or silver.

Full_Ty_Lane_Vert

Acceptable Color Variation
• "Lane Community College" may be set in black.
• If used with the reversed Full Ty, "Lane Community College" should be set in white or silver.

Full_Ty_Lane_Alt

Acceptable Color Variation
• "Lane Community College" may be set in black.
• If used with the reversed Full Ty, "Lane Community College" should be set in white or silver.

Designs featuring Full Ty

Section P:
Full Ty with Lane Titans

Uses: any application

Letter codes
B - PMS 287 Blue
K - Black
Y - PMS 130 Yellow

NOTE: Most of these versions can be swapped with any of the other Full Ty color options. Use the same background options as used on the Full Ty only options. The same proportions of the type and Full Ty should be kept. Always provide digital files to vendors.

Full_Ty_LaneTitans_KY_Horz

• This version can only be used with Full_Ty_4color and Full_Ty_3color

Full_Ty_LaneTitans_KY_Vert

• This version can only be used with Full_Ty_4color and Full_Ty_3color

Full_Ty_LaneTitans_B_Horz

Acceptable Color Variation
• "Lane Titans" may be set in black.
• If used with the reversed Full Ty, "Lane Titans" should be set in white or silver.

Full_Ty_LaneTitans_B_Vert

Acceptable Color Variation
• "Lane Titans" may be set in black.
• If used with the reversed Full Ty, "Lane Titans" should be set in white or silver.

Full_Ty_LaneTitans_Alt

Acceptable Color Variation
• "Lane Titans" may be set in black.
• If used with the reversed Full Ty, "Lane Titans" should be set in white or silver.

Section P:
Full Ty with Feel the Power

Uses: any application

NOTE: All of these versions can be swapped with any of the other Full Ty color options. Use the same background options as used on the Full Ty only options. The same proportions of the type and Full Ty should be kept. Always provide digital files to vendors.

FEEL THE POWER
LANE COMMUNITY COLLEGE

Full_Ty_FTPLane_Horz

Acceptable Color Variation
• "Lane Community College" may be set in black or silver or gray (provided there is enough contrast for adequate legibility).
• If used with the reversed Full Ty "Feel the Power" and "Lane Community College" should be set in white or silver.

FEEL THE POWER
LANE COMMUNITY COLLEGE

Full_Ty_FTPLane_Vert

Acceptable Color Variation
• "Lane Community College" may be set in black or silver or gray (provided there is enough contrast for adequate legibility).
• If used with the reversed Full Ty "Feel the Power" and "Lane Community College" should be set in white or silver.

FEEL THE POWER

Full_Ty_FTP_Horz

Acceptable Color Variation
• "Lane Community College" may be set in black or silver or gray (provided there is enough contrast for adequate legibility).
• If used with the reversed Full Ty "Feel the Power" should be set in white or silver.

FEEL THE POWER

Full_Ty_FTP_Vert

Acceptable Color Variation
• "Lane Community College" may be set in black or silver or gray (provided there is enough contrast for adequate legibility).
• If used with the reversed Full Ty "Feel the Power" should be set in white or silver.

The Titan Store is the place on campus where students, faculty and staff
can get all their favorite Titan gear. Go team!