

Style Guide:
***The Soaring
Together*** Mark



Primary Mark: Color and Clear Space

The primary mark should only be shown in Lehigh brown or white.



Lehigh Brown

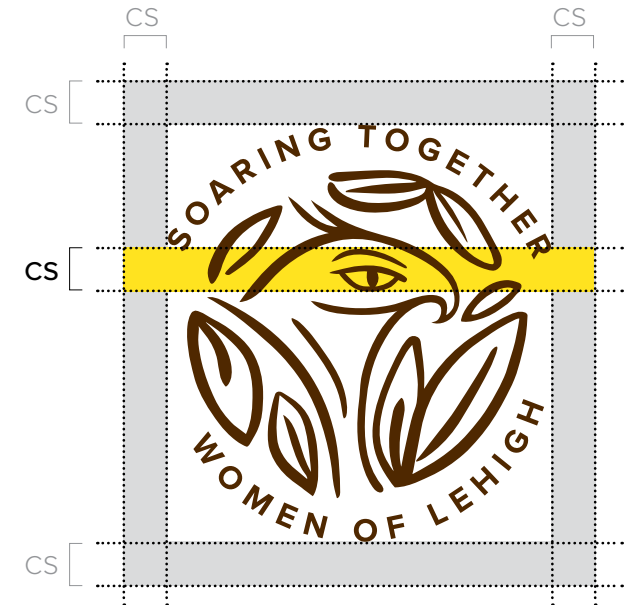
PANTONE 1545 C

CMYK: 20 76 100 70

HEX: 562100



Knock Out (White)



Clear Space

This is the minimum space that must be allowed around the outside of the mark.

Indicated by 'CS', the clear space is the distance between the bottom of the eye and the top of the eyebrow.

Please keep this space free of all graphic elements (such as text, images, photography and other marks and/ or logos) **and the outside edge of print and digital materials.**

Secondary Mark: Horizontal with Tagline

This secondary mark should only be shown in Lehigh brown or white.



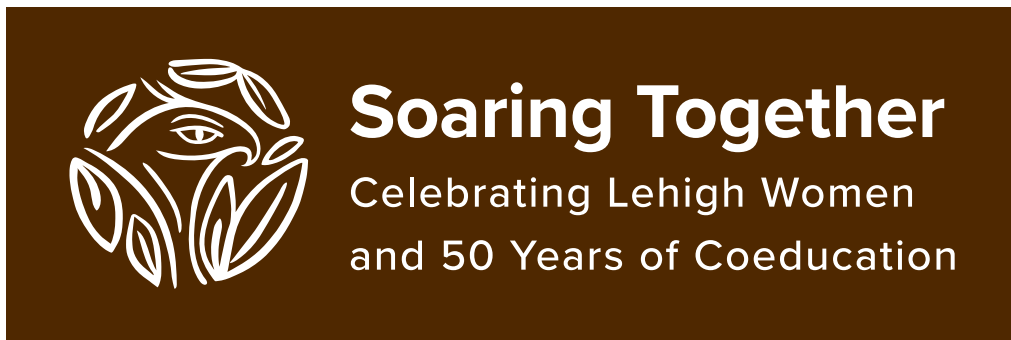
Soaring Together
Celebrating Lehigh Women
and 50 Years of Coeducation

Lehigh Brown

PANTONE 1545 C

CMYK: 20 76 100 70

HEX: 562100



Knock Out (White)



Clear Space

This is the minimum space that must be allowed around the outside of the mark.

Indicated by 'CS', the clear space is the distance between the bottom of the eye and the top of the eyebrow.

Please keep this space free of all graphic elements (such as text, images, photography and other marks and/ or logos) **and the outside edge of print and digital materials.**

Secondary Mark: Vertical with Tagline

This secondary mark should only be shown in Lehigh brown or white.



