Lakehead University

Brand Guide Book

January 2014

Table of Contents

Glossary

Section 1: The Lakehead University Brand Guide Book
- 1:1 What is a Brand?
- 1:2 Brand Framework
- 1:3 Brand Proof Points/Key Messages

Section 2: Coat-of-Arms and Wordmark

Section 3: Corporate Identity
- 3:1 Location: One University, Two Cities
- 3:2 Colour Options
- 3:3 Use of Shield Alone
- 3:4 Corporate Identity Clearance and Size Restrictions
- 3:5 Usage Guidelines
- 3:6 Unit Identities
- 3:7 The Tag Line

Section 4: Athletics Logo

Section 5: Corporate Colour Palette

Section 6: Font Families

Section 7: Photography

Section 8: Brand Voice

Section 9: Marketing Materials Examples and Overall Approach
- 9:1 Printed Material
- 9:2 Stationery - Thunder Bay
- 9:3 Stationery - Orillia
- 9:4 Presentation Graphics
- 9:5 Advertising
- 9:6 Signage and Vehicle Markings
- 9:7 Athletics and Recreation Clothing
- 9:8 Merchandising

Glossary

Corporate Identity

Lakehead UNIVERSITY

Unit Identities

Lakehead UNIVERSITY | Faculty of Law

Shield

Coat of Arms and Wordmark

Lakehead UNIVERSITY

Coat of Arms

Tag Line

EXCEPTIONAL. UNCONVENTIONAL.

Section 1: The Lakehead University Brand Guide Book

The Lakehead University Brand Guide Book is a tool that demonstrates the consistent expression of the Lakehead University brand.

When the Lakehead University brand is expressed consistently, it reinforces the universally accepted value of Lakehead University. Adhering to the Brand Guide Book is absolutely essential.

The Brand Guide Book is not intended to limit creativity. It empowers communicators to deliver unique messages in a manner that reinforces what the Lakehead University brand stands for.

The Brand Guide Book describes the Lakehead University brand mission, vision, values, and character. It also provides guidance for the correct use of graphic elements such as the Coat-of-Arms, Shield, typography, and colour system.

Lakehead UNIVERSITY

What is a Brand?

At the heart of every successful brand is a compelling and credible message that matters to people.

While the name, logo, and visual treatment are the cues and symbols of what the brand stands for — and often what people remember and recognize — any organization with a strong brand clearly understands:

- Who they want to communicate to
- What those people are looking for
- What they offer to satisfy that need
- Why their offer is compelling, credible, and unique
- How to communicate that value in a strong and memorable way

The need for a clear brand message with resonance and appeal is even more important in a competitive environment. When there are many brands and messages vying for the attention of the same set of buyers, the brand that does the following will be heard and will win loyalty:

- Is the most crisply defined
- Makes the most powerful promise of value
- Appeals to both heart and mind, and
- Delivers that value consistently

Perhaps most importantly, a strong brand is any organization's single greatest guidepost. Without a clear sense of their "customer," what that customer is looking for and what their offering is, organizations can struggle to stay on a strategic course to success.

Brand Framework

The tool that is used to help brands stay on course in everything from messaging to visual identity to execution is the Brand Framework. A Brand Framework generally consists of:

- Outward-facing vision statement (a collective goal)
- Outward-facing mission statement (the organization's role in achieving that goal)
- Positioning statement (an internal statement of differentiation)
- Brand characteristics (the personality of the brand)
- Brand values (the behaviour of the brand)

