



Identity Guidelines

This guide will provide you with the basic knowledge of the guidelines for using the

Fort Lewis College identity. Understanding the contents of this guide is crucial for

anyone working with the identity. Please take the time to familiarize yourself with

the proper and fundamental use of the signature and supportive identity standards.

July, 2001



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Introduction

At the core of the Fort Lewis College brand is the identity system. And the cornerstone of the identity is the Fort Lewis College signature, our logo. This guide will help you to implement the signature correctly and ensure that Fort Lewis College realizes the greatest value from our brand.

The signature is the single strongest visual element in our identity system; therefore, it must be applied consistently and correctly in every application to effectively build awareness in our markets. Using our signature correctly also reinforces the legal protection of our Service Mark. By following the signature use guidelines and applying the basic color and typographic principles described in this booklet, every application of the Fort Lewis College signature and supportive design elements will convey the optimum Fort Lewis College image in a clear and recognizable manner. The information contained in this guide should be shared with all Fort Lewis College employees, outside vendors and suppliers in all areas who are responsible for using the Fort Lewis College signature in communication materials.

About Our Signature

The Fort Lewis College brand is alive and well. It lives in the minds of all our audiences: our students, faculty and staff, alumni, parents, the community, and the broad public. Our signature and its supporting identity system are important tools we use to help shape the perceptions of our brand.

Our signature is designed to be memorable and distinctive, but more importantly its design embodies the qualities and character that make Fort Lewis College unique. Leadership, academic excellence, individual achievement, inspired location and a cultural heritage are embodied within the signature design.

Leadership and Excellence – core strengths of Fort Lewis College are projected through the regal blue field, which showcases the name. The rendering of the name in classic, chiseled letterforms say "strength, dignity and excellence". Even the shape of the field suggests a banner – a blue ribbon awarded to the highest level of achievement.

Individual Achievement – the bright yellow diamond represents the individual at Fort Lewis College realizing their full potential. They have ascended the mountain peaks and have conquered the summit. The blue bars that trail the yellow diamond within the signature track their progress and mark their achievement. The signature will signal to potential students that they can become all they can be by experiencing Fort Lewis College. The yellow diamond says "you are the star".

Inspired Environment – the thought provoking mountains surrounding Fort Lewis College are depicted within the signature. The regal blue banner nests with the bright blue bars to form the abstracted mountains. They speak to the special environment that inspires learning and achievement. And the asymmetrical slant of the bright blue mountains gives the signature a dynamic, upward motion – symbolic of the student's upward challenge to the pinnacle. Reaching the sky without boundary or limit resonates with the essence of the Fort Lewis College experience.

Southwestern Heritage – reveals itself in the graphic rendering of the blue banner joining the path or journey to the top of the mountain. The rugged, sharp lines and brilliant facets of color remind us of the imagery found in Native American weaves and speaks to the cultural heritage of the college and the location.

So when you see the Fort Lewis College signature, know that it is not just a random design. But rather, its roots are in the same soil that makes Fort Lewis College completely unique – *Colorado's Campus in the Sky.*



Recognized excellence and leadership – Blue ribbon



A Banner or flag that reinforces stability and excellence



Mountain top experience



Inspirational, thought provoking environment



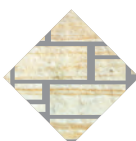
Climbing to the top



Achieving your highest goal



You are the star



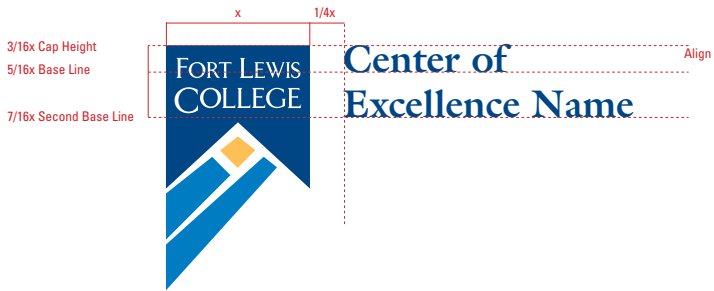
Rugged architecture and natural style



Southwestern heritage



Excellence and leadership, achievement, inspired location, southwest heritage – These are the ideas that are the bedrock for Fort Lewis College. They also are at the heart of our identity. Look closely and you will see them.



The Signature

Our signature is comprised of the custom Fort Lewis College logotype encapsulated within a blue banner. When required, the Service Mark (SM) Notice is also a signature component that appears in a locked relationship with the other elements. The Service Mark Notice should appear with the signature on all high-visibility promotional and advertising applications and is sized to be legible, but with minimal visual distraction. These elements are locked together and should never be separated. Always use the approved artwork, do not try and recreate it.

Using the Fort Lewis College name in text

When using the Fort Lewis College name in text or body copy, it should always appear in upper and lower case set in the same font being used for body copy. The Service Mark (SM) Notice appears set in superscript immediately following the first mention of our communicative name in text on each viewable surface or with the first mention in a document. The initials FLC should never be used on promotional communications materials, but may be used for administrative purposes.

Example:

The first mention of Fort Lewis CollegeSM in text, on each viewable surface, is always immediately followed by the Service Mark notice as shown here.

Do not use the initials FLC in promotional communications.

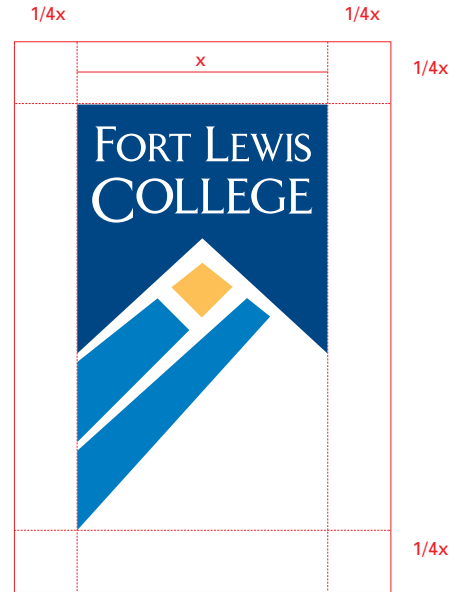
Centers of Excellence

For promotional purposes only, departments that fit the requirements for being a center of excellence, may use the Fort Lewis College signature locked together with the center of excellence name. Use the guidelines to the left to construct the signature. The clear area, staging, sizing, and color should all be treated the same as the Fort Lewis College signature.

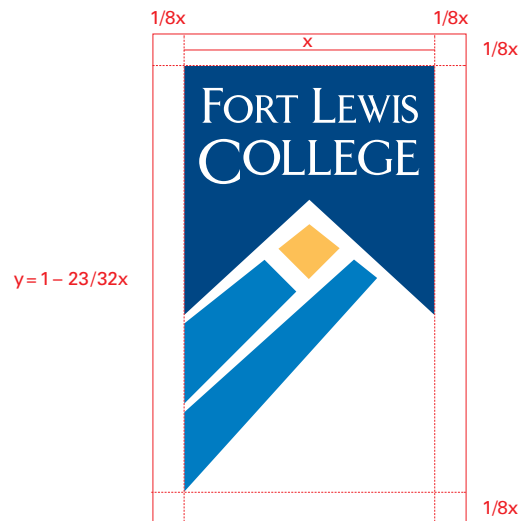
Clear Area

When applying the signature, it is important to leave a measured amount of clear space around the signature to maintain optimum legibility and aid in legal protection. For **print applications** always maintain at least a minimum of $1/4x$ of breathing room around the signature. For **signage applications** always maintain at least a minimum of $1/8x$ of breathing room around the signature. Keep this area clear of other elements such as text, rule lines, page edges, etc. More space is always preferred. The clear area is proportional, relative to the size of the signature, and is measured by the horizontal width of the signature, as shown to the right.

Print Applications



Signage Applications



Signature Staging

An organized layout adds greatly to the image Fort Lewis College projects to its audiences. This sense of organization can be enhanced when the signature is consistently positioned relative to other imagery including headlines, text, tag lines, photography, illustrations and other graphic components. Using any of the alignment options shown here will provide sufficient flexibility to create an organized layout in a variety of scenarios. Option A is the preferred vertical alignment. Option B is the preferred horizontal alignment.

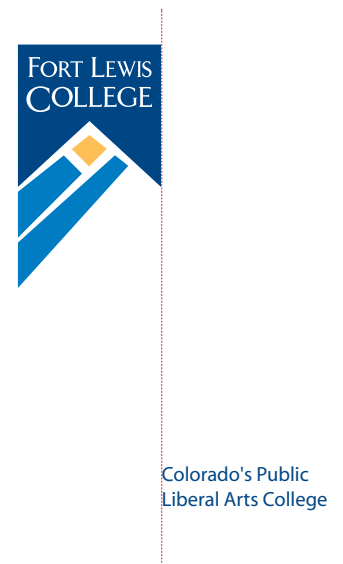
A Imagery or typography may align vertically flush with the left edge of the signature.

C Imagery or typography may align vertically flush with the right edge of the signature.

B Imagery or typography may align horizontally flush with the top of the signature. (**Preferred**)

D Imagery or typography may align vertically flush left or appear centered and justified between the left and right edge of the signature.

Examples:



Signature Sizing

For visual consistency among high-visibility print applications, the signature sizes shown here are specified as standard sizes for their respective applications. The signature size is determined by measuring the horizontal width of the signature. Other sizes may be used for other applications. Sizes, less than 3/8" signature width, should be typeset in upper and lower case in one of the approved typefaces.



Preferred Size
Publication, Collateral

*** Note:**

When measuring the reverse signature format, measure the width the same as when measuring the positive signature. Do not measure the white outline around the signature.



Preferred Size
Stationery



Minimum Size

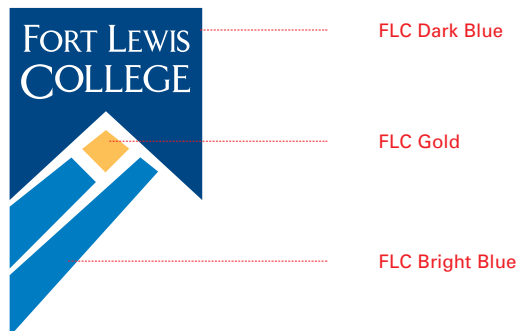
Fort Lewis College

Less than 3/8"

Signature Color

Shown here are specifications for reproducing the Fort Lewis College colors. These colors should appear the same regardless of whether they are created for ink, vinyl, film, paint, fabric or thread, video monitor screen, etc.

Please note the PANTONE* colors specified for FLC Gold coated and uncoated use are different. Use current edition of PANTONE color matching guides. The colors printed here are representative only and not true to the specifications.



FLC Dark Blue



FLC Bright Blue



FLC Gold



| PANTONE | 4-Color Process | RGB | Websafe |
|--------------------------------|--|---------------------------------|---------|
| PANTONE 288C PANTONE 288U | Cyan 100% Magenta 67% Yellow 0% Black 23% | Red 0 Green 41 Blue 103 | 000066 |
| PANTONE 285C PANTONE 285U | Cyan 89% Magenta 43% Yellow 0% Black 0% | Red 0 Green 97 Blue 167 | 0066CC |
| PANTONE 1235C PANTONE 1225U | Cyan 0% Magenta 29% Yellow 91% Black 0% | Red 255 Green 185 Blue 63 | FFCC33 |

* PANTONE is a registered trademark of Pantone, Inc. PANTONE is Pantone, Inc's. check-standard trademark for color reproduction and color reproduction materials. The colors throughout this document may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate hue and density match.

Signature Color Options

Consistent signature appearance is important in maintaining the strength of our identity.

The signature color must be applied, as demonstrated here. The background to which the signature is applied must have an acceptable range of contrast, void of any distracting or competing visual activity. The examples here demonstrate the accepted positive and reverse color options. Always use approved artwork. Use the preferred three-color positive, and three-color reverse signatures whenever possible. No other colors may be used for the Fort Lewis College signature.

* Note:

Reverse signatures always feature a white line surrounding the imagery.

Three-Color Positive Signature (Preferred)



FLC Dark Blue
FLC Bright Blue
FLC Gold

Three-Color Reverse Signature (Preferred)



FLC Dark Blue
FLC Bright Blue
FLC Gold

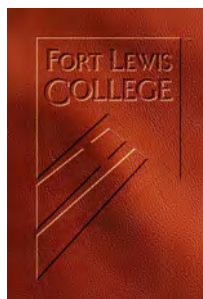
One-Color Positive Signature (Special Applications)



Metallic
Bronze
Gold
Silver



Tone on Tone
Etched Glass
Embroidery



Embossed
Leather
Paper

Two-Color Positive Signature
(Optional)



FLC Dark Blue
FLC Dark Blue @ 50%
FLC Gold

One-Color Positive Signature
(Preferred One-Color)



FLC Dark Blue

One-Color Positive Signature
(Optional)



Black

Two-Color Reverse Signature
(Optional)



FLC Dark Blue
FLC Dark Blue @ 50%
FLC Gold

One-Color Reverse Signature
(Preferred One-Color)



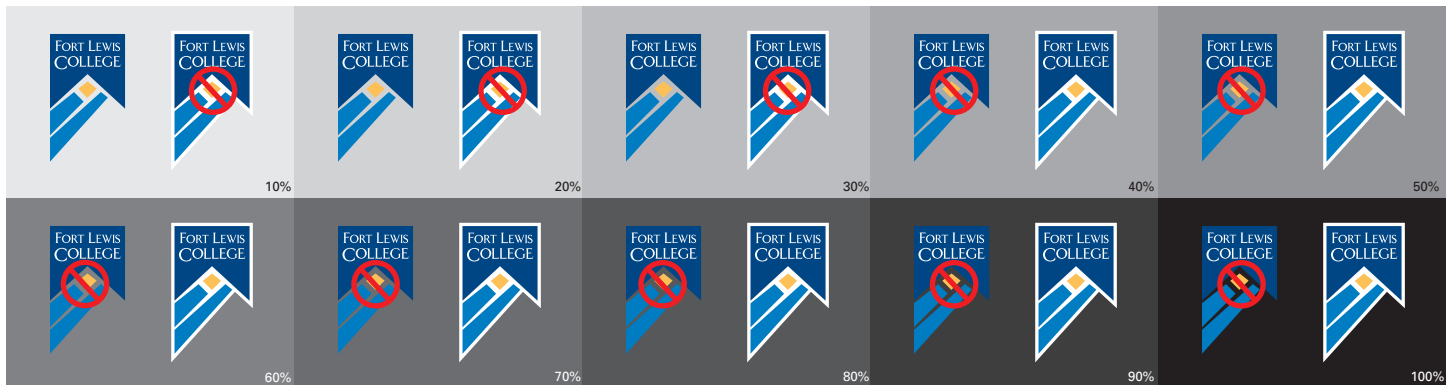
FLC Dark Blue

One-Color Reverse Signature
(Optional)



Black

Value Chart

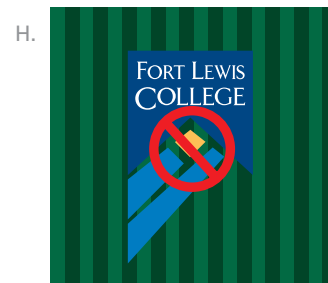
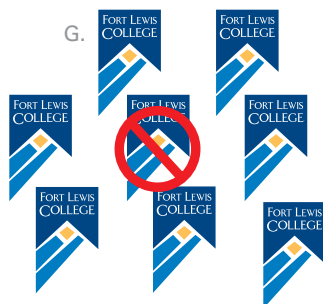
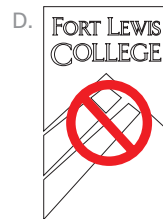
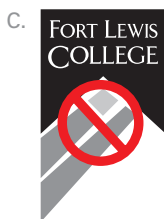


This diagram demonstrates how the visibility of the signature is affected by the background color value.

