

# Brand Guide

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[lambtoncollege.ca](https://lambtoncollege.ca)

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# Our Brand



[lambtoncollege.ca](http://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](http://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.

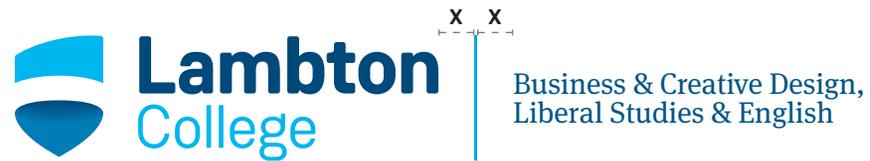
When placed below the logo, the sub-brand should be placed at a distance equal to the width of the “L” character and aligned to the left edge of the wordmark.

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.

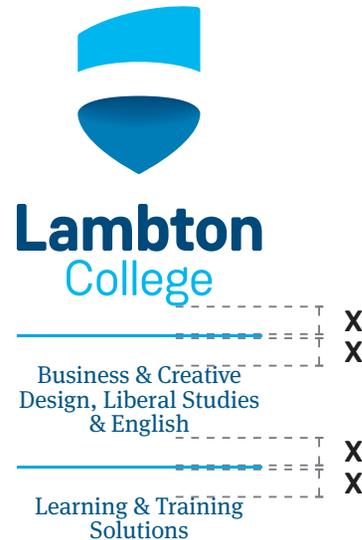
### Vertical Lockup

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:

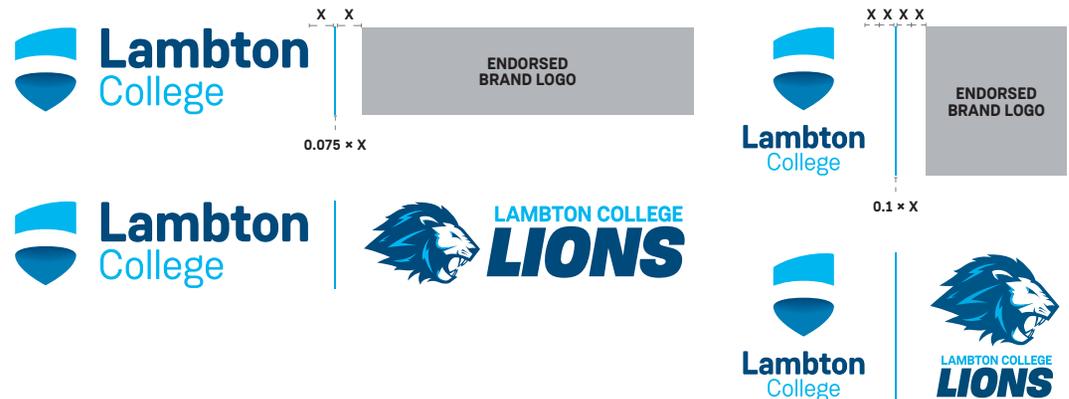
A bar with a height of 0.075 times the width of the “L” character—and a width equal to the Lambton College wordmark—should be placed below the logo at a distance equal to the width of the “L” character. The endorsed brand should be placed the same distance below the bar.

