



Lethbridge College
Brand Standards Manual
A Reference Guide



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I. Introduction to the college brand



A brand is a promise, a big idea that speaks to the heart and mind of the prospective student. It is that individual's collective set of expectations about the experience he/she will have at Lethbridge College.

The collective image we present to the marketplace is vital to our future success. A strong brand stands out in a crowded marketplace. Good brands build strong organizations. Ineffective brands undermine our potential for success.

We've designed this manual to simplify the Lethbridge College brand, to provide you with a set of standards to help you use the brand effectively – from logos to colours, imagery to advertising and promotional materials, web and social media content to program-related documentation and writing style. The set of standards in this manual apply to any communication that represents Lethbridge College, whether internal or external.

The brand identity standards have been developed by the Marketing and Communications departments in consultation with higher education branding experts, Academica Group Inc., and with the approval of the college's executive leadership team and board of governors. Lethbridge College has an official policy regarding visual identity ("Visual Identity" 6.22) which can be found at lethbridgecollege.ca/policies under the heading "Community and Corporate Relations."

II. Logos, logo usage and visual elements of the brand



Lethbridge College's logo reflects the school's environment and the surrounding landscape in colour, composition, mood and sense of movement. The graphic's shape and movement indicate and reflect the coulees, the wide open horizon and the "big sky" sense of locale and landscape. The white spaces between the land and sky emulate the school's setting in an open surrounding. The colours are fresh and modern, natural and energetic and add vigor to the logo. The shapes themselves and their position indicate a rhythm of the landscape and the student body.

Metaphorically, the shapes represent a progressive and growing atmosphere. Using the physical environment as a design element indicates the school's philosophy and politics, as well as its desire to meld with the community. The student who ultimately chooses Lethbridge College will be enfolded into the community and the environment and have access to new horizons and space in which to learn.

The fonts used within the logo are modern, yet solid. Lethbridge College has been providing innovative education since 1957 and has always been a respected and leading member of the community. The fonts indicate a willingness to move forward, reflecting the needs and new views of the college's students, as well as a loyalty to its existing foundations.

The Lethbridge College logo and the Lethbridge College Kodiaks logo have both been submitted for registration as official marks (trademarks) of the college and will carry all of the restrictions and legal protection of being registered. Following our Brand Standards is an important part of protecting our properties.

Primary and secondary logos

The foundation of Lethbridge College's brand identity is our institutional logo.

The logo has been subdivided into two specific categories. The primary logo is the symbol or mark with "Lethbridge College" logotype and the secondary logo is the primary logo combined with an academic school or department name.

The following sections of this document discuss logo usage and application. These guidelines apply to both the primary logo and all sub-brand logos.

Secondary logos can be developed for use on promotional material. Please contact a Marketing Coordinator if you require a secondary logo.

College crest

Lethbridge College honours and reflects the heritage of the institution. The college crest is available for use in specific applications such as placement on the Lethbridge College parchment and where a crest is deemed more suitable than the logo. For more information about the use of the college crest, please contact the Brand Coordinator.

Primary logo



College crest



Secondary logos – schools and departments



Correct uses of Lethbridge College logos

Protected space

There is a specific area around the logo that must be kept clear/blank. This acts as an invisible barrier that is designed to ensure that our logo remains prominent and uncluttered.

Calculating the space around the logo

To ensure our logo stands out clearly, it must always be framed with an area of unobstructed space. For print applications, this space must be at least the height of the letter “e” in the wordmark, shown in the diagram (right) as . For electronic applications this space must be at least half the -height of the “e” in the wordmark, shown in the diagram as .



Print applications



Electronic applications

Logo placement

The Lethbridge College logo should be placed in the top-left for all stationery and forms and in the bottom-right for ads.

Alignment

Where possible, align text or image with either the “L” or “e” in the logotype “Lethbridge College.” This rule is more applicable to text documents on letterhead stationery.



Top left logo and alignment



Bottom right logo and alignment

Preferred size

The preferred logo size for letter size paper is approximately 1.5 inches wide by 1 inch high.

Minimum size

To preserve the clarity and legibility of all Lethbridge College logos, they must never be reproduced smaller than the minimum sizes specified: 0.375 inches high for print applications, and 40 pixels high for web applications. In each case, the minimum size is determined by measuring the height of the logo.

In some cases, exceptions to minimum size requirements may be made for use cases when the logo is automatically transformed, scaled, or cropped (e.g. social media profile images/avatars).

Minimum Sizes:



Print applications



Web applications

Improper uses of Lethbridge College's logo

The following images are examples of the most common errors to be avoided when using any of Lethbridge College's logos. Do not do any of the following:



Reproduce the logo in PMS 377 alone



Reproduce the logo in PMS 284 alone



Stretch the logo disproportionately



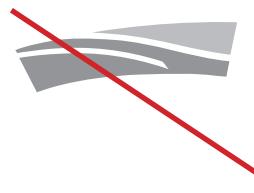
Interpret the symbol in only grey values



Reproduce the logo in outline



Use the wordmark alone



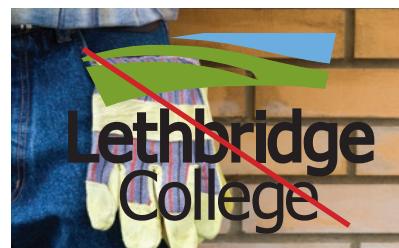
Use the symbol alone



Use the logo over a background pattern



Add other design elements to the logo



Use the logo over a busy background



Add a tagline



Change the relationship between the symbol and the wordmark



Use a poor quality version of the logo



Add a drop shadow or any other graphic effect to the logo

Accessing Lethbridge College logos

Location of logo files

Lethbridge College logos are available on *MyHorizon*.

The logos are in EPS and JPEG format. The EPS format is the standard graphic file format used for design work and will produce optimum print results. The JPEG is the most user-friendly format when working with Microsoft products.

Finding your logo

1. Go to lethbridgecollege.ca.
2. Log into *MyHorizon*.
3. Click on the Campus Services drop down menu.
4. Click on Marketing and Web Services.
5. Click on EPS Logos or JPEG Logos under Important Documents and select the logo you need.

