

LETHBRIDGE COLLEGE

OUR BRAND GUIDELINES



BE READY.

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GUIDELINES FOR THE USE AND INTEGRATION OF THE LETHBRIDGE COLLEGE BRAND

Lethbridge College's brand starts with you. You know that what happens next matters most. You're ready. So to help you support our brand, we've created these best practices, templates, tools and guidelines to help you incorporate the brand into your work.

A brand is built over time through consistent and effective use. It is the shared language we use to communicate who we are. Lethbridge College's Marketing, Communications and Web Services teams worked throughout 2018 with staff, students, faculty and friends of the college to create our new Be Ready brand. The different visual and written elements of this new brand — our logo, colours, photography and messaging — act as a foundation for all of our communications. These guidelines will help you execute the brand with confidence, while strengthening and unifying the experience students, staff, faculty, alumni and visitors have of Lethbridge College.

Our brand is very much alive, and it's in your hands. Everything you say and do on behalf of the college is part of that living brand. By using a consistent visual style and voice, we can convey our messages more clearly, showing we're ready for whatever comes next.

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> BRAND OBJECTIVES

BE READY... TO BE A BRAND AMBASSADOR

What comes to mind when you think about Lethbridge College? Students taking part in hands-on learning opportunities? The view of the coulees? Learners gathering together in small classes? Noisy crowds cheering for the Kodiaks? Colleagues who care deeply about students — and each other? Everyone has a different perception of Lethbridge College. Together, these perceptions form our brand.

At its core, our brand is our reputation. It represents who we are as a college and stands in for our goals and ideals. It embodies our values as perceived by the general public, our students, our faculty and staff, our alumni and our friends.

By presenting our brand consistently, we can positively influence how people think and feel about Lethbridge College. And that means we can amplify our potential impact, whether by raising more money to support student scholarships and programs, recruiting more talented students and employees to our campus, or securing new research funding.

You can help bring the Be Ready brand to life through the stories you tell and how you tell them. You'll be supported in this work by looking to our brand elements — from our design system, to type, to voice, to our visual identity. At Lethbridge College, we will build and move our brand forward — together.

OUR BRAND INSPIRES PRIDE IN THE LETHBRIDGE COLLEGE COMMUNITY

A BRAND TELLS A STORY.

It's a guide to inspiring pride in our institution for our students, staff, faculty and alumni.

A BRAND MOTIVATES.

It's a roadmap that points the way to our shared and collaborative journey, supporting the success of our students.

A BRAND INFORMS.

It's a way we can show our community that Lethbridge College is a meaningful place to complete a certificate, diploma or applied degree; an ideal place for applied research experts to help solve problems facing industry; and an inclusive place to take part in camps and continuing education classes or cheer on our athletic teams.

A BRAND EDUCATES.

It's a tool we use to build an authentic, emotional connection between the college and our students, alumni, faculty, staff and friends throughout our community.

A BRAND ADVOCATES.

It's a set of instructions we can rely on as we work together to maintain and advance the reputation of Lethbridge College in the larger community and region, including with our donors, government and industry partners.

A BRAND ENGAGES.

It's an identity that helps us understand that our job is to prepare students for theirs, as well as to appreciate that what happens next matters most.

> OUR BRAND STORY

AT LETHBRIDGE COLLEGE, EVERYBODY'S GOT A JOB TO DO.

Some of us are thinkers. Some of us are makers. But engrained in all of us is a desire to do the work. Because the best way to learn, is to do.

We should know — we've been doing just that for more than 60 years. And through it all, we've been ready. We know that our job is to make sure you're equipped for yours.

We're more than bricks and mortar. We're a place of people coming together. We're the mentors ready to combine your talent with our training. We're the industries that fuel our region's economy, awaiting our next generation of leaders. We're the people who love teaching you the skills you need to be prepared for whatever new changes and challenges tomorrow might bring. And we know that when we add your drive and determination to all of this, anything is possible.

