GRAPHIC STANDARDS GUIDELINES

LCEC Graphic Standards Guidelines, July 2021

This document describes the Graphic Standards Guidelines and provides important information about trademark use, user support and branding. The standards will be expanded and updated from time to time. Please check with LCEC Public Relations to ensure you have the latest version.

Reproduction of these elements is prohibited, except by license or express permission of LCEC and in accordance with guidelines and graphic standards issued by LCEC.

When reproduced, trademarks should bear the TM mark except on LCEC stationery, LCEC advertising or print collateral, and where the design makes the inclusion of the mark impractical.

GRAPHIC STANDARDS MANAGEMENT

The LCEC Graphic Standards Guidelines is administered by LCEC Public Relations Department. LCEC Public Relations publishes, maintains and provides advice on graphic standards guidelines, in consultation with LCEC stakeholders. Questions regarding guidelines and policies, not including licensing queries, should be directed to that office, (239) 656-2204.

TECHNICAL SUPPORT

LCEC Graphics Services provides technical support for the LCEC Graphic Standards Guidelines, including electronic art files of trademarks for a variety of uses. Graphics Services also maintains electronic art files for some standardized applications using these LCEC trademarks, such as stationery, which are available for use by employees, departments and LCEC vendors. Please direct technical inquiries and questions regarding applications to that office, (239) 656-2122.

WHAT'S IN PRESENTATION-READY LOGO FILES?

These files are for use by anyone who electronically creates slide shows (comput-er projection, 35mm slides or overheads) using presentation programs such as MS PowerPointTM. Files are provided in all preferred formats, in color (RGB) and black & white, in sizes suitable for slide labeling.

PROVIDING FILES TO MEDIA AND PRODUCTION SUPPLIERS

Files can be downloaded from the Web site by your supplier, or can be sent elec-tronically as e-mail attachments (one attachment per e-mail recommended). Supplies that need special requirements or other information need to contact the Public Relations Department. dana.nicloy@lcec.net or 239-656-2122.

TRADEMARKS, COPYRIGHTS AND LICENSING

These standards have been developed for LCEC and its suppliers or licensees—such as designers, printers, manufacturers and media—authorized by the compa-ny to apply the trademarks to materials. The trademarks, graphics and other cre-ative products in these files are original work, and have not been intentionally copied from any other existing work, excepting those marks already owned or trademarked by the LCEC. Any similarities between these creative products and any other works are coincidental. Copyright to the work herein belongs to LCEC.

Identity elements contained in these Graphic Standards Guidelines—including the words "LCEC"and "LCEC, People. Power. Possibilities," all versions of the icon, and all versions of the signatures incorporating the words and designs —are trademarks of LCEC, and are registered or protected under the Trademark Act.

LCEC GRAPHIC STANDARDS

The LCEC Graphic Standards Guidelines has been organized in order to allow easy updating and expansion. Each area has its own folder on the network, and within each folder is a variety of ready-to-use electronic graphics files, as well as a written and illustrated Graphic Standards Guide in PDF format which can be reviewed on-screen, printed out, or distributed by e-mail. The Graphic Standards Program folders and their contents are current as of July 2021.

BRANDING

"Branding" is the often subliminal process by which a business employs marketing strategies to get people to easily remember their products and services over a com-petitors.

Use Branding to Increase Our Market Share
Branding has evolved over the years and has now become a common term used in business. Branding is essentially burning our company or Web site name or slogan into the minds of potential customers.

LCEC's branding includes our logo, color schemes, domain name, motto, tag line and image. It is important that the online and offline images of our company should be harmonious:

What is Branding and Why Do We Want It?
We get our brand across by projecting our personality - who we ARE - in every aspect of our business. What our Web page looks like, the wording, the inclusion of quotes or not, graphics, the way we handle our customers, how well we deliver prod-ucts, promises and services. It is our products and our style.

Corporate Name - LCEC (Lee County Electric Cooperative, Inc.)
Tag Line/Motto - People. Power. Possibilities.
Corporate Color - PMS 280 Blue
Icon - LCEC oval swash
Domain name - www.lcec.net
Corporate typeface - Helvetica Black

PMS
280 Blue
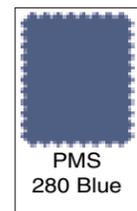
Helvetica Black
LCEC
(LCEC letters set st 200 Horizontal width)

VISUAL IDENTITY

These are the key elements of the Graphic Standards Guidelines, containing the LCEC identity elements, and guidelines:

• LCEC Logo (1-color, full-color and reverse) for restricted use.
• LCEC symbol (icon)
• Written and illustrated guidelines, including typography specifi-cations and color specifications, LCEC Graphic Standards Guidelines User Directory & Introduction

The following versions are acceptable use of the LCEC logo.