Signature Misuse

It is very important that the signature be presented accurately and consistently every time it is used. Please avoid these common violations. This is by no means an exhaustive list.

- A. **Do not** use a scan of the signature or allow poor quality reproduction.
- B. **Do not** transpose the approved color scheme.
- C. **Do not** create unapproved screen tint variations of the signature.
- D. **Do not** outline the signature.
- E. **Do not** allow the signature to appear in unapproved colors or textures.
- F. **Do not** violate the signature clear area with text, graphic elements, **page edges**, imagery, etc.
- G. **Do not** create patterns with the signature.
- H. **Do not** display the signature on a background that provides inadequate contrast or is overly busy.
- I. **Do not** alter or typeset the logotype.
- J. **Do not** allow the signature to become distorted due to improper scaling.





K. **Do not** alter the reverse format signature.

L. **Do not** rearrange the signature components.

M. **Do not** add graphic effects to the signature.

N. **Do not** alter the vertical scale of the signature.

O. **Do not** alter or stretch parts of the signature.

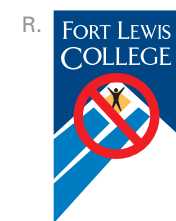
P. **Do not** add other graphic elements to the signature.

Q. **Do not** alter the logotype or replace the logotype with initials or department names.

R. **Do not** add other graphic elements or try to build upon the story of the signature.

S. **Do not** flip the signature horizontally.

T. **Do not** allow pieces of the signature to be re-scaled or altered.



Design System Elements

A design system is more than just the consistent placement of the logo. A design system is a series of standardized elements working together to create a family look. The consistent use of these elements, together with the signature, create the total design system. Fort Lewis College has four key elements that make our design system; the signature, imagery, type, and color.

The consistent use of these elements is crucial to overall cohesive look that Fort Lewis College will portray.



Shapes and Lines

Shapes and lines are part of the Fort Lewis College design system. They are imagery that when used consistently, will build a family look.

Squares, rectangles, and diamond shapes can be used consistently within the set grid structure. The repetitive use of these images along with system colors and support colors will create a family look.



Typography

The typefaces listed here are approved for use as support typography for advertising, marketing, publications, signage, etc. They have been chosen for their compatibility with the Fort Lewis College signature. All weights, (regular, bold) and versions (condensed, expanded, italic) may be used.

The consistent use of these recommended fonts will help establish typography as a recognizable Fort Lewis College brand identity element while reinforcing a unified family appearance among communication materials. In situations where the recommended fonts may not be available, Arial and Times Roman may be used as substitutes.

On stationery and office forms, Galliard is the primary font. Futura should be used for headlines and titles, on print pieces such as brochures, while Univers and Galliard should be used for body copy. Futura should also be used as the primary font for signage. Century Schoolbook can be used for signage applications where it is already the set standard.



San Serif

Futura Light

Futura Light Oblique

Futura Book

Futura Book Oblique

Futura Medium

Futura Medium Oblique

Futura Demi

Futura Demi Oblique

Futura Extra Bold Oblique

Futura Bold Oblique

Futura Extra Bold

Futura Extra Bold Oblique

Futura Condensed Light

Futura Condensed Light Oblique

Futura Condensed

Futura Condensed Oblique

Futura Condensed Bold

Futura Condensed Bold Oblique

Futura Condensed Extra Bold

Futura Condensed Extra Bold Oblique

San Serif

Univers Light

Univers Light Oblique

Univers Regular

Univers Regular Oblique

Univers Bold

Univers Bold Oblique

Univers Black

Univers Black Oblique

Univers Extra Black

Univers Extra Black Oblique

Univers Condensed Light

Univers Condensed Light Oblique

Univers Condensed Regular

Univers Condensed Regular Oblique

Univers Condensed Bold

Univers Condensed Bold Oblique

Serif

ITC Galliard Roman

ITC Galliard Roman Italic

ITC Galliard Bold

ITC Galliard Bold Italic

ITC Galliard Black

ITC Galliard Black Italic

ITC Galliard Ultra

ITC Galliard Ultra Italic

Century Schoolbook

Century Schoolbook Italic

Century Schoolbook Bold

Century Schoolbook Bold Italic

Support Color Palette

In addition to the system colors, a series of support colors is recommended for use with, or in limited cases, in lieu of, system colors. A series of support colors have been designed for Fort Lewis College, to facilitate the consistent use of color in Fort Lewis College related materials. The repetitious use of the support color palette will promote recognition of secondary colors as a brand identity element.

These colors are selected from the Pantone Matching System. Consult current editions of Pantone color publications for true color match and for conversions to CMYK, RGB and web safe colors.

The support color palette has been divided into two groups. A neutral palette and a more promotional palette.

Promotional Colors



PMS 1535
Web 8C4400



PMS 512
Web 84216B



PMS 188
Web 7C2128



PMS 647
Web 336699



PMS 4695
Web 51261C



PMS 448
Web 003300



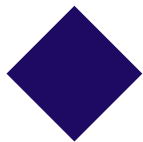
PMS 357
Web 215B33



PMS 518
Web 333366



PMS 3165
Web 00565B



PMS 268
Web 003366

Neutral Colors



PMS 726
Web CCCC99



PMS 458
Web DDCC6B



PMS 467
Web CCCC99



PMS 617
Web CCC47C



PMS 5425
Web 6699CC



PMS 5555
Web 779182



PMS Cool Gray
Family



PMS 5483
Web 609191



PMS Warm
Gray Family



PMS 645
Web 3399CC

Fort Lewis College System Colors



PMS 288
Web 000066



PMS 285
Web 0066CC



PMS 1235
Web FFCC33

Patterns

Two separate patterns have been created for the Fort Lewis College design system. These patterns can be used as safety patterns for checks, forms or envelope interiors. They may also be used as background texture in printed materials such as brochures, or in promotional items like shirts or athletic jerseys.



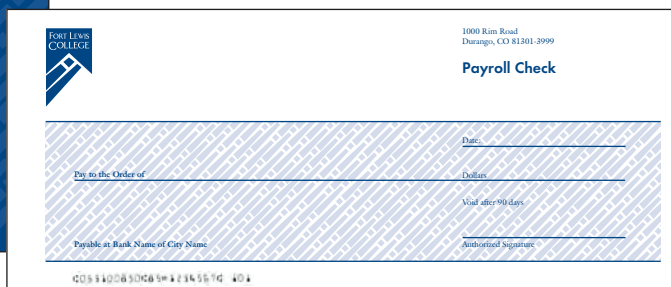
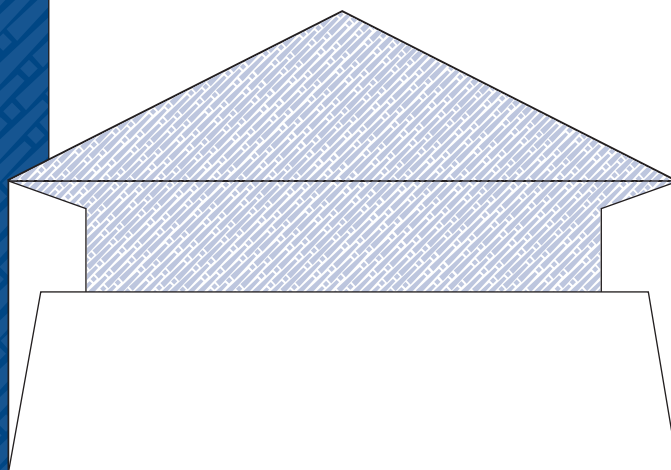
This pattern was derived from the Fort Lewis College signature, and also reflects the College's southwestern heritage.

FORT LEWIS COLLEGE Durango, Colorado

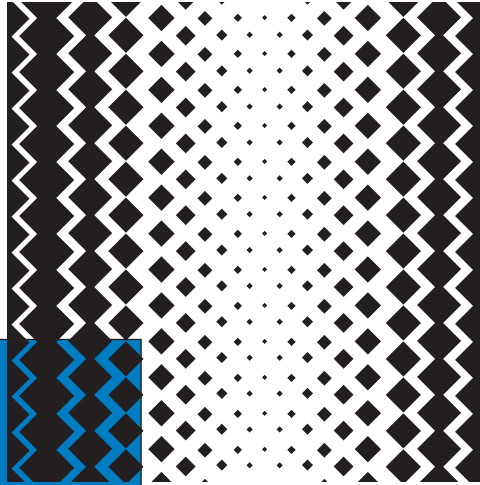
Presidents Report

FORT LEWIS COLLEGE Durango, Colorado

Athletics
Campus & Recreation
Intramurals



Patterns



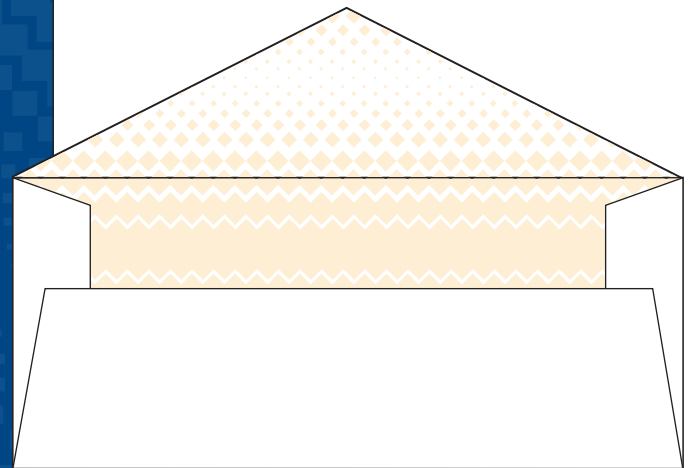
This pattern was derived from the Fort Lewis College signature, and also reflects the College's southwestern heritage.

FORT LEWIS COLLEGE Durango, Colorado

Presidents Report

FORT LEWIS COLLEGE Durango, Colorado

Athletics
Campus & Recreation
Intramurals



FORT LEWIS COLLEGE 1690 Rim Road
Durango, CO 81301-3999

Payroll Check

Date: _____

Pay to the Order of _____ Dollars _____

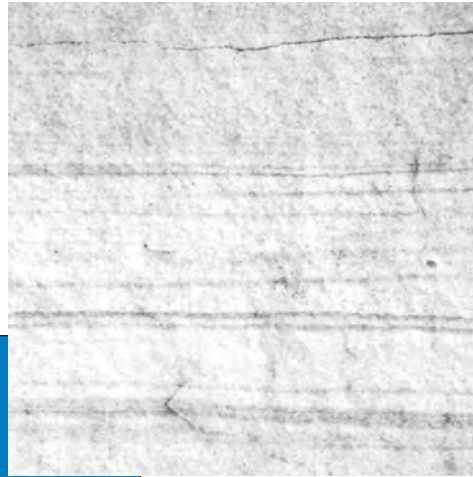
Void after 90 days

Payable at Bank Name of City Name _____ Authorized Signature _____


⑆053400830065⑆42145678 40⑆

Texture

In addition to patterns, a Fort Lewis College texture has been created. This texture mimics the stone that surrounds the campus and can be used as a background texture in print materials.



This texture was derived from the architecture that surrounds the Fort Lewis College campus. It should be used on College materials where appropriate.

 Durango, Colorado


.....


Presidents Report

 Durango, Colorado

Athletics
Campus & Recreation
Intramurals

.....

 Community Concert Hall



2001 Schedule

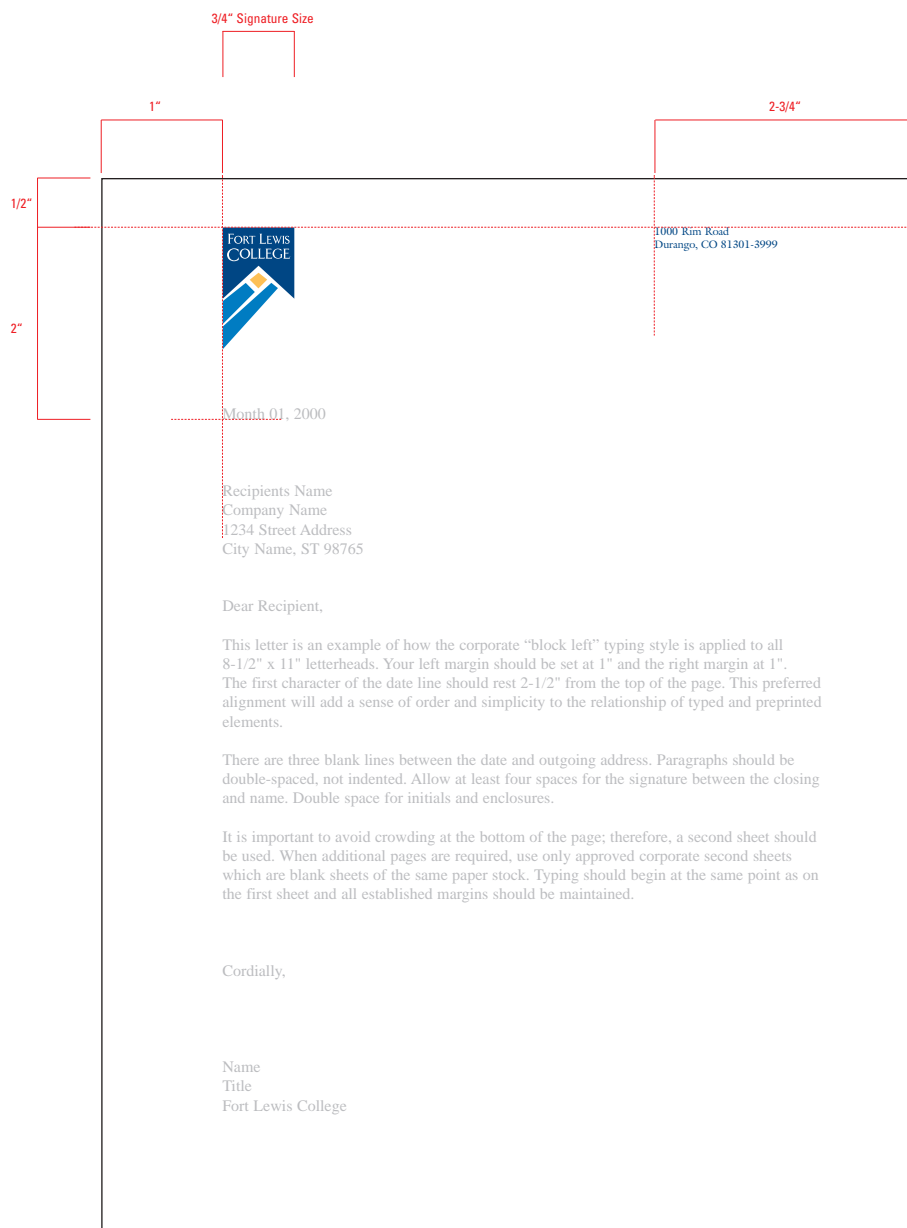
.....