Just look around. We know something about making a mark. About digging deep and rising up. We know success is not by chance, but that it takes perseverance, determination and grit.

Because here, everybody's got a job to do. We are a community committed to one another. We know that what happens next matters most.

We're ready.

WHAT
HAPPENS
NEXT
MATTERS
MOST.

LETHBRIDGE COLLEGE

VISUAL IDENTITY GUIDELINES



BE READY.

> VISUAL IDENTITY

LOOKS DO MATTER: OUR VISUAL IDENTITY IS OUR FOUNDATION

Lethbridge College's visual identity grounds all of our communications and provides an inspiring base to reach people throughout campus and the community. We are committed to using it consistently so that our brand is instantly recognizable and always a welcome sight.

The visual elements of the Lethbridge College brand— our logo, our “Be Ready” campaign, our typography and our colours — work together to help us tell our story in a unified voice, inspiring and motivating those who encounter it anywhere around the world.

KEY CONSIDERATIONS FOR VISUAL IDENTITY

THE ESSENTIAL ELEMENTS OF OUR BRAND.

Our logo, campaign, typeface and colours are the core of our visual identity.

THE DESIGN SHOULD FIT THE SELECTED MEDIUM.

Whether you are working with print, web or outdoor signs, be aware of different advantages, considerations and limitations. Make the most of each medium and the message it is telling by considering and planning your content.

THE FINAL WORK SHOULD FEEL LIKE LETHBRIDGE COLLEGE.

Being consistent in our work creates a stronger message and brand. Whenever and wherever people encounter our brand, they should immediately associate it with Lethbridge College.

TARGET YOUR AUDIENCE.

Are you creating a message for students? Bring the fun! But if you are preparing a formal communication, choose a more conservative layout and colour palette. Make sure your content reflects your audience.

TAKE ADVANTAGE OF EXISTING BRAND TEMPLATES.

Existing Lethbridge College brand templates can serve as great guides and ensure your message and design supports the Be Ready brand.

> OUR LOGO

LETHBRIDGE COLLEGE'S INSTITUTIONAL LOGO IS THE FOUNDATION OF OUR VISUAL IDENTITY.

Lethbridge College's logo reflects the school's environment and the surrounding landscape in colour, composition, mood and sense of movement. The graphic's shape and movement indicate and reflect the coulees, the wide open horizon and the sense of locale and landscape. If you find yourself considering editing, changing or stretching the logo — or if you have any questions about logo use — please contact a colleague in Marketing and Web Services. We'd be happy to provide you with approved formats.



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.



MINIMUM SIZE

To preserve the legibility of Lethbridge College logos, they should be reproduced at least 0.375 inches high for print applications, and 40 pixels high for web applications.



GREYSCALE / BLACK

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



WHITE / REVERSE

When the logo appears on a background colour or image, our white or reverse logo can be used. The logo should be placed over simple backgrounds to allow for legibility.

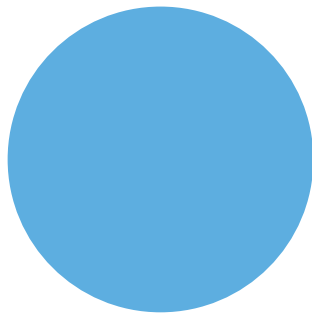


> BRAND COLOURS

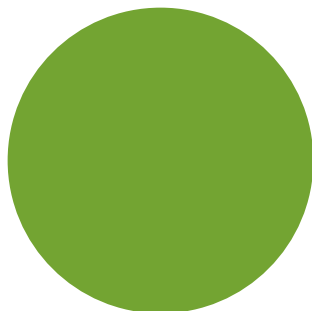
OUR COLOURS CONNECT US TO THE LAND AND OUR AUDIENCE.

