

Trademark Application Guidelines
for the College of Lake County



Performance Focused

2 **Consistency and commitment to higher standards adds value to every encounter with everyone.**

This is not the traditional corporate identification manual, in form or in substance. This publication is designed to provide implementation guidelines for the new trademark of the College of Lake County. The goal of this process is to consistently present the CLC trademark and its accompanying nomenclature across the majority of media possibilities. The result will reflect the unified and cohesive management philosophy of CLC throughout its institutional organization, educational units, sub-units and community initiatives.

Like anything of real value, the implementation process will take time and the diligent efforts of many individuals. It will especially require the support and participation of those individuals who at first may not recognize the long-term value of such a program.

When this process is fully implemented over the next several years, the result will be a cadre of materials, publications and mixed media applications that visually and verbally demonstrate one organization speaking with one voice, as an integrated educational community.

Performance Process

- 3 **This guide will focus on how best to consistently present the elements of the CLC brand, through the application of its trademark across several communication devices.**

Trademark: This section is driven by the “less is more” philosophy; the simpler the better. However, when selecting the most appropriate version of the trademark, the decision should be based on the highest probability for quality reproduction. Consider the budget, the capabilities of the manufacturer, the surface of the material being addressed and the intended life span of the items being prepared.

Typography: The ropes or lines that attach the sails of a ship to its hull are like the typography in a brand identification program. Typography ties the trademark to the organization it represents, to the services it provides to the attitude and values it professes.

Stationery: When stationery-related materials, from different areas within the organization look related, it infers that the College of Lake County, its people and its values are integrated through the entire system.

Publications: The guidelines and recommendations section for publications serve to demonstrate the sizes and positions of the trademark when used on print materials for the three recommended publication sizes.

Trademark: This section is driven by a “less is more” philosophy; the simpler the better. However, when selecting the most appropriate version of the trademark, the decision should be based on the highest probability for quality reproduction. Consider the budget, the capabilities of the manufacturer, the surface of the material being addressed and the intended life span of the items being prepared.

In the world of communication, consistency and continuity are as important as creativity and imagination. Creating material that is visually different for the sake of difference is counterproductive.

When creative and imaginative energy is focused within the corporate communication guidelines, the results are especially effective.

In many cases, a sign, a newsletter or brochure will be the first impression the College of Lake County brand makes with its audiences. The visual image the college will project through its communication program is vital to establishing and maintaining a favorable professional and public opinion of CLC and its initiatives.

This manual will serve to illustrate the proper use of the brand and trademark, as well as the application of these elements within various forms of visual communication from the College of Lake County. The effectiveness of the identity depends on the consistent application of the various design elements.

These guidelines are intended to assist those who are engaged in the implementation of the communication program. Many of the application guidelines depend upon relative size, proportion and positioning of one design element with another. These rules have been developed through the careful consideration of many factors, both functional and aesthetic. Adherence to the guidelines is the key to the success of this identification program. The active cooperation of all those responsible for the coordination of the identity program within the organization and its community activities is essential.



The College of Lake County trademark system consists of three elements.

The positive associations that the College of Lake County’s name is a valuable asset. This branding system provides a structure for identifying the activities associated with CLC in a controlled and consistent way. The sizes and relationships of its elements, to one another within the system, have been carefully considered and should be strictly followed in order to maintain the integrity of the trademark and the brand.

6

Symbol: The symbol is a unique illustration, representing the merging of the CLC monogram into a dimensional symbol. There are only two forms of the symbol, as a three color version and a one color (black) continuous tone version. Do not attempt to redraw or convert either one of these versions. Use only those images provided with the rigorous adherence to maintaining the protected clear space around them. ***The symbol may NOT be applied, on its own, without prior written approval from the CLC Public Relations and Marketing department.***



Logotype: The “CLC” logotype is also a unique redrawing of letters forms spelling out the “College of Lake County” name. Each character is sized and drawn to create a “nested” relationship with one another. The logotype may not be used, under any circumstances, without its appropriately sized and positioned symbol. Together, the symbol and the logotype are the “logo” or trademark. Do not attempt to redraw or recreate these elements in any way.



Tag Line/Positioning Statement: This line of text was developed to reflect a relationship similar to that of a verb to a noun, providing an action in the form of a promise. Its size and position in relation to the trademark elements is carefully balanced from a visual perspective as well as an implied promise between the college and those it serves. Do not attempt to redraw or recreate these elements in any way.



Trademark: While the configuration to the right is both a trademark and a logo, the word “trademark” is a legal distinction and represents ownership and responsibility. The “TM” device affirms that distinction, therefore it must appear as part of the trademark when applied to all documents where legal responsibility and authority is asserted. Changes to any of the defined relationships is unacceptable.



These are the only acceptable versions of the College of Lake County trademark, designed for horizontal applications. Only use the Adobe Illustrator® configured versions provided. Do not attempt to recreate either of these registered trademarks, as discrepancies could invalidate the ownership of the trademark.

* NOTE: CMYK, RGB, Grayscale and Black/White files have been created for specific applications.

7



NOTE: Business card and line art variations may NOT be applied without approval from the CLC Public Relations and Marketing department.



Business card use only



Horizontal vector one color line art variation (embroidery or screen printing)

This is the only acceptable vertical application. Only use the Adobe Illustrator® configured versions provided. Do not attempt to recreate either of these registered trademarks, as discrepancies could invalidate the ownership of the trademark.

* NOTE: CMYK, RGB, Grayscale and Black/White files have been created for specific applications.



NOTE: Line art variation may NOT be applied without approval from the CLC Public Relations and Marketing department.



Vertical vector one color line art variation (embroidery or screen printing)

Color plays a significant role in maintaining visual connections between communication devices and the institutions they represent. Strong and consistent application of core colors will build and maintain those connections indefinitely.

The GREEN, BLUE and BLACK colors used in the College of Lake County trademark configuration are sacrosanct and should never be replaced or reduced in intensity. To maintain that intensity, **the preferred background for the trademark is white.** Occasionally, the use of the CLC-GREY is acceptable as a background color behind the College of Lake County trademark. BLACK is also acceptable as long as the CLC trademark typography is white. When reversing the trademark out of a photograph or an illustration, it is paramount to strive for maximum contrast with minimum details behind the trademark block, maintaining the integrity of the letterforms.

In this way, large amounts of “white space” become another visually consistent element linking CLC communication devices to one another and to the network of CLC related activities and initiatives.

From a branding and trademark perspective, the colors GREEN and BLUE are primary colors. The colors GREY and BLACK are secondary colors, they serve in a supporting role. The colors RED and OCHER are tertiary colors, serving as accents.



CLC GREEN RGB

R / 114
G / 191
B / 68



CLC GREEN CMYK

C / 60
M / 0
Y / 100
K / 0



CLC GREEN Pantone

PMS 360



CLC BLUE RGB

R / 0
G / 83
B / 116



CLC BLUE CMYK

C / 100
M / 40
Y / 20
K / 40



CLC BLUE Pantone

PMS 308



CLC GREY RGB

R / 130
G / 117
B / 114



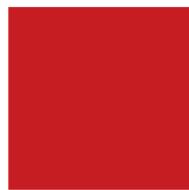
CLC GREY CMYK

C / 50
M / 50
Y / 50
K / 10



CLC GREY Pantone

PMS 409



CLC RED RGB

R / 198
G / 29
B / 035



CLC RED CMYK

C / 10
M / 100
Y / 100
K / 10



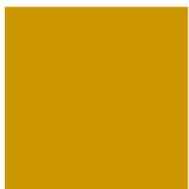
CLC RED Pantone

PMS 1791



CLC OCHER RGB

R / 205
G / 151
B / 0



CLC OCHER CMYK

C / 21
M / 40
Y / 100
K / 01



CLC OCHER Pantone

PMS 1245

Note: Pantone® Matching System is a nationally recognized system for ensuring accuracy of color in communication and reproduction. Each color in the system has a number which corresponds to a color swatch in the specifier books printed by Pantone, Inc. Each numbered color also has a precise formula that a printer will use to mix the ink.

A minimum amount of clear space must appear around the trademark.

Clear space helps the trademark stand out in any application. Typography or graphics of any kind that intrude on this clear space will jeopardize the integrity of the brand, conceptually and legally.

As shown in the diagrams below, an area of clear space around the trademark is designated within which no other type or graphic device or the edge of a page may encroach.

* SPECIAL NOTE: The only exception to the protected area rule, surrounding the trademark, is the business card.

10



Primary Horizontal Trademark Application



Secondary Horizontal Trademark Application



Primary Vertical Trademark Application

Here are some examples of things
NOT to do to the trademark.

The trademark designed for the College of Lake County brand. It has been created to achieve a sense of unity in the graphic communication and identification system.

The proportions of the symbol and logotype and the spatial relationships between them have been devised carefully to maximize legibility, and to eliminate reproduction problems when printing the trademark in various sizes. Therefore, the trademark should never be modified or re-proportioned in any manner. It should not be altered in any fashion.

11

Never box in the trademark with a shape or any decorative border. The trademark is strongest when it stands alone with the prescribed amount of clear space around it.



Never reset the type in the brand typography. The relationships between the symbol and the logotype, and between all of the letters, have been carefully considered. Always use the approved electronic art provided.



Do not alter the relationship between the symbol and the logotype. It has been thoughtfully established for maximum legibility.



Never stretch or condense the trademark to fit an application. The proportions should remain constant.



Never add shadows, rules, shapes or other graphic devices to the monogram or the typography. Do not alter the trademark in any way.



Typography: The ropes or lines that attach the sails of a ship to its hull are like the typography in a brand identification program. Typography ties the trademark to the organization it represents, to the services it provides and to the attitude and values it professes.

College of Lake County uses FF Meta OT as its primary family of typefaces.

The FF Meta family of typefaces is to be used whenever College of Lake County materials are reproduced.

This family of typefaces will serve as a unifying component of the graphic communication program.

Using the Meta typefaces will link all of College of Lake County’s communication, adding strength and consistency to its message by connecting to each of its diverse entities.

To enhance visual continuity, apply the following simple typographical principles.

- Use a minimum number of type sizes. Too many type sizes within a publication will create as much visual confusion as an abundance of type styles.
- Use upper and lowercase letters for titles or headlines. When emphasis is needed, use the bold or italics face rather than use all capitals.
- Open the kerning slightly between letters when used for video or projection.
- Let the design of the typeface do its work. Don't change its shape or structure electronically to fit a particular space. Rewrite the text if necessary.
- Typography, properly sized and arranged, will communicate more effectively with fewer typefaces, less manipulation and more direct and concise language.

FF Meta OT Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890
 ABCgte362

FF Meta OT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCgte362

FF Meta OT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCgte362

College of Lake County uses Times New Roman as a supporting typeface.

This family of typefaces will serve as a unifying component of the graphic communication program.

Times New Roman is the preferred font for use in stationery applications.

To enhance visual continuity, apply the following simple typographical principles.

- Use a minimum number of type sizes. Too many type sizes within a publication will create as much visual confusion as an abundance of type styles.
- Use upper and lowercase letters for titles or headlines. When emphasis is needed, use the bold or italics face rather than use all capitals.
- Open the kerning slightly between letters when used for video or projection.
- Let the design of the typeface do its work. Don't change its shape or structure electronically to fit a particular space. Rewrite the text if necessary.
- Typography, properly sized and arranged, will communicate more effectively with fewer typefaces, less manipulation and more direct and concise language.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890
 ABCgte362

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCgte362

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCgte362

Stationery: When stationery-related materials from different areas within the organization look related, it infers that the College of Lake County, its people and its values are integrated through the entire system.

This College of Lake County letterhead should be used for most applications.

Size: 8.5" x 11"

Paper Stock: Starbright Opaque, white,
70 lb. text weight

The trademark to be used on the letterhead is always in the same position on the page.

Templates for all approved letters will be provided, along with the appropriate typing guidelines.

<p>College of Lake County</p> <p>Grayslake Campus</p>		
<p>19351 West Washington Street Grayslake, Illinois 60030-1198</p> <p>www.clcillinois.edu</p>	<p>20 October 2013</p> <p>Michael Cook Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p> <p>Dear Michael,</p> <p>Congratulations! While almost nothing is for sure, I would suggest that the award you will receive next week from the AIA was inevitable. By this I don't mean that the award is easily come by or in any way undeserved.</p> <p>I mean inevitable in the sense that your career and the work you have produced on behalf of your clients has been consistently exemplary from your first few years in the profession. You don't appear to be challenging or competitive, rather you express an engaging and genuinely interested demeanor. To some these may seem to be ephemeral qualities. For me they are value. What is even more obvious is your level of commitment to the profession and the respect you demonstrate toward employers, clients, colleagues, contemporaries as well as students and how that respect is returned. These qualities are apparent to anyone with whom you've had even the shortest conversation.</p> <p>However, you have one gift that may be at the core of the your other talents. You have a calm, generous and confident manner that is both appealing and comforting. You don't appear to be challenging or competitive, rather you express an engaging and genuinely interested demeanor. To some these may seem to be ephemeral qualities. For me they are essential character traits toward being the conduit between wanting to help others attain their goals and achieving them, between being different and making a difference, between being of value and being valued.</p> <p>The Design Legends Award is an opportunity for the AIA to make evident how much we value your contributions as a professional and a human being.</p> <p>Sincerely,</p> <p>Jon Foster Director of Services</p>	

This College of Lake County letterhead should be used for most applications.

