



**LAKE SUPERIOR**  
STATE UNIVERSITY

# Graphics Standard and Editorial Style Guide

mission and vision statement

values statement

introduction

elevator speech

tag lines

university names

primary logos

athletic logo

old logos

alternative marks

typography

color palette

stationery and business cards

stationery sample

email signature

powerpoint template

website

editorial style

# Content

Mission and Vision Statement .....	1
Values Statement.....	1
Introduction.....	1
<b>BRAND IDENTITY</b> .....	3
Elevator Speech .....	3
Tag Lines .....	3
University Names.....	3
<b>GRAPHIC IDENTITY</b> .....	4
Primary Logos .....	4
Athletic Logo .....	5
Old Logos.....	5
Alternative Marks.....	5
Typography .....	6
Color Palette .....	6
Stationery and Business Cards .....	7
Stationery Sample.....	8
Email Signature.....	9
PowerPoint Template .....	9
Website .....	10
Editorial Style.....	10

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# Mission and Vision

Our principal mission at Lake Superior State University is to help students develop their full potential. We do this by providing high-quality, academically rigorous programs in an engaged, personal and supportive environment. This combination nurtures potential and sets students on paths to rewarding careers and productive, satisfying lives. We also serve the regional, national and global communities by contributing to the growth, dissemination and application of knowledge.

# Values

Our values at LSSU are to:

- be honest, open, forthright, and courteous;
- respect and value each person as an individual;
- accept responsibility for our own conduct;
- be diligent in carrying out our responsibilities;
- welcome diverse perspectives and remain open to change and innovation;
- manage resources and facilities responsibly and with environmental sensitivity;
- be vigilant about potential threats to health or safety; and
- work cooperatively in the interest of achieving our common mission.

# Introduction

To better improve the marketing of Lake Superior State University, we have renewed our current branding efforts, and have concluded that LSSU needs to be more easily and consistently recognized in the marketplace and should increase its effectiveness in marketing-related activities. A brand-marketing campaign must lead to differentiation of LSSU from its competitors, and must make Lake Superior State University unique and memorable.

Lake Superior State University, therefore, has redefined and redesigned its branding messages (logos and images) in a definite attempt to meet several goals:

- Position LSSU distinctly and favorably in comparison to competitors;
- Connect benefits of the institution with identities and logos its target audiences value;
- Assure flexibility to work with different audiences and mediums;
- Assure that the images are strong enough to make a good first impression and a lasting impression.

This new graphics and editorial guide is an effort to unify the brand image and to eliminate multi-brands, to clean up its brand and make it more usable. The aim has been to build on existing images and to update the look and feel of LSSU's visual images. Above all, the University must present itself consistently (no half anchors or other out-dated images). The popular Laker anchor is still in place. The other logos have been altered and simplified to make them cleaner and easier to employ.

To sustain the drive to improve the LSSU "brand," the University asks for the cooperation of the entire LSSU campus community in adhering to this style guide for any communications using the Lake Superior State University logo. Usage of the new logo(s) and other graphics elements supporting it will help LSSU advance a consistent, recognizable institutional image.

The research that went into development of the new logo(s) was carefully analyzed and resulted in the new guidelines herein contained. By applying these guidelines without fail, by changing over to use of the new logo(s) and graphics as presented here, the institution reinforces its "brand promise" and visual image.

# BRAND IDENTITY

“Brand identity” refers to a distinct image and look of a product or an institution. It implies a “brand promise” and what customers can come to expect from the institution. Institutions must carefully manage their brands and spend a great deal of money to insure that their images are consistent and helpful.

A “tag line” is a short descriptive statement intended to help sell the institution. With Lake Superior State University’s taglines “Redefining the Classroom” and “Believe in Blue,” the goal is to communicate the institution’s identity, which refers to images in the minds of internal and external audiences.

Within the brand identity are the brand attributes and promises, as well as the graphics means in which the institution represents itself. The messages and the graphics create a unique set of associations for Lake Superior State University and the “Redefining the Classroom” and “Believe in Blue” initiatives.

Graphics plays a key role in the development of any branding effort, so this guide has been developed, with usage information for fonts, color palette, photo style and editorial tone. The regular use of these elements in communications to various audiences will ensure consistency and reinforce critical messages, aiding in the effort to brand the institution as unique from its competitors.

This guide will evolve as the brand initiative is developed. It will be posted on the LSSU web page and will be updated first there. If you are working on a project that includes any aspect not covered in this guide, please contact the Vice President for University Relations and Marketing or the Director of Graphics for assistance or clarification.

Your diligence in applying the initiative to all projects is appreciated. All of us stand to benefit when the institution’s image is positive and consistent.

## Elevator Speech

*An elevator speech provides internal audiences with a short, precise, carefully-planned and easily-remembered overview of Lake Superior State University. It strives to deliver the brand attributes and support the “Redefining the Classroom” initiative.*

Lake Superior State University is a small, friendly institution emphasizing undergraduate and selected graduate programs. We are located in Sault Ste. Marie, in the Eastern Upper Peninsula of Michigan, on the Canadian border. Its principal mission is to help students develop to their full potential by providing high-quality, academically-rigorous programs in an engaged, personal and supportive environment. LSSU’s faculty and staff nurture potential and set students on paths to rewarding careers and productive lives.

## Tag Lines

Tag lines are short statements intended to convey a memorable message. They are used in association with academics and the institution in general, in advertising created by academic departments, in academic and institutional news releases, on web pages and in publications and documents pertaining to academic departments. LSSU currently uses the following tag lines for academic and institutional marketing.

**“Redefining the Classroom”  
“Grab Hold of Your Future”**

The following tag line can be used only by the Department of Athletics and athletics teams when advertising, either electronically or in print:

**“Believe in Blue”**

The following verbiage is an old tag line that may *not* be used:

~~**“Personal, Natural, Superior”**~~

## University Names

**“Lake Superior State University”** is the University’s official name and should be used whenever possible. **“LSSU”** is also acceptable.

**“Lake State”** and **“Lake Superior”** may be used on apparel sold at the University bookstore and by academic departments and athletics teams on casual clothing, T-shirts, sweatshirts, coffee mugs, bumper stickers, key chains, pens, pencils, gift items and those items aimed at sale to, and use by, the general public, students, alumni, parents and supporters of the institution. This also includes all vendors licensed to reproduce LSSU logos, marks and other identifying words controlled by the University. These names **may not** be used on any official institutional, athletic uniforms, or official University apparel although both may be used on athletics’ “warm-up” or practice gear. Neither of these names should be used on any business cards, letterhead, PowerPoint or other official use in representation of Lake Superior State University.

# GRAPHIC IDENTITY

High-resolution logos are available to download at [www.lssu.edu/pr/](http://www.lssu.edu/pr/).

Please **do not** reproduce these logos from any other source, including “right-click” copying from webpages. Logos used on LSSU webpages are specifically designed for the website and are not acceptable in other applications.

## Primary Logos\*

The University’s primary logos can be used in Laker Blue (Pantone Matching System [PMS] 294), black, or reversed out of Laker Blue (PMS 294).

Laker Blue (PMS 294)



Black



Laker Blue (PMS 294)



Black



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## Alternative Logos\*

The LSSU square icon is used as an alternative when size or format of the material is not appropriate for use of the primary logo. The University’s full name should be used when there is accompanying text. This icon can be produced in Laker Blue, black, or reversed out of Laker Blue (PMS 294).

Black



Laker Blue (PMS 294)



The following two-color logo may be used in selective applications where the layout permits. Check with the Director of Graphics before using.

Laker Blue (PMS 294) and  
Laker Gold (PMS 123)



The following wordmark may be used in selective applications where the layout permits. Check with the Director of Graphics before using.

Laker Blue (PMS 294)



Black



NOTE: Since it does not contain words identifying the University, the anchor icon **should not** be removed from the official logo and used alone.