#### Vertical Orientations:

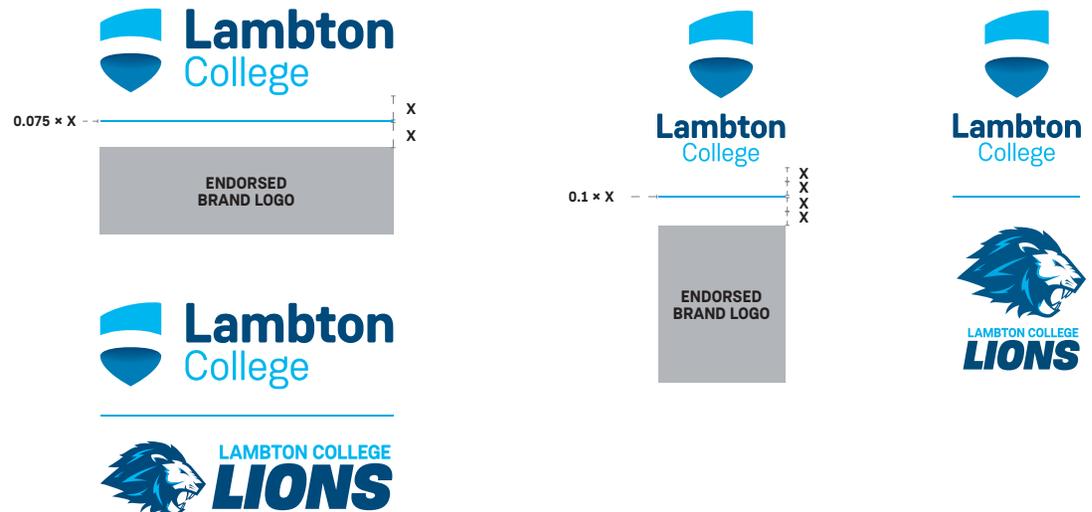
A bar with a height of 0.1 times the width of the “L” character—and a width equal to the Lambton College wordmark—should be placed below the logo at a distance equal to twice the width of the “L” character. The endorsed brand should then be placed the same distance below the bar.

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:

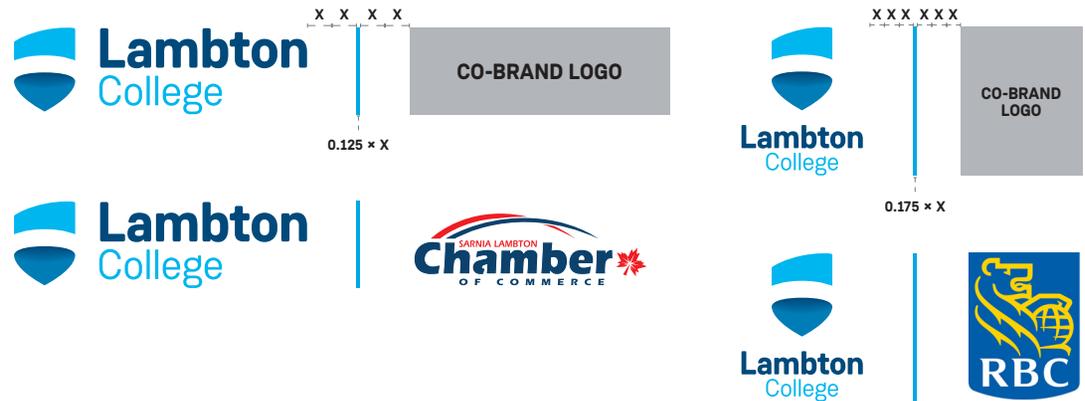
A bar with a height of 0.125 times the width of the “L” character—and a width equal to the Lambton College wordmark—should be placed below the logo at a distance equal to the width of the “L” character. The co-brand should then be placed the same distance below the bar. The Lambton College logo should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

