

# LACKAWANNA COLLEGE STYLE GUIDE

## STYLE AND BRAND GUIDELINES FROM EXTERNAL RELATIONS

### Logo & Wordmark



LACKAWANNA COLLEGE



### Logo & Wordmark Usage

#### Primary Logo

Lackawanna College's logo is the primary representation of the College on most printed materials. The Falcon is the primary representation for athletics.

#### Variants

Logo variants may include a solid black logo that includes the 40% black half circle from the main logo, and a white variant for use on dark colored backgrounds.

#### Specifications

- All College logos should not be reproduced smaller than 1.25" wide.
- The area surrounding the logo must be free from type or other images.
- A 0.5" border should be placed around all edges.

#### Wordmark

The College wordmark may be used in place of the full logo with prior approval.

#### Variants

The wordmark should be printed in navy blue, but it may also be used in black or white on a solid color background.

#### Specifications

- All College logos should not be reproduced smaller than 1.5" wide.
- The area surrounding the wordmark must be free from type or other images.
- A 0.5" border should be placed around all edges.

**DON'T** adjust the horizontal or vertical scale.

**DON'T** place logos or wordmarks inside another shape.

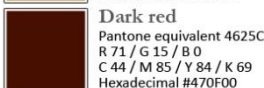
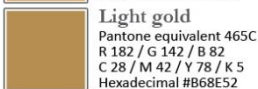
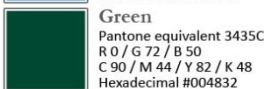
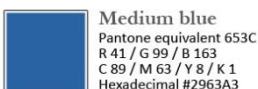
**DON'T** rotate or skew any graphic elements.

### Brand Colors

#### Primary



#### Secondary



### Font Faces

The College has a select few approved font faces. The use of additional fonts should first be approved by the Director of External Relations for assurance that they are consistent with the Lackawanna College brand.

TRAJAN PRO

The official College font, used in the primary logo and all satellite center logos.

Garamond

Used as a headline on the College website and in most external materials, including formal press releases to the media.

Calibri

Calibri is used as a standard sans serif font on the College website and in most printed materials.

## Need Something?

Download the Graphic Design Request Form, located on the Lackawanna College Brand web page at [lackawanna.edu/brand](http://lackawanna.edu/brand).

\*Requests should be submitted no later than three weeks prior to the final due date.

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