Graphic Identity
Standards Manual

Second Edition
Year 2013

CLC CENTRAL LAKES COLLEGE

The CLC logo family and its applications are designed to unify the college and present a clear, consistent image to our faculty, staff, students, alumni, and community.

Consistent and widespread use of our identity materials will help ensure Central Lakes College is easily remembered and valued as a premier resource of higher education.

This manual has been prepared and distributed to ensure the successful implementation of the Central Lakes College graphic identity system.

This Graphic Identity Standards manual takes the form of an Adobe Acrobat 6.0 PDF file format for viewing on MAC or Windows PC platforms. In addition, the complete file or its individual pages can be printed on 8 ½" x 11" (vertical) paper, preferably with a color printer.

Graphic applications required for most uses:
• QuarkXPress, version 4.04 or higher
• Adobe InDesign, version 2.0 or higher
• Adobe Illustrator, version 9 or higher
• Adobe Photoshop, version 6.0 or higher

Supplemental graphic files provided include:
• Logomark files in Adobe Illustrator 9.0 encapsulated PostScript (EPS) format
• Logomark files in JPG, PDF, PNG and TIFF formats

To protect Central Lakes College brand integrity only use the approved versions of the wordmark, lettermark, and signatures in official college communications.

Also, always obtain approval from the college's Marketing and Public Relations Office before using a wordmark, lettermark, or signature on a product designed for public use.

Consult the CLC Marketing and Public Relations Office at 218-855-8131 for guidance on logo selection and use.

The Central Lakes College graphic identity program serves three major purposes:

Symbolizes the brand
The graphic identity signature and application system visually reinforces the qualities, attributes and promises of the brand.

Helps unify communications output
Deployment of the program will help ensure that communications appear integrated and purposeful, and will build recognition for the college among targeted audiences.

Reinforces the college name
The CLC lettermark and wordmark together will create a signature that helps deliver brand meaning to the college name.

Without consistent guidelines for display of the college's graphic identity, disparate messages and impressions may be presented to its constituencies.

Consistency in application and distinctive identity can enforce a powerful brand message.

The lettermark, combined with a carefully coordinated typographic display of the organization name, comprises the "signature." It is the basic foundation on which the consistent graphic identity system is based.
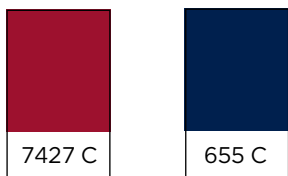
The recommended signature consists of a lettermark 'CLC' and a wordmark 'Central Lakes College'. The signature appears in official CLC colors - red and blue.

For printed materials

On coated paper using PMS (Pantone Matching System) inks:

| 7427 C | 655 C |

PMS 7427 C
CLC Red

PMS 655 C
CLC Blue

On uncoated paper using PMS (Pantone Matching System) inks:

PMS 200 U
CLC Red

PMS 289 U
CLC Blue

On uncoated paper using CMYK (Four-Color Process) inks:

CLC Red

C = 0
M = 100
Y = 51
K = 11

CLC Blue

C = 100
M = 40
Y = 0
K = 45

On coated paper using CMYK (Four-Color Process) inks:

CLC Red

C = 7
M = 100
Y = 67
K = 31

CLC Blue

C = 100
M = 79
Y = 12
K = 60

For computer-based applications (Microsoft Office, Website and Other Electronic Media):

CLC Red

HTML:
96172E

R = 150
G = 23
B = 46

CLC Blue

HTML:
00204E

R = 0
G = 32
B = 78

CLC CENTRAL LAKES COLLEGE

Colors

These are the official colors Central Lakes College uses to identify itself. Departments and other units are asked to refrain from choosing separate (unique) colors as an identifier.

Specific ink colors were selected from the Pantone Matching System (PMS), a universally recognized ink formula system. HTML and RGB colors have also been selected for computer based applications & other electronic media.

Please note the Pantone® and CMYK blues and reds have been carefully selected for coated versus uncoated paper. For printed materials please select the appropriate ink color or formula that coincides with the paper of choice.

The use of CMYK colors close to CLC's official colors is OK, but no other PMS colors are acceptable.

Paper

Paper should complement the color palette of your printed project. Unsure what paper stock to select? Please consult the CLC Marketing and Public Relations Office for advice as to whether to use coated or uncoated paper stock.

Use of color on apparel and other promotional materials

When your vendor does not have the option to match colors based on the PMS system, you may select colors that are a close match.

Unsure which colors to select? Please consult the CLC Marketing and Public Relations Office for advice.

CLC signature and logos belonging to the Logo System

The CLC signature and all logos within the Logo System may appear in the following colors:

CLC Red + CLC Blue
Black
Grayscale
White

The CLC signature and all logos within the Logo System may NOT appear in the following colors:

CLC Red + CLC Red
CLC Blue + CLC Blue

Pictured below are approved configurations of the Central Lakes College signature.

DO NOT re-type, re-create or re-draw the CLC signature.

DO use the approved electronic art file of the CLC signature.

PREFERRED SIGNATURE

Central Lakes College Signature

Lettermark

Wordmark

ALTERNATIVE SIGNATURE 1

ALTERNATIVE SIGNATURE 2

The Central Lakes College signature and the logo system on any application must never be smaller than the identity's minimum reproduction sizes shown below:

1½ Inches

PREFERRED SIGNATURE

1 Inch

ALTERNATIVE SIGNATURE 1

⅞ Inch

ALTERNATIVE SIGNATURE 2

Pictured below are approved configurations of the Central Lakes College signature with a full descriptor to help express the Central Lakes College brand.

If your project calls for it, use the signature with descriptor at your discretion.