General Letterhead

All general letterhead should follow the layout shown below. The position of the signature and address information is always consistent. Personalized letterhead, letterhead with department names and centers of excellence are on the following page. Second sheets should be of matching paper stock, blank or printed with signature only. Typing guidelines are given in gray, in the letter example.

Specifications

| | |
|------------------------|---|
| Size: | 8 - 1/2 inches x 11 inches |
| Color: | Signature prints FLC Dark Blue (PMS 288) and FLC Bright Blue (PMS 285) and FLC Gold (1235). Text prints FLC Dark Blue |
| Signature Size: | Signature is 3/4 of an inch in width |
| Typography: | Address information – 8/10 Galliard regular |
| Paper: | 24 lb. Text Strathmore Renewal, Bright White, Recycled. |
| Printing: | Offset Lithography |



Specialized Letterhead

All personalized, departmental or center of excellence letterhead should follow the layout shown below. The position of the signature and address / personalization information is always consistent. Second sheets should be of matching paper stock, blank or printed with signature only. Typing guidelines are given in gray, in the letter example. Note: the center of excellence name is treated like a department name in the address block. Do not use the promotional center of excellence signature.

Specifications

- Size:** 8 - 1/2 inches x 11 inches
- Color:** Signature prints FLC Dark Blue (PMS 288) and FLC Bright Blue (PMS 285) and FLC Gold (1235). Text prints FLC Dark Blue
- Signature Size:** Signature is 3/4 of an inch in width
- Typography:** Department, Center of Excellence – 10/10 Galliard bold
Address information – 8/10 Galliard regular
Employee name – 8/10 Galliard bold
Employee titles – 8/10 Galliard regular
- Paper:** 24 lb. Text Strathmore Renewal, Bright White, Recycled.
- Printing:** Offset Lithography

3/4" Signature Size

1"

2-3/4"

1/2"

2"

1-3/4"

FORT LEWIS COLLEGE

Office of the President
2500 Bench Hall
1000 Rim Road
Durango, CO 81301-3999
970.247.7100 tel

Kendal A. Blanchard
President
Professor of Anthropology

Month, 01, 2000

Recipients Name
Company Name
1234 Street Address
City Name, ST 98765

Dear Recipient,

This letter is an example of how the corporate "block left" typing style is applied to all 8-1/2" x 11" letterheads. Your left margin should be set at 1" and the right margin at 1". The first character of the date line should rest 2-1/2" from the top of the page. This preferred alignment will add a sense of order and simplicity to the relationship of typed and preprinted elements.

There are three blank lines between the date and outgoing address. Paragraphs should be double-spaced, not indented. Allow at least four spaces for the signature between the closing and name. Double space for initials and enclosures.

It is important to avoid crowding at the bottom of the page; therefore, a second sheet should be used. When additional pages are required, use only approved corporate second sheets which are blank sheets of the same paper stock. Typing should begin at the same point as on the first sheet and all established margins should be maintained.

Cordially,

Name
Title
Fort Lewis College

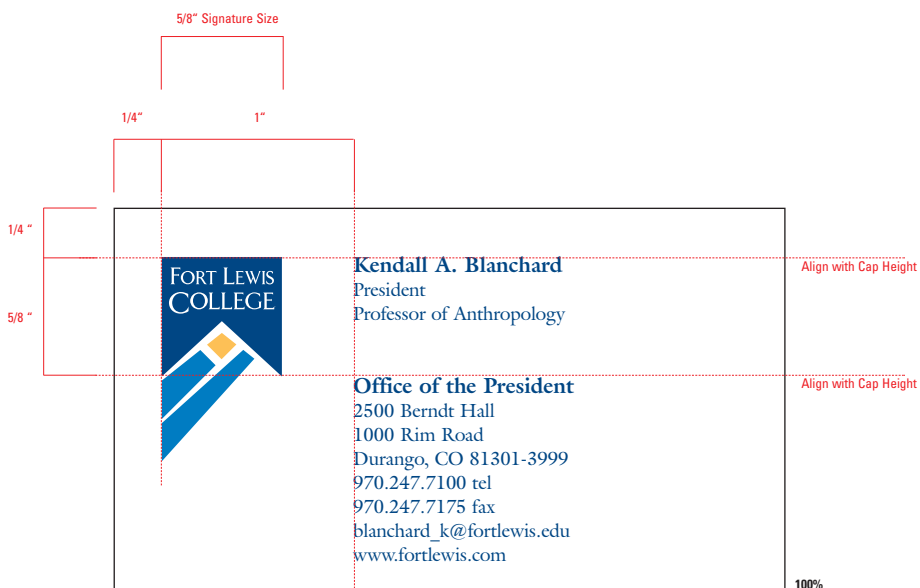
50%

Business Card

All business cards should follow the layout shown below. The position of the signature and address / personalization information is always consistent. A maximum of 4 lines is allowed for the personalization block. A maximum of 8 lines is allowed for the address block.

Specifications

- Size:** 3 - 1/2 inches x 2 inches
- Color:** Signature prints FLC Dark Blue (PMS 288) and FLC Bright Blue (PMS 285) and FLC Gold (1235). Text prints FLC Dark Blue
- Signature Size:** Signature is 5/8 of an inch in width
- Typography:** Department, Center of Excellence – 8/9 Galliard bold
Address information – 7/9 Galliard regular
Employee name – 8/9 Galliard bold
Employee titles – 7/9 Galliard regular
- Paper:** 80 lb. Cover Strathmore Renewal, Bright White, Recycled.
- Printing:** Offset Lithography



Business Card Examples




Employee Name
Primary Title
Secondary Title

Center of Southwest Studies
1000 Rim Road
Durango, CO 81301-3999
970.247.7100 home
970.247.7175 office
970.247.7175 fax
employee_n@fortlewis.edu
www.fortlewis.com

Center of Excellence

100%

The address block can accommodate a maximum of 8 lines of information




Employee Name
Primary Title
Secondary Title

Community Concert Hall
1000 Rim Road
Durango, CO 81301-3999
970.247.7117 tel
970.247.7058 fax
employee_n@fortlewis.edu
www.durangoconcerts.com

Center of Excellence

100%




Employee Name
Primary Title
Secondary Title
Tertiary Title

2201 Berndt Hall
1000 Rim Road
Durango, CO 81301-3999
970.247.7100 tel
970.247.7175 fax
employee_n@fortlewis.edu
www.fortlewis.com

Normal

100%

The personalization block can accommodate a maximum of 4 lines of information



Employee Name

Physcology Department
1000 Rim Road
Durango, CO 81301-3999
970.247.7141 tel
970.247.7623 fax
employee_n@fortlewis.edu
www.fortlewis.com

Normal

100%

When there is no personalization or job title, do not move the address block up, or the personalization block down.




Employee Name
Primary Title

Communications Department
1000 Rim Road
Durango, CO 81301-3999
970.247.7449 tel
970.247.7000 fax
employee_n@fortlewis.edu
www.fortlewis.com

Normal

100%

The logo, personalization block, and address block are in locked positions and should never be moved or aligned differently.



Employee Name
Primary Title

Extended Studies
1000 Rim Road
204 MSC
Durango, CO 81301-3999
970.247.7385 tel
970.247.77395 fax
employee_n@fortlewis.edu
www.fortlewis.com

Normal

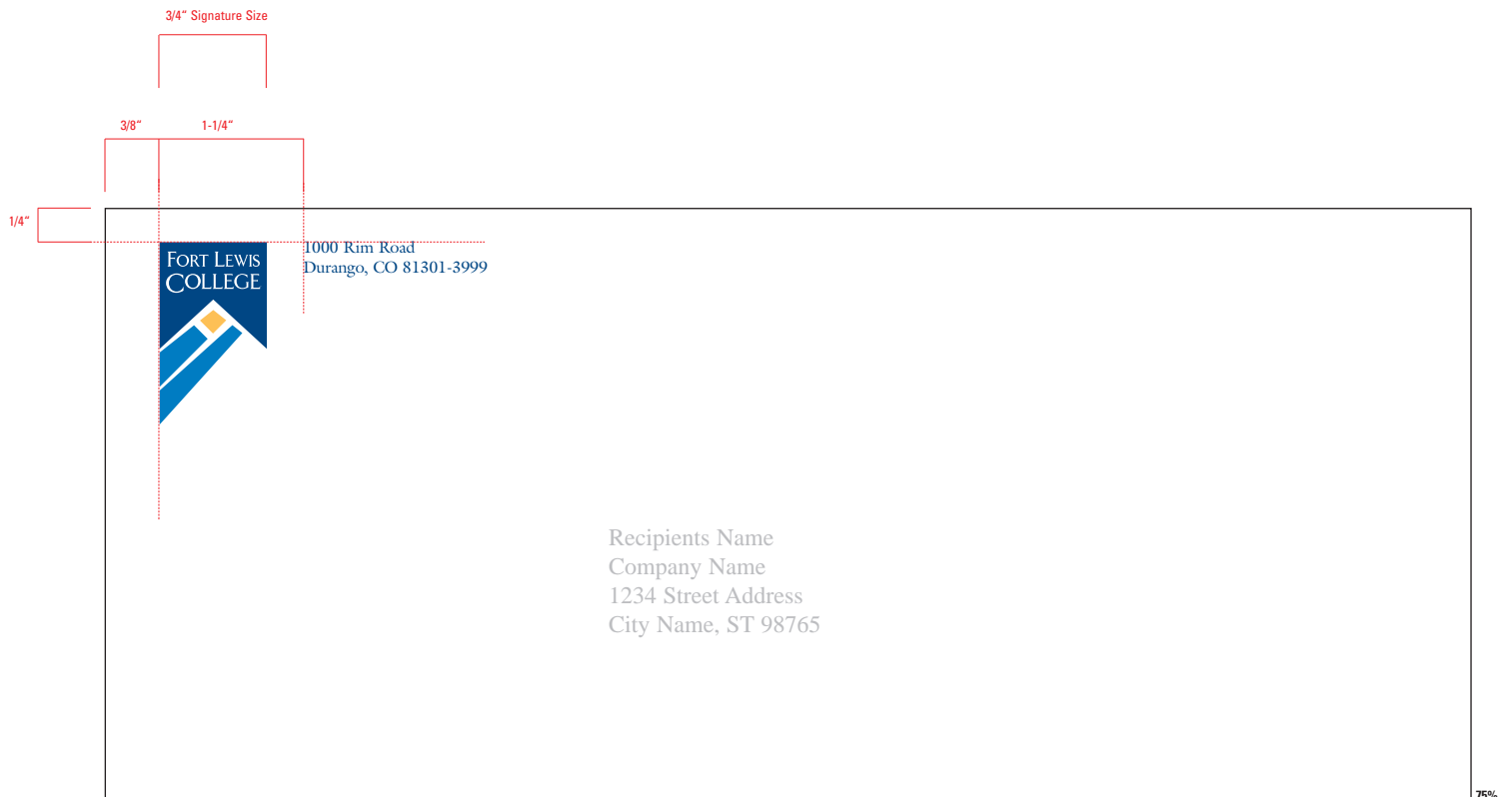
100%

#10 Envelope

All #10 envelopes should follow the layout shown below. The position of the signature and address information is always consistently placed in the upper left corner as shown. Typing guidelines are shown in gray.

Specifications

- Size:** 9 - 1/2 inches x 4 - 1/8 inches
- Color:** Signature prints FLC Dark Blue (PMS 288) and FLC Bright Blue (PMS 285) and FLC Gold (1235). Text prints FLC Dark Blue
- Signature Size:** Signature is 3/4 of an inch in width
- Typography:** Address information – 8/10 Galliard regular
- Paper:** Match letterhead
- Printing:** Offset Lithography



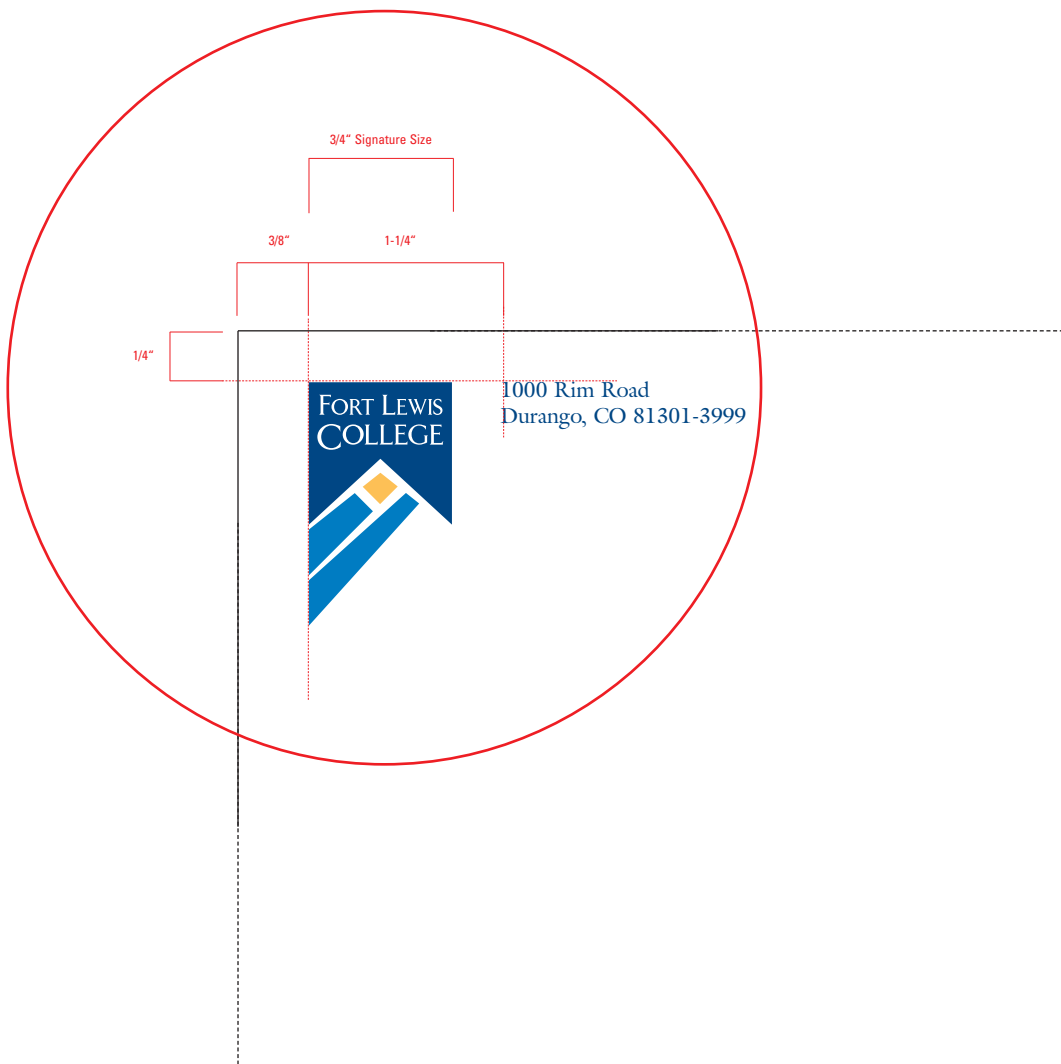
Miscellaneous Envelopes

All envelopes other than #10 envelopes should follow the layout shown below.

