

Brand Guide

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lambtoncollege.ca

Contents

Our Brand 03

Brand Statement	04
Brand Values	05

Logo 06

Brand Identifier	07
Horizontal Orientation	08
Vertical Orientation	09
Horizontal Extended Orientation	10
Clearspace & Minimum Size	11
Usage	12
Inappropriate Uses	13

Brand Structure 14

Brand Structure Strategy	15
Sub-Brand Lock-up	16
Multiple Sub-Brand Lock-up	17
Endorsed Brand Lock-up	18
Co-Branding Lock-up	19

Tagline 20

Manifesto & Asset	21
Vertical Orientation	22
Horizontal Orientation	23
Horizontal Extended Orientation	24
Clearspace & Minimum Size	25
Inappropriate Uses	26
Logo Lockup	27

Brand Assets 28

LC - Usage	29
LC - Clearspace & Minimum Size	30
LC - Inappropriate Uses	31
LC State - Usage	32
LC State - Clearspace & Minimum Size	33
LC State - Inappropriate Uses	34
Pounce - Poses	35
Pounce - Usage	36
Pounce - Clearspace & Minimum Size	37

Typography 38

Typefaces	39
Hierarchy	40

Colour 41

Palettes	42
Values	43
Proportions	44

Grid 45

Construction	46
Common Sizes	47

Graphic Device 48

Construction	49
Usage	50

Example Applications 51

Letterhead, Business Card, Envelope	52
Binder, Notebook, Pens	53
Social Media Avatars	54

Contact 55

Our Brand



lambtoncollege.ca

Our Brand

Brand Statement

At Lambton College, learning is personal, caring and connected to the knowledge, skills and strengths students, people, communities, and industries need to thrive.

Our Brand

Brand Values

Innovative

Lambton innovates.

For an institution of its size, Lambton is unparalleled in its applied research output, impact, and industry partnerships. Lambton's research facilitates new solutions for community and industry partners. Close relationships with industry and business mean curriculum stays current and relevant.

Caring

Lambton cares.

Lambton puts people first to support personal, professional and civic growth. The Lambton Way is personal, safe, supportive, and helpful.

Inclusive

Lambton is a place people find genuine belonging.

Lambton is accessible and inclusive and welcomes people from diverse backgrounds. People know you at Lambton, creating a close-knit atmosphere. Learners of all types, no matter their age, nationality, ethnicity, or background are welcome and supported as members of the Lambton community. People from diverse backgrounds are empowered to use their unique talents, abilities, and mindsets to lead us forward.

Dynamic

Lambton is a catalyst for progress.

Lambton is a catalyst for positive change and a symbol of community progress. Lambton grads are leaders of, and contributors to, the social, cultural and economic development of the region and the province.

Logo



lambtoncollege.ca

Logo

Brand Identifier - The Shield

Featuring a fresh, modern design, the clean lines of the Lambton College Shield represent academia and a promise to provide quality education.

From a geographical viewpoint, the shield pulls in elements of Sarnia-Lambton landmarks, featuring varying shades of blue to highlight water and sky, separated by a white bridge, a visual representation of the city's Bluewater Bridge. Though subtle in nature, these details were intentionally included as an ode to the Sarnia-Lambton community, and the important role the region plays in the College's continued success.

The bridge path also honours Lambton College's journey, from past to present, and pays tribute to the much-loved "Bridge to Your Future" logo used in earlier years, a symbol commonly associated with the College. Furthermore, the bridge serves as a blueprint of Lambton College's physical campus, portraying the main walkway where incoming students are welcomed on a daily basis.



Lambton
College

Logo

Vertical Orientation

Depending on available space, the Lambton College logo can also be using in a stacked, vertical orientation. The size and position of these structural elements is described here.

The wordmark and shield are both centred and the shield is placed above the wordmark at a distance equal to the width of the “L” character. The width of the shield is equal to 50% of the width of the wordmark.



Logo

Horizontal Extended Orientation

The Lambton College logo can also be used in an extended horizontal orientation. The size and position of these elements is described here.

The shield is placed to the left of the wordmark at a distance equal to the width of the “L” in the wordmark. The shield is sized to the height of the wordmark.

This positioning ensures the correct optical weight and alignment of the shield in relation to the wordmark.

Please note: The horizontal or vertical orientation should always be used if space allows. This horizontal extended logo is ONLY to be used when an extended horizontal application is necessary.

SHIELD



WORDMARK



Lambton College



Logo

Clearspace & Minimum Size

To ensure that the Lambton logo is not overwhelmed by other elements there is a defined clearspace that should not be encroached upon.

This is defined as the height of the “L” character for the horizontal and horizontal extended version of the logo, and twice the height of the “L” character for the vertical version.

The horizontal logo should never be used at a size smaller than 0.25 inches tall and the vertical logo should never be used at a size smaller than 0.75 inches tall. The horizontal extended logo should never be used at a size smaller than 0.15 inches tall. This is to preserve the legibility of the wordmark.



Logo Usage

The Lambton College logo can be used in horizontal and vertical orientations. It can also be used in a horizontal extended orientation, only when an extended horizontal application is necessary. The full colour logo should always be used on a white background when possible.

The full colour flat variation can be used when printing a gradient is not possible, eg. embroidery.

Single colour variations can be used if applications do not allow full colour printing. They can also be used on coloured backgrounds or when limited to black and white printing.

FULL COLOUR



FULL COLOUR FLAT



SINGLE COLOUR BLUE



SINGLE COLOUR BLACK



SINGLE COLOUR WHITE



Logo

Inappropriate Uses

To maintain the integrity of the Lambton College logo do not alter or re-create the logo.



Do not rotate the logo, even 90°.



Do not change the colours used in the logo.



Do not add effects to the logo.



Do not change the proportions of the logo.



Do not use the full colour logo on low contrast backgrounds.



Do not use the full colour logo on low contrast images.



Do not change the typeface used in the logo.



Do not stretch the logo horizontally or vertically.

Brand Structure

Brand Structure Strategy

The Lambton College brand structure has been built to show the relationship between Lambton College and its related entities. This structure is intended to promote consistency, showing that every product or service within Lambton College is working together and supporting each other.

Lambton College uses the following brand structure:

Parent brand

The Lambton College logo is the parent brand of this institution. It is the main anchoring point on which all underlying units are based.

Sub-brand

A Lambton College sub-branded area operates under and shares the same mission and audience as the parent Lambton College brand. Sub-brands follow and reinforce the parent brand and rely on the same graphic elements. This builds strength in the parent brand and create clear linkage between individual units.

Endorsed Brand

A Lambton College endorsed brand targets a unique audience and follows a distinct mission that is different than the parent Lambton College brand. Endorsed brands are undoubtedly linked to the parent brand but present themselves as distinct areas of practice. They are designed in a way that allows the parent brand to lend credibility to the endorsed brand without overpowering it. This approach builds strength in the parent brand, while at the same time lends credibility to each endorsed brand.

