

**A Guide to the
LaGrange College
Athletics
Visual Identity Program**



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INTRODUCTION

After much thoughtful research and review and extensive considerations and conversations, LaGrange College has adopted an athletics logo system to enhance its visual identity and strengthen its position in the marketplace. To that end, we have developed this document, “A Guide to the LaGrange College Athletics Visual Identity Program,” to assist you in using the College’s athletics identifiers.

Why does LaGrange College need an athletics visual identity program?

As we continually strive to provide students with an exceptional educational experience—one that challenges their minds and inspires their souls—we must never underestimate the importance of our institutional identity.

The Panther logo and its accompanying marks are visual assets that reinforce our image as the premier private liberal arts and sciences college in Georgia. Like all assets, we must

take care of them and protect our image. By using the new marks consistently, we will help LaGrange College athletics establish and maintain a strong, positive image with all constituencies. This guide outlines parameters for logo use (and misuse) that should guide our collective efforts.

How should you use this guide?

This guide is designed to provide information about the Panther logo and related marks, along with guidelines for their use and directions for reproducing them.

While this guide features many examples of usage and application, it is not possible for the guide to address every situation. If questions arise, please contact the College’s Communications and Marketing Office.

Thank you for your help in promoting LaGrange College clearly, consistently and cost-effectively.

THE PRIMARY LOGO

For instructions on using the White Logo on a medium to dark background, please see section 2.12.

The LaGrange College Panther logo and the relationship of its elements are unique. Using standard fonts will *not* accurately reproduce the typography. Please use electronic files or camera-ready artwork supplied by the Communications and Marketing Office when reproducing the logo.

As illustrated below, the logo includes the institution's name and is designed in a distinct and individual style. Used consistently, it will promote immediate identification by the public, reflecting the spirit and philosophy of LaGrange College Athletics.

Note: When a logo is placed on a dark background the TM must change to white. Please ask for this specific mark when requesting a logo.



Red, Silver and Black Logo

This is the preferred logo, reproduced in three colors—PMS 200 Red, PMS 429 Silver and Black.



Red and Black Logo

When only Red and Black inks are available, the logo should be reproduced in PMS 200 Red and Black, using a 33% screen of Black to create the Silver.



Black Logo

When only Black ink is available, the logo should be reproduced in 100% Black.



Red Logo

Although not the preferred use, the logo can also be reproduced in 100% PMS 200 Red.

SECONDARY LOGO - PANTHER

For instructions on using the White Logo with Tagline on a medium to dark background, please see section 2.12.

Additional options have been designed to allow for flexibility within the athletics logo system. The following (sections 2.2 - 2.8) are all readily available options for College use.

Again, the relationship of these elements is unique and should be used consistently. Using standard fonts will *not* accurately reproduce the typography. Please use electronic files or camera-ready artwork supplied by the Communications and Marketing Office when reproducing any portion of the logo.

Note: When a logo is placed on a dark background the TM must change to white. Please ask for this specific mark when requesting a logo.



Red, Silver and Black Logo

This is the preferred logo, reproduced in three colors — PMS 200 Red, PMS 429 Silver and Black.



Red and Black Logo

When only Red and Black inks are available, the logo should be reproduced in PMS 200 Red and Black, using a 33% screen of Black to create the Silver.



Black Logo

When only Black ink is available, the logo should be reproduced in 100% Black.



Red Logo

Although not the preferred use, the logo can also be reproduced in 100% PMS 200 Red.

SECONDARY LOGO - “L”

For instructions on using the White Logo on a medium to dark background, please see section 2.12.

When a logo is placed on a dark background the TM must change to white. Please ask for this specific mark when requesting a logo.



Red, Silver and Black “L” Logo
Reproduced in three colors—PMS 200 Red, PMS 429 Silver and Black.



Red and Black “L” Logo
When only Red and Black inks are available, the “L” logo should be reproduced in PMS 200 Red and Black, using a 33% screen of Black to create the Silver.



Black and Silver “L” Logo
Another option allows for PMS 429 Silver and Black.



Black “L” Logo
The “L” logo also can be reproduced in 100% Black and 33% Black.



