



LAKELAND
UNIVERSITY

BRAND GUIDELINES



WELCOME

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.





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

PRIMARY COLORS

Color is one of the most important elements to Lakeland University's identity and brand. The primary colors listed below are the official colors for all Lakeland University institutional and athletic logos. These colors should be used for all apparel, jerseys, merchandise, etc. If the colors are not available, the logos should be printed in all black or reversed in all white, whichever offers the best contrast. Please check with the marketing department for artwork guidelines.



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

SECONDARY COLORS

In addition to the primary colors shown above, Lakeland University has introduced the secondary colors below. These colors are meant to add visual interest and contrast, however, should not replace or be the primary color choice for any apparel, jersey, merchandise, etc. Please check with the marketing department for artwork guidelines.



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



BLACK



30% GRAY



WHITE

Projects that use Lakeland's logos and colors must be approved by the marketing department as part of the creative process. This includes signage, posters, apparel, jerseys, merchandise, etc. Email drafts of your projects to marketing to describe the project and provide images of what is being proposed for review. Responses will generally come within 24-48 hours.



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.](#)



Projects that use Lakeland's logos and colors must be approved by the marketing department as part of the creative process. This includes signage, posters, apparel, jerseys, merchandise, etc. Email drafts of your projects to marketing to describe the project and provide images of what is being proposed for review. Responses will generally come within 24-48 hours.



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.](#)

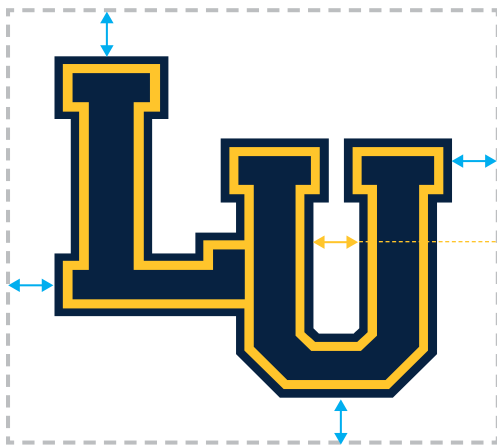




PRIMARY LOGO

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.
- **Projects that use Lakeland's logos and colors must be approved by the marketing department as part of the creative process.** This includes signage, posters, apparel, jerseys, merchandise, etc. Email drafts of your projects to marketing to describe the project and provide images of what is being proposed for review. Responses will generally come within 24-48 hours.

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).

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.

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.



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



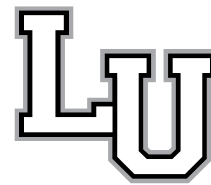
LU WHITE 1

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

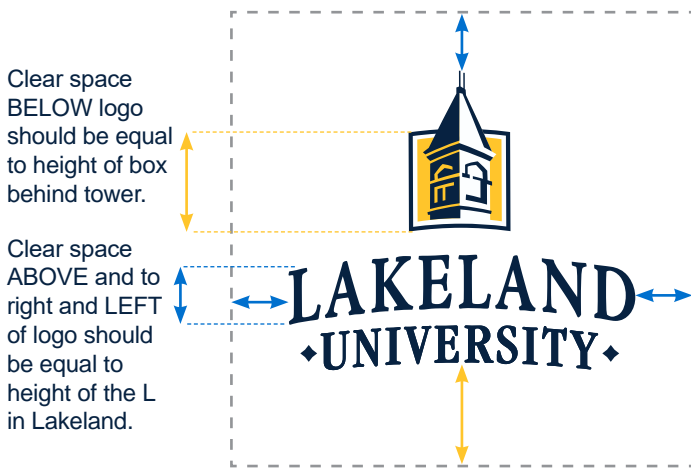
- Only Lakeland University colors (navy and gold) and white should be used.
- LU logos should NEVER be used on background colors that are the same color as the outer layer.
- **Projects that use Lakeland's logos and colors must be approved by the marketing department as part of the creative process.** This includes signage, posters, apparel, jerseys, merchandise, etc. Email drafts of your projects to marketing to describe the project and provide images of what is being proposed for review. Responses will generally come within 24-48 hours.



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.



LOGO OPTIONS

VERTICAL LOGO

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



LAKELAND
♦UNIVERSITY♦

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.