From coulee grasses to red rocks, Lethbridge College's colour palette reflects our connection to the land. Our official palette of primary and secondary colours has been established to unify our visual brand, strengthen relationships to our audience and increase recognition. Whenever possible please utilize the brand colours for college promotional materials. Use of the secondary palette should be in support of our primary brand colours.

PRIMARY BRAND COLOURS



KODIAKS BLUE
PANTONE 284C
CMYK-59/17/0/0
RGB-106/173/228
#6AADE4



COULEE GREEN
PANTONE 377C
CMYK-50/1/100/20
RGB-122/154/1
#739600

SECONDARY COLOUR PALETTE



COAL MINER BLACK
RICH BLACK
CMYK-30/20/20/100
RGB-9/10/15
#090A0F



AMMOLITE
PANTONE 7476 C
CMYK-92/18/32/65
RGB-0/81/87
#005157



SAGEBRUSH
PANTONE 357 C
CMYK-83/19/73/58
RGB-39/89/55
#275937



RED ROCK
PANTONE 470 C
CMYK-8/68/94/34
RGB-157/83/36
#9D5324



ALFALFA BLOOM
PANTONE 7652 C
CMYK-60/93/40/30
RGB-98/40/82
#5E2751



STONE PIPE GREY
PANTONE COOL GREY 10 C
CMYK-9/6/0/70
RGB-98/100/108
#62646C



OLDMAN RIVER
PANTONE 297 C
CMYK-52/0/1/0
RGB-114/199/231
#72C7E7



CACTUS
PANTONE 375 C
CMYK-47/0/94/0
RGB-146/212/0
#92D400



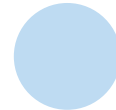
PRAIRIE SUNSET
PANTONE 131 C
CMYK-3/36/100/6
RGB-206/142/0
#CE8E00



PRAIRIE THISTLE
PANTONE 688 C
CMYK-35/70/25/0
RGB-176/106/146
#B06A92



COUNTRY ROAD
PANTONE WARM GREY 2 C
CMYK-0/4/8/23
RGB-203/195/187
#CBC3BB



HAZY MOUNTAIN
PANTONE 657 C
CMYK-23/6/0/0
RGB-198/214/232
#C6D6E8



GREENHOUSE GREEN
PANTONE 372 C
CMYK-16/0/36/0
RGB-217/236/156
#D9EC9C



COULEE DAWN
PANTONE 155 C
CMYK-0/12/32/0
RGB-238/214/165
#EED6A5



COULEE DUSK
PANTONE 7605 C
CMYK-8/29/20/0
RGB-227/185/179
#E3B9B3

> BRAND STATEMENTS

USING THE LANGUAGE OF THE NEW BRAND

Two wordmarks punctuate Lethbridge College's vision of leading and transforming education in Alberta: "Be Ready" and "What Happens Next Matters Most." The primary goal is to define our strengths and purpose in preparing students to "Be Ready" for future success.

BE READY

The "Be Ready" wordmark features the college gradient to relate visually to our "Arch" graphic (p. 10). This wordmark is designed to be used as a standalone tagline featured on Lethbridge College materials, often in a footer near the college logo. The wordmark is available in a number of formats and should be used in the approved colours consistently.

BE READY.

WHAT HAPPENS NEXT MATTERS MOST

The "What Happens Next Matters Most" wordmark is often used as a bold header or headline on college marketing materials and advertising. This wordmark reinforces our shared purpose of preparing our students for success, while communicating a culture of cooperation between faculty, staff and students to achieve that goal.

**WHAT HAPPENS NEXT
MATTERS MOST.**

> SECONDARY LOGOS

HELPING TO TELL OUR STORY

Our secondary logos are to be used when appropriate to promote or identify key aspects of Lethbridge College. As with our primary college logo, it is important to maintain the look, dimensions and colours of these logos. Approved formats exist for various applications and can be provided as required.

