



# LANE COLLEGE

2026 - 2027

## BRAND STANDARDS GUIDE

LANE  
COLLEGE



[www.lanecollege.edu](http://www.lanecollege.edu)

# Lane College Brand Standards Guide

Office of Marketing and Communications

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# Brand Identity Standard Guide

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## Brand Foundation

The Office of Marketing and Communications has produced these set of brand standards to provide a visual cohesiveness for Lane College’s internal and external marketing and communication efforts. The proper treatment of the Lane College logo(s) is vital to protecting the integrity of its image. By always using the College logo(s) correctly, in all applications, Lane College will continue to enhance its reputations as a premiere academic institution.

These standards have been created to provide a guide to adhere to when preparing printed materials, developing electronic media, and creating other forms of promotional materials. The rules listed in this guide will assist in understanding the brand standards that best promote Lane College.

The Lane College logo is the property of Lane College. Merchants must be licensed before using the Lane College logo on any apparel, gifts, promotional items, etc.

### Value of the College Logo(s)

The Lane College logo(s) are visual outwards expressions and representations of the institution. A logo is not a brand; it is the shorthand for a brand.

Our brand is the emotion, perception, and expectations that the college reflects. Branding is the idea of an image of a certain product or service the public can connect and identify to the institution that owns it. Marketing is the idea or image implemented to make it recognizable when linked to a service or product, distinguishing it from others that present like images and ideas.

### The Core Logo

The Lane College logo is the primary element that represents the institution’s public identity. It’s consistent and responsible use is key to the establishment and maintenance of the College identity. Alone, it a graphic collegiate signature suitable for use in promotional material, advertising, stationary, labels, etc. The logo consists of the crest with the founded year, and stylized “Lane College” stationed in a horizontal rule, stacked and unstacked.

The logo is designed to be used alone. It may not be used in conjunction with any other logo or mark in any way that it would create the impression of a single image. ***The shape, content, style or color of the logo may not be modified in anyway except as show in this guide.*** Reproductions



of the logo must always be created with through the Office of Marketing and Communications. Please refer to the inside cover of this guide for office contact information.

Specialized logos, not included in the Lane College brand extensions, cannot be used unless authorized by the Office of Marketing and Communications.



# Official College Marks

The official Lane College marks must be used consistently across all print and digital communications. When applied properly, the logos work together to create immediate brand recognition and storytelling aids, ensuring that audiences can identify Lane College at a glance.

As the primary visual element of the College’s identity system, the official marks are reserved for use in public-facing materials such as institutional communications, advertisements, promotional items, and campus publications.

## Lane College Logo

The primary full-color Lane College crest/seal or watermark is meant for use in public contact materials. The logo is used without a tag line on stationary and for some promotional items such as shirts, cups, etc.



## Stand-Alone Logo

The stand-alone logo is used for established brand recognition in places where the full logo can not be applied such as on smaller spaces on internal documents and stationery.



## Stacked with Motto Logo

The stacked with motto logo format is used for formal, institutional, and high-visibility communications where the full expression of the College’s mission and identity is needed. Used selectively (Presidential and Executive Communications, official documents, signature events, etc.) to maintain its impact and reinforce Lane’s core values.



## Stacked Logo

The stacked logo format is used for internal and external communications, advertisements, and at other times when colleges, departments, divisions, and offices must be emphasized.



## Crest Logo

The Lane College crest is an official and historic mark of the institution. To preserve its integrity, the crest must be used sparingly and only in formal or ceremonial contexts (diplomas, certificates, commencement programs, etc.)



## The “L” Marker

The “L” marker is used as an accent marker on formal documents, advertisements, or branding for the College.



## Collegiate Seal

The College Seal is for formal use only by the Office of the President. It is not a symbol for publicizing, marketing, advertising or branding the College or any College programs or activities.



## Interlocking LC

The Interlocking Lane College logo is intended for athletic use in print and promotional materials such as shirts, hats, cups, etc.



## Lane College Dragon Logo

The Dragon logo is for primary use by the Lane College Athletic Department unless permission has been granted by the Office of Marketing and Communications. The mark is distinct from the College’s academic logos, crest, and seal. It embodies school pride, competitive spirit, and the student-athlete experience.