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) should be used with the logo without marketing approval.
- The tower may be used alone with marketing approval.
- **Projects that use Lakeland’s logos and colors must be approved by the marketing department as part of the creative process.** This includes signage, posters, apparel, jerseys, merchandise, etc. Email drafts of your projects to marketing to describe the project and provide images of what is being proposed for review. Responses will generally come within 24-48 hours.

HORIZONTAL LOGO

Use only when space constraints limit use.



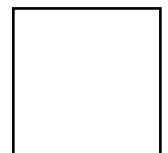
LAKELAND
UNIVERSITY

LU JAPAN LOGO



LAKELAND
UNIVERSITY · JAPAN

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.
- **Projects that use Lakeland's logos and colors must be approved by the marketing department as part of the creative process.** This includes signage, posters, apparel, jerseys, merchandise, etc. Email drafts of your projects to marketing to describe the project and provide images of what is being proposed for review. Responses will generally come within 24-48 hours.
- 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.
- **Projects that use Lakeland’s logos and colors must be approved by the marketing department as part of the creative process.** This includes signage, posters, apparel, jerseys, merchandise, etc. Email drafts of your projects to marketing to describe the project and provide images of what is being proposed for review. Responses will generally come within 24-48 hours.

LOGO OPTIONS



White on GOLD



GOLD



White on Black



Black



White on NAVY



NAVY

CAN BE USED IN 1-COLOR APPLICATIONS WITH:



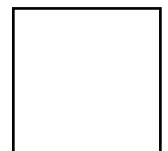
123 GOLD



289 NAVY



BLACK



WHITE



CUSTOM LOGOS

Marketing often gets requests for new logos for academic programs, teams, clubs and organizations. Our logos are a foundation for the visual representation of our brand identity, and consistent use of the same logos is key to build familiarity.

Majors/minors cannot adopt their own logo. Our academic programs are core to the Lakeland brand, and use the institutional logos is the best way to portray those programs and their connection to Lakeland. If each major/minor adopted their own logo/look, it would create brand confusion with prospective students/stakeholders. Majors/minors can request a logo with a sub-line (*samples show right*) to use for their purposes.

Athletic teams should use approved Lakeland logos as shown in this document. We have developed some graphics to support some athletic initiatives – some examples are below. Coaches must work with the marketing team to create any graphics, or have any designs approved by the marketing team.

Clubs and organizations of Lakeland can have their own graphics created to represent them. Some samples are below. Clubs/organizations must work with the marketing team to create any graphics, or have any designs approved by the marketing team.

Lakeland University Logos with Subtext Options

<p>LU Primary vertical</p>	 <small>Title Here smaller copy here</small> <small>lu-primary_vert_on-white cannot be used on navy or dark backgrounds internal use preferred</small>	 <small>Title Here smaller copy here</small> <small>lu-primary_vert_on-gold cannot be used on navy or dark backgrounds internal use preferred</small>	 <small>Title Here smaller copy here</small> <small>lu-primary_vert_on-navy cannot be used on white or light backgrounds internal use preferred</small>	 <small>Title Here smaller copy here</small> <small>lu-primary_vert_1-color-black cannot be used on color or black backgrounds internal use preferred</small>	 <small>Title Here smaller copy here</small> <small>lu-primary_vert_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds internal use preferred</small>
<p>LU Primary horizontal</p>	 <small>Title Here smaller copy here</small> <small>lu-primary_horz_on-white cannot be used on navy or dark backgrounds internal or external use</small>	 <small>Title Here smaller copy here</small> <small>lu-primary_horz_on-gold cannot be used on navy or dark backgrounds internal or external use</small>	 <small>Title Here smaller copy here</small> <small>lu-primary_horz_on-navy cannot be used on white or light backgrounds internal or external use</small>	 <small>Title Here smaller copy here</small> <small>lu-primary_horz_1-color-black cannot be used on color or black backgrounds internal or external use</small>	 <small>Title Here smaller copy here</small> <small>lu-primary_horz_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds internal or external use</small>
<p>muskies</p>	 <small>Title Here smaller copy here</small> <small>muskies cannot be used on navy or dark backgrounds</small>	 <small>Title Here smaller copy here</small> <small>muskies_on-navy cannot be used on white or light backgrounds</small>	 <small>Title Here smaller copy here</small> <small>muskies_1-color-black cannot be used on color or black backgrounds</small>	 <small>Title Here smaller copy here</small> <small>muskies_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</small>	
<p>muskies LU</p>	 <small>Title Here smaller copy here</small> <small>muskies-lu cannot be used on navy or dark backgrounds</small>	 <small>Title Here smaller copy here</small> <small>muskies-lu_on-navy cannot be used on white or light backgrounds</small>	 <small>Title Here smaller copy here</small> <small>muskies-lu_1-color-black cannot be used on color or black backgrounds</small>	 <small>Title Here smaller copy here</small> <small>muskies-lu_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</small>	
<p>LU Traditional vertical</p>	 <small>Title Here smaller copy here</small> <small>lu-traditional_vert cannot be used on navy or dark backgrounds</small>	 <small>Title Here smaller copy here</small> <small>lu-traditional_vert_banner cannot be used on gold or gray backgrounds</small>	 <small>Title Here smaller copy here</small> <small>lu-traditional_vert_1-color-black cannot be used on color or black backgrounds</small>	 <small>Title Here smaller copy here</small> <small>lu-traditional_vert_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</small>	
<p>LU Traditional horizontal</p>	 <small>Title Here smaller copy here</small> <small>lu-traditional_horz cannot be used on navy or dark backgrounds</small>	 <small>Title Here smaller copy here</small> <small>lu-traditional_horz_banner cannot be used on gold or gray backgrounds</small>	 <small>Title Here smaller copy here</small> <small>lu-traditional_horz_1-color-black cannot be used on color or black backgrounds</small>	 <small>Title Here smaller copy here</small> <small>lu-traditional_horz_1-color-white cannot be used on white or light backgrounds can be used on colored backgrounds</small>	