SECONDARY COLLEGE LOGOS

A secondary logo can be used on specific materials to identify different college departments and college centres.



Secondary logos should be used sparingly as required. The primary Lethbridge College logo should still be used on advertising and covers of external marketing materials whenever possible.



KODIAKS

The Kodiak bear epitomizes strength, courage, stamina and an undying perseverance. The Kodiaks logo is used for promoting Lethbridge College athletics and team sports.



COLLEGE CREST

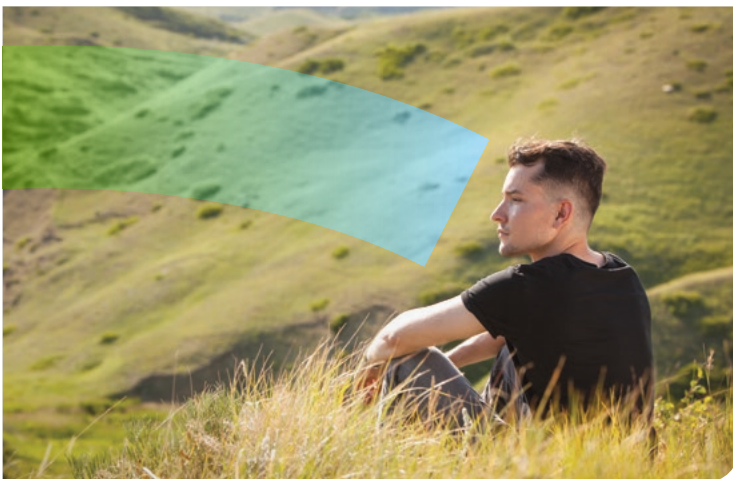
The college crest is available for use in specific applications such as convocation, diplomas and formal ceremonies. For more information about the use of the college crest, please contact a colleague in Marketing and Web Services.



> BRAND ELEMENTS

WE ARE READY TO MAKE A DIFFERENCE

Inspired by prairie skies and open spaces, our primary and secondary brand elements identify us in all visual communications and marketing materials. They should be used consistently and carefully to ensure our brand remains strong, inspiring and trusted.



THE ARCH

Reflective of both coulee and chinook, the distinctive blended arch is our primary brand graphic. The smooth transition between hues alludes to harmony and unity. The swoop of the Arch suggests movement, progress and energy. The Arch should be used at a consistent angle and transparency. It should be placed at the edge of the page/image and should interact with the photo to create motion and draw attention.



ABSTRACT GRAPHIC

The abstract graphic alludes to a land of rolling foothills and an endless horizon. Applied in any of our official colours, it is a background palette that complements the stories we share.



THE SWOOSH

The swoosh is an element that implies movement and progress. It reinforces the Lethbridge College visual identity and serves as a secondary brand element to support our primary Arch.



> TYPOGRAPHY

WE MAKE A MARK WITH EVERY STATEMENT

Consistent use of our brand typefaces communicates our messaging and our visual brand. We have four official fonts for use on Lethbridge College materials.



SOME TYPEFACES REQUIRE PROPER LICENSING.
PLEASE CONTACT MARKETING AND WEB SERVICES
FOR INFORMATION ON PURCHASING A LICENCE.

OFFICIAL FONTS

POSTER GOTHIC ROUND EXTRA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

USED IN ALL CAPS
FOR HEADLINES
AND CALLOUTS.

Gotham

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

Our primary sans
serif font used for
subheads, body
copy and captions.

Cambria

abcdefghijklmnopqrstuvw
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

Our primary serif
font used for body
copy and captions.

Tahoma

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

Our secondary sans
serif font used for
subheads, body copy
and captions when
Gotham is not available.

> INDIGENOUS IDENTITY

OHKOTOKI'AAHKOIYIINIIMAAN

Lethbridge College proudly carries the Blackfoot name of *Ohkotoki'aahkkoiyiiniimaan*, Stone Pipe. Our Blackfoot name brings significance to the personal commitment of embarking on post-secondary education, carrying honesty and the integrity needed to fulfill this endeavor, this personal accomplishment is a transfer of knowledge that you have earned.



