

# QUICK STYLE GUIDE

This quick style guide will help you share the Lakeland College story in a consistent, compelling way. Please contact Marketing and Communications for the complete style guide or if you have questions.

## The heart of our messaging:

The Lakeland College story is one for doers. Lakeland students thrive because their instructors and mentors trust them to think, learn, and act for themselves. That sense of trust empowers students to believe in themselves and each other, leading to confident, collaborative graduates who have already found their ability to thrive in their industries.

## Messaging should feel:

Approachable and Smart



## The Lakeland Student

### Who?

- 18-24-year-old, often coming straight from high school or from taking a gap year
- Average academic achievement in high school (average of 76.8 per cent)
- Above-average effort and drive
- Eager to learn and figure out their next steps

### What are they looking for?

- Sense of community and belonging, caring instructors
- Hands-on learning and practical, ready-for-work training
- A smaller school with smaller classes
- Opportunity to graduate as experts in their field, or to transfer to a larger university

### Lakeland graduates are?

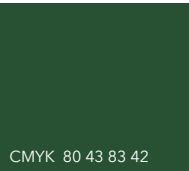
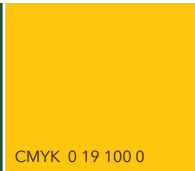
- Proud of what they have accomplished at Lakeland
- Grounded by their community values
- Ready to work with hands-on, practical experience that sets them apart from their peers
- Confident and self-sufficient

## Typography:





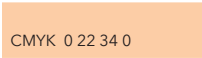



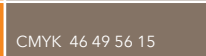
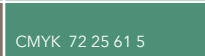
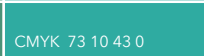
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## Brand colours:

### Primary:

	
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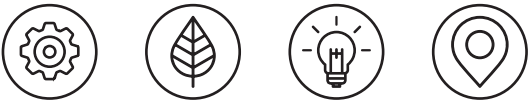
			
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CMYK 0 57 100 0	CMYK 46 49 56 15	CMYK 72 25 61 5	CMYK 73 10 43 0

## Photo Styles:



## Graphics elements:

### Icons:



### Monoline illustrations:





MESSAGING MAP