Saving your logo to your computer

1. Click on the file you wish to download.
2. Click File - Save As.
3. Change the location of the saved file by clicking on the down-arrow located to the right of the Save-In field at the top of the dialog box and choosing the location of your choice.
4. Optional: change the file name in the File Name field.
5. Select Save.

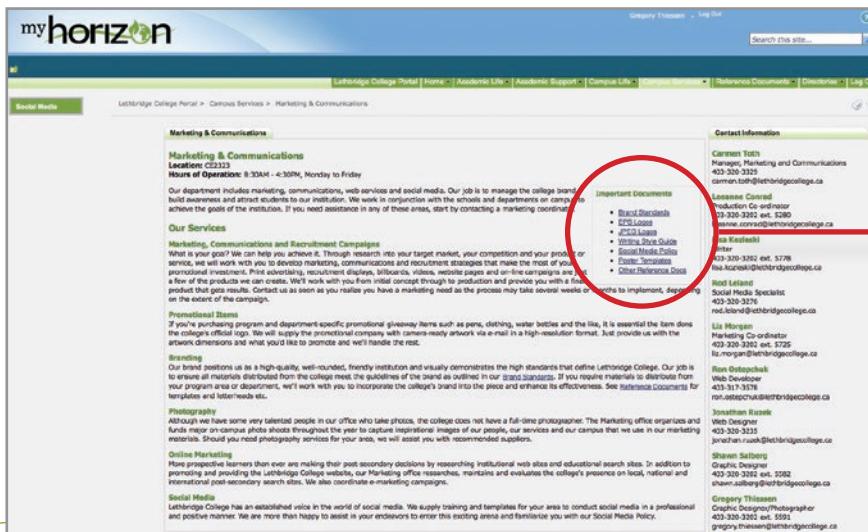
Importing your logo to Microsoft Word/ PowerPoint to view or use:

1. Open the document where the logo is to be inserted (i.e. Microsoft Word or PowerPoint).
2. Select the pull-down menu Insert. Select the Picture option. Select From File.
3. An Insert Picture dialog box opens up.
4. Locate and select the logo file you want by clicking on the down-arrow located to the right of the Look In box. (Note: look for the location that you saved the file to.)
5. Select Insert.

Resizing the logo in your document

The logo sitting in your Microsoft Word or PowerPoint document is probably too large for your purposes. To properly re-size the logo to a smaller square without distorting the image, follow these steps:

1. Click once on the logo so the small black square markers outlining the image appear.
2. Hold down the <SHIFT> key and (click and hold) any one of the corner markers with your mouse and move your cursor towards the centre of the image to re-size.



Location of logos on *MyHorizon*

Lethbridge College logo colours



Pantone 284
CMYK: 55/19/0/0
RGB: 108/173/223

Pantone 377
CMYK: 45/0/100/24
RGB: 120/162/47

Black

Colours

The logo should appear with all three colours whenever possible. When only two colours are available, use the greyscale version. Greyscale is preferred to black.

There are situations when a greyscale is not applicable. The black logo will often be the best choice on promotional items.

The logo may also be reversed from a darker solid background colour. The preferred background is one of the three corporate colours or one of the secondary colours. Against a black background, use the inverted colour college logo. Against any other darker colour, use white. The logo should not be reversed against a light coloured, non-uniform or photographic background. Please contact the Brand Coordinator if you have any questions.



Greyscale



Black





About the Lethbridge College Kodiaks logo

Lethbridge College athletics tradition states that the Kodiak bear epitomizes strength, courage, stamina and an undying perseverance which ultimately ends in triumph and success. This logo reflects the majesty, pride and ferocity of the great Kodiak bear, the largest of all terrestrial carnivores.

This is an original design that supports and promotes the overall brand identity and outlook of Lethbridge College using the same Pantone colours and swoosh element in the wordmark (a reflection of the college's graphic look). The logo results in a design that will increase Lethbridge College brand equity, maximizing the value of the current parent brand. This is a logo that can be adapted and extended throughout all Lethbridge College marketing and communications materials, and will help to communicate and extend the brand vision and tone.

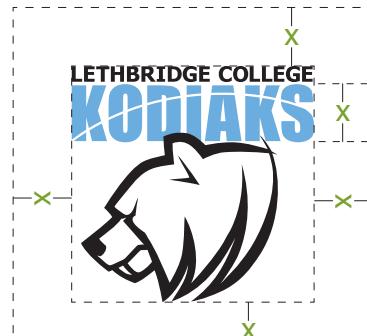
Correct uses of Lethbridge College Kodiaks logo

Protected space

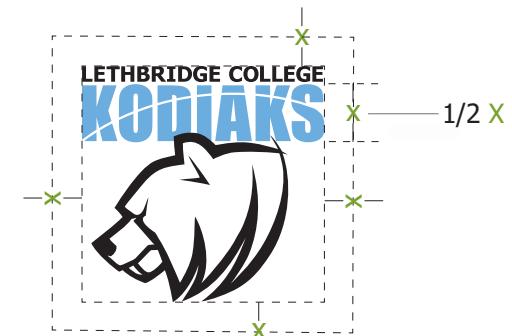
There is a specific area around the logo that must be kept clear/blank. This acts as an invisible barrier that is designed to ensure that our logo remains prominent and uncluttered.

Calculating the space around the logo

To ensure our logo stands out clearly, it must always be framed with an area of unobstructed space. For print applications, this space must be at least the height of the letter “S” in the wordmark, shown in the diagram (right) as . For electronic applications this space must be at least half the -height of the “S” in the wordmark, shown in the diagram as .



Print applications



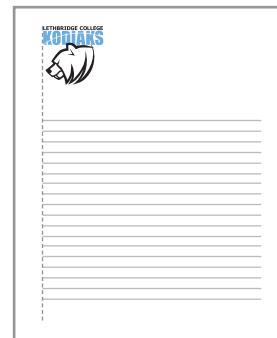
Electronic applications

Logo placement

The Lethbridge College Kodiaks logo should be placed in the top-left for all stationery and forms and in the bottom-right for ads.

Alignment

Where possible, align text or image with either the “K” or “S” in the logotype “KODIAKS.” This rule is more applicable to text documents on letterhead stationery.