INDIGENOUS LOGO

The Indigenous logo features the buffalo alongside our Lethbridge College logo. This pairing should be used consistently when promoting Indigenous initiatives to reflect the lasting bond between the Indigenous community and Lethbridge College.



WHITE / REVERSE

When the logo appears on a background colour or image, our white or reverse logo can be used. The logo should be placed over simple backgrounds to allow for legibility.



THE BUFFALO

The college is situated on traditional Blackfoot territory, and has a symbol representing Indigenous people and history. As a significant symbol in many Indigenous cultures, the buffalo graphic has been developed to represent Chief Mountain and Every Child Matters.



LAND ACKNOWLEDGEMENT

Located on the traditional lands of the Blackfoot Confederacy, Lethbridge College is committed to honouring the land from a place of knowing. We honour the *Siksikaitsitapi* as both the traditional and current Land Keepers of this area, and we welcome all First Nations, Métis, Inuit and non-Indigenous peoples who call Blackfoot territory their home.

> INDIGENOUS ELEMENTS

THE NIITSITAPI STRATEGY

Through the collaborative work and shared leadership that went in to developing *Coming Together in a Holistic Way: Lethbridge College Niitsitapi Strategy*, it was important for us to create our college's collective story merged with *Niitsitapi'ksimpstaan* (Real Thinking). Indigenous Services envisions a space of Indigenous cultural inclusion and decolonization of the academic institution; in our day-to-day responsibility of supporting student success, we understand what it is like to be Indigenous.



INDIGENOUS FIGURES

The image is a symbolic representation of a human being. More specifically, this image identifies the *Niitsitapi* in the Blackfoot cultures ideology. The left image represents the *ninnaa* (male). The right image represents the *aakii* (female).



INDIGENOUS ICONS

Our Indigenous icons have been developed to reflect the diversity of our First Nations, Metis and Inuit communities.



INDIGENOUS COLOUR PALETTE

In addition to our primary colour palette (p. 6), Lethbridge College has four specific secondary colours for use on Indigenous materials.



AMMOLITE
PANTONE 7476 C
CMYK-92/18/32/65
RGB-0/81/87
#005157



OLDMAN RIVER
PANTONE 297 C
CMYK-52/0/1/0
RGB-114/199/231
#72C7E7



PRAIRIE SUNSET
PANTONE 131 C
CMYK-3/36/100/6
RGB-206/142/0
#CE8E00



STONE PIPE GREY
PANTONE COOL GREY 10 C
CMYK-9/6/0/70
RGB-98/100/108
#62646C

INDIGENOUS SECONDARY GRAPHIC

The indigenous secondary graphic has been developed for use on materials for Indigenous services and represents artwork that would be applied to the base of our tipis. It should only be used on the bottom edge of an indigenous document in one of the approved Indigenous colours.





FOCUSED ON OUR COMMUNITY PARTNERS

LC Extension connects the college to the community and inspires lifelong learning. LC Extension's visual identity was designed to complement and enhance Lethbridge College's brand and captures LC Extension's commitment to refresh, develop and transform our individual, business, corporate and industry clients through personal and organizational development.

PRIMARY LOGO

The LC Extension logo has been created in alignment with Lethbridge College's visual identity. The plus symbol suggests the additional opportunities for personal and professional development offered to the community through LC Extension. The Lethbridge College logo should appear on LC Extension materials whenever possible.



SECONDARY LOGO

A secondary logo has been developed to accommodate instances when a small space or different orientation is required. The primary logo should be used whenever possible.



WHITE / REVERSE

When the logo appears on a background colour or image, the white or reverse logo can be used. The logo should be placed over simple backgrounds to allow for legibility.



