



**LAKELAND**  
UNIVERSITY

## **BRAND GUIDELINES**



# WELCOME

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This brand guidelines manual outlines the appropriate graphic standards and proper usage of the Lakeland University logo and all other associated identity elements. By following the guidelines outlined in this book, you will avoid compromising the power and integrity of the brand. Please adhere strictly to all the graphic guidelines set forth in this manual. By doing so, you will ensure that Lakeland University's identity retains its strength. Items that do not show examples must be approved prior to usage.

**If you have any logo usage, typography, color palette, photography, or other creative usage questions about the Lakeland University brand, please contact our Marketing Department at [marketing@lakeland.edu](mailto:marketing@lakeland.edu).**





**LAKELAND**  
UNIVERSITY

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# POSITION & **PROMISE**

Since its founding in 1862, Lakeland is committed to expanding access to higher education. Today, that commitment is realized through generous financial aid packages and student-centered initiatives such as small class sizes, faculty who have a passion for teaching and the exploration of careers early in the collegiate experience. Through these innovative opportunities, Lakeland provides students a customized college experience that allows them to earn an education based on their individual needs and aspirations. Lakeland makes students feel at home with a welcoming, encouraging and accepting attitude. Lakeland attracts people who accept challenges, seek engagement and want to become part of an authentic community.

## **MISSION**

Lakeland University educates women and men of diverse backgrounds, preparing them to think critically, to communicate effectively, to succeed professionally, and to lead ethical, purposeful and fulfilling lives. Rooted in the values of the United Church of Christ, Lakeland integrates the liberal arts and experiential learning to develop the whole person for success in a dynamic, multi-faceted world.





# INSTITUTIONAL COLORS

## LAKELAND UNIVERSITY COLORS

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### LAKELAND NAVY BLUE

Pantone 289 C

C:98 M:84 Y:46 K:51

R:12 G:35 B:63

WEB: #0C233F



### LAKELAND GOLD

Pantone 123 C

C:0 M:23 Y:91 K:0

R:255 G:198 B:47

WEB: #FFC62F

## ATHLETIC COLORS

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### MUSKIES BLUE

Pantone 285 C

C:91 M:53 Y:0 K:0

R:0 G:112 B:185

WEB: #0070b9



### MUSKIES GRAY

Pantone Cool Gray 7 C

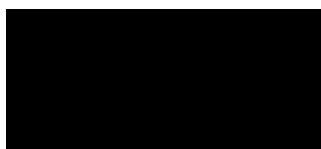
C:42 M:35 Y:35 K:1

R:147 G:149 B:152

WEB: #97999B

## SUPPORTING COLORS

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BLACK



30% GRAY



WHITE



# BRAND LOGOTYPES

## PRIMARY LOGO

The Lakeland University LU logo is the graphic centerpiece of our traditional student body. It is the common thread that brands all communications. It is a valuable asset, and therefore it is critical that its visual integrity be respected and that it be applied properly and consistently in all visual communications. It is the only logo that should appear in most Lakeland University communications. [Click here to see guidelines.](#)

## INSTITUTIONAL LOGO

The Lakeland University logo is the graphic centerpiece of our brand. It is the common thread that brands all communications. It is a valuable asset, and therefore it is critical that its visual integrity be respected and that it be applied properly and consistently in all visual communications. It is the only logo that should appear in most Lakeland University communications. [Click here to see guidelines.](#)





# BRAND LOGOTYPES

## LAKELAND UNIVERSITY JAPAN LOGO

The Lakeland University Japan logo is the graphic centerpiece of our Japan campus. It is the common thread that brands all communications. It is a valuable asset, and therefore it is critical that its visual integrity be respected and that it be applied properly and consistently in all visual communications. It is the only logo that should appear in most Lakeland University Japan communications.

[Click here to see guidelines.](#)



## ATHLETIC LOGO

Official Muskie illustrations have been created for use in athletic, recruiting and student affairs apparel and materials. [Click here to see guidelines.](#)



## LU LOGO

The LU logo is primarily for use in traditional students, athletics, recruiting, student affairs and less formal, printed communications, apparel and advertising specialty applications. [Click here to see guidelines.](#)



## THE LAKELAND SEAL

The Lakeland University seal is used to authenticate official college documents. It may also be used for formal occasions such as commencement and convocation ceremonies. Limited use in other materials may be made of the Lakeland seal with prior approval from marketing.

