Fort Lewis College logo guidelines

It is important that the visual elements that represent the Fort Lewis College brand be used consistently and with integrity.

Over time, recognition of our brand creates a positive connection with our audience. Correct and consistent use also protects our licenses and trademarks.

Fort Lewis College is a licensed campus. Anything produced with our marks must be done by a licensed vendor.
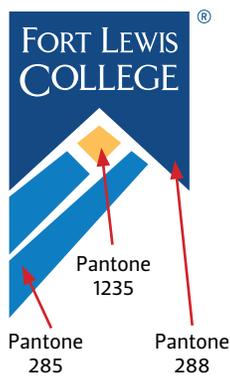
Resources

Download approved FLC logos at **www.fortlewis.edu/logos**. Access with your FLC login information.

For logo help, contact Bill Grimes, Graphic Designer/ Photography & Publication Coordinator at 247–7447 or **wagrimes@fortlewis.edu.**

For licensing information, please refer to **www. fortlewis.edu/licensing** or contact Elizabeth Bussian at 247–7207 or **bussian_e2@fortlewis.edu.**

How to use our institutional logo

Our primary logo is a registered identity, and must always include a "®" mark.

Our colors are dark blue, medium blue, and warm yellow. When printing the logo, use only the Pantone colors shown or their 4–color equivalents. For online, use the RGB or websafe colors.

Pantone 1235

Pantone 285

Pantone 288

Correct usage on a dark background always includes the white border.

Never use the logo in a box! Use .eps for print or .png for online to avoid this problem.

Acceptable one–color usages of the logo are with FLC blue (Pantone 288), black, or white.

Reverse version is acceptable.

Do not add graphic effects like a drop shadow to the logo.

Never compress or stretch the logo.

Do not use low–resolution versions from the internet.

Do not use this logo! Our Centennial logo was only used during 2011.

How to create your own distinguished mark for your "Center of Excellence"

Center of Excellence Name

Center of Southwest Studies

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. Please contact Bill Grimes with questions regarding this.

Community Concert Hall

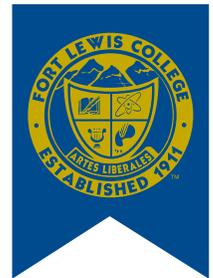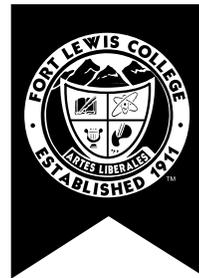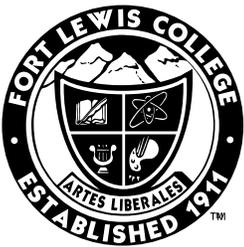## How to use the Fort Lewis College logotype

Our logotype is a custom font that should only be used in the two arrangements shown above. Use our FLC colors (see previous page), black, or white. It is also a registered identity, and must always include a "®" mark.

How to use our academic seal

The Fort Lewis College seal is reserved for formal and official documents such as diplomas, certificates or manuscripts produced by the Office of the President. To request permission to use the seal, contact the FLC graphic designer. The FLC seal must always use the TM mark.

Correct color usage of the FLC seal is in FLC colors, black or white.

For certain seal uses, metallic gold is appropriate.

How to use our athletic logo

The athletic logo represents FLC and our sports and should be used on uniforms and sports-related materials. The athletic logo with the wordmark Fort Lewis College uses the ® after College; otherwise, use TM.

The reverse version uses warm yellow (Pantone 1235) for the subhead.

This version of the Skyhawk is for a youth audience.

The correct one-color usage of our athletic logo is in FLC colors, black, or white.