Soaring Together

Celebrating Lehigh Women and
50 Years of Coeducation

Lehigh Brown

PANTONE 1545 C

CMYK: 20 76 100 70

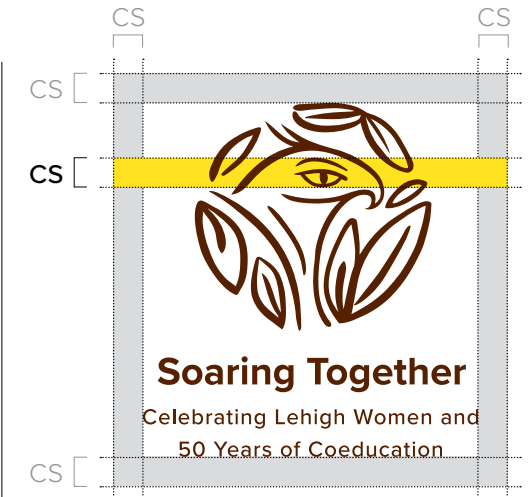
HEX: 562100



Soaring Together

Celebrating Lehigh Women and
50 Years of Coeducation

Knock Out (White)



Clear Space

This is the minimum space that must be allowed around the outside of the mark.

Indicated by 'CS', the clear space is the distance between the bottom of the eye and the top of the eyebrow.

Please keep this space free of all graphic elements (such as text, images, photography and other marks and/ or logos) **and the outside edge of print and digital materials.**

Primary and Secondary Marks: Minimum Size

To ensure their readability and legibility, the minimum size that the *Soaring Together* marks should be reproduced at is restricted as follows.

Primary Mark



Print applications

No smaller than 0.75 inches high—while preserving the mark’s proportions.

Digital applications

No smaller than 54 pixels high—while preserving the mark’s proportions.

Secondary Mark: Horizontal



Print applications

No smaller than 0.45 inches high—while preserving the mark’s proportions.

Digital applications

No smaller than 32 pixels high—while preserving the mark’s proportions.

Secondary Mark: Vertical



Print applications

No smaller than 1.15 inches high—while preserving the mark’s proportions.

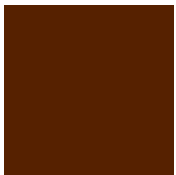
Digital applications

No smaller than 82 pixels high—while preserving the mark’s proportions.

Colors: The Extended Palette

This extended palette—derived from the official Lehigh visual identity guide—is for use in print and digital communications as alternate background colors for any Soaring Together print or digital project. It is not intended as an option to change the color of the logo.

Primary Palette

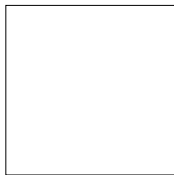


Lehigh Brown

PANTONE 1545 C

CMYK: 20 76 100 70

HEX: 562100



White

Extended Palette



TC

CMYK: 27 11 33 0

HEX: A7BA9A



TC

CMYK: 30 10 20 0

HEX: 9FB9B1



TC

CMYK: 0 15 31 4

HEX: E5C594

Colors: The Extended Palette In Use

The primary mark (in either white or brown) can sit in top of a circle shape in any of the colors from the Soaring Together color palette.



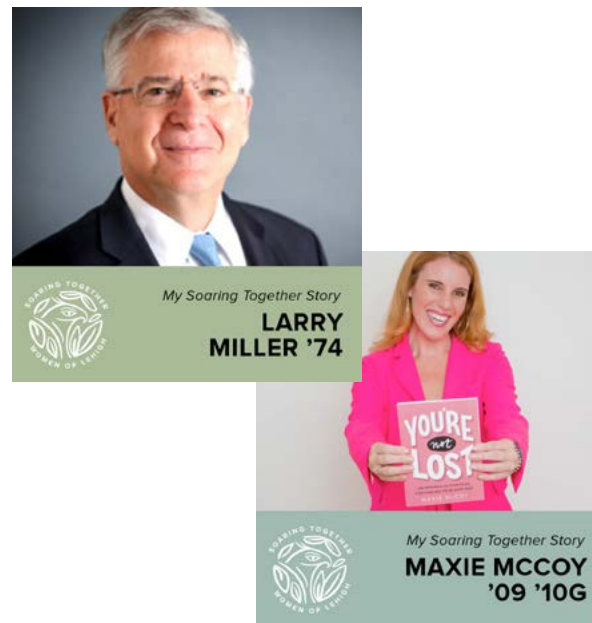
In Use: Social Media templates

These templates are for use in promoting 3 distinct types of content on social media. The first one is for Lehigh women profiles that include a high quality portrait image, the second one highlights “My Soaring Together” blog stories with supplied images and the last one promotes general news stories that cover an event or a program / initiative that is directly tied in to the Soaring Together celebration.

Instagram / Facebook featured women profiles



Instagram / Facebook “My Soaring Together” blog profiles



Instagram / Facebook non-profile news stories