Co-Brand

Co-branding is used when different companies work together in support of a joint initiative. The co-branded company is an independent brand that exists outside of Lambton College.

PARENT BRAND



SUB-BRAND



ENDORSED BRAND



CO-BRAND



Brand Structure

Sub-Brand Lock-up

Sub-brands can be placed either vertically below the logo, or horizontally alongside the logo separated by a bar.

The size and position of the elements are described here. The type size of the sub-brand should be equal to half the height of the lowercase characters in the word Lambton.

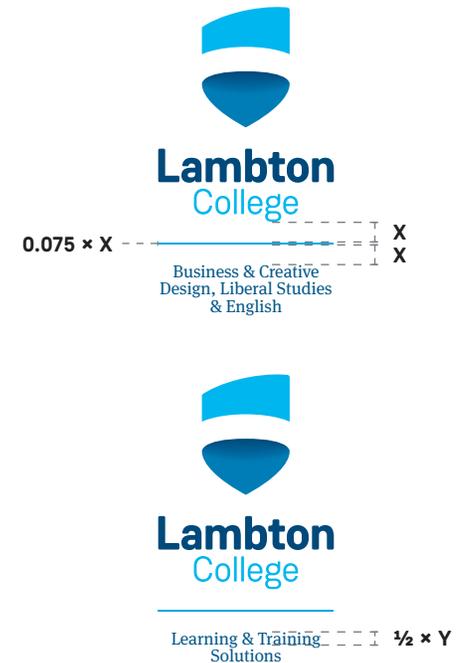
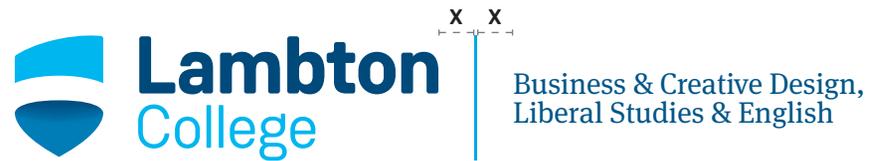
When placed below the logo, the sub-brand should be placed at a distance equal to the width of the “L” character and aligned to the left edge of the wordmark.

When placed alongside the logo, a bar with a width of 0.075 times the width of the “L” character—and a height equal to the shield—should be placed to the right of the logo at a distance equal to the width of the “L” character. The sub-brand should then be placed the same distance to the right of the bar and centred vertically.

When used with the vertical logo sub-brands should always appear below the wordmark. A bar with a height of 0.075 times the width of the “L” character—and a width equal to the wordmark—should be placed below the logo at a distance equal to half of the width of the “L” character. The sub-brand should then be placed the same distance below the bar.

The width of the sub-brand should not exceed the width of the wordmark in either vertical or horizontal orientations.

In the event that two sub-brands need to be included on the same piece, both sub-brand wordmarks should be placed either to the right of the logo (horizontal) or at the bottom of the logo (vertical) separated by two bars and spacing as established above.



Brand Structure

Multiple Sub-Brand Lock-up

In the event that two sub-brands need to be included on the same piece, both sub-brands should be placed either to the right of the logo (horizontal) or at the bottom of the logo (vertical).

Horizontal Lockup

When placed alongside the logo, two bars with a width of 0.075 times the width of the “L” character—and a height equal to the shield—should be placed to the right of the logo. The first bar should be placed to the right of the logo at a distance equal to the width of the “L” character. The sub-brand should then be placed the same distance to the right of the bar and centred vertically. This pattern is repeated for the second sub-brand.

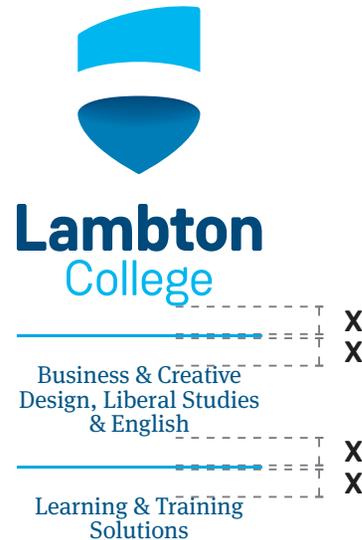
Vertical Lockup

When placed under the logo, two bars with a height of 0.075 times the width of the “L” character—and a width equal to the wordmark—should be placed to the bottom of the logo. The first bar should be placed below the logo at a distance equal to the width of the “L” character. The sub-brand should then be placed the same distance below the bar and centred horizontally. This pattern is repeated for the second sub-brand.

Additional Notes

Horizontal stacked lockup is not an option when using multiple sub-brands due to considerations of weight and balance

- » Multiple sub-brands will be placed in alphabetical order
- » No more than two sub-brands may be used together (more than two sub-brands is a college initiative and only the parent logo is necessary)



Brand Structure

Endorsed Brand Lock-up

Endorsed brands should be placed alongside the logo when possible. Endorsed brands may be aligned horizontally or vertically depending on space allowance.

Endorsed brands Aligned Horizontally

Horizontal Orientations:

A bar with a width of 0.075 times the width of the “L” character—and a height equal to the Lambton College logo—should be placed to the right of the logo at a distance equal to the width of the “L” character. The endorsed brand should then be placed the same distance to the right of the bar.

Vertical Orientations:

A bar with a width of 0.1 times the width of the “L” character—and a height equal to the Lambton College logo—should be placed to the right of the logo at a distance equal to twice the width of the “L” character. The endorsed brand should then be placed the same distance to the right of the bar.

Endorsed Brands Aligned Vertically

Horizontal Orientations:

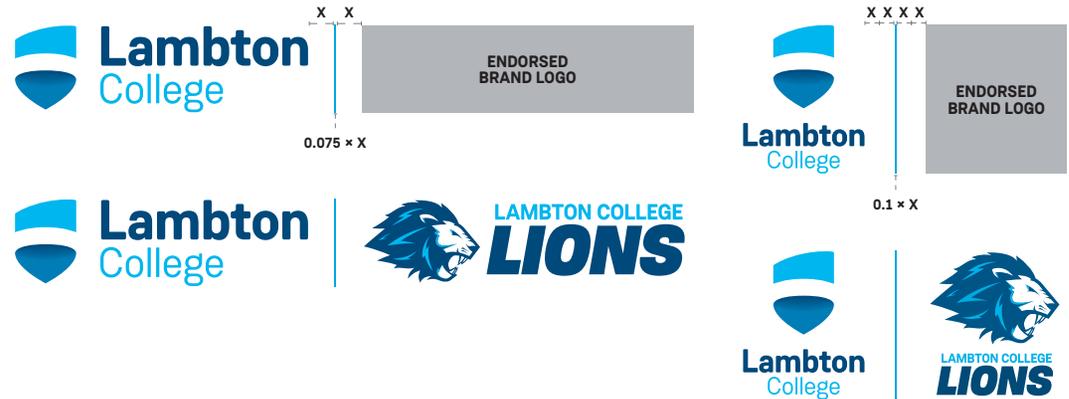
A bar with a height of 0.075 times the width of the “L” character—and a width equal to the Lambton College wordmark—should be placed below the logo at a distance equal to the width of the “L” character. The endorsed brand should be placed the same distance below the bar.