Black “L” Logo
This option is used when a 33% screen of Black is not available. When reversed out of a colored background, all TMs change to white.



Red “L” Logo
Although not the preferred use, the logo can also be reproduced in 100% PMS 200 Red. When reversed out of a colored background, all TMs change to white.

SECONDARY LOGO - "LC"

For instructions on using the White Logo on a medium to dark background, please see section 2.12.



Red, Silver and Black "LC" Logo

Reproduced in three colors—PMS 200 Red, PMS 429 Silver and Black.



Red and Black "LC" Logo

When only Red and Black inks are available, the "LC" logo should be reproduced in PMS 200 Red and Black, using a 33% screen of Black to create the Silver.



Black and Silver "LC" Logo

Another option allows for PMS 429 Silver and Black.



Black "LC" Logo

The "LC" logo also can be reproduced in 100% Black and a 33% Black screen.



Black "LC" Logo

This option is used when a 33% screen of Black is not available.



Red "LC" Logo

Although not the preferred use, the logo can also be reproduced in 100% PMS 200 Red.

SECONDARY LOGO - PANTHER HEAD

For instructions on using the White Logo on a medium to dark background, please see section 2.12.

When using the Panther head secondary logo, the left-facing version is much preferred. Only use the right-facing version in applications that demand it, such as football helmets.



Red, Silver and Black Panther Head Logo - left

Facing left (the preferred orientation), this logo is reproduced in three colors—PMS 200 Red, PMS 429 Silver and Black.



Red and Black Panther Head Logo - left

When only Red and Black inks are available, the Panther Head facing left logo should be reproduced in PMS 200 Red and Black, using a 33% screen of Black to create the Silver.



Red, Silver and Black Panther Head Logo - right

Facing right, this logo is reproduced in three colors—PMS 200 Red, PMS 429 Silver and Black.



Red and Black Panther Head Logo - right

When only Red and Black inks are available, the Panther Head facing right logo should be reproduced in PMS 200 Red and Black, using a 33% screen of Black to create the Silver.



Black Panther Head Logo - left

This option uses 100% Black. Also available for reproduction in 100% PMS Red and 100% PMS 429.



Black Panther Head Logo - right

This option uses 100% Black. Also available for reproduction in 100% PMS Red and 100% PMS 429.

WORDMARKS

Wordmarks have been created as part of the LaGrange College athletics logo system.

Again, the relationship of these elements is unique and should be used consistently. Using standard fonts will *not* accurately reproduce the typography. Please use electronic files or camera-ready artwork supplied by the Communications and Marketing Office when reproducing the wordmarks.

Note: When a wordmark is placed on a dark background the TM must change to white. Please ask for this specific mark when requesting a wordmark.



Red, Silver and Black LaGrange Panthers Wordmark

*This logo is reproduced in three colors—
PMS 200 Red, PMS 429 Silver and Black.*



Red and Black LaGrange Panthers Wordmark

*When only Red and Black inks are available,
the LaGrange Panthers Wordmark should be
reproduced in PMS 200 Red and Black, using
a 33% screen of Black to create the Silver.*



Black LaGrange Panthers Wordmark

*This option uses 100% Black. The mark
may also be printed in 100% PMS 429
Silver.*



Red LaGrange Panthers Wordmark

*This option uses 100% PMS 200 Red. The
mark may also be printed in 100% PMS
429 Silver.*



Black LaGrange Wordmark

*This option uses 100% Black. Also available
for reproduction in 100% PMS Red.*



Black Panthers Wordmark

*This option uses 100% Black. Also available
for reproduction in 100% PMS Red.*

SPORT-SPECIFIC LOGOS

Sport-specific logos have been created for use by each individual LaGrange College athletics unit. These logos are available in PMS 200 Red, PMS 429 Silver and Black, as shown below, or in PMS 200 Red and Black, 100% PMS 200 Red or 100% Black. When a logo is placed on a dark background the TM must change to white. Please ask for this specific mark when requesting a logo.