Top left logo and alignment



Bottom right logo and alignment

Preferred size

The preferred logo size for letter size paper is approximately 1.25 inches square.

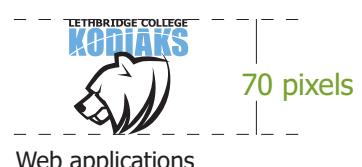
Minimum size

To preserve the clarity and legibility of all Kodiaks logos, they must never be reproduced smaller than the minimum sizes specified: 0.6 inches high for print applications, and 70 pixels high for web applications. In each case, the minimum size is determined by measuring the height of the logo.

Minimum Sizes:



Print applications



Web applications

Improper uses of Lethbridge College Kodiaks logo

The following images are examples of the most common errors to be avoided when using the Lethbridge College Kodiaks logo. Do not do any of the following:



Reproduce the logo in PMS 284 alone



Stretch the logo disproportionately



Interpret the symbol in only grey values



Reproduce the logo in outline



Use incorrect colours



Use the logo over a background pattern



Add other design elements to the logo



Use the logo over a busy background



A Very Special Event!
Add a tagline



Change the relationship between the symbol and the wordmark



Remove the words "Lethbridge College."



Use a poor quality version of the logo



Add a drop shadow or any other graphic effect to the logo

LETHBRIDGE COLLEGE **KODIAKS**



Pantone 284
CMYK: 55/19/0/0
RGB: 108/173/223



Black

Alternate logos

The Kodiaks bear head graphic and wordmark can be separated under certain circumstances. If the logo graphic is separated, the wordmark must appear somewhere else on the item (i.e. on a t-shirt, the graphic can appear on the front as long as the wordmark is somewhere else on the shirt). The wordmark may appear on its own, but the words Lethbridge College must never be removed. As well, in promotion for individual Kodiaks teams, the teams sport can be displayed below the Kodiaks wordmark. In all cases, the same rules for spacing and usage apply. Please contact the Brand Coordinator if any of these options are desired.



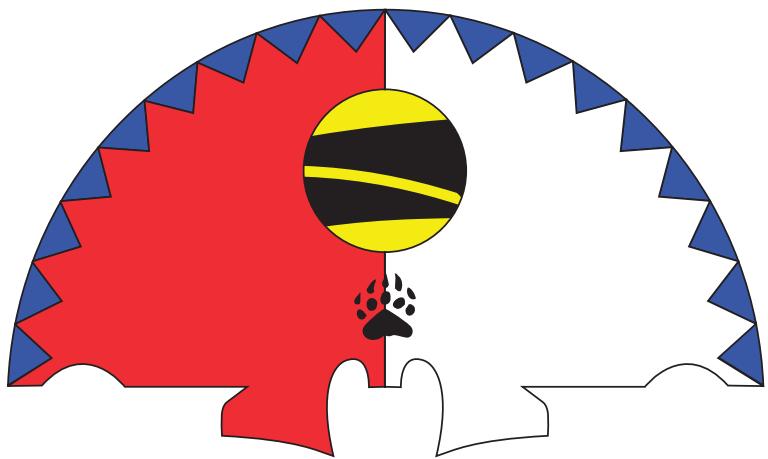
Lethbridge College Kodiaks colours and alternate logos

Colours

The logo should appear in full colour whenever possible. When colour is not available, use the black version.

The logo may also be reversed from a darker solid background colour. The preferred background is black. Against a black background, use the inverted Kodiaks logo. Against any other darker colour, use white. The logo should not be reversed against a light coloured, non-uniform or photographic background. Please contact the Brand Coordinator if you have any questions.





About the Lethbridge College FNMI symbol

Lethbridge College, which is situated on traditional Blackfoot territory, has a symbol representing First Nations, Métis and Inuit (FNMI) people and history. This symbol is used on print and web collateral that promotes FNMI events, news and other related activities.

The FNMI symbol takes the shape of a traditional Blackfoot tipi canvas. The red and white colours symbolize FNMI and non-FNMI people coming together. The yellow circle in the middle, inspired by the depiction of coulees and sky as represented by the Lethbridge College logo, represents the college's dedication to providing an inclusive learning environment for all FNMI and non-FNMI people alike. The blue triangles around the perimeter represent respect for our traditional landscape of the Rocky Mountains and specifically, Chief Mountain. Last but not least, the bear's paw represents strength and endurance when striving for an education, as well as the Lethbridge College Kodiaks.

When using the FNMI symbol for audiences outside of the college, please use the college logo along with it to ensure its association with the college is maintained.

Lethbridge College corporate and secondary colours

Please use the following colours as a guide when designing Lethbridge College promotional materials.

For general college projects (those that promote the entire college) please use one or both of Lethbridge College's official colours, green and blue.

In addition to the two college colours, each program area has its own colour specific to its area that can be used for branding and identification. To determine which topic area your program or school falls under please refer to the Viewbook online. If using your program colour isn't an option, please use the Lethbridge College green or blue.

College	Programs									
		PMS 377 C C-45 M-0 Y-100 K-24 R-120 G-162 B-47		PMS 242 C C-48 M-98 Y-35 K-16 R-131 G-36 B-95		PMS 144 C C-2 M-54 Y-100 K-0 R-242 G-139 B-0				
		PMS 284 C C-55 M-19 Y-0 K-0 R-108 G-173 B-223		PMS 124 C C-7 M-35 Y-100 K-0 R-236 G-170 B-0		PMS 364 C C-74 M-32 Y-100 K-19 R-73 G-118 B-41				
Other		PMS 187 C C-23 M-100 Y-88 K-15 R-171 G-25 B-45		PMS 647 C C-91 M-63 Y-20 K-3 R-35 G-96 B-147		PMS 107 C C-2 M-7 Y-95 K-0 R-254 G-225 B-35				
International/ English Language Centre		PMS 470 C C-26 M-70 Y-97 K-16 R-166 G-90 B-42		PMS 3255 C C-63 M-0 Y-31 K-0 R-43 G-211 B-198		Black C-0 M-0 Y-0 K-100 R-35 G-31 B-32				
FNMI				PMS 377 C C-45 M-0 Y-100 K-24 R-120 G-162 B-47		PMS 187 C C-23 M-100 Y-88 K-15 R-171 G-25 B-45				
				PMS 2603 C C-68 M-100 Y-11 K-2 R-114 G-35 B-130		PMS 7459 C C-73 M-27 Y-21 K-0 R-63 G-151 B-181				

Typefaces

Lethbridge College has four official typefaces: two sans-serif, and two serif.