## Athletic Logo\*

The University's athletic logo can only be produced in Laker Blue (PMS 294) and Laker Gold (PMS 123) or black. This logo is to be used by the Athletics Department only. And, its applications must be approved by the Vice President for University Relations and Marketing.

This logo **may not** be used on letterhead or business cards.

Laker Blue (PMS 294)  
and Laker Gold (PMS 123)



Black

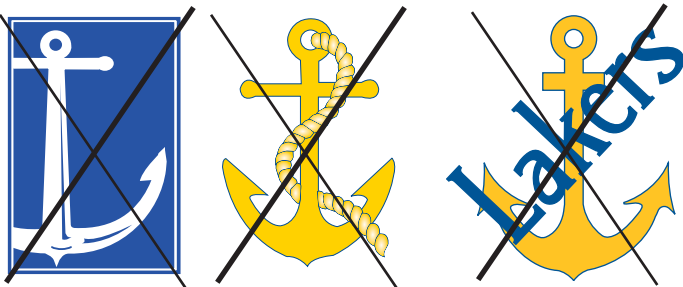


Please note that the athletic logo has been changed slightly in order to match the font in the University's primary logo. Use *only* the current version of this logo.

## Old Logos

Stylized anchors and any other nautical themes **may not** be used on any LSSU signage or other materials.

The following logos or variations of these logos **may not** be used in any circumstances.



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## Alternative Marks\*

### 1. Seal

The Lake Superior State University seal should only be used on formal and official documents such as diplomas and certificates. The official seal **should not** be used unless specific permission is granted from the Director of Graphics. It must be printed in Laker Blue (PMS 294), black or a tint of Laker Blue (PMS 294). It should always be used in conjunction with the primary logo or full name of the University.

Laker Blue (PMS 294)



Black



### 2. Bumper Sticker and Apparel Art

Designs for apparel and various merchandise may be used if created, or approved by the Director of Graphics. The following is an example of a design that may be used on a bumper sticker or casual apparel.



### 3. License Plate

Lake Superior State University has an official Michigan license plate available through the Secretary of State's office or at a discounted price through the LSSU Alumni Association.



# Typography

Three typefaces have been designated as Lake Superior State University's universally used fonts:

PRIMARY FONT  
Used for headlines

**Plantagenet Family**  
**PLANTAGENET**  
**FAMILY**

SECONDARY FONT  
Used for headlines and body copy

**Palatino (Linotype)**  
**PALATINO**  
**Palatino Bold**  
*Palatino Italic*

SECONDARY FONT  
Used for body copy when a sans serif font is needed.

**Arial**  
**Arial Bold**  
*Arial Italic*

# Color Palette

Pantone Matching System (PMS) is a popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow specification of colors by indicating the Pantone name or number. This assures that the right color is used when the file is printed, even though the color may not appear correct when displayed on a monitor.

PRIMARY  
PMS 294  
coated and uncoated

SECONDARY  
PMS 123  
coated and uncoated



CMYK Values  
C: 100  
M: 58  
Y: 0  
K: 21



CMYK Values  
C: 0  
M: 24  
Y: 94  
K: 0

To make the colors appear correct on a web site, the following color specifications should be used.

## Web Site Colors

LSSU's primary color is web color #003F87. The secondary color is #FFC61E. RGB values are listed below.



#003F87  
R: 0  
G: 63  
B: 135



#FFC61E  
R: 255  
G: 198  
B: 30



## Business Cards

Business cards may be ordered through the Graphics Department. **Do not** create your own business cards.



**Name**  
*title*

phone: 906-635-0000                      fax: 906-635-0000  
email: [jlaker@lssu.edu](mailto:jlaker@lssu.edu)                      [www.lssu.edu](http://www.lssu.edu)  
650 W. Easterday Ave., Sault Ste. Marie, MI 49783

## Stationery

Generic stationery is available through Central Stores. Departmental stationery/letterhead and business cards can be ordered through the Graphics Department.

A sample of generic letterhead is on the next page.

An electronic letterhead Microsoft Word template is provided at [www.lssu.edu/pr/](http://www.lssu.edu/pr/). Electronic letterhead should only be used for documents sent electronically, such as Adobe PDFs.

**Do not** create your own letterhead.

1.5"  
margin



# LAKE SUPERIOR STATE UNIVERSITY

0.5" margin  
to top of logo

*The logo is centered on a standard 8.5" x 11" page.  
The image size is 4" x 0.6"*

Area for type  
and images

1.25"  
margin

1.25"  
margin

1"  
margin

650 W. Easterday Ave., Sault Ste. Marie, MI 49783  
Telephone: 906-635-2202 • Fax: 906-635-6671 • [www.lssu.edu](http://www.lssu.edu)

# Email Signature

Official LSSU email should include auto signatures formatted to include:

**Name**

Title, Department  
Lake Superior State University  
650 W. Easterday Ave.  
Sault Ste. Marie, MI 49783  
Phone: *Dept. Phone Number*, Fax: *Dept. Fax Number*  
www.lssu.edu

If email software supports the addition of an image, use one of the following at the bottom of the text signature:



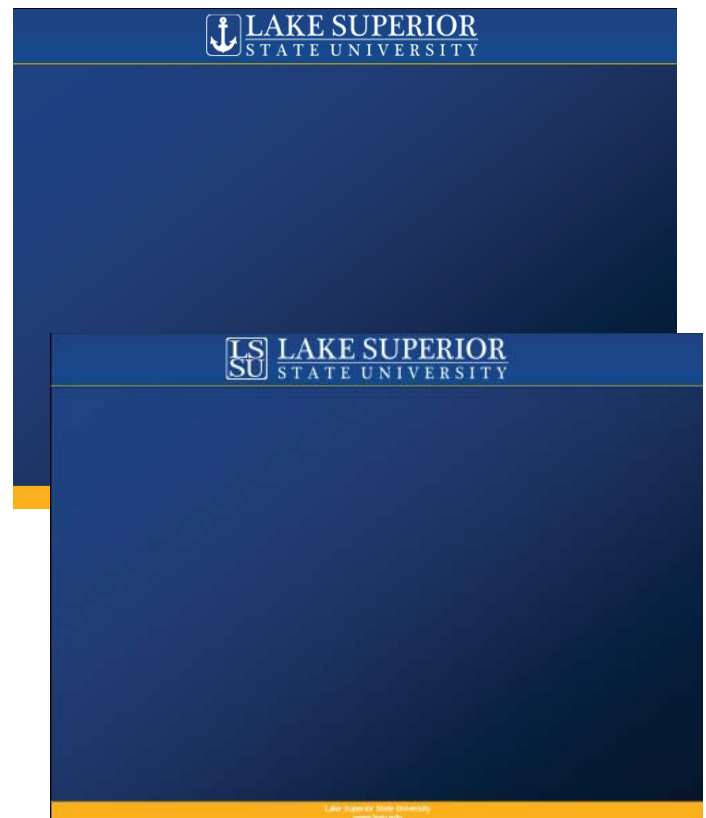
*or*



# PowerPoint® Template

Use official LSSU PowerPoint® introduction and content screens. Templates are available at [www.lssu.edu/pr/](http://www.lssu.edu/pr/).

All titles should appear in Times New Roman font upper and lower case, because it is a standard system font.



# Website

- Before starting a new website/web development project, contact the Webmaster at [webmaster@lssu.edu](mailto:webmaster@lssu.edu).
- The LSSU departmental website development package “template” comes with associated files and requires strict adherence to this format.
- Departments are allowed to edit within specific areas of the template, shown as shaded areas in the sample.
- This template is not available for faculty pages, student organizations, student projects or similar uses.
- Website content must reflect the LSSU branding.
- Adobe Contribute is the approved web editing software.
- To review the detailed Website Style Guide visit <http://www.lssu.edu/pr/>.
- Exceptions must be approved by the Webmaster in advance.

