

Lake Sumter Style Guide

COMMUNITY COLLEGE

This Lake-Sumter Community College Style Guide outlines standards for college materials that help maintain a consistent look or brand.

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- Slogan
- Spelling
- Campus Names
- Call to Action
- Logos
- Letterhead
- Fax Sheet
- Business Card
- Forms
- Award Certificates

Colors: PMS Green #348

Black

Silver or White (when metallic is not available)

Caution: gray will often look very dull when used in place of metallic silver ink or foil.

Slogan: *A Great Education Close to Home*

Variations of type and color are allowed if the publication necessitates. However, please use Caliban Std., PMS Burgundy #1815, when possible. This is an art font, so if it's not in your type file, call college relations at #3526 or #3628, to have it sent to you.

College Spelling: Lake-Sumter Community College

Use the spelled out version whenever possible. If writing an extended piece, spell out the name initially, then use "LSCC." Please do not use an incomplete version such as "Lake-Sumter." If space is limited, use "LSCC" instead. Always use a hyphen between "Lake" and "Sumter" in the full name. Do not hyphenate "LSCC."

Campus Names: Leesburg Campus
South Lake Campus
Sumter Campus

Please use the given name of each campus, not its location.

*Example: South Lake Campus or Sumter Campus **not** Clermont Campus or Sumterville Campus*

If a city location is needed, state "South Lake Campus (Clermont)" or "in Clermont" and "Sumter Campus (Sumterville)" or "in Sumterville."

Capitalize the word "Campus" when used as a proper name.

The plural form "campuses" should be in lower case.

*Example: The Leesburg and South Lake Campus **or** the Leesburg and Sumter campuses*

Call to Action: It is important to include as much contact information as room allows on all external materials...phone, email, name and website. If space is limited, use the medium most appropriate for your market. Even if the website is not the chosen contact resource, please include it whenever possible as a marketing tool.

Logos



Official Logo. To be used without alteration or distortion on all external information and marketing publications, promotional items, clothing, forms and correspondence. Colors are black and PMS green #348.



Variations
Grayscale
One color, PMS green #348



Abbreviated Logo. To be used on internal documents or on external materials only when space or repetition prohibits using the full logo. *Items bearing the college's full name help give LSCC public recognition.*

Variations
Grayscale
One color, PMS green #348



Official College Seal. To be used only on official college documents such as diplomas, award certificates and plaques or at the discretion of the president. Should not be used in place of the logo on marketing publications, promotional items, forms or correspondence. B/W or PMS green #348.

Logos may be used for acceptable college materials by college staff, faculty and members of student organizations with approval of their faculty/staff advisor.

Outside agencies, vendors or individuals do not have permission to use any of the logos on this page without the approval of an LSCC administrator, or the staffs of the president's office or college relations department.

Departmental logos (to show availability only). May only be used internally or externally with permission of the respective department director/organization advisor.



Letterhead

Lake Sumter

COMMUNITY COLLEGE

LEESBURG CAMPUS

9501 U.S. Hwy. 441, Leesburg, FL 34788
352-787-3747 • FAX: 352-365-3501

SOUTH LAKE CAMPUS

1250 N. Hancock Rd., Clermont, FL 34711
352-243-5722 • FAX: 352-243-0117

SUMTER CAMPUS

1405 C.R. 526A, Sumterville, FL 33585
352-568-0001 • FAX: 352-568-3376

www.lsc.edu

Lake Sumter

COMMUNITY COLLEGE

(Office) XXXXXXXXXXXXXXXXXXXXXXXXXX

(Name) XXXXXX XXXXX, (Title) XXXXXXX

Phone: XXX-XXX-XXXX • Fax: XXX XXX-XXX • Email: XXXXXXX@lsc.edu

FAX TRANSMITTAL

Date: _____ Time: _____ Number of Pages (including cover): _____

To: _____

Company/Organization: _____

FAX Number: _____

MESSAGE

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Business Card



Forms

College relations serves as the clearinghouse for all forms, unless other arrangements have been approved by department administrators. Departmental forms have been formatted to contain the most pertinent information by respective staffs and to have a consistent appearance by the college relations department. Most importantly, each revision needs to be dated sequentially. Some department staffs are discovering that it is often easier to make their own changes using CR's templates, rather than sending changes to be made by the CR staff. However, it is very important that department heads approve this practice; a single person be assigned this responsibility; formatting be discussed with CR; forms be properly dated prior to distribution and posting; and updated materials be appropriately archived on shared drives and other areas.

Award Certificates

Commonly used certificate designs have been formatted by the college relations department. These can be sent electronically to any department and a staff member can easily insert names, dates, award titles, etc. into the provided templates. College relations will be glad to create any new certificate or award document when needed.

College Relations & Marketing Contact Information

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Suggestions and additions to the Style Guide are welcomed.