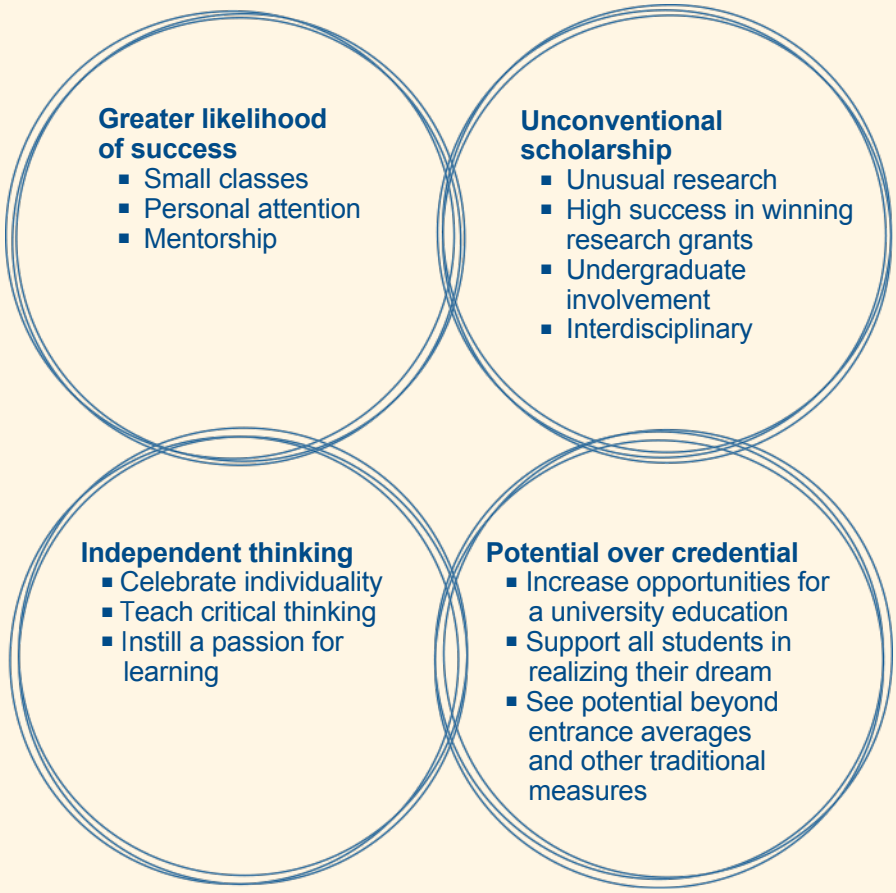
For Lakehead University, a compelling and relevant Brand Framework had to begin with a vision and mission that students could be excited about and faculty, staff, and other stakeholders could believe in.

The Brand Framework also needs a believable positioning that clearly differentiates Lakehead from other universities and colleges, not only in Central and Northwestern Ontario, but across the province. Finally, rounding out the Brand Framework, key characteristics define the "spirit" of the brand while key values provide a guide to how the brand should behave as it delivers on its key value proposition. All these aspects come together as the foundation on which the brand messages and the brand visual identity rest. Perhaps most importantly, the Brand Framework provides a value road map to help all people at Lakehead University understand their collective purpose.

Character	**Values**
Idiosyncratic	Commitment
Spirited	Honesty
Adventurous	Respect
Curious	Acceptance
Caring	Effort
Confident	Scholarship
Accepting	Innovation
Determined	Independence
Friendly	Individuality
Proud	Community

Lakehead UNIVERSITY

At Lakehead University, we cherish the unusual and the unexpected. Students who seek out a Lakehead education are eager for adventure, motivated by their own vision of success, and uninfluenced by their peers. The tag line “Exceptional. Unconventional.” is based on extensive research and captures the essence of what makes Lakehead and Lakehead students unique and valued. Our new tag line captures the four key pillars of differentiation that make Lakehead stand out:



Motto
Ad augusta per angusta (Achievement through effort)

Vision
To provide a transformative university experience that is far from ordinary.

Mission
To be recognized as an innovative comprehensive university that provides an education that is about how to think, not what to think.

Positioning Statement (Internal)
Lakehead is an innovative comprehensive university that values the potential in all our students and gives them the highest chance of success. For every student who knows what they want to achieve and is committed to their own success, Lakehead University provides an education focused on independent thinking, unconventional scholarship, and a close sense of community.

Belief Statement (External)
We believe our students make Lakehead University different. We believe that our students want an innovative comprehensive university where they have the highest chance of success. We believe that our students have the passion and drive to realize their dream and succeed. We believe that our students want the intellectual freedom to pursue the unconventional. We believe in the diversity that comes from our students of many cultures and many nations. We believe that our students are passionate about both their own individuality and their communities. We believe in our students.

