

LAKELAND COLLEGE VISUAL IDENTITY QUICK GUIDE

PRIMARY LOGO

This is the primary logo, to be used with all branded Lakeland College material. Whenever appropriate space and light are available, use this version.



PRIMARY ICON

The icon can be used when the name of the college does not need to be referred to, or when the name will appear as a main component of the design elsewhere. An example would be a website favicon or social media profile pictures.



ALTERNATE LOGO

The horizontal wordmark may be used when the available space is not well-suited to the primary logo.



PRIMARY COLOURS

Lakeland Green and Lakeland Yellow are the core colours that represent our school. They should always be dominant in our communications.

NOTE: FOR INFORMATION ABOUT LAKELAND'S SECONDARY COLOUR PALETTE, PLEASE CONNECT WITH MARKETING & COMMUNICATIONS.



LAKELAND GREEN

CMYK	80 43 83 42
RGB	44 82 52
HEX	2C5234
PMS	350 C



LAKELAND YELLOW

CMYK	0 19 100 0
RGB	255 198 0
HEX	FFC600
PMS	7548

ONE-COLOUR

To be used whenever one-colour printing is required. It may appear in black or white, depending on the background.



GREYSCALE

When colour is not available, a greyscale version of the logo may be used.



CLEAR SPACE

Always ensure that there is sufficient clear space around our logos. For the primary logo, the buffer zone is equivalent to the height of the lowercase "l" in the word "Lakeland."

For the alternate logo, the buffer zone is equivalent to the height of the lowercase "n" in the word "Lakeland". For both logos, objects should touch or intrude on this space.



MINIMUM SIZE

In order to ensure legibility, the primary logo should not be reproduced at widths less than 0.75 inches in print or 55 pixels online.

The alternate logo should not be reproduced at widths less than 1 inch in print or 75 pixels online.

PRINT



0.75 in

WEB



55 px

PRINT



1 in

WEB



75 px

USING THE WORDMARK WITH SUB-BRANDS

When using the wordmark with Lakeland sub-brands, the mark on the lowercase "l" is removed. "Lakeland" should always appear above the tagline or title of the sub-brand.

LAKELAND RUSTLERS

STACKED LOGO



HORIZONTAL LOGO



COLOURS

	LAKELAND GREEN
	CMYK 80 43 83 42
	RGB 44 82 52
	HEX 2C5234
	PMS 350 C

	LAKELAND YELLOW
	CMYK 0 19 100 0
	RGB 255 198 0
	HEX FFC600
	PMS 7548

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EMERGENCY TRAINING CENTRE

STACKED LOGO



HORIZONTAL LOGO



COLOURS

	DARK BLUE
	CMYK 100 55 0 55
	RGB 0 55 103
	HEX 0076C0
	PMS 540 C

	RED
	CMYK 0 100 81 4
	RGB 227 24 55
	HEX E31837
	PMS 186 C

	LIGHT BLUE
	CMYK 100 46 0 0
	RGB 0 118 192
	HEX 0076C0
	PMS 2935 C

	ORANGE
	CMYK 0 45 91 0
	RGB 249 157 49
	HEX FFD200
	PMS 716 C

	YELLOW
	CMYK 0 16 100 0
	RGB 227 24 55
	HEX E31837
	PMS 116 C

RESTRICTIONS

Protect the integrity of our logos by avoiding these practices.



DO NOT DISTORT
THE LOGO



DO NOT TILT THE LOGO



DO NOT REVERSE
THE COLOURS



DO NOT SHRINK LOGO
BELOW MINIMUM SIZE



DO NOT CHANGE THE
SPACING BETWEEN THE
LOGO AND THE WORDMARK



DO NOT RE-ARRANGE
THE LOGO AND THE
WORDMARK

TYPOGRAPHY

Typography is a vehicle for our brand voice, contributing to how our messages are read and communicated.

PRIMARY TYPEFACE

Avenir Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SECONDARY TYPEFACE

Vollkorn

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ACCENT TYPEFACE

THE FARMER TEXTURED ROUNDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ACCENT TYPEFACE

Rufina Stencil

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SYSTEM TYPEFACE

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SYSTEM TYPEFACE

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789