These typefaces can be used individually or in combination in both your printed and electronic materials, documents and templates.

Additional typefaces may be available to the Marketing and Web Services team for use on your promotional materials.

Axia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678990 \$%&(.,:#!?)

Tahoma

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678990 \$%&(.,:#!?)

ITC Slimbach

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678990 \$%&(.,:#!?)

Cambria

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678990 \$%&(.,:#!?)



Photography

Photography is also an integral part of the Lethbridge College brand identity. The Marketing and Web Services team maintains a collection of high-quality, professional images for use on your promotional materials. These images fall into three broad categories:

People: These include images of students, faculty, staff, recent graduates and alumni, pictured individually and in groups. Wherever possible images should use college students, faculty or staff who are identified by name and other relevant information. The credibility of people from the college is an important aspect of the Lethbridge College brand.

Facilities: Excellent, modern facilities are an important part of the Lethbridge College brand promise.

Scenic: The distinctive landscape of the Lethbridge area is an important aspect of the college brand and can be used liberally as a decorative element in all communications.

If you know of an upcoming photo opportunity for marketing purposes in your area, please contact the Marketing and Web Services team early to arrange a photo shoot. For institutional events where photos are required, in house or freelance photographers can be hired. The Marketing and Web Services department maintains a list of talented and dependable photographers for you to contact. If you require photos that will not be used in marketing materials, we have a digital camera for loan. FOIP forms are available from Marketing and Web Services to ensure we have permission from those in the pictures to use their image and/or testimonial for marketing purposes.

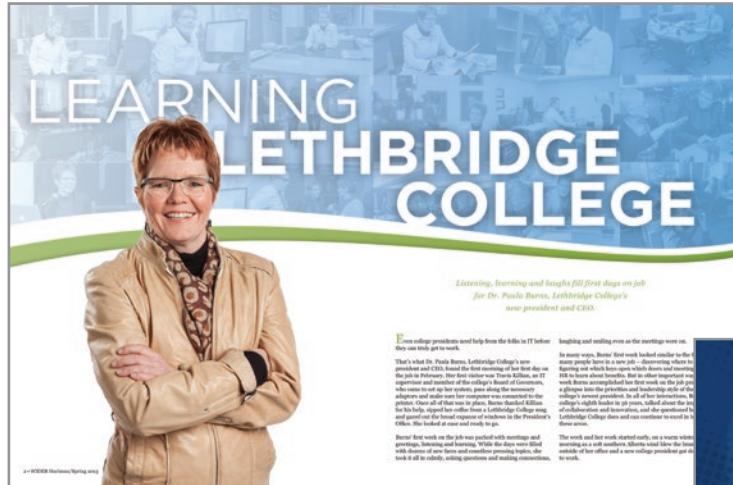
E-mail signatures

The college has a standard e-mail signature to ensure the accurate representation of the logo and your contact info in all e-mail communications. For assistance implementing or troubleshooting your e-mail signature, please contact the I.T.S. help desk.



Swoosh

Our brand standards call for incorporating a swoosh, or curving line, into design whenever possible. The shape of the swoosh emulates the rolling movement of the coulees and is reflected in the shape of the Lethbridge College logo. Please incorporate a swoosh in some form in your design or promotional materials. Below are a few examples of how the swoosh has been incorporated into recent Lethbridge College materials:



Web address

The college's web address or URL is prominently displayed on a variety of promotional materials. Because of this, it has become an integral part of the college brand and should always be displayed in the following format. The word "lethbridge" should be rendered in Tahoma regular, "college" in Tahoma bold, and ".ca" in Tahoma regular. Colours should alternate black, Pantone 377 green or 284 blue, and black for the three segments. Against black or a darker colour, its colours should be white, Pantone 377 green or 284 blue, and white. Where necessary, the URL can be created in all white or all black. Do not include *http://* or *www.* in the URL. To ensure accurate representation, make use of the URL graphics available on the marketing page of *MyHorizon*.

lethbridge**college**.ca

lethbridge**college**.ca

III. Co-branding

What is co-branding?

Co-branding describes a situation in which Lethbridge College's brand is being represented with the brand of another organization(s). Situations that involve co-branding include:

- Joint marketing of Lethbridge College and another organization
- Sponsorship of events
- Sanctioned partnerships
(e.g. Lethbridge College and the University of Lethbridge)
- Industry relationships
- Joint awards

For these situations, there are some basic guidelines to follow to maintain the integrity of the college's brand. Please contact the Marketing and Web Services Manager for assistance with co-branding initiatives.

Co-branding design principles – Logo usage

Best Practices

- A new logo should not be created using any part of the Lethbridge College logo.
- Protected space and minimum size of the Lethbridge College logo must be maintained (*see p.5 Correct uses of Lethbridge College logos*).
- Colour of the logo used will be determined by background colour
(*see p.13 Lethbridge College corporate and secondary colours*).
- Ideally, a horizontal placement is best for two or more logos.

Example of horizontal placement



Example of vertical placement

Align other logos with the "L" in the Lethbridge College logo.



Steps to follow when providing Lethbridge College's logo to your partner:

- Determine what type of files are required.
- Contact the Brand Coordinator, who will forward the appropriate files to your partner and request a proof to ensure the logo standards are met.

IV. Applications



Website guidelines

The Marketing and Web Services department is responsible for the college's online web presence. Lethbridge College's current website was designed in 2010 with the goals of attracting students, encouraging applications and nurturing alumni engagement. The website supports recruitment by encouraging visitors to take immediate action and to identify their interests and needs. All marketing should direct people to the website for further information as this is our primary way of reaching prospective students. Any content online must follow the brand standards in terms of graphics, fonts, logo usage and CP style writing (*see p.26 Writing style*).

To discuss a web project or changes and updates to the website, contact your Marketing Coordinator in the Marketing and Web Services team.