Brand Proof Points/Key Messages

Brand proof points allow Lakehead University to define its unique value in tangible ways.

Lakehead University offers a greater likelihood of success.
Our small class sizes enable faculty to pay personal attention to students, and provide mentorship and individual academic experiences.

Lakehead University is a source of unconventional scholarship.
The University is highly successful in winning research grants. Lakehead University research is interdisciplinary, community-based, and often involves undergraduate students. Lakehead is valued for taking an unconventional approach to research, in many cases by looking beyond traditional research partners.

Lakehead University fosters independent thinking.
At Lakehead University, individuals are celebrated. We teach critical thinking and instill a passion for learning.

Lakehead University holds potential over credential.
Students are able to access increased opportunities for a university education and are able to realize their dreams. Lakehead University sees potential beyond entrance averages and other traditional measures.

Section 2: Coat-of-Arms and Wordmark

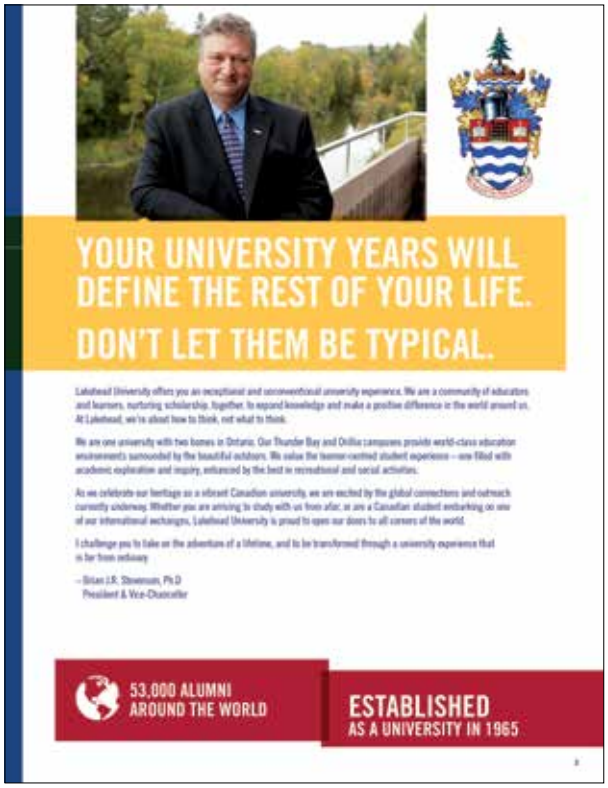
Lakehead University was granted the Coat-of-Arms by the Earl Marshal, the Duke of Norfolk, on June 20, 1959.

The Coat-of-Arms may be used alone (without the Wordmark) but only in exceptional cases when it appears on materials that are clearly branded as Lakehead University materials. Example: Page 3 of the 2013-14 Viewbook.

4-colour bit map file

1-colour vector file

Example:
2013-14 Viewbook



Coat-of-Arms and Wordmark

The Lakehead University Coat-of-Arms and Wordmark is the official symbol of the University. The fire and candles are symbols of enlightenment. The books symbolize wisdom and knowledge. The helmet is a symbol for bravery, and the canoe, pine tree, and water are indicative of our northern environment.
The Coat-of-Arms and Wordmark should be used for official communications that originate from the Office of the President (memoranda of understanding, special invitations, and letters), and for formal documents (degrees, certificates and Convocation programs.)

Lakehead
UNIVERSITY

Coat-of-Arms and Wordmark Clearance

The logo must have white space the size of a “k’ on all four sides (height and width).

Size Restrictions (Minimum Size)

The Lakehead University Coat-of-Arms and Wordmark is made up of a number of graphic elements that must be reproduced at a minimum size of 3.175 cm or 1.25 inches on a vertical plane for optimal legibility.