[Click here to see guidelines.](#)

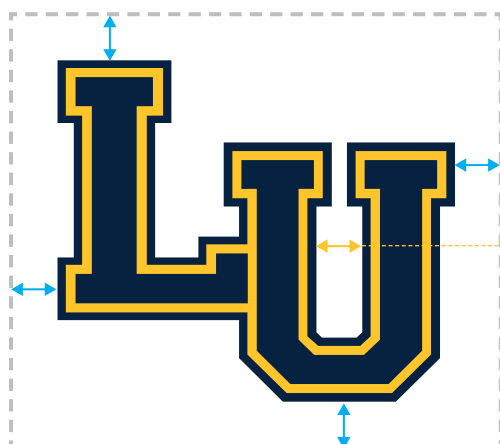




# PRIMARY LOGO

## CLEAR SPACE

The logo should be allowed a minimum amount of clear space *(the space within which there should be no text or graphics)* to ensure its integrity and visibility.



Clear space  
AROUND the  
logo should be  
equal to the  
width between  
the strokes of  
the "U".

## USAGE GUIDELINES

- Only Lakeland University colors (navy and gold) and white should be used.
- LU logos should NEVER be used on background colors that are the same color as the outer layer.

## MINIMUM SIZE

When reproducing the logo, the word "Lakeland" must always be at least one inch wide.

## LOGO OPTIONS



## VERTICAL LU LOGO

### Filename:

LU-Lakeland-Logo\_primary\_on-white  
LU-Lakeland-Logo\_primary\_on-navy  
LU-Lakeland-Logo\_primary\_on-gold

Pantone 289 (navy blue) and Pantone 123 (gold).

## 1-COLOR LOGO

### Filename:

LU-Lakeland-Logo\_primary\_BLACK  
LU-Lakeland-Logo\_primary\_WHITE  
LU-Lakeland-Logo\_hor\_BLACK  
LU-Lakeland-Logo\_hor\_WHITE

Use only when space and color constraints limit use.

## HORIZONTAL LOGO

### Filename:

LU-Lakeland-Logo\_hor\_on-white  
LU-Lakeland-Logo\_hor\_on-navy  
LU-Lakeland-Logo\_hor\_on-gold

Use only when space constraints limit use.





## PRIMARY LU LOGOS



**LU GOLD 1**

Always on Navy, never on white background



**LU NAVY 2**

Always on Gold, never on navy background



**LU NAVY 1**

Always on White, never on navy background

## SECONDARY LU LOGOS



**LU GOLD 2**

never on gold background



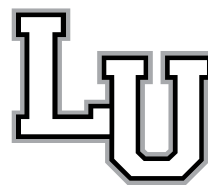
**LU WHITE 1**

never on gold background



**LU WHITE 2**

never on white background, used for 1 color applications



**LU GRAYSCALE 1**

never on black or color background



**LU GRAYSCALE 2**

never on white or color background

## USAGE GUIDELINES

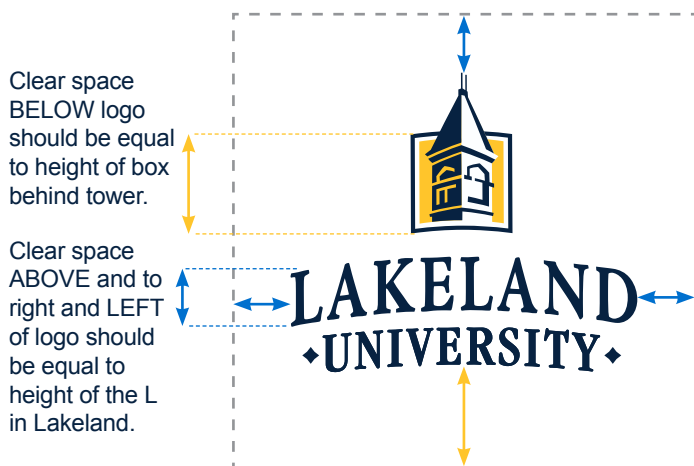
- Only Lakeland University colors (navy and gold) and white should be used.
- LU logos should NEVER be used on background colors that are the same color as the outer layer.



# INSTITUTIONAL LOGO

## CLEAR SPACE

The logo should be allowed a minimum amount of clear space (the space within which there should be no text or graphics) to ensure its integrity and visibility.