#### Vertical Orientations:

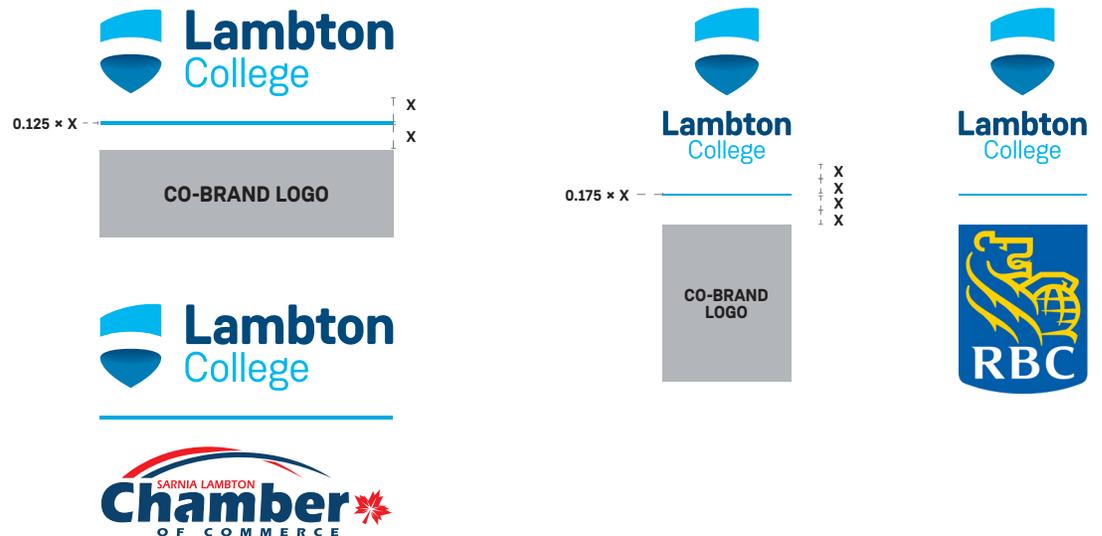
A bar with a height of 0.175 times the width of the “L” character—and a width equal to the Lambton College wordmark—should be placed below the logo at a distance equal to twice the width of the “L” character. The co-brand should then be placed the same distance below the bar. The Lambton College logo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

