

LETHBRIDGE COLLEGIATE INSTITUTE

Brand Guidelines

LOGOTYPE



LCI Primary Logo
(Traditional)



LCI Primary
(Character)



LCI Alternative
Logo



Athletics
(Female)



Athletics
(Male)

TYPOGRAPHY

Decorative & Athletic

FRESHMAN

Headline

BEBAS NEUE

Body

Montserrat

Alternative Serif

Droid Serif

COLORS

LCI Green

PANTONE
350 C

RGB 44 82 52
HEX/HTML 2C5234
CMYK 80 21 79 64

LCI Gold

PANTONE
123 C

RGB 255 199 44
HEX/HTML FFC72C
CMYK 0 19 89 0

LCI Black

PANTONE
PROCESS BLACK C

RGB 39 37 31
HEX/HTML 27251F
CMYK 0 0 0 100