Contact Marketing at Marketing@lakeland.edu for a customized **Logos with Subtext Options** sheet with your major or department name.



LOGO

VIOLATIONS

The following violations apply to all Lakeland University and Muskies 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.



Marketing approval needed prior to publication: Do not place the logo in an object where less than 95% of the logo is showing.



Do not alter the color palette.



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



TYPOGRAPHY

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

MONTERRAT EXTRABOLD
WEBSITE & GRAPHICS

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

BEBAS NEUE
GRAPHICS

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

SUBHEADINGS

MONTERRAT BOLD
WEBSITE & GRAPHICS

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

BODY COPY

ARIAL REGULAR
WEBSITE & GRAPHICS

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

ADOBE GARAMOND PRO REGULAR
OFFICAL DOCUMENTS ONLY

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

FOOTNOTE

ADOBE GARAMOND PRO ITALIC

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

ADOBE GARAMOND PRO BOLD ITALIC

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



ATHLETIC TYPOGRAPHY

Specific typefaces selected for written communications are a subtle but effective way to communicate our visual identity and personality. Although selected typefaces are practical, aesthetically pleasing and appropriate for the brand personality of Lakeland University, the typefaces themselves are less important than the discipline of using them consistently. Faculty and staff are asked to follow the noted typeface guidelines for all printed and web communications.

- Arial
- Arial Black
- Bebas Neue
- Agency FB

BEBAS NEUE

Headers and Titles | All Caps Only | 0 Tracking | Skew 12°

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890 !@#\$%&*?/

AGENCY FB

(Headers, Titles, Body Copy | 0 Tracking | Bold or Regular | Skew 12°

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
*abcdefghijklm**no**pqrstuvwxy*
1234567890 !@#\$%&*?/

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
*abcdefghijklm**no**pqrstuvwxy*
1234567890 !@#\$%&*?/

MONTERRAT

Headers and Titles | 0 Tracking | any font variation

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
*abcdefghijklm**no**pqrstuvwxy*
1234567890 !@#\$%&*?/

ARIAL

Body Copy | 0 Tracking | Bold or Regular

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
*abcdefghijklm**no**pqrstuvwxy*
1234567890 !@#\$%&*?/

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmno**pqrstuvwxy**
1234567890 !@#\$%&*?/

- Use as main body copy for all marketing productions and online.



PHOTOGRAPHY

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
- Juniors preferred for photography
- Seniors for hype video
- You can request Senior photography 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** are typically scheduled a week or two after the season starts (*generally teams prefer to do their team shot a couple weeks into the season in case students add or drop out last minute*). Contact Marketing@Lakeland.edu to schedule your team photo.

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

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.



