# Chapter 1 – Graphic Standards Guide – Campus Logos

### History of the logo

The logo's origins can be traced to LaSalle College, founded in 1959 by Mr. Jean-Paul Morin. The original logo bore several symbols that expressed the organization's philosophy. The blue represented youth's fervent desire for knowledge; the red, the regenerating fire of instruction, education, and training; and finally, the circle is a reminder of global affiliations and the many countries of origin of our institutions' students.

### Evolutions in the logo

In 2014, in order to update the brand image of the network's campuses (LaSalle College, LCI, and Inter-Dec College), the logos underwent changes through the use of slightly rounded shapes and reworked proportions. This resulted in a perfect symbiosis of the symbol within the circle. Moreover, a new, more saturated color palette was introduced. The red was modified to reflect the official shade of red on the flag of Canada and to draw a parallel with the fact that the campuses are part of a Canadian educational network. The shape inside the circle was transformed to represent a coat of arms, a shape often associated with educational institutions offering programs of higher education.

The word "international" was removed from the name of some of the campuses and the name of the city was added below the logo of all the campuses. This implies that there is more than one campus in the network. The letters used for the campus names and the city names are now in lower-case instead of upper-case.



### Description of the logo

The visual identity is the result of a design exercise that specifically highlights the following elements: the name of the organization, a typographic style, a symbol, and distinctive colors. Used together, in accordance with the established standards, all these elements combine to give the organization its own specific image.

### Standards governing the use of the logo

The law protects the institution's rights over its visual identity insofar as the visual identity is used consistently and in accordance with the established regulations. Protecting the image of our organization and increasing its visibility is the responsibility of all employees, representatives, distributors, and suppliers.

### Notice

Head office reserves the right to refuse work that does not comply with its graphic requirements or to require that work be redone. It is therefore strongly recommended that proofs be submitted for approval before printing.

### The logos

### COLLEGE LASALLE

All College LaSalle campuses have a horizontal and vertical version of the logo.



## LASALLE COLLEGE

All LaSalle College campuses have a horizontal and vertical version of the logo.

## INTER–DEC COLLEGE

All Inter–Dec College campuses have a horizontal and vertical version of the logo.

Collège Inter-Dec

Collège Inter-Dec

Inter-Dec College

Inter-Dec College

Collège Inter-Dec
Montréal

Collège Inter-Dec
Montréal

Collège Inter-Dec
Laval

Collège Inter-Dec
Laval

Inter-Dec College
Montréal

Inter-Dec College
Montréal

Inter-Dec College
Laval

Inter-Dec College
Laval

## LCI CAMPUSES

LCI campuses have only a horizontal logo, whereas the generic version has both alignments.

It is strictly forbidden to modify the positioning of this logo or to use it vertically.

LCI
Barcelona

LCI
Barranquilla

LCI
Bogotá

LCI
Monterrey

## VISUAL IDENTITY

Visual identity consists of two inseparable components: the symbol and the typographic signature.

Regardless of the format or area of application being considered, the visual identity must always be used as specified in this graphic standards booklet in order to project a consistent image.

To increase its visual impact, the logo must always be surrounded by its protective space. It is imperative that this area remain empty at all times.
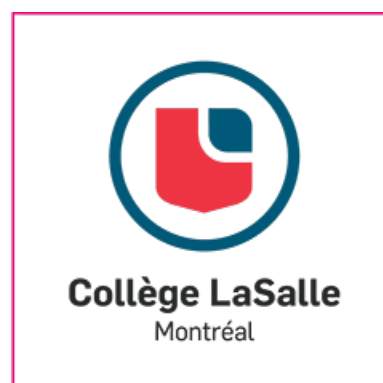




**THE DIFFERENT VERSIONS OF THE VISUAL IDENTITY**

The official colors of the logo come from the Pantone® system. Recipes are also available to reproduce the colors in four-color process printing (the system generally used for printing on paper), as well as in trichromatic color reproduction (the system generally used for any web or video rendering). For an impeccable rendering, it is imperative to follow these recipes to the letter.

