

“BE READY” CAMPAIGN

The “Be Ready” campaign is designed to tell our stories in ways that are unique, memorable and impactful. The primary goal is to define our strengths and purpose in preparing students to “Be Ready” for future success, communicated in a bold brand statement, “What Happens Next Matters Most.” Our brand is a promise that students, staff and faculty deliver on daily. We accomplish this visually by showcasing our students, staff, faculty and alumni in action as they create, innovate and make a difference in communities around the world. We use the land that surrounds our campus – the sweeping skies, rolling coulees and striking mountain tops – as a guiding force for visual design.

LOGO

PREFERRED SIZE

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

MINIMUM SIZES



Print applications



Web applications

PROTECTED SPACE

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



Print applications



Electronic applications

COLOUR

The logo should appear in full colour whenever possible. When only two colours are available, use the greyscale version. Greyscale is preferred to black.



The colour logo may be used against a light background and may also be reversed from a darker solid background colour. The preferred background is black, or any of the college's primary or secondary colours. Against a black background, use the inverted colour college logo. Against any other darker colour, use white.



WEB USE

When representing Lethbridge College online, the use of a standard font stack, colours, elements, etc., is expected to promote brand consistency. Please contact Web Services (webservices@lethbridgecollege.ca) to receive information and guidance on proper brand formatting on the web.

PRINT TYPOGRAPHY

Lethbridge College has four official families of fonts: three sans-serif and one serif.

POSTER GOTHIC ROUND
POSTER GOTHIC ROUND COND
POSTER GOTHIC ROUND EXCOND

GOTHAM
GOTHAM NARROW
GOTHAM XNARROW

Tahoma

Cambria

Poster Gothic and Gotham are premium fonts requiring proper licensing. Please contact Marketing and Web Services for information on purchasing a license.

Tahoma and Cambria are both widely available on Windows and Mac computers and should be used when the premium fonts are unavailable.

WORDMARKS

WHAT HAPPENS NEXT MATTERS MOST.

**WHAT
HAPPENS
NEXT
MATTERS
MOST.**

Two wordmarks punctuate Lethbridge College's vision of leading and transforming education in Alberta: “Be Ready” and “What Happens Next Matters Most.” Available in various applications, these wordmarks reinforce our shared purpose of preparing our students for success, while communicating a culture of cooperation between faculty, staff and students to achieve that goal.

BE READY.