1.25 inch
or 3.175 cm

Section 3: Corporate Identity

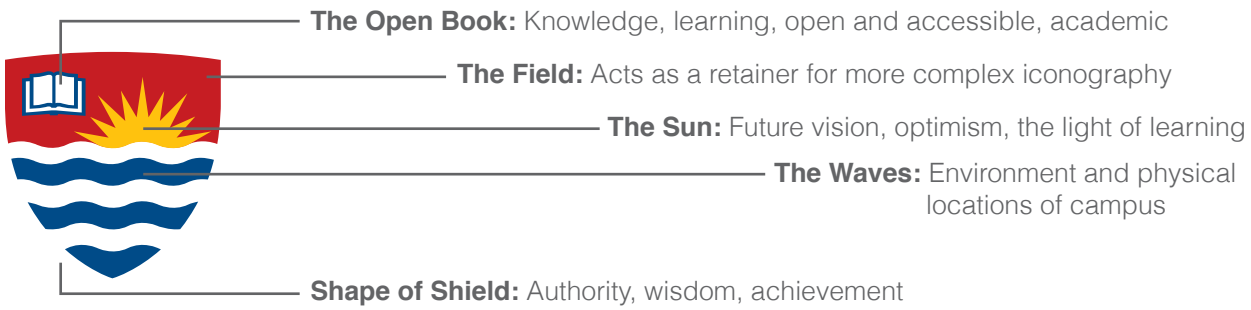
The Lakehead University Corporate Identity is derived from the Lakehead University Coat-of-Arms. Central to the design are the waves, book, and sun as symbols of proximity to water, knowledge, and enlightenment. The Lakehead University Corporate Identity is to be used on branded merchandise, signage, communications, and marketing.

The consistent use of the Shield in all of Lakehead materials will portray academic credibility to all audiences.

The Shield
The Lakehead University Shield may be used on its own.

The Lakehead University **Wordmark** may not be used alone.

Meaning of Shield Iconography



Location: One University, Two Cities

In order to maximize brand awareness of Lakehead University as a whole, Lakehead should not aim to build the identity of one particular campus over another. When locations must be used, they should be used jointly as in “Thunder Bay and Orillia.”

Lakehead UNIVERSITY | Thunder Bay and Orillia

Textual application of two campuses with the Corporate Identity:

Colour Options

When reproducing the Lakehead University Corporate Identity in one or two colours, use one of the following logos. The specifications below also refer to reverse-colour printing situations, where the Corporate Identity must stand out in a black or dark single-colour field.

2 colour

1 colour - cobalt

1 colour - black

reverse

Use of Shield Alone

The Lakehead University Shield may be used independently of the Wordmark. The Shield itself is a strong symbol of not only Lakehead University but of tradition and academia. Within the context of a clearly branded marketing product the Shield can be used as a graphic element and icon of Lakehead University.

Corporate Identity Clearance and Size Restrictions

The Corporate Identity must be located within a mandatory free and clear area around the top, bottom, and sides. This safety area ensures that the Lakehead University Corporate Identity is always seen with optimum clarity and is not compromised by other graphic elements. The logo must be surrounded by white space, no less than the space of a lower case “a” on all four sides.

Size Restrictions (Minimum Size)

The Lakehead University Corporate Identity is made up of a number of graphic elements that must be reproduced at a minimum size of 3 cm or 1.18 inches on a horizontal plane for optimal legibility.

3 cm

1.18 inches

Usage Guidelines

The Lakehead University Corporate Identity may not be altered in any way. You are **NOT** permitted to:

1. Apply visual effects
2. Rotate the logo
3. Skew or attempt to make the logo three-dimensional in any way
4. Make a pattern or texture out of the logo
5. Alter the transparency of the logo
6. Re-colour the logo
7. Fade the logo
8. Place the logo on a dark or complex background
9. Change the Shield and Wordmark locations

Unit Identities

Faculty/School/Department/Office/Centre names within Lakehead University shall always be expressed in a consistent manner. They are positioned to the right of the vertical key line.

When the Faculty name uses a single line, the baseline of the Faculty name must align horizontally with the Lakehead Wordmark baseline.

When the Faculty name requires two lines, the baseline of the first line of the Faculty name must align with the Lakehead Wordmark baseline. The baseline of the second line of the Faculty name must align with the baseline of University in the Wordmark.