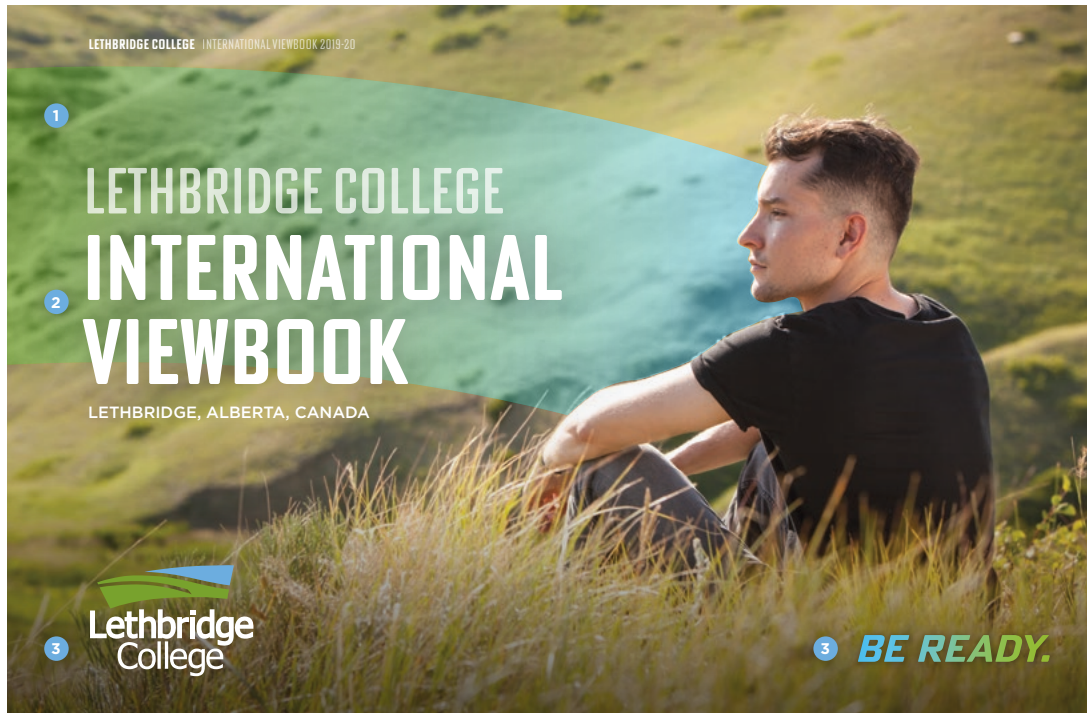
ICONS

Icons have been created that reflect the key values embodied by LC Extension and the corresponding business development solutions offered.



VISUAL IDENTITY SAMPLES

- 1 CONSISTENT USE AND PLACEMENT OF THE ARCH OR ABSTRACT GRAPHIC
- 2 CLEAR HEADLINES USING THE POSTER GOTHIC CONDENSED FONT
- 3 APPROVED USE OF THE LOGO AND BE READY WORDMARK



BRAND OBJECTIVE

INSPIRE PRIDE IN LETHBRIDGE COLLEGE AMONG STUDENTS, FACULTY, STAFF AND ALUMNI.

- **A brand tells a story.** It's a guide to inspiring pride in our institution for our students, staff, faculty and alumni.
- **A brand motivates.** It's a roadmap that points the way to our shared and collaborative journey, supporting the success of our students.
- **A brand informs.** It's a way we can show our community that Lethbridge College is a meaningful place to complete a certificate, diploma or applied degree, an ideal place for applied research experts to help solve problems facing industry and an inclusive place to take part in camps and continuing education classes or cheer on our athletic teams.
- **A brand educates.** It's a tool we use to build an authentic, emotional connection between the college and our students, alumni, faculty, staff and friends throughout our community.
- **A brand advocates.** It's a set of instructions we can rely on as we work together to maintain and advance the reputation of Lethbridge College in the larger community and region, including with our donors, government and industry partners.
- **A brand engages.** It's an identity that helps us understand that our job is to prepare students for their, as well as to appreciate that what happens next matters most.