## How to Use the Logos

### General Rules

- Do not stretch, crop, or alter colors.
- Maintain clear space equal to the height of the “L” in Lane around all sides.



- Minimum size: 1 inch (print) / 150px (digital).
- Use full-color version on light backgrounds, reversed (white) version on dark backgrounds.
- Event or campaign logos must be approved before use.

### **Rules for Brand Extensions**

- All brand extensions must be developed and approved through the Office of Marketing & Communications.
- Extensions must retain the primary Lane College logo/wordmark as the dominant element, with the unit's name presented in an approved secondary format.
- Colors, typefaces, and proportions must follow Lane College brand standards.
- No department, office, or program may create its own independent logo, crest, or mark.
- The Lane College seal and crest may not be used as extensions under any circumstances.

### **Rules for Athletic Logo**

- The trademark (™) symbol must be visible and legible on all official marketing, print, merchandise, and other branding materials.
- Athletic uniforms, gear, and equipment
- Athletics facilities signage and décor
- Sports-related promotional materials (posters, schedules, tickets, programs)
- Spirit wear, fan apparel, and merchandise authorized by Athletics or Marketing & Communications
- Social media and digital platforms representing Lane College Athletics.



# Color Pallets

Lane College uses three colors in its logo: navy blue, cardinal red, and white. The values are listed in Pantone Matching System (PMS), RGB color model, CMYK color mode, and Hexadecimal equivalent.

## Core Colors

### Pantone 540 C

**R (0) G (48) B (87)**  
**C (100) M (45) Y (0) K (66)**  
**HEX: #003057**



### Pantone 200 C

**R (186) G (12) B (47)**  
**C (0) M (94) Y (75) K (27)**  
**HEX: #BA0C2F**



## Logo Colors

The logo is reproduced in five colors: navy blue, cardinal red, white, black, and cool grey. Depending on the background color and availability of color on a given print piece, follow the guidelines listed below:

- When used against a light background, the logotype and crest should be full-colored.
- Single color logos should be Lane blue, red, white, or black. When used against a dark background, the logo should be white.
- The College Seal color options for reproduction, depending on the background should be blue, red, white, grey or black.
- Any programs that have individual stand-alone logos must be approved by the Office of Marketing and Communications.



## The Dragon Logo

The Dragon athletic logo is a single graphics that is primarily used by the Lane College Athletics Department. It is intended for primary use on all forms of Lane College Athletic Department visual communications. The marker is also used on promotional items associated with the Lane College Athletics.



**Primary Mark**



**Wordmark**



# Typography

Font selection is an important element in setting an appropriate tone in both print and digital communications. While there are countless fonts available, Lane College limits the use of official typefaces to maintain a consistent visual identity and ensure legibility across all communications.

The following fonts are acceptable to use in LC documents:

- **Serif Font (Print/Formal Use):** Georgia (primary), Times New Roman (formal and academic documents).
- **Sans Serif Font (Digital/General Use):** Arial and Helvetica (primary), Montserrat and Open Sans (digital-friendly substitutes).

## Usage Notes:

- Font size may vary depending on the document; however, 12 point is standard for body text, with bold or larger sizes used for headings.
- Consistency is key. Avoid mixing too many fonts within a single document.
- Always exercise professional judgment to ensure documents are clear, accessible, and aligned with the Lane College brand.



# Signage

Consistent building signage is an essential part of Lane College's brand standards. Special consideration may be granted for factors such as donor recognition and architectural design, but particularly for interior signage, all building signage should be consistent with the college's brand.

**Temporary Signage:** Used for specialty events to guide visitors to the correct location(s). For assistance in signage designs or approvals, please contact the Office of Marketing and Communications.

**Long-Term Signage:** All exterior signs must meet the College's brand standards. Exterior signs are authorized through Plant Operations and the Office of Marketing and Communications.

**Merchandise/Commercial Products:** Bookstore and vendors who sell commercial products must consult the Lane College Brand Standards Guide to ensure that all products using the College's name and/or logos meet the graphic and style standards.