The logo must remain as is for all communications. It is recommended that it be used in its full-color version, but when this is impossible, the monochrome or the reversed-type options may be considered. The black logo is to be used exceptionally for black and white reprographic reproductions.
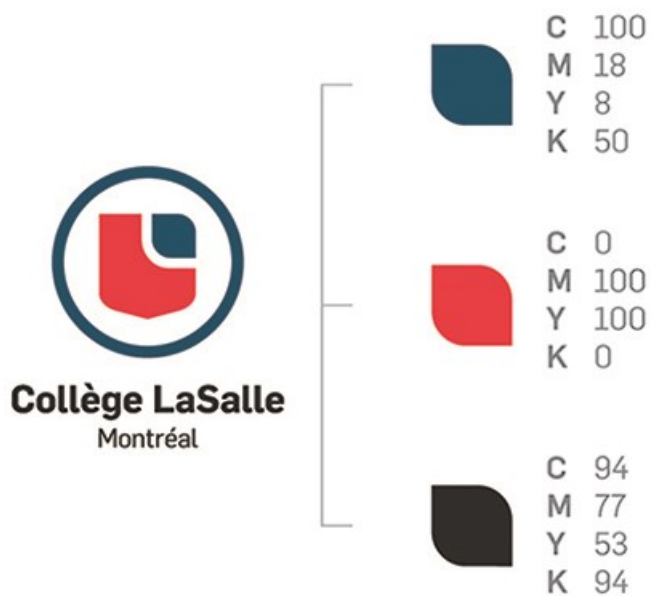
**Pantone color version**

**N.B.: The pantone logo can be placed on any pale-colored background.**

PMS 308 C
PMS 308 U

PMS Red 032 C
PMS Red 032 U

PMS 426 C
PMS 426 U

**Collège LaSalle**
Montréal

## Four–color version (CMYK)

N.B.: The CMYK logo can be placed on any pale–colored background.

C 100
M 18
Y 8
K 50

C 0
M 100
Y 100
K 0

C 94
M 77
Y 53
K 94

**Collège LaSalle**
Montréal

## The RVB version for internet and multimedia

N.B.: The RVB logo can be placed on any pale–colored background.

R 0
G 88
B 124
HTML 00587C

R 235
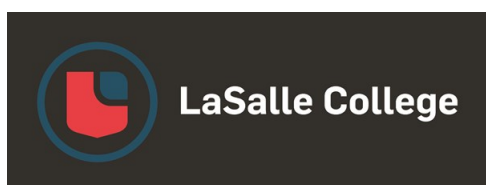G 45
B 55
HTML EF3742

R 37
G 40
B 42
HTML 25282A
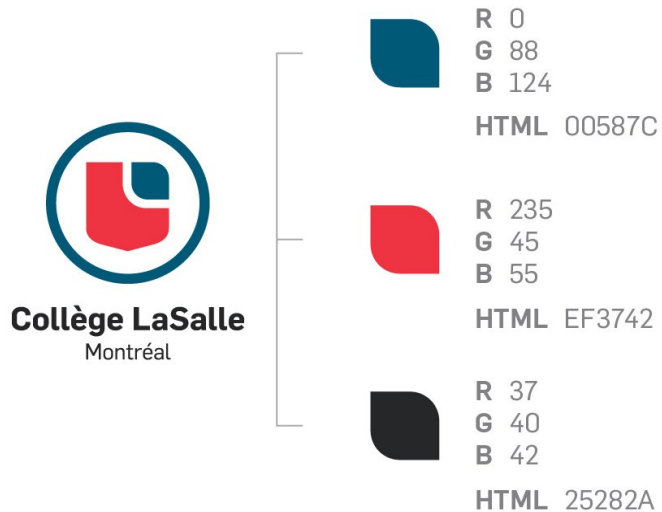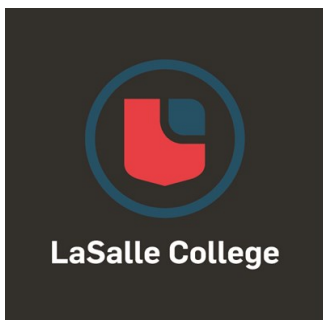
**The black monochrome version**

