



# BRAND & IDENTITY MANUAL

DECEMBER 2018



# LLTC BRAND AND IDENTITY MANUAL



## COLORS & SYMBOLS FOR THE LEECH LAKE TRIBAL COLLEGE LOGO

By Larry P. Aitken, LLBO, Originator/author of this symbol and its meaning.

These symbols and colors are represented as our Ojibwe World View.

The Turtle represents core memories within the Anishinaabe (Ojibwe) culture.

Yellow (ozaawaag is a color that stands for eastern spiritual cardinal area of the universe.

This spiritual area brings us new information every day; new day, new life, new birth, new knowledge and new friends.

The Pipe is one of our most sacred tools of connectivity. When the Pipe is lit, The Great Spirit hears our prayers and thoughts and therefore knows what is in our hearts. We are connected to the entire Native World as we spiritually understand its significance to us.

The stone of the Pipe is red (miskwaa); this color represents the Western door of the universe, its gift to us is sadness and sorrow, but a little display of Creators power through thunder and lightning!

The color white (waabiskaa) represents the spirit of the South. This cardinal direction gives us the gifts of healing and community harmony. The color black (makadewaa) represent cleansing and purification as a gift to our people. The color green (ozhaawashkwaa) (which also includes blue, (oghaawaskwaa) represents mother earth (maarnaa a kil) and the four orders, which are, soil, plants, animals and humans as well as the sky (ispiming) and its four upper Worlds including, Creators World, Star World, Sun and Moon World and Earth World.

Thus, the Anishinaabe/Ojibwe world view is depicted in part of the logo.



## LLTC FONTS:

### LOGO FONT:

Times New Roman with a stroke (2pt at 14")

### OFFICIAL SERIF TYPEFACE:

Times New Roman

### SANS SERIF TYPEFACE:

Segoe UI

### TITLES, HEADERS, & SUBHEADERS:

Cocotte Alternate Typeface (Cocotte is a sans serif display typeface. Good for attention catching titles, headers, and subheaders) Use UPPER CASE only.

Segoe UI Typeface (Segoe UI is a humanist sans serif typeface that's approachable, open, friendly typeface, with good readability and no strong or distracting characters)

### OFFICIAL BODY FONT:

Segoe UI Family

### UNIQUE FONT:

Papyrus

### SCRIPT FONT:

Allura

### WEBSITE TYPEFACE

Raleway Typeface:

Titles, headers, subheaders, body type, and emphasis type.

Open Sans bold:

Header menu

## LLTC COLOR PALETTE

### RED

RGB: 238, 46, 36

CMYK: 0, 98, 86, 7

PMS: 2035C



### BLUE

RGB: 32, 65, 154

CMYK: 100, 89, 0, 0

PMS: 2736C

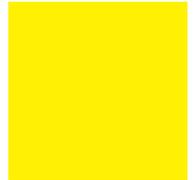


### YELLOW

RGB: 255, 242, 0

CMYK: 0, 0, 100, 0

PMS: 102C

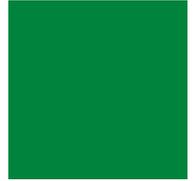


### GREEN

RGB: 0, 131, 62

CMYK: 93, 4, 100, 26

PMS: 2423C



### DARK GREEN

RGB: 0, 102, 53

CMYK: 91, 12, 92, 44

PMS: 2259C



### BLACK

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

PMS: Black 6C

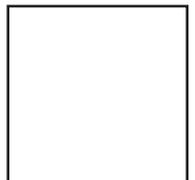


### WHITE

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

PMS: Opaque White



**TWO VERSIONS OF THE FULL COLOR LOGO**

**VERSION ONE:**

Full color logo with black text best if used on a not too busy white or light colored background.



**VERSION TWO:**

Full color logo with white text best if used on a not too busy black or dark colored background.



**LOGO DESCRIPTION: FULL COLOR LOGO**

The Leech Lake Tribal College Logo consists of the Turtle design, red pipe, green square, and the name "Leech Lake Tribal College".

**LAYER ORDER:**

Background: Green Square  
 Middle ground: Red Pipe  
 Foreground: The name "Leech Lake Tribal College" and the Turtle design with black sunburst

**TURTLE DESIGN:**

Body is Yellow with two black concentric sunburst circles.  
 Head and tail are yellow.  
 The feet are four solid circles (Red, Blue, Yellow, Dark, Green) with a white outline.  
 North foot is blue with a white outline  
 East foot is yellow with a white outline  
 South foot is dark green with a white outline  
 West foot is red with a white outline  
 \*Do not change the order of the feet or the colors of the feet.  
 \*Use full color or solid one color version of the logo

**PIPE:**

Red pipe is at a 45 degree angle intersecting the top right corner of the green square and the bottom left corner.

**GREEN SQUARE:**

Green perfect square with a white interior outline

**NAME:**

"Leech Lake Tribal College" color white or black.

**OUTLINES:** (based on a 14" logo)

Green outline 10pt 100%  
 Outer black sunburst 10pt 100%  
 Inner black sunburst 7.5pt 75%  
 White feet outlines 2.5pt 25%  
 White interior square outline 13.65pt 136.5%  
 Stroke on the name "Leech Lake Tribal College" 2pt 20%  
 \*See logo diagram (##pg) for more details and specifications



**LOGO DESCRIPTION: FULL COLOR LOGO SYMBOL**

The LLTC symbol with no text should only be used at a small size where the type becomes illegible .5 inches or smaller. Appropriate places for LLTC symbol are return addresses, small ads, and small promotional items.

Under special circumstances, the Print Shop Specialist, Multimedia Specialist, and other LLTC design professionals are allowed enough artist freedom to be creative and innovative with the logo and/or elements of the LLTC logo as long as it doesn't negatively affect the LLTC brand, policy, and/or procedures.

**LOGO DESCRIPTION: ONE COLOR LOGO WHITE**

White:

Pipe, square, two sunbursts, and Leech Lake Tribal College.

Transparent:

Turtle (head, tail, body, and feet) & interior square outline.

Appropriate places for White Logo:

Best if used on a not too busy black or dark colored background where the full color logo use is limited and it's more constructive to use a solid white logo.

**LOGO DESCRIPTION: ONE COLOR LOGO BLACK**

Black:

Pipe, square, two sunbursts, and Leech Lake tribal College.

Transparent/white:

Turtle (head, tail, body, and feet) & interior square outline.

Appropriate places for Black Logo:

Best if used on a not too busy white or light colored background where the full color logo use is limited and it's more constructive to use a solid black logo.



# DIAGRAM AND SPECIFICATIONS FOR THE LLTC LOGO

Font: Times New Roman  
 Large Capital: 140 pt font w/2.5pt Stroke  
 Small Capital: 110 pt font w/2.5pt Stroke  
 Text on a circle path: 11.5854"  
 The "L" on Leech starts at 9.5625"H  
 Last "E" on college ends at 9.5625"H

All dimensions and specifications are based on a 14" logo  
 Last edited in Adobe Illustrator CC 2017.1.0  
 (Date June 28th 2018)



**Kerning/Tracking**  
 L= 0  
 E= 0  
 E= 0  
 C= 0  
 H= 0

space 1= 25  
 space 2= 25

L= 0  
 A= 90  
 K= 90  
 E= 79

space 3= -10  
 space 4= -10

T= -20  
 R= 90  
 I= 80  
 B= 40  
 A= 90  
 L= 80

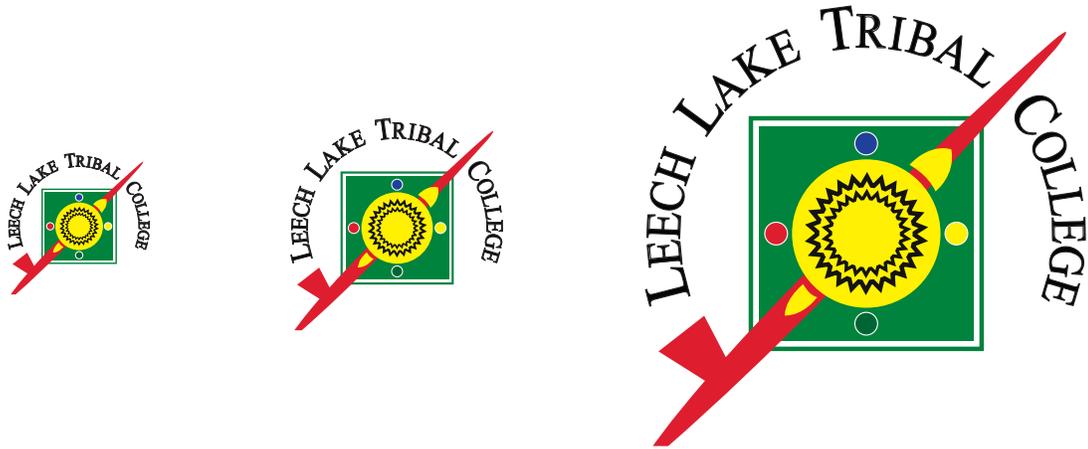
space 5= -11  
 space 6= -11  
 space 7= -11