LCEC LOGO

LCEC STACKED LOGO

LCEC JUSTIFIED LOGO

WHAT'S IN PRINT-READY LOGO FILES?

These files are for professional use by graphic designers, desktop publishers and production specialists. They are for use in print, signage and other projects created in programs supporting EPS files (.eps). Commonly used applications software includes: Adobe InDesignTM, Adobe IllustratorTM, CorelDrawTM and Adobe PhotoShopTM. Files are provided in all preferred formats, in color (CYMK and/or spot), black & white, and reverse.

WHAT'S IN VIDEO & TV-READY LOGO FILES?

These files are for professional use by film and video editors, and production spe-cialists. They are for use in TV and video production.

WHAT'S IN WORD PROCESSING– READY LOGO FILES?

These files are for use by anyone who creates documents using word processing or spreadsheet programs such as MS WordTM or MS ExcelTM. Files are provided in all preferred formats, in color (RGB) and black & white, in sizes suitable for letterhead size documents. Ensure all program features are enabled, and follow application software instruc-tions for inserting graphics into the document from the selected file.

STATIONERY

The Stationery section provides examples of a standard suite of stationery and business papers available for use by any department. Custom stationery designs are not included in this module, but guidelines are provided for use of the LCEC visual identity as part of any non-standard stationery design. As of May 2021 release date, the Stationery module includes:
• Standard LCEC letterhead
• Standard LCEC envelope
• Standard LCEC business cards
• Standard LCEC mailing label
• LCEC note card
• Letterhead word processing templates
• Fax cover page and memo word processing templates

LCEC Letterhead

LCEC Business Cards

LCEC Mailing Label

LCEC Envelope

LCEC Note Card
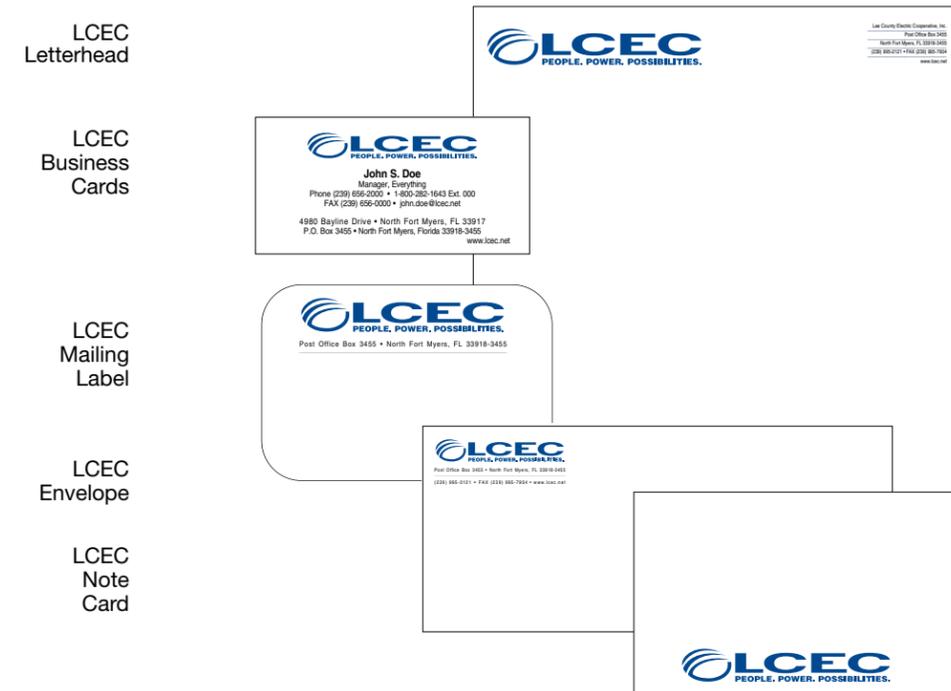
The following are UNACCEPTABLE uses of the LCEC logo.

SPECIAL PURPOSE GRAPHICS

LCEC provides an array of optional logo, graphic elements and designs available for use with our products and specific programs. Check for updates as needs change and new communication initiatives or new products are introduced. Graphics which are unique to specific departments may not be included. Please contact Public Relations for any logos that you do not find. As of the July 2006 release date, the Special Purpose Graphics module includes: