LECOM Logo Use Guidelines
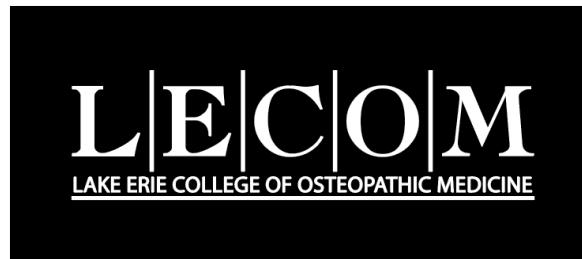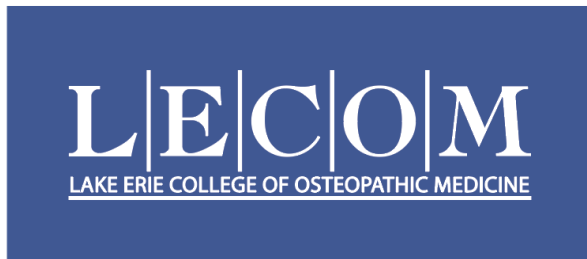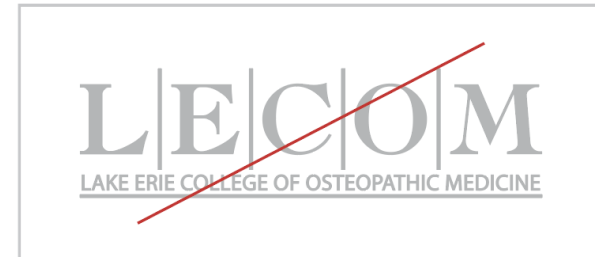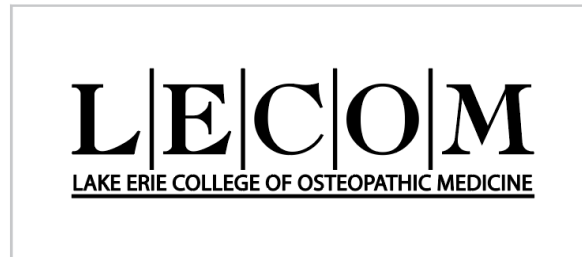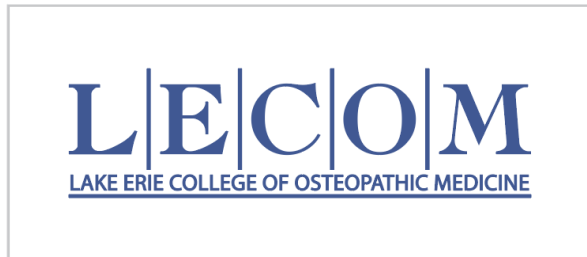
LECOM Logo Usage Guidelines

The LECOM logo is a visible representation of our brand. To ensure consistent usage across the institution, please use the LECOM logo in accordance with the following standards:

- Students may use the logos from these PowerPoint slides for presentations, research posters, and for designing mockups of student club/organization fundraising projects.
- Do not attempt to create your own LECOM logo or alter the logo in any way. All logos and variations of the logos (color, size, filetype) are created by the communications and marketing department.
- The use of the LECOM logo or any variations thereof (outside of the use of research posters), must be approved by the Institutional Director of Communications and Marketing prior to printing, distributing or selling any items.
- Logos are available in blue (preferred), black, and white – never alter the color of the logo. Choose the color that works best in context. For example, if the background resembles a shade of blue, use the white logo.

LECOM Logo Usage Guidelines – Available Logos

The LECOM logo is available in three versions, blue, black, and white. When reproducing the logo on white backgrounds, use the blue (preferred) or black style below. When reproducing the logo on a darker background, use a reversed, white version of the logo. **Do not** use a gray version of the logo on a white background.

LECOM Logo Usage Guidelines – What Not To Do

The LECOM logo must be used as it is sent and cannot be altered or styled in any way whatsoever.

The examples below are practices that should be avoided.

DON'T ALTER THE LOGO

DON'T SQUISH THE LOGO

DON'T CHANGE THE FONTS OR COLORS

DON'T REMOVE ELEMENTS

DON'T PLACE THE LOGO ON A SIMILAR COLOR BACKGROUND

DON'T STRETCH THE LOGO

DON'T ROTATE THE LOGO

DON'T ADD ANY KIND OF EFFECTS, I.E. DROP SHADOWS, STROKES, GRADIENTS, BEVELS, ETC., TO THE LOGO

LECOM Logo Usage Guidelines – Safe Space and Alignment

Blue indicates the logo safe space. The blue area must be kept free of competing text or other graphic elements. Grey padding indicates Safe Zone. The required logo safe space is defined by the width of the 'L' in LECOM.

Magenta indicates type and element alignment and boundaries.

LECOM Logo Usage Guidelines – Color

The LECOM Blue and LECOM Silver colors are based on the Pantone color matching system. This is a standardized color matching system, utilizing the Pantone numbering system for identifying colors. By standardizing the colors, different manufacturers in different locations can all reference a Pantone numbered color, making sure colors match without direct contact with one another. Conversions for digital (RGB), print (CMYK) and web (Hex & Web Safe) are listed. Please use the appropriate color for your desired application.

Primary Color - LECOM Blue
Pantone 287u
RGB: 0, 82, 155
CMYK: 99, 76, 8, 1
Hex: 00529b
Web Safe: 006699

Secondary Color - LECOM Silver
Pantone 877u
RGB: 167, 169, 172
CMYK: 36, 28, 27, 0
Hex: a7a9ac
Web Safe: 999999

LECOM Logo Usage Guidelines

The master brand logos on the following pages are in PNG format with transparency and can be used per the guidelines listed in this document. To obtain department or school specific logos or logos in a different filetype i.e. JPG, EPS, PDF, please contact the communications and marketing department.

LECOM Logo Usage Guidelines – Logos

Below is the single-color master brand LECOM logo in blue to be used on white backgrounds.

LECOM Logo Usage Guidelines – Logos

Below is the single-color master brand LECOM logo in black to be used on white backgrounds.

L|E|C|O|M
LAKE ERIE COLLEGE OF OSTEOPATHIC MEDICINE

LECOM Logo Usage Guidelines – Logos

Below is the single-color master brand LECOM logo in white to be used on solid-colored backgrounds.

LECOM Logo Usage Guidelines – Logos

Below is the single-color "Stacked" brand LECOM logo in blue to be used on white backgrounds.

LECOM Logo Usage Guidelines – Logos

Below is the single-color "stacked" brand LECOM logo in black to be used on white backgrounds.

L|E|C|O|M
LAKE ERIE COLLEGE
OF OSTEOPATHIC MEDICINE

LECOM Logo Usage Guidelines – Logos

Below is the single-color "stacked" brand LECOM logo in white to be used on solid-colored backgrounds.

LECOM Logo Usage Guidelines – Logos

Below is the multi-color "Shield" LECOM logo to be used on white backgrounds.

LECOM Logo Usage Guidelines – Contact Information

The official LECOM logos, "Lake Erie College of Osteopathic Medicine" wordmark and "LECOM" acronym mark, and any variations of these elements, are protected trademarks of the College and are on file with the United States Patent and Trademark Office. These logos are never allowed to be customized or altered in any way.

All materials using the LECOM logos and its variations must be approved by the Communications and Marketing Department prior to use.

For questions regarding this style guide, how to obtain logo files, proper logo usage and branding questions, please contact Matt Bresee in the LECOM Communications and Marketing Department at (814) 860-5125 or mbresee@lecom.edu.