The position of the signature and address information is always consistently placed in the upper left corner as shown .

Specifications

| | |
|------------------------|---|
| Sizes: | Miscellaneous |
| Color: | Signature prints FLC Dark Blue (PMS 288) and FLC Bright Blue (PMS 285) and FLC Gold (1235). Text prints FLC Dark Blue |
| Signature Size: | Signature is 3/4 of an inch in width |
| Typography: | Address information – 8/10 Galliard regular |
| Paper: | Match letterhead |
| Printing: | Offset Lithography |

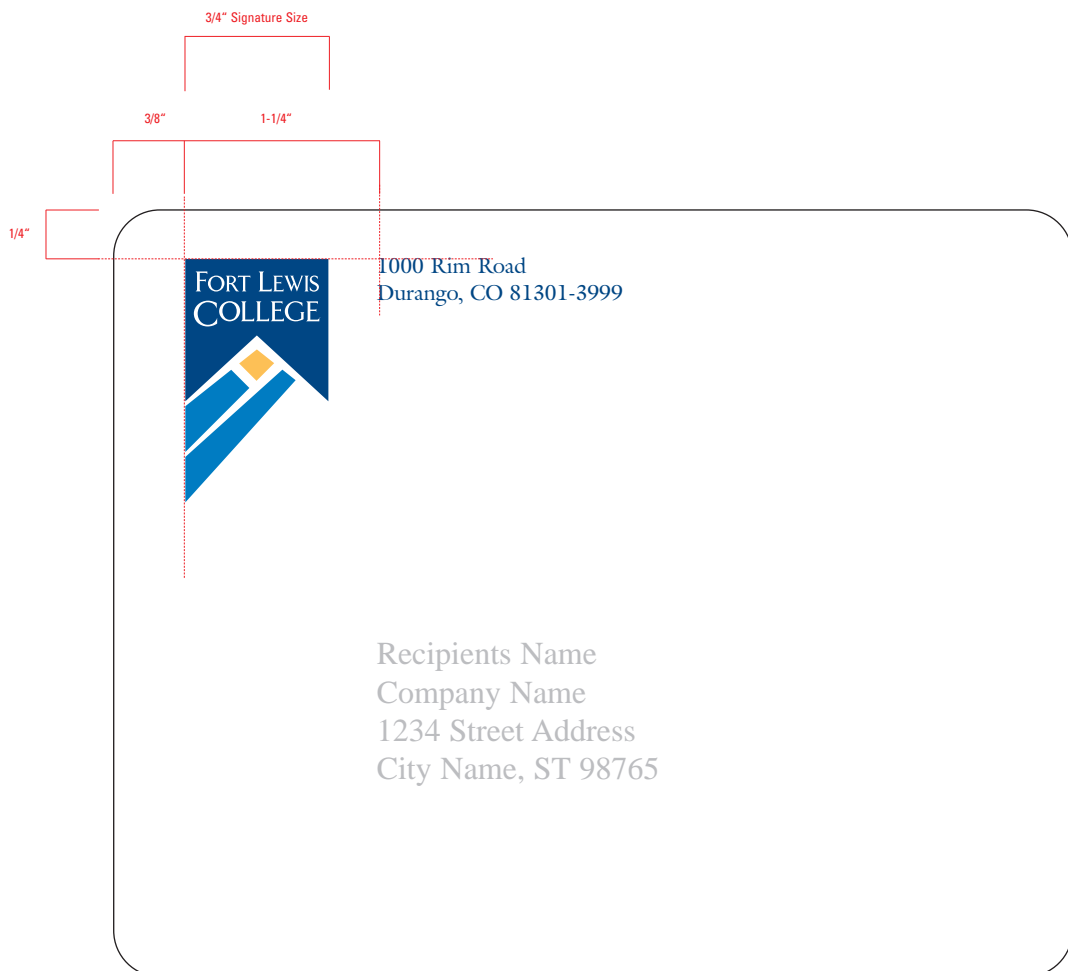


Mailing Labels

All mailing labels should follow the layout shown below. The position of the signature and address information is always consistently placed in the upper left corner as shown. Typing guidelines are shown in gray.

Specifications

- Size:** 5 inches x 4 inches
- Color:** Signature prints FLC Dark Blue (PMS 288) and FLC Bright Blue (PMS 285) and FLC Gold (1235). Text prints FLC Dark Blue
- Signature Size:** Signature is 3/4 of an inch in width
- Typography:** Address information – 8/10 Galliard regular
- Paper:** Label stock
- Printing:** Offset Lithography



Fax

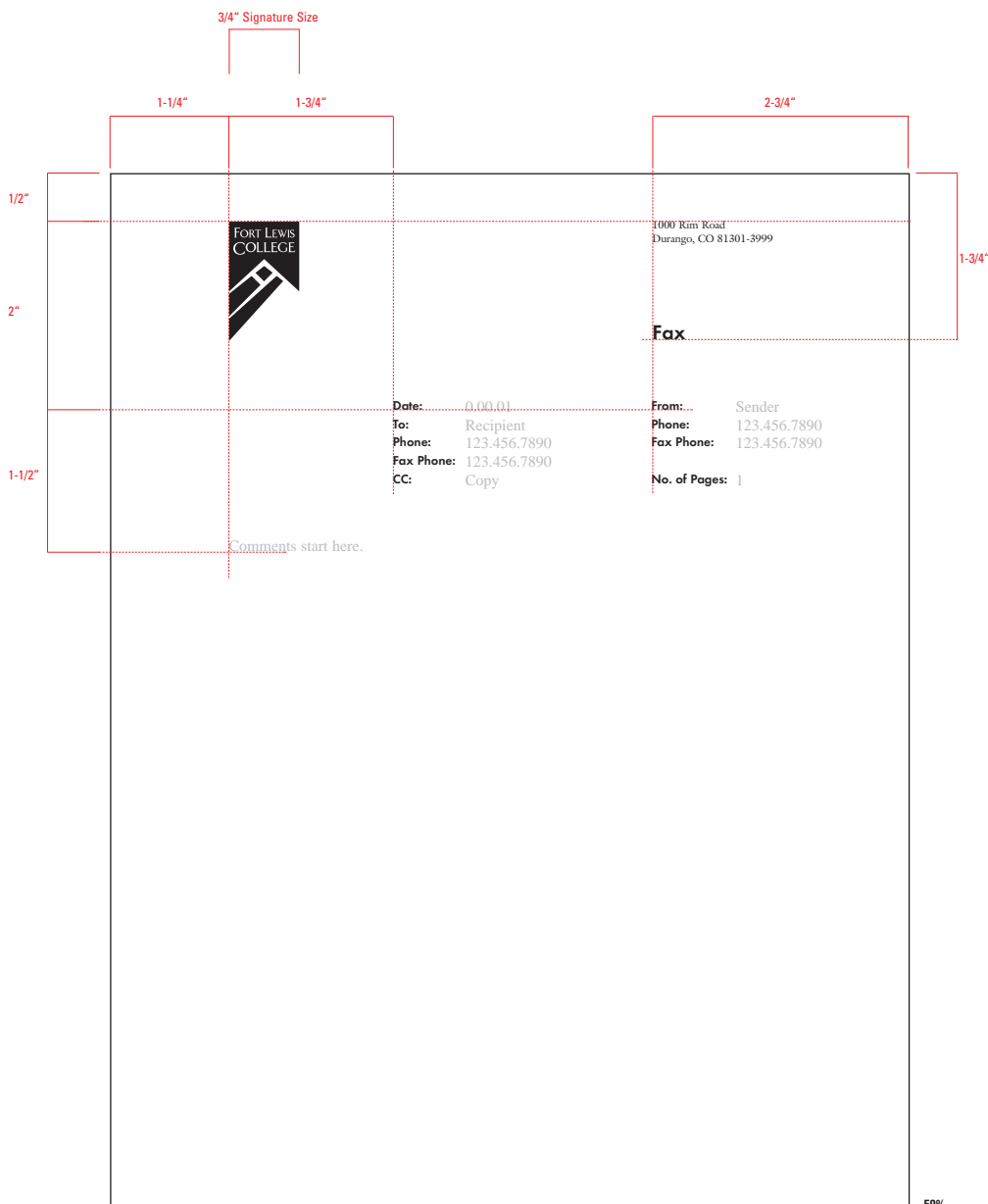
The fax cover sheet relates to the layout of the letterhead, with the addition of a title and form tables. The position of the signature and address information is always consistent.

This application may be laser printed from an electronic document or template, or pre-printed for handwritten information.

Typing guidelines are shown in gray.

Specifications

- Size:** 8 - 1/2 inches x 11 inches
- Color:** Black
- Signature Size:** Signature is 3/4 of an inch in width
- Typography:** Address information – 8/10 Galliard regular
Form title – 16/18 Futura demi
Form information – 10/14 Futura demi
- Paper:** Bright white bond paper
- Printing:** Laser Print

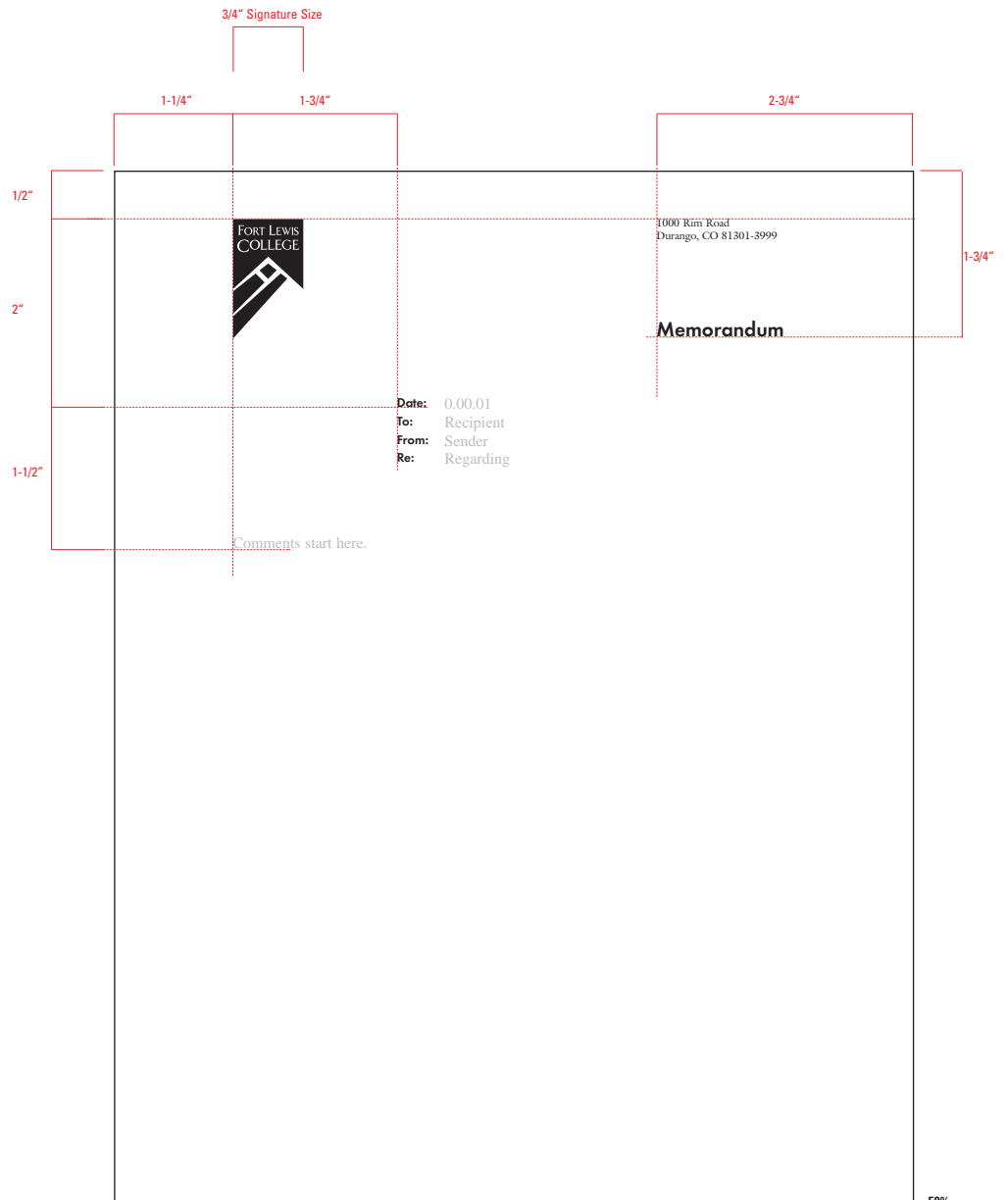


Memorandum

The memorandum sheet relates to the layout of the letterhead, with the addition of a title and form tables. The position of the signature and address information is always consistent. This application may be laser printed from an electronic document or template, or pre-printed for handwritten information. Typing guidelines are shown in gray.

