Graphic Standards

A guide to Lane’s visual identity, with information on using the college logo, Lane colors and typefaces, stationery and more.
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The Graphic Standards is published by the Marketing and Public Relations department at Lane Community College. For more information related to topics in this guide, contact the Marketing and Public Relations department.

Revised September 2014
GRAPHIC STANDARDS

INTRODUCTION TO GRAPHIC STANDARDS

WHAT ARE GRAPHIC STANDARDS AND WHY ARE THEY IMPORTANT?
Graphic standards provide tips, policies, and procedures for achieving a high-quality and consistent look in Lane’s publications, advertising, and webpages. Lane’s graphic standards are comprised of things like how to use the college logo, the college’s official fonts, college colors, and common design features for webpages, stationery, and ads.

The goal is to create an identifiable brand for Lane by defining and distilling the essence of the college to distinguish it from similar organizations. The brand is expressed visually and creates a clear, positive, and memorable image of the organization for our various audiences. A successful brand is original, simple, short, and consistently applied over a span of many years.

The consistent use of the college’s logo and graphic standards enhances the image of the college in many ways:

■ The application of well-defined graphic standards increases the overall quality of all marketing pieces
■ A high-quality look supports the fact that Lane offers students a high-quality education
■ A consistent visual identity is evidence that Lane is well-organized
■ A consistent look allows marketing pieces from various departments to reinforce each other
■ Use of the standards makes producing marketing materials easier, faster, and more cost-efficient

Lane’s visual identity forms the foundation of the college’s marketing efforts. Because of the clear advantages of a consistent and high-quality visual identity, the college requires adherence to these graphic standards by all staff of the college and all outside agencies creating college publications or using the college logo. This guide has been developed to provide clear and specific information about Lane’s mandatory standards for the college logo and stationery.

FOR MORE INFORMATION ABOUT GRAPHIC STANDARDS AND MARKETING
For additional information about using the college’s logo and graphic standards or about developing print advertising or posters, contact the Director of Marketing in Lane’s Marketing and Public Relations department.

Specific graphic standards manuals for Social Media, Titan Athletics, and Titan Merchandise have also been developed. Please contact the Marketing and Public Relations department to obtain copies or for more information.

ORDERING STATIONERY
To order college stationery, contact the college’s Printing/Graphics department. All college stationery, including business cards, envelopes, letterhead, and notepads, is printed by the college’s Printing/Graphics department.

FOR INFORMATION ABOUT WRITING STYLE
Lane’s style guide at www.lanec.edu/mpr/writers-style-guide is a useful and concise source of information on writing style. The Writer’s Style Guide has information on writing for marketing publications, writing for the web, punctuation tips, and other helpful guidelines for writing college publications.

SOCIAL MEDIA
All graphic standards and guidelines set forth in this manual will also apply to social media and online usage. Having an established framework will help us build brand equity with our target audiences by reinforcing key messages and establishing a consistent voice to represent the college. For specific and in-depth social media standards, please refer to the Lane Community College Social Media Standards.
COLLEGE LOGO

COLLEGE POLICY
The Lane Community College logo was designed to create a visual representation of the college identity. As the trademark for the college, it is of utmost importance that the logo be used consistently when applied to any internal or external communication. The college logo is a representation of the college brand and it exists in the minds of community members as the iconic representation of the school. The icon was developed to symbolically represent learning, as illustrated by the book, and illumination, as it relates to knowledge gained from education. The sun rising from the book is also associated with the natural setting of the Willamette Valley – the home of Lane Community College.

The Lane logo is the official mark of the college and should be used to represent college departments and programs. However, in some instances, a program or department may require an additional logo to help distinguish their own identity. On such occasions, the department should submit a request to the Marketing and Public Relations department.

The college has secured all rights and trademarks for the use of the logo. Permission must be secured any time an individual, entity, or organization requests the logo for use outside of the college.