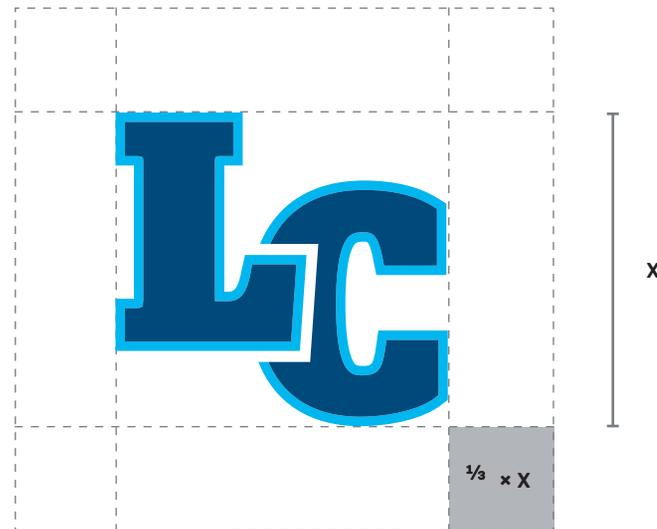
LC

# 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.



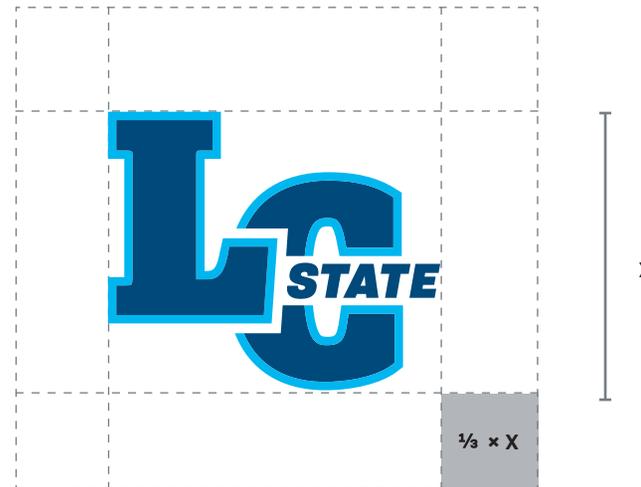
Brand Assets  
LC state

## 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:

	<b>PANTONE</b> 4625C
	<b>PANTONE</b> 726C
	<b>PANTONE</b> 7690C
	<b>WHITE</b>

FULL COLOUR



SINGLE COLOUR BLACK



FULL COLOUR REVERSE



SINGLE COLOUR WHITE

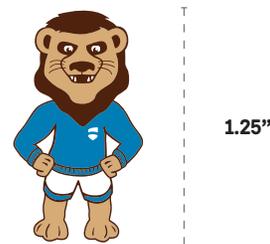
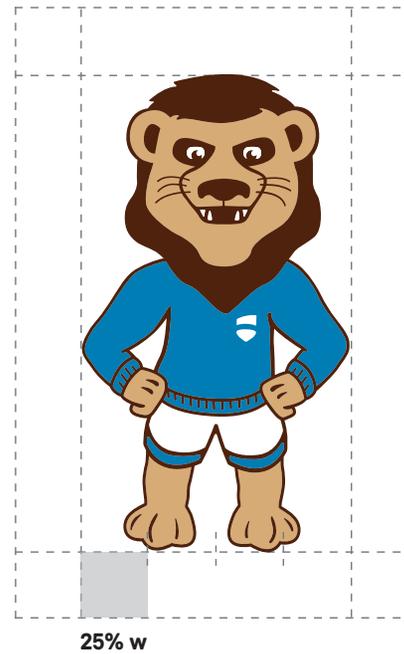


Brand Assets  
Pounce

## 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.

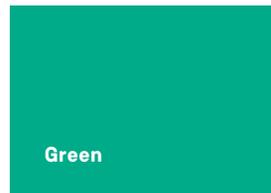
At times, there may be an opportunity to use colours outside of the Lambton College colour palette. This is acceptable for special exemptions, but is not intended for permanent long-term use. Typical opportunities might include (but not limited to) Breast Cancer Awareness Month or Black History Month.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

<b>Dark Blue</b>	<b>Pantone</b>	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>	<b>R</b>	<b>G</b>	<b>B</b>	<b>Hex</b>
	7692	100	45	0	45	0	85	135	#005587

<b>Medium Blue</b>	<b>Pantone</b>	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>	<b>R</b>	<b>G</b>	<b>B</b>	<b>Hex</b>
	7690	95	41	10	0	0	118	168	#0076A8

<b>Light Blue</b>	<b>Pantone</b>	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>	<b>R</b>	<b>G</b>	<b>B</b>	<b>Hex</b>
	2995	83	1	0	0	0	169	224	#00A9E0

<b>Green</b>	<b>Pantone</b>	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>	<b>R</b>	<b>G</b>	<b>B</b>	<b>Hex</b>
	Green	93	0	63	0	0	171	132	#00AB84

<b>Yellow</b>	<b>Pantone</b>	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>	<b>R</b>	<b>G</b>	<b>B</b>	<b>Hex</b>
	109	0	9	100	0	255	209	0	#FFD100