Vertical Orientations:

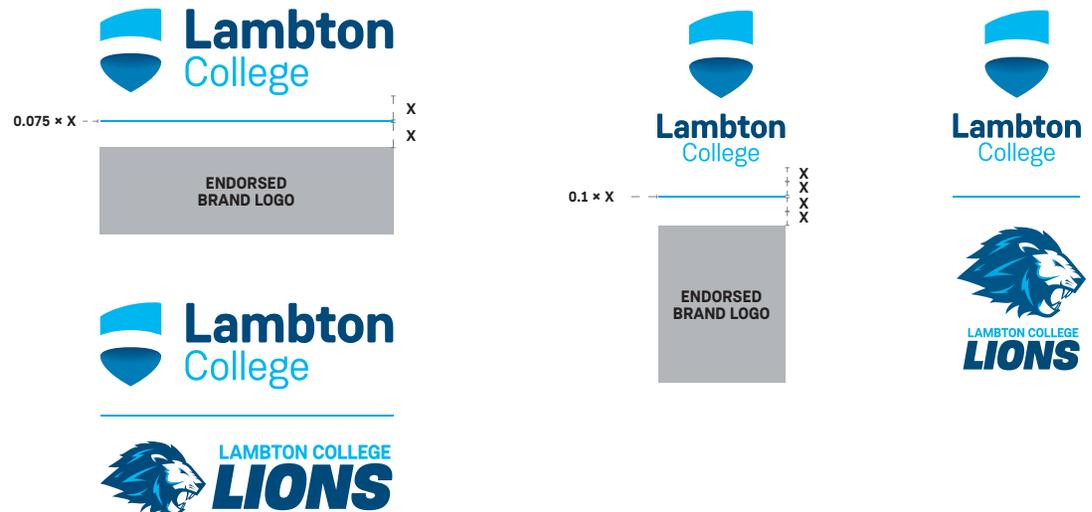
A bar with a height of 0.1 times the width of the “L” character—and a width equal to the Lambton College wordmark—should be placed below the logo at a distance equal to twice the width of the “L” character. The endorsed brand should then be placed the same distance below the bar.

All endorsed brands should be sized to maintain equal visual weight with the parent logo.

ENDORSED BRAND ALIGNED HORIZONTALLY



ENDORSED BRAND ALIGNED VERTICALLY



Brand Structure

Co-Branding Lock-up

Co-brands should be placed alongside the logo when possible. Co-brands may be aligned horizontally or vertically depending on space allowance.

Co-brands Aligned Horizontally

Horizontal Orientations:

A bar with a width of 0.125 times the width of the “L” character—and a height equal to the Lambton College logo—should be placed to the right of the logo at a distance equal to twice the width of the “L” character. The co-brand should then be placed the same distance to the right of the bar. The Lambton College logo should always be placed on the left of the bar.

Vertical Orientations:

A bar with a width of 0.175 times the width of the “L” character—and a height equal to the Lambton College logo—should be placed to the right of the logo at a distance equal to three times the width of the “L” character. The co-brand should then be placed the same distance to the right of the bar. The Lambton College logo should always be placed on the left of the bar.

Co-brands Aligned Vertically

Horizontal Orientations:

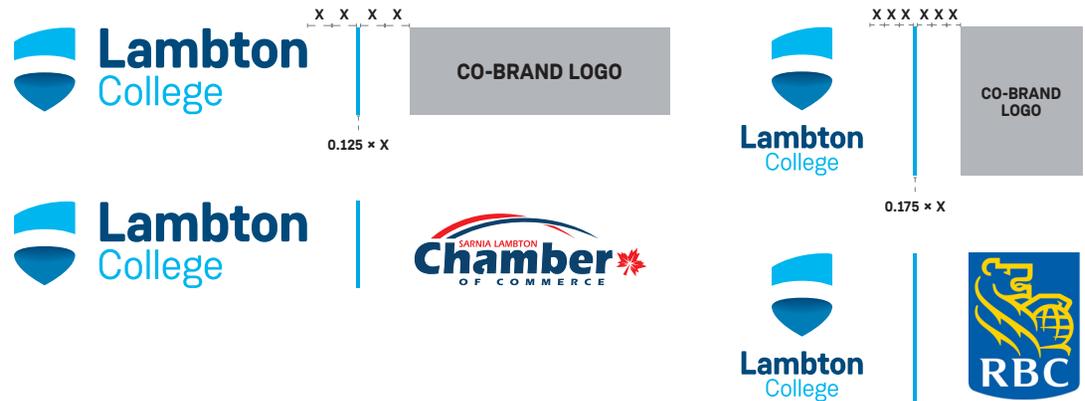
A bar with a height of 0.125 times the width of the “L” character—and a width equal to the Lambton College wordmark—should be placed below the logo at a distance equal to the width of the “L” character. The co-brand should then be placed the same distance below the bar. The Lambton College logo should always be placed on top of the bar.

Vertical Orientations:

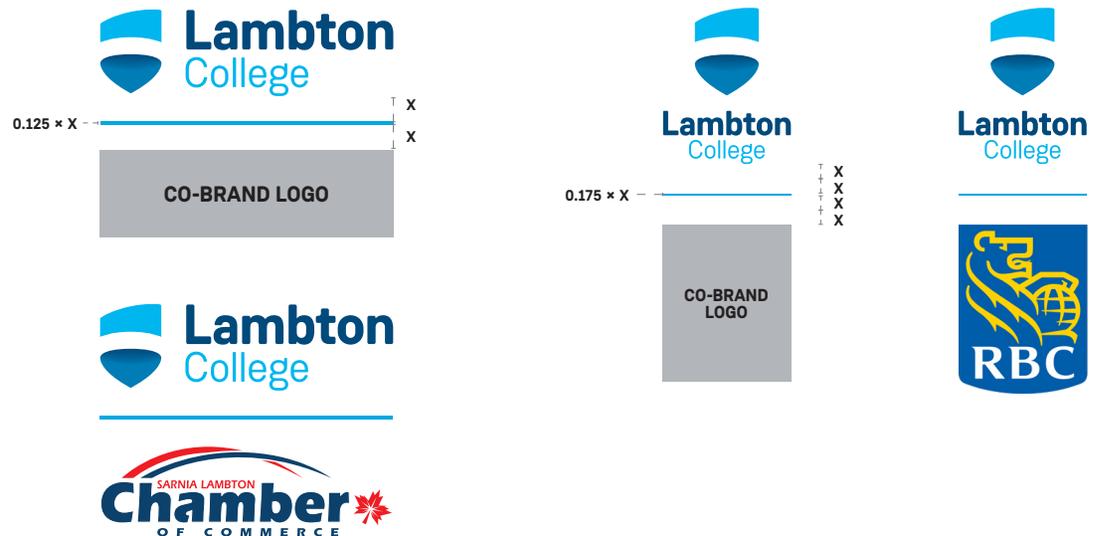
A bar with a height of 0.175 times the width of the “L” character—and a width equal to the Lambton College wordmark—should be placed below the logo at a distance equal to twice the width of the “L” character. The co-brand should then be placed the same distance below the bar. The Lambton College logo should always be placed on top of the bar.

All co-brands should be sized to maintain equal visual weight with the parent logo.

CO-BRANDS ALIGNED HORIZONTALLY



CO-BRANDS ALIGNED VERTICALLY



Tagline

Tagline

Manifesto

At Lambton College, next is a mindset, where we look past problems to possibilities;

Where the next step brings us closer to where we want to be, as people, as professionals, as citizens;

Where the next level is one we reach together, as a team, as a community, as a movement;

Where the next generation of life-builders, and life-leaders are realizing their potential to move us ahead;

At Lambton College, you are what comes next.

Lambton College, for what comes next.

Asset

The "for what comes next" tagline asset is composed of two main components: the wordmark and the double chevron icon pushing forward.

Please note this styling is reserved for the 'for what comes next' tagline and cannot be mimicked with different content.

for
what
comes
next »

Tagline

Vertical Orientation

In the vertical orientation the double chevron is placed to the right of the wordmark at a distance equal to half the width of the “f” in the wordmark. The double chevron is the same height and alignment as the “e” character in the word next. This positioning ensures the correct optical weight and alignment of the double chevron in relation to the wordmark.

The full colour version should always be used on a white background, and the full colour reverse is to be used on dark backgrounds. Single colour variations can be used when limited to one colour due to printing constraints and/or cost restriction.



Tagline

Horizontal Orientation

In the horizontal orientation the double chevron is placed to the right of the wordmark at a distance equal to the half the width of the "f" in the wordmark. The double chevron is the same height and alignment as the "e" character in the word next. This positioning ensures the correct optical weight and alignment of the double chevron in relation to the wordmark.

The full colour version should always be used on a white background, and the full colour reverse is to be used on dark backgrounds. Single colour variations can be used when limited to one colour due to printing constraints and/or cost restriction.



FULL COLOUR

for what
comes next »

SINGLE COLOUR BLUE

for what
comes next »

SINGLE COLOUR BLACK

for what
comes next »

FULL COLOUR REVERSE

for what
comes next »

SINGLE COLOUR WHITE

for what
comes next »

Tagline

Extended Horizontal Orientation

In the extended horizontal orientation the double chevron is placed to the right of the wordmark at a distance equal to the half the width of the “f” in the wordmark. The double chevron is the same height and alignment as the “e” character in the word next. This positioning ensures the correct optical weight and alignment of the double chevron in relation to the wordmark.

The full colour version should always be used on a white background, and the full colour reverse is to be used on dark backgrounds. Single colour variations can be used when limited to one colour due to printing constraints and/or cost restriction.

Please note: The horizontal or vertical orientation should always be used if space allows. This horizontal extended logo is ONLY to be used when an extended horizontal application is necessary.



FULL COLOUR

for what comes next »

SINGLE COLOUR BLUE

for what comes next »

SINGLE COLOUR BLACK

for what comes next »

FULL COLOUR REVERSE

for what comes next »

SINGLE COLOUR WHITE

for what comes next »

Tagline Clearspace & Minimum Size

To ensure that the tagline asset is not overwhelmed by other elements there is a defined clearspace that should not be encroached upon.

This is defined as the height of the “f” character for the horizontal, horizontal extended and vertical orientation.

The vertical orientation of the tagline asset should never be used at a size smaller than 0.75 inches tall, and the horizontal orientation should never be used at a size smaller than 0.5 inches tall. The horizontal extended orientation should never be used at a size smaller than 0.25 inches tall. This is to preserve the legibility of the wordmark.



Tagline

Inappropriate Uses

To maintain the integrity of the tagline do not alter or re-create the asset.



for what
comes next »

Do not rotate the asset, even 90°.



for what
comes next »

Do not change the colours used in the asset.



for what
comes next »

Do not add effects to the asset.



for what
comes next »

Do not change the proportions of the asset.



for what
comes next »

Do not use the full colour asset on low contrast backgrounds.



for what
comes next »

Do not use the full colour asset on low contrast images.



for what
comes next »

Do not change the typeface used in the asset.



for what
comes next »

Do not stretch the asset horizontally or vertically.

Tagline

Logo Lockup

When the tagline asset is not used, the option exists to lock up a simplified 'for what comes next' wordmark to the Lambton College logo

"for what comes next" is placed below the horizontal or vertical orientation of the logo at a distance equal to the height of the "L" in the logo, matching the width of the logo.

This lock up exists in all colour options that the Lambton College logo is offered.

Please note that this lockup does not exist for the horizontal extended orientation of the logo.

HORIZONTAL ORIENTATION



for what comes next



VERTICAL ORIENTATION



Lambton
College

for what comes next



Brand Assets

Brand Assets

LC

Usage

Brand assets serve as inspiring visual elements to represent Lambton College.

Brand assets are to be used as secondary identifiers. They should never be used in a way that makes it more prominent than the primary logo. Brand assets should never be used as a standalone identifier and should be used sparingly.

The LC is a symbol of pride, marrying design elements from both the parent Lambton College brand and the Lambton College Lions brand.

The full colour version should always be used on a white background, and the full colour reverse is to be used on dark backgrounds. Single colour variations can be used when limited to one colour due to printing constraints and/or cost restriction.

FULL COLOUR



REVERSE FULL COLOUR



SINGLE COLOUR BLACK



SINGLE COLOUR WHITE



Brand Assets

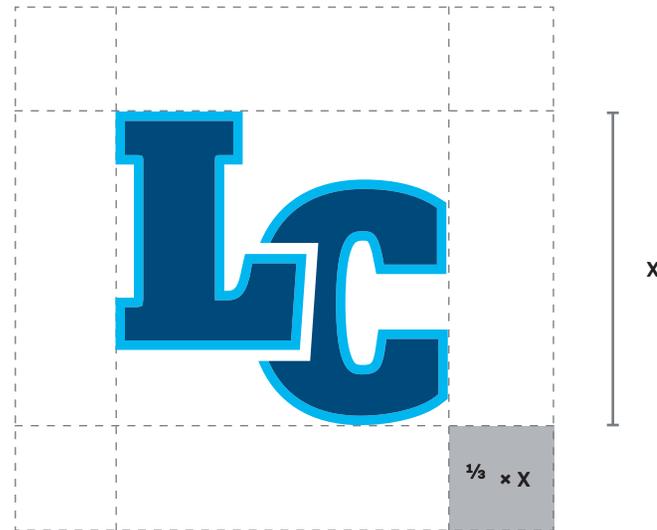
LC

Clearspace & Minimum Size

To ensure that the LC is not overwhelmed by other elements there is a defined clearspace that should not be encroached upon.

This is defined as one third the height of the L.

The LC should never be used at a size smaller than 0.25 inches tall.



Brand Assets
LC State

Inappropriate Uses

To maintain the integrity of the LC State asset do not alter or re-create the asset.



Do not rotate the logo, even 90°.



Do not change the colours used in the logo.



Do not add effects to the logo.



Do not stretch the logo horizontally or vertically.



Do not use the full colour logo on low contrast backgrounds.



Do not use the full colour logo on low contrast images.

Brand Assets

LC state

Usage

Brand assets serve as inspiring visual elements to represent Lambton College.

Brand assets are to be used as secondary identifiers. They should never be used in a way that makes it more prominent than the primary logo. Brand assets should never be used as a standalone identifier and should be used sparingly.

LC State is an unifying symbol used to represent the Lambton College community.

The full colour version should always be used on a white background, and the full colour reverse is to be used on dark backgrounds. Single colour variations can be used when limited to one colour due to printing constraints and/or cost restriction.



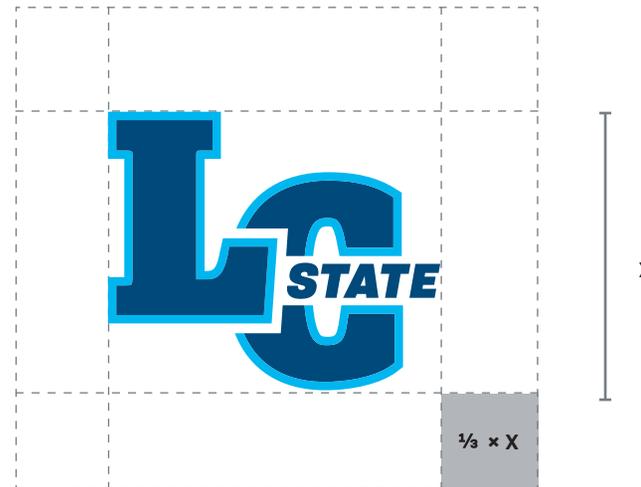
Brand Assets
LC state

Clearspace & Minimum Size

To ensure that the LC State asset is not overwhelmed by other elements, there is a defined clearspace that should not be encroached upon.

This is defined as one third the height of the L.

The LC should never be used at a size smaller than 0.5 inches tall.



Brand Assets
LC State

Inappropriate Uses

To maintain the integrity of the LC State asset do not alter or re-create the asset.



Do not rotate the logo, even 90°.



Do not change the colours used in the logo.



Do not add effects to the logo.



Do not stretch the logo horizontally or vertically.



Do not use the full colour logo on low contrast backgrounds.



Do not use the full colour logo on low contrast images.

Brand Assets

Pounce

Poses

A mascot asset has been created to visually represent Pounce, the cherished mascot of Lambton College.

There are four variations to choose from when using this asset. The various poses are shown on right.

These mascot assets should always act as a secondary asset in representing Lambton College. It should never be used in a way that makes it more prominent than the primary logo. The primary identifier for Lambton College should always be the Lambton College logo.

The various poses of this mascot asset must never be altered in any way, such as introducing different clothing, colours, objects or symbols.



ARMS CROSSED



THUMBS UP



POINTING



HANDS ON HIPS

Brand Assets

Pounce

Usage

Each of the four mascot assets are offered in four different colour options. Full colour should always be used on a white background when possible. When the background is dark a full colour reverse option is available. Single colour variations can be used when applications do not allow full colour printing.

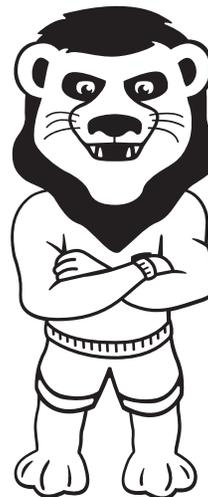
The mascot asset variations are composed of the following colours:

	PANTONE 4625C
	PANTONE 726C
	PANTONE 7690C
	WHITE

FULL COLOUR



SINGLE COLOUR BLACK



FULL COLOUR REVERSE



SINGLE COLOUR WHITE

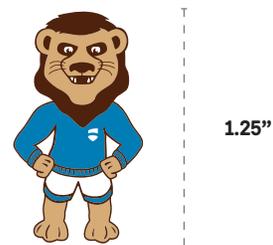
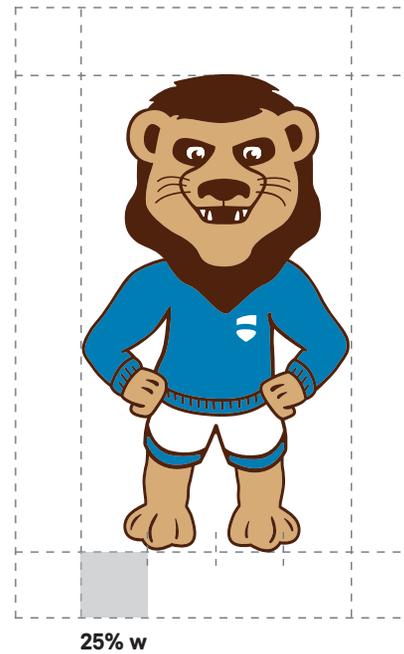


Brand Assets
Pounce

Clearspace & Minimum Size

To ensure that the various mascot assets are not overwhelmed by other elements there is a defined clearspace that should always be respected. For all mascot asset variations this is defined as 25% of the width of the asset.

All mascot assets should never be used at a size smaller than 1.25 inches tall. This is to preserve the visibility of the asset.



Typography

Typography

Typefaces

The primary typeface for Lambton College is Weissenhof Grotesk, a clean, modern sans-serif typeface which combines technical character forms with slightly rounded corners.

The secondary typeface for Lambton College is Meta Serif which adds a sense of tradition and seriousness.

When these typefaces are unavailable Tahoma and Georgia can be used instead.

Tofino Book Condensed should only be used when a condensed font is necessary.

WEISSENHOF GROTESK

Light & Light Italic

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

Regular & Regular Italic

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

Medium & Medium Italic

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

Bold & Bold Italic

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

META SERIF

Book & Book Italic

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

Bold & Bold Italic

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

Black & Black Italic

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

TOFINO

Book Condensed

ABCDEF abcdef
0123456789

SYSTEM FONTS

Tahoma

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

Georgia

ABCDEF abcdef
0123456789

ABCDEF abcdef
0123456789

Typography Hierarchy

To create structure and hierarchy within your documents the following type sizes, leading, and paragraph spacing are recommended.

H1 Medium at 48/54pt

← - - - - - **Space After**
2 × Body Copy Leading

H2 Regular at 30/33pt

← - - - - - **Space After**
1.5 × Body Copy Leading

H3 Regular at 21/24pt

← - - - - - **Space After**
1.5 × Body Copy Leading

H4 Regular at 15.5/17pt and this example is 2 lines

← - - - - - **Space After**
1 × Body Copy Leading

H5 Bold at 10/12pt

Meta Serif Book 10/12pt in this example. Itatet utatas ipsunt quosand itaturiae aditio voloriatem quam sitat facesequis quidipsaped quatem andi rerro core debit od eum nonsed que ellisque pre, ut latur mi, sequi solorer cianim qui to cus eosa et que ma pla quam dolore verciis int et volorit.