## MINIMUM SIZE

When reproducing the logo, the word “Lakeland” must always be at least one inch wide.

## USAGE GUIDELINES

- Kellett School of Graduate & Professional Studies
- Must always be reproduced in correct form and color as shown.
- May be used in two-color, one-color or reversed.
- The one-color logo can only be used with the Lakeland color palette (gold, navy, black and white), and no other colors may be used.
- Should always have maximum contrast with its background.
- No sub-line designations (e.g. departments, centers, activities, organizations) should be used with the logo without marketing approval.
- The tower may be used alone with marketing approval.
- Logo without the tower may be used but must receive marketing approval.

## LOGO OPTIONS

### VERTICAL LOGO

Pantone 289 (navy blue) and Pantone 123 (gold).



### OLD MAIN ILLUSTRATION

Old Main illustrations have been created as part of past institutional logos. These illustrations have occasionally been used apart from the logo in some communications.



### HORIZONTAL LOGO

Use only when space constraints limit use.



### LU JAPAN LOGO



CAN BE USED IN 1-COLOR APPLICATIONS WITH:



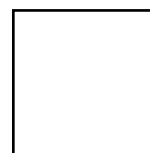
123 GOLD



289 NAVY



BLACK



WHITE



# ATHLETIC LOGO

## CLEAR SPACE

The logo should be allowed a minimum amount of clear space (the space within which there should be no text or graphics) to ensure its integrity and visibility.



## USAGE GUIDELINES

- Marketing must assist with or approve of design and production of apparel and materials using one of the adjacent Muskie illustrations.
- Background color selection is critical and must create enough contrast with illustration colors to show detail. Contact marketing for assistance.
- LU logo usage guidelines apply to the use of the Muskie illustrations that incorporate the LU logo. Similar usage guidelines apply to the use of the Muskie illustration that incorporates the word "Muskie."
- For use only in color combinations shown at right.
- Contact marketing for Muskie illustration art.
- Grayscale Muskie illustrations should never be used on a colored background.
- All uses of previous Muskie illustrations should be discontinued.

## MINIMUM SIZE

When reproducing the logo it must always be at least one inch wide.

## LOGO OPTIONS

### "NO OUTLINE" OR 1-COLOR - WHITE .EPS

Printers/designers: when wanting to place the logo on a black or LU Navy background, use the "no outline" version, or the 1-color white if color is limited.



Muskies LU - Primary  
never on a black background



Muskies - Primary  
never on a black background



Muskies LU - Black  
never on a navy background



Muskies - Black  
never on a navy background



Muskies LU - 2-color - B&W  
never on a color background



Muskies - 2-color - B&W  
never on a color background

Muskies LU - 1-color - white  
can be used on a color background  
can be converted to color LU Gold

Muskies - 1-color - white  
can be used on a color background  
can be converted to color LU Gold



Muskies LU - GRAYSCALE  
never on a color background



Muskies - GRAYSCALE  
never on a color background

## RETRO GUIDELINES

- Marketing must assist with or approve of design and production of apparel and materials using one of the Retro Muskie illustrations
- Cannot be used for jerseys or travel gear. Practice gear and non-formal t-shirts and wear only





# LAKELAND SEAL LOGO

## CLEAR SPACE

The logo should be allowed a minimum amount of clear space (the space within which there should be no text or graphics) to ensure its integrity and visibility.

Spacing must be at least of the width of the inner circle and must be equal on all four sides.



## MINIMUM SIZE

When reproducing the logo, the word “Lakeland” must always be at least one inch wide.

## USAGE GUIDELINES

- Use requires prior approval from marketing.
- Seal must be used as a whole. Bits and pieces of it cannot be used alone.
- Formal locations only.

## LOGO OPTIONS



White on GOLD



GOLD



White on Black



Black



White on NAVY



NAVY

CAN BE USED IN 1-COLOR APPLICATIONS WITH:



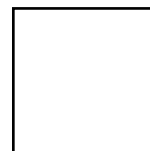
123 GOLD



289 NAVY



BLACK



WHITE



# SUB-LINES WITH THE LOGOS

Contact Marketing at [Marketing@lakeland.edu](mailto:Marketing@lakeland.edu) for a customized **Logos with Subtext Options** sheet with your department name.

