

# Helpful Resources



*Connecting Learning to Life*

## Graphic Identity Program

### Contents

Helpful Resources .....	2
President's Message .....	3
Graphic Identity Checklist .....	4
Use of College Name .....	5
Wordmark .....	6
Logo .....	7
Seal .....	8
Tagline .....	9
Color Usage .....	10 -11
Image Sources and Other Applications .....	12

Use of Lewis-Clark State name, wordmark, seal, logo and tagline.

*College Advancement* ..... 792-2458

Downloadable Images

[www.lcsc.edu/collegeinfo/graphics.htm](http://www.lcsc.edu/collegeinfo/graphics.htm)

Web Applications

*Webmaster* ..... 792-2085

Commercial Applications

*Vice President of Admin. Services* ..... 792-2240

Letterhead, Envelopes

*Western Printing* ..... 792-2803

*Warrior Press (student operated)* ..... 792-2252

Business Cards

*Style Art / Corporate Graphics* ..... (800) 562-9000

Audio/Video Production, Photography, Presentation Materials

*Educational Technology Center* ..... 792-2228

Name Badges

*Recognition Express* ..... 800-338-4953

reexpress@clearwater.net

Photocopies, Binding, Forms, etc.

*Campus Copy Center* ..... 792-2807

# President's Message

Graphic identity is one of an organization's most fundamental assets. It is as much about who we are as our mission statement, and we must be steadfastly conscious of it and its impact. Our graphic identity must be protected, applied consistently, and used well.

This manual governs the use of Lewis-Clark State College's name, wordmark, logo, and seal. Following are concise guidelines to use when preparing any visual communication identifying Lewis-Clark State College. This encompasses promotional materials, publications, merchandise, signs, and any other graphic media—including television and video.

In addition to specifications for the college name, wordmark, logo, and seal, the graphic design protocols for business cards, letterhead, envelopes and namebadges for all college entities have been standardized to assure that our goal of consistency is met.

The custody and safekeeping of the college's identity – this fundamental asset – is in your hands. Please embrace and implement these standards with pride, as we consistently heighten the understanding, awareness and image of Lewis-Clark State College.



Dene Thomas, President  
Lewis-Clark State College

# Graphic Identity Checklist

- In order to present a consistent easily recognizable image, all Lewis-Clark State College visual communications materials, whether printed or digital, must display an approved version of the graphic.
- The college logo, wordmark and seal may not be used without permission of unauthorized purposes.
- Check color for accuracy.  
Blue is always Reflex Blue, 100 Cyan, 72% Magenta and 6% Black.  
Red is PMS #185 a mix of 100% Magenta and 100% Process Yellow  
The images are to be printed at 100% strength, not screened at a lesser percentage. (The college seal is an exception to this rule.)
- The wordmark, seal, and logo are to have at least one half inch of space around them for legibility and integrity. Space surrounding the word mark or logo must remain free of type or other images with the exception of the tagline.
- The official wordmark, seal and logo must be reproduced from authorized originals, may not be modified in any way. Downloadable graphics available on the website at [www.lcsc.edu/collegeinfo/graphic.htm](http://www.lcsc.edu/collegeinfo/graphic.htm)
- The President of the college reserves the right to reject products deemed inappropriate, and to require removal of those products from sale or distribution. This includes advertising and collateral materials that do not adhere to image guidelines.
- Business cards, letterhead, envelopes and namebadges have been standardized. These items can not be designed or customized.
- Questions about placement of Lewis-Clark State College identity images may be directed to the Office of College Advancement.

# Use of College Name

As is standard for most writing styles, the first time the name of the College is mentioned in a document, its name must be written out in full, as shown below.

## Lewis-Clark State College.

- 1.) Within the document, the college may be referred to as: Lewis-Clark State, Lewis-Clark State College, LC State or Lewis-Clark. In context for athletic events, the references Lewis-Clark Warriors, LC Warriors, or Warriors are appropriate.
- 2.) The acronym or names used should be consistent, when possible, throughout the document. (Direct quotations are excepted from this rule.)
- 3.) Whenever possible, the full name of the college is to appear on the title page of any document. If this is not possible, the name should appear prominently on a back cover, facing or other page, making the document easily identifiable as a Lewis-Clark State College publication.

# The Wordmark

The wordmark is to appear on all college promotion and publications. It is also to be used on merchandise, exactly as you see it represented in this manual and in the downloadable graphics on the web.\*

The size is changeable, as long as the proportions remain the same and the entire image is legible. ***Never distort or stretch the image in any way. Hold down the shift key when resizing the image.***

The wordmark generally is to be printed in the two colors blue and red, but may also be printed as the examples show on page ten. (Reflex Blue and PMS # 185 for red.) The image is to be printed at 100% strength, not screened at a lesser percentage.