H5 BOLD CAPS AT 10/12pt

Meta Serif Book 10/12pt in this example. Itatet utatas ipsunt quosand itaturiae aditio voloriatem quam sitat facesequis quidipsaped quatem andi rerro core debit od eum nonsed que ellisque pre, ut latur mi, sequi solorer cianim qui to cus eosa et que ma pla quam dolore verciis int et volorit.

Colour

Colour Palettes

The primary colour palette for Lambton College consists of three shades of blue. Green and yellow take a reduced secondary role and should be used only as accent colours.

There is an expanded palette of colours which are only to be used for wayfinding purposes on the Lambton College campus.

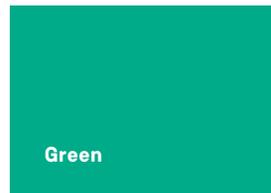
At times, there may be an opportunity to use colours outside of the Lambton College colour palette. This is acceptable for special exemptions, but is not intended for permanent long-term use. Typical opportunities might include (but not limited to) Breast Cancer Awareness Month or Black History Month. Unsure if a special occasion or global event qualifies as a special exemption? Reach out to ourbrand@lambtoncollege.ca with any questions.

Note: Do not alter the colours of logos or assets in support of these initiatives.

CORE COLOUR PALETTE



ACCENT COLOURS



Colour Values

Listed here are the Pantone colors alongside their CMYK and RGB breakdowns.

Dark Blue	Pantone 7692	C 100	M 45	Y 0	K 45	R 0	G 85	B 135	Hex #005587
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Medium Blue	Pantone 7690	C 95	M 41	Y 10	K 0	R 0	G 118	B 168	Hex #0076A8
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Light Blue	Pantone 2995	C 83	M 1	Y 0	K 0	R 0	G 169	B 224	Hex #00A9E0
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Green	Pantone Green	C 93	M 0	Y 63	K 0	R 0	G 171	B 132	Hex #00AB84
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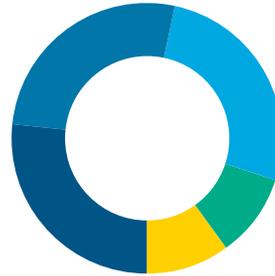
Yellow	Pantone 109	C 0	M 9	Y 100	K 0	R 255	G 209	B 0	Hex #FFD100
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Colour Proportions

To ensure visual cohesion across all Lambton College materials, the overall colour impression and balance should be consistent. In order to achieve this, always use a minimum of 80% of the Lambton primary colours. Lambton secondary colours should be used sparingly or to highlight key information.

Following are some recommended approaches and examples of appropriate colour use.

80% PRIMARY, 20% SECONDARY



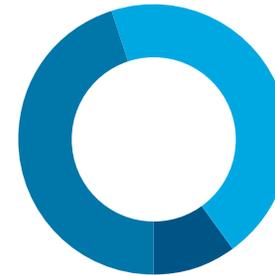
80% PRIMARY, 20% SECONDARY



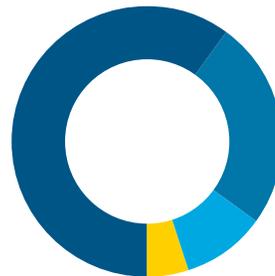
90% PRIMARY, 10% SECONDARY



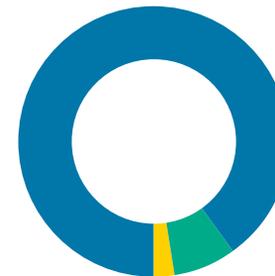
100% PRIMARY



95% PRIMARY, 5% SECONDARY



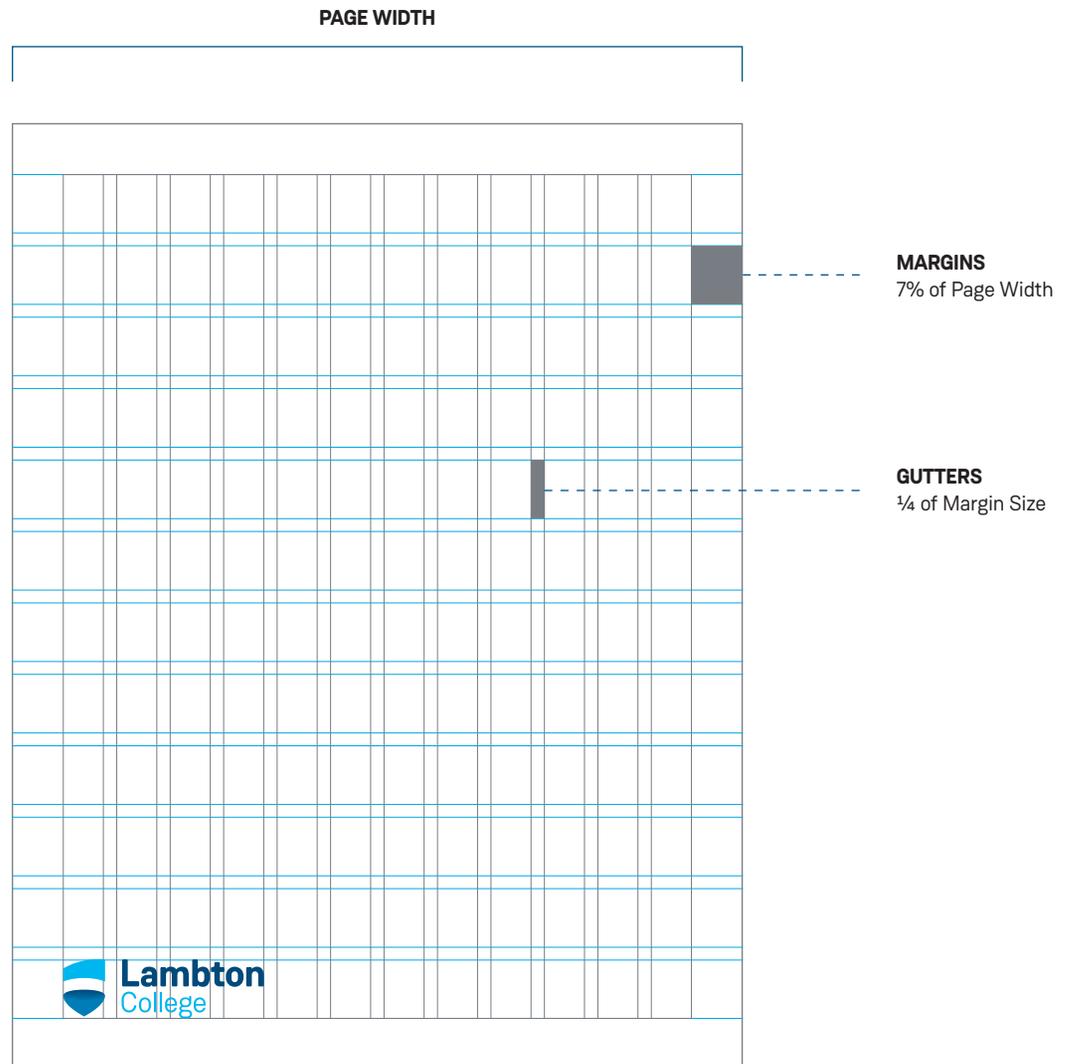
90% PRIMARY, 10% SECONDARY



Grid

Grid Construction

For consistency, a 12 column grid should be used for print and digital design. The Lambton logo should be placed in either the upper or lower left corner. For portrait documents the logo should sit around 4 columns wide and for landscape documents around 3 columns wide although the overall document size may affect your choice.



