Lakeland Industries
Brand Standards Guide

What is the Brand Standards Guide?

This guide specifies the design and copy standards for Lakeland Industries brand assets. Its purpose is to provide instructions for all users to support and maintain consistent and accurate brand use for all communications and media. Our goal is to manage Lakeland's identity to the point that everything we create and send to clients, prospects, influencers and the media adheres to the standards defined here.

By creating and adhering to a standard for certain elements, such as color, typeface, and language, we remain consistent in our communications. As a result, our audiences grow to instantly recognize us, and we strengthen the Lakeland brand.

Elements of this Guide

Logos, Colors, Type Families, Registered Product Names

Lakeland®

Protect Your People®

Logo Usage

The Lakeland logo with and without the tagline are the company's official logos. They should be used in all marketing communication materials. Depending on the use of the logo, the logo with the tagline may vary. The logo without the tagline can be used when the available space is too small for the tagline to be legible.

The solid green leaf box is always to the left of the word" Lakeland".

The leaf box may be used as a "stand-alