



LAKE GEORGE CENTRAL SCHOOL

HOME OF THE
LAKERS



OFFICIAL BRAND STYLE GUIDE



JOSTENS IS HONORED TO PRESENT YOUR OFFICIAL SCHOOL BRAND GUIDE.

Your brand is important. It helps every student, staffer, and community member identify and appreciate the qualities that make your school special. A creatively crafted and consistently managed brand identity creates the high levels of distinction and affinity your school deserves.

VOLUNTEER BRANDING CAPTURES OUR CORE VALUES OF:

- Academic excellence
- Sportsmanship
- Pride and Tradition
- School Spirit

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YOUR STORY STARTS HERE

Your brand identity is the physical representation of the spirit and values of your school. As such, it is vital to apply it consistently across all the applications—from your letterhead and website, to letter jacket and gym floor. The guidelines outlined on the following pages give you the tools and information you need to do so. Please review them carefully, and if you have questions, contact your Jostens sales representative.

The Lake George brand elements are to be used only in concordance with the guidelines established in this style guide. All merchandise, digital, and printed materials, as well as signage, and other items—whether for sale, promotional purposes, or otherwise, and whether for internal or external audiences—shall exhibit the highest possible standards and conform in every way to these guidelines. All materials bearing the Lake George brand identity must be approved by an authorized party within the school.

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APPROVED MARKS

Approved artwork files in a variety of formats are available upon request. Always use an approved artwork file. Never recreate the mark from type.

PRIMARY LOGO | White



PRIMARY LOGO | Navy



PRIMARY LOGO | Carolina



PRIMARY LOGO | Lake



The Primary mark is the official brand of the school. It should be used in all business capacities, including letterhead, the school facade, website, business cards, diplomas, and similar applications.

The following pages show a variety of applications of the primary & secondary marks. When questions arise about appropriate usage, consult the authorized brand authority at the school.



APPROVED MARKS

SECONDARY LOGO | Jr.-Sr. High School



SECONDARY LOGO | Central School District



SECONDARY LOGO | Elementary School



DISTRICT SEAL



WORDMARK | Jr.-Sr. High School



WORDMARK | Elementary School





APPROVED MARKS

MASCOT | Primary Logo Carolina Outline



MASCOT | Alternative Logo One Carolina Outline



MASCOT | Alternative Logo Two Carolina Outline



MASCOT | Primary Logo Carolina Outline



MASCOT | Alternative Logo One Carolina Outline



MASCOT | Alternative Logo Two Carolina Outline



Use White outlined mascots when being applied on Navy or Black backgrounds.



APPROVED MARKS

MASCOT CREST



LAKERS | Primary Wordmark



LAKERS | Secondary Wordmark



LAKERS ATHLETICS | Activities



Sports Team Titles and Additional Activities are available upon request.



APPROVED BACKGROUNDS

The integrity of the Lake George identity depends on placing the logomark against a clear, contrasting background. To this end, five options are available: White, Gray, Carolina Blue, Navy Blue and Black.

Restrain from using a textured background, photograph, or alternative approach to these backgrounds.

White



Gray



Carolina Blue



Navy Blue



Black

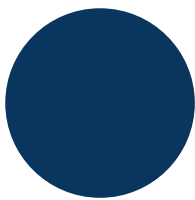




APPROVED COLORS

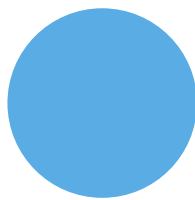
Consistent use of color plays a key role in presenting a unified brand for Lake George.

The color palette on this page is the official, approved palette for all applications. The primary colors are Navy Blue, Carolina Blue and White. Whenever possible, these colors should be used on all applications.



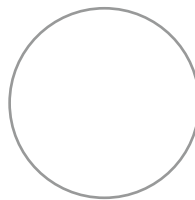
Navy

Pantone® PMS 534C
Hex #183566
CMYK C:94 M:73 Y:6 K:43
RGB R:24 G:53 B:102
Thread Color Navy



Carolina

Pantone PMS 284C
Hex #7EB9FC
CMYK C:40 M:18 Y:1 K:0
RGB R:126 G:185 B:252
Thread Color Columbia Blue



White

Pantone NA
Hex #FFFFFF
CMYK C:0 M:0 Y:0 K:0
RGB R:255 G:255 B:255
Thread Color White

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APPROVED TYPOGRAPHY

Typography—the approved fonts for the mark and related elements of the identity—provide an important tether for the brand identity. The official brand type for Lake George is College Regular. The following guidelines will help you properly apply this typeface to your branded applications.

- ALWAYS use the approved logo for every application.
- NEVER recreate the mark from type.
- ALWAYS use the approved secondary font for applications such as letters, web copy or body copy.
- NEVER use the primary typeface for these uses.

Primary Font **COLLEGE REGULAR**

**ABCDEFGHIJKLMN OPQR
STUVWXYZABCDEFGHIJKLMNO
PQRSTUVWXYZ0123456789**

Secondary Font **Agency FB Bold**

**ABCDEFGHIJKLMN OPQR
STUVWXYZabcdefghijklmnop
pqrstuvwxyz0123456789**

College Regular plays an important role in building the Lake George brand. The bold appearance makes it recognizable and associated with Lake George.

Agency FB Bold makes a perfect compliment to College Regular.



SOCIAL MEDIA APPLICATION

PREFERRED USAGE
PMS 534C NAVY



ALTERNATE USAGE 1
REVERSED



ALTERNATE USAGE 2
PMS 284C CAROLINA





APPAREL APPLICATION

Caps, shirts, hoodies, and other clothing items are popular expressions of the Lake George brand.

SOFTSHELL JACKET



POLOS



PULLOVER HOODIE



BASIC T-SHIRT



HALF ZIP SWEATER



BASEBALL CAPS





ENVIRONMENTAL APPLICATION

Branding consistency in your school environment creates the feeling of spirit and engagement everyone can rally behind. From the entrance of your school to the football field or basketball court, your brand should echo throughout the school's physical environment to remind people of the spirited community everyone shares.





ENVIRONMENTAL APPLICATION





Jostens[®]