Brand & Logo
Styleguide and Identity System

Updated January 2021
Communications, Advertising, Marketing, PR Council (CAMP)

We are all responsible for upholding our brand.
CAMP members are available to answer questions and give guidance on adhering to these standards. The council will review work periodically and update standards when necessary.

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Direct questions to your college CAMP member or contact:
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Why a styleguide?

The primary purpose of this Brand and Logo Styleguide is to provide direction and specifications for the use and presentation of the Lone Star College logo and branding elements. It also provides helpful marketing information.

The manual includes examples of how and how not to use the system’s logo and brand identity system in a variety of materials and situations. It is important that these standards are applied to all communications to create familiarity and maintain consistency and continuity.

When the system’s signature is treated consistently, it becomes the visual cornerstone that supports the Lone Star College message and identity across the entire organization and throughout its service area, in all college programs, services and activities.

For More Information

The LSC Marketing and Communications Office monitors and maintains the correct use of the LSC brand identity system, working closely with CAMP.

Note that while not all applications and usages can be depicted in any styleguide, it is important that users apply the Lone Star College brand system as closely as possible in print and electronic publications, specialty items, web, signage and advertising. Any deviations to this style should be discussed, and approved, in advance with the Lone Star College Marketing and Communications Office or the College Relations Department at your college.

If you have questions about this manual, use of the logo and other visual identification elements, please contact the Marketing and Communications Office.

To make a Marketing Services request, visit: LoneStar.edu/Marketing-Services-Request

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Introduction

A college’s brand identity is the most important element of its visual image. Because of its potential for credibility and influence, and the impression it has on the public, a brand identity can be considered the foundation of all marketing and communication efforts.

Our brand identity demonstrates Lone Star College’s commitment to quality, its staff, its public, and its goals. It must make a memorable impression, one that clearly communicates the system’s basic mission and philosophy and reflects its significance. A single, consistent message is key.

A brand is not:
• a name
• a logo
• a product
• a person
• a building
• an ad campaign

A logo isn’t a brand; it is a symbol that represents a brand. A brand is everything we do and say. A brand is an opinion that is formed through experiences, a reputation. We are all brand ambassadors cultivating the LSC reputation.

Some brand terms we like:
• Brand (noun) = our reputation, combined with our promise
• Brand Promise = modeling our core values in all that we do
• Brand (verb) = “branding” is the action of visually marking our material
• Logo = symbol used to represent one’s brand (may also be called “mark”)
• Brand Equity = the positive aspects our brand now represents
• Identity = what our brand represents, our reputation
• Brand Ambassador = You—your work directly impacts the brand.

A brand promise lives in all forms of written and verbal communication and at every touchpoint, both on and off campus, including but not limited to:
• How we answer the phone
• Public relations
• Promotional materials on campus
• Advertising and marketing
• Various communications platforms including print, digital/social, TV, radio and out of home (billboards).

LSC Brand Promise

The brand promise consists of core statements that direct the creative development of LSC advertising, publications, graphics, and other elements of the brand.

Vision

To help people advance their lives through learning

Positioning

To all who seek something better, Lone Star College is the source of opportunity that connects them to a better future

Personality

Approachable, inspiring, engaging

Affiliation

Smart people going places
Terminology: Naming

The official and correct way of writing Lone Star College names is as follows.

- Names are distinguished with a hyphen, with no spaces before or after.
- Spell out the entire name on first reference, LSC- is used in subsequent references.

Colleges
- Lone Star College-CyFair
- Lone Star College-Houston North
  - Lone Star College-Houston North Greenspoint
  - Lone Star College-Houston North Fallbrook
  - Lone Star College-Houston North Fairbanks
  - Lone Star College-Houston North Victory
- Lone Star College-Kingwood
- Lone Star College-Montgomery
- Lone Star College-North Harris
- Lone Star College-Tomball
- Lone Star College-University Park

University Centers
- Lone Star College-University Center at The Woodlands
- Lone Star College-University Center at University Park

Workforce Centers of Excellence
- CHI Lone Star College-North Harris School of Cosmetology
- Lone Star College-Construction and Skilled Trades Technology Center
- Lone Star College-Energy & Manufacturing Institute
- Lone Star College-Health Professions Building
- Lone Star College-Process Technology Center
- Lone Star College-Tomball Health Science Building
- Lone Star College-Transportation and Global Logistics Technology Center
- Lone Star College-Westway Park Technology Center

Centers
- Lone Star College-Atascocita Center
- Lone Star College-Conroe Center
- Lone Star College-Creekside Center
- Lone Star College-Cypress Center
- Lone Star College-East Aldine Center
- Lone Star College-EMCID Center

Lone Star Corporate College
Lone Star Corporate College is the designation given the system’s customized workforce training initiative. There is no hyphen in this name.