The academic name of each Faculty is more prominent than the words “Faculty of.” This has been designed to give prominence to each academic department.

The Faculty portion of the sub-brand may be reproduced in Cobalt, black, or reverse.

The Tag Line

The Lakehead University tag line is presented in a way that expresses contrast between the words: Exceptional and Unconventional. The treatment variables include setting both words at the same size, or increasing the size of Exceptional so that it stacks uniformly giving Exceptional and Unconventional the same width.

The colours and/or tones of each word should be treated differently so as to heighten the contrast. This is true even in a one-colour environment where a tone or screen can be used in conjunction with a 100% value.

The tag line is to be used on communication tools related to Marketing, Recruitment, and Spirit.

Section 4: Athletics Logo

The Lakehead University Athletics logo has its own specific purpose and role within the Lakehead University brand family and must be treated with the integrity it deserves.

All Athletics programs use the logo for uniforms, advertising, and fan merchandise.

The Thunderwolves logo uses the Lakehead University colour palette (Blaze, Cobalt, Thunderwolf).

The Lakehead position of the Wordmark is used above the large “U” and wolf graphic.

The Thunderwolves below the graphic is set in Trade Gothic Bold Condensed.

A limited colour option exists in Cobalt and also in black.

Section 5: Corporate Colour Palette

The Lakehead University Corporate color palette is based on a core set of colours.

The colour system reflects an academic, rich, and dynamic Lakehead. Blaze and Cobalt will be the primary corporate colour, a nod to our history that is reinforced in every communication.

Crimson is our secondary palette member, also found in Lakehead's past (see Lakehead Coat-of-Arms) and should be used as an accent colour only. Laurel, Amethyst, and Thunderwolf are the tertiary colours in the palette which add depth and range, and like Crimson, should be used as accent colours.

All colours have deep and passionate intensity but may also be used as percentages.

Blaze and Cobalt will be the Primary colours used in all communication and the Secondary and Tertiary colours are used only as accent colours. The Secondary and Tertiary colours should be used to identify Faculties or Departments.

Primary

	Blaze	**Cobalt**
Colour meaning	Ambition	Strength, loyalty
Pantone	123C & 115U	294C & 294U
CMYK	0 25 100 0	100 60 0 30
RGB	255 195 15	0 65 125
WEB	FFC20E	00427A

Secondary

Tertiary

	Crimson	**Laurel**	**Amethyst**	**Thunderwolf**
Colour meaning	Passion, striving	Growth, life	Wisdom, dignity, creativity	Security, stability, intelligence
Pantone	187C & 200U	384C 397U	526C 526U	Cool Grey 7C, &U
CMYK	10 100 100 10	20 0 100 30	75 100 0 5	0 0 0 40
RGB	200 30 35	160 165 25	100 45 145	165 170 170
WEB	C61D23	A3A510	652D89	A7A9AC

This scale indicates the relative weight and importance that should be placed on colours and frequency of use.

Section 6: Font Families

Lakehead University has three brand fonts: Trade Gothic, Georgia, and Arial.
Trade Gothic is a licensed font. Arial is an excellent font for making accessible documents.

Headline, body and sub-head font

Trade Gothic

Including Trade Gothic (light, light oblique, medium, medium oblique, bold, bold oblique, black, black oblique) and Trade Gothic Condensed (regular, oblique, bold, bold oblique) families

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Headline, body and sub-head font

Georgia

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Black

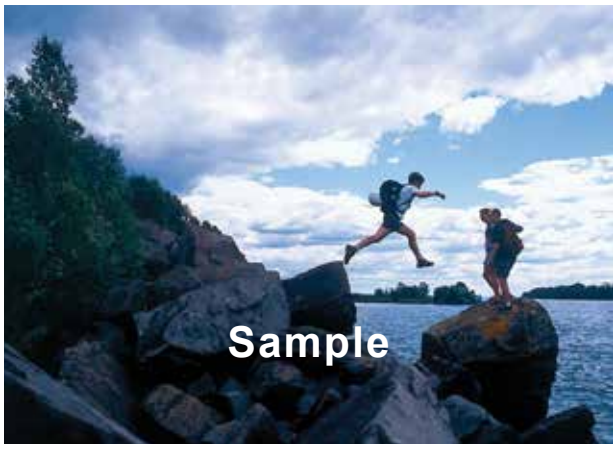
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Narrow
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Section 7: Photography

Photography is a powerful way to convey the Lakehead University brand. Lakehead photography must feature people in a dynamic, experiential environment that conveys an exceptional and unconventional approach to learning. The individuals should be shot in an inspiring and informal way and should be obviously engaged in what they are learning, or have learned.