<p>Template Sub-line</p> <p>lu-primary_vert_on-white cannot be used on navy or dark backgrounds</p>	<p>Template Sub-line</p> <p>lu-primary_vert_on-gold cannot be used on navy or dark backgrounds</p>	<p>Template Sub-line</p> <p>lu-primary_vert_on-navy cannot be used on white or light backgrounds</p>	<p>Template Sub-line</p> <p>lu-primary_vert_1-color-black cannot be used on color or black backgrounds</p>	<p>Template Sub-line</p> <p>lu-primary_vert_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</p>
<p>Template Sub-line</p> <p>lu-primary_horz_on-white cannot be used on navy or dark backgrounds</p>	<p>Template Sub-line</p> <p>lu-primary_horz_on-gold cannot be used on navy or dark backgrounds</p>	<p>Template Sub-line</p> <p>lu-primary_horz_on-navy cannot be used on white or light backgrounds</p>	<p>Template Sub-line</p> <p>lu-primary_horz_1-color-black cannot be used on color or black backgrounds</p>	<p>Template Sub-line</p> <p>lu-primary_horz_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</p>
<p>Template Sub-line</p> <p>muskies cannot be used on navy or dark backgrounds</p>	<p>Template Sub-line</p> <p>muskies_on-navy cannot be used on white or light backgrounds</p>	<p>Template Sub-line</p> <p>muskies_1-color-black cannot be used on color or black backgrounds</p>	<p>Template Sub-line</p> <p>muskies_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</p>	
<p>Template Sub-line</p> <p>muskies-lu cannot be used on navy or dark backgrounds</p>	<p>Template Sub-line</p> <p>muskies-lu_on-navy cannot be used on white or light backgrounds</p>	<p>Template Sub-line</p> <p>muskies-lu_1-color-black cannot be used on color or black backgrounds</p>	<p>Template Sub-line</p> <p>muskies-lu_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</p>	
<p>Template Sub-line</p> <p>lu-traditional_vert cannot be used on navy or dark backgrounds</p>	<p>Template Sub-line</p> <p>lu-traditional_vert_banner cannot be used on gold or gray backgrounds</p>	<p>Template Sub-line</p> <p>lu-traditional_vert_1-color-black cannot be used on color or black backgrounds</p>	<p>Template Sub-line</p> <p>lu-traditional_vert_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</p>	
<p>Template Sub-line Name</p> <p>lu-traditional_horz cannot be used on navy or dark backgrounds</p>	<p>Template Sub-line</p> <p>lu-traditional_horz_banner cannot be used on gold or gray backgrounds</p>	<p>Template Sub-line</p> <p>lu-traditional_horz_1-color-black cannot be used on color or black backgrounds</p>	<p>Template Sub-line</p> <p>lu-traditional_horz_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</p>	



LOGO

# VIOLATIONS

The following violations apply to all Lakeland University logos and must be avoided in all applications.



Do not distort the logo.



Do not use the logo at an angle.



Do not add a drop shadow to the logo.



Do not outline the logo type.



Do not alter the color palette.



Do not use a background color without enough contrast to the logo.



# INSTITUTIONAL TYPOGRAPHY

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The following fonts have been approved for use in all Lakeland University headings, subheadings, and body copy. Typography should be followed exactly by using the appropriate fonts listed and cannot be altered in any way.





# INSTITUTIONAL TYPOGRAPHY

## HEADINGS

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**MONTERRAT EXTRABOLD**  
WEBSITE & GRAPHICS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !@#\$%&\*?/**

**BEBAS NEUE**  
GRAPHICS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !@#\$%&\*?/**

## SUBHEADINGS

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**MONTERRAT BOLD**  
WEBSITE & GRAPHICS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%&\*?/**

## BODY COPY

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**ARIAL REGULAR**  
WEBSITE & GRAPHICS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%&\*?/**

**ADOBE GARAMOND PRO REGULAR**  
OFFICIAL DOCUMENTS ONLY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%&\*?/**

## FOOTNOTE

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*ADOBE GARAMOND PRO ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 !@#\$%&\*?/*

*ADOBE GARAMOND PRO BOLD ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 !@#\$%&\*?/*





# PHOTOGRAPHY

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Photography that meets a high professional standard can play an important role in creating a positive image for the college. Careful selection of photography can have a far-reaching impact on the Lakeland brand.