Social media guidelines

Lethbridge College encourages and supports using social media to promote the institution and engage with the community. Social media activity is governed by the Social Media Policy and supported by the college's social media specialist. Resources are available for staff in *MyHorizon* under Campus Life-Social Media.

If you are interested in setting up any social media profiles representing or affiliated with Lethbridge College, please contact the social media specialist. The specialist's experience will make the process of setting up accounts much easier. It will also ensure that brand standards, college style, etc., are followed. Staff and faculty must complete and sign a Social Media Plan document before starting to post on behalf of the college. The Marketing and Web Services team will help you design and brand your online identity and guide you as you modify these elements (e.g. changing profile pictures, updating cover photos, etc.).

Ongoing training will also be available to employees to make sure proper procedures are used and that the social media accounts are successful.

General guidelines to remember when creating online content:

- Always speak in first person plural: "We're excited to announce."
- Whenever possible, post media-rich content. Posts with images, links, or videos, as opposed to just text, lead to higher user engagement.
- Photos taken in public places (not classrooms) and used for editorial (not advertising) purposes may be shared on social media without a photo/video release.
- Avoid the use of stock art, clip-art, comics, or email-forward-style images for social media. Generate and use original content whenever possible.
- Post and share in a friendly, supportive and approachable manner. Don't hesitate to joke in good taste, speak with students one-on-one and share funny stories related to the college.
- Find and use original sources to linked content. If you find content you wish to share, trace it back to its original source and link to that.

Displaying social media links in print is encouraged, and should follow the format of *icon/username/* without displaying *http://* or *www.* (see left).

Occasionally, exceptions to brand standards may be permitted in conforming to the constraints of online platforms.

Video production guidelines

Video is an increasingly important communication medium for Lethbridge College. The use of video for student experience, recruitment and retention is very important to the institution and should be considered for use when evaluating communication and advertising tools.

Lethbridge College video content must comply with all college policies including the Visual Identity policy and the Brand Standards manual. Programming intended for broadcast in an official capacity on television or through Lethbridge College branded web channels are subject to review by the Marketing and Web Services office. Video for official channels must meet Lethbridge College brand standards and all clearances and third-party agreements, including music licenses, stock footage licenses and talent releases must be accounted for.



Standards vary by distribution method and are outlined roughly below. For further clarification, please contact the Marketing and Web Services office.

Institutional marketing and video - (*Testimonials, television ads, video advertising billboards, etc.*) – Institutional video and advertising posted on official channels must conclude with a Lethbridge College bumper. If time allows, subjects in the video should be introduced with a standard lower third. Guidelines for lower thirds are available from the Marketing and Web Services or Audio Visual offices.

Official Lethbridge College webcasts and streaming video - (*Town Hall, Convocation, etc.*) – Webcasts must be branded with an overlaid transparent watermark of the Lethbridge College logo. Bumper use is optional.

External academic videos – Academic content that is posted for public consumption or sharing must be watermarked and conclude with a Lethbridge College bumper. All central persons in the video should be introduced with a standard lower third. Guidelines for lower thirds are available from the Marketing and Web Services or Audio Visual offices.

Internal academic videos - (*Lectures, presentations, classroom exercises*) – Videos produced for internal distribution (portal, Learning Management System) and not distributed or available to the public, regardless of their creator, do not need Lethbridge College branding, but must not be distributed publicly.

Instructors wishing to produce their own video content are encouraged to contact the Educational Enhancement Team for support.

General video production and editing standards:

- Produce, upload and deliver all video in 1080P HD whenever possible. 720P is satisfactory.
- Ensure video is properly stabilized using a tripod and that camera movement is smooth.
- Ensure video is properly exposed and recorded audio is captured using external (boom, shotgun or lapel) microphones whenever possible.
- Transitions (dissolves) to and from black should bookend every video.



Welcome to your future.

Lethbridge College gives students the tools they need to connect to the work they love. From agriculture to justice, health to trades, we have an online or classroom program to fit every passion.

EXTREME CAREER MAKEOVER Suffering from career envy? Lethbridge College wants to give you an *Extreme Career Makeover* for free. Enter at lethbridgecollege.ca by Dec. 15 for your chance to win.

Lethbridge College



2014 Bridging Cultures

Celebrate our community's diversity.

On March 27, all are welcome to come and discover world culture at Lethbridge College. Enjoy a wide variety of entertainment and exhibitors while sampling the college's delicious international cuisine. Tickets are \$5 for four and \$10 for eight food items.

Thursday, March 27
11:30 a.m. to 1 p.m.
Lethbridge College Centre Core (enter through the college's front doors)
Purchase your food ticket by March 24 at bridgingcultures.ca.

bridgingcultures.ca

APPLIED RESEARCH IN ACTION AT LETHBRIDGE COLLEGE



Lethbridge College English and writing instructor Lance Semak recently joined forces with two computer scientists to create smartphone applications for the classroom. Semak, Ben Burnett and Chris Sanden all hope to make grammar less dry, more relatable to students – and maybe, just maybe, more fun.

The outcome of their effort is an application called Grammarama, an app that was tested in Semak's English 150 class this past year and that will be released to the public in an app store this fall. This cutting-edge effort offers a solution to one of the most common challenges – a challenge facing writing instructors across the country – is just one example of the exciting applied research projects happening every day at Lethbridge College.

Whether it's breeding new strains of algae, studying iron-coastal geology or informing us about the climate, or examining the unique "propertites" of bullets and coatings used in illegal weapons, applied research is used to find answers to real-world problems. In fact, students, faculty and staff work together to create innovative solutions to difficult questions posed by industry. In the end, students, faculty and industry can benefit from the experience.

Have a practical problem or need a solution? Want to help find a solution? Then look to Lethbridge College and its applied research opportunities.

lethbridgecollege.ca



Choose a career that makes a difference.