To order prints visit: imagelibrary@lakeheadu.ca



Section 8: Brand Voice

Those who join the Lakehead University community have a strong vision and a fierce determination to achieve it. Lakehead University encourages individuals to develop, foster, and realize their unique ambitions in ways that are as individual as they are. Lakehead University is a community of individuals who are united in their aim to serve the common good. The brand voice, therefore, must project and amplify the individuality, imagination, commitment, and sense of determination that its community embodies.

See key messages in Section 1.

Creative for communications, marketing, and advertising should inspire and celebrate the sense of vision and spirit of achievement in **exceptional** and **unconventional** learning environments. Concepts and copy should acknowledge the spirit of individualism that unites with other like-minded people. Concepts should feature dominant, compelling, and unique photography and use concise and inspiring language.

When one experiences the Lakehead University brand voice, one should feel inspired to get up and do something extraordinary.

Section 9: Marketing Examples and Overall Approach

The following examples serve to illustrate how this Brand Guide Book can be used for on-brand applications in diverse marketing and communications materials.

Please note: This is a guide. What is depicted on the following pages are examples. They are not intended to act as blueprints but as samples of the brand potential.

The components of the brand should be used as tools to build a branded design. Designers will use their knowledge of design and the Brand Guide Book to create specific pieces depending upon the parameters of the project in question.

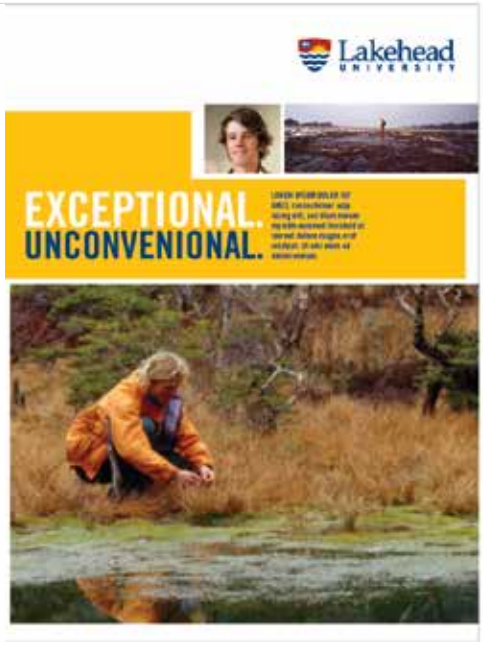
Printed Material

As the following examples illustrate, Lakehead University printed materials are brand image dominant. Images should be dynamic in subject and placement. This is a guide. The components of the brand should be used as pieces to build a branded design. You are free to use the brand in multiple and flexible ways using the tools of the brand (font, colour, images etc.).

Fields of either Cobalt or Blaze in 100% or percentages may be used as bold strips of colour to hold and highlight content. These strips of colour and white space provide a background for the tag line as well as document titles, copy, and other content. Copy should be as concise as possible.