LETHBRIDGE COLLEGE

WRITING GUIDELINES



BE READY.

> WRITING GUIDELINES

CHOOSING OUR WORDS WISELY

We have limitless opportunities to support, reinforce and extend our brand story with every word we write. Our brand should tell the story that if you have the drive to build a better world, Lethbridge College is ready to help you get there. Choose words that reflect our brand attributes — caring, confident, proud, adaptive — and focus on telling stories in ways that reflect our values.

The stories we tell about Lethbridge College should inspire people to be ready for what happens next and reflect the college's commitment to supporting them in their efforts to make the world a better place. Our goal is to tell a collective story with the power of one voice.

KEY CONSIDERATIONS FOR WRITING

GETTING THE “RIGHT” TONE.

As much as possible, use language that is personable, engaging and clear. Even when writing for different audiences, we want our tone of voice to come across as personable. Stick to everyday language, and work to address complex issues using smart but clear language that is inclusive rather than alienating to readers.

REMEMBER YOUR AUDIENCE.

Think of the people who will be reading your writing. What kind of language and content will they connect with?

GET PERSONAL.

Be personal and direct. Use first person (“we,” “our,” “us”) and second person (“you,” “your”) when appropriate to maintain a conversational feel.

GET TO THE POINT.

Be concise, and use active rather than passive language. Feel free to use contractions when it suits your target audience and the medium you're using to communicate.

FOCUS ON THE WHO, NOT JUST THE WHAT.

Sharing stories of the people behind Lethbridge College helps us connect with our community. If you're talking about a specific program, for example, include who is participating and how people are benefitting rather than simply sharing facts about the program itself. Delve into who, not just what.

> WRITING STANDARDS

SOME WRITING, STYLE AND GRAMMAR TIPS, COURTESY OF THE COMMUNICATIONS TEAM AT LETHBRIDGE COLLEGE

SOME BASIC WRITING TIPS

- Short words usually get the job done just as well as long words do. You can still use long words, but do so deliberately.
- If it is possible to cut out a word, always cut it out.
- Use the active voice (*I won the race rather than The race was won by me*).
- Avoid clichés (Not *Avoid clichés like the plague*).
- Avoid jargon, foreign phrases or scientific words if you can think of an everyday English equivalent.
- Short paragraphs (like short sentences) are preferred because they help break up blocks of text.



AS MUCH AS POSSIBLE, FOLLOW THE GUIDELINES OUTLINED IN THE CANADIAN PRESS STYLEBOOK (CP STYLE).

CAPITALIZATION

- **Lethbridge College** (avoid calling it **The Lethbridge College**).
- Lowercase college when not accompanied by Lethbridge: *the college; college employees, not the College or the College students*.
- Appointed/elected bodies: Uppercase when full title is used: *Lethbridge College Board of Governors*; (but the *board of governors* when used generally).
- Buildings/areas: Capitalize formal building names: *Val Matteotti Gymnasium, Kodiak House, Instructional Building* (never: *IB Building*). Capitalize informal areas that have become common in usage: *The Cave, Centre Core*.
- Capitalize schools: *School of Justice Studies*. Capitalize formal programs: *Child and Youth Care, Interior Design Technology*.
- Lowercase program outcomes: *certificate, diploma, applied degree; an applied degree in Correctional Studies; an Office Administration diploma*.

NUMBERS

- Spell out numbers under 10 and use figures for those 10 and above: *one, two, three, 13, 42, 101*, except when dealing with money: *\$7*.
- Spell out ordinals under 10: *first, fifth, etc*.
- Spell out numbers greater than six digits: *one million; 2.4 million*.
- Round off numbers where accuracy is not required: *about 4,000 students; more than \$5 million*.

