



LAKE CITY HIGH SCHOOL

Brand Identity Guidelines

2024

TABLE OF CONTENTS

3	Colors
4	Primary Logo
9	LC Monogram
10	Typography
11	Sport-Specific Logos
12	Tagline
13	Fight Song

COLORS

Navy, teal, grey, and dark grey are the four primary colors for Lake City High School. Black and white can be used when necessary, but should not replace any of these colors.

NAVY	TEAL	GREY	DARK GREY
CMYK 100, 90, 13, 68	CMYK 82, 4, 0, 53	CMYK 31, 22, 21, 0	CMYK 66, 52, 44, 17
RGB 4, 30, 66	RGB 22, 115, 120	RGB 178, 183, 187	RGB 93, 103, 112
#041e42	#167378	#b2b7bb	#5d6770
PMS 282 C	PMS 322		

PRIMARY LOGO

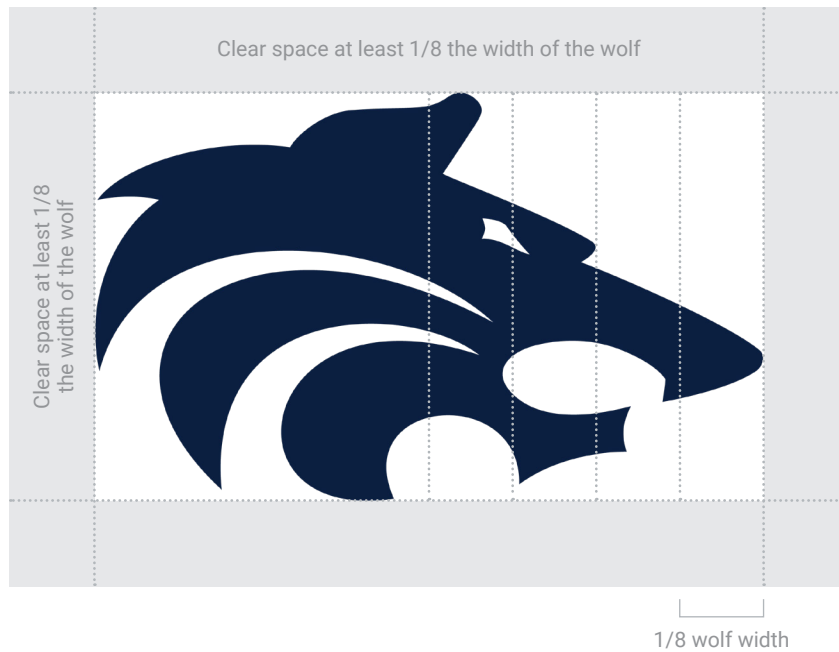
The Timberwolf is the primary logo for Lake City High School athletics.



LOGO SPACING AND SIZE

To maintain full legibility, ensure that the clear space is at least 1/8 the width of the wolf.

The smallest that the logo should appear is 0.5" in height.



LOGO USAGE - SOLID



Light Background



Dark Background



LOGO USAGE - OUTLINED



Light Background

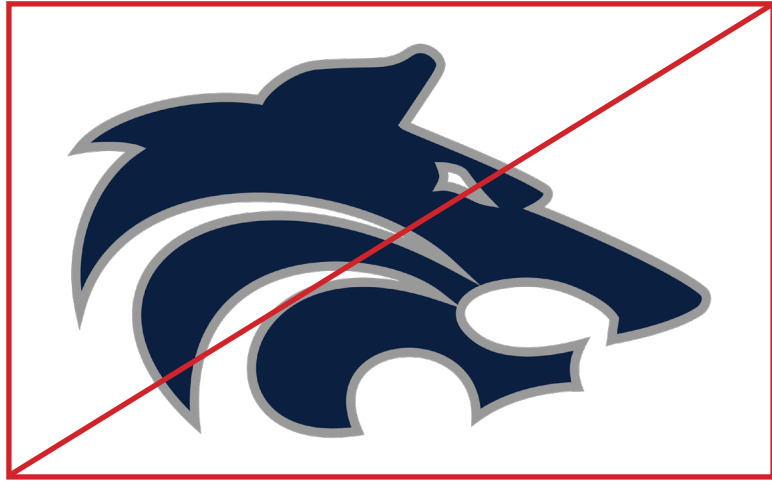


Dark Background



LOGO INCORRECT USAGE

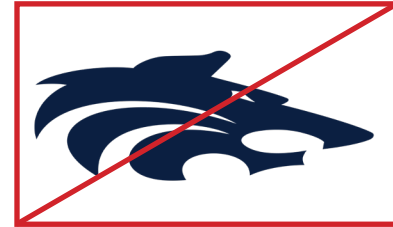
The outlined logo should always maintain the inner shape of the wolf head.



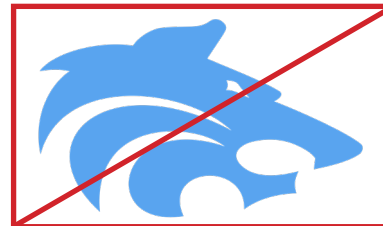
Correct Outlined Logo



Do not compress



Do not stretch



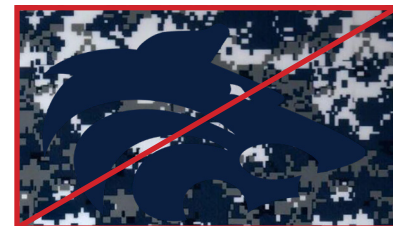
Do not modify the color



Do not add effects



Do not tilt



Do not place on a busy background

LC MONOGRAM

The LC Monogram is the secondary logo for Lake City High School athletics.



TYPOGRAPHY

The main typeface for Lake City Athletics is Roboto, which can be used in a variety of font styles.

Roboto Light
Roboto Light Italic

Roboto Regular
Roboto Italic

Roboto Medium
Roboto Italic

Roboto Bold
Roboto Bold Italic

Roboto Black
Roboto Black Italic



SPORT-SPECIFIC LOGOS

The sport-specific logos can be used with or without a stroke around Lake City, and in a variety of colors.

LAKE CITY
FOOTBALL

LAKE CITY
BOYS BASKETBALL

LAKE CITY
TRACK & FIELD

LAKE CITY
VOLLEYBALL

LAKE CITY
GIRLS BASKETBALL

LAKE CITY
GOLF

LAKE CITY
BOYS SOCCER

LAKE CITY
WRESTLING

LAKE CITY
TENNIS

LAKE CITY
GIRLS SOCCER

LAKE CITY
BASEBALL

LAKE CITY
BOYS LACROSSE

LAKE CITY
CROSS COUNTRY

LAKE CITY
SOFTBALL

LAKE CITY
GIRLS LACROSSE

TAGLINE



FIGHT SONG

***Fight on for ol' LC
Our Wolves Fight on to Victory
Howl, Navy, Silver, Teal
Our Timberwolves
Fight on and Win for ol' LC
Fight on to Victory
Fight on!
Repeat***

***L - C - H - S
Lake City Timberwolves Are Better Than The Rest
Repeat***



Lake City High School Athletics - Brand Identity Guidelines - Jan 2024