Grid

Common Sizes

This is a table of common page sizes and their margin calculations for you to reference.

	SIZE	COLUMNS	MARGIN	GUTTER
Tabloid Portrait	11" × 17"	12	0.77"	0.1925"
Tabloid Landscape	17" × 11"	12	1.19"	0.2975"
Letter Portrait	8.5" × 11"	12	0.595"	0.14875"
Letter Landscape	11" × 8.5"	12	0.77"	0.1925"
Notecard Portrait	5" × 7"	6	0.35"	0.0875"
Notecard Landscape	7" × 5"	6	0.49"	0.1225"

Graphic Device

Graphic Device

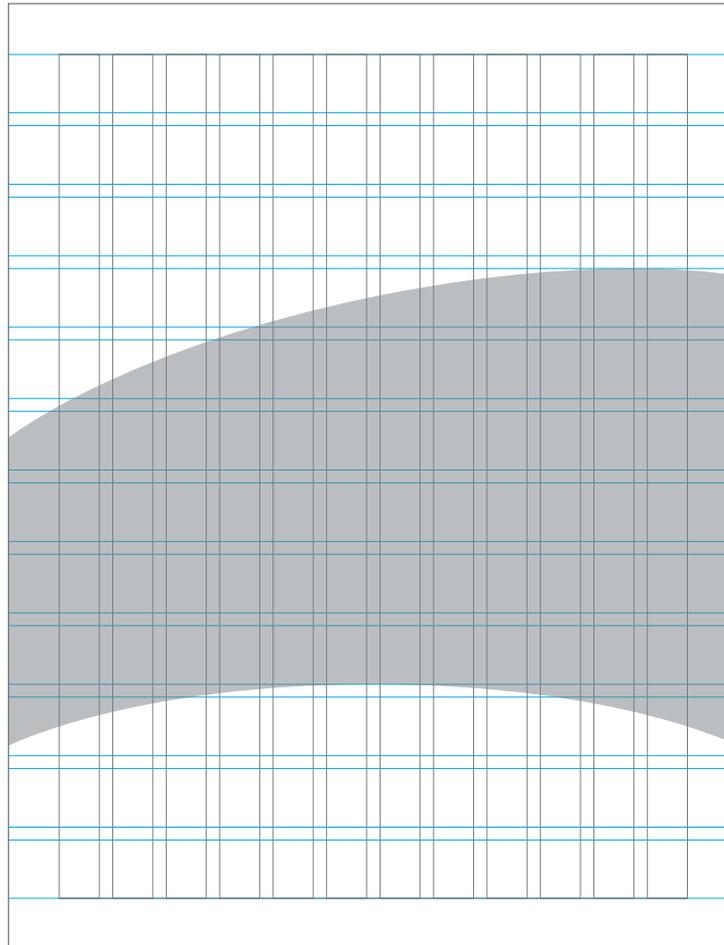
Construction

The top two arcs of the shield can be used as a graphic device across Lambton College branded material.

The arcs should be scaled to the full width of the document. The vertical space between the arcs can then be expanded or compressed as needed.

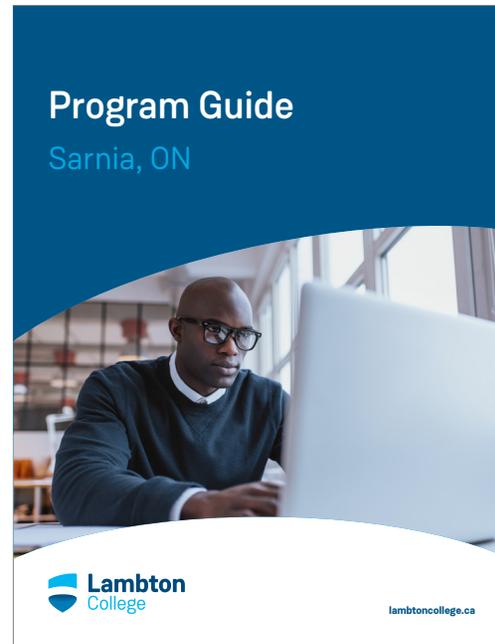
Where possible, the top point of the upper and lower arcs should align to a gridline.

The resulting shape can either be filled with one of the Lambton primary colours, outlined in one of the primary or secondary colours, or used as a frame for images.



Graphic Device Usage

Use these best practice examples as inspiration for how to use the graphic device.



