

LAUSANNE'S BRAND STYLE GUIDE

QUICK REFERENCE

The Lausanne Brand Style Guide has been developed to help define Lausanne Collegiate School's brand and voice in written and visual communications both in internal and external communications and marketing. The Brand Style Guide may be accessed at any time by following the link below and clicking on the *Communication Resources* folder:











livelaussanneschool.sharepoint.com

AP Writing Style Guide: Please reference the AP Writing Style Guide beginning on page 24 for all Lausanne communications.

Logo Usage Approval: Please email the Office of Communications at news@lausanneschool.com for final approval before using a Lausanne logo.

Please contact the Office of Communications at news@lausanneschool.com with any questions or help regarding information found in the Lausanne Brand Style Guide.

Color Palette:

Primary Lausanne Colors			Secondary Lausanne Colors					
SPECIAL PRINT SPOT COLORS								
	PANTONE® 282	PANTONE® 116	PANTONE® 3105	PANTONE® 377	PANTONE® 186	PANTONE® 424	PANTONE® 144	PANTONE® 518
	Lausanne blue	Lausanne gold	light blue	green	red	gray	orange	purple
PRINT	C: 100 M: 68 Y: 0 K: 54	C: 0 M: 16 Y: 100 K: 0	C: 43 M: 0 Y: 12 K: 0	C: 45 M: 0 Y: 100 K: 24	C: 0 M: 100 Y: 81 K: 4	C: 0 M: 0 Y: 0 K: 61	C: 0 M: 48 Y: 100 K: 0	C: 70 M: 100 Y: 55 K: 25
WEB	web: 1E3160	web: FFD200	web: 8AD3DF	web: 679423	web: D9002A	web: 6D6D70	web: F48518	web: 5A2049
SCREEN	R: 30 G: 49 B: 96	R: 255 G: 210 B: 0	R: 138 G: 211 B: 223	R: 103 G: 148 B: 50	R: 217 G: 0 B: 42	R: 109 G: 109 B: 112	R: 244 G: 133 B: 24	R: 90 G: 32 B: 73

Lausanne Fonts

Univers Condensed (Light and **Bold**): Generally used for headlines, intro copy, captions and quotes.

Lausanne's mission is "to prepare each of its students for college and life in a global environment."

Adobe Garamond Pro (Regular and *Italic*): Generally used for extensive body copy.

Lausanne's mission is "to prepare each of its students for college and life in a global environment."

Open Sans Condensed (Light and **Bold**): For internal communications if Univers Condensed is not available.

Lausanne's mission is "to prepare each of its students for college and life in a global environment."

Times New Roman (Regular and *Italic*): For internal communications if Garamond Pro is not available.

Lausanne's mission is "to prepare each of its students for college and life in a global environment."

Lausanne Athletic Fonts

Futura Condensed Extra Bold: Used for headlines

Lausanne's mission is "to prepare each of its students for college and life in a global environment."

IVY LEAGUE: USED FOR SUBHEADS AND CALL-OUTS

LAUSANNE'S MISSION IS "TO PREPARE EACH OF ITS STUDENTS FOR COLLEGE AND LIFE IN A GLOBAL ENVIRONMENT."