All Access: A Brand New Brand

While the strategic planning group was hard at work on a new direction for Lake Forest College, a parallel process was under way to freshen the College’s brand and reputation. To guide the process, the College hired White Whale, a higher education marketing firm that redesigned our website, and set to work discovering what our stakeholders believe sets us apart.

Students, faculty, staff, and alumni participated in either focus groups or a survey that tested different concepts that describe the value of a Lake Forest College education. Nearly 1,200 people responded to an online survey, and significant majorities chose the concepts “access” and “edge” as important, authentic, believable, and differentiating descriptions of what the College provides and produces.

Out of that came a new brand statement that emphasizes what makes Lake Forest different, and a modern take on the traditional Lake Forest logo for the website and marketing materials that uses the outline of the logo as a repeating visual.
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Lake Forest College gives every student direct access to great faculty and advisors, impressive internships, and a powerful network of alumni and friends who hire or help our graduates begin their careers.

Whether you major in art, biology, finance, psychology or any other subject, Lake Forest College is organized and dedicated to help you succeed before and after graduation.
The new Lake Forest College brand is built on what came before it. The existing Lake Forest logo can still be used; there’s no need to redo existing stationery or print materials if you’ve still got them and they’re working for you.

The new brand has as its centerpiece the outline of the traditional logo. This shape, which is known as the “book mark,” highlights the most important aspect of it—the open book—as an icon: an object, but also a window.
The book mark: oversized “swish”

The book mark is designed to accommodate a very wide variety of uses in both print and online communications. The most visually striking of these is the swish: the book mark used at very large size, with only a corner of the mark showing.

This effect can create a powerful impression when used correctly. But if overused (or misused), it has the potential to look cheesy.

So please use the swish wisely. :)}
The book mark: oversized swish

Some possible configurations. Note: the swish is made using the bottom of the book mark giving the impression that the book mark is continued off the page.
The official logo

The official Lake Forest logo, with its iconic “1857” and acorns, is available for use in color and gray-scale options.

All materials going off-campus must include the official logo.

Departmental use of logos

Here are two examples of how the Gates Center and OIR have incorporated the logo into their department’s names.
The book mark: standard

The new book mark Lake Forest logo has the same dimensions as the official logo, but is designed to be more flexible and personal. This logo is for on-campus materials only.

The book mark: photo window

This version of the Lake Forest logo can be used in any full-color application (print or Web). The photo used should ideally be relevant to the context it’s used in: science photos in science department materials, nature photos in documents about sustainability, etc. This logo is for on-campus materials only.
The logo and book mark: standard

Rules for usage (standard and official logo)

Margins around the logo

The standard logo should always be cushioned with a margin at least equal to half the width (horizontally) and height (vertically) of the book mark.

When using the logo in documents, align text with left edge of book mark.

Do not cut off the logo. Do not stretch the logo. Do not use a logo that is visibly pixelating.
Find the official logos on our website: lakeforest.edu/brand

*Logo files are provided in black-and-white and color in three formats:*

EPS (for print use)
PNG (for Web use only, not for print)
JPG (for various uses, not for print)

These logo files are for use on black backgrounds only. Note: these do not have a black border and cannot be used on anything other than black areas as shown here.
Typefaces

The official fonts of the new Lake Forest brand are Janson Text (the font used in the logo) and Avenir. Janson should be used for large headlines, Avenir for body text and subheadings.
There are three primary Lake Forest brand colors.

These are complemented with five secondary colors from the recent Forester Five campaign.
The book mark: oversized swish

Rules for usage

*Content inside the swish should be padded with lots of white space.*

Text should not run up to the edges of the swish. In general, this design feature should not be used for text-heavy layouts; for multi-page documents, try using the swish on an intro page and leave it out on subsequent pages.

*The swish should only be used for full-bleed prints.*

It is important that the shape go all the way to the edge of a printed page; otherwise, it won’t give the same illusion of being part of a larger shape. If you’re printing documents on a printer that won’t print borderless, this design element isn’t recommended.