Size: 8.5" x 11"

Paper Stock: Starbright Opaque, white, 70 lb. text weight

The trademark to be used on the letterhead is always in the same position on the page.

Templates for all approved letters will be provided, along with the appropriate typing guidelines.

<p>Firstname Lastname President</p>		
<p>College of Lake County 19351 West Washington Street Grayslake, Illinois 60030-1198 847.543.2200 v 847.223.9244 f</p> <p>Board of Trustees: Firstname Lastname Firstname Lastname, Ph.D. Firstname Lastname Dr. Firstname Lastname Firstname Lastname Firstname Lastname Firstname Lastname</p>	<p>20 October 2013</p> <p>Michael Cook Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p> <p>Dear Michael,</p> <p>Congratulations! While almost nothing is for sure, I would suggest that the award you will receive next week from the AIA was inevitable. By this I don't mean that the award is easily come by or in any way undeserved.</p> <p>I mean inevitable in the sense that your career and the work you have produced on behalf of your clients has been consistently exemplary from your first few years in the profession. You don't appear to be challenging or competitive, rather you express an engaging and genuinely interested demeanor. To some these may seem to be ephemeral qualities. For me they are value. What is even more obvious is your level of commitment to the profession and the respect you demonstrate toward employers, clients, colleagues, contemporaries as well as students and how that respect is returned. These qualities are apparent to anyone with whom you've had even the shortest conversation.</p> <p>However, you have one gift that may be at the core of the your other talents. You have a calm, generous and confident manner that is both appealing and comforting. You don't appear to be challenging or competitive, rather you express an engaging and genuinely interested demeanor. To some these may seem to be ephemeral qualities. For me they are essential character traits toward being the conduit between wanting to help others attain their goals and achieving them, between being different and making a difference, between being of value and being valued.</p> <p>The Design Legends Award is an opportunity for the AIA to make evident how much we value your contributions as a professional and a human being.</p> <p>Sincerely,</p> <p>Jerry W. Weber President, College of Lake County</p>	

This College of Lake County letterhead should be used for most applications.

Size: 8.5" x 11"

Paper Stock: Starbright Opaque, white, 70 lb. text weight

The trademark to be used on the letterhead is always in the same position on the page.

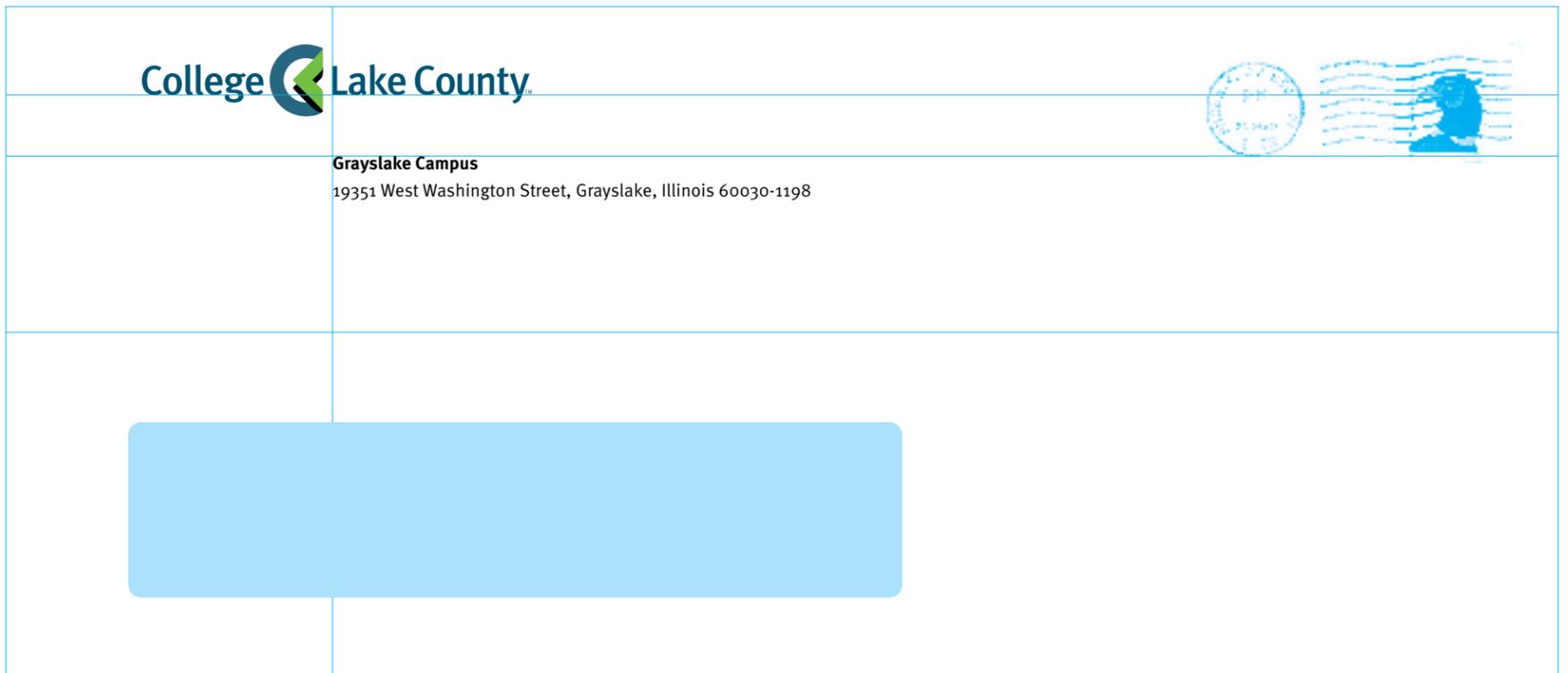
Templates for all approved letters will be provided, along with the appropriate typing guidelines.

<p>College of Lake County</p>		
<p>James Lumber Center for the Performing Arts</p> <p>19351 West Washington Street Grayslake, Illinois 60030-1198</p> <p>www.clcillinois.edu/tickets</p> <p>847.543.2077 V 847.223.2629 F</p>	<p>20 October 2013</p> <p>Michael Cook Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p> <p>Dear Michael,</p> <p>Congratulations! While almost nothing is for sure, I would suggest that the award you will receive next week from the AIA was inevitable. By this I don't mean that the award is easily come by or in any way undeserved.</p> <p>I mean inevitable in the sense that your career and the work you have produced on behalf of your clients has been consistently exemplary from your first few years in the profession. You don't appear to be challenging or competitive, rather you express an engaging and genuinely interested demeanor. To some these may seem to be ephemeral qualities. For me they are value. What is even more obvious is your level of commitment to the profession and the respect you demonstrate toward employers, clients, colleagues, contemporaries as well as students and how that respect is returned. These qualities are apparent to anyone with whom you've had even the shortest conversation.</p> <p>However, you have one gift that may be at the core of the your other talents. You have a calm, generous and confident manner that is both appealing and comforting. You don't appear to be challenging or competitive, rather you express an engaging and genuinely interested demeanor. To some these may seem to be ephemeral qualities. For me they are essential character traits toward being the conduit between wanting to help others attain their goals and achieving them, between being different and making a difference, between being of value and being valued.</p> <p>The Design Legends Award is an opportunity for the AIA to make evident how much we value your contributions as a professional and a human being.</p> <p>Sincerely,</p> <p>Jon Foster Director of Services</p>	

This College of Lake County envelope should be used for most applications.

Typography is set in 8/11, FF Meta family as shown.

19

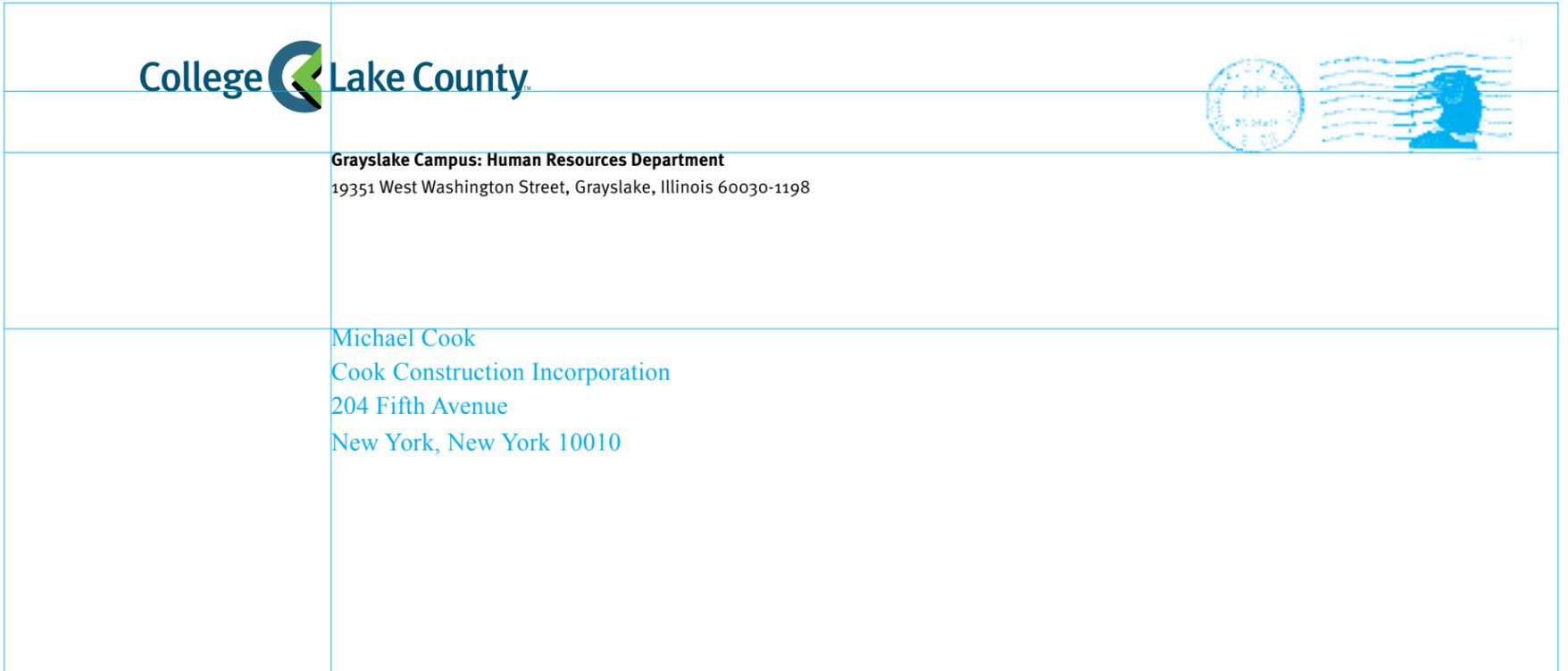


This College of Lake County envelope should be used for when return policies apply.

Typography is set in 8/11, FF Meta family as shown.

Note: A colon is added after the campus designation in the address block, followed by the department where SPECIAL RETURN requirements are needed.

20



This CLC mailing label should be used for most unprinted plain or unbranded mailing envelopes.

Typography is set in 8/11, FF Meta family as shown.

21

	
	<p>Grayslake Campus 19351 West Washington Street, Grayslake, Illinois 60030-1198</p>
	<p>Michael Cook Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p>

	
	<p>Grayslake Campus 19351 West Washington Street, Grayslake, Illinois 60030-1198</p>
	<p>Michael Cook Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p>

<p>College  Lake County</p> <p><small>Grayslake Campus 19351 West Washington Street, Grayslake, Illinois 60030-1198</small></p> <p>Michael Cook Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p>	<p>College  Lake County</p> <p><small>Grayslake Campus 19351 West Washington Street, Grayslake, Illinois 60030-1198</small></p> <p>Bud Longwood Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p>
<p>College  Lake County</p> <p><small>Grayslake Campus 19351 West Washington Street, Grayslake, Illinois 60030-1198</small></p> <p>Barbara C. Tewart Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p>	<p>College  Lake County</p> <p><small>Grayslake Campus 19351 West Washington Street, Grayslake, Illinois 60030-1198</small></p> <p>Thomas C. Hooker Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p>
<p>College  Lake County</p> <p><small>Grayslake Campus 19351 West Washington Street, Grayslake, Illinois 60030-1198</small></p> <p>Steve Wilson Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p>	<p>College  Lake County</p> <p><small>Grayslake Campus 19351 West Washington Street, Grayslake, Illinois 60030-1198</small></p> <p>Bill Ash Cook Construction Incorporation 204 Fifth Avenue New York, New York 10010</p>

EXAMPLE: Avery® White Shipping Labels for Inkjet Printers 8164
3-1/3" x 4", Pack of 150

All business cards are based on a simple
nine line structure: four active, five inactive.

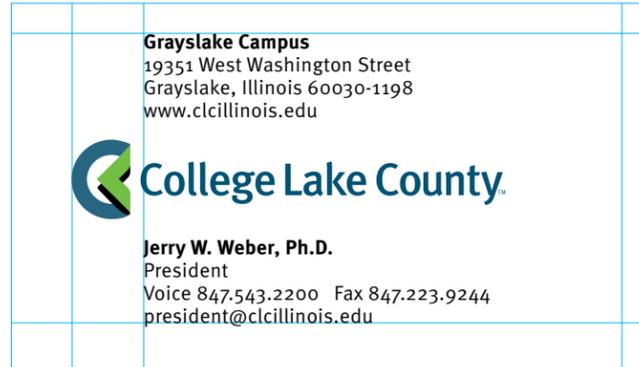
Size: 2" x 3.5"

Paper Stock: Bright white, 80 lb. cover weight
with a wove finish.

Color: The trademark on the business card
is always printed in full color.

All typography is to be set in FF Meta 8/9.
Please use these examples as general guides.

**Note: The only exception to the protected
area rule, surrounding the trademark, is
the business card.**



Publications: The guidelines and recommendations section for publications serves to demonstrate the sizes and positions of the trademark when used on print materials for the three recommended publication sizes.

Note: Pocket-size or Trifold should be used when designing for envelope insert.

24

letter size
8.5" x 11"

booklet size
6" x 9"

pocket size
or trifold
3.66" x 8.5"

Follow these grids for the 3.66" x 8.5" size.

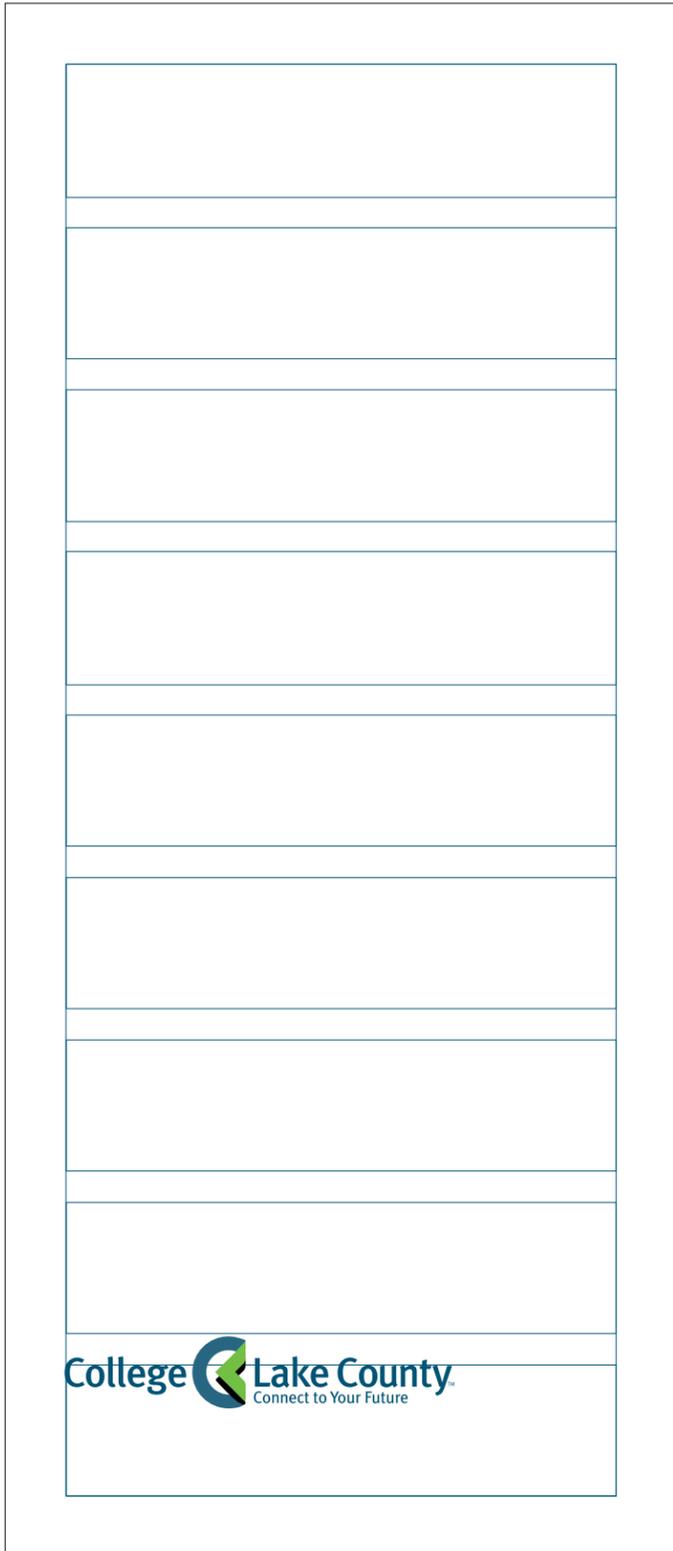
Symmetrical Page Grid

The 3.66" x 8.5" format should only be used vertically. The resulting piece may have a flat size of 3.66" x 8.5" or may be folded to those dimensions. The grid for the back cover shows the size and placement of the trademark. This never changes.

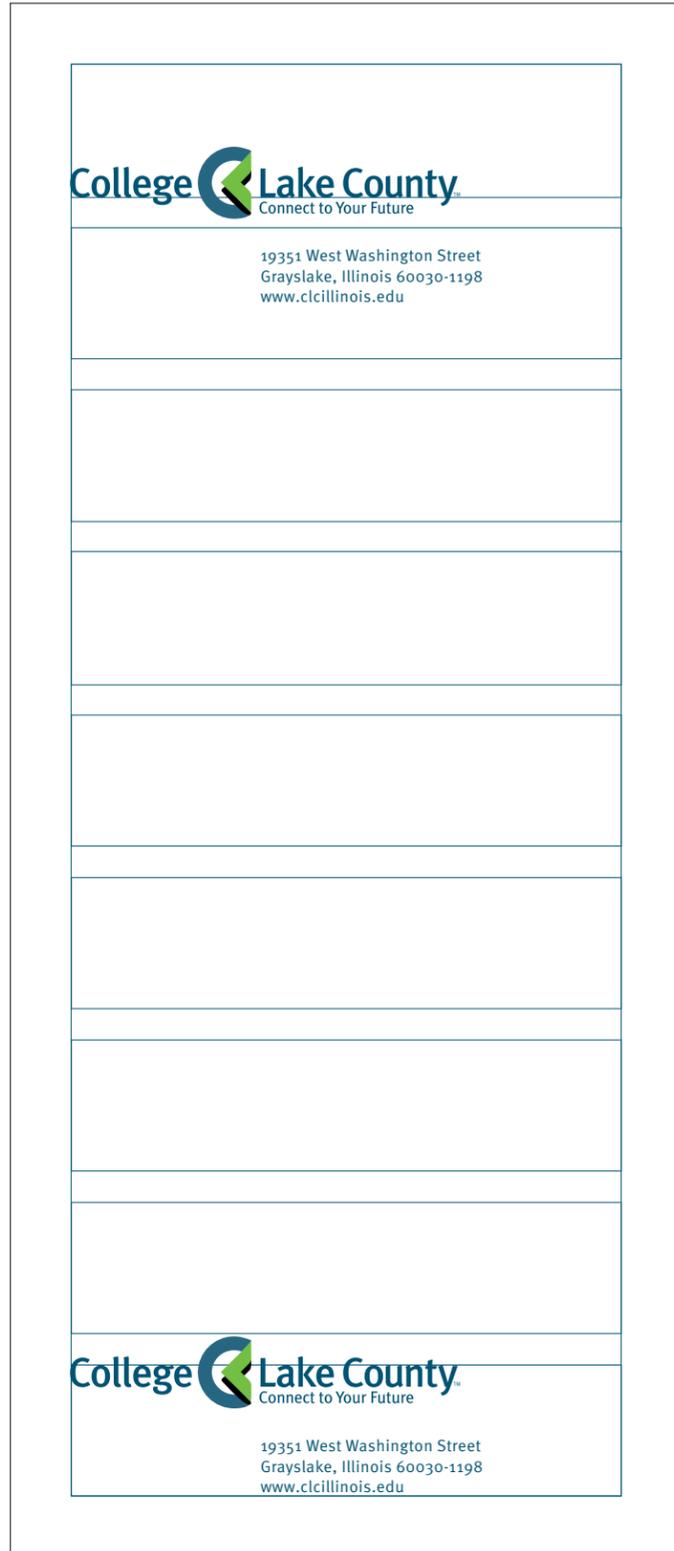
The size of the headline typography may vary as long as it stays within the **vertical** grid lines. The **horizontal** grid lines are there to help relate elements on a page-by-page basis but are as sacrosanct as the vertical grid lines.

.336" or 2 pica outer margin width

Front cover



Back cover



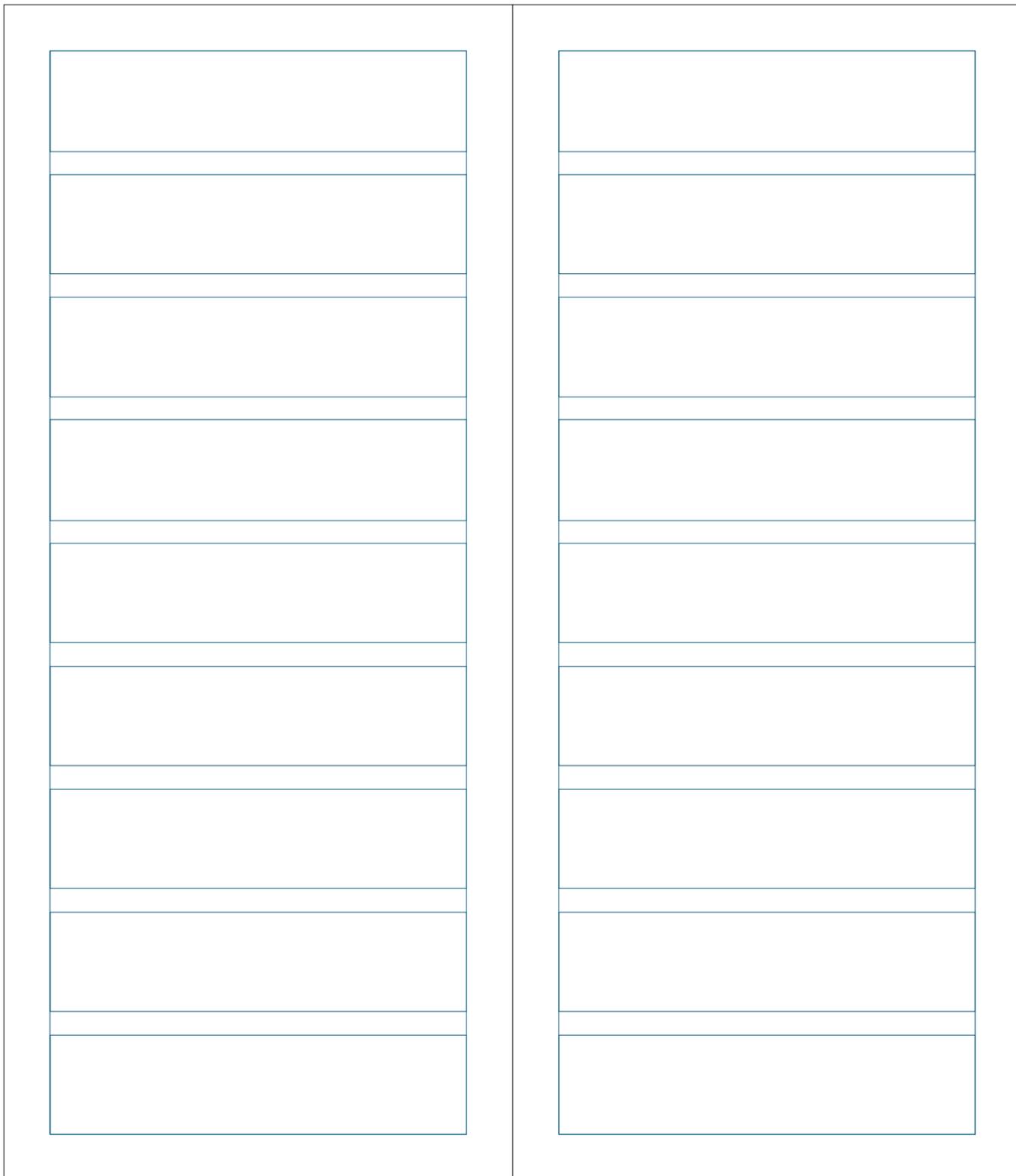
Follow these grids for the 3.66" x 8.5" size.

The 3.66" x 8.5" format should only be used vertically. The resulting piece may have a flat size of 3.66" x 8.5" or may be folded to those dimensions.

The size of the headline typography may vary as long as it stays within the **vertical** grid lines. The **horizontal** grid lines are there to help relate elements on a page-by-page basis but are as sacrosanct as the vertical grid lines.

.336" or 2 pica outer margin width

Inside pages



Publications

Follow these grids for the 3.66" x 8.5" size.

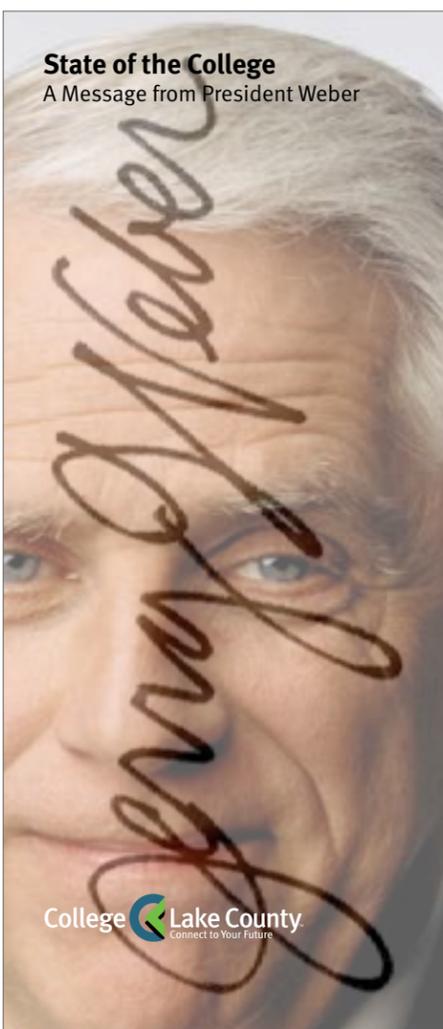
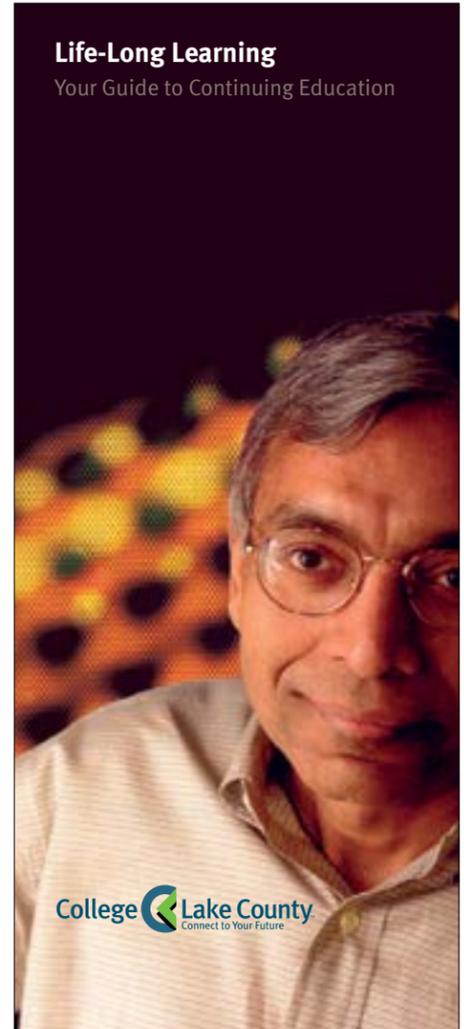
Pocket Size: Cover Samples

The 3.66" x 8.5" format should only be used vertically. The resulting piece may have a flat size of 3.66" x 8.5" or may be folded to those dimensions.

Trademark Application Guidelines for the College of Lake County

The size of the headline typography may vary as long as it stays within the **vertical** grid lines.

.336" or 2 pica outer margin width



Publications

Pocket Size: Examples of Grids for Covers

Trademark Application Guidelines
for the College of Lake County

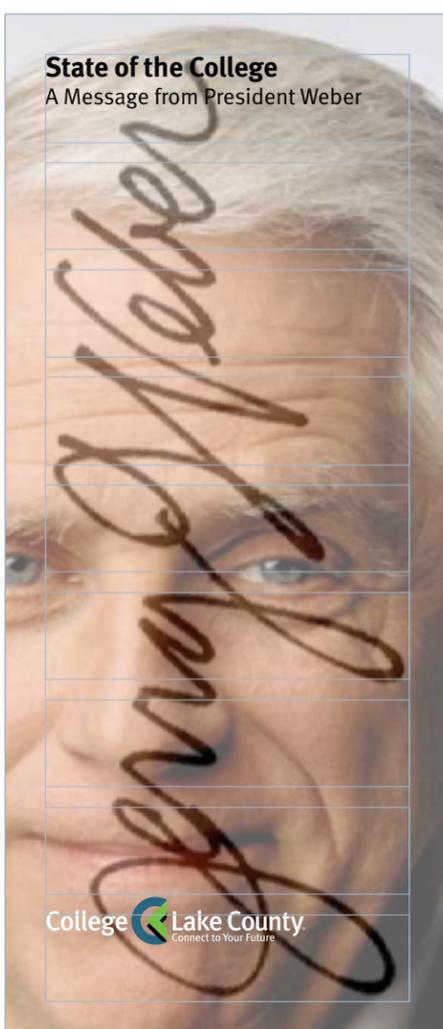
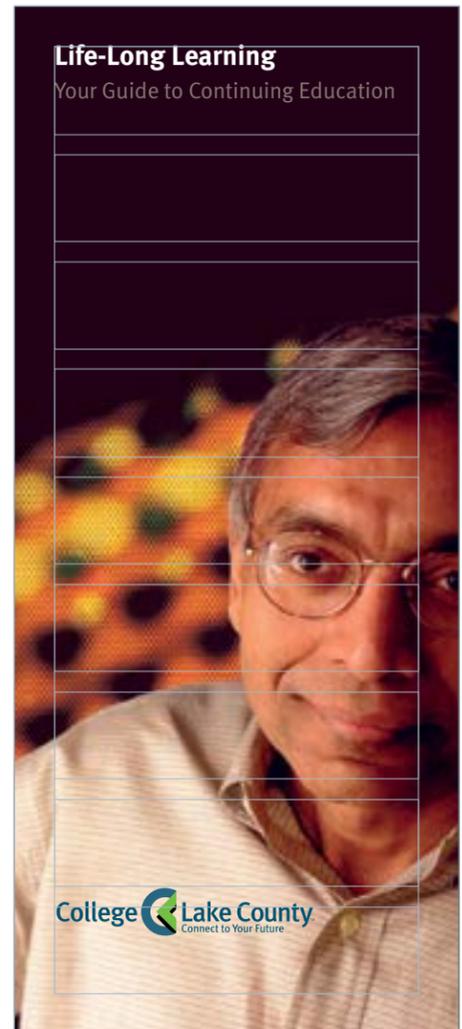
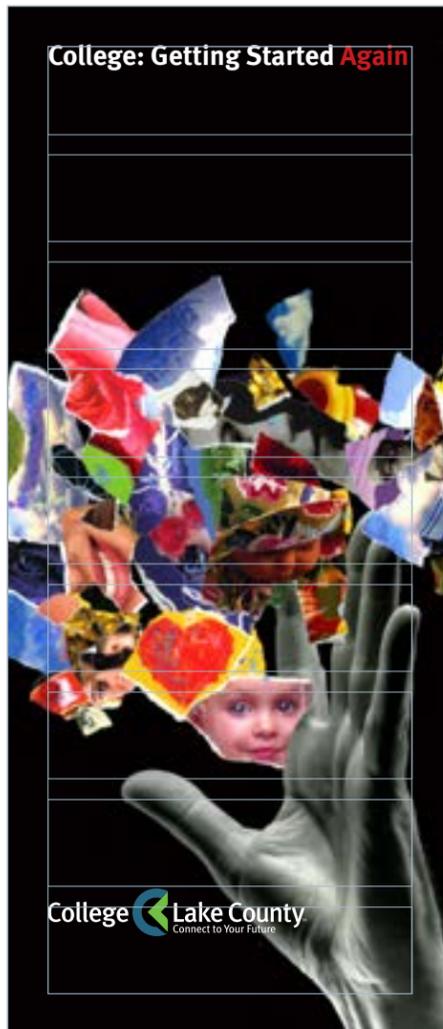
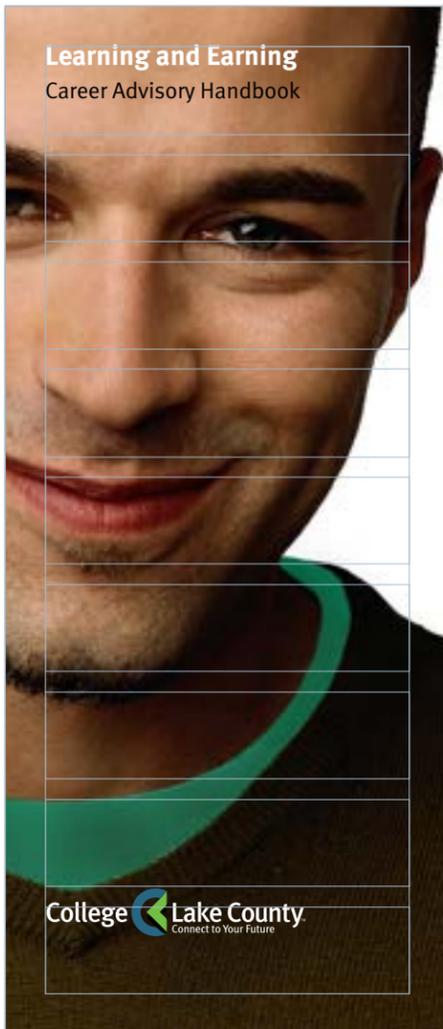
Follow these grids for the 3.66" x 8.5" size.

The 3.66" x 8.5" format should only be used vertically. The resulting piece may have a flat size of 3.66" x 8.5" or may be folded to those dimensions.

The size of the headline typography may vary as long as it stays within the **vertical** grid lines.

The **horizontal** grid lines are there to help relate elements on a page-by-page basis but are as sacrosanct as the vertical grid lines.

.336" or 2 pica outer margin width



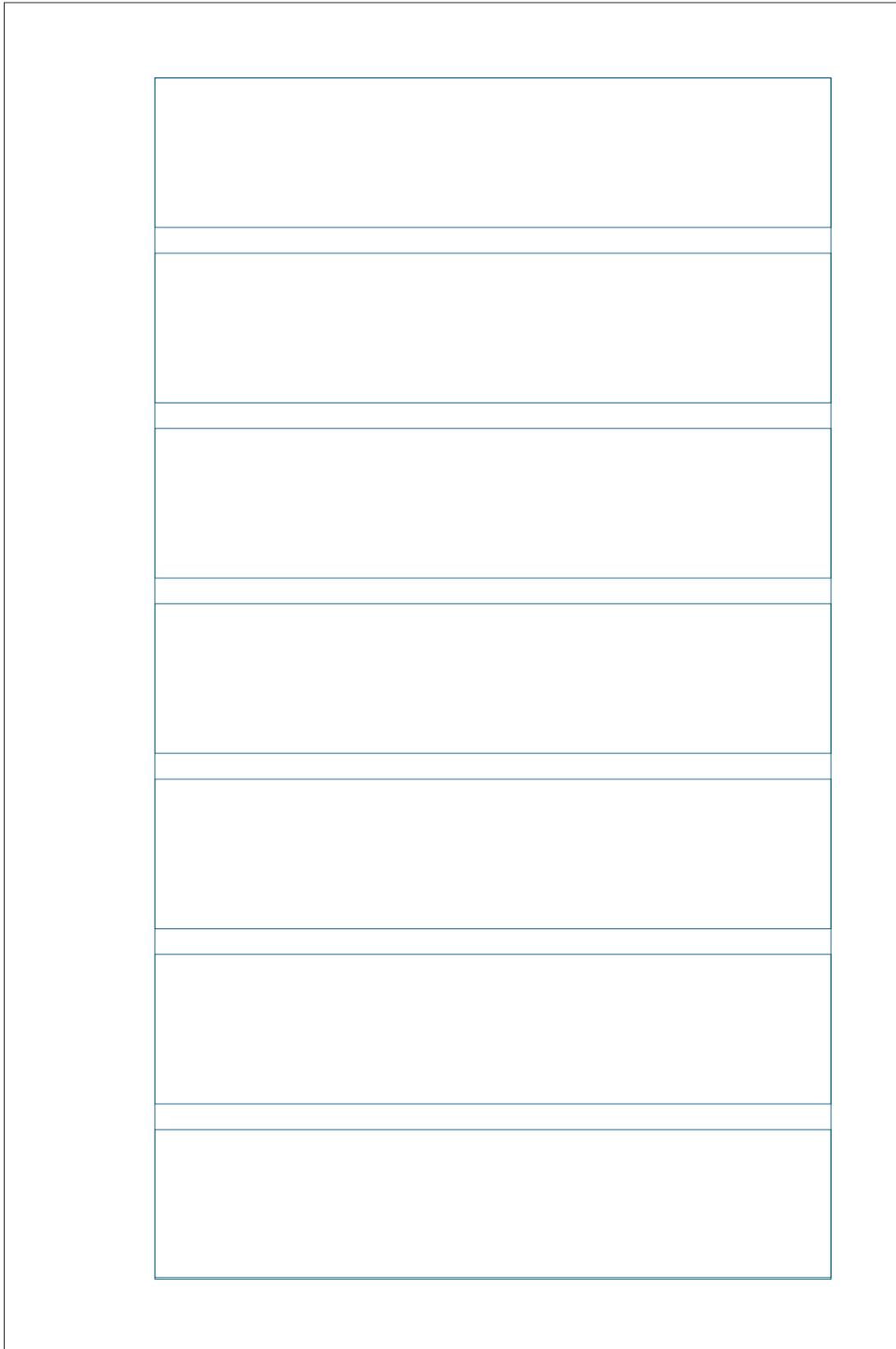
Follow this grid for the cover of the
6" x 9" size.

The 6" x 9" format should only be used
vertically. The resulting piece may have
a flat size of 6" x 9" or may be folded
to those dimensions.

The size of the headline typography may
vary as long as it stays within the **vertical**
grid lines.

The **horizontal** grid lines are there to help
relate elements on a page-by-page basis but
are as sacrosanct as the vertical grid lines.

Front cover



Follow this grid for the cover of the 6" x 9" size.

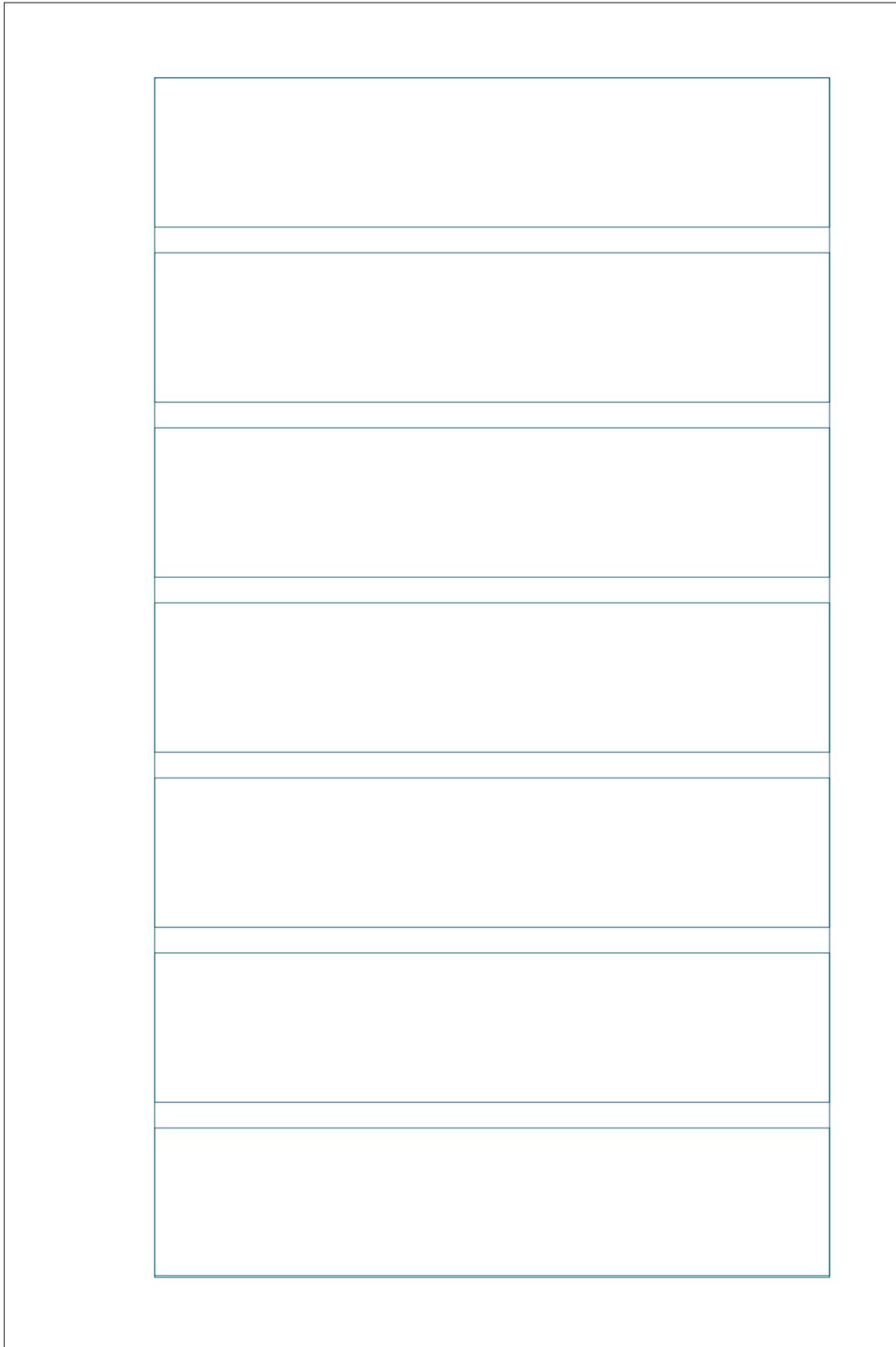
The 6" x 9" format should only be used vertically. The resulting piece may have a flat size of 6" x 9" or may be folded to those dimensions.

The size of the headline typography may vary as long as it stays within the **vertical** grid lines.

The **horizontal** grid lines are there to help relate elements on a page-by-page basis but are as sacrosanct as the vertical grid lines.

Inside pages / right and left hand pages

30



Publications

**Booklet Size:
Asymmetrical Grid**

Trademark Application Guidelines
for the College of Lake County

**Follow this grid for the cover of the
6" x 9" size.**

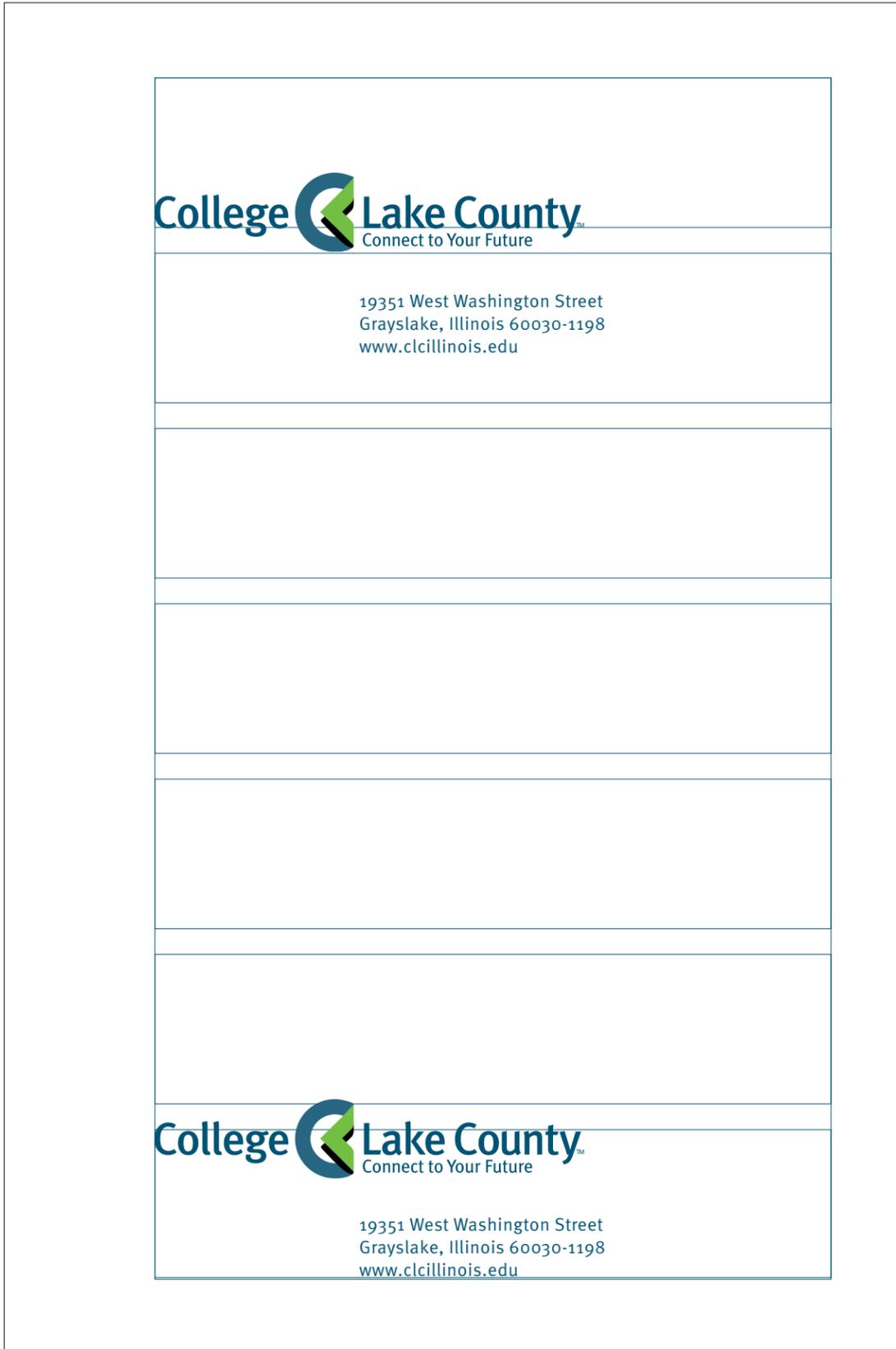
The 6" x 9" format should only be used vertically. The resulting piece may have a flat size of 6" x 9" or may be folded to those dimensions. The grid for the back cover shows the size and placement of the trademark. This never changes.

The size of the headline typography may vary as long as it stays within the **vertical** grid lines.

The **horizontal** grid lines are there to help relate elements on a page-by-page basis but are as sacrosanct as the vertical grid lines.