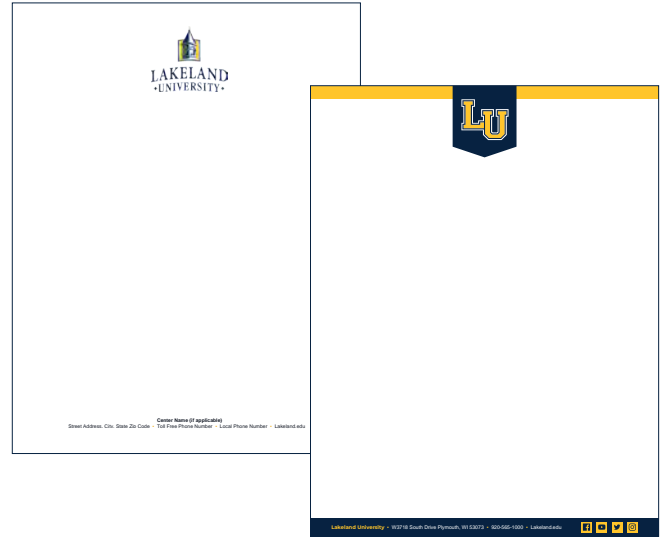


LETTERHEADS

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 Building.
- Available electronically at 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.






FAX SHEET & ENVELOPES

FAX SHEET

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.

FAX



If you do not receive this transmittal in its entirety, or if you received this communication in error, please immediately call sender number below.

TO: _____ FROM: _____
 Name: _____ Name: _____
 Fax Number: _____ Phone Number: _____
 Number of pages, including cover page: _____

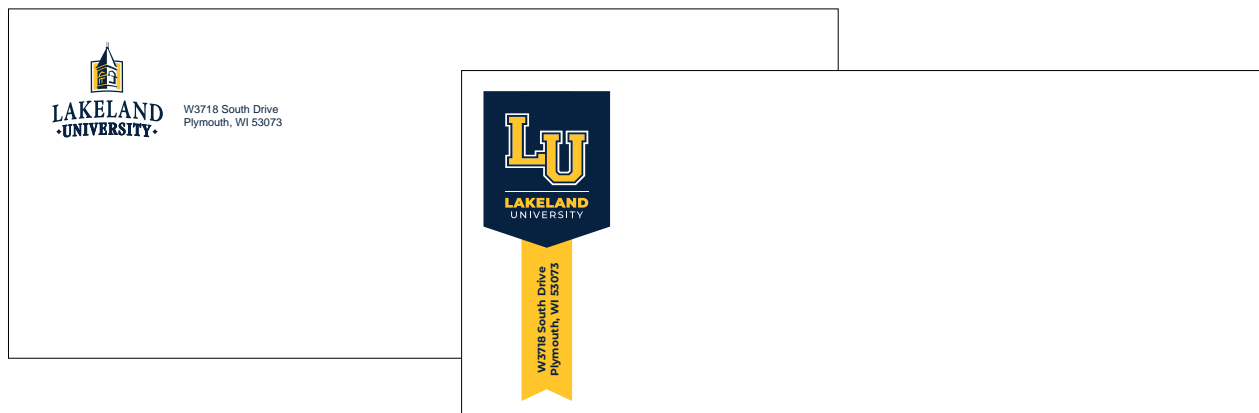
MESSAGE: _____

CONFIDENTIALITY NOTICE: Unless otherwise indicated or obvious from the nature of the transmittal, the information contained in this facsimile message is privileged and confidential information intended for the use of the individual(s) or entity(s) named above. If the reader of this message is not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited.

ENVELOPES

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

- Envelopes available at Business Office located in the William A. Kruger building.





EMAIL SIGNATURE & BUSINESS CARDS

LU EMAIL SIGNATURE

To update your email signature, please visit 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.zmrmann.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.

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 to create a form for you.

RECOMMENDATION FORM

Master of Education (M.Ed.)

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.

Your Name:

To the Applicant: *The graduate program requires two professional recommendations to be submitted on your behalf. Please add the names and contact information of those that you would like to write a recommendation on your behalf. * The form is confidential and will be used only for admission purposes and will not become part of the student's record.*

Student Name: Date:

EMPLOYMENT INFORMATION

Organization: Position:

Address: Phone:

City: State: Zip:

How long have you known the applicant?

Please describe the relationship:

PLEASE COMMENT AND PROVIDE EXAMPLES OF THE APPLICANT'S:

Overall attitude and potential to succeed in graduate school:

Interpersonal skills and ability to relate to others:

Lakeland University
W3718 South Dr., Plymouth, WI 53073 • 920-565-1022 ext. 2143

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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**

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

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

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

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.	