The wordmark is to have at least one half inch of space around it for legibility and integrity. Space surrounding the wordmark must remain free of type or other images with the exception of the tagline.



***\*The official wordmark must be reproduced from authorized originals, may not be modified in any way. Downloadable graphics are available on the website.***

# The Logo

The logo - the interlocking L and C-is typically used by the athletic department, but is not limited to that use exclusively. Other departments or programs may use the logo, however it is not to appear beside the word mark. Keep the two separate to retain integrity.

The size is changeable, as long as the proportions remain the same. ***Never distort or stretch at all. Hold down the shift key when resizing the image.***

The logo is generally printed in the two colors blue or red. Reflex blue and PMS # 185 for red. See page 11 for examples. Regardless of color usage the image should be printed at 100% strength, not screened at a lesser percentage.

The logo is to have at least one half inch of space around it for legibility and integrity. Space surrounding the logo must remain free of type or other images with the exception of use with the word “Warriors”.

The logo may be used with or without “Warriors”.



Font:  
Goudy Old Style Bold

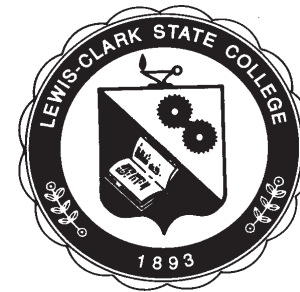
# The Seal

Whenever possible, the seal is to be included on documents that formally represent Lewis-Clark State.

***The size is changeable, as long at the proportions remain the same and the entire image is legible. Never distort or stretch! Hold down the shift key when resizing the image.***

This seal can be screened at a lesser percentage in the background of text.

When used at 100% strength, the seal is to always have at least one half inch of space around it for legibility and integrity. Space surrounding the seal must remain free of type or other images.



## The Tagline

The phrase, “Connecting Learning to Life, “ is the official Lewis-Clark State slogan. It is to be included wherever possible, using the version of the wordmark incorporating the tagline.

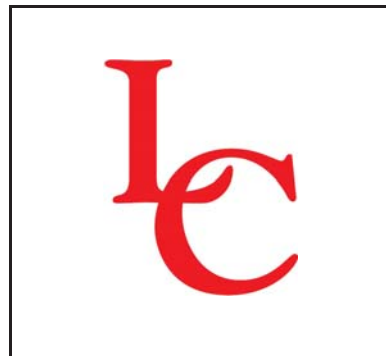
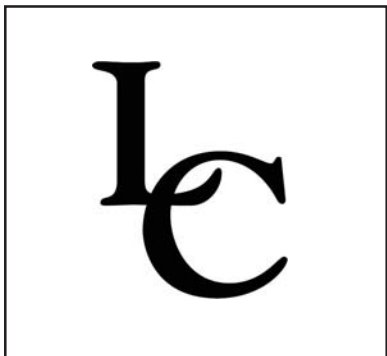
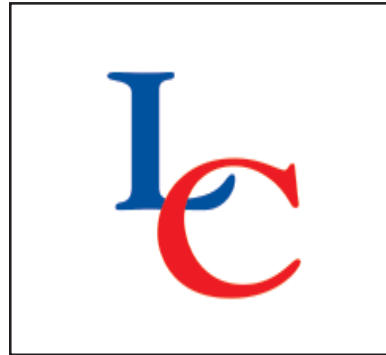
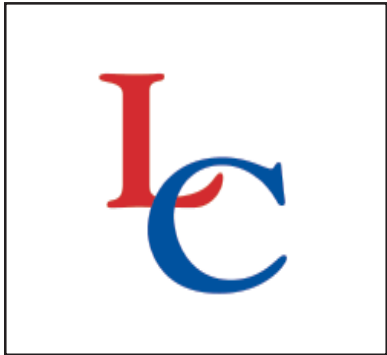


## Color Usage of the Wordmark



Font: Goudy Old Style Bold

## Color Usage of the Logo



## Image Sources

Downloadable images are available on the college's web site, at [www.lcsc.edu/collegeinfo/graphics.htm](http://www.lcsc.edu/collegeinfo/graphics.htm)

The images in this guide are examples only, they are not to be photocopied for print. When you visit the above address you will find graphics ready for web and printed materials. Please choose the appropriate resolution for your needs.