COLORS AND TYPESTYLE
The ink designations for Lane’s logo are blue PMS 287 (CMYK equivalent is C100 M69 Y0 K11) and gold PMS 130 (CMYK equivalent is C0 M27.5 Y100 K0). When using the logo in two colors, it must be either the blue and gold version shown on this page or the white and gold version shown on the next page. When printing the logo in one color, use blue if available; when blue is not available, the logo should be printed in black when printing on light backgrounds. If blue and black are both unavailable, the logo should be printed in the darkest color that is being used. The type (or font) that accompanies the icon is a slightly modified form of a classic and traditional serif typeface called Goudy. The words have been carefully typeset and spaced. Do not attempt to reset the characters.
COLLEGE LOGO

SECONDARY FORMS OF THE LOGO

In secondary forms of the logo, the relationship between the book icon and the word “Lane” remain the same as in the primary versions of the logo. The same colors are also used in all secondary forms of the logo, except where noted below.

REVERSED VERSION

When using the logo against a dark background, use the reversed versions of the logo. In these situations, the logo is white, and it is acceptable for the rising sun part of the logo to be either white or gold.

HORIZONTAL VERSION

A horizontal version of the logo is reserved only for instances when the primary version of the logo is not a good fit with available space. The horizontal version should be used only on rare occasions and with the approval of the Marketing and Public Relations department.

SHORT VERSION

When an application of the college logo does not require the full wording, the option of using the book icon and the word “Lane” is acceptable. This version is used on many college webpages since it is unlikely that confusion will result by omitting “Community College.”

ICON ONLY

In a piece already containing the Lane logo, the icon-only version of the logo can be used as a design element and additional visual reference to the college, such as on the spine of the college catalog or as a roll-over icon on a college webpage. If intending to publish the icon on its own without a full version of the Lane logo in the same piece, consult with the Marketing and Public Relations department.
COLLEGE LOGO

CUSHION AND CONTRAST
To provide a cushion of empty space around the logo, no item can be closer to the logo than a distance equal to the height of the open book graphic in the logo. The cushion improves the look of the logo and allows it to stand out from surrounding text and graphics. To ensure that the logo is clearly visible, there should be at least a 70% value difference in the contrast between the background field and the logo. Where appropriate, such as for some embossed items sold by the Titan Store, contrast of 70% is not required.

ORIENTATION AND MINIMUM SIZE
The logo should always be used horizontally as shown in examples. The logo should not be smaller than one inch in width due to impaired legibility of the words “Community College.” Promotional materials at the Titan Store, such as pens and pencils, may use forms of the logo at smaller sizes. Consult Marketing and Public Relations for approval of versions of the logo smaller than one inch across.

OBTAINING THE LOGO
To ensure quality, the logo should be obtained in electronic form from Printing/Graphics or Marketing and Public Relations and not copied from existing uses. The logo should not be copied from webpages because the relatively low resolution of web graphics will cause the logo to look fuzzy and distorted when copied to printed publications.

Example of proper contrast

Example of proper contrast with reversed logo

Minimal size of the logo
The tagline “Achieving Dreams” is the overarching brand message that is incorporated into marketing materials, when space and legibility are not an issue. Use the Lane logo with the “Achieving Dreams” tagline on all marketing materials if it can be placed at a size that the words “Achieving Dreams” are clearly and easily readable. The words in the tagline have been carefully typeset and spaced. Do not reset the characters. Obtain the file from Printing/Graphics.

Two-color version of the logo: PMS 287 and PMS 130

Logo in blue: PMS 287

Logo in black

Reversed version of the logo
**LANE LOGO ON WEBPAGES AND OTHER ELECTRONIC APPLICATIONS**

The Lane logo always appears on the college website at a consistent size and placement. The logo icon is always positioned on the left in the top blue navigation bar. The full Lane logo always appears in the header bar, just below the top blue navigation bar. These logo placements are an integral part of the college website and should never be deviated from.

Web color equivalents for the official Lane colors are:

- Blue, PMS 287: R0 G56 B147
- Gold, PMS 130: R225 G204 B51

**SUBLI DIARY LOGOS ON WEBPAGES**

When a subsidiary logo appears on the same webpage as the Lane logo, it may be equal to or slightly larger than the Lane logo. The subsidiary logo should be positioned below the college logo, within the body of the page. For examples, see the Lane webpages on the right.

*Subsidiary logos on college webpages can be slightly larger than the Lane logo, but must always appear below it, within the body of the page.*
COLLEGE LOGO

SUBSIDIARY LOGOS AND TITLES ON SOCIAL MEDIA PROFILES

The Lane Community College icon-only version of the logo can be used for the official college social media profiles and their respective profile images. Departments and programs are encouraged to adopt a Lane Community College or department logo as a profile image to increase brand awareness. Pictures of a single individual or groups as a department profile image are not appropriate.

It is important to appropriately name social media profiles to encourage search engine optimization and avoid confusion with other Lane entities.

Be sure to identify Lane Community College, as well as the individual department or program, when creating a profile name. Do not use the term “LCC” or other acronyms in a title or profile name. Do not use the same or similar titles to other Lane departments and programs. Because profile names cannot be changed in some instances, it is recommended that page administrators request the approval of the Marketing and Public Relations department.

The Lane Community College official logo may also be used as a profile image for social media. Departments and programs may place their name immediately under the logo to identify their affiliation.
COLLEGE LOGO

BROADCAST AND VIDEO VERSION OF THE LOGO

An adaptation of the Lane logo has been developed for use in broadcast, video production, and Web-based streaming video. The icon and “Community College” have been modified to provide optimum legibility on the screen. This version is not to be used in any medium other than broadcast or video.

RGB equivalents for the Lane logo are:
PMS 287: R0 G56 B147
PMS 130: R225 G204 B51

The Lane logo created for broadcast and video production and for Web-based streaming video may be obtained by contacting the Marketing and Public Relations department. Videographers are encouraged to use the logo, but its use is not required if the video will be distributed in such a way that makes the logo unnecessary (i.e. if the video is being streamed from Lane’s website or social media platform). If the Lane logo is used, strict adherence to Lane graphic standards is required.

Any video containing the Lane logo, regardless of its intended purpose, must be pre-approved by the Marketing and Public Relations department.

Video logos should remain as originally drawn and proportioned. Videographers are encouraged to consult the Correct Use pages for guidance.

SIZE OF THE BROADCAST LOGO

When using the college logo on video productions, it must not occupy more than one-third of the height of the screen. The maximum size guidelines are illustrated at right. For minimum size, the logo should be large enough to be legible and identifiable as the college logo.

SAFE AREA FOR THE BROADCAST LOGO

Please be aware that home television sets will crop images slightly differently. It is important to keep all images within the “safe title,” an area of the screen which will appear on almost any television set. This area is the inner 80% of the screen; do not place the logo in the outer 20% of the screen.
OFFICIAL COLLEGE COLORS

The official color for the college is a blue that is designated by printers as PMS 287. This color is used for college stationery and many other applications. PMS 287 is also the blue used in the logo and in this guide.

The gold used in the two-color version of the Lane logo is designated as PMS 130. The blue and gold combination is recommended for use beyond the logo, and can be screened back (or lightened) to produce more variety.

Other colors have been added to the college’s color palette to harmonize with the blue and gold and create a family of color options.

Official college blue: PMS 287
  CMYK equivalent is C100 M69 Y0 K11.
  For a lighter blue, screen back PMS 287 to 40, 60 or 80%

College gold: PMS 130
  CMYK equivalent is C0 M27.5 Y100 K0.
  (used for sun in two-color version of the logo)

College orange: PMS 152
  CMYK equivalent is C5 M66 Y100 K0.

College light blue: PMS 298 (used in background gradients with PMS 287) CMYK equivalent is C70 M15 Y0 K0.

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<td>PANTONE 130C</td>
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<td>PANTONE 298C</td>
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<td>C70 M15 Y0 K0</td>
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OFFICIAL COLLEGE TYPEFACES

FONTS FOR COLLEGE STATIONERY
The two fonts used in college stationery are Goudy and Univers. Goudy is a traditional serif face that is also used in the Lane logo, and Univers is a sans serif face. (Serif refers to the small decorative strokes at the end of letters, and sans serif fonts are modern fonts without these extra strokes.) Shown on the right are the most common faces within the Goudy and Univers type families.

FONTS FOR PRINTED MATERIALS AND PUBLICATIONS
When creating printed materials, use the official college fonts (Univers and Goudy). These two fonts work well together and offer a good range of design possibilities. Using them will streamline the production of marketing materials. The use of typefaces other than Univers and Goudy is acceptable for situations where technical or aesthetic requirements make another typeface more effective. When designing publications, use just two or three different fonts to avoid a cluttered, unprofessional look.

FONTS FOR COLLEGE WEBPAGES
Roboto Medium and Bold are used throughout the Lane website and are recommended for use on all college webpages to maintain a consistent look. There are other fonts such as Verdana (a sans serif font) and Arial (another sans serif font) that have been designed specifically for legibility on computer monitors. These fonts can also be used on college webpages if Roboto is unavailable. Shown on the right are the most common faces within the Roboto, Verdana, and Arial families of type.

FONTS FOR MARKETING AND ADVERTISING MATERIALS FOR EXTERNAL AUDIENCES
Futura and ITC Giovanni are the two typeface families that are used by Marketing and Public Relations and their agencies in the creation of advertising, marketing, and communication materials for the college. Shown on the right are the most common faces within the Futura and Giovanni families of type.
COLLEGE SEAL AND INDICIA

COLLEGE SEAL
The college seal is only used by the college for the purpose of validating official papers. For all other purposes, use the Lane logo to identify the College.

INDICIA
An indicia is the imprinted designation used by the U.S. Postal Service on bulk mail pieces that denotes the method of postage payment. To take advantage of bulk mail discounts, the Postal Service requires a minimum of 200 identical mail pieces.

The indicia for bulk mail pieces is available from the Printing/Graphics department.
**SUBSIDIARY LOGOS**

Lane has developed various subsidiary logos, which often appear along with the college logo. Departments and programs may use a separate logo only if they have a unique need and special approval has been made by the Marketing and Public Relations department. On the right are examples of subsidiary logos. Note that the majority of subsidiary logos incorporate the official blue and gold colors of the college logo.

When a subsidiary logo appears with the Lane logo, its size should be relatively equal to the Lane logo, except on college webpages, where subsidiary logos are typically larger.
ASSOCIATED STUDENTS OF LANE COMMUNITY COLLEGE

The colors and design of the logo for the Associated Students of Lane Community College (ASLCC) have been carefully crafted and should not be altered in any way. Consistency is key to the success of a powerful symbol and brand for the ASLCC.

Contact the Printing and Graphics department to obtain the primary version of the logo. Never try to recreate the color gradients in the primary logo.

In instances such as silkscreen printing and embroidery, where the gradient colors will not reproduce well, the secondary logo should be used. To maintain a consistent look, the secondary logo should only be reproduced using the colors listed below. The Pantone, CMYK and RGB colors shown should be used for all print and electronic reproduction.

In most applications, the ASLCC logo should be printed or displayed in full color on a white background. In some instances, it may be necessary to print the logo only in black, such as laser printing, photocopying, or in a newspaper advertisement. If the logo is going to be reproduced in an application that uses only black, the black and white version of the logo should be used. The ASLCC logo may also be used in all white when reversed out of black or a dark color.

Pantone 287C
100 C 69 M 0 Y 11 K
0 R 82 G 155 B

Pantone 144C
0 C 47 M 100 Y 0 K
239 R 136 G 0 B

Pantone 116C
0 C 17 M 100 Y 0 K
255 R 204 G 0 B

SUBSIDIARY LOGOS
SUBSIDIARY LOGOS

CAMPUS FOOD SERVICES
The Lane Community College Campus Food Services logo conveys all of the brand attributes of the department. The colors and design have been carefully crafted and should not be altered in any way. Consistency is key to the success of a powerful symbol and brand for Campus Food Services. To maintain a consistent look, the logo should only be reproduced using the colors listed below. The Pantone, CMYK and RGB colors shown below should be used for all print and electronic reproduction.

The Campus Food Services logo may also be reproduced in all black, reversed out of black or a dark color, or in grayscale. If the grayscale option is chosen, the silverware element of the logo should be printed in 50 percent black.

Campus Food Services logo
Color version

Campus Food Services logo
Grayscale version

Campus Food Services logo
Reversed all black version

Pantone 287C
C100 M69 Y0 K11
R0 G82 B155

Pantone 130C
C0 M27.5 Y100 K0
R254 G189 B17

100% Black
Solid Black

50% Black

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SUBSIDIARY LOGOS

CENTER FOR MEETING AND LEARNING

The colors and design of the Center for Meeting and Learning logo have been carefully crafted and should not be altered in any way. Consistency is key to the success of a powerful symbol and brand for the Center for Meeting and Learning.