## 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



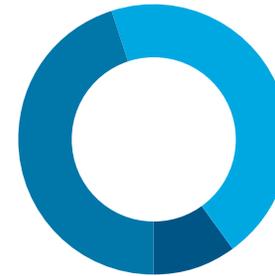
80% PRIMARY, 20% SECONDARY



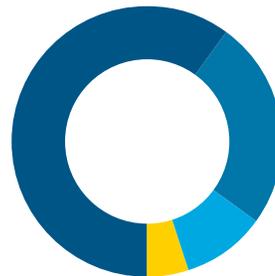
90% PRIMARY, 10% SECONDARY



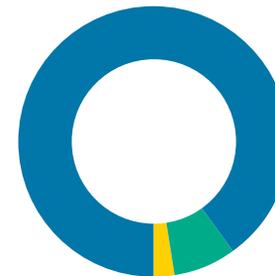
100% PRIMARY



95% PRIMARY, 5% SECONDARY



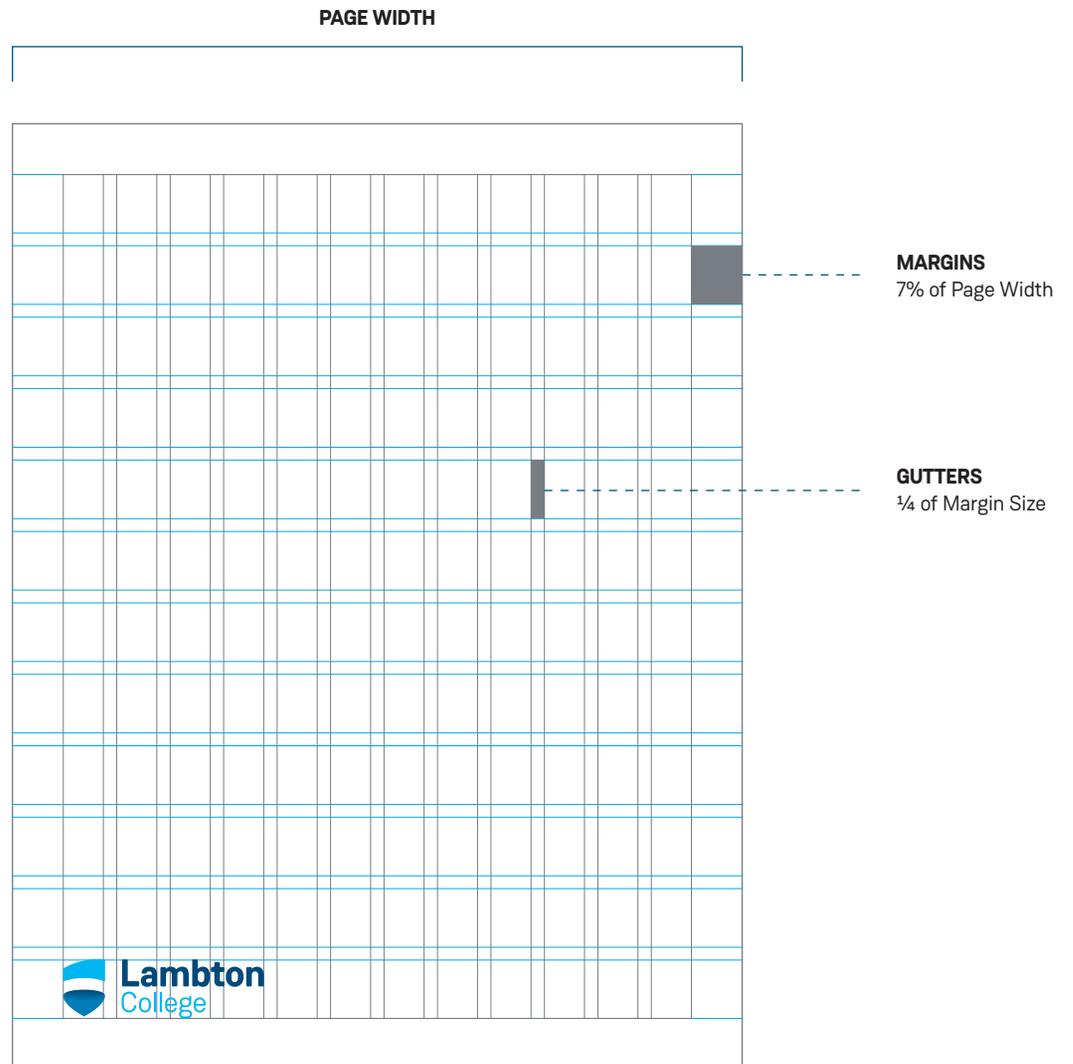