Specifications

- Size:** 8 - 1/2 inches x 11 inches
- Color:** Black
- Signature Size:** Signature is 3/4 of an inch in width
- Typography:** Address information – 8/10 Galliard regular
Form title – 16/18 Futura demi
Form information – 10/14 Futura demi
- Paper:** Bright white bond paper
- Printing:** Laser Print

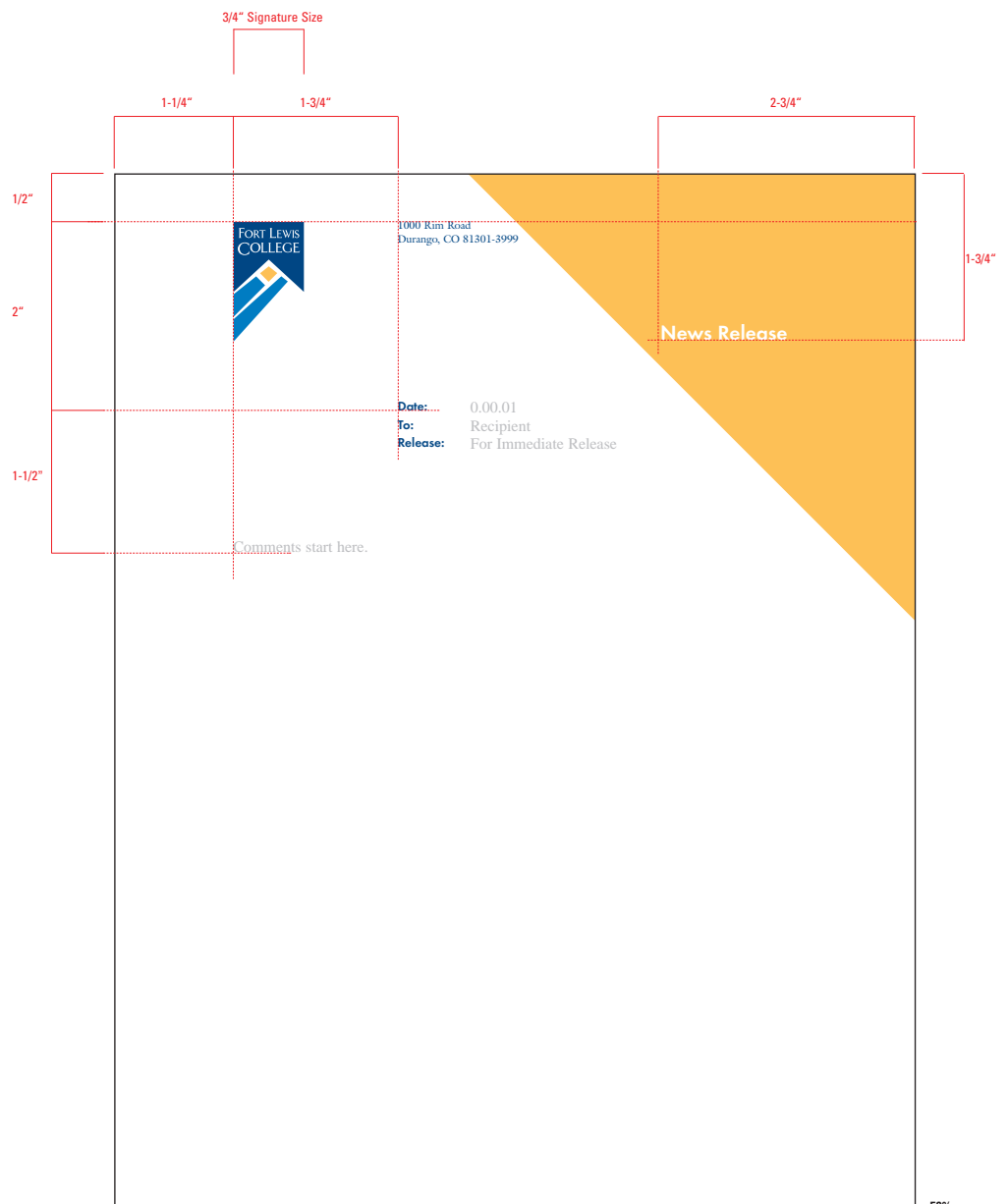


News Release

The News Release sheet relates to the layout of the letterhead, with the addition of a title and form tables. The position of the signature and address information is always consistent. This application may be laser printed from an electronic document or template on pre-printed letterhead stock. Typing guidelines are shown in gray. Notice the use of the design element in the upper right corner, described on page 14.

Specifications

- Size:** 8 - 1/2 inches x 11 inches
- Color:** Signature prints FLC Dark Blue (PMS 288) and FLC Bright Blue (PMS 285) and FLC Gold (1235). Text prints FLC Dark Blue
- Signature Size:** Signature is 3/4 of an inch in width
- Typography:** Address information – 8/10 Galliard regular
Form title – 16/18 Futura demi
Form information – 10/14 Futura demi
- Paper:** 24 lb. Text Strathmore Renewal, Bright White, Recycled.
- Printing:** Offset Lithography

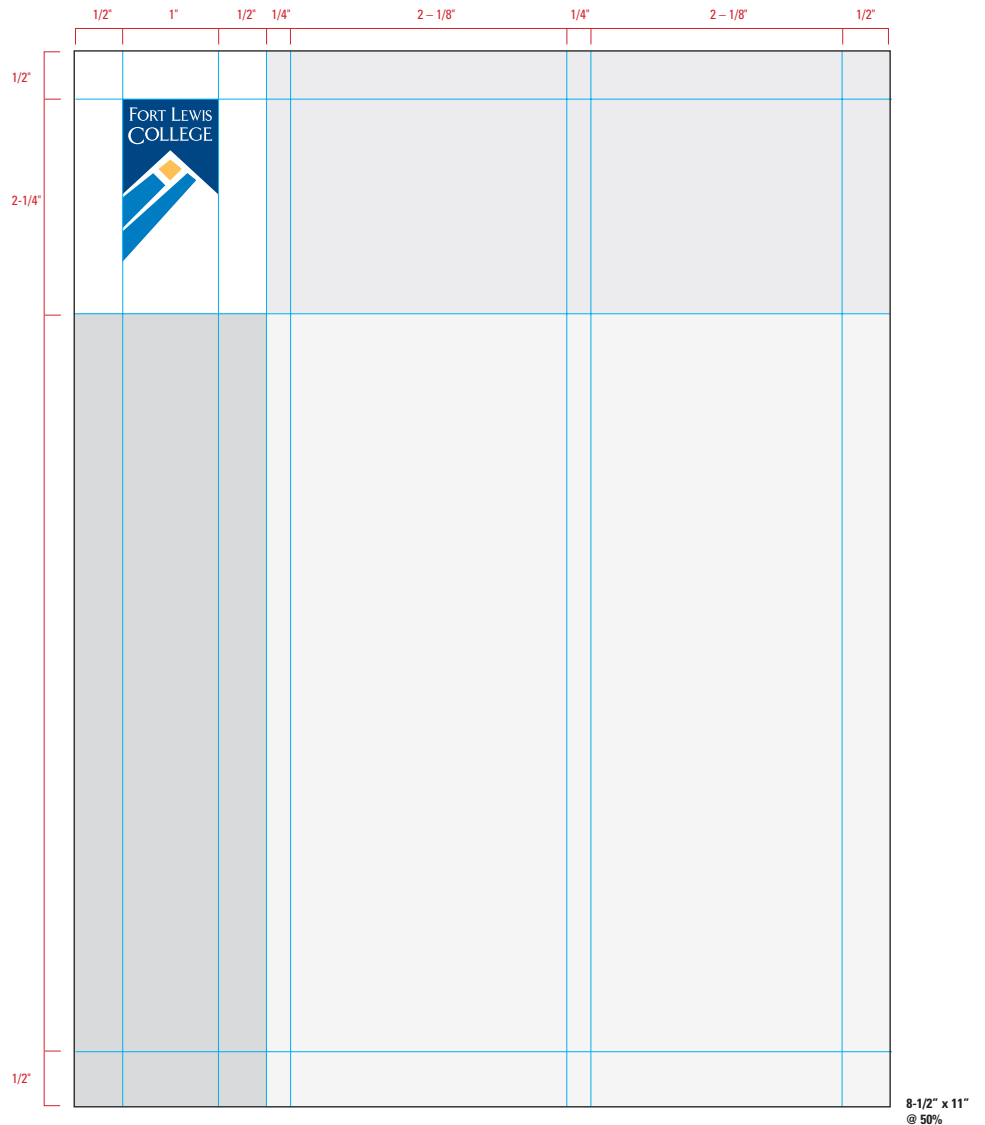
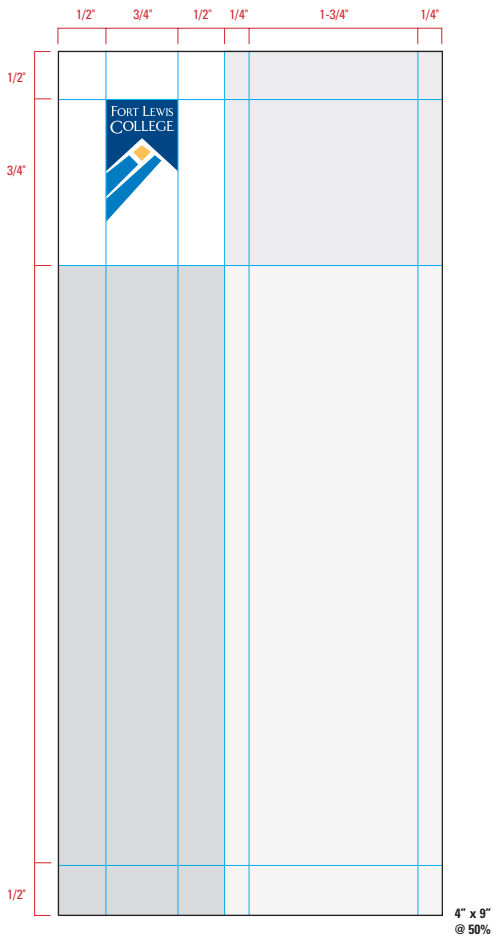


Standard Brochure Grids

The grids shown below, provide the necessary structure needed to guarantee visual consistency for placement of the signature and primary elements such as subgraphics and typography.

The consistent placement of the signature in the upper left hand corner is important to the cohesive image that Fort Lewis College will project. On the 4" x 9" brochure, the signature is 3/4" in size. On the 8-1/2" x 11" brochure, the signature is 1" in size. These sizes should be used consistently throughout the Fort Lewis College brochure system.

The brochure examples will show how type and subgraphics work within the flexible grid system.

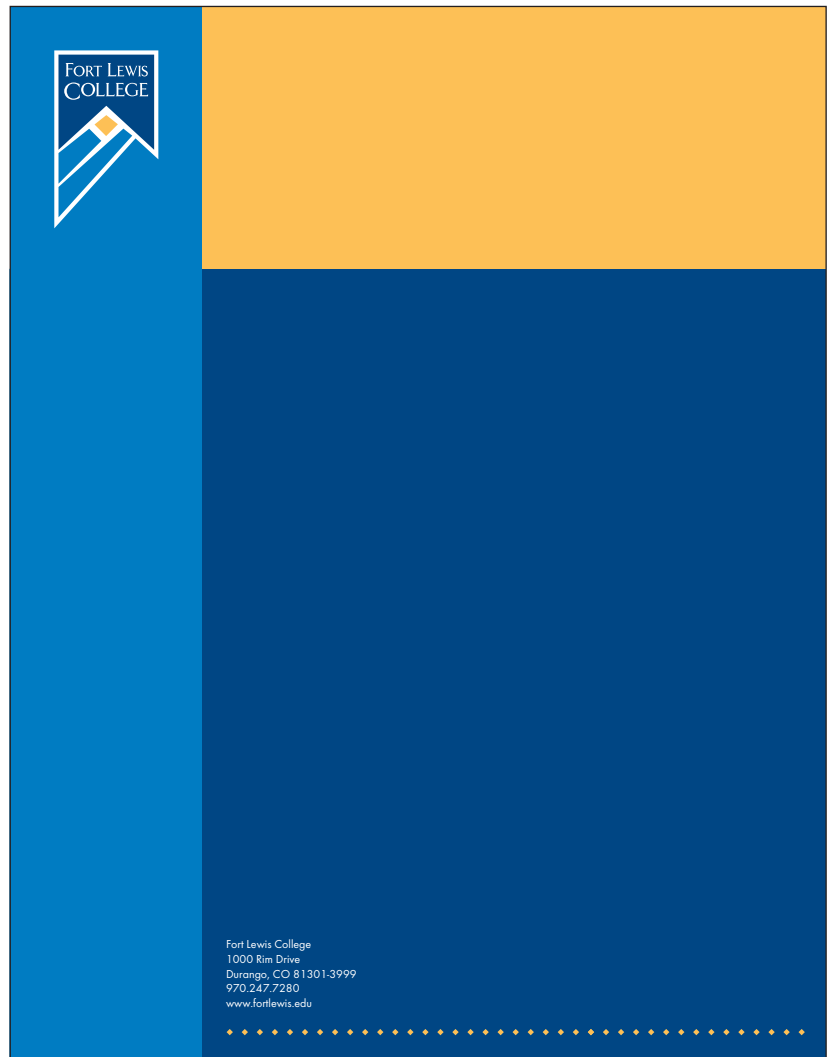


Standard Brochure Back Cover

Conforming to the established grid system,
a standard back cover, or closing has
been developed. This will allow consistent
signature and address information placement.



4" x 9"
@ 50%



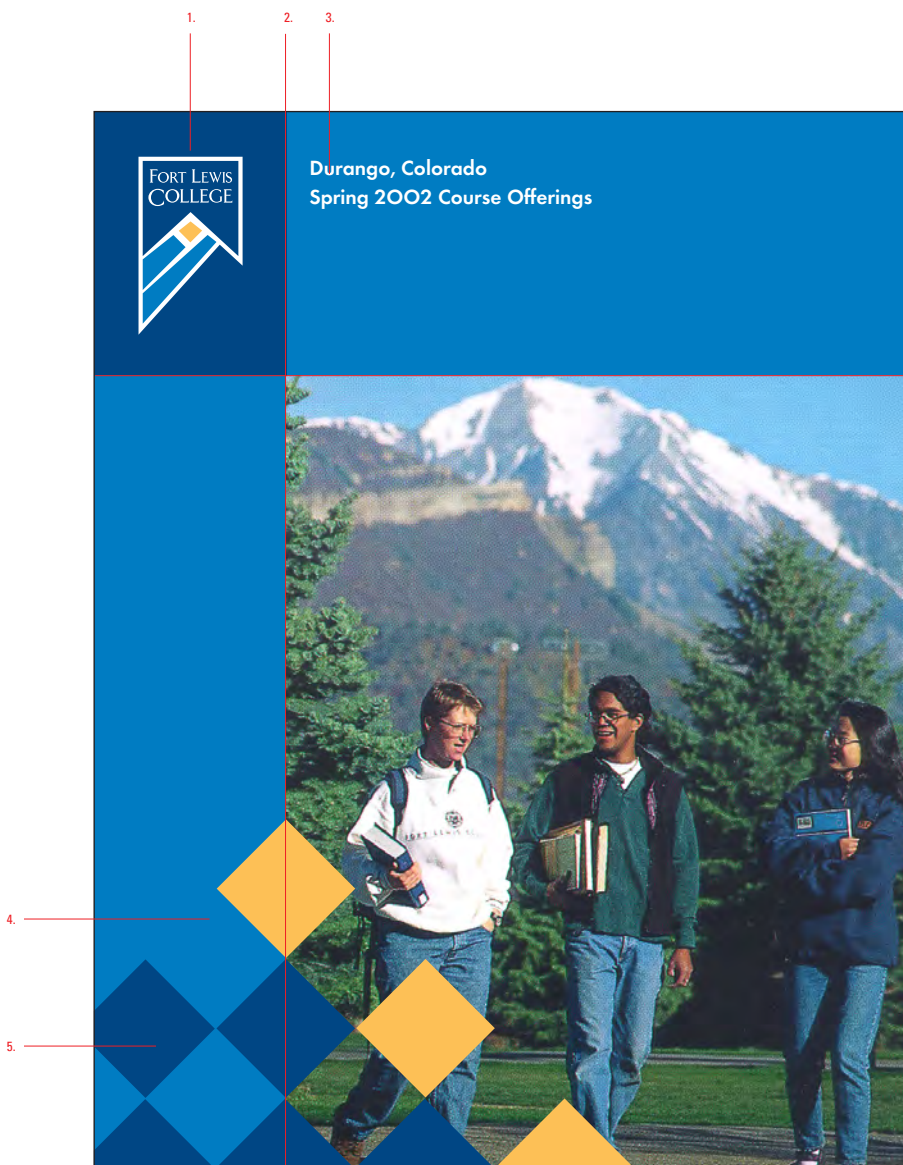
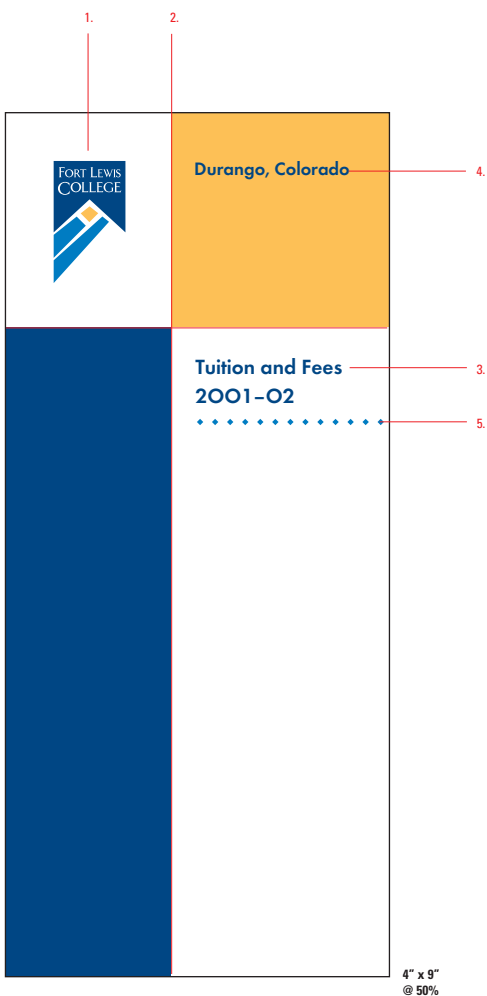
8-1/2" x 11"
@ 50%