# PHOTOGRAPHY AS A WHOLE

Quality photography communicates who we are and creates an emotional connection with our audience. Photos we use should inspire prospective students and faculty and make a connection with the people and activities depicted. They should make alumni feel proud of their institution. If you are looking for photography, please contact Marketing to review the institutional photo library and for assistance with photo shoots.





# PHOTOGRAPHY HEADSHOTS

- **All new employees** will have a professional headshot taken, generally on their first day if possible.
- **For current faculty and staff members:** In fall there is a designated Professional Headshot Day to allow for a new headshot to be taken if you are in need of a new one. This will be announced on Lakeland Today.
- **For students:** headshots are offered during our Internship & Cooperative Education Fair in both Fall and Spring semester.
- Headshots are generally taken on a dark gray mottled background or for marketing/website headshots Lakeland University generally chooses to use a white background.







# PHOTOGRAPHY ATHLETICS

## Media Days

- Media Days take place in early and late fall.
- 5-6 students from each team
- Sophmores and Juniors preferred
- You can request Seniors if you have a special senior project you'd like the shots for (please contact us about this before sending seniors).
- We will contact you with those dates as they approach.

## Team and head shots

- **Headshots take place in early fall (fall sports) and late fall (winter/spring sports).** We will contact you with those dates as they approach.
- **Team shots can be taken the same day as headshots** OR we can schedule it at a later date when we contact you about headshot dates. *Sometimes teams prefer to do their team shot a couple weeks into the season in case students add or drop out last minute.*

## Custom Photography

- Please request with 2-3 weeks lead time for scheduling. If possible, we will schedule photography requests around Media Days.

*media day photos*



*team and head shots*





# MARKETING MATERIALS

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The following marketing materials have been approved to represent, market, and communicate the Lakeland University brand. Any marketing materials must adhere to all previously supplied brand guidelines and cannot be altered in any way. Marketing materials should always be presented in a clean and professional manner.





# LETTERHEADS

## LETTERHEADS

To keep brand consistency, the letterheads must follow the colors and fonts outlined in the brand guidelines. Any changes must be approved before production.

- Hard copies available at the Business Office located in the William A. Kruger Buidling.
- Available electronically at [my.lakeland.edu/branding](http://my.lakeland.edu/branding).



## LETTERHEAD FORMAT

Letters should be set flush left with no indents and one linespace between paragraphs.

Allow a one-inch margin on each side.

### TYPEFACE

Adobe Garamond Pro. Use Garamond or Times New Roman if unavailable.

### TYPE SIZE

11 or 12 point, depending on space requirements.

## LU LETTERHEAD FORMAT

Letters should be set flush left with no indents and one linespace between paragraphs.

Allow a one-inch margin on each side.

### TYPEFACE

Arial.

### TYPE SIZE

11 or 12 point, depending on space requirements.





To keep brand consistency, the fax sheet must follow the colors and fonts outlined in the brand guidelines. Any changes must be approved before production.

To keep brand consistency, the envelopes must follow the colors and fonts outlined in the brand guidelines. Any changes must be approved before production.

- The image shows the Lakeland University logo, which consists of a stylized building icon above the text "LAKELAND UNIVERSITY". Below the logo, the address "W3718 South Drive, Plymouth, WI 53073" is displayed. To the right of the address, there is a large, stylized "LU" monogram in blue and white, with the text "LAKELAND UNIVERSITY" written in smaller blue letters below it. The entire graphic is set against a white background.



# EMAIL SIGNATURE & BUSINESS CARDS

## LU EMAIL SIGNATURE

To update your email signature, please visit [Lakeland.edu/EmailSig](http://Lakeland.edu/EmailSig)

## BUSINESS CARDS

To keep brand consistency, the business cards must follow the colors and fonts outlined in the brand guidelines. Any changes must be approved before production.



### HOW TO ORDER BUSINESS CARDS:

Please confirm with your supervisor how many business cards you should order to ensure there is enough money in your budget to place the order.