Brochure Cover



Big Box Ad

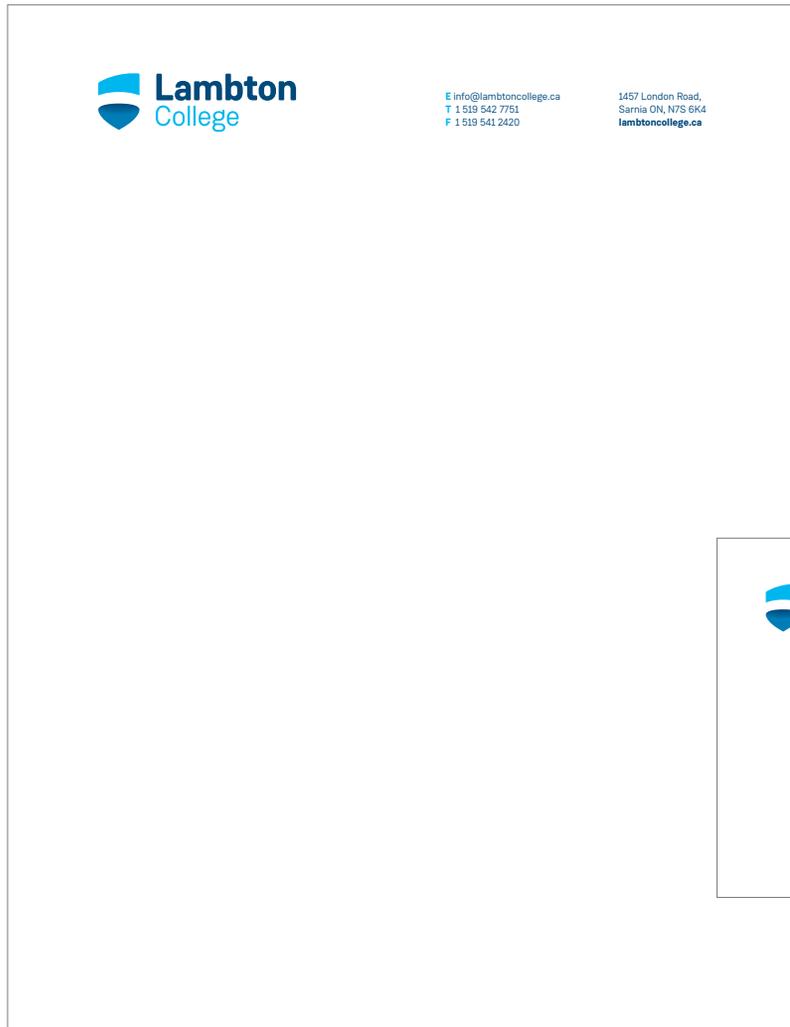


Banner Stand

Example Applications

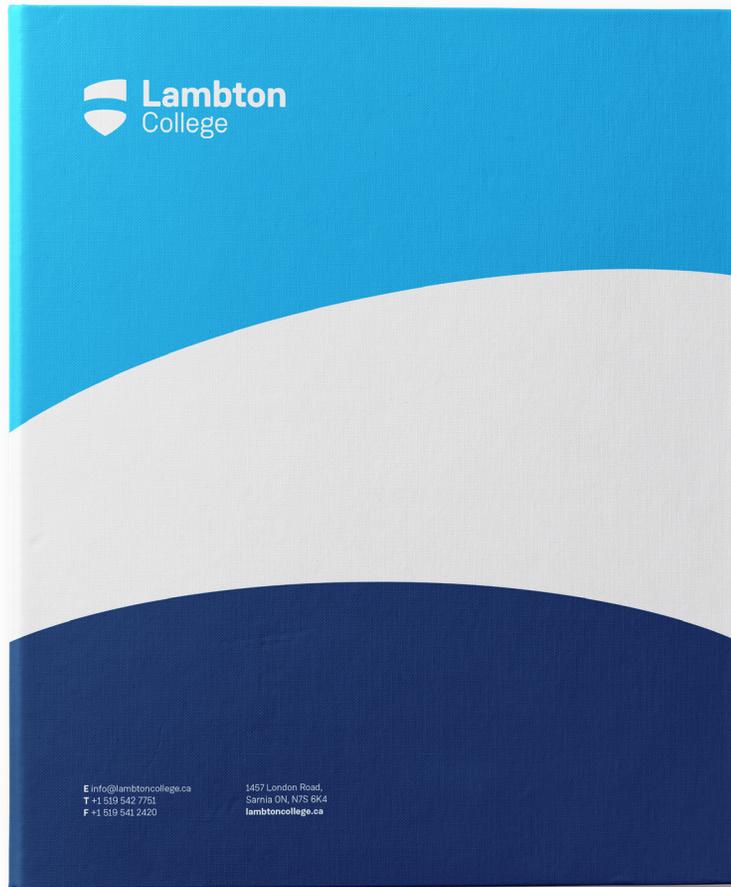
Corporate Identity Package

Letterhead, Business Card, Envelope



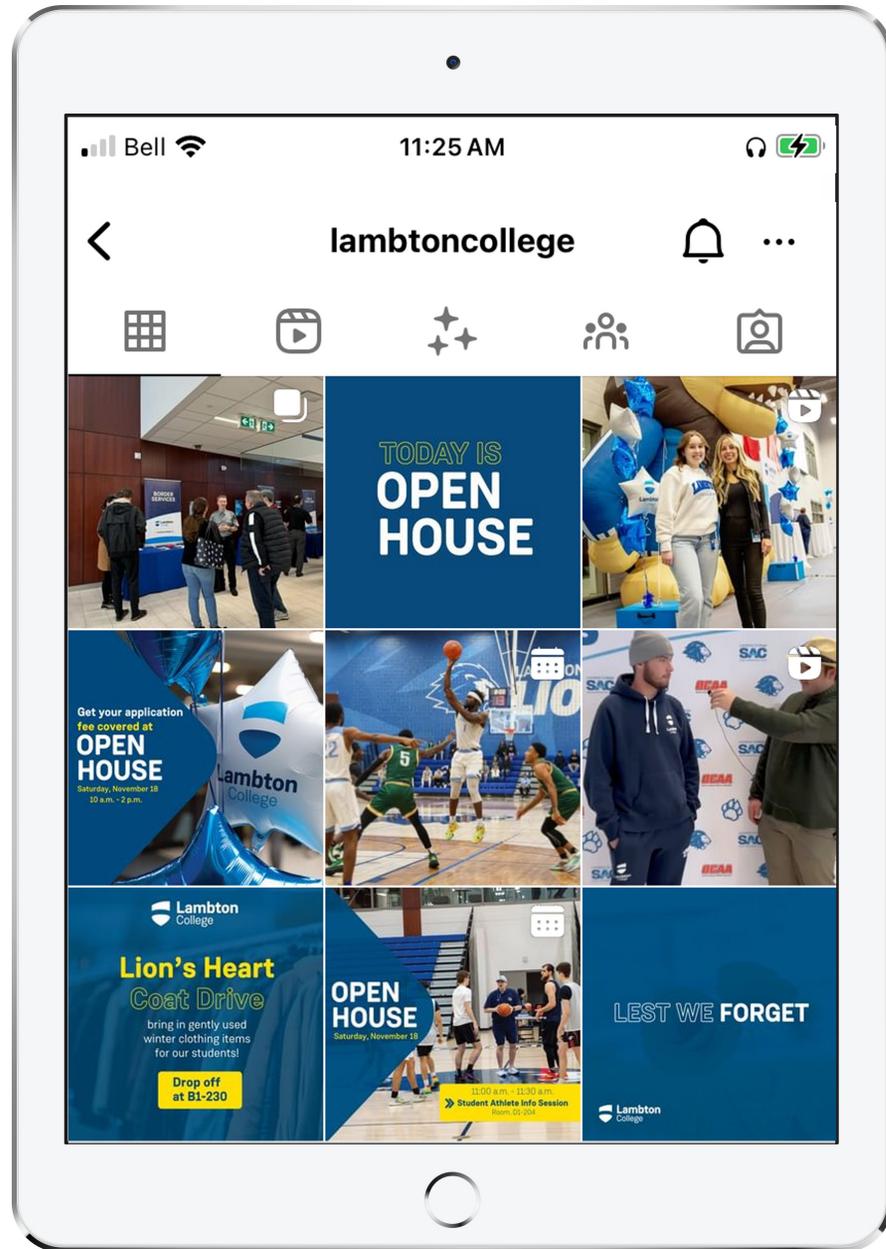
Example Applications

Binder, Notebook, Pens



Example Applications

Social Media Avatars



Contact

Contact:

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lambtoncollege.ca