DATES

- List details about events in this order: time, day or date, and place.
- In most cases, use the day of the week for an event if it is within seven days. If not, use the date. Avoid using both.
 - *The party will start at 9 a.m. Friday in Centre Core.*
 - *Convocation will be held at 1 p.m. April 26 in the Enmax Centre.*
- When listing dates, abbreviate months that have more than five letters and use only the number (*Jan. 7, April 19, Dec. 25*)
- Use periods for lower case abbreviations a.m. and p.m.: 10 a.m. (not 10:00 a.m.) but 5:30 p.m.
- Write 1:30 to 5 p.m. (one “p.m.”) rather than 1:30 p.m. to 5 p.m.
- Use noon or midnight rather than 12 p.m. or 12 a.m.

LETHBRIDGE COLLEGE

PHOTOGRAPHY GUIDELINES

> PHOTOGRAPHY TIPS

PHOTOGRAPHS – OUR 1,000-WORD STORIES.

A strong photograph grabs the viewer's attention, whether it appears in a print ad, a magazine or a social media platform. And the very best photos inspire those viewers to learn more. At Lethbridge College, our photographs show our people in action. Inspirational photos of real people demonstrating a passion for their work will bring our Be Ready brand to life in any medium. Lethbridge College photographs should share moments that stay with viewers and shows them that we are confident, proud, adaptive, supportive and...ready for whatever happens next.



KEY CONSIDERATIONS FOR PHOTOGRAPHY

LEAVE SOME SPACE AND GO CANDID.

Try to leave a bit of breathing space around your photos. If needed, they can be cropped later with a wide view or a tight focus. And in general, seek out active and spontaneous photos rather than posed shots.

SHOW COMMUNITY.

We may have taken “community” out of our name in 2007, but community has always been at the heart of Lethbridge College. Use photography that shows our sense of community, diversity and unique activities.

SHOWCASE THE LETHBRIDGE COLLEGE YOU KNOW AND LOVE.

Capture activities or settings unique to Lethbridge College. Our connection to place and landscape are key strengths of our brand. Photos should provide a sense of place, whether campus settings or a “classroom” found in our student fieldtrips, practicum experiences or applied learning opportunities.

FOCUS ON OUR PEOPLE.

Have a strong focus that draws the viewer in. The people who come through the college are our greatest asset. Highlight those individuals whose stories add to our college community.

PAY ATTENTION TO DETAILS.

Take photos with high resolution — photos must be at a resolution of 300 dpi (2700 x 3600 pixels). Save photos in one of the following formats: high resolution JPEG files, TIFF files or RAW files.

> PHOTOGRAPHY TONE

WE ARE CONNECTED TO OUR COMMUNITY AND OUR LANDSCAPE

College photography should capture genuine moments. The environment should help demonstrate how the person belongs to the Lethbridge College community. Use a shallow depth of field to focus on the subject, and find a point of view that adds interest. Photographs of people at Lethbridge College should communicate our entrepreneurial spirit and showcase the workers, thinkers, and creators who are ready to join the workplace.



PEOPLE

These include images of students, faculty, staff, recent graduates and alumni, pictured individually and in groups. Wherever possible, images should use college students, faculty or staff who are identified by name and other relevant information. The credibility of people from the college is an important aspect of the Lethbridge College brand.

PLACES

Lethbridge College has a strong connection to the landscape and it is a key aspect of the college brand. Excellent, modern facilities and hands-on learning in real-world environments are both important parts of the Lethbridge College brand promise, and should be evident with photos that show students with their feet on the ground.

If you know of an upcoming photo opportunity for marketing purposes in your area, please contact the Marketing and Web Services team early to arrange a photo shoot. FOIP forms are available to ensure we have permission from those in the pictures to use their image and/or testimonial for marketing purposes.

> PHOTOGRAPHY SAMPLES