SPORT-SPECIFIC WORDMARKS

Sport-specific wordmarks have been created for use by each individual LaGrange College athletics unit. These logos are available in PMS 200 Red, PMS 429 Silver and Black, as shown below, or in PMS 200 Red and Black, 100% PMS 200 Red or 100% Black. When a logo is placed on a dark background the TM must change to white. Please ask for this specific mark when requesting a logo.



LAGRANGE NUMBERS

A set of numbers has been designed especially for LaGrange College Athletics usage. These numbers are available in Black, PMS 200 Red and PMS 429 Silver.

1 2 3 4 5
6 7 8 9 0

1 2 3 4 5
6 7 8 9 0

1 2 3 4 5
6 7 8 9 0

INCORRECT USAGE

Color is an integral part of the LaGrange College Athletics identity. To maintain recognition of the identity, only use the shades of red and silver specified in section 3.1.

Correct use of the LaGrange College Athletics identity is important for building recognition. This page shows typical mistakes to be *avoided*.



Do not change the colors of the logo.



Do not tint or screen the colors of the logo.



Do not change the size relationships between the elements of the logo.



Do not put the logo on a patterned background.



Do not create patterns with the logo.

The **PANTHERS** went on to celebrate their fourth straight win against Saint Rushmore College.

Do not use the logo as part of a sentence.



Do not use portions of the logo to create another logo or wordmark.



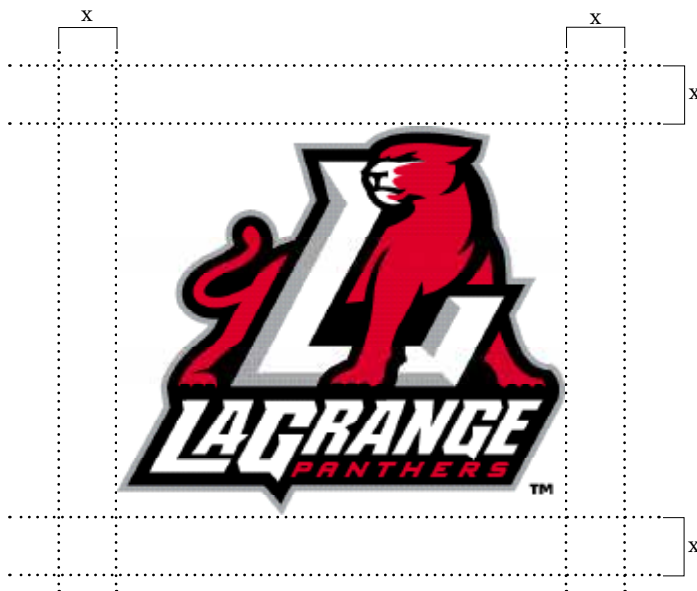
Never skew the logo in any way.



Keep the dimensions of the logo proportionate when altering the size.

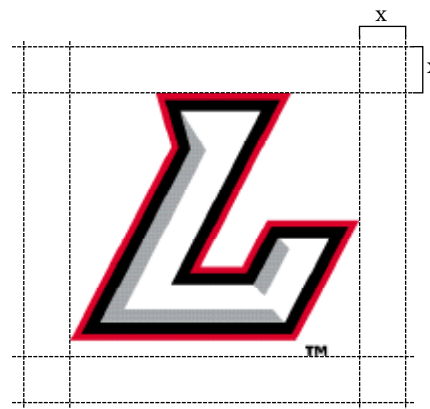
AREA OF ISOLATION

To maintain the integrity of the LaGrange College Athletics identity, a certain amount of space around the logo must be kept clear of competing visual *typographic* elements. The clear space is based on the height of the “E” in LaGrange.



AREA OF ISOLATION (CONTINUED)

In an Athletic mark where the “E” is not present to determine the correct amount of surrounding clear space other guides have been determined to assist you.



Use the outermost point (including the TM) of the mark to determine where the clear space should begin.



USING THE LOGO ON DARK BACKGROUNDS

Any of the logos in the Athletics Visual Identity Program may be used on a dark background. When using the white logo, the image will appear “reversed out.” Examples of this usage are seen below. All variations are not shown. When a logo is placed on a dark background the TM must change to white. Please ask for this specific mark when requesting a logo.



