LMC BRAND GUIDE AT-A-GLANCE

OGU ASICS

PRIMARY LOGO USE

The "Wave" should be the default image used on all official administrative and academic correspondence and collateral.

DEPARTMENT LOGOS

LAKE MICHIGAN[®] COLLEGE HORIZONTAL LOGO LAKE MICHIGAN° С OLLEGE HEALTH SCIENCES



CORRECT LOGO USAGE



MINIMUM SIZE



LAKE MICHIGAN[®] (print) .25 in. X 1 in. (web) 144 px. x 30 px.

MINIMUM CLEAR SPACE











Super Black

Hex Code = 030402





The Lake Michigan College seal should be used for formal occasions. Examples of this are printing on diplomas, invitations, and commencement event materials.

Please work with your Marketing representitive to determine which specific instances this can be used.

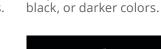
ATHLETIC MASCOT

Only use on red, white, or light colors.

HAI

CHIGAN COL

Only use on



One color version. Use on all lighter colors.

CHIGAN CO





(print) .25 in. X 1 in. (web) 124 px. x 100 px.

INCORRECT MASCOT USAGE



WHY IS IT WRONG? It is incorrect to use the bird graphic without the text on the top and bottom. The bird alone is not a trademark of the college.

INCORRECT MASCOT LOGO USAGE



WHY IS IT WRONG? This is a hybrid. Combining the athletic mascot and college lettering is not allowed.

CHIGAN CO



PMS 3546 C=2 M=100 Y=99 K=4 R=222 G=28 B=36 Hex Code = de1c24

> Cool Gray 9 C=30 M=22 Y=17 K=57 R=95 G=99 B=105

COLORS C=40 M=30 Y=30K=100 R=2 G=4 B=12



SECONDARY

PMS 294 C=100 M=69 Y=7 K=30 R=0 G=47 B=108

PMS 3005 C=100 M=31 Y=0 K=0 R=0 G=136 B=206

Hex Code = 002f6c

COOL GRAY 3 C=8 M= 5 Y=7 K=16 R= 200 G= 201 B= 199

Hex Code = 5f6369

Hex Code = 0088ce

Hex Code = c8c9c7

BRAND COLORS AND THEIR USE WITH THE LOGO/MASCOT



OPEN SANS

(with Light, Light Italic, Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic, Extra Bold, **Extra Bold Italic**)

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

ARIAL

(with Regular, Italic, Bold, Bold Italic) Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

ARIAL NARROW

(with Regular, *Italic*, **Bold**, *Bold Italic*) Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm NnOo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

PALATINO

(with Regular, Italic, Bold, Bold Italic) Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

9.23.20 © 2020 Lake Michigan College