90% PRIMARY, 10% SECONDARY



# 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

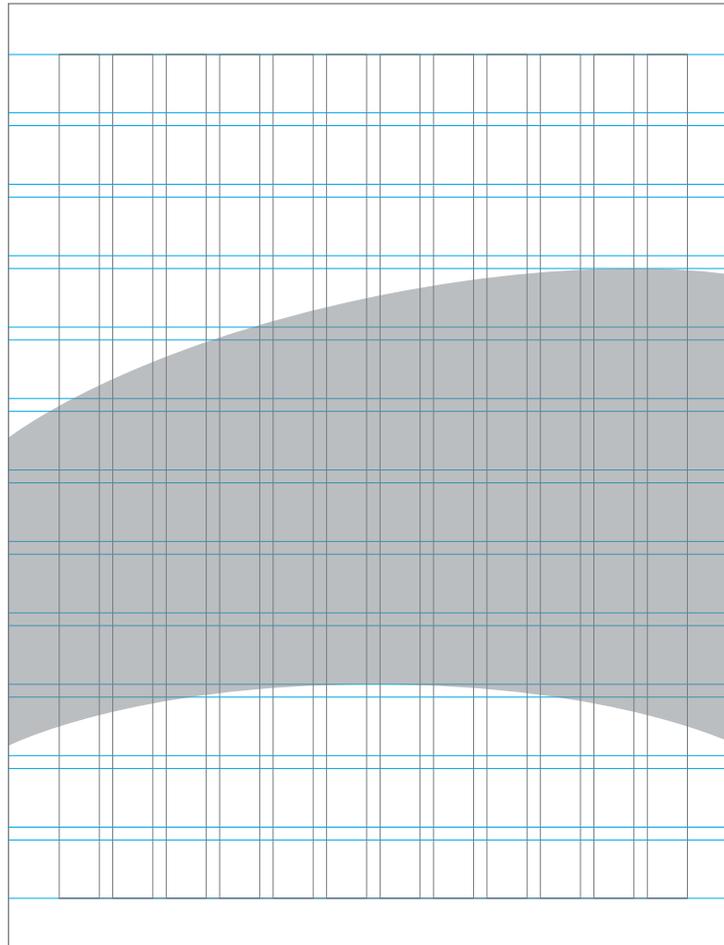
# Construction

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.

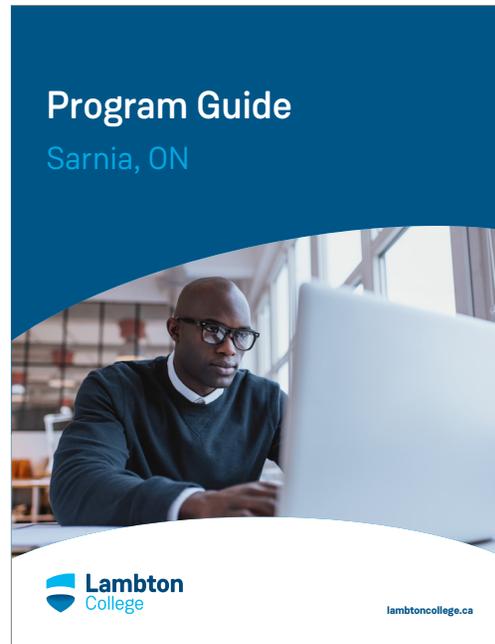
Where possible, the top point of the upper and lower arcs should align to a gridline.