DO NOT re-type, re-create or re-draw the CLC signature and its full descriptor.

DO use the approved electronic art file of the CLC signature.

PREFERRED SIGNATURE
WITH FULL DESCRIPTOR

CLC CENTRAL LAKES COLLEGE

Community & Technical College

ALTERNATIVE SIGNATURE 1
WITH FULL DESCRIPTOR

CLC
CENTRAL LAKES
COLLEGE

Community & Technical College

Pictured below are approved configurations of the Central Lakes College signature with a locator.

If your project calls for it, use the signature with the appropriate locator at your discretion.

DO NOT re-type, re-create or re-draw the CLC signature and its locator.

DO use the approved electronic art file of the CLC signature.

Other signature variations with the college's website address are available upon request.

PREFERRED SIGNATURE
WITH LOCATOR

Brainerd & Staples

ALTERNATIVE SIGNATURE 1
WITH LOCATOR

Brainerd & Staples

ALTERNATIVE SIGNATURE 2
WITH LOCATOR

Brainerd & Staples

Clear space is defined as the area around the Central Lakes College logo that is free of other elements (including page or other surface edges.

The minimum clear space required all the way around the Central Lakes College wordmark, signature and any logo belonging to the CLC Logo System is 2X.

Please use your best judgement when using the CLC signature in a tight space (e.g., small display ad).

MEASURING X

X = HEIGHT OF "C" OR "L"

MINIMUM CLEAR SPACE | Signature

MINIMUM CLEAR SPACE | Logo System

To build a strong, unified image, CLC's official signature and all the logos within the logo system must appear in a prominent position on all communication vehicles. Publications and Web sites must use the official logo rather than a re-creation.

The CLC signature or the logo system must be the sole logo and dominant mark on all college publications — positioned so it clearly and promi- nently identifies the publication as coming from CLC.

The use of unapproved logos identify- ing libraries, programs, departments, groups or the campus on CLC publications, stationery or Web sites is not permitted. They generate confusion and weaken CLC's identity.

Do not switch out the colors.

Pictured on this page is the CLC logo and the logo system in colors and treatments that are not acceptable. The easiest way to remember which colors and treatments are acceptable is to follow these general guidelines:

DO NOT re-type, re-create or re-draw the CLC logo and the logo system.

DO use the approved electronic art file of the CLC logo and the logo system.

Do not change the colors.

Do not place on distractive background.

Do not combine with other graphics.

Do not scan or clip from the Web for use in publications.

Do not stretch in any direction.

Do not use a different typeface.

Do not rearrange, change orientation or separate the elements.

Do not bleed the logo off a page or crop it.

Do not fill the CLC lettermark and wordmark with non-CLC colors or artwork of any kind.

Do not change the relative size of the elements, proportions must be maintained.

Do not print type or place images over the logo or use the logo as a background element.

Do not tilt or rotate the logo in any but a 90 degree angle.

Do not create special effects. (Outline, drop shadow, etc.)

Do not surround the logo with another shape.

The CLC signature and the logo system have been developed using the Gotham font family.

Fonts that are a part of the CLC brand:
These fonts can be used in creation of CLC marketing materials:

Gotham
• Gotham Font Family (Various weights)
• Gotham Narrow Font Family (Various weights)

Minion Pro
• Minion Pro Font Family (Various weights)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Brand architecture is the structure of brands within the college. It is the way in which the brands are related to, and differentiated from, one another.

The architecture defines the different leagues of branding within the college; how the main brand and sub-brands relate to and support each other; and how the sub-brands reflect or reinforce the core purpose of the main brand to which they belong. The brand architecture set forth by Central Lakes College brings the campuses together and creates a unified visual identity.

CLC's visual brand architecture consists of two basic components:

Logo
Also referred to in this document as a signature. It is a college-wide mark comprised of the CLC lettermark and the words Central Lakes College (wordmark).

Logo System
The extension of the logo to include the full college name, libraries, programs, departments, groups, etc.

The exception to the Central Lakes College Brand Architecture standards is the Athletics program. (Which has its own graphic standards.)

Below is a visual example of how the Logo System is applied to departments, libraries, programs, groups, etc.

Because the sub-brands of CLC are an extension of the main college brand, their names appear after the college name.

The graphic standards set forth in this manual apply to the main college signature, the CLC lettermark, and to all logos within the logo system.

(?) Contact the Central Lakes College Marketing and Public Relations Office at 218-855-8131 or marketing@clcmn.edu to request a CLC signature with your department, group, program, etc.

The Marketing and Public Relations Office will create a customized art file for your needs.

CLC
CENTRAL
LAKES COLLEGE
_____
**Business &
Industry Center**

CLC CENTRAL
LAKES COLLEGE
_____
Student Senate

CLC CENTRAL
LAKES COLLEGE | **Fine & Performing Arts**

CLC Signature

The CLC signature represents Central Lakes College & distinguishes it from other institutions. Different treatment options of the signature may be used (See 'Elements of Identity System, Signature')

Raiders Logo

The 'Raiders' name is not intended to be used as the main college identifier or as a substitute for the official logo. It is intended to represent student athletes rather than the institution as a whole. It is preferred that the name of the college appears with the Raiders logo.

Seal

The college seal is used for official documents only, such as diplomas and certificates. Contact the Central Lakes College Marketing and Public Relations Office for more information.

This manual has been prepared and distributed to ensure the successful implementation of the Central Lakes College graphic identity. The logo files can be provided upon request.

For more information regarding the Central Lakes College Graphic Identity Standards manual please contact:

Graphic Arts Specialist
Marketing and Public Relations Office
218-855-8131
marketing@clcmn.edu