**Promotional/Specialty Items:** College offices, departments, and units are encouraged to use the official college logo on all promotional items and materials. When using the logo on items or in activities, usage must adhere to the standards outlined by the Lane College Office of Marketing and Communications. Before ordering any promotional items, they must be reviewed and approved by the Office of Marketing and Communications.

**Clothing:** The college logo and the crest should be used as primary elements on clothing. The seal should not be used for clothing unless special permission is provided by the Office of the President and the Office of Marketing and Communications.

**Name Badges:** Name badges for faculty and staff should have a white background with the Lane College lettering. The Lane College crest logo should be placed on the side with lettering underneath. For consistency, all name badges should be created by the same vendor.



# Creating a Brand Compliant Video

Videos with a consistent message, tone, and standard are key for recognition for the Lane College brand. All videos from any entity of Lane College must be consistent with the brand standards and official colors. Videos must use the unstacked logo at the beginning or the end along with the College website address ([www.lanecollege.edu](http://www.lanecollege.edu)).

## Basic Video/YouTube Settings

- Resolution: 1920 x 1080 or higher
- File Format or Container: MP4
- Audio Codec: AAC
- Video Codec: H.264
- Frame Rate: Should match what the video was shot in (varies)
- Video Bitrate: 1080P = 8 mbps
- Audio Bitrate: Stereo = 384 kbps or Mono = 128 kbps
- Facebook, Twitter: 1280 x 720
- Instagram: 640 x 360

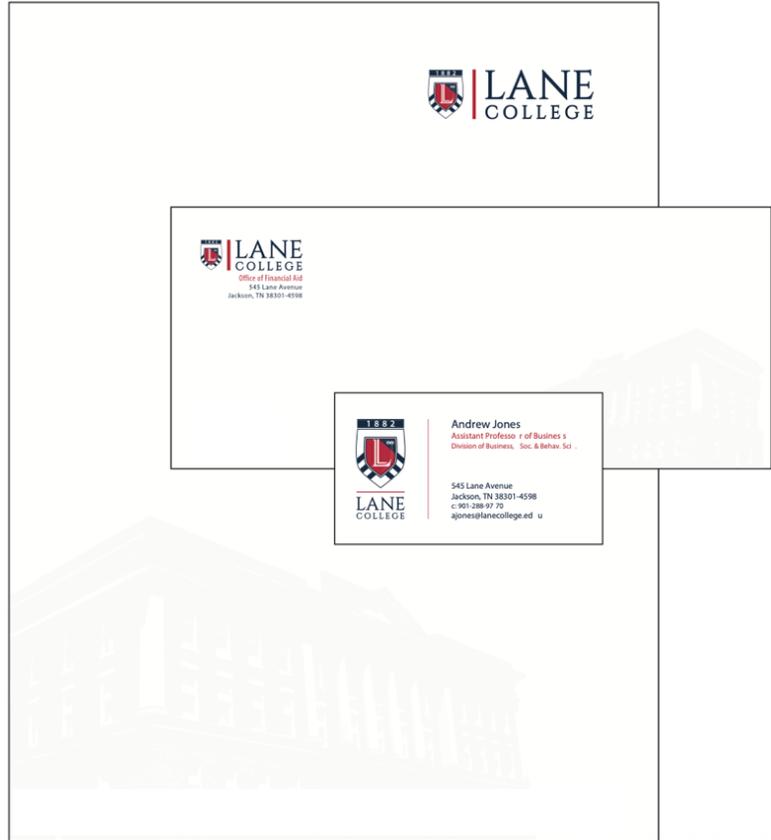


# College Stationary

Lane College letterheads and envelopes are official stationery and should only be used for formal College business. Their consistent design reinforces the College's professional image and credibility.

## Guidelines:

- Only official templates provided by the Office of Marketing & Communications may be used.
- The Lane College logo or wordmark must appear in the approved placement and color. Do not add, alter, or substitute other logos or marks.
- The College crest and seal are reserved for ceremonial or legal documents and should not appear on general letterhead or envelopes.
- Departmental or office names may appear in designated areas on approved templates but must not replace or alter the official Lane College logo.
- Fonts used on letterhead and envelopes must follow the official typography standards (Times New Roman or Georgia for body text; Arial or Helvetica for digital correspondence).
- Personalization or decorative alterations are not permitted.



## Email Signatures

The College email signatures must be used consistently by all Lane College personnel in email correspondence. Email signatures are generated through the Office of Information Technology.



**First Name Last Name**

*Primary Title/Position*

*Secondary Title/Position*

*Primary Office*

emailaddress@lanecollege.edu

000.000.0000 (office)

000.000.0000 (cell optional)

**Lane College** | 545 Lane Ave, Jackson, TN 38301

## Presentation

There is a standard template for PowerPoint presentation. It is available for [download here](#).



# Photography & Imagery

To maintain the highest standards of professionalism, brand representation, and community engagement, Lane College has established the following guidelines for all photos captured at college-sponsored events. These photos will be published on the official Lane College Facebook page and other authorized platforms as applicable.

## Photo Submission Process

### 1. Delivery Format:

- Submit all non-edited or lightly edited (sharpened, blur removal, red-eye removal, etc.) photos in high-resolution JPEG or RAW format.
- Deliver via Google Drive, Dropbox, WeTransfer or approved cloud storage link within 24 - 48 hours of the event.
- Use clear folder naming: Example: FoundersDay\_Luncheon\_Sept2025

### 2. Photo Sorting (Preferred):

- If possible, organize into subfolders:
  - Candid Shots
  - Group Posed Shots
  - Speakers and Honorees
  - Decor & Setup

### 3. Photo Credits:

- If photography is done by a contractor, media team, or guest photographer, please provide the name for credit.
- Example credit on Facebook: *Photo by Lane College, Media Arts Team Fall 2025*

## Photo Album Posting

- Selected photos will be uploaded as a dedicated photo album on the official Lane College Facebook page.
- Albums will be titled with the format: **[Event Name] | [Month, Day, Year]**
- Descriptive captions and proper credits will be added by the Lane College Office of Marketing and Communications.

## Types of Photos to Capture

### Must-Have Shots:

TYPE	EXAMPLE
Candid Moments	Students laughing, engaging in activities, enjoying the event naturally.



<b>Posed Group Photos</b>	Faculty, students, and guests posing in front of event backdrops or step-and-repeat/pop-up banners.
<b>Event Highlights</b>	Guest speakers, performers, award recipients, ceremony moments.
<b>Decor &amp; Environment</b>	Centerpieces, stage setup, branded materials, Lane College signage.
<b>Branded Shots</b>	Ensure Lane College logos, banners, or apparel are visible and in focus where possible.

**Photos to Avoid**

Be mindful of what is captured and exclude any of the following:

<b>Do NOT Include Photos That Feature:</b>	<b>Explanation</b>
Dirty dishes or trash	Maintain a clean, professional appearance.
Lewd or inappropriate clothing	Respect the dignity and values of the institution.
Offensive hand gestures or signs	Even if playful, these are not appropriate for public sharing.
Obscured or damaged Lane logos	Logos should be clearly visible and presentable. You are stewards of the brand.
Disruptive background behavior	Be mindful of people in the background behaving inappropriately or making faces.
Blurry or fragmented shots	You are a storyteller, shots that are blurred or obscured will not further the Lane College story.

**General Photography Tips**

- **Lighting:** Use natural light when possible. Avoid harsh shadows or overly dark settings.
- **Framing:** Leave room for cropping. Make sure heads and limbs are not unintentionally cut off.
- **Respect Privacy:** Avoid photos of individuals who express discomfort being photographed.
- **Inclusive:** Capture a wide range of students, faculty, staff, and guests to reflect Lane College’s vibrant community.



# Media Engagement Guidelines

This section outlines best practices, policies, and resources for engaging with media, communicating on behalf of the College, and reinforcing our brand identity. Whether you are preparing for an interview, managing a crisis, or posting on social media, this guide will help you stay aligned with our institutional values and messaging.

## Who can Speak for the College

Only designated spokespersons (President, Vice President, Director of Marketing and Communications, Chief of Staff, etc.) can speak on behalf of the college. Faculty, Staff or Students may speak as subject matter experts, but not on college policies unless otherwise authorized.

## Handling Media Requests

- All media inquiries must be directed to the Office of Marketing and Communications via email at: [communications@lanecollege.edu](mailto:communications@lanecollege.edu).
- Do not provide off-the-cuff comments. Request time to prepare if needed.
- For interview preparation, please contact the MarCom office at [communications@lanecollege.edu](mailto:communications@lanecollege.edu).

## Key Messaging Framework

All external communication must align with the College's strategic pillars.

## Crisis Communication Protocol

### Crisis Include:

- Natural disasters
- Legal or ethical issues
- Consistent negative media coverage

### Steps to Take

- Contact the Office of Marketing and Communications via email at [communications@lanecollege.edu](mailto:communications@lanecollege.edu).
- Follow internal updates and prepared statements only.
- Do not engage with the media or post on social media independently.



# Social Media Guide

## Personal vs. Professional Accounts

- Personal accounts are your own but remember that you are affiliated with the College.
- Use disclaimers: *“These views are my own, and not those of Lane College.”*

## Best Practices

- Be respectful, accurate, and timely.
- Share positive news, events, and academic highlights.
- Use approved hashtags and tag the College’s official accounts.
- Have at least three designated individuals that are Lane College Employees with permission and access to post to official Lane College accounts.
- For safety and security reasons, students are NOT permitted to have access to post to any Lane College official and sub-affiliated accounts unless otherwise authorized through the Office of Marketing and Communications.
- Change account passwords per semester unless otherwise designated.
- **All official Lane College account usernames and passwords must be shared with the Office of MarCom. Failure to do so will result in the account(s) being unfollowed by the Official Lane College social media accounts, reported and removed.**

## What to Avoid

- Sharing confidential or proprietary information.
- Do not share account information outside of designated personnel.
- Engaging in arguments or controversial debates.
- Posting during active crisis situations without coordination.
- Posting any lewd music, photos, videos, etc.
- Posting photos that are too dark, blurry, or do not appropriately represent the subject, individual(s) or Lane College. Please refer to the Photography guide [link here]
- Following any non-official Lane College, Higher Education, or HBCU accounts unless permission has been provided.

## Brand Resource

- Email [marketing@lanecollege.com](mailto:marketing@lanecollege.com) to request access to Lane College’s visual assets.

## Training and Support

- Media Training Workshops: Offered twice each semester.
- Spokesperson Coaching: Available upon request.
- Content Review Service: The Office of Marketing and Communications will review, edit and approve press releases, interviews, or necessary social posts.



# MarCom Approval Process

To maintain consistency and integrity in Lane College's brand, all materials that use the College's logos, seal, crest, athletic marks, or official tagline must be reviewed and approved prior to distribution.

## Materials Requiring Approval:

- Marketing and promotional materials (flyers, brochures, advertisements).
- Digital media (social media graphics, interviews, videos, email campaigns, web content).
- Merchandise and apparel using any Lane College marks.
- Event signage, banners, and displays.
- Any document or design bearing the College seal or crest.

## Process:

1. **Submit Materials:** Submit a draft or proof of the material to the Office of Marketing & Communications Services Request Form located on the MarCom webpage [here](#).
2. **Review:** The Marketing & Communications team will review for brand compliance (logos, fonts, colors, messaging, trademark use).
3. **Feedback:** If revisions are needed, the office will return the material with comments and guidance.
4. **Approval:** Final approval will be given in writing. Materials may not be ordered, printed, distributed, or published until official approval is granted.
5. **Archiving:** Approved final files will be kept on record by the Office of Marketing & Communications.

## Notes:

- Brand-Compliant flyer templates are available upon request via email to [marketing@lanecollege.edu](mailto:marketing@lanecollege.edu).
- Student organizations must also follow this process for any materials using official Lane College marks.
- Unauthorized use of college marks may result in denial of printing, posting, or distribution.
- For Athletics-specific materials, approval must come jointly from the Athletic Department and Marketing & Communications.



# Notes

