

LAFAYETTE  
COLLEGE

**Logo Policy**

**Need a logo designed?**

**Let us help outline the kinds of logos we use at the College and how to best move forward with developing the logo you seek.**

# Logo Guidelines

<b>GOAL</b>	<b>DEFINITION</b>	<b>LOGO TYPE</b>
<b>Image</b>	To represent and shape the feelings and perceptions of our College brand.	Primary & Secondary Wordmarks Lock-ups
<b>Awareness</b>	To create awareness of the unique community-facing sub-brands that differentiate us in the marketplace.	Endorsed
<b>Promotion</b>	To develop enthusiasm and support through custom looks for specific projects.	Campaigns
<b>Pride</b>	To share the internal pride of the distinct offerings across our campus community.	Campus-only

# Goal: Image

The logo for Lafayette College, featuring the word "LAFAYETTE" in a large, red, serif font, positioned above a horizontal line. A small red diamond is centered on the line. Below the line is the word "COLLEGE" in a smaller, red, serif font.

LAFAYETTE  
COLLEGE

## PRIMARY WORDMARK

The primary Lafayette College mark is made up of two components: The Lafayette wordmark and the College descriptor. It is used to represent the College and is the standard for printed materials, signage, and any other applications which require the complete Lafayette College treatment.

# Goal: Image

LAFAYETTE

## **SECONDARY WORDMARK**

The secondary Lafayette College mark is solely comprised of the Lafayette name. This version was designed to represent the College for specific uses, including digital and promotional items.

# Goal: Image

LAFAYETTE  
COMMUNICATIONS

LAFAYETTE  
CITLS



LAFAYETTE  
ENGINEERING

LAFAYETTE  
GATEWAY CAREER CENTER

## LOCK-UPS

To honor the integrity of our primary wordmark, we use a lock-up strategy to maintain consistency and unity across the College. A lock-up strategy ties the parent brand wordmark to a division, department, program, and location. The relationship between Lafayette College and these areas of the College is “locked-up” in their design approach and use. They leverage the power of the Lafayette parent brand and add each specific entity as the secondary descriptor.

# Goal: Awareness



## ENDORSEMENTS

Some of the College sub-brands are community facing, connecting students, faculty, and staff with experiential learning opportunities or bringing community members and entities to College developed programs. As such, these endorsed brands should borrow from the lock-up approach by leveraging the power of the parent brand but also offer unique design elements that appeal to that entity's target market. These brands can use the Lafayette brand as the primary or secondary marker as an endorsement.

# Goal: Promotion



Council of  
LAFAYETTE  
WOMEN

**LIVECONNECTED**  
**LEADCHANGE**  
THE CAMPAIGN *for* LAFAYETTE COLLEGE



## CAMPAIGNS

Often collegiate goals and relationships leverage the College wordmark in unique ways, requiring a custom strategy that will meet a campaign goal, celebrate an accomplishment, or appeal to a specific target audience.



# Goal: Pride



lafayette activities forum



## CAMPUS-ONLY

Some brands only on our campus, helping to make the experience here distinct and unique. These brands have the liberty to define their personality and appeal to students. These logos can use the Lafayette name, but not the logo, typeface, or color. The College logo can be used on materials but not as a lock-up or endorsement.