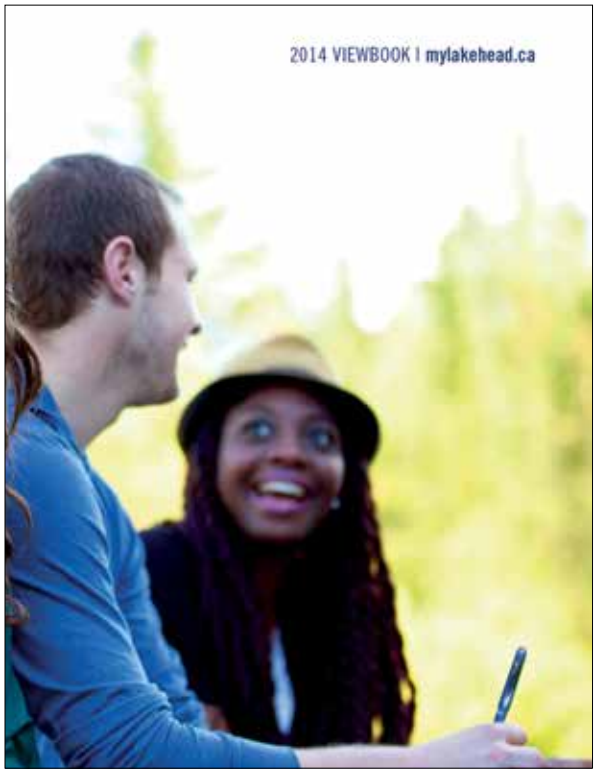
Ensure the Lakehead University logo is given a strong and clear presence.

Program Brochure

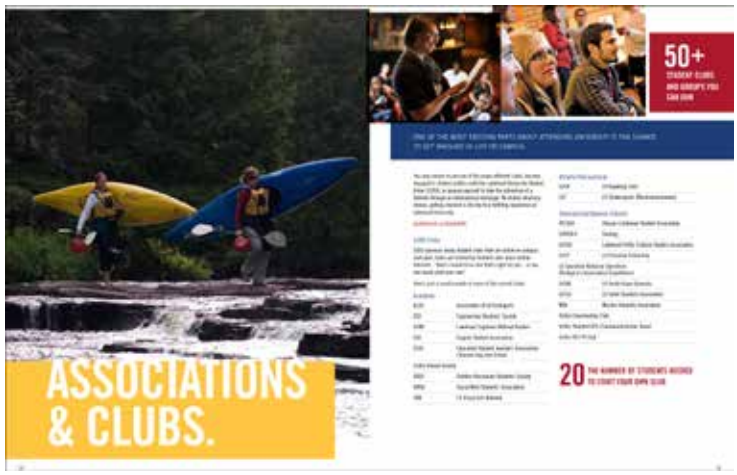


ublication Cover

Printed Material (continued)



Viewbook Cover



Viewbook Spread

Faculty Magazine

Roll-it-up display

Stationery - Thunder Bay

Stationery should ensure the Lakehead University logo is clear and dominant. The logo is the first level of dominance. All contact and location information should be clear and legible.

This information is set in Trade Gothic by the Lakehead University Print Shop.

Stationery - Orillia

Stationery should ensure the Lakehead University logo is clear and dominant. The logo is the first level of dominance. All contact and location information should be clear and legible.

This information is set in Trade Gothic by the Lakehead University Print Shop.

Presentation Graphics

Presentations should be designed to allow the viewer to focus on essential information. The brand tools help you create clear, dynamic, and engaging presentations. Cobalt and Blaze can be used as fields in which to place copy and titles.

Please remember to be brief and clear with presentation content.

Advertising

Advertising should feature dynamic and prominent brand images. Text should be concise. Copy should illustrate how a Lakehead University student, professor, alumni, or program is exceptional and/or unconventional.

Signage and Vehicle Markings

Wayfinding and vehicle graphics should use the components of the brand in a strong and bold manner without confusing the viewer.

Wayfinding information must be simple, clear, and easy to read while still communicating the brand. All wayfinding should use the Lakehead University fonts consistently across both campuses.

Vehicles should be clean and free of additional information that competes with the branding information.

Athletics and Recreation Clothing

Athletics and Recreation clothing should be produced in Cobalt, Blaze, and White. The Lakehead University or the Thunderwolves logo is central with numerical or additional information in bold versions of one of the Lakehead University brand fonts - Trade Gothic. These may be solid or use strong outlines.

Merchandising

Lakehead University branded merchandise and clothing is Blaze, Cobalt, or White, and always features the Corporate Identity.

Avoid cluttering the pieces with additional slogans other than the Lakehead University tag line and team names.