

# LMC BRAND GUIDE AT-A-GLANCE

## LOGO BASICS

### PRIMARY LOGO USE

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



HORIZONTAL LOGO



VERTICAL LOGO

### DEPARTMENT LOGOS

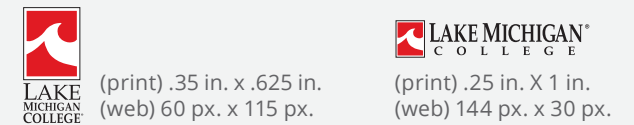


HEALTH SCIENCES

### CORRECT LOGO USAGE



### MINIMUM SIZE



### LOGO DON'TS



### MINIMUM CLEAR SPACE



## RELATED MARKS



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 representative to determine which specific instances this can be used.

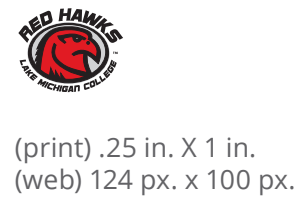
### ATHLETIC MASCOT

Only use on red, white, or light colors. Only use on black, or darker colors.

One color version. Use on all lighter colors.



### Mascot Usage Minimum Size



### 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.

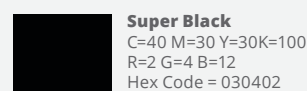
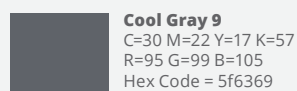
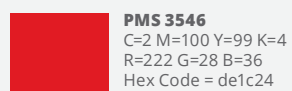
### INCORRECT MASCOT LOGO USAGE



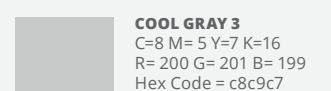
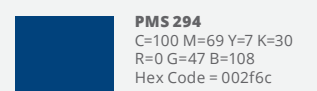
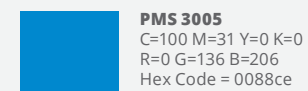
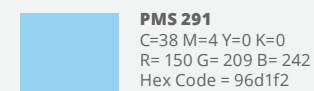
**WHY IS IT WRONG?** This is a hybrid. Combining the athletic mascot and college lettering is not allowed.

## BRAND COLORS

### PRIMARY COLORS



### SECONDARY COLORS



### BRAND COLORS AND THEIR USE WITH THE LOGO/MASCOT



## BRAND TYPOGRAPHY

### 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 Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### ARIAL

(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  
1 2 3 4 5 6 7 8 9 0

### ARIAL NARROW

(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  
1 2 3 4 5 6 7 8 9 0

### 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  
1 2 3 4 5 6 7 8 9 0