C= 0  
 O= -25  
 L= 12  
 L= 12  
 E= 12  
 E= 12  
 G= 12

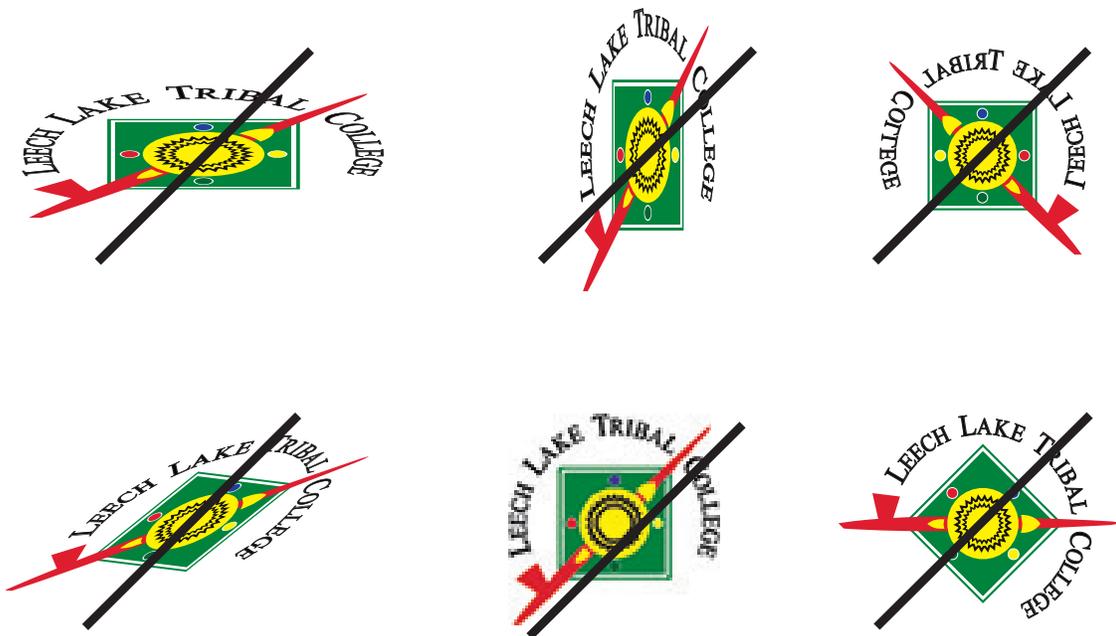
Inner sunburst, outer sunburst, turtle body, and text path are concentric circles.  
 The green square, white interior outline, and green outlines are concentric Squares.  
 The concentric circles and concentric squares all share the same center point.  
 The pipe, the turtle Head, & turtle Tail align/follow a 45° angle from bottom left corner of green square to the top right corner. The head points to 1:30 o'clock position and the tail points to the 7:30 position.

Diagram of LLTC logo Printed at 50% of original scale.





Scale logo proportionately, resolution for print 300 dpi, for web 72ppi, PowerPoint 96 ppi  
Do not scale a small logo up to a larger size, scale the next size larger logo down to your ideal size.



Do not stretch, flip, rotate, distort image, or use a pixelated/poor resolution image. Do not change position or color of the feet. Blue must be positioned at 90° north, red must be positioned at 180° west, dark green must be positioned at 270° south and yellow must be positioned at 0° east.  
If full color logo isn't compatible with the medium then use the single color logo. Changing the color or location of the feet changes the cultural significance and Anishinaabe meaning of the logo.



## LEECH LAKE TRIBAL COLLEGE FONTS:

### **LOGO FONT:**

Times New Roman with a stroke (2pt at 14")

### **OFFICIAL SERIF TYPEFACE:**

Times New Roman

### **SANS SERIF TYPEFACE:**

Segoe UI

### **TITLES, HEADERS, AND SUBHEADERS:**

Cocotte Alternate Typeface (Cocotte is a small caps sans serif display typeface good for attention catching titles, headers, and subheaders)

Segoe UI Typeface (Segoe UI is a humanist sans serif typeface that's approachable, open, friendly typeface, with good readability and no strong or distracting characters)

### **OFFICIAL BODY FONT:**

Segoe UI light

### **UNIQUE FONT:**

Papyrus

### **SCRIPT FONT:**

Allure

### **WEBSITE FONTS**

Raleway Typeface:

Titles, headers, subheaders, body type, emphasis type.

Open Sans bold:

Header menu



## FILE TYPES AND THEIR BEST USE.

### **JPEG**

Widely supported format that good for printing, transmitting, storing photographic images. It's a very versatile format for printing CMYK colors and displaying RBG colors. JPEG have small file sizes but enlargements may become pixelated. Not ideal for type, illustrations, or transparent backgrounds.

### **PNG**

Widely supported Web/RBG format that support transparency; great format for web, electronic displays, and PowerPoint slide shows. PNG does not support CMYK colors, thus not recommended for printing if color accuracy is of importance.

### **EPS**

Vector based format is good for printing high quality logos, graphics, and text. Format is scalable and great for enlargements. Printing business may request a vector based EPS format. EPS format does limit some advanced vector editing capabilities.