**1" outer margin width
.5" top, bottom margins, gutter widths**

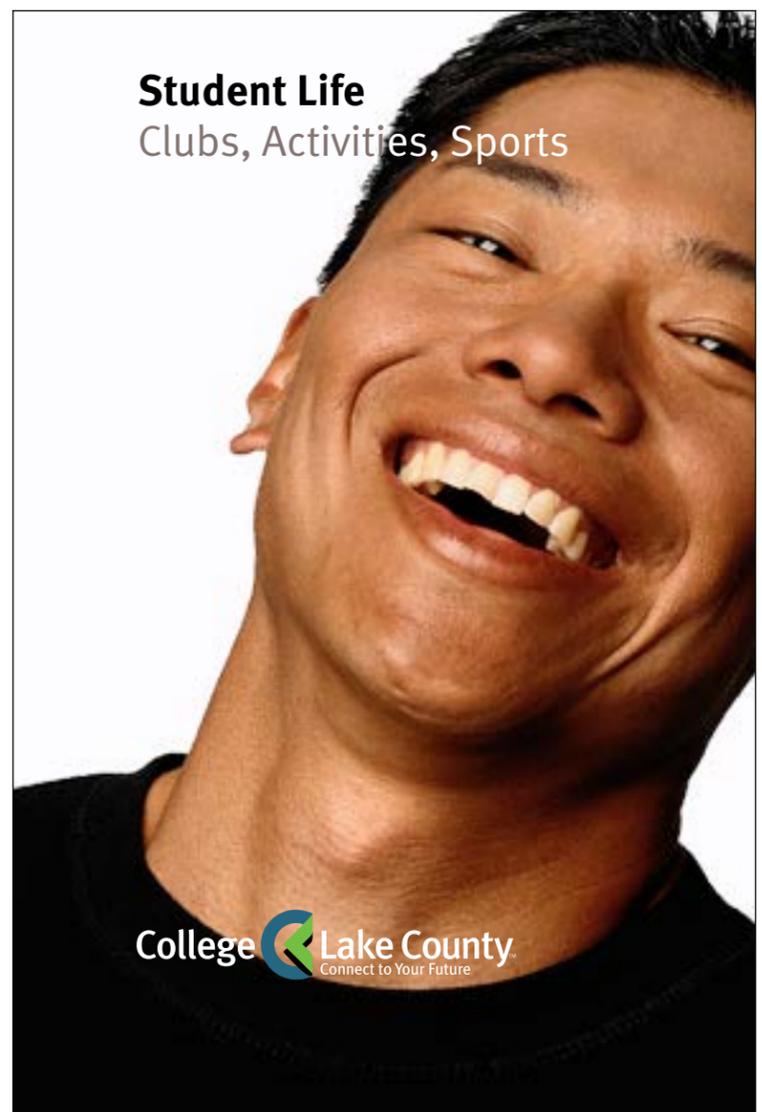
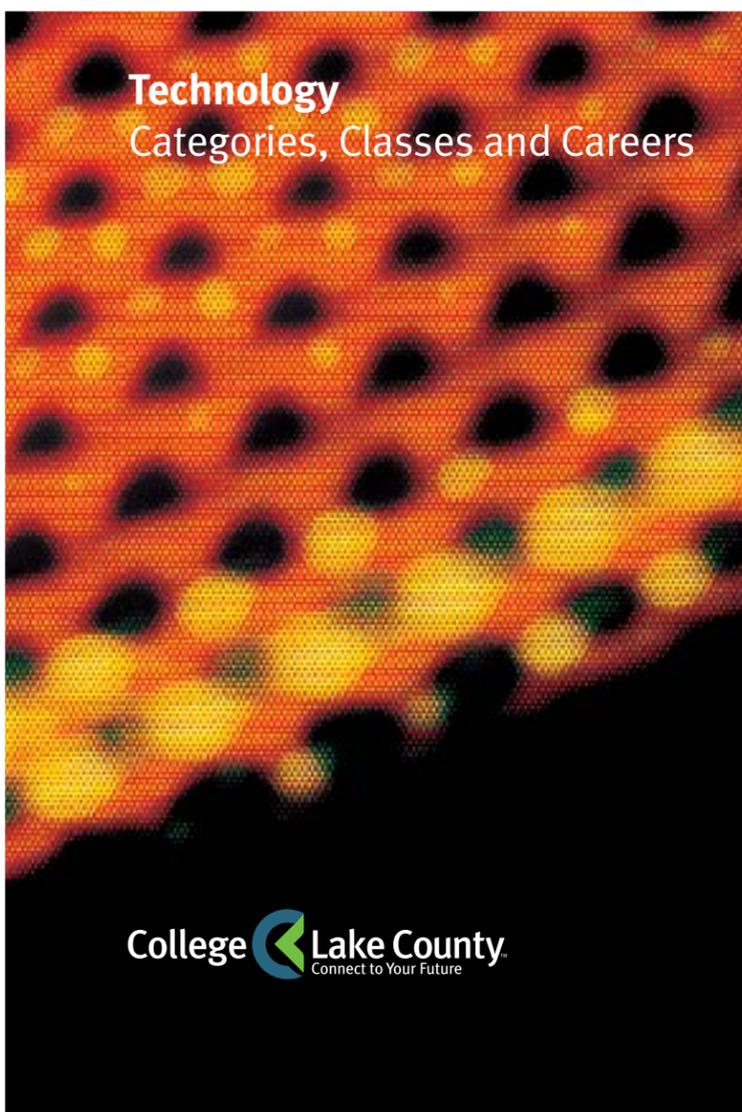
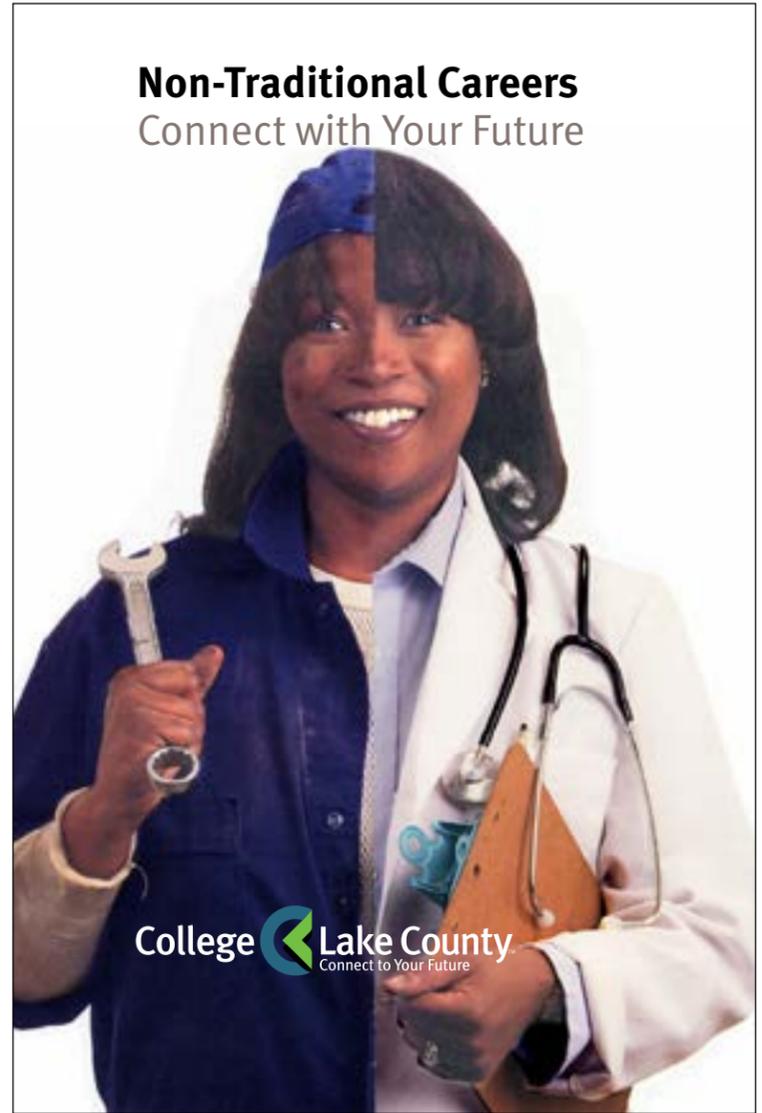
Back cover



Follow this grid for the cover of the
6" x 9" size.

The 6" x 9" format should only be used
vertically. The resulting piece may have
a flat size of 6" x 9" or may be folded
to those dimensions. The grid for the
back cover shows the size and placement
of the trademark. This never changes.

The size of the headline typography may
vary as long as it stays within the **vertical**
grid lines.

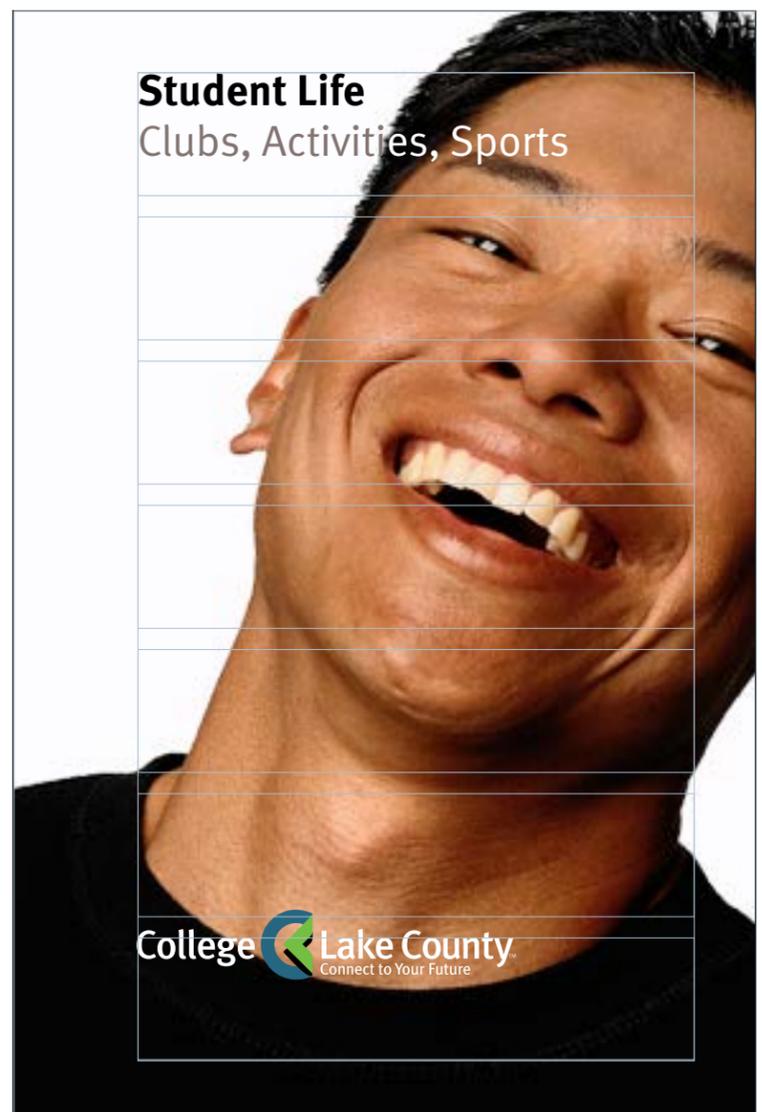
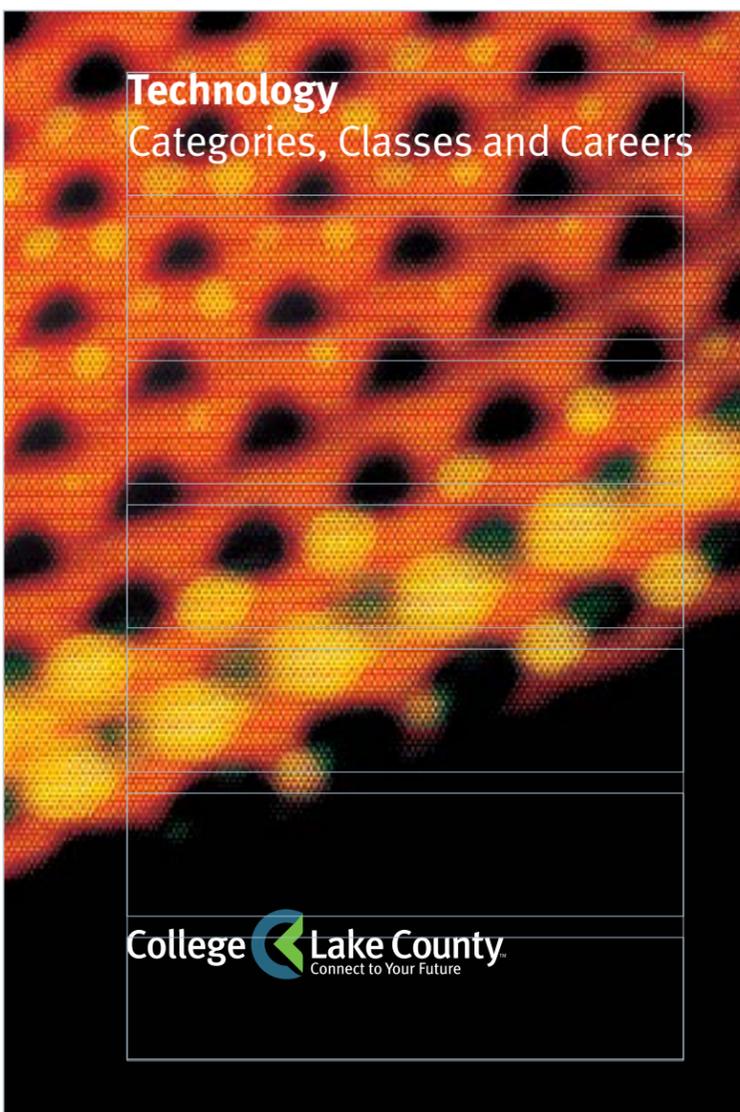
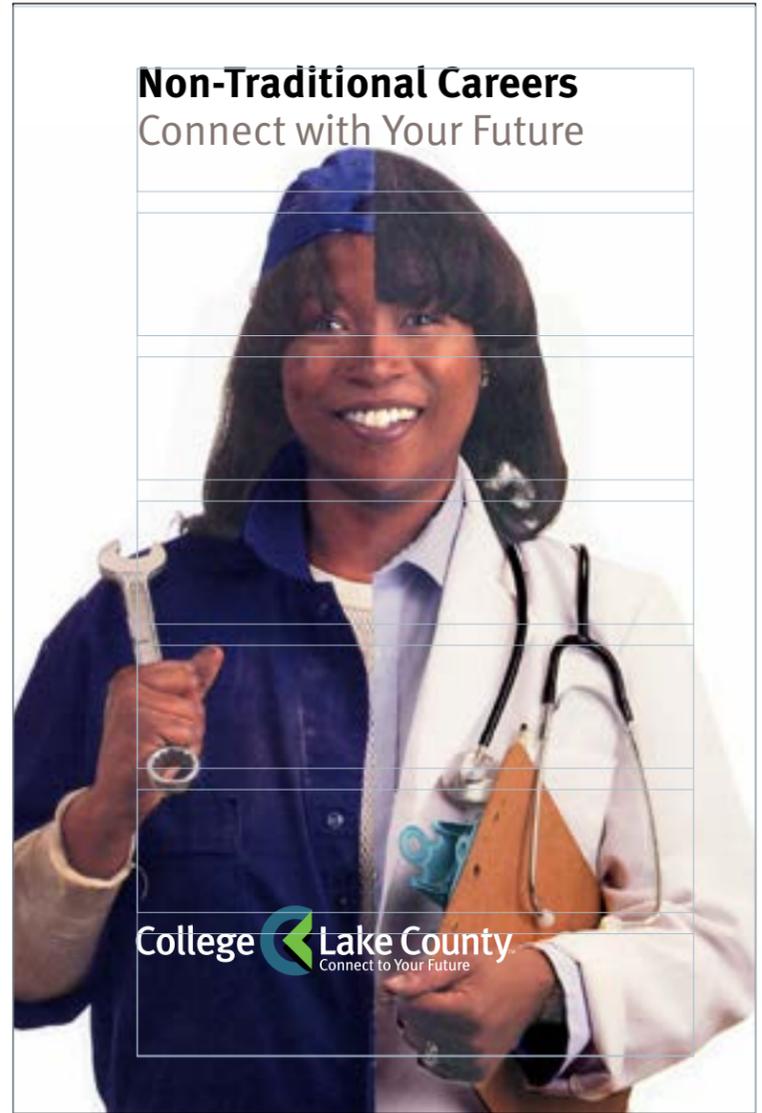
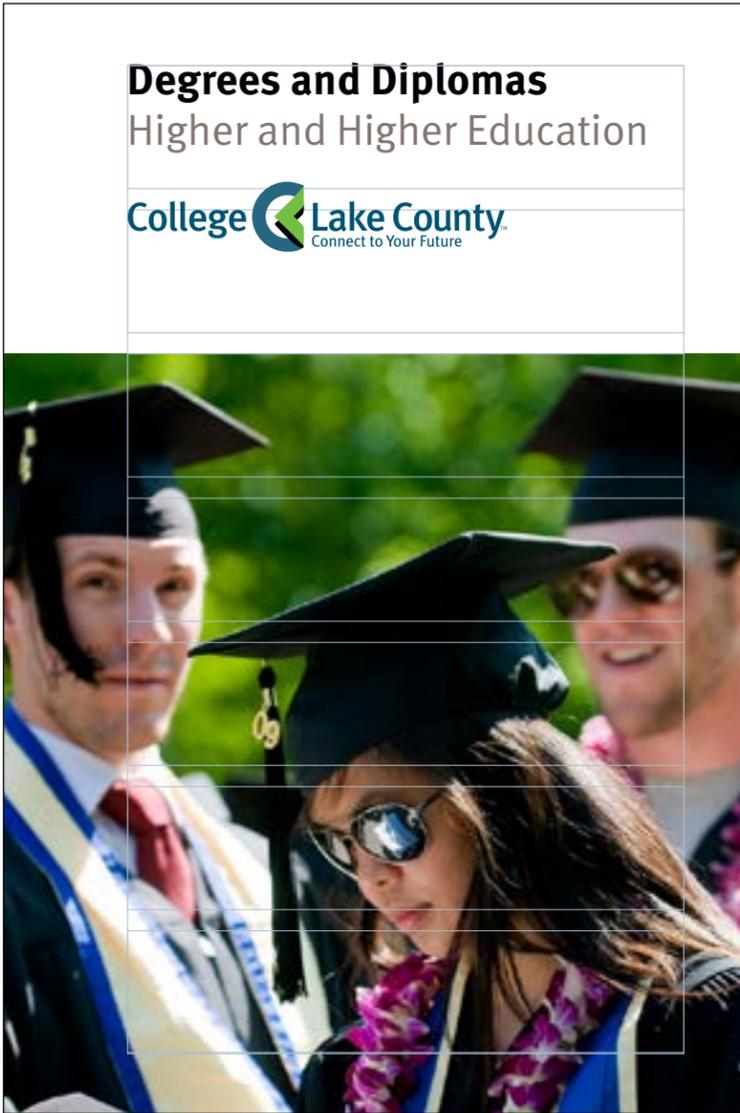


Follow this grid for the cover of the
6" x 9" size.

The 6" x 9" format should only be used
vertically. The resulting piece may have
a flat size of 6" x 9" or may be folded
to those dimensions. The grid for the
back cover shows the size and placement
of the trademark. This never changes.

The size of the headline typography may
vary as long as it stays within the **vertical**
grid lines.

The **horizontal** grid lines are there to help
relate elements on a page-by-page basis but
are as sacrosanct as the vertical grid lines.

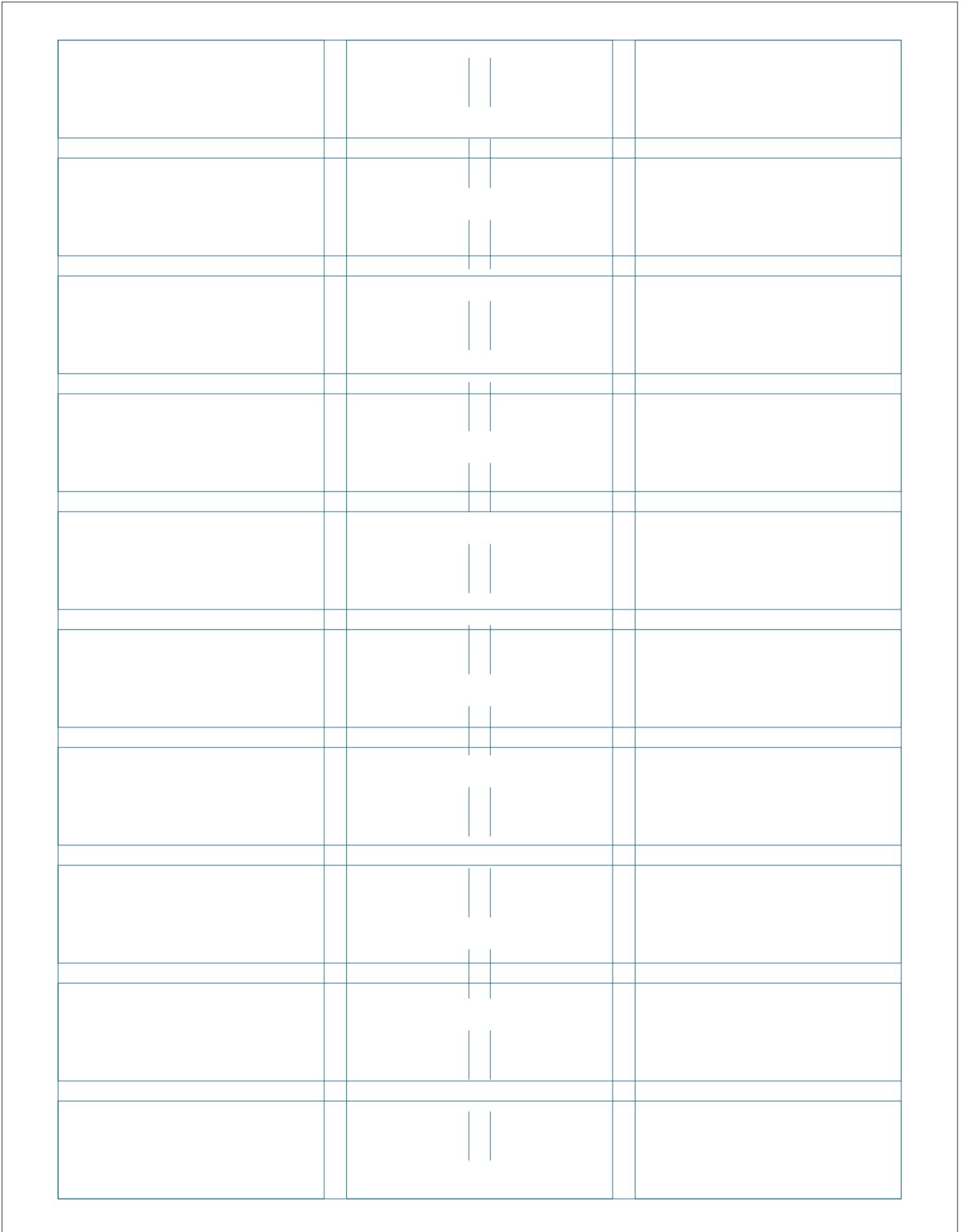


Follow this grid for the cover of the
8.5" x 11" size.

The 8.5" x 11" format should only be used
vertically. The resulting piece may have a flat
size of 8.5" x 11" or may be folded to those
dimensions.

This format can accommodate three equal
columns of typography, two equal columns
of typography, or two unequal columns
of typography.

Front cover



Follow this grid for the cover of the
8.5" x 11" size.

The 8.5" x 11" format should only be used
vertically. The resulting piece may have a flat
size of 8.5" x 11" or may be folded to those
dimensions.

This format can accommodate three equal
columns of typography, two equal columns
of typography, or two unequal columns
of typography.

The size of the headline typography may
vary as long as it stays within the **vertical**
grid lines.

In this format, the **trademark** may be used
at the top or bottom of the page, but only
in the size and positions shown here.

.5" right and left margin width, 2.36" (3-column width), 3.65" (2-column width)
.2" alley width
.33" top and bottom margins

Front and Back covers

		
<p>19351 West Washington Street Grayslake, Illinois 60030-1198 www.clcillinois.edu</p>		<p>19351 West Washington Street Grayslake, Illinois 60030-1198 www.clcillinois.edu</p>
 <p>19351 West Washington Street Grayslake, Illinois 60030-1198 www.clcillinois.edu</p>		 <p>19351 West Washington Street Grayslake, Illinois 60030-1198 www.clcillinois.edu</p>

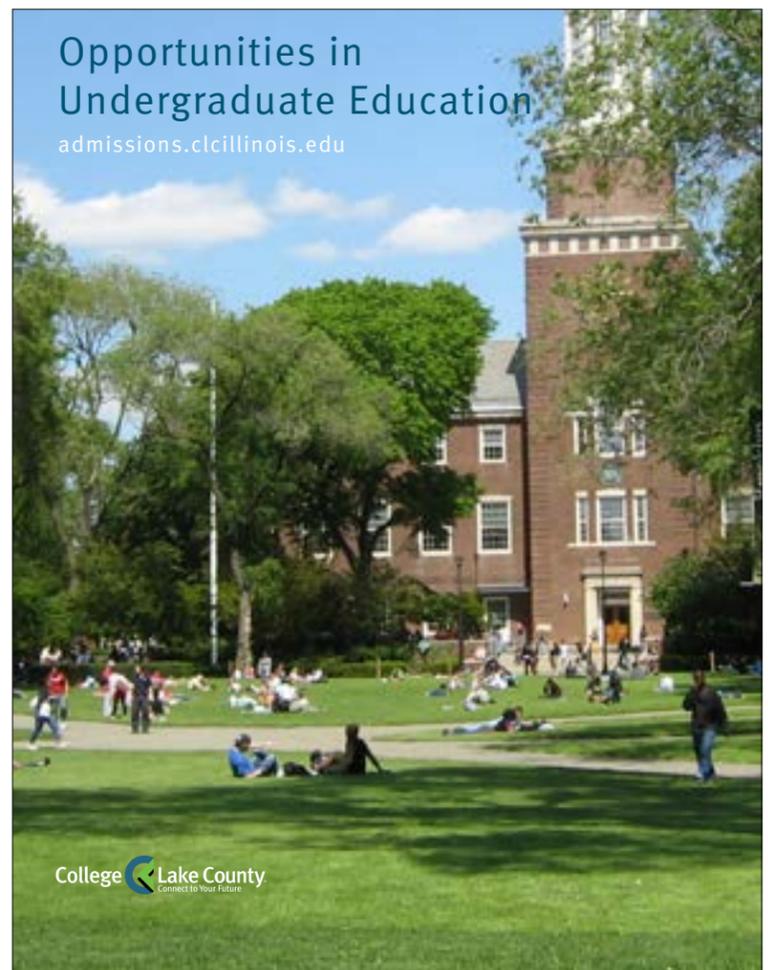
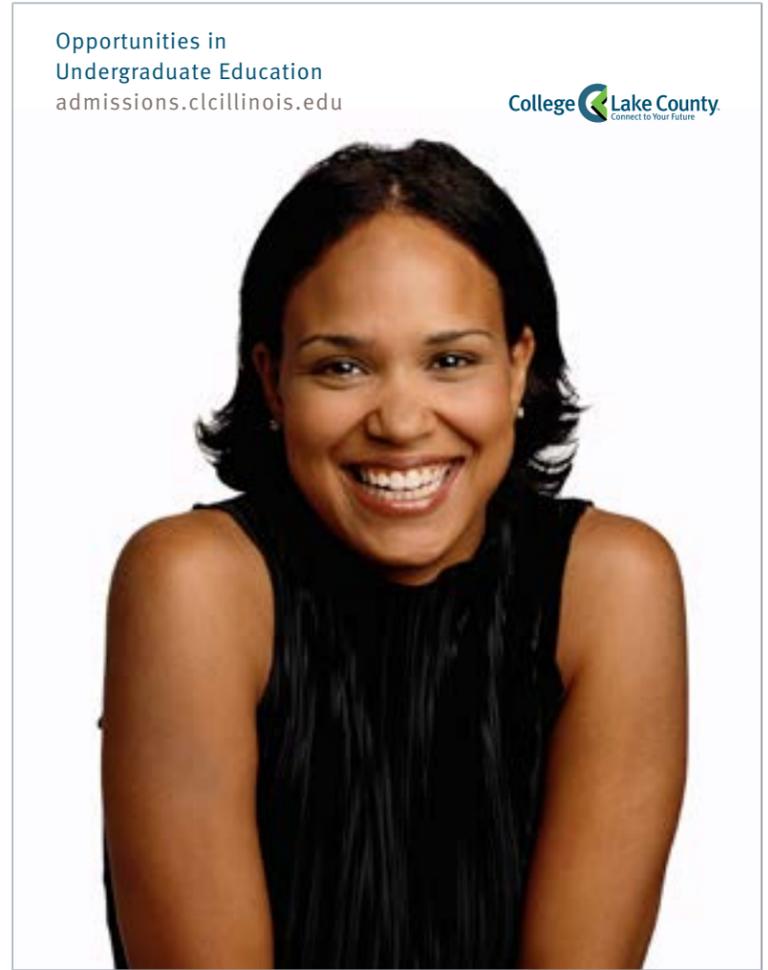
Follow this grid for the cover of the
8.5" x 11" size.

The 8.5" x 11" format should only be used
vertically. The resulting piece may have a flat
size of 8.5" x 11" or may be folded to those
dimensions.

This format can accommodate three equal
columns of typography, two equal columns
of typography, or two unequal columns
of typography.

The size of the headline typography may
vary as long as it stays within the **vertical**
grid lines.

In this format, the **trademark** may be used
at the top or bottom of the page, but only
in the size and positions shown here.



Follow this grid for the cover of the 8.5" x 11" size.

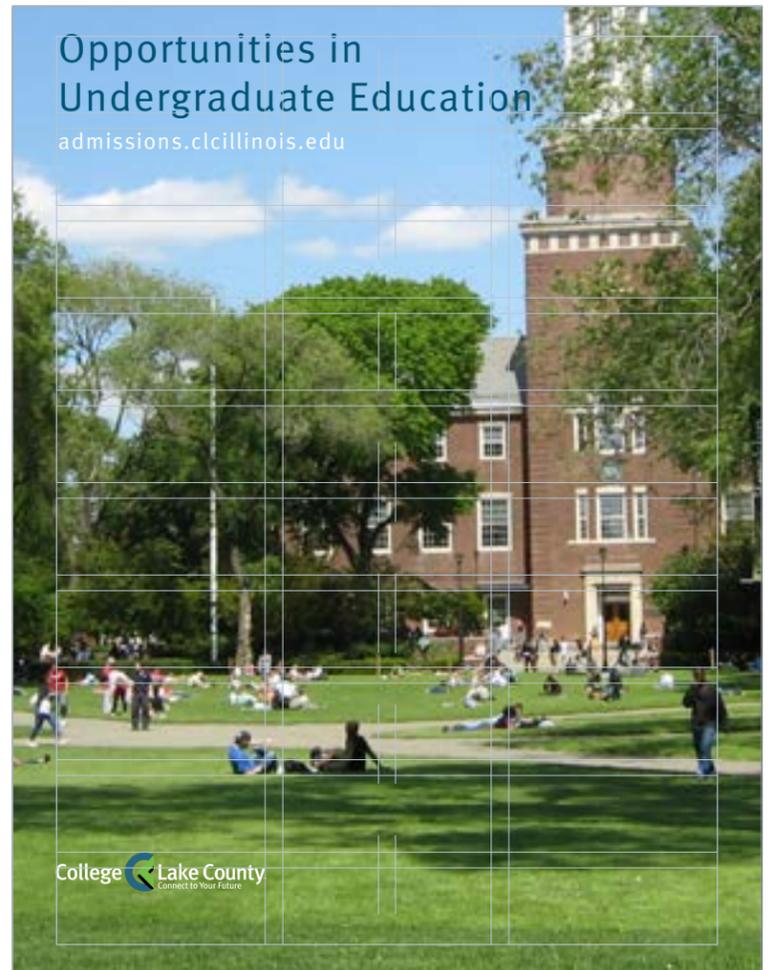
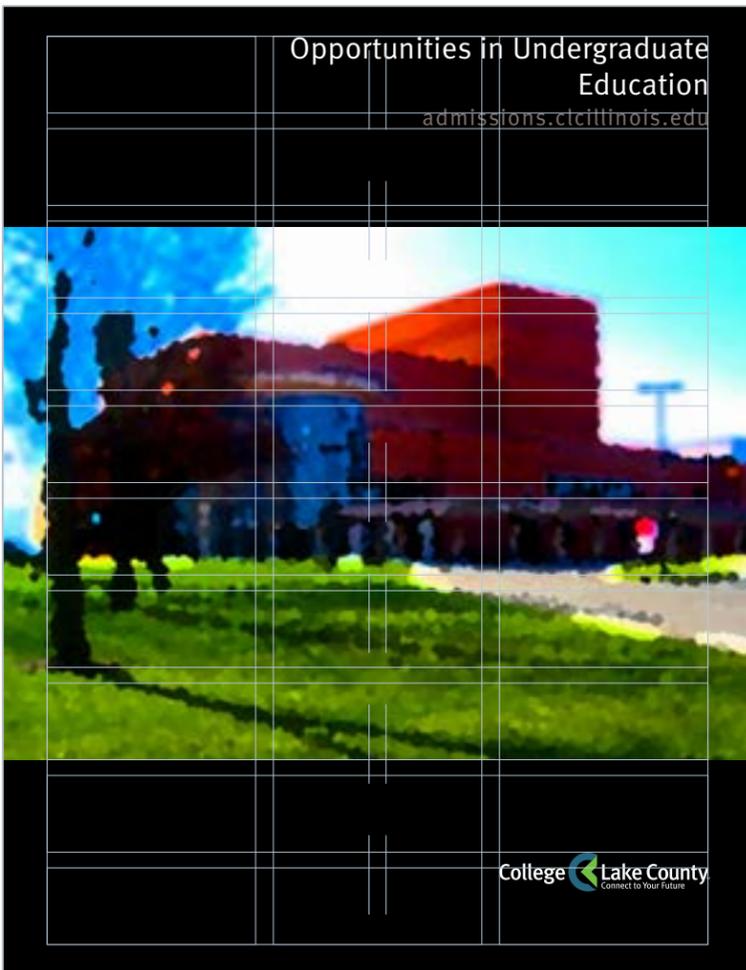
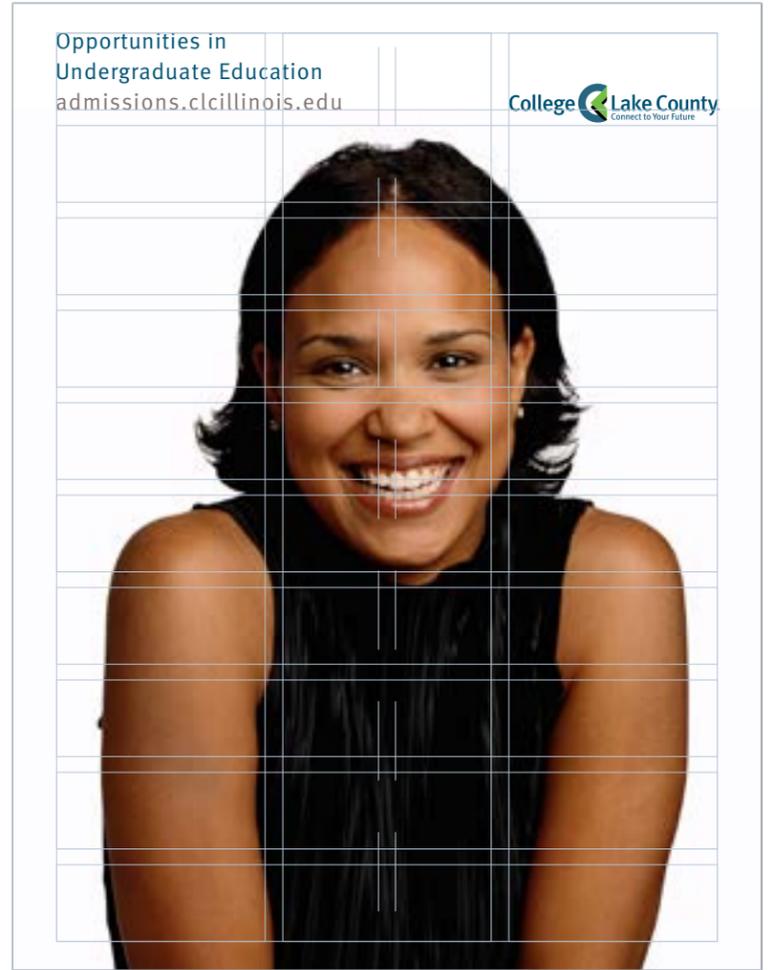
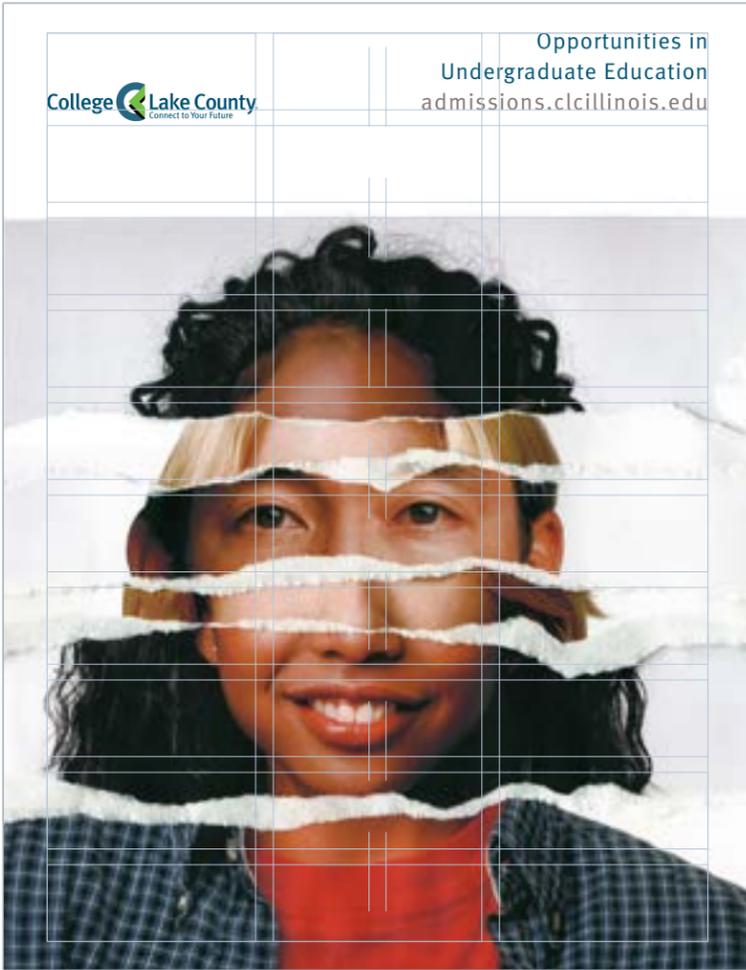
The 8.5" x 11" format should only be used vertically. The resulting piece may have a flat size of 8.5" x 11" or may be folded to those dimensions.

This format can accommodate three equal columns of typography, two equal columns of typography, or two unequal columns of typography.

The size of the headline typography may vary as long as it stays within the vertical grid lines.

The horizontal grid lines are there to help relate elements on a page-by-page basis but are as sacrosanct as the vertical grid lines.

In this format, the trademark may be used at the top or bottom of the page, but only in the size and positions shown here.



Presentation

Using products like PowerPoint®, Keynote® or InDesign® to prepare a laptop or project presentation start with a flexible layout, designed to collect and organize text, images and charts. This "picture frame" style layout plus a few typographic standards, consistently applied, will coordinate and unify content from any number of contributors.

PowerPoint® and/or Keynote® Presentation: Samples and Examples

The 11" x 8.5" horizontal layout will serve most projection systems proportionally. The grid for the frame (bottom right) shows the placement and positioning for the program's title, subheads and the light blue text indicates the size, positioning and placement of the copy for maximum legibility.

Trademark Application Guidelines for the College of Lake County

Contact the Marketing and Public Relations Department for more information.



Do not attempt to recreate either of these registered trademarks, discrepancies could invalidate the ownership of the trademark.

* NOTE: CMYK, RGB, Grayscale and Black/White files have been created for specific applications. CLC vertical version cannot be applied to the sub-businesses.

40