The screenshot shows a website template for Lake Superior State University. The header includes the university logo, navigation links (Home, Prospective Students, Academics, Current Students, Give to LSSU, Alumni, Athletics), and a search bar. The main content area is divided into several sections: a department name, a page title, a section heading, and a sub-section heading. A table is used for displaying information, and a bulleted list is used for displaying a list of items or steps. The footer includes contact information and a logo for 'Apply Today!'.

# Editorial Style

This guide supplements the Associated Press stylebook (<http://www.apastyle.org/>) as a reference for common style questions. It supersedes the AP guide on questions related to the University. If no entry is found, the AP guide is the reference of choice. Refer questions to the Vice President for University Relations and Marketing at 906-635-2335 or the Public Relations Office at 906-635-2315 or 906-635-2314.

There are specific styles that all correspondence and publications should reflect. Most publications should be written in a casual, friendly style. For example, use the personal pronoun “you,” rather than the impersonal third person such as “the student.” Write in an active tense, using action words. For example, avoid “Joe has been named” or, “The concert will be held at 8 p.m.” Instead, use “Joe will manage the department,” etc. This reinforces our image as a personal place to live and learn. Use the standard abbreviations and wording found in this style guide. The links all of our letters and materials to LSSU, reinforcing the University’s image in the minds of those who read, see and hear about LSSU.

## Style Notes and Common Errors in Word Usage

*Adviser:* Use adviser not advisor.

Alumnus, singular male; alumna, singular female; alumni, plural for all alumni or male alums; alumnae, plural female.

Use a.m./p.m. Not AM or PM, nor am or pm.

*Annual:* an event is not annual until it has been held at least two successive years. There is no first annual event.

*Catalog:* Use catalog not catalogue.

*Chair*: Use chair, not chairman, chairwoman, chairperson. Capitalize before a name.

Colleges, schools and departments are capitalized: College of Social Sciences, Arts and Humanities; Alumni Association, etc.

Course titles are capitalized and italicized, i.e., *COMM101: Fundamentals of Speech Communication*. Do not abbreviate course titles (exceptions: Intro. or Fund).

*Daylight-saving time*: Not savings. Note the hyphen. Lowercase in all uses.

*Degrees*: Readers are usually familiar with degrees. Avoid abbreviations depending on your material and target audience. Use a phrase such as “Jane Doe, who has a doctorate [or, PhD] in entomology.....” rather than “Jane Doe, PhD” Use an apostrophe in associate’s degree, bachelor’s degree, master’s degree. Use BA, BS, MA and PhD only if the preferred form is cumbersome.

*Festivities*: Great Lake State Weekend, Hall of Fame, Parent’s Weekend are all capitalized.

*Internet*: Always capitalize Internet.

*Lake Superior State University*: first reference always in its entirety, then LSSU or Lake Superior. Avoid L.S.S.U. (with periods) and avoid reference to Lake State or Lake Superior State.

*Laker hockey*: not Laker Hockey, Laker Basketball, etc.

*Laker Log*: the alumni magazine. Capitalize and italicize, but do not put in quotation marks.

*Mackinaw vs. Mackinac*: it is always *Mackinaw* Trail (the highway in the Eastern Upper Peninsula), *Mackinaw* City and the icebreaker U.S. Coast Guard *Mackinaw*. A specific style of winter coat is a *Mackinaw*. **All** other uses of the word are spelled *Mackinac*, including the island, the bridge, the county and The *Mackinac* Center.

*Numerals*: spell out one through nine; beginning with 10, use numerals. Exception: when referring to someone’s age, always use numerals.

*Seasons*: fall, winter, spring, summer (no caps).

*Semesters*: fall semester, spring semester (no caps).

*State/federal*: state not State government, and federal not Federal government (unless used in a proper noun, i.e., Federal Bureau of Investigation).

*Theater*: Use theater not theatre (unless part of a proper name).

*Titles*: lower case, and spell out titles when not used with an individual’s name: “The dean provided a list of students.” Capitalize and spell out titles when they precede a name: “Dr. Rodney Lowman, the president at LSSU.” Use the lower case when the title appears after a name: “Rodney Lowman, president.”

*University*: use an initial capital “U” when referring to Lake Superior State University, e.g., “The University issued a strategic plan.”

*Upper Peninsula*: Always capitalize Eastern Upper Peninsula or EUP after the first reference.

*World Wide Web*: not world wide web or world-wide-web.

## Addresses, zip codes and more

### *Return address:*

Lake Superior State University  
Public Relations/Graphics  
650 W. Easterday Ave.  
Sault Ste. Marie , MI 49783-1699

*Zip +4:* LSSU's four-digit code is 1699 in most cases. Other four-digit codes are used for business reply items.

*Business reply envelopes (BRE):* Lake Superior State University has several nine-digit zip codes that vary depending on site and type of reply. Due to strict enforcement of postal regulations, the Graphics Department must be involved in the design of all business reply and bulk items. This includes first-class mail indicias.

*Web/Internet:* When posting the LSSU home page, the address should appear as: [www.lssu.edu](http://www.lssu.edu)

*Email:* not e mail, e-mail, E-mail

*Telephone numbers:* listed as follows: 906-635-2211 (no parenthesis for area code)

*State abbreviations:* If you abbreviate, use the narrative abbreviated form (AP).

## State Postal Abbreviations

Alabama	AL
Alaska	AK
Arizona	AZ
Arkansas	AR
California	CA
Colorado	CO
Connecticut	CT
Delaware	DE
Florida	FL
Georgia	GA
Hawaii	HI
Idaho	ID
Illinois	IL
Indiana	IN
Massachusetts	MA
Michigan	MI
Minnesota	MN
Mississippi	MS
Missouri	MO
Montana	MT
Nebraska	NE
Nevada	NV
New Hampshire	NH
New Jersey	NJ
New Mexico	NM
New York	NY
North Carolina	NC
North Dakota	ND
Ohio	OH
Oklahoma	OK
Oregon	OR
Pennsylvania	PA
Rhode Island	RI
South Carolina	SC
South Dakota	SD
Tennessee	TN
Texas	TX
Utah	UT
Vermont	VT
Virginia	VA
Washington	WA
West Virginia	WV
Wisconsin	WI
Wyoming	WY



## Canadian Provinces and Territories Postal Abbreviations

Alberta	AB
British Columbia	BC
Manitoba	MB
New Brunswick	NB
Newfoundland and Labrador	NL
Northwest Territories	NT
Nova Scotia	NS
Nunavut	NU
Ontario	ON
Prince Edward Island	PE
Quebec	QC
Saskatchewan	SK
Yukon	YT

## Return Addresses on Canadian Letters

The Canadian postal services requires that all return addresses on letters coming into Canada are in capital letters and include "USA".

Do not use punctuation.

Example:

ADMISSIONS OFFICE  
LAKE SUPERIOR STATE UNIVERSITY  
650 W EASTERDAY AVE  
SAULT STE MARIE MI 49783 USA

## Discrimination Clause

Lake Superior State University has a standard non-discrimination statement. This statement meets the minimum requirements of the federal regulations enforced by the Office for Civil Rights and state of Michigan regulations. It must appear in bulletins, announcements, publications, advertisements, applications and recruitment pieces. Please check with the Graphics Department for content and usage.

"It is the policy of Lake Superior State University that no person shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in employment, or in any program or activity for which the University is responsible on the basis of race, color, national origin or ancestry, gender, age, disability, religion, height, weight, sexual preference, marital status or veteran status."

## Student Organizations

Student groups may have their own stationery design. At no time however, can the official logos or Laker athletic logo be altered or used together with other symbols or emblems. Designs must be approved by the Director of Graphics.

## In Case of Disagreement

In case of a disagreement about the policies outlined in this styleguide and the desires of a department or office representative, the issues will be addressed and resolved in a meeting with the department representative, division head, Director of Public Relations, the Webmaster, Director of Graphics and/or Vice President for University Relations and Marketing.

The identity standards apply to all materials, regardless of funding source. Public Relations/ Graphics/Web Services is responsible for implementing the standards and monitoring compliance.