Look to Lethbridge College's Human Service's programs:

- Early Childhood Education
- Seniors and Youth Care
- Educational Assistant
- Fetal Alcohol Spectrum Disorder Education
- Disability and Community Rehabilitation

Make a difference in your community with a career in human services – and start on your road to success at Lethbridge College.

lethbridgecollege.ca

Lethbridge College

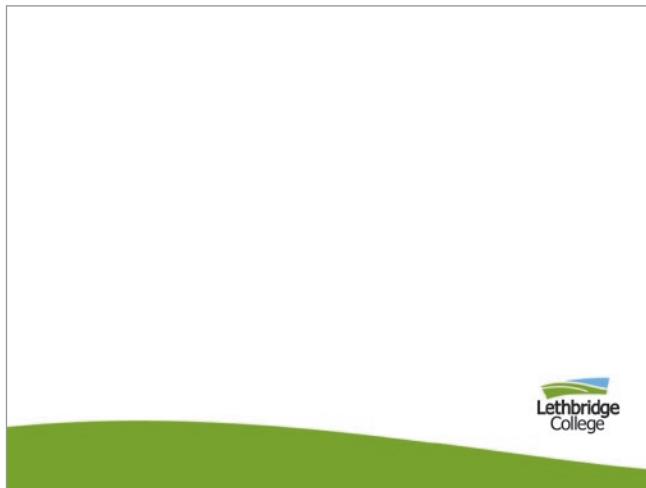
Print ad – Sample layouts

Sample layouts are presented above and provide a good example of the use of high-quality images, effective use of space and an appropriate amount of text.

Lethbridge College electronic document templates

Electronic stationery templates

To download an electronic template for stationery, fax forms or PowerPoint slides, log into *MyHorizon* and select the Campus Services drop down menu. Click on Marketing and Web Services. Then under Important Documents select Other Reference Docs and click on the item you need under the Marketing and Web Services drop down menu.



Marketing and Communications
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LEADERSHIP and TRANSFORMATION

V. Pre-printed stationery

How to order stationery

Stationery is available through Grenville Print Centre (PA1150). The following items are available in packs of 500 or by the individual sheet or envelope:

- Generic letterhead with three colour logo
- #10 standard envelopes with black logo and return address (with or without window)
- 9" x 12" envelopes with black logo and return address
- 5 3/4" x 9 1/2" envelopes with black logo and return address
- Thank you cards with three colour logo – in packs of 10 with blank envelopes
- Tent cards with three colour logo – in packs of 25
- Name tag labels – individual sheets – eight labels per sheet

Customized departmental stationery or anything not listed can be special ordered through Grenville. Please consult with Grenville staff regarding turnaround times.

How to order business cards

All Lethbridge College business card orders can be placed directly with Grenville.

The card and stationery ordering system depends on current demand, and as a result the turnaround time for individual orders may vary. To order:

- Use a current business card and mark all applicable changes on the card.
- Complete a printer requisition form.
- Attach the sample card and drop off at Grenville.
- You will be contacted by Grenville staff when a proof copy is ready.

Thank You



Our Mission
Lethbridge College inspires and facilitates learning and innovation to meet economic and social needs.
Our Vision
Leading and transforming education in Alberta

3000 College Drive South • Lethbridge, AB • T1K 1L6

VI. Premium promotional items

You may find you have occasion to use promotional items like those pictured on this page as giveaways and gifts. The logo must be used correctly on these items so that Lethbridge College's core values, attributes and qualities are reflected on all materials.

Best practices

Logo size and spacing

- In all cases, the logo size must be in proportion to the intended item for branding.
- Lethbridge College logos must never be distorted or altered in any way.
- Protected space must be maintained around Lethbridge College's logo (*see p.5 Correct uses of Lethbridge College logos*).
- Minimum size of the Lethbridge College logo must be maintained (*see p.5 Correct uses of Lethbridge College logos*).

Background colours

When using Lethbridge College's logo and official or secondary colours, only an exact match is acceptable. If an exact colour reproduction is not possible on promotional items, please refer to p.8 of this document to guide your decision. This document provides a colour chart outlining examples of logo and background colour variations that will help you in picking your promotional items.

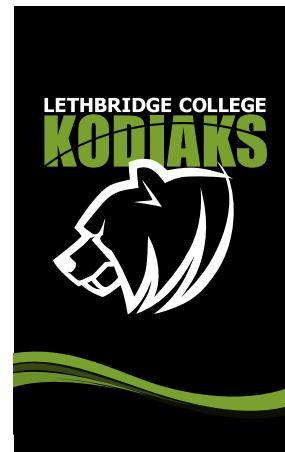
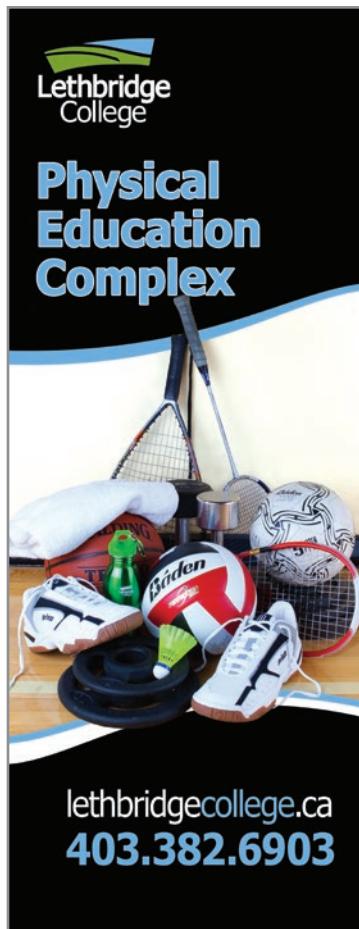
Dealing with vendors

- Contact the Marketing and Web Services department for information on suppliers that are already working within our logo use guidelines.
- Once you have determined the promotional item you wish to order, the Brand Coordinator will approve your colour selection, send a logo to the vendor in the requested format and be involved in the proofing process to ensure the vendor is able to meet the brand standards.

Note: for small numbers of promotional items, check with your Marketing Coordinator as some items are available from the Marketing and Web Services office.



VII. Signage



Lethbridge College brand standards and logo usage should apply to all corporate signage. Assistance with signage can be found in two places: Facilities Management and Marketing and Web Services.

Please contact Facilities Management for assistance with the following signage:

- Wall mount
- Facilities signage
- Truck/car magnets
- External signage

Facilities Management will work with Marketing and Web Services to ensure brand standards are met.

