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
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*. 
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.

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

FORT LEWIS COLLEGE
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 College™ 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.
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.
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.

Exampels:
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.

* 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.
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.

<table>
<thead>
<tr>
<th>FLC Dark Blue</th>
<th>PANTONE</th>
<th>4-Color Process</th>
<th>RGB</th>
<th>Websafe</th>
</tr>
</thead>
<tbody>
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<td>Cyan 100%</td>
<td>Red 0</td>
<td>000066</td>
</tr>
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<td></td>
<td>PANTONE 288U</td>
<td>Magenta 67%</td>
<td>Green 41</td>
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<tr>
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<td></td>
<td>Yellow 0%</td>
<td>Blue 103</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Black 23%</td>
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<table>
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<th>4-Color Process</th>
<th>RGB</th>
<th>Websafe</th>
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</thead>
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</tr>
<tr>
<td></td>
<td></td>
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<table>
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<th>Websafe</th>
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<td>Cyan 0%</td>
<td>Red 255</td>
<td>FFCC33</td>
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<td>PANTONE 1225U</td>
<td>Magenta 29%</td>
<td>Green 185</td>
<td></td>
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<td></td>
<td></td>
<td>Yellow 91%</td>
<td>Blue 63</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Black 0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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)

Three-Color Reverse Signature (Preferred)

One-Color Positive Signature (Special Applications)
This diagram demonstrates how the visibility of the signature is affected by the background color value.

**Value Chart**
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.
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 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.
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 CKYK, 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

Neutral Colors

Fort Lewis College System Colors

PMS 1535
Web BC4400

PMS 188
Web 7C2128

PMS 512
Web 842168

PMS 647
Web 336699

PMS 458
Web DDC6B

PMS 726
Web CCCC99

PMS 467
Web CCCC99

PMS 617
Web CCC47C

PMS 6495
Web 51261C

PMS 44B
Web 003300

PMS 5425
Web 6099CC

PMS 5555
Web 779182

PMS 357
Web 215B33

PMS 518
Web 333366

PMS Cool Gray Family

PMS 5483
Web 609191

PMS Warm Gray Family

PMS 645
Web 3399CC

PMS 3165
Web 00565B

PMS 268
Web 003366

PMS Cool Gray Family

PMS 645
Web 3399CC

PMS 003366

PMS 333366

PMS 00565B

PMS 3399CC

PMS 003300

PMS 6099CC

PMS 003366

PMS 609191

PMS 333366

PMS 3399CC

PMS 6099CC

PMS 003366
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.
This pattern was derived from the Fort Lewis College signature, and also reflects the College’s southwestern heritage.
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.
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
Printing: Offset Lithography

3/4” Signature Size

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
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

<table>
<thead>
<tr>
<th>Size:</th>
<th>8 - 1/2 inches x 11 inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color:</td>
<td>Signature prints FLC Dark Blue (PMS 288) and FLC Bright Blue (PMS 285) and FLC Gold (1235). Text prints FLC Dark Blue</td>
</tr>
<tr>
<td>Signature Size:</td>
<td>Signature is 3/4 of an inch in width</td>
</tr>
<tr>
<td>Typography:</td>
<td>Department, Center of Excellence – 10/10 Galliard bold</td>
</tr>
<tr>
<td></td>
<td>Address information – 8/10 Galliard regular</td>
</tr>
<tr>
<td></td>
<td>Employee name – 8/10 Galliard bold</td>
</tr>
<tr>
<td></td>
<td>Employee titles – 8/10 Galliard regular</td>
</tr>
<tr>
<td>Printing:</td>
<td>Offset Lithography</td>
</tr>
</tbody>
</table>

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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
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

**Center of Southwest Studies**

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

**Community Concert Hall**

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

**Communications Department**

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

**Extended Studies**

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

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

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

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

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

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3/4” Signature Size

3/8”  1-1/4”

1/8”

2010 “Kim Road”
Durango, CO 81301-3999

Recipient’s Name
Company Name
1234 Street Address
City Name, ST 98765
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

1000 Run Road
Durango, CO 81301-3999

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

Fax

Fax

Fax

Comments start here.
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
Printing: Offset Lithography
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.
Conforming to the established grid system, a standard back cover, or closing has been developed. This will allow consistent signature and address information placement.
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)

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

2001 Schedule
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
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)
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)

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**Title of Brochure**

Sub-header for Title

Additional information may be placed here.

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Futura Bold 16pt

Futura Light 12pt

Century Schoolbook Italic 11pt
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.

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**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

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**Title of Brochure**

2006-07

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**Fall 2006**

**Winter 2007**

**Summer 2007**

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www.fortlewis.edu
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**
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

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- Futura Bold 20pt
- Century Schoolbook Italic 11pt
- Curved_line_285.eps
- 1-1/2" Each image
- 1/4"
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

Body copy begins here at ing eu feui er si erostread ca frageue commy num il ing et praesed ture, si.

Lenibh cugamet ad dololhbm etum duiusq uipal uet, con hens ummy non ut nulla commy nim

Body copy begins here at ing eu feui er si erostread ca frageue commy num il ing et praesed ture, si.

Lenibh cugamet ad dololhbm etum duiusq uipal uet, con hens ummy non ut nulla commy nim

Place Sub-Headline text here

Body copy begins here at ing eu feui er si erostread ca frageue commy num il ing et praesed ture, si.

Lenibh cugamet ad dololhbm etum duiusq uipal uet, con hens ummy non ut nulla commy nim

Place next Sub-Headline text as needed

Body copy begins here at ing eu feui er si erostread ca frageue commy num il ing et praesed ture, si.

Lenibh cugamet ad dololhbm etum duiusq uipal uet, con hens ummy non ut nulla commy nim

Place next Sub-Headline text as needed

Body copy begins here at ing eu feui er si erostread ca frageue commy num il ing et praesed ture, si.

Lenibh cugamet ad dololhbm etum duiusq uipal uet, con hens ummy non ut nulla commy nim
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.
3-Color silkscreen

3-Color embroidery or silkscreen

1-Color embroidery or silkscreen

Tone-on-tone treatment

3-Color embroidery or silkscreen

3-Color embroidery or silkscreen

1-Color embroidery or silkscreen
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.

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

Design system typography —— Futura

Entrance Monument Sign

Directional Sign

Administration
Admissions
Athletics
Housing Office
Arts Building
Physical Plant
Receiving