- **Click this link:** [stores.zmrrman.com/zimmermann](http://stores.zmrrman.com/zimmermann)
  - Username: lakeuser
  - Password: Lake3718
- **Select quantity and hit “Add”**
- **Enter all of your information**
- **Please proof your business card.**
- **Select “Checkout”**
- **Please proof your business card again**
  - If approved, select the check box stating “I am responsible for all costs...”
  - Select “Approve Proof”
- **Verify the quantity** – if you update that number please select “Update”
- **Enter the “Requester Information”** – this will allow you to ensure your order is submitted and when it gets approved, denied, etc.
- **Enter “Shipping Information”** (i.e. location you would like the business cards delivered to)
- **Select “Billing Info”**
- **Please confirm quantity and price is correct and select “Review Order”**
  - Please leave “Budget Account Number” blank
- **For the last time, please ensure all your information is correct. Once confirmed please select “Send Order”.**
  - This will then trigger an email to you confirming the order was submitted as well as to the approvers. Once approved you will receive another notification stating that your request has been approved.
- **Typical turnaround time for business card orders is 4-6 business days.**





# POWERPOINT TEMPLATE

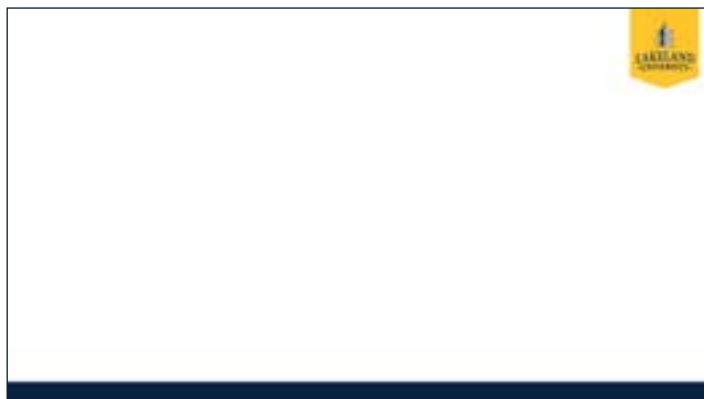
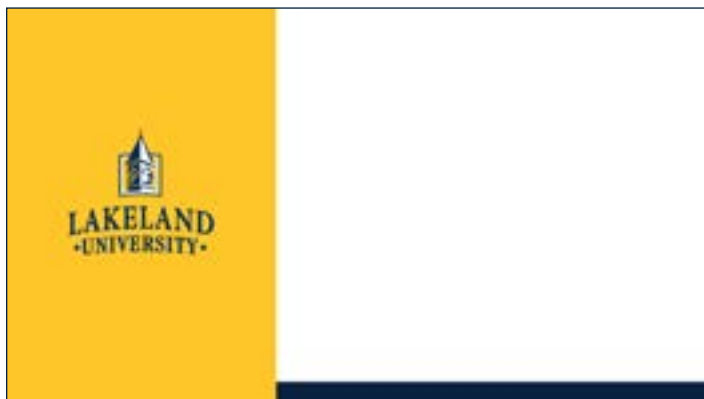
When using PowerPoint software applications, it is important to use templates and formats that properly reflect and support the Lakeland University brand identity. The example on this page shows use of an institutional logo, typography and overall visual style that is consistent with brand guidelines. Contact marketing for PowerPoint template assistance.

Available at [my.lakeland.edu/branding](http://my.lakeland.edu/branding).

16:9 LU DARK



16:9 Tower LIGHT



16:9 Tower DARK





# FILLABLE PDF FORMS

To help with consistency, Lakeland has developed a standard form format which includes a individual code on the bottom for quick reference. Please contact [Marketing@lakeland.edu](mailto:Marketing@lakeland.edu) to create a form for you.