Please contact Marketing and Web Services for the following signage:

- Posters
- Displays
- Backdrops
- Truck/car decals
- Other

VIII. Writing style

The Lethbridge College Communications office follows the guidelines outlined in the Canadian Press Stylebook or CP style. The following pages are designed as a guide for any member of campus who writes about the college to internal or external audiences. You will see answers to the most commonly asked questions about style and usage. If you have a question that is not answered here, consult the Canadian Press Stylebook.

Writing

Some basic writing rules, courtesy of George Orwell, E.B. White and others:

1. Short words usually get the job done just as well as elongated, cumbersome words do. You can still use long words, but do so deliberately.
2. If it is possible to cut out a word, always cut it out.
3. Use the active voice (*I won the race* rather than *The race was won by me*).
4. Avoid clichés (Not *Avoid clichés like the plague*).

That is, if you are used to seeing a metaphor, simile or other figure of speech in print, avoid using it in your own writing.

5. Avoid jargon, foreign phrases or scientific words if you can think of an everyday English equivalent.
6. Short paragraphs (like short sentences) are preferred because they help break up blocks of text. They are also easy to read. Long sentences, like long paragraphs and long words, should be used deliberately.

Capitalization

Lethbridge College
(never ever The Lethbridge College).

Lowercase *college* when not accompanied by Lethbridge: *the college; college employees*.

Appointed/elected bodies

Uppercase when full title is used: *Lethbridge College Board of Governors*; (but use “*board of governors*” when used generally).

Buildings/areas

Capitalize formal building names: *Val Matteotti Gymnasium, Cousins Science Centre, Instructional Building* (never: IB Building.) Capitalize informal areas that have become common in usage: *Fish Bowl, Brown Bag area, Centre Core*.

Departments

Capitalize official campus departments: *School of Environmental Sciences, Facilities Management, Kodiaks Athletics, Advancement, Residence Life*.

Lowercase unless in address or formal reference

Use lowercase letters for directions, even when accompanied by the name of a province/country: *north, south, east, west, southern Alberta, western Canada*.

Use lowercase letters for seasons: *spring, summer, fall, winter*.

Schools/programs/outcomes/courses/subjects

Capitalize schools: *School of Justice Studies*. Capitalize formal programs: *Communication Arts, Interior Design*.

Lowercase program outcomes: *certificate, diploma, applied degree: an applied degree in Correctional Studies; an Office Administration diploma*.

Capitalize formal courses: *Construction Estimating; Chemistry 095*. Usage: *The program includes Construction Estimating* (but: *you will learn construction estimating*.)

Lowercase subjects: *psychology; journalism; environmental science*.

Lowercase academic degrees: *doctorate and masters*.

Titles

Few titles are capitalized, and only when they come before the person's name. At Lethbridge College, capitalize President and Dean: President John Doe, Dean Jane Doe (but: John Doe, president and CEO; Jane Doe, dean of Health, Justice and Human Services.)

Lowercase titles such as chair, manager, instructor, co-ordinator, director, etc. In most cases, titles of more than two words should be placed after the name:

FNMI director Richard Roe; but: Joe Schmoe, director of Applied Research and Innovation (or: director Joe Schmoe, Applied Research and Innovation.

Numbers and abbreviations

Numbers

Spell out numbers under 10 and use figures for those 10 and above: *one, two, three, 13, 42, 101*, except when dealing with money: \$7.

Spell out ordinals under 10: *first, fifth, etc.*

Spell out numbers greater than six digits: *one million, 2.4 million.*

Round off numbers where accuracy is not required: *about 4,000 students; more than \$5 million.*

Avoid starting a sentence with a number; if you must, spell it out.

Metric

Spell out metric terms on first reference: *10 kilometres.*

Plural abbreviations do not need an "s": *eight kg; 10 km.*

Range of times

Use "from" and "to" when writing a range of times but use an en dash in tables.

The meeting went from 9 to 10:30 a.m.

Reception, 7–10 p.m.

Times / Dates

In most cases, use the day of the week for an event if it is within seven days of publication and use the date otherwise. Avoid using both.

When writing dates use only the number. June 1 not June 1st.

Preferred order for event announcements: time, date, place: *2:45 p.m. March 2 in the Centre Core.*

Use periods for lower case abbreviations a.m. and p.m.: *10 a.m. (not 10:00 a.m.) but 5:30 p.m.*

Write *1:30 to 5 p.m.* (one 'p.m.') rather than 1:30 p.m. to 5 p.m.

Use *noon or midnight*, not 12 a.m. or 12 p.m.,

Academic degrees

Omit periods in abbreviations of academic degrees: *BA, BSc, PhD*

Acronyms

Spell out acronyms and other initialized nouns on first reference wherever a reader might be unfamiliar with the term: *Senior Leadership Team (SLT); Fetal Alcohol Syndrome Disorder (FASD); Aquaculture Centre of Excellence (ACE).* You may then use the acronym on later references.

Note: nouns such as GPS and similar initialized terms are usually lowercase when spelled out: *global positioning system.*

All-caps initials

Unless referring to a geographical location, most all-caps initials do not require periods: *NAIT, GPA, U of L, (but: N.W.T., U.S.)*

Athletics

Kodiaks Athletics (not Kodiak).

Lowercase individual teams: *the Kodiaks men's soccer team.*

Lowercase positions: *defender, guard, goalie, setter.*

Hyphenate: *cross-country running.*

Days

Do not abbreviate days of the week: *Saturday.*

Do not abbreviate months when no date is included: *the semester starts in January; the semester starts Jan. 6.*

Never abbreviate months with five or fewer letters: *March, April, May, June and July.*

FNMI

Use *First Nations Métis Inuit (FNMI)* on first use and *FNMI* on later references.

Use: *Blood Tribe (Kainai)*, and *Piikani Nation* when referring to the official names of the two First Nations in our area.

Per cent

Use per cent rather than %. (Two words and no hyphen)

Provinces

Spell out all provinces and territories standing alone: *British Columbia, Alberta*.

Provinces can be abbreviated when a place name is included: *Kelowna, B.C.*

The Canadian Press standard for abbreviating Canadian provinces and territories is mixed upper and lowercase with periods after the name of the community: *Alta., B.C., Man., N.B., N.L., N.W.T., N.S., Ont., P.E.I., Que., Sask.*

Neither Yukon nor Nunavut is abbreviated.