The black monochrome version will be tolerated **only** when it is impossible to use the color logo.
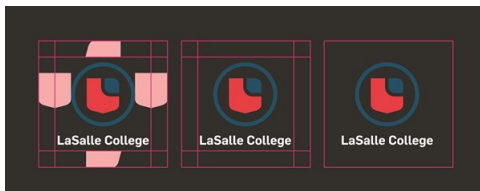




**Colored crest with typographic signature in white (to be used on a dark background)**

The logo version with the colored crest and typographic signature in white will be tolerated when it's impossible to use the colored crest and typographic signature in black (PSM 426)
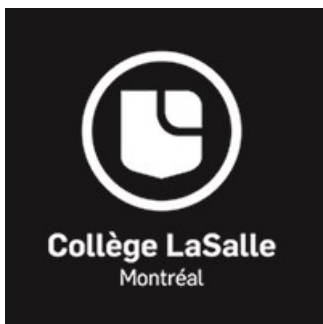
The logo must always be surrounded by its protective space.



**The black reversed–type monochrome version**

The black reversed–type monochrome version will be tolerated **only** when it is impossible to use the color logo.





**Typography**

The typography is FLAMA. Two types of weights are recommended.

FLAMA SEMIBOLD

## Collège LaSalle
### Montréal

FLAMA BOOK

Flama semi-bold    abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\!@#$%?&*()_+¨:'"

Flama book    abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
\!@#$%?&*()_+¨:'"

**Incorrect uses of the visual identity**

In order to ensure that the visual identity benefits from maximum impact and consistency, it is important to maintain its integrity.

The logo can be used either vertically or horizontally (see 3.7.1), depending on which layout **maximizes available space**. In a given space, it is important to maximize the size of the symbol. For example, in a case where vertical space is limited and horizontal space is unlimited, the horizontal version should be used. In situations where there is limited horizontal space but unlimited vertical space, the vertical version shall be used.
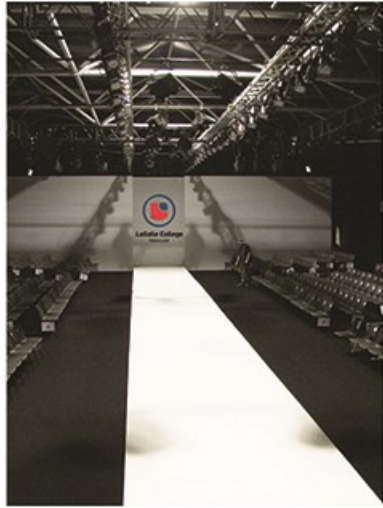
In no case may the signature be placed to the left or above the symbol. Moreover, neither the symbol nor the signature may be used alone. The two elements are inseparable. Head office reserves the right to use the symbol alone, in exceptional cases. The campuses are not authorized to do so unless given authorization by Maxxum360 general management.

The following examples illustrate the main uses that are not allowed.

**Incorrect uses of the visual identity: vertical vs. horizontal**
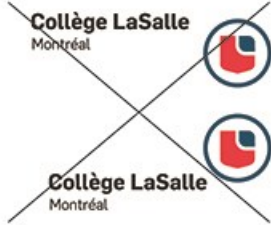
**Christian Page - 10 nov. 2014**

Attention: Pour le rouge, CMJN (0,100,100,0) correspond à RGB (226,0,26).

RGB (235,45,55) correspond à CMJN (0,91,75,0)

???

**(utilisateur supprimé) - 12 janv. 2016**
Is it possible to add the LCI Education logos here too?

I always have a hard time finding the LCI logo with a clear image, other than JPEG format, which doesn't print properly in Microsoft.
Thank you in advance

**Marina Parol - 14 janv. 2016**
Could you add the LCI Education logo? I cannot find it either, thanks!

**Charlotte Mares - 1 mars 2016**
Michelle, Marina,
The LCI Education logo is just one click away: https://intranet.lasalle-intl.com/content/37669 "Chapter 2"