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

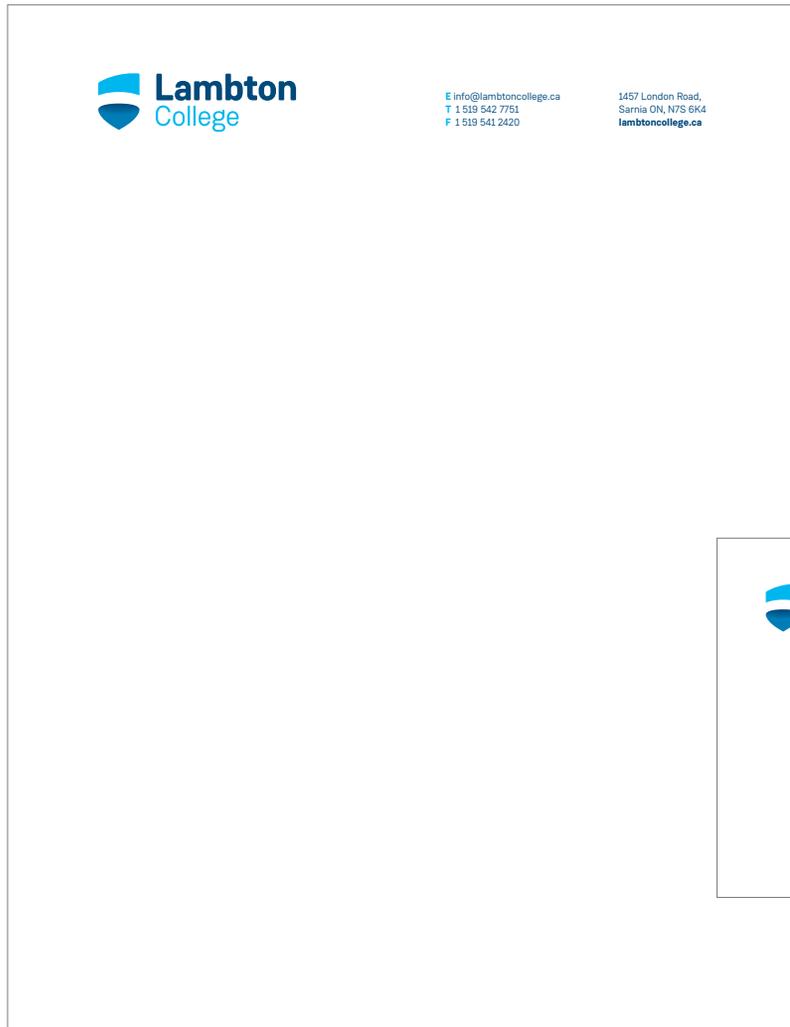


Banner Stand

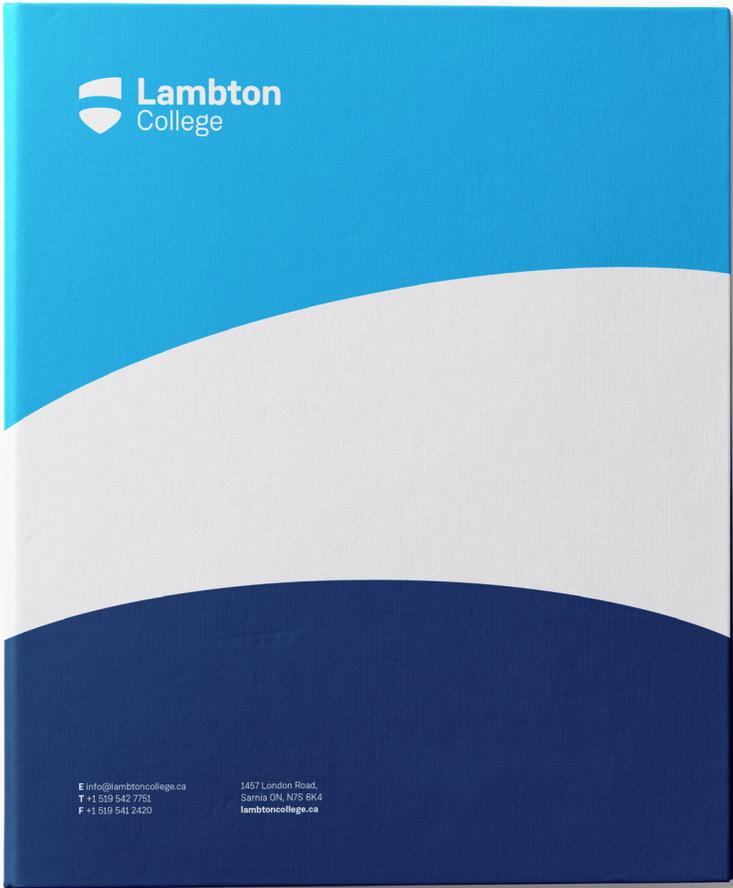
# Example Applications

# Corporate Identity Package

## Letterhead, Business Card, Envelope

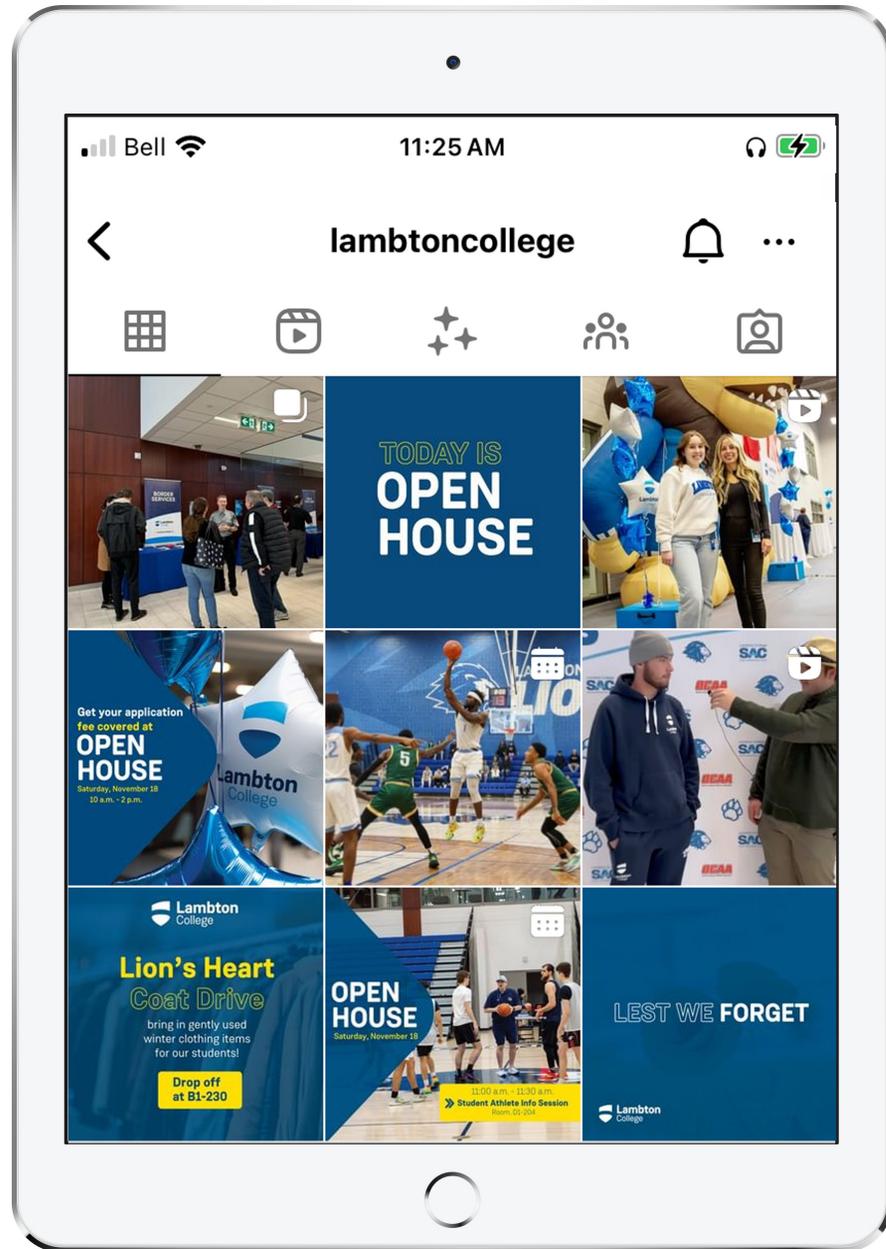


Example Applications  
Binder, Notebook, Pens



# Example Applications

## Social Media Avatars



# Contact

Contact:

E: [ourbrand@lambtoncollege.ca](mailto:ourbrand@lambtoncollege.ca)



[lambtoncollege.ca](http://lambtoncollege.ca)