Only use Canada Post abbreviations in mailing addresses: *AB, BC, MB, NB, NL, NS, NT, NU, ON, PE, QC, SK, YT*

Provincial designation is not required for locations in Alberta, or for major cities and provincial capitals: *Leduc; Winnipeg; Vancouver*, (but: *Prince Albert, Sask.*)

Punctuation

Almost all punctuation marks go inside quotation marks. If more than one paragraph of quotation from a single speaker runs in succession, use quotation marks at the beginning of each paragraph but at the end of the last paragraph only.

After the wine auction, President John Doe wrote the entire Lethbridge College staff with praise for all those involved in the successful event. He concluded by noting that “clearly our community stakeholders recognize the significant contribution we make to the economic livelihood of southern Alberta.

“But more than that,” he added, “we create truly bright futures for our students.”

Omit the last comma before “and” in a list of three or more items, unless a comma is needed to prevent confusion.

Professors, students and administrators lined up to give blood.

However, the following book dedication needs a comma before the “and” for clarity (unless one’s parents ARE Mother Theresa and the Pope).

To my parents, Mother Theresa and the Pope.

vs.

To my parents, Mother Theresa, and the Pope.

Canadian rules

“Our” rule

For words of more than one syllable in which the “u” is not pronounced, Canadian authorities have adopted the “our” spelling as the standard. The following is a quick reference list for “our” words.

armour
behaviour
colour
demeanour
endeavour
favour, favourite, favourable
flavour
harbour
honour, honourable, honoured but honorary
humour but humorous
labour but laborious
neighbour
odour but odorous
rigour but rigorous
rumour
saviour
tremor (no ‘u’)
vapour but vaporous
vigour but vigorous
valour but valorous

The double “L”

compel, compelled, compelling
counsel, counsellor, counselling
enrol, enrolled, enrolment
excel, excelled, exceling
fulfil, fulfilled, fulfillment
install, instalment, installation
marvel, marvelled, marvellous
signal, signalled
total, totalled
tranquil, tranquillize
travel, traveller

The following is a list of words and their accepted Canadian spelling.

centre, centred, centring
cheque (as a method of payment)
pretence defence (but use defensive)
grey (colour)
organize
practice (as a noun or adjective)
practise (as a verb)
sulfur (scientific standard spelling)
theatre

Common mistakes

There are a number of words that are misspelled or misused, or both, on a regular basis.

affect/effect

use affect to mean act upon, influence or imitate; use effect to mean cause, make possible, accomplish or complete

analyze/analyse

interchangeable but analyze is preferable

compliment/complement

The first is an expression of praise; the second is the quantity or number needed to make up a whole

composing/comprising

composing is to make or create by putting together (composed of A, B and C); comprising is consisting of (comprising A, B and C)

councillor/counsellor

a councillor is elected to city council; a counsellor offers advice

defence/defense

interchangeable but defence is preferable; use defensive

discreet/discrete

discreet means circumspect action or speech; discrete refers to something being distinct or separate

ensure/insure

ensure is to make certain; insure is to protect against loss

fewer/less

if you can count it, use fewer; if you can't count it, use less (fewer papers but less paper; fewer dollars but less money).

historic/historical

something important is historic; something that happened in the past is historical.

i.e./e.g.

use i.e. in place of “that is”; use e.g. to cite examples

its/it's

its is possessive (the dog licked its paws); it's is a contraction of “it is”

license/licence

use license as a verb, licence as a noun

moral/morale

moral is a lesson; morale is an attitude or mental condition

practise/practice

use practise as a verb, practice as a noun

principal/principle

principal means head or leading figure; principle means rule, law, moral guideline or general truth

rational/rationale

rational is sensible; rationale is a statement of reason

re-sign/resign

re-sign is to sign again; resign is to quit

stationary/stationery

if you remain in one place, you are stationary; stationery is paper

that/which

use “that” when the clause is essential to the meaning of the sentence; use which, set off with commas, for clauses less essential to meaning

Lists

Short, simple lists are best written in sentence form, especially if the introduction and the items form a complete grammatical sentence. Other lists should be set vertically. A vertical list is best introduced by a complete grammatical sentence, followed by a colon. Consistency is essential.

If the bulleted items are complete sentences, punctuate the sentence as normal.

Here are a few facts about Lethbridge College:

- The college opened in 1957.
- It was the first publicly-funded community college in Canada.
- Our facilities are among the best anywhere.
- More than 5,000 students attend the institution.

If the list items are not complete sentences, do not use capitals or closing punctuation.

Your application must include the following documents:

- a full resume
- a portfolio
- a writing sample
- two letters of recommendation

In a bulleted vertical list that completes a sentence begun in an introductory element and consists of phrases or sentences with internal punctuation, semicolons may be used between the items, and a period should follow the final item. Each item begins with a lowercase letter.

The president announced that:

- we offer programs recognized by national accreditation committees, which means your diploma will be recognized across the country;
- many of our instructors helped build the programs they now teach, after years of experience in their fields; and
- our grads are sought by employers who recognize the value of a Lethbridge College diploma.

In a bulleted vertical list where the items complete a sentence begun in an introductory element and the list consists of phrases or sentences without internal punctuation, no punctuation should be used after each list item. Each item begins with a lowercase letter.

The committee agreed to:

- review existing options and develop several possible solutions
- meet with officials to discuss their concerns
- create a website to keep the general population updated on developments

Social media accounts

Social media accounts should be referenced as a username, not a URL, whenever possible. List *@LethCollege*, not *http://www.twitter.com/LethCollege/*. When no username is available, list the short or vanity URL without *http://* or *www*. For example, *Facebook.com/LethbridgeCollege*, not *http://www.facebook.com/lethbridgecollege*.

Apps

A variety of mobile apps to accompany Lethbridge College services and products are available for use on mobile devices. When directing users to download apps, always provide a direct link to the app page on the corresponding app store. Never direct a user to “search the app store” for an app. For example: *Ellucian GO* is available to download in the Apple App Store for iOS, and Google Play Store for Android.

IX: The Marketing and Web Services team

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