Lone Star College Foundation
The name is not hyphenated, but may be abbreviated as LSC Foundation.

System Office
Lone Star College has two System Office locations:
- Lone Star College-System Office, The Woodlands
- Lone Star College-System Office, University Park

Do not abbreviate system office as SO, SOTW or SOUP on any outgoing communications. The abbreviation for each location is LSC-System Office, The Woodlands and LSC-System Office, University Park.

The separate buildings at LSC-System Office, The Woodlands have names as well:
- Lone Star College, Woodlands Leadership Building
- Lone Star College, Star Building
- Lone Star Community Building
- Training and Development Center

Rooms in these buildings are numbered with the building initial: Example Room SB-220.

Also located at LSC-System Office, The Woodlands is the Lone Star Community Building. It has these separate rooms, along with other specific training rooms:
- Star of Texas Ballroom
- Flag Room
- Texan Room

The Training and Development Center at LSC-System Office, The Woodlands has the following rooms:
- Board Room
- Bluebonnet Room
- Yellow Rose Room
- Mockingbird Room
- Charles B. Stewart Room
- Sam Houston Room

Abbreviations of college and center names are acceptable for internal communications ONLY.
Our Logo

The Elements
Lone Star College’s logo incorporates two graphic elements, the Star of Tomorrow symbol and the logotype “Lone Star College.” The two elements combined must always be used together. The logo must appear prominently (generally, on the cover) of all materials published by LSC in print or electronic format.

The logotype “Lone Star College” is a customized type font that must always be used with the logo. It may not be replaced or represented by any other font.

Safe Space
A safe area around the logo must be preserved to give dignity to the logo and allow for maximum legibility. No elements such as typography, other logos or graphics may intrude upon this safe area.

In addition, placing the logo too close to a cut or folded edge also violates the safe area. The safe area should equal the size of the “LO” in “Lone Star,” and should be applied to all four sides of the logo in order to create a “box” of safe space.

Star of Tomorrow
The Star of Tomorrow symbolizes the many facets that make Lone Star Colleges truly unique sources of opportunity for our community.

The star, rather than being one solid stroke, is a collection of incomplete lines. Its structure echoes our forming students who are, themselves, works in progress. The open design of the star also represents our welcoming spirit to all seeking to improve their lives, while hinting at Lone Star College’s potential to grow with the community.

The arc dramatically bisecting the star illustrates our dynamic role in connecting students to the future by bridging the gap between education and employment as well as our ability to link students to our colleges through distance learning.

We feel the Star of Tomorrow reflects who we are, what we will become and our commitment to helping each student achieve a brighter tomorrow.

Colors
The LSC and Lone Star Corporate College logos can appear only in blue, white or black as shown.

The individual college and center logos can appear only in blue and red, or in blue (one-color), white or black. While “Lone Star College” must appear blue, white or black, the college or center name must appear in red for a two-color logo, or black or white in a one-color logo, as shown.

Logos are never used in tan or all red. (See page 16 for more on approved Lone Star College colors).

Logo Variations
The vertical logo is the primary LSC logo, however there are alternate versions available that can be used when a horizontal or extremely horizontal logo is the best choice for the space.

The “Extreme Horizontal” logo may be used for signage, promo items or in circumstances where the stacked horizontal or vertical logos will not work. The stacked horizontal and vertical logos are preferred, but extreme horizontal is permitted when deemed necessary. Consult System Office or a CAMP member at your college for more information.
Foundation Logo
The Lone Star College Foundation logo, representing a separate organization with close ties to LSC, is used in its unique colors, blue and copper (PMS 876). It may also appear in one color as solid blue, black or white.

Logos must be in the approved colors, on a simple, solid background.

Background colors for college publications and ads must be branded colors. When applying the logo to a specialty item or package without a branded color background, use the logo in approved colors that compliments the surface color.

Any deviation from these established uses must be approved in advance by the LSC Marketing and Communications Office.

Recommended minimum size for print

Recommended minimum size for Web

Architectural Signage
All architectural signage must be reviewed and approved by LSC Marketing and Communications in conjunction with LSC Facilities prior to production. Logos approved for building signage are only approved for this purpose.