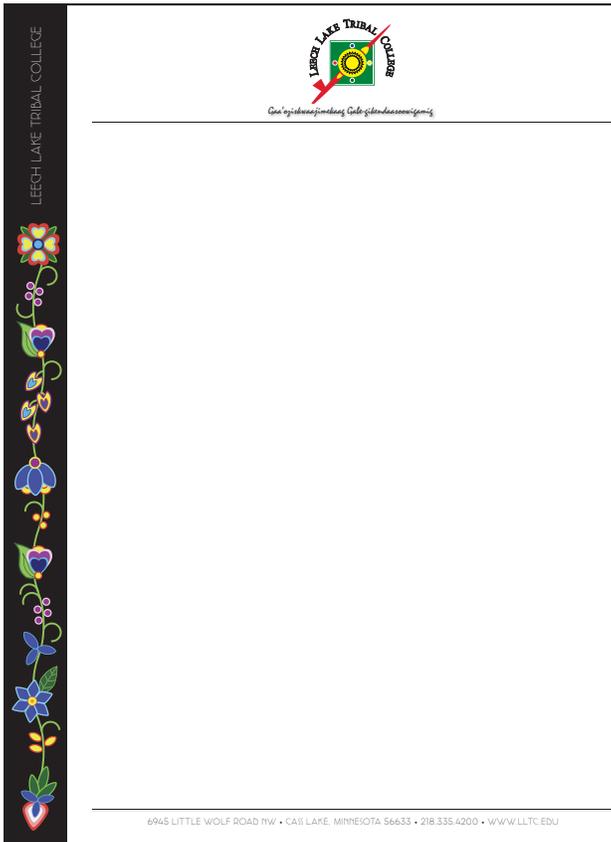
### **PDF**

Great for viewing, printing, transferring documents that include a combination of text and images and unique fonts. Content is non editable "read only" and designed to be shared across multiple computer platforms. Great for sharing newsletters and other multi-page documents that contain text and images.

### **AI**

The original file format for most vector graphics. The format preserves all advanced editing capabilities and has infinite resolution with vectors. File sizes are small but requires specific graphic design software to open, read, and/or edit the files.





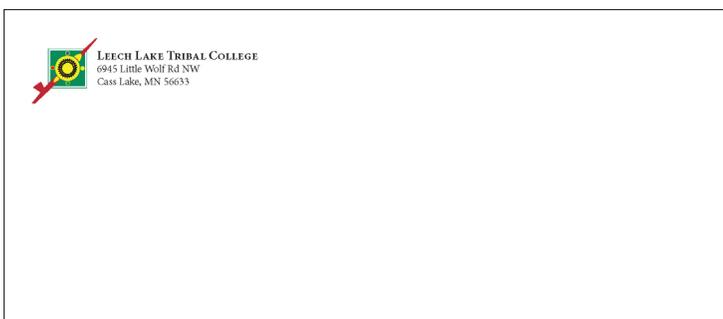
### OFFICIAL LLTC LETTERHEAD

Size: 8.5"x11"  
Full color  
Cocotte Alternate Ultra-Light  
Cocotte Alternate  
Allure (for Ojibwemowin)

Left Border:  
LLTC floral design on black background with white text  
"Leech Lake Tribal College and Department Name (when applicable)

Header:  
Logo centered Black line beneath it

Footer:  
Black line and address Phone Number and website.



### OFFICIAL LLTC ENVELOPE

Size: 9.5" x 4.125"  
Full Color  
Times New Roman Bold 12pt  
Times New Roman 10pt  
Symbol logo and address top left corner  
"6945 Little Wolf Rd NW  
Cass Lake, MN 56633"

Letterhead and envelope scaled to 40% of actual size



**BUSINESS CARD:**

Size: 3.5"x2"  
 Full Color  
 Typeface Segoe UI (Light, Regular, Bold)  
 Allure Script Font  
 LLTC full color logo

**BUSINESS CARD FRONT:**

LLTC Floral design on top border  
 LLTC Floral design with words "*Preserving culture through education*" as the bottom border. Allure Script font  
 Background yellow gradient

Full colored Logo with name on left side centered and web address beneath the logo.

Identification and contact information right side. Seoe UI typeface

First Name Last Name  
 Title/position  
 email first.last@lltc.edu  
 phone 123.456.7890  
 Optional contact info  
 Include the Address  
 6945 Little Wolf Road NW  
 Cass Lake, MN 56633



**BUSINESS CARD BACK:**

LLTC floral design on top border  
 Black Background  
 LLTC Ojibwe name in a Yellow gradient  
 Segoe UI Typeface  
 "Gaa'Oziskwaajimekagg Gabe-gikendaasowigamig"  
 Our Mission: centered Allure Font White  
 Mission statement centered Allure font White

Facebook and Twitter logos & info

