

# DESIGN AND PRINT RULES

Designing for print and digital is complex. If you are not a designer, you will save time by sending your print and digital design jobs to Visual Communications.

Go to [lakeforest.edu/design](http://lakeforest.edu/design) to start a job ticket for all design and print work.

Otherwise, please see below for some of the most important College brand and design rules to follow.

## THINK ABOUT THE END PRODUCT BEFORE YOU START

The "swish" shape is taken from the point of the bookmark.

• This is called a bleed; in printing, a bleed is when ink extends beyond (or bleeds over) the edge of where the paper is ultimately trimmed.

• When printing in your office, please **do not** use a bleed style. Instead, allow for a .25" ink-free border around the page content.

• Use the College fonts: **Avenir** and **Janson**. Ask LIT for help installing these fonts on Macs or PCs.

• Design elements like the bookmark and swish are optional. When using them, please refer to the brand book, for more ideas and guidelines, located at [lakeforest.edu/brand](http://lakeforest.edu/brand).

• Logos and other design tools can be found at [lakeforest.edu/FontsandLogos](http://lakeforest.edu/FontsandLogos).

This is the bookmark.

## Correct logo usage on black, white, or other color backgrounds:



LAKE FOREST COLLEGE



LAKE FOREST COLLEGE



LAKE FOREST COLLEGE



LAKE FOREST COLLEGE



LAKE FOREST COLLEGE



LAKE FOREST COLLEGE

## Incorrect logo usage:

Do not use the logo in a white box on a filled background.



Do not use the logo if it gets lost in the image.



Do not cut off the logo.



Do not stretch the logo.



Do not use a logo that is visibly blurry or pixelated.



25" blank border