For assistance in acquiring approvals for outdoor signage, please contact the LSC Marketing and Communications Office.

These uses of the logo are never allowed.
Logos must be in the approved colors, on a simple, solid background.

DO NOT:
• Change the color or fonts
• Add drop shadows
• Separate the elements
• Change logo to outlines
• Place logo over image or pattern
• Stretch or compress logo

Background colors for college publications and ads must be branded colors. When applying the logo to a specialty item or package without a branded color background, use the logo in approved colors that compliments the surface color.

Any deviation from these established uses must be approved in advance by the LSC Marketing and Communications Office.
Secondary Logos

Secondary Not Separate
Divisions, departments and academic programs should not have a separate logo because it dilutes brand consistency. However, a secondary Lone Star College logo can be created to link a program name to the logo.

Secondary logos must be created by the LSC Marketing and Communications Office or the College Relations Department at your college using the approved template.

Patches
The LSC logo or logotype cannot be used in program or departmental patches, such as those commonly used for health care, police, firefighter, or other related programs.

When patches are required for uniforms, an icon representing the industry or profession should be used. Patches require approval in advance by the College Relations Department at your college and the LSC Marketing and Communications Office.

Logos for Clubs and Student Organizations
Logos or other visual identification for college-sponsored clubs and organizations must be branded with correct use of the appropriate LSC logo. Clubs and organizations may not develop alternate logos for individual use. Logos for clubs and student organizations require approval in advance by the College Relations Department at your college and the LSC Marketing and Communications Office.

Special Occasion Logos
Any logo created for a special occasion must have prior approval by the LSC Marketing and Communications Office.

Web Address

LoneStar.edu

Our Web address is written as “LoneStar.edu,” with capital letters “L” and “S.” This helps our readers quickly read the url.

The Web address can be paired with the logo as shown, but is not necessary if the url is added elsewhere on the communication piece.

When placed under the logotype, the url should be set to Futura Book.

Address Lines
Whether using the vertical or horizontal logo, restrict the width of a return address to the width of the logo. Address lines (and all other information beneath the logo) should extend no wider than the logo. Center the address line beneath the logo, and position outside the “safe space.”
Mascots

College mascots may use varying styles of lettering for name designations. Mascots may not appear in close proximity to the Lone Star College logo.

When both elements are required for uniforms, hats, shirts, or specialty products, position the LSC logo away from the mascot, preferably on the reverse side of the uniform, hat, shirt or product. Please consult the College Relations Department at your college for any use of the college mascot.

LSC logo Texas treatment

The Texas treatment was created at the request of the chancellor’s office to visually demonstrate the location of LSC relative to the state and is used for outward-facing communications only.

This treatment is reserved for LSC-System Office use only at the request of the Chancellor’s Office. Any other requests must be approved by the LSC Marketing/Communications department prior to any use.

Examples of Usage

LSC logo Texas Treatment Approved Variations

Solid Blue
Solid White (Without circle)
Solid Black
Black Outline
Our Colors

Main Colors
These are the Lone Star College branded colors. Use these as the dominant colors on print and electronic publications and full-color advertising.

Secondary Colors

Our Colors

Main Colors
These are the Lone Star College branded colors. Use these as the dominate colors on print and electronic publications and full-color advertising.

Secondary Colors

Our Colors

Main Colors
These are the Lone Star College branded colors. Use these as the dominant colors on print and electronic publications and full-color advertising.

Secondary Colors

Our Colors

Main Colors
These are the Lone Star College branded colors. Use these as the dominate colors on print and electronic publications and full-color advertising.

Secondary Colors

Graphic Element: The Arc

• The arc must always be at the same direction as in our logo, going from lower left towards upper right.
• The size is flexible, depending on the specific design.
• The color should be in our approved color palette of red, blue, tan, black or white. It can also be a 20% – 80% tint of blue. However, do not use a tint of red, which appears pink.
• Limit use of the arc to one or two per page or spread.
• Avoid using other graphic elements, such as swirls, in our communications.
• Do not crop the arc. Use the full graphic.

Typography

Primary Fonts

Trajan Regular is a Primary LSC Font.
This font is only in all capital letters and is used for headlines. Large and small caps may be used.

Futura Bold is a Primary LSC Font.
This is used in upper and lowercase letters for headlines and subheads. Arial Black is an alternate font to be used when Futura Bold is not available.