To maintain a consistent look, the logo should only be reproduced using the colors listed below. The Pantone, CMYK and RGB colors shown should be used for all print and electronic reproduction.

The full graphic standards manual for the Center for Meeting and Learning logo may be obtained from the Marketing and Public Relations department.

In most applications, the Center for Meeting and Learning logo should be printed or displayed in full color on a white background. In some instances, it may be necessary to print the logo only in black, such as laser printing, photocopying, or in a newspaper advertisement. In these cases, the black and white version of the logo should be used.
**SUBSIDIARY LOGOS**

**LANE AVIATION ACADEMY**

Fonts for advertising any program affiliated with Lane Community College should be selected from the appropriate fonts provided in the Graphic Standards.

The font used for “Lane Aviation Academy” in the logo is Trajan Pro bold. Should the text be used without the logo in any instance, use this font to maintain consistent branding (see below):

Text only version in blue:

LANE AVIATION ACADEMY
THE LANE HONORS PROGRAM
The Lane Honors Program logo conveys all of the attributes of the program. The colors and design have been carefully crafted and should not be altered in any way. Consistency is key to the success of a powerful symbol and brand for the Lane Honors Program. To maintain a consistent look, the logo should only be reproduced using the colors listed below. The Pantone, CMYK and RGB colors shown below should be used for all print and electronic reproduction.

The Lane Honors Program logo may also be reproduced in all black, or in grayscale. If the grayscale option is chosen, the border of the logo should be printed in 30 percent black.

Pantone 130C
C0 M275 Y100 K0
R254 G189 B17

Pantone 287C
C100 M69 Y0 K11
R0 G82 B155

30 Percent Black
Solid Black

Lane Honors Program logo
Color version

Lane Honors Program logo
Grayscale version

Lane Honors Program logo
Black version
LANE TITANS

The Lane Titans logo was redesigned in 2009 in an effort to incorporate a mascot into the Lane identity. The logo can be used to represent sports teams as well as programs. The Titan logo adds an element of personality to the college identity. It was developed to create a symbol of pride for the students and the community.

The Titan logo has an extensive set of standards that should be referenced when applying the mascot to clothing, products, or marketing pieces.

The logo may be used with or without the helmet icon.

The full graphic standards manual for the Lane Titans logo may be obtained from the Marketing and Public Relations department.
SUBSIDIARY LOGOS

LANE PERFORMING ARTS
The Lane Performing Arts (LPA) and its various logo iterations for the LPA brand are shown below. All LPA logos should be shown in black or white only.

When creating printed materials, use one of the official college sans serif typefaces (Univers and Goudy) and follow the typographical standards found in this guide. Lane font guidelines should be followed in instances where the LPA logo is used secondarily to the Lane logo.

The full graphic standards manual for the LPA logo may be obtained from the Marketing and Public Relations department.
**SUBSIDIARY LOGOS**

**SMALL BUSINESS DEVELOPMENT CENTER**

The Lane Small Business Development Center (SBDC) logo was redesigned in 2013. The colors and design of the SBDC logo have been carefully crafted and should not be altered in any way. Consistency is key to brand success for the Lane SBDC.

Though the Myriad font family has been chosen as the official SBDC type design for use in internal marketing materials, Lane fonts should still be used in instances where the SBDC logo is used secondarily to the Lane logo.

The full graphic standards manual for the SBDC logo may be obtained from the Marketing and Public Relations department.

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SBDC CMYK logo, reversed out of a black field

SBDC greyscale logo, reversed out of a black field

SBDC greyscale logo, on a white background

SBDC line art version of the logo, on a white background
SUBSIDIARY LOGOS

WOMEN’S PROGRAM
The colors and design of the Women’s Program logo have been carefully crafted and should not be altered in any way. The official logo uses gradients. Never try to recreate the color gradients in the primary logo. To maintain a consistent look, the logo should only be reproduced using the file formats provided by the Marketing and Public Relations department.

The Lane logo must always be used whenever these Women’s Program logos appear.

The full graphic standards manual for the Women’s Program logo may be obtained from the Marketing and Public Relations department.
EQUAL OPPORTUNITY AND ACCESSIBILITY STATEMENTS

EQUAL OPPORTUNITY STATEMENTS
The college puts a statement about its commitment to equal opportunity on most printed and many electronic communications. The statement must appear in all communications used to recruit students or employees and on college letterhead and notepads. When the equal opportunity statement is used next to the college logo, it is usually in the Goudy font to match the college logo.

Short version for general use and student recruitment – use on print ads, letterhead, brochures and other publications where space is limited:
AA/EEO/Veterans/Disabilities Employer or AA/EEO/Vet/Disabilities Employer

Long version for general use and student and staff recruitment – use in publications such as annual catalog, class schedule, and policy and procedure manuals:
Lane Community College is an Affirmative Action / Equal Opportunity / ADA Employer embracing diversity. We encourage and welcome women, minority, veteran, and disabled candidates.

ACCESSIBILITY NOTICES
Two accessibility notices are now required on some college publications. The first notice is required on event posters and fliers:
If you need disability accommodations in order to attend or participate in this event, please contact Disability Services at (541) 463-5150 (voice) or 463-3079 (TTY) at least one week in advance.

The second accessibility notice is required on brochures and other official college publications:
This information is available in alternate formats upon request by contacting Disability Services at (541) 463-5150 (voice), 463-3079 (TTY), or disabilityservices@lanecc.edu (e-mail).
HANDLE OF POLICY

Lane Community College is excited to participate in social media and other online channels with students, staff, friends, and community members – welcome!

By participating on social media profiles and websites officially administered by Lane Community College, it is understood that user-generated content on college social media profiles or websites does not reflect the opinion or interests of Lane Community College or its officers and must not be inappropriate in nature (see below). All participation and user-generated content appearing on Lane Community College social media profiles is subject to this agreement.

We ask all participants on Lane Community College social media profiles and websites to act appropriately and respectfully with the other participants in our online community. We ask that all participants on Lane’s social media profiles refrain from derogatory content, which includes, but is not limited to, content which is illegal, blatantly profane, violent, sexual, pornographic, discriminatory, or otherwise defamatory.

Content that is considered spam, commercial, or intended to sell, advertise, or promote goods, services, organizations, or individuals may also be deemed inappropriate.

All content deemed inappropriate will be removed or hidden at the discretion of a Lane Community College online administrator.

All content posted on pages and websites administered by Lane Community College is subject to applicable copyright laws. Users may only post content of which they are the owner(s) or have written or licensed permission from the copyright owner to share the content (i.e. under an attribution Creative Commons license).

Lane Community College accepts no responsibility or liability for any data, text, software, images, videos, messages, audio, or other content, which is generated by and posted publicly by users other than Lane Community College in its official capacity. Lane Community College accepts no liability or responsibility whatsoever for the content of any target third-party site linked from this page.

Lane Community College reserves the right to amend or modify this agreement at any time. All modifications are effective on the revision date. Lane Community College is not required to notify individuals who follow or “like” pages, profiles, or websites for changes to become effective.

Lane Community College thanks you for your participation in creating a safe, respectful, and vibrant community. We look forward to sharing with you!
STATIONERY

BUSINESS CARDS

The basic business card contains the following information in this order: employee’s name, job title, department, phone number, e-mail address, college web address, and street address. If additional pieces of contact information are included, please refer to the middle and lower examples as to placement. The margin at the bottom of the card should never be larger than the margin at the top. All college business cards are printed by the college’s Printing/Graphics department.

Size:
3 1/2" x 2"

Color:
PMS 287

Paper:
White paper must match letterhead and envelope

Typeface:
Univers

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ENVELOPES

Shown to the right is a generic business envelope for the college and an example of a department envelope. All college envelopes are printed by the college’s Printing/Graphics department.

Size:
#10 (9 1/2” x 4 1/8”)

Color:
PMS 287

Paper:
White paper must match letterhead and business card

Typeface:
Univers
STATIONERY

LETTERHEAD
Department stationery is identical to the generic college stationery except for the addition of the department name and contact information. All college letterhead is printed by the college’s Printing/Graphics department.

Size:
8 1/2" x 11"

Color:
PMS 287

Paper:
White paper must match business card and envelope

Typeface:
Univers
NOTEPADS
All college notepads are printed by the college’s Printing/Graphics department.

Sizes available:
4 1/4” x 5 1/2” (shown)
and 5 1/2” x 8 1/2”

Color:
PMS 287

Paper:
White paper must match letterhead, business card, and envelope

Typeface:
Univers