*For non-bleed prints and print-on-demand items.*

If the swish shape cannot go all the way to the edge of a printed page, then you may use the swish as a line to enhance your piece to reflect the new brand.

*Do not distort the shape of the book mark to make a space that’s easier to work with.*

The shape of the book mark isn’t always easy to use in content layouts. It’s tempting to “squish” it to make it easier to work with. (Believe us, we know.) But please don’t do this, as it reduces the integrity and consistency of the book mark across applications. Instead, make the enlarged book mark larger or smaller to achieve the effect you’re looking for.
The book mark: photo window

Rules for usage

The photo window is designed to encourage creative expression—make it your own! But there are a couple of traps to watch out for.

**Be careful using the photo window with faces.**

The top of the book mark shouldn’t poke someone between the eyes. If you’re using a photo of a person, the face should be off-center to one side or the other.

**Do not use text in the book mark, including photos with text.**

There are a few cases where words occur in photos (on shirts, for example) and are probably fine. But in general, there shouldn’t be any text in photos used in the mark, especially if it’s text you want people to read. (They won’t.)
Texture: the Forester Houndstooth

The new Lake Forest design package includes a texture, made of repeated instances of the book mark, intended to give the suggestion of depth and texture to background areas.

We call it the Forester Houndstooth, and if anyone would like to get some custom fabric made for tuxedos, we wouldn’t complain.

The Houndstooth can be used in black or red only.

Only one area of texture should be used in a layout. This design element should only be used for high-quality print applications.
Other logos

Along with the Forester Five logos, we have added logos for the Center for Chicago Programs and for the Career Advancement Center. These logos should be used with purpose and permission from the CCP and the CAC respectively.
Examples of the brand in use.
Quick Guide to Lake Forest College Style

The College uses the Chicago Manual of Style and Merriam Webster's Collegiate Dictionary. The College's complete style guide and a link to the Chicago Manual of Style can be found at:

www.lakeforest.edu/offices/communications/style

Abbreviations
• Do not use in running text (Professor Smith, not Prof. Smith).
• U.S. is acceptable as an adjective, but use United States for the noun.
• Always use U.S. with periods between the letters (U.S., not US).
• Acceptable abbreviation in first use if common (CIA, CEO, SAT, NCAA, AIDS, HMO, NASA, FBI). Otherwise, introduce by placing the acronym in parentheses after the first use of the spelled-out term.
• The College's URL, domain name, and email are lakeforest, not lfc.
• Do not use LFC to abbreviate the College's name.

Ampersand
• Do not use an ampersand in place of the word and unless it is part of a formal title. (AT&T)

Capitalization
• Official names are capitalized (Office of Admissions, Department of Chemistry) but use lowercase for informal form (chemistry department, registrar’s office).
• Set lower case departments or offices that are not official names (the alumni office); nouns used with numbers to designate chapter, rooms, pages, etc. (chapter 1, room 234, page 555); simple direction (the west coast of Michigan).
• Capitalize Commencement, Orientation, and Campaign when it refers to the College.
• See also course titles, degrees, headlines, times, titles of people, and the Web.

College
• Always capitalize College when referring to Lake Forest College.

Comma (Serial)
• Always use a comma before the end of a sentence (She liked dogs, cats, and birds.)

Class Years
• Indicate class years of alumni and students by listing the year after the name set off by an apostrophe. Note that the apostrophe is curved away from the class year (Timothy State ’93). Mac computer command is option + shift + J. PC computer command is alt + 0146 (number lock on).

Course Titles
• Capitalize course titles but do not use quotation marks.

Dashes
• Use en dash (–) for a range (pages 40–48, 1991–92) and to join adjectives when one of the adjectives is already a compound (New York–Boston route). Mac computer command is option + hyphen. PC computer command is alt + 0150 (number lock on).
• Use em dashes (—) for material that amplifies, explains, or disagrees. Commas may also be used for the same purpose. The Mac computer command for this is option + shift + hyphen. PC computer command is alt + 0151 (number lock on).
• Do not use a space before or after em/en dashes.
• Use en dash (–) between times (10 a.m.–11 a.m).

Dates
• Use an en (–) dash to show a range of dates and do not repeat 19 or 20 (1998–99 and 1997–2002 and 2001–02). Do not use a space before or after an en dash.
• If the day of the month appears, use a comma before and after the year (by the January 15, 2014, deadline). Do not use a comma between the month and the year alone (by the January 2014 deadline).
• Do not use st, nd, rd, th, even if the dates are adjectives (March 1 event, not March 1st event).
• Times come before days and dates in running text (at 9 p.m. Friday; at 9 a.m. Monday, June 7).
• Months are not abbreviated.
• Use numerals for decades (1960s or the ’60s).

Degrees
• Do not use periods in PhD, BS, MA, etc.
• Do not capitalize bachelor of science, master of arts, etc.
• Do not capitalize academic degree or major except for languages and proper nouns. (Her majors are English and communication and her minor is Asian studies. He received a bachelor of arts in biology.)
• Use an apostrophe in master’s degree and bachelor’s degree.

Freshmen/First-Year
• Use first-year instead of freshmen as appropriate.
• Use lower case first-year for student and upper case First-Year Studies for program.

Headlines
• Sentence case capitalization is preferred over title case in headlines. (Sentence case: Lake Forest student wins national award) (Title case: Lake Forest Student Wins National Award)

Lecture Titles
• Use quotation marks around the formal title. (“Your future and ours!”)

Numbers
• One through nine are spelled out; 10 and above are generally used as numerals.
• First through ninth spelled out; thereafter, 10th, 11th, etc.
• Use numerals with dollar sign ($3, temperature (8 degrees), page (page 2), room (room 7), chapter (chapter 6) and percent (7 percent). Spell out percent in running text.

Offices
• Capitalize when formal name (Office of the Registrar), but lowercase informal form (registrar’s office).

Spacing
• Use only one space between sentences and after colons.

Times
• Lowercase a.m. and p.m. and set off with periods.
• Use noon, not 12 p.m. or 12 noon.
• Do not use a dash in place of in a range of times introduced by from, (from 5 to 7 p.m., not from 5–7 p.m.)
• Do not use o’clock or :00 unless it is in a formal invitation or publication.

Telephone Numbers
• In running text, use a dash between area code and number (847-735-0000).
• Always include full phone number, never just an extension.

Titles of People
• Capitalize formal titles preceding a name (Professor Robert Lemke, Dean Rob Flot), but lowercase after a name (Robert Lemke, professor of economics and business) or if a functional title (program director Jane Smith).
• Always capitalize the name of an endowed chair, whether before or after a name. (Laurence R. Lee Family Professor of Biology Douglas Light; Douglas Light, Laurence R. Lee Family Professor of Biology)
• Titles should be uppercase in lists and on business cards.

Titles of Publications
• Titles of books, periodicals, (including online magazines), movies, television series, plays, works of art, musical compositions, collections of poetry, long poems published separately, and names of fund raising campaigns are italicized.
• Titles of lectures, speeches, episodes of television and radio series, songs, poems, articles from newspapers and periodicals, chapters, short stories, essays, and individual parts of books are set in roman type and within quotation marks.
• Underlining is not appropriate in printed material.

The Web and Email
• Do not hyphenate email; lowercase it except at the start of a sentence or as a title. (Note: This is one of a very few places where we do not follow the Chicago Manual of Style.)
• http:// is not needed at the start of a Web address unless there is confusion about whether it is a Web address.
• Capitalize Internet and Web.
• The College’s domain name is lakeforest.edu. Do not use lfc.edu.
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