Futura Book is a Primary LSC Font.
This is used in upper and lowercase letters for text on printed items. Futura is preferred over Arial. Arial Regular is an alternate font to be used when Futura Book is not available.

Secondary Font

Garamond is a Secondary LSC Font.
Use this serif font on large and text-heavy booklets and documents.
Email Headers (600x120px)

Division headers should have an LSC blue background with a red bar below. Headline must be 24 pt, Trajan font, left aligned, with the logo on the right. Sub-headlines are optional, but must be in 8pt Futura Bold.

Division name as the headline
Department names below with the horizontal LSC logo

Call to action as the headline
Department names below and a secondary logo

Department headers should have an LSC red background with a blue bar below. Headline must be in Trajan font, left aligned, and at 24 pt with the logo on the right. Sub-headlines are optional, but must be in 8pt Futura Bold.

Department name as the headline
Department names below with the horizontal LSC logo

Call to action as the headline
Department names below and a secondary logo

Signature Lines in Emails

To carry the name of the college to external audiences effectively and consistently, Lone Star College employees should use an appropriate email signature.

Other than the college logo, an email signature should not contain quotations, slogans or graphic elements including personal links, social media icons or background screens. However, internal graphic elements including The Academy, LSCFocus, etc. are acceptable to use.

Font used should be Arial, 10-12 pt. Use of a personal cell phone number is optional.

Out of Office Messages

It is a best practice to enable automatic email replies when you are out of the office, including the dates you will be away and the contact information of someone who can provide assistance in your absence.

Approved formats are below:

Personal Absence (vacation, illness, professional development, etc.)
Thank you for your message. I will be out of the office from November 2-3, 2020. For immediate assistance, please contact Jane Public at Jane.Q.Public@LoneStar.edu or 123.456.7890. Otherwise, I will respond to your email when I return.

John Doe
Lone Star College
LoneStar.edu

LSC Closure (holiday, inclement weather, etc.)
Thank you for your message. Lone Star College will be closed from March 15-21, 2021 for Spring Break. I will respond to your email when I return.

John Doe
Lone Star College
LoneStar.edu
Photography Style

Photography needs to be meaningful and aid your reader in better understanding your communication.

- Colors in the photos should complement our color palette, and should include red and/or blue when possible.
- Use full color photos when possible; black and white photos are also allowed.
- Avoid duotone images or other effects, such as posterization. Avoid images that feature other logos or brand names.

When using original photography of students and others on a Lone Star College campus, be sure to obtain a model release from the subjects.

The digital form is located at LoneStar.edu/Model-Release

Photographs that represent our diverse, vibrant student body are especially relevant. However, we don’t have to represent every single ethnicity in just one photo!

Right, the photo is too cluttered. There’s no focus, and there’s no emotion conveyed.

Below, the faces are large enough to see and connect with.

Generally, it’s best to use one to five people in a photo. If you must use a photo with multiple subjects, shoot for having no more than six faces in the shot and preferably fewer.

In limited usages, it’s OK to use a photo of a person that’s cutout, without a background. However, use of cutout photos should be approved in advance by the College Relations Department at your college or the LSC Marketing and Communications Office.
Photography Style

Many of the best cover designs use just one photograph. However, there are times when a few photos will work better. If so, it’s best to have one of the photos dominate.

It’s best to have one element on the cover dominate, to focus the reader’s attention.

Photography Style Images to Avoid

Avoid imagery that appears overly staged.
Avoid images that look outdated.
Avoid images that appear too abstract.
Avoid images with odd tangents.
Avoid busy imagery that’s difficult to read.

It’s important to choose photography that is clear and easy to read. Please use the guidelines below when choosing images.

Four equally-sized photos makes for a cover without any focus.

This cover has a clear focus, and the smaller photos add to the design.

The reader is grabbed by the dominant photo, then can notice the other smaller photos that add to the design.

Avoid photos that show backs to the camera.
Avoid imagery that appears overly staged.
Avoid images that look outdated.

This flyer uses two same-size photos, so that it lacks focus.
Family of Publications

All of our publications need to have a consistent look and feel. However, there is flexibility to produce communications that make good use of photography and type.

The following pages show examples of branded communications. These examples illustrate correct use of logos, colors, typography, the graphic arc and images.

Branding Resources

Marketing Resources Web Page
LoneStar.edu/Marketing-Resources

On the marketing resources page you will find approved creative assets, as well as logos, photo release forms and styleguides.

Marketing Intranet Site
Intranet.LoneStar.edu/Marketing

All logos, templates, promo items, and instructions for ordering business cards and name tags are available via the LSC Employee Intranet. To order stationery, visit the Marfield online stationery store at https://www.marfield.net/production/storefront/LoneStar/EntryMode.aspx

Questions? Ask Amy Bittner at Amy.Bittner@LoneStar.edu

Marketing and Communications Services
LoneStar.edu/Marketing-Communications

Visit the Marketing & Communications page for a full list of marketing services offered and to make a marketing request.
Get certified for a **High Demand Job!**

LoneStar.edu/Workforce
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Hello!

Welcome to the LSC Campaign Style Guide. We know introducing a new campaign can be scary - from fonts to colors, to what type of photos to use, but don’t worry. We designed this style guide as a blueprint for creating cohesive and consistent assets that fit this system-wide style.

We are here to support you and your efforts. If you ever have any concerns, questions, or suggestions, please feel free to contact any of our team members. Find us at LoneStar.edu/Marketing-Communications.
Tone & Feel

Our Voice
The way we communicate matters and our voice is not made up or artificial. It’s real, human and motivating.

We want to develop a trusting relationship with our students and community. Our messaging should be aspirational, clever when possible, but should always be helpful.

- Approachable
- Inspirational
- Conversational & Fun
- Personable & Genuine

LSC Commitment
We are committed to talking to our audience and listening to what they have to say.
Consider the length and size of your headline when using this font.

Gloss & Bloom - Best for short headlines
The use of this brush type font is to bring in a customized and authentic feel. When our audience sees our materials, we want them to feel as if someone hand wrote this message specifically for them.

If your headline is too long, consider shortening it down which makes it more consumable for our audience, or when designing, breaking it up and mix it with League Gothic.

When pairing, we suggest Gloss and Bloom be slightly larger and should come first. However, circumstances might require flipping the fonts and that’s ok.
Color Options

A few years ago we only had the LSC blue, red, and tan colors to work with. However, we have adopted new campaign colors to use on our student-facing assets. While all the colors are available to use, there are a few color options we suggest you use sparingly or not at all. Color contrast and recognizable color pairings are also things to consider.

Try to Avoid

- Christmas Colors
- Low Contrast / Valentine’s Day
- Fast Food Restaurant Colors

Texture

Texture Transparency

The grunge texture is used to create visual interest in the background. To avoid the texture being distracting, it should be set between 10-20%.

You can use your judgment when setting the transparency to the percentage that works best with your project.
Photography

Picking the right photos
People tend to scroll, glancing at images and stopping to read when something catches their eye. For photography in this campaign, we want to focus on faces and genuine/candid emotions as much as possible. However, this doesn’t mean you must only use people showing emotion, or that your photos must always include people. Not at all!

LSC students are from all walks of life, so be conscious about diversity when selecting photos. An image works best when there is some space around the subject to be able to crop the image as needed. Think about the orientation of the files that you’ll be creating (vertical, horizontal, square, etc.) and how you would create the color blocks.

Design Tip
When searching for photos to use, make sure they don’t look outdated. Consider haircuts, fashion/clothing, tech accessories, that categorically fall into certain time periods. We want our designs to reflect a clean, modern, and fresh look. Also, keep in mind the impact COVID-19 pandemic has when selecting photos. Be careful to not use large groups of people together whenever possible.

Above are examples of photos that look outdated.
Design Steps

Step 1
Select your photo thinking of how it relates to your message or what connection you want people to make. Remember to consider spacing around your subject.

Step 2
Place your photo in your artboard and consider the text placement. Try to have the subject reach the top edge to help when color blocking.

Step 3
While there are various ways to achieve this look, we used the pen tool in InDesign to trace the subject to create the "main color block."

Step 4
When your main color block is complete add the white texture at 10-20% transparency. Duplicate your main color block, it will help in creating the "secondary color block."

Step 5
At this point you should have two main color blocks. Create a rectangle at an angle for the secondary color block with the color you want to use. Select one main color block and the newly created secondary color block and select "Intersect" in the Pathfinder options.

Step 6
Add your message keeping the typography guidelines in mind and add a slight angle to the message boxes and add the logo.

Note
Tweaks will need to be made to fit the different artboard sizes.
Design Alternatives

Use the campaign fonts

If for any reason color blocking doesn’t work with the image you are using or the space available, you can skip the color blocks and use the fonts to bring in elements of our system-wide campaign.

Here are some design examples that either don’t feature people or don’t have color blocking, but still use typography to keep a consistent feel.