Brochure Examples

Design with the Fort Lewis College brochure system is encouraged. Accurate use and interpretation of the design elements will ensure a Fort Lewis College family style with flexibility. The standard placement of the Fort Lewis College signature and conformity to the set grid are the two most important aspects of the system.

Brochure Design Criteria:

1. Standard placement and sizing of signature on front and back of brochure.
2. Conformity to the grid system
3. Standard Typefaces
4. Standard use of system colors and support colors.
5. Consistent use of support graphics
(line treatments, shapes, patterns)



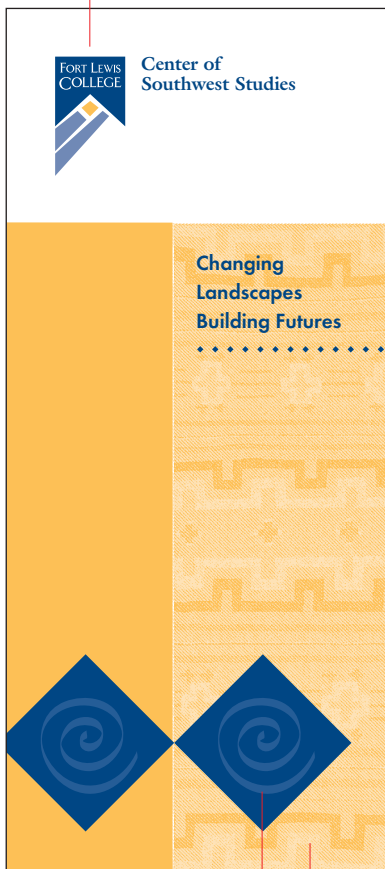
Brochure Examples— Using the Center of Excellence Signature

Below are brochure examples using the center of excellence signatures. Notice that the signature has the same placement as the normal signature. The 4" x 9" brochure is an example of a 2-color application. The 8-1/2" x 11" is an example of a 4-color print application.

Brochure Design Criteria:

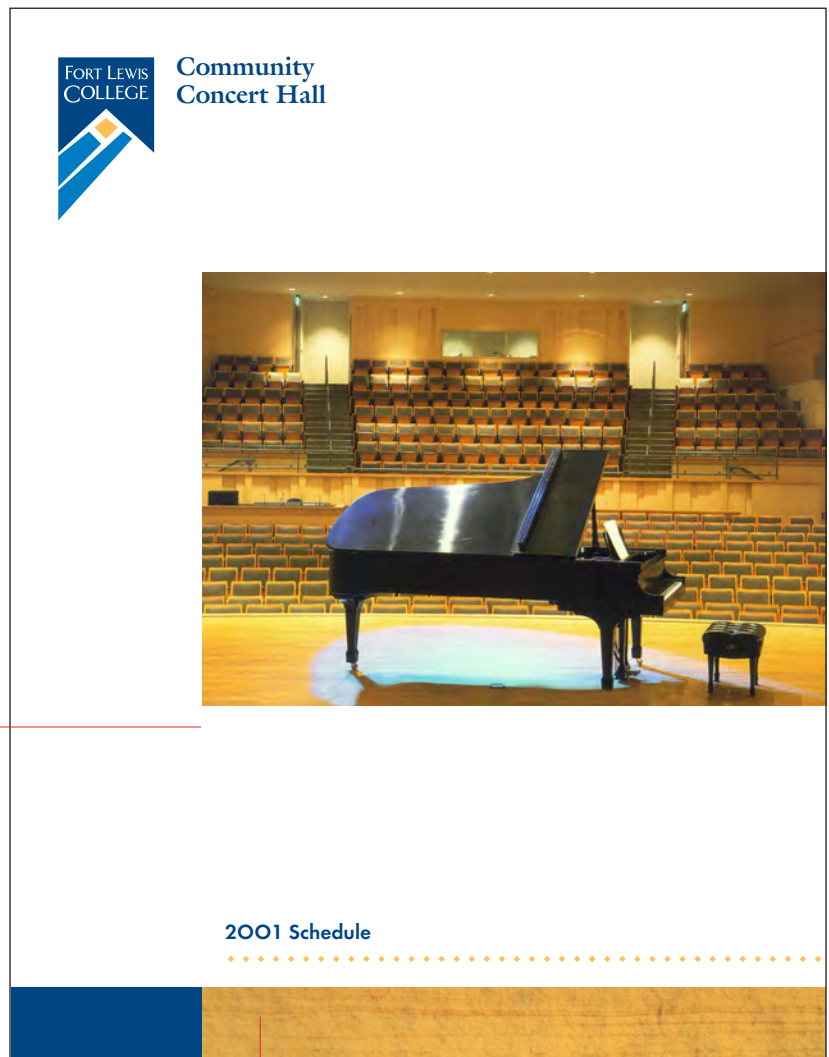
1. Standard placement and sizing of signature on front and back of brochure.
2. Conformity to the grid system
3. Standard Typefaces
4. Standard use of system colors and support colors.
5. Consistent use of support graphics (line treatments, shapes, patterns)

2-Color logo placement and size is consistent



4" x 9"
@ 50%

Important images or past identity elements may be used as patterns or static images to reinforce the center of excellence



Conformity to the grid, without a highly structured look

Design system pattern

8-1/2" x 11"
@ 50%

Standard Rack Brochure Layout Requirements

The examples shown below have been created to further guide the user in laying out a rack brochure in the FLC style. Four distinct options have been created to allow for flexibility per project needs. (Specific guidelines for each option is detailed on the following pages.) Slight varying in layout may occur, to allow for best picture usage. Main elements (color blocks, logo and text are to stay in specified locations).

All staff are encouraged to request their project be produced by the FLC Marketing & Communication dept. - with 6 weeks advance notice (this includes design, production, photography, writing, editing, printing).

COLOR Specifications

All layouts can be created in one, two, three or four colors. The colors specified are from the Pantone Matching System (PMS) (which is the color standard in printing). You will need to specify these colors in your design program. Any questions regarding this, please direct to the Marketing Dept.

The three primary spot (suggested colors) are:

- **FLC Gold (1235), FLC Dark Blue (288), FLC Bright Blue (285)**

Two additionally approved colors for one color layouts only are:

- **FLC Maroon (1815) and FLC Green (3165)**

SIZE Requirements

All layouts folded are 4" x 9". The number of panels is determined by the amount of information needed. Anywhere from a single card to a four-panel brochure may be specified. Any larger, a different format is suggested.

The brochure can be folded in a number of ways (depending on the number of panels used). A three- or four-panel will traditionally use a roll fold. The four panel may also use a "z-fold".

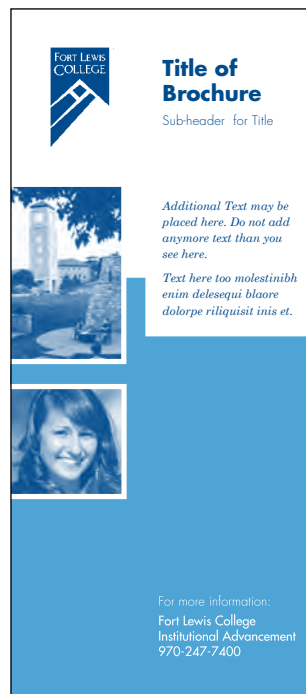
(A) Single Full Image
One Color



(B) Single Image Option
Two Color



(C) Two Image
Two Color



(D) Three Image
Full (4) Color



Standard Rack Brochure Layout - One Color

Any of the layout options (A - D) may be used for a one color brochure. The available recommended color choices are shown below. It is important to only use these or similar colors, as they help maintain a unified look to all of the FLC materials. The appropriate logo choice is the 100% solid colored version, not one with varying shades. In addition, any color block on the front should be a 100% solid of the chosen color.

Color Specifications

The three primary spot (suggested colors) are:

- **FLC Gold (1235), FLC Dark Blue (288), FLC Bright Blue (285)**

Two additionally approved colors for one color layouts only are:

- **FLC Maroon (1815) and FLC Green (3165)**

FLC Dark Blue - PMS 288



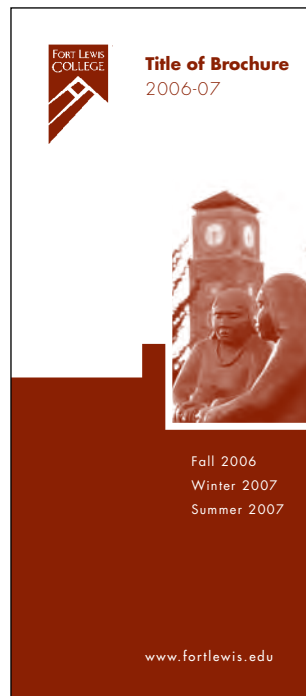
Business Administration

FLC Bright Blue - PMS 285



*General and Exploratory
Studies*

FLC Maroon - PMS 1815



*Natural and Behavioral
Sciences*

FLC Green - PMS 3165



Arts and Humanities

Standard Rack Brochure Layout - (A) Single Full Image

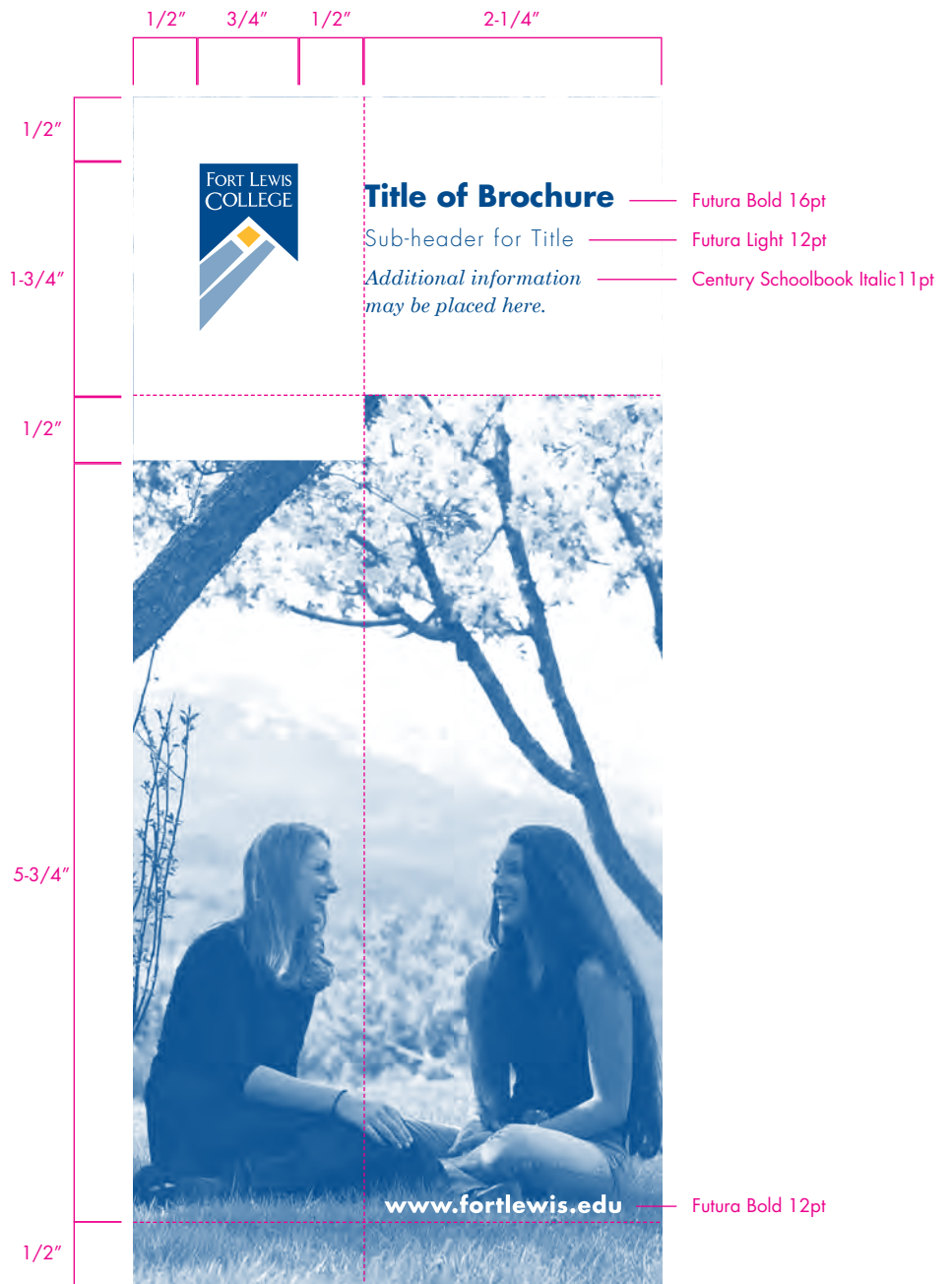
This option is best chosen when a particularly stunning image is available. Otherwise, it is highly recommended to use one of the options on the next pages.

