

BRANDING GUIDELINES

APPAREL & MERCHANDISE FONT USAGE

- Primary & Substitutionary Font Choices
- How and Where to get them
- Recommended Approaches to Font Use



BRANDING APPAREL & MERCHANDISE:

Primary & Substitutionary Font Choices

PRIMARY ADOBE FONTS

STOCKVILLE OBLIQUE JNL (REGULAR)

**LETTERS: ABCDEFGHIJKLMNOP
QRSTUVWXYZABCDEFGHI
JKLMNOPQRS
TUVWXYZ
NUMBERS & MORE:
0123456789!?\$%#&***

FACTORIA (ULTRA)

**Letters: ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstuvwxyz**

**Numbers & More:
0123456789!?\$%#&***

Installation of an Adobe Font

Stockville and **Factoria** are available to faculty, staff and students via the Adobe Creative Suite and Google Fonts.

Adobe Fonts Download Instructions

1. Visit **fonts.adobe.com** or access the Adobe Fonts site through the Creative Cloud app. *(Contact ITS with questions regarding your Adobe license and Creative Cloud access.)*
2. Search for the font in the search bar at the top of the page.
3. Click “**Add Family**” on the font card. *(You may be prompted to log in with your Adobe credentials.)*
4. After installation, the font will be available in your font options across your device, including Microsoft Office apps.

GOOGLE FONTS

Acceptable Substitutes when Stockville Oblique JNL or Factoria Ultra are inaccessible

SF COLLEGIATE BOLD

**LETTERS: ABCDEFGHIJKLMNOPQRSTU
VWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**NUMBERS & MORE:
0123456789!?\$%#&***

GRADUATE REGULAR

**LETTERS: ABCDEFGHIJKLMNOPQRSTU
VWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**NUMBERS & MORE:
0123456789!?\$%#&***

Installation of a Google Font

SF Collegiate and **Graduate** are available through Google Fonts.

Google Font Download Instructions

1. Visit **fonts.google.com**
2. Search for the font in the search bar at the top of the page.
3. Click it, and select “**Download family**”
4. This downloads a .zip file containing .ttf or .otf files. Extract the files, then right-click on them to install.
5. The fonts are then available for use in local applications like Word, Photoshop, or design software.

COLOR BREAKDOWN

Ensuring you are using color accurately is one of the easiest ways to protect the Lander brand identity. Color build systems – CMYK, RGB, HEX and Pantone (PMS) – help you achieve accurate color representation depending on whether you are working with print, digital screens or website designs.

- CMYK (Cyan, Magenta, Yellow, Key/Black): Used for printing applications.
- RGB (Red, Green, Blue): Used for digital screens, such as computers, phones or TVs.
- HEX (Hexadecimal): Used primarily for web and digital designs.
- Pantone (PMS): Standardized ink colors used in print and design across various materials.

PRIMARY PALETTE

Legacy Blue

PMS	661-C
CMYK	100, 81, 0, 13
RGB	0, 53, 153
WEB	003599



Medallion

PMS	3514 C
CMYK	0, 20, 100, 0
RGB	246, 184, 0
WEB	F6B800



Golden Claw

PMS	115-C
CMYK	0, 4, 88, 0
RGB	253, 219, 50
WEB	FDDB32

The Office of University Marketing and Communications can provide guidance on the appropriate color system to use with a print or digital project. Contact marcom@lander.edu with any questions.

RECOMMENDED APPROACHES TO FONT USE

When a more dynamic visual treatment is appropriate

STOCKVILLE OBLIQUE JNL

Step-by-step *suggested* guidelines: "ARCHED" font style.
Purpose: to ensure the words are clearly legible, proper kerning
between letters for spacing issues, and

LANDER

100% Original



LANDER

150% Non-uniform vertical upscale



LANDER

25% ARCH vertical fx



LANDER

BEARCATS

100% Original



BEARCATS

150% Non-uniform vertical upscale



BEARCATS

25% ARCH vertical fx



BEARCATS

LANDER
BEARCATS

FACTORIA ULTRA

*Although this font is not currently in the brand guidelines,
it is an acceptable/preferred font on apparel.*

LANDER

100% Original



LANDER

150% Non-uniform vertical upscale



LANDER

25% ARCH vertical fx



LANDER

BEARCATS

100% Original



BEARCATS

150% Non-uniform vertical upscale



BEARCATS

25% ARCH vertical fx



BEARCATS

LANDER
BEARCATS

Adobe Illustrator: Envelope Distort/make with mesh

RECOMMENDED APPROACHES

When a more dynamic visual treatment is appropriate

BEFORE Preferred font treatments



AFTER Preferred font treatments



Factoria Ultra

BEFORE Preferred font treatments



AFTER Preferred font treatments



Factoria Ultra



Stockville Oblique jnl



LANDER[®]
UNIVERSITY

THE **LANDER BLUEPRINT**

ABBREVIATED BRANDING
& STYLE GUIDELINES