THE COLOR PALETTE

Color is an integral part of the LaGrange College Athletics identity. To maintain recognition of the identity, only use the shades of ink specified below.

Due to limitations of digital printing process technology, consistent and accurate color reproduction shown in this manual cannot be assured. For accurate color representations, please refer to the Pantone® Matching System (PMS).

See the LaGrange College Communications and Marketing Office or your local print supplier for a PMS book or Pantone color matching chips. You can also order Pantone materials at 1-888-726-8663 or www.pantone.com.

Color Matching

Use these equivalent formulas for matching the LaGrange College colors in the following systems:



Pantone® Matching System:
PMS 200 Red

CMYK (4-color process):
0% Cyan + 100% Magenta + 65% Yellow + 15% Black



Pantone® Matching System:
PMS Black

CMYK (4-color process):
0% Cyan + 0% Magenta + 0% Yellow + 100% Black



Pantone® Matching System:
PMS 429 Silver

CMYK (4-color process):
6% Cyan + 0% Magenta + 0% Yellow + 34% Black

RGB Color Conversions

Colors created on computer screens and display screens are created by adding Red, Green and Blue phosphors. Not all monitors and displays will match each other. Color formulas for RGB should match the actual PMS colors as closely as possible.

PANTONE® MATCHING SYSTEM is a registered trademark of Pantone, Inc.

STATIONERY MATERIALS

This section defines the placement of elements on the items that comprise a stationery system. The LaGrange College Athletics logo and text elements appear consistently on each piece. This is to assure that our communications have a similar “look and feel” and are readily recognizable.

The examples in this section are for illustrative purposes only. Please do not rely on the text appearing on the samples (i.e., phone numbers, etc.) for accuracy, as this information may change.

Ordering Stationery Items

To order LaGrange College stationery items, place your order through the College’s Copy/Mail Center.

“Original” letterhead must be used on all mailings to off-campus audiences. Photocopies are not acceptable. Second (and following) sheets for mailed letters must be of the same paper stock as printed first sheets. Order these sheets from the Copy/Mail Center.

Fonts

The standard font used in the LaGrange College Athletics Visual Identity Program is Bank Gothic. Contact the LaGrange College Communications and Marketing Office for information.

Fonts may be ordered at 877-297-7900 or www.veer.com.

Bank Gothic®

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ~ ! ? “ ” \$
¢ @ # % & * () []

Please refer to the examples on the following pages for these additional materials:

| | |
|---------------------------------|-----|
| Letterhead – Standard | 4.2 |
| Letterhead – Personal | 4.3 |
| #10 Envelope – Standard | 4.4 |
| Business Cards – Standard | 4.5 |

.375"



1"

1.875"

3.375"

6.25"

LAGRANGE COLLEGE ATHLETICS
601 BROAD STREET
LAGRANGE, GEORGIA 30240-2999
706.880.8000
706.880.8358 FAX
WWW.LAGRANGE.EDU

Address Block
prints 7 pt
Bank Gothic
Light.

Secondary
information
(such as "fax"
is in *italics*).

4.2 LETTERHEAD – STANDARD

Even though specific measurements are provided for stationery layout (below), it is preferable to use electronic documents provided by the LaGrange Communications and Marketing Office to maintain consistency.

The Red, Black and Silver Logo is 1" from the left edge and .375" from the top edge.

As shown above, the logo should measure approximately 1.875" from the left edge to the right edge.

A sport-specific version of the Panther logo may be used on letterhead. Note, however, that the marks used on letterhead and envelopes for any mailing *must* match.

The address block is 6.25" from the left edge and .375" from the top edge.

Ink Colors

PMS 200 Red, Black and PMS 429 Silver are used to create the LaGrange College Athletic Logo. Letterhead, envelopes and business cards **must** use all three colors in lieu of substituting a 33% screen of black for PMS 429 Silver.

Paper

Neenah® Classic Crest® Smooth, Recycled Bright White, 24# Writing



JOHN HUGHES
SPORTS INFORMATION DIRECTOR

LAGRANGE COLLEGE ATHLETICS
601 BROAD STREET
LAGRANGE, GEORGIA 30240-2999
706.880.8000
706.880.8358 FAX
KHOWARD@LAGRANGE.EDU
WWW.LAGRANGE.EDU

4.3 LETTERHEAD – PERSONAL

Same as “Standard” letterhead, but add the Name to the top of the address line. The Name should be set in Bank Gothic Medium and “Upper and Lowercase” letters.

The Title should be set in in the same font on the next line followed by a space and then the address block.

A sport-specific version of the Panther logo may be used on letterhead. Note, however, that the marks used on letterhead and envelopes for any mailing *must* match.

The entire name and address block prints black.

#10 ENVELOPE – STANDARD

The graphic below illustrates standard placement of identity elements on envelopes. These envelope standards comply with all current U.S. Postal Service (USPS) standards.

The Red, Black and Silver Logo is placed in the upper-left corner, .625" from the left edge and .375" from the top edge. A sport-specific version of the Panther logo may be used on envelopes. Note, however, that the marks used on envelopes and letterhead for any mailing *must* match.

The address block is placed beneath the logo, .625" from the left edge and 1.75" from the top.

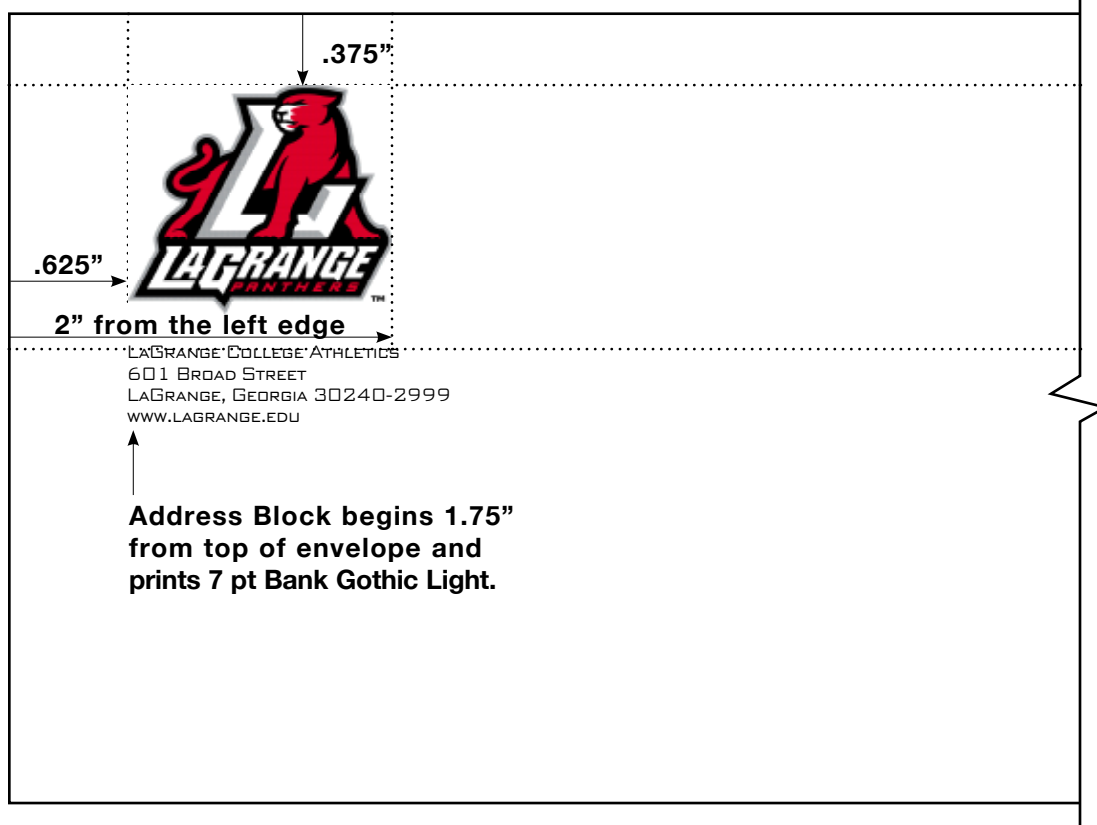
Ink Colors

The logo prints in PMS 200 Red, Black and PMS 429 Silver. Letterhead, envelopes and business cards **must** use all three colors in lieu of substituting a 33% screen of black for PMS 429 Silver.