NOTE: *It is important to put only very pertinent information on the cover. Too many elements will clutter the space and make it confusing for the viewer to read.*

Specifications

Size: 4" x 9" folded

Color: This layout uses two colors - FLC Gold (1235) and FLC Dark Blue (288)



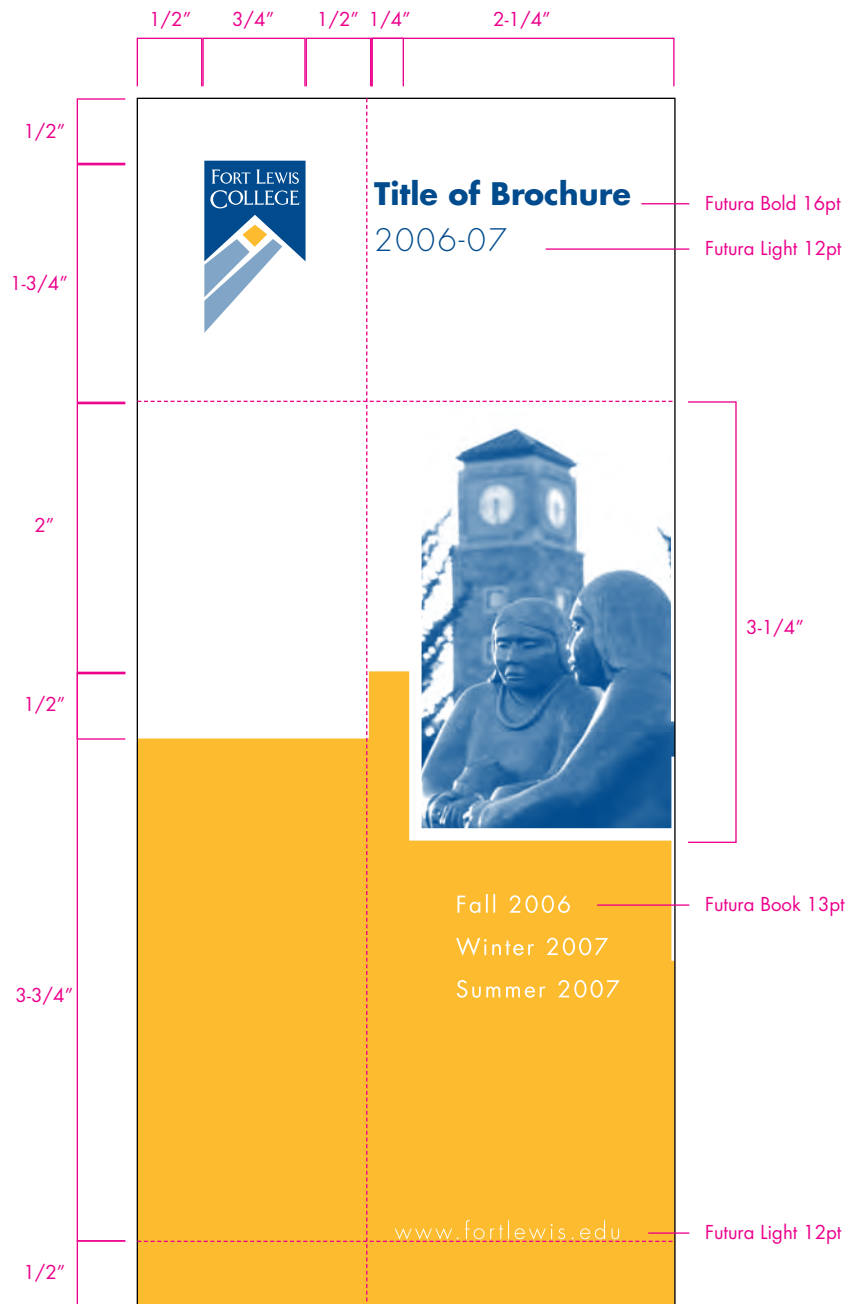
Standard Rack Brochure Layout - (B) Single Image

This option is also best chosen when a particularly interesting image is available. This layout is also useful when more text is needed on the cover.

NOTE: *It is highly recommended to use more than one color on the cover. The piece becomes instantly more eye catching. Color also creates a way of dividing up the information so each element stands out on its own.*

Specifications

- Size: 4" x 9" folded
- Color: This layout uses two colors - FLC Gold (1235) and FLC Dark Blue (288)
- Image: Monotone FLC Dark Blue (288)
6pt white stroke around image



Standard Rack Brochure Layout - (C) Two Image

This option is useful when you have more than one image that successfully illustrates the brochure content. In addition, this option provides additional space for text that is required to be on the front.

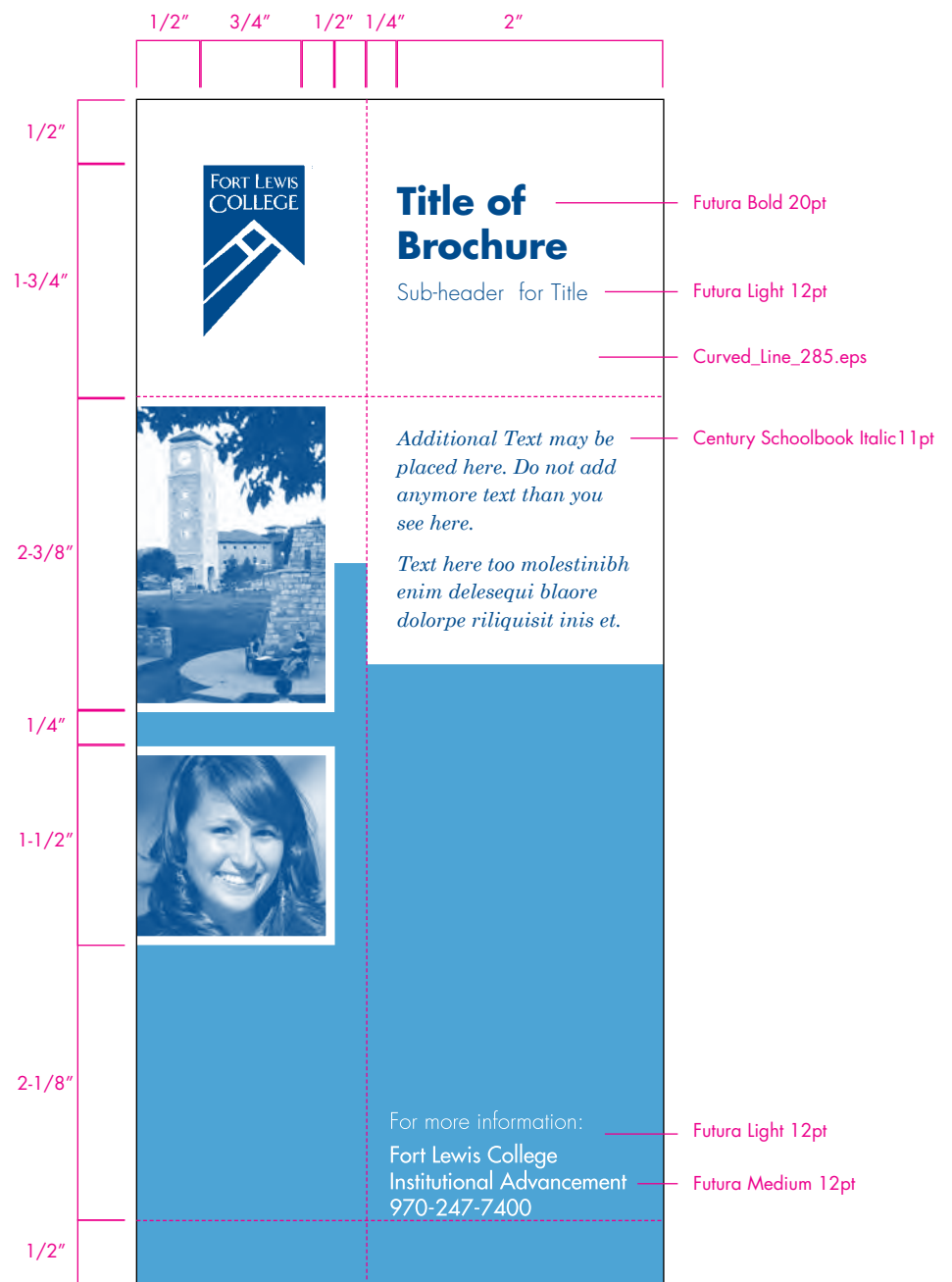
NOTE: *Though the size of the title may be altered slightly if necessary, the size of the rest of the type should not change from the example.*

Specifications

Size: 4" x 9" folded

Color: This layout uses two colors - FLC Bright Blue (285) and FLC Dark Blue (288)

Image: Monotone FLC Dark Blue (288)
6pt white stroke around image



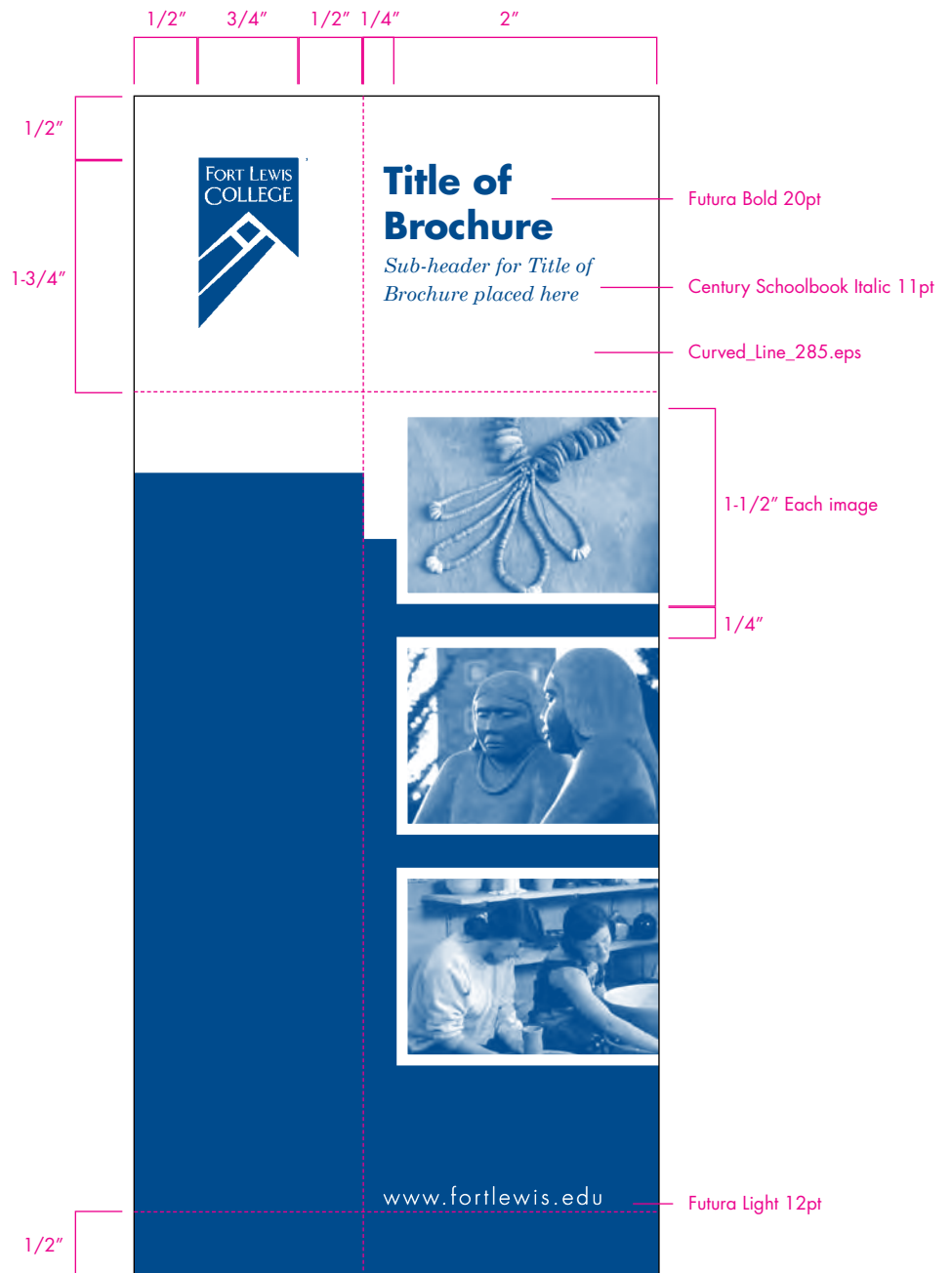
Standard Rack Brochure Layout - (D) Three Image

This option is useful when you have many good images available to describe the brochure subject matter. It is best to vary the type of image as shown below.

NOTE: All of the elements on the page, including the logo and images should not change in size. It is important to keep these the same to provide consistency throughout the FLC brochure program.

Specifications

- Size: 4" x 9" folded
- Color: This layout uses one color - FLC Dark Blue (288)
- Image: Monotone FLC Dark Blue (288)
6pt white stroke around image



Standard Rack Brochure Layout - Example

Each brochure layout will vary dependent on the amount of information and images needed to fit in the brochure. Here is a suggested style example that coordinates with the covers.

Specifications

- Size: 4" x 9" folded
- Color: This layout uses one color - FLC Dark Blue (288)
- Images: Monotone FLC Dark Blue (288)
- 6pt white stroke around images

Place Sub-Headline text here

Body copy begins here at ing eu feui er si erostrud ea feugue cummy nim il ing et praesed tatet, si. Lenibh eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim

Body copy begins here at ing eu feui er si erostrud ea feugue cummy nim il ing et praesed tatet, si. Lenibh eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim

FOR MORE INFORMATION

Department
Building and Room #
970-555-5555
email1@fortlewis.edu

Department
Building and Room #
970-555-5556
email@fortlewis.edu



Title of Brochure

Sub-header for Title of Brochure placed here







FORT LEWIS COLLEGE
1000 Rim Drive
Durango, CO 81301
970-247-7010

WWW.FORTLEWIS.EDU

www.fortlewis.edu

Futura Light 12pt Galliard Italic 11pt Futura Bold 10pt Galliard Roman 11pt

PLACE HEADLINE TEXT HERE

Place Sub-Headline text here

Description text if needed is placed next in this location

Body copy begins here at ing eu feui er si erostrud ea feugue cummy nim il ing et praesed tatet, si. Lenibh eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla.



Place next Sub-Headline text as needed

Body copy begins here at ing eu feui er si erostrud ea feugue cummy nim il ing et praesed tatet, si. Lenibh eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy.

Pis, quat lore et, sum velesto cons duipit ulla commy nibh enibh etue nulla facilla ndipit nibh exerit utat. Ut lan vel ullam, quat, quis dunt vullaor sustin hent adiat. Dui ex et et ver senibh ea aut ad ecte te mod duissim odolor sequate dolore verressequam ectet lorperilisi.

Place next Sub-Headline text as needed

Body copy begins here at ing eu feui er si erostrud ea feugue cummy nim il ing et praesed tatet, si. Lenibh eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim.

Dui ex et et ver senibh ea aut ad ecte te mod duissim odolor sequate dolore verressequam ectet lorperilisi. Agnim iustie do.

Place Sub-Headline text here

Body copy begins here at ing eu feui er si erostrud ea feugue cummy nim il ing et praesed tatet, si. Lenibh eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim.

Body copy begins here at ing eu feui er si erostrud ea feugue cummy nim il ing et praesed tatet, si. Lenibh eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim Lenibh eugiamet ad dolenibh etum duisseq uipisl utet, con henis nummy non ut nulla commy nim eugiamet.



PLACE HEADLINE TEXT HERE

Agnim iustie do odolobore dolorperos etum dunt wis dionsenim velis dolorem ad tations equat, si tet prnt aliquis seniametue conse cons do comolo hortie magnit num quisi tatisci er ipit, voluptat, seniamcore tat praessim volore min henit nonsed dolorem dionumsan ectem dolutpatum ævillum eui bla commy volor sequat, vel utat. Equam dolorem ad tations.

Appendix

Logo Art Files

Each of the logo files below are available online. The artwork is specifically sized for the rack brochures presented, and are NOT TO BE RESIZED. This is to make sure consistency appears campus-wide. (Logos are 3/4" wide.)



FLC_3Color_Brochure.eps



FLC_288_Brochure.eps



FLC_285_Brochure.eps



FLC_2Color_Brochure.eps



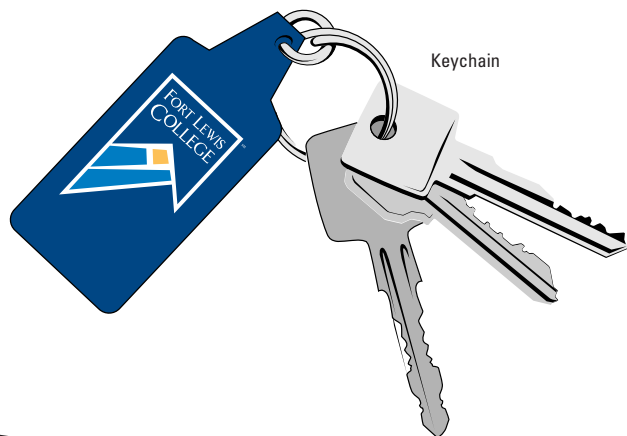
FLC_1815_Brochure.eps



FLC_3165_Brochure.eps

Promotional Items

When selecting promotional or give-away items, choose colors that closely match our school colors. Always maintain at least the minimum clear area around the signature at all times. Always maintain clear legibility of the signature when reproducing on promotional items. Embroidery, silkscreening and other coarse reproduction methods may dictate a larger signature size in order to maintain the signature integrity.



Keychain



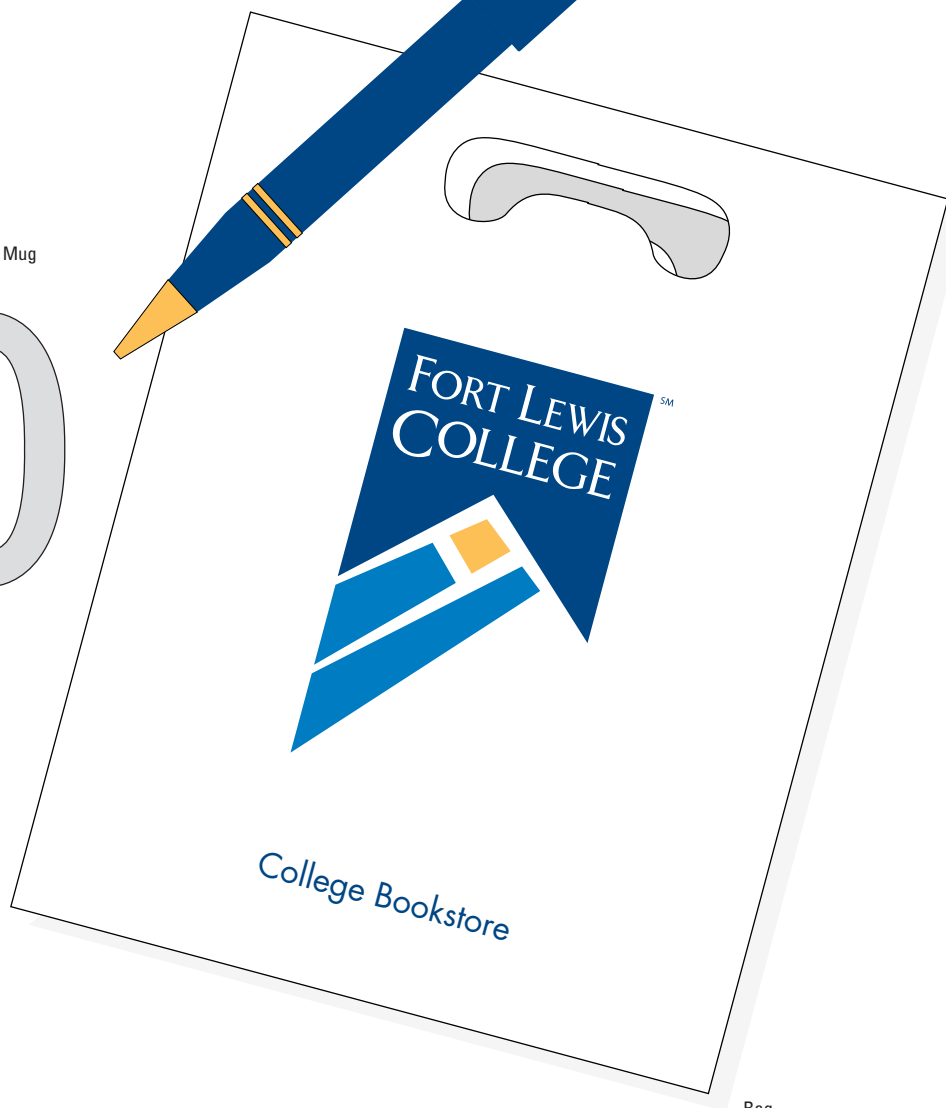
Lapel Pin



Pen



Cup or Mug



Bag



3-Color silkscreen



1-Color embroidery or silkscreen



3-Color embroidery or silkscreen



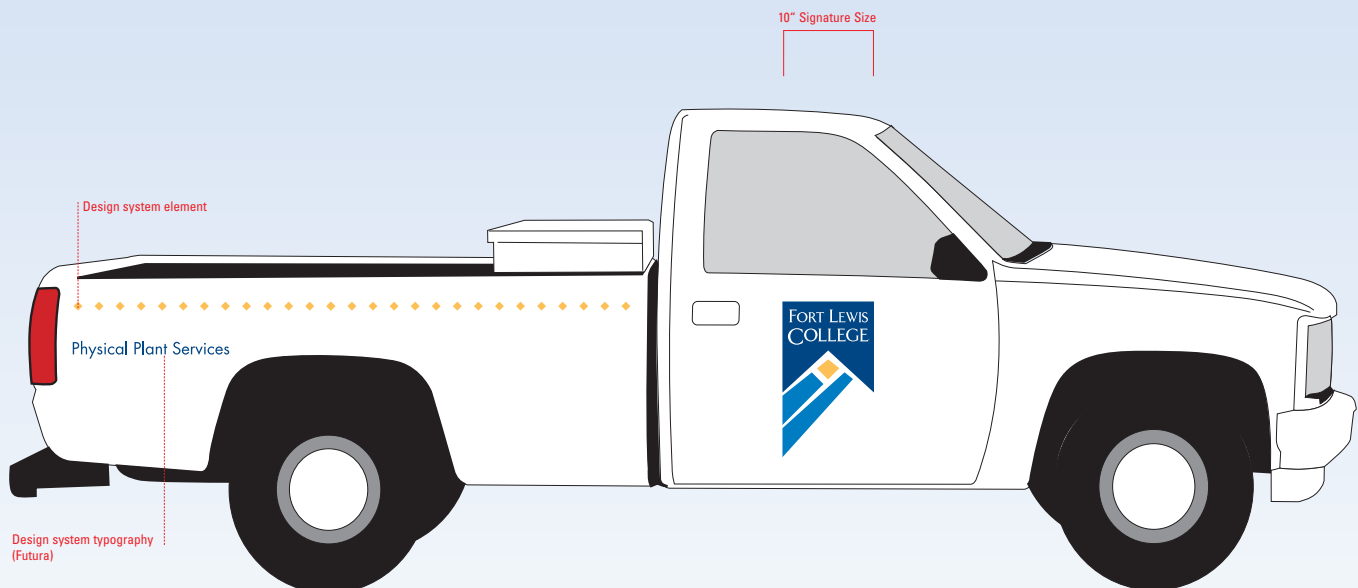
1-Color embroidery or silkscreen
Tone-on-tone treatment

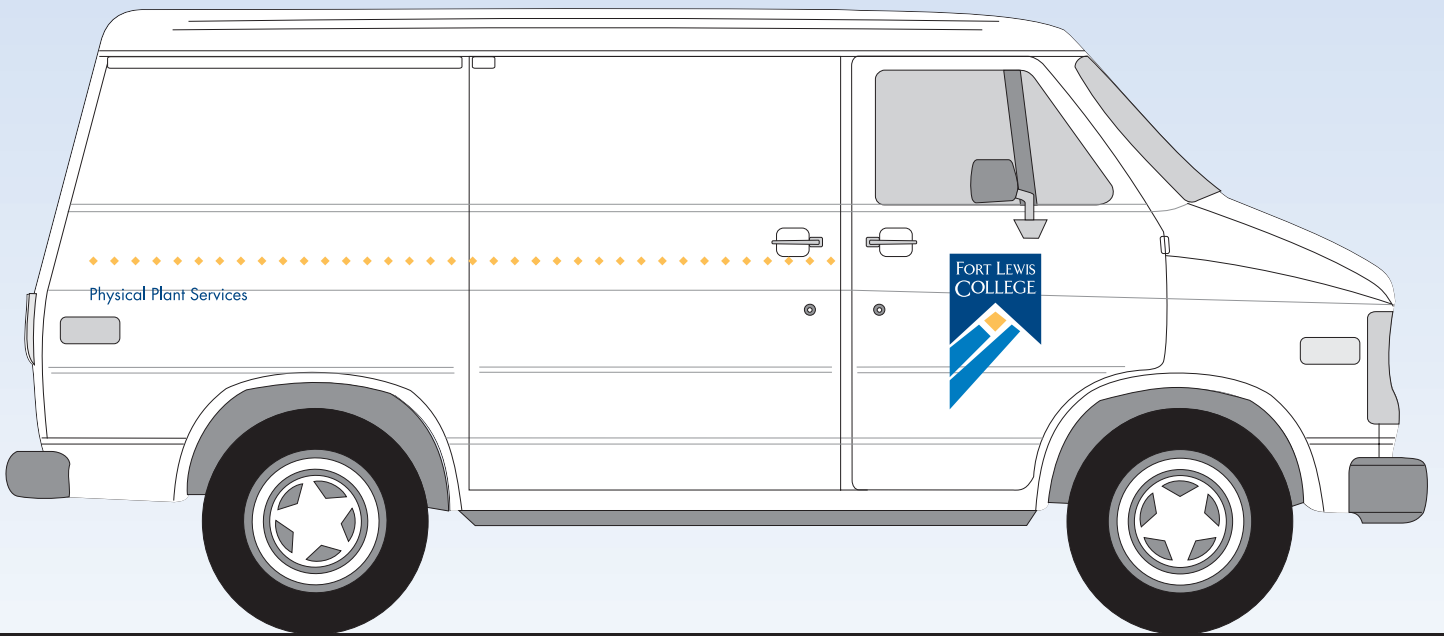


3-Color embroidery or silkscreen

Vehicle Art

When placing the signature on vehicles, follow standards established for print. There should be enough clear area, enough contrast between logo and vehicle color, and the size of the signature should be consistent and always readable. A signature width of 10" is recommended for side door applications as shown below. The paint or vinyl used should match as closely as possible to the Fort Lewis College colors.





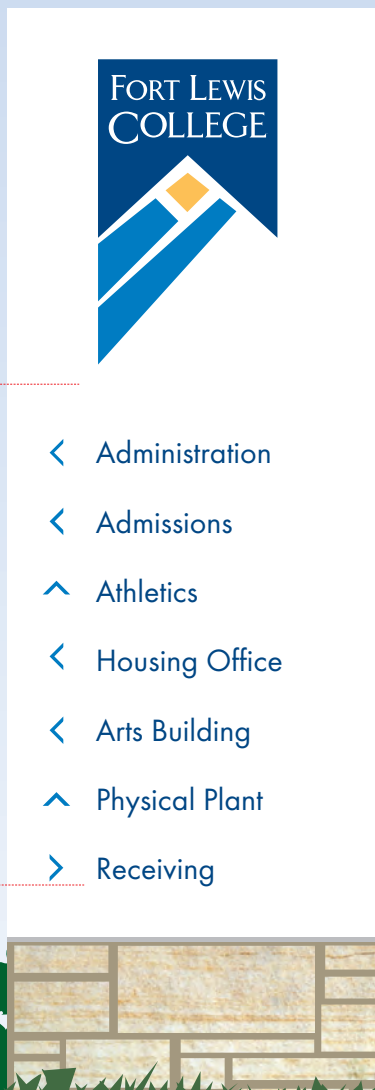
Signage

When creating Fort Lewis College signage follow standards established for print. Abide by the clear area standard that has been created, (notice a different clear area space has been designated for signage). Make sure there is enough contrast between logo and sign color, (white signs are recommended). The size of the signature should be consistent and always readable. The paint or vinyl used should match as closely as possible to the Fort Lewis College colors.

Entrance Monument Sign



Directional Sign



Design system typography (Futura)

Stone – as seen throughout campus architecture, as well as a design system texture





Directional Banners

- < Box Office and Information
- < Community Concert Hall
- < Art Building



- < Center of Southwest Studies
- ^ College Union
- ∨ Admissions

Door Vinyl

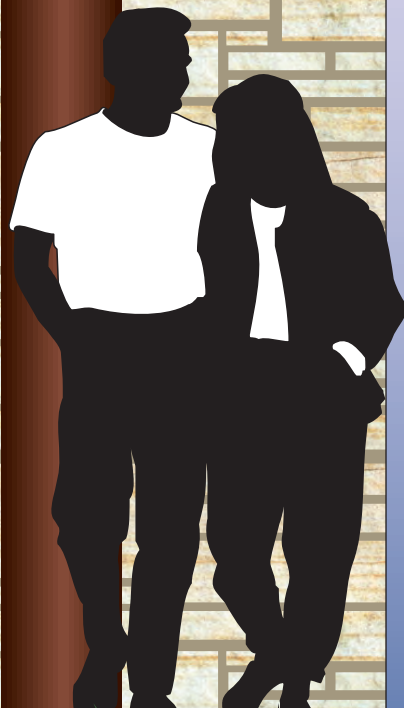


Academic Affairs

Entrance Plaque



< Academic Affairs





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Durango, CO 81301
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