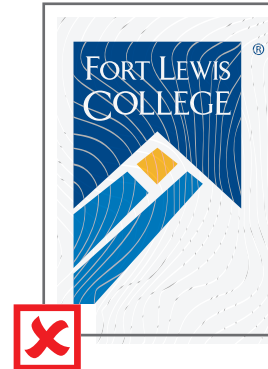
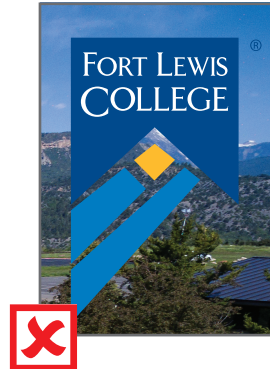
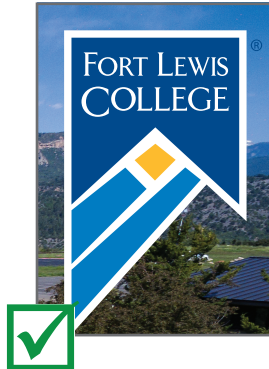


Fort Lewis College shield logo

Full-color shield logo usage



Full color logo should always be used with the white bounding shape behind.

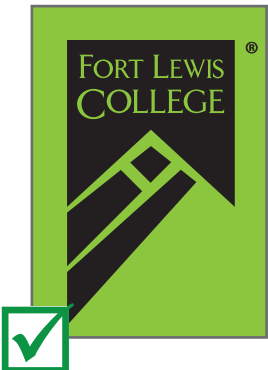
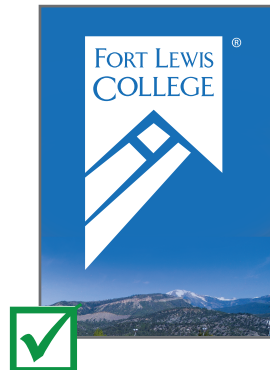
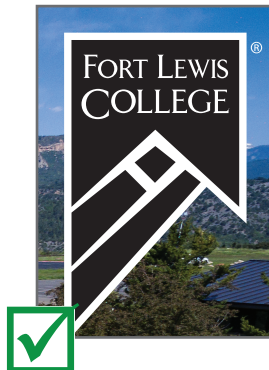
Do not use the full color logo over photos, graphics, or solid colors without the white bounding box.

Do not stretch or squish logo disproportionately altering the size.

Do not allow graphics or blending modes to overlap logo.

Do not alter the colors of the logo.

1-color black or white shield logo usage



1-color logo in black or white may be used to accommodate color scheme of piece when needed.

White logo without bounding box OK over solid part of the photo only.

1-color logo in black or white may be used on solid color background.

1-color in black or white should only fall in solid part of photo or graphic.

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Fort Lewis College full logo

Full-color full logo usage



Only use the FLC shield when accompanied with the full name of the college adjacent.



Fort Lewis College full logo may be used in conjunction with the Durango, Colorado tag line.



Do not alter the proportions of the wordmark to the FLC shield.



Do not use the FLC version of the shield without the full wordmark.



For a more compact logo option, choose the full shield logo instead.

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SWAG and events

Departments may request special wordmarks and designs that have particular specifications (social media profile, SWAG, 1 color versions, etc.) Graphics may be created internally by departments or with the help of Marketing & Communications to be used for giveaways, swag, and special events.

These elements are NOT ALLOWED as any official institutional identifier for Fort Lewis College or the department and as such the official Fort Lewis College logo should accompany the materials in these cases.

Below are examples where special branding is appropriate when accompanied with the official Fort Lewis College logo as part of the advertising materials. The Marketing & Communications department can help with these designs or take your designs into brand as time and capacity allows and will be decided on an individual basis. Please submit an Ignite request to get started.

Brand compliant swag Sometimes SWAG can easily be brought into brand compliance with the use of appropriate fonts and illustration styles.

START
TODAY FOR
TOMORROW'S
CAREER



"Fort Lewis College" and "FLC" are registered trademarks of the institution both in word and graphic.



Brand compliant signage and misc. identity



Special events and misc. swag can reach outside of the brand guidelines, however, any marketing materials created for these events like posters and handouts should include the Fort Lewis College name and or logo in an approved format. Any swag using the name of the college or any licensed or trademarked logo of FLC will need to be approved by Marketing & Communications so that the proper use of the ® and TM is compliant.



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Fort Lewis College academic and administrative wordmarks

All academic and administrative departments are encouraged to use the developed wordmarks provided by Marketing & Communications in all correspondence and branding opportunities that are specific to their department.

These may be used in any official capacity as it relates to email, newsletters, and SWAG (t-shirts, bags, mugs, keychains, etc.) as full color or one-color options.

Academic departments

[Department name] Alfa slab one

[Fort Lewis College] Univers thin 200 kern



Administrative departments

[Fort Lewis College] Univers thin 200 kern

[Department name] Alfa slab one



Special circumstances

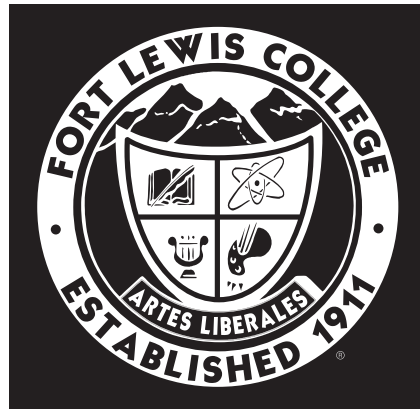
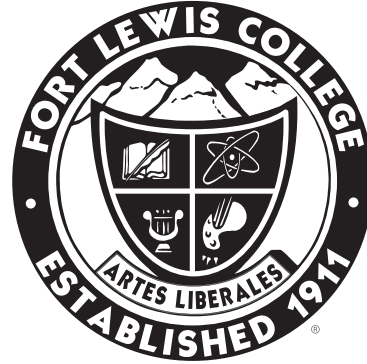
All departments and majors are encouraged to use the developed wordmarks provided by Marketing & Communications however, there are a number of established logos that have more of a collaboration with the college or been approved as official logos for the individual department, center, or program. Below is a comprehensive list of approved logos.



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Fort Lewis College academic seal

The academic seal is used primarily by the college by the administration in an official academic and institutional capacity. It may not be altered in any way. It may not be used without approval from Marketing & Communications.



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Fort Lewis College Athletics: Skyhawk logos

Skyhawk head is always accompanied with the TM



Skyhawk head and the word "Skyhawks" is always accompanied with the TM



"Fort Lewis" is always accompanied by TM. Although "Fort Lewis" is acceptable it is preferred that "college" is accompanied to designate it as a higher education institution.

OK



BEST



Any time the full name "Fort Lewis College" is used, the logo is accompanied with the [®]

OK



BETTER



BEST



Note that Marketing & Communications encourages the use of the full name of the college "Fort Lewis College" rather than "Fort Lewis" and the full location "Durango, Colorado" whenever possible as the most effective way to market the institution and it's location.

Although we have trademarked the name "Fort Lewis," and we can legally use it, we prefer that you use the full name "Fort Lewis College" so that we are not confused with the military fort located in Tacoma, Washington. Using the full name not only makes it obvious we are a degree awarding institution in higher education but also draws attention to our location in the Rocky Mountains of Colorado, and eliminates the confusion with the military fort.

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Fort Lewis College Athletics: Skyler illustration

The use of Skyler is encouraged in both academic and athletic spaces. There are two versions (so far) of Skyler. Both should have the TM.



When using Skyler on a solid background, be sure to have a white outline her.



Additional items both academic and athletic for Skyler to toss in the air may be requested by submitting a project request through ignite.

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