Paper

Neenah® Classic Crest® Smooth, Recycled Bright White, 24# Writing envelope with a diagonal seam is the preferred envelope stock. For cost savings, a good quality 24# white, #10 envelope with a diagonal seam is acceptable.

Shown at
actual size
(right side is
clipped off)



BUSINESS CARDS – STANDARD

The graphic below illustrates standard placement of identity elements on business cards. It is a standard 3.5" x 2" card. The Red, Black and Silver Logo is placed .3" from the top edge and .25" from the left edge. A sport-specific version of the Panther logo may be used on business cards.

The name block is placed 1.875" from the left edge and .3" from the top.

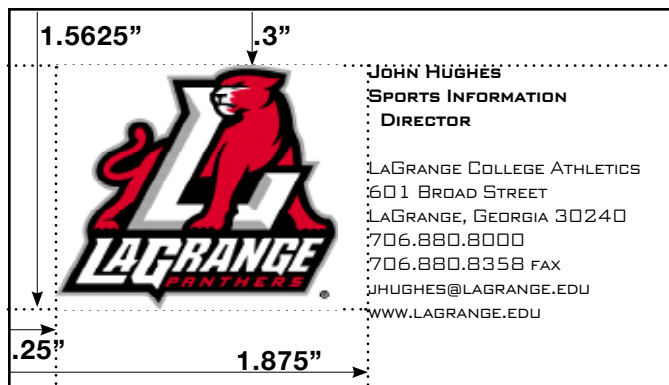
Ink Colors

PMS 200 Red, Black and PMS 429 Silver are used to create the LaGrange College Athletics Logo. Letterhead, envelopes and business cards, **must** use all three colors in lieu of substituting a 33% screen of black for PMS 429 Silver.

Paper

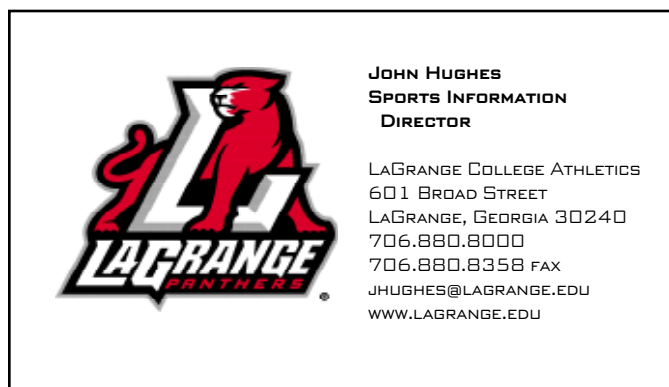
Neenah® Classic Crest® Smooth, Recycled Bright White, 80# Cover

Address Block begins 1.75" from top of envelope and prints 7.5 pt Arial.



Name and Address Blocks print 7 pt Bank Gothic Light.

The name is Bank Gothic Medium.



CORRESPONDENCE GUIDELINES

Times (or Times New Roman) is recommended for use in correspondence. This typeface family is available for use on your desktop computer.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!?"' \$ ¢ @ # % & * () []

Times (or
Times New
Roman)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789~!?"' \$ ¢ @ # % & * () []*

Times Italic
(or Times New
Roman Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!?"' \$ ¢ @ # % & * () []

Times Bold
(or Times New
Roman Bold)

The following example illustrates the proper placement of text on letterhead for both a typewritten and laserprinted letter. *See the text within the letter for specific instructions.*

For letters longer than one page, the second (and following sheets) should not have the logo and address on them; they should be blank sheets that match the paper used on the letterhead.

Laserprinted letter shown at 65% actual size.