<b>RECOMMENDATION FORM</b> Master of Education (M.Ed.)	<b>LAKELAND</b> UNIVERSITY
<p>The applicant named below is applying for admission to the Master of Education (M.Ed.) program at Lakeland University and is asking you to provide an academic or professional (circle one) reference. Criteria for admission to the program requires an educational/ professional evaluation of the applicant. Your assistance in this process is much appreciated.</p>	
Your Name: <input style="width: 150px;" type="text"/>	
<p><i>To the Applicant: The Family Educational Rights and Privacy Act of 1974 opens many educational records for a person's inspection. The law also permits the person to sign a waiver relinquishing his/her rights to inspect letters of recommendation. The applicant's signature below constitutes a waiver signifying that the recommendation will remain CONFIDENTIAL; no signature means the applicant will have the right to read this recommendation.</i></p>	
Student Name: <input style="width: 300px;" type="text"/> Date: <input style="width: 60px;" type="text"/>	
<b>EMPLOYMENT INFORMATION</b>	
Organization: <input style="width: 200px;" type="text"/> Position: <input style="width: 150px;" type="text"/>	
Address: <input style="width: 250px;" type="text"/> Phone: <input style="width: 100px;" type="text"/>	
City: <input style="width: 150px;" type="text"/> State: <input style="width: 60px;" type="text"/> Zip: <input style="width: 60px;" type="text"/>	
How long have you known the applicant? <input style="width: 50px;" type="text"/>	
Please describe the relationship:	
<b>PLEASE COMMENT AND PROVIDE EXAMPLES OF THE APPLICANT'S:</b>	
Overall attitude and potential to succeed in graduate school:	
Interpersonal skills and ability to relate to others:	
<div style="display: flex; justify-content: space-between; font-size: 0.8em;"><div>Lakeland University W3718 South Dr., Plymouth, WI 53073 • 920-565-1022 ext. 2143</div><div>Revised 11/20/2020   RF-MEd   Page 1 of 2</div></div>	



# MATERIAL REQUESTS

When verbal and visual messages consistently reinforce each other, the ideas they convey can support the quality, credibility, tradition and image of Lakeland University. Material requests provides assistance in properly applying brand guidelines, ensures that Lakeland University materials have a consistent look, tone and message and supports the quality image and professionalism of the institution.

## TO REQUEST A FLYER, BROCHURE, GRAPHIC OR OTHER, PLEASE CONTACT [MARKETING@LAKELAND.EDU](mailto:MARKETING@LAKELAND.EDU)

### TURNAROUND TIMES Please plan accordingly!

- **Turnaround time for designs** varies depending on the project, and is anywhere from a few days to 3 weeks depending on the event date, current project requests and large events (homecoming and graduation). Contact Marketing for a timeline quote.
- **Turnaround time for printing** is a few days to 1 week for most projects, on top of design time.
- We do understand urgent requests come up, and we will do our best to accommodate requests that come in with a tight deadline.
- If you are aware of marketing materials you will need to have designed, but have not yet gathered all the information you need, feel free to contact Marketing to give us a heads up that the project will be coming our way, and a date you plan to give us the information by. This allows our graphic designer to plan ahead and put aside time for the project.

### INCLUDE THE FOLLOWING WHEN EMAILING

- **What format is this?** Common requests include:
  - Poster 11x17"
  - Flyer 8.5x11"
  - Half Sheet 8.5x5.5"
  - Brochure
  - Postcard 8.5x5.5"
  - Postcard 5x7"
  - Invite and Envelope
  - Social Media Graphic (Facebook, Instagram, Twitter)
- **Budget account number** (if printing)
- **Quantity needed** (if printing)
- **Date you need the printed material in-hand** (if printing) OR **Date you need the graphic completed by**
- **Where you will pick up or want delivered on campus** (ex: *WAK 4th floor or Lauer Center*) (if printing)





# MATERIAL REVIEW

## REVIEWING EXTERNAL COMMUNICATIONS

Our marketing and communications staff is charged with reviewing external communications to assure a consistent “voice.”

### WHAT ITEMS ARE SUBJECT TO REVIEW?

With certain exceptions, communications intended to be seen by 25 or more external stakeholders.

#### EXCEPTIONS

- Academic publications or articles
- Pre-approved materials (*Format and content stays fairly static and is limited. Typically, these types of materials will have been approved in one format or another and do not require re-approval. Check with David Gallianetti for details.*)
- Other exceptions may be developed. Ask David Gallianetti for details.

### HOW DOES THE REVIEW PROCESS WORK?

Materials subject to review should be emailed or sent to David Gallianetti who will respond with a timeline for completed review.

#### INTERNAL MASS EMAILS

News items should be sent to David Gallianetti (GallianettiDD@lakeland.edu) to be included on Lakeland Today, which is the primary source of news and information about Lakeland for employees. Mass emails are only warranted for emergency situations or when sending a message is required by statute. Sending internal mass emails is at the discretion of the marketing and communications staff.



# LAKELAND UNIVERSITY WRITING STYLE

The following language supports the Lakeland University brand and unites the University under one brand personality. The following brand personality and suggested keywords should be used to guide all written communications for Lakeland University.

## OUR PERSONALITY

All written materials for the Lakeland University should take into consideration the brand personality. The brand personality for Lakeland University is:

INCLUSIVE	INFORMATIVE	ENTHUSIASTIC	PROUD	EDUCATED
INVITING	KNOWLEDGEABLE	EXCITED	ACCOMPLISHED	INTELLIGENT
WARM	ASSISTING	PROUD	PRESTIGIOUS	PERCEPTIVE
ACCOMMODATING	RESOURCEFUL	ENERGETIC	BOLD	INSIGHTFUL

If Lakeland University were a person, they would be 50% female, 45 years old, and 65% trendy. All written communication should come from this “persona.”

## OUR KEYWORDS

Written materials can include our keywords. Our keywords include, but are not limited to:

RELIABLE	SECURITY	SUCCESS
HARD-WORKING	HOME	FLEXIBILITY
HIGH CALIBER	MEANINGFUL	MODERN
EXPERIENTIAL	INNOVATIVE	LEADER
CUSTOMIZED EXPERIENCE	CUTTING-EDGE	COMMITTED



# LAKELAND UNIVERSITY

# EDITORIAL STYLE

Clarity, accuracy and consistency in the use of language is particularly important when an institution seeks to establish a distinct brand. Consistent use of a standardized editorial style adds to the professionalism of Lakeland University communications. The following guidelines will help faculty and staff of the college work toward this goal. Lakeland has adopted The Associated Press Stylebook format of its style guideline, along with the following.

## INSTITUTIONAL NAMES

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### USAGE GUIDELINES

- Complete formal names should be used in headlines and first occurrence in text. (e.g. Lakeland University)
- Statilite centers should be referred to as “centers,” NOT “campuses” or “offices.”
- The Sheboygan campus may be referred to as the “main campus.”

### EXAMPLES

Lakeland University (Lakeland *for additional occurrences in same document*)

We will meet at the Green Bay Center

Graduation is held at the main campus.

## OFFICE TITLES

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### USAGE GUIDELINES

- Confine capitalization to formal titles used directly before an individual's name.
- Lowercase and spell out titles in constructions that set them off from a name by commas.

### EXAMPLES

President

Vice President for Advancement

Dean of the Students

Professor of Writing Jeff Elzinga

Center Director Scott Norder

Jeff Elzinga, professor of writing

The professor of writing works with...

The center director is always available to...

## ALUMNI DESIGNATIONS

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### USAGE GUIDELINES

- For bachelor's degrees, use a left-facing apostrophe (') and a two-digit designation to indicate the year a degree was earned.
- For graduate degrees, use an abbreviated degree designation along with a left-facing apostrophe (') and a two-digit designation to indicate the year a degree was earned.

### EXAMPLES

Lori Kaufman '09

Emily Rendall-Araujo '11, MBA '14

**For other guidelines, refer to The Associated Press Stylebook.**



# LAKELAND UNIVERSITY

## EDITORIAL STYLE

### BUILDING & ROOM NAMES

#### USAGE GUIDELINES

- Complete formal names of buildings and rooms should be used in invitations, articles and news releases.
- Shortened, informal names are to be used internally only.

FORMAL	INFORMAL (internal use only)
David and Valerie Black Room	DVB
William A. Krueger Hall	WAK
Younger Family Campus Center	Campus Center
John H. Esch Library	Esch Library
Bradley Fine Arts Building	Bradley Theatre
Lucius P. Chase Science Center	Chase
Harold G. Laun Center for Business and Technology	Laun Center
Todd Wehr Center	Wehr Center
Moose & Dona Woltzen Gymnasium	Woltzen Gym / Moose

### PROGRAM & SCHOOL NAMES

#### USAGE GUIDELINES

- Complete formal names of program and school names should be used in invitations, articles and news releases.
- Shortened, informal names are to be used internally only.

FORMAL	2ND REF	INFORMAL
Lakeland University	Lakeland	LU
William R. Kellett School of Undergraduate & Graduate Studies	Kellett School	
J. Garland Schilcutt School of Business, Science & Technology	Schilcutt School	
School of Humanities & Fine Arts		HFA
Master of Business Administration	MBA	
Master of Science in Leadership & Organizational Development	MS-LOD	
Master of Arts in Counseling	MAC	
Master of Education	M.Ed.	