One line space

Two line spaces

One line space

One line space between paragraphs (no indent)

One line space

Three line spaces

One line space

One line space



LAGRANGE COLLEGE ATHLETICS
601 BROAD STREET
LAGRANGE, GEORGIA 30240-2999
706.880.6000
706.880.8358 FAX
WWW.LAGRANGE.EDU

Month 1, 2002

Addressee's Name
Addressee's Title
Company Name
Street Address
City, State, Zip Code

Salutation,

This letter illustrates the recommended typing standards for LaGrange College Athletics stationery. The date line is aligned with the bottom edge of the "L" in the LaGrange Athletics logo and is positioned 2.5" from the top of the page. (This space can be expanded only in the case of very brief letters. In such cases, the subsequent spacing guidelines must still be followed.) The left margin is 1"; the right margin is .75". All information, including paragraphs and the closing, is aligned along the left margin. Text along the right margin should fall as it may, or "ragged right." The text should not be right-justified. We have chosen Times as the typeface for correspondence. It is a standard font for most laser printers. We have set the font to be 11 point type on 14 points of leading. This size and style allow for placing a significant amount of text on the page with a high degree of legibility.

The addressee's name, title, and address begin one line below the date line. The salutation appears two line spaces below the last line of the address. The letter itself begins one line below the salutation. Lines within paragraphs are single-spaced; double-spacing is recommended between paragraphs. Paragraphs are not indented.

The complimentary closing should be placed one line below the end of the body of the letter, and the sender's name and title appear three line spaces below this (the sender's name and title are not typed on personalized stationery). Sender and typist's initials are placed one line below the sender's title. Information concerning enclosures, copies, etcetera is placed two lines below the initials and is single spaced.

Closing,

Sender's Name
Sender's Title

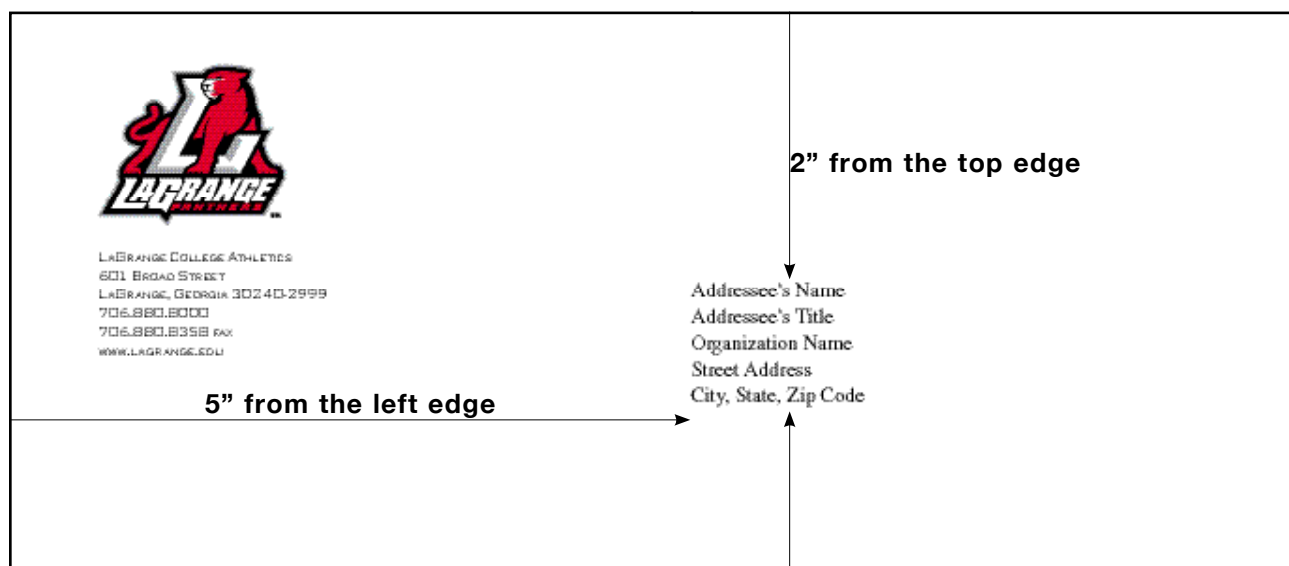
P.S. Any postscript text should be placed one line space below the sender's printed name and title and one line space above the sender's initials.

RB/mh

**The text is
11 pt Times Roman
on 14 pt leading,
set flush left,
ragged right.**

CORRESPONDENCE – #10 ENVELOPES

The following example illustrates the proper placement of text for both a typewritten and laserprinted #10 envelope.



**Address Block
is 11 pt Times
on 14 pt lead-
ing, flush left,
ragged right.**

OTHER APPLICATIONS – MISC.

This section offers recommendations and examples for how to apply the logo to advertising specialty items.

Please refer to “The Logo” section (starting on page 2.1) regarding logo guidelines. Also, refer to “The Color Palette” section (page 3.1), for color recommendations.

Advertising Specialties

Advertising specialty items are seen in many different applications and have a wide distribution. Maintaining a consistent, high-quality look for the various promotional items ensures that the College is cast in a favorable light. The diverse sizes and shapes of the various items call for some design flexibility.

Keep in mind that LaGrange College’s name and the Athletic logo are registered through the state of Georgia and are legally owned trademarks. Any intended use of the LaGrange College Athletics name or logo on merchandise, whether it is to be sold or given away, must be approved by the Communications and Marketing Office. Approval artwork may be e-mailed, faxed or personally delivered to the Assistant Director for Publications in the Mitchell Building. Call 880-8247, or fax 880-8763 or e-mail sjackson@lagrange.edu.

All merchandise imprinted with a LaGrange College Athletics logo must feature a trademark emblem (™) below and slightly to the right of the logo. All digital files will automatically come with the trademark emblem. Contact the Assistant Director for more information regarding trademark symbol placement. More details can be found in the College’s Publications and Printing Policy, found here: <http://www.lagrange.edu/communications>.

Coffee Mug



Key Chain



OTHER APPLICATIONS – HATS

When applying the logotype to hats or other garments, choose from the colors in the LaGrange College color palette, as shown. Fabrics or screen printing of any other color need to be approved by the LaGrange College Communications and Marketing Office.



OTHER APPLICATIONS – SHIRTS

When applying the logotype to a shirt or other garment, choose from the colors in the LaGrange College color palette, as shown. Fabrics or screen printing of any other color need to be approved by the LaGrange College Communications and Marketing Office.



APPROVAL PROCESS

In conjunction with the Athletics Department, the LaGrange College Communications and Marketing Office maintains the integrity of the LaGrange College Athletics logo and helps users apply the identity program. Staff members will meet on an ongoing basis to review the overall system, evaluate requests, and resolve problems related to the identity.

The Communications and Marketing Office has developed this manual and is familiar with the correct application of the logo. This office is responsible for identifying incorrect use of the logo and will work with all campus departments to bring applications of the logo into compliance with the identity program.

In addition, the Communications and Marketing Office is empowered to stop or adapt production of any application which uses the LaGrange College Athletics logo incorrectly, or to require an application to be revised.

Approval Process

Any use of the LaGrange College Athletics logo should be approved at the proof state or sooner by the Director of Communications and Marketing or by his/her delegate on the LaGrange College staff. Subsequent uses are subject to the approval process outlined in the College's Publications and Printing Policy, found here: www.lagrange.edu/communications.

LaGrange College Communications and Marketing Office

706.880.8247 *phone*

706.880.8763 *fax*

ORDERING ARTWORK

If you need electronic files of the logo (which is the preferred method) or camera-ready copies please contact:

**LaGrange College Communications
and Marketing Office**

706.880.8247 *phone*

706.880.8354 *fax*

Ordering Items

To order LaGrange College stationery items such as letterhead, envelopes, business cards and other printed and copied items, please place your order through the LaGrange College Copy/Mail Center.

When ordering other items containing the LaGrange College Athletics logo for the first time, consult the Communications and Marketing Office for an identity guideline review and vendor recommendation. This office can help point you to vendors who have met LaGrange College's quality and price standards. These vendors are also accustomed to working with the LaGrange College Athletics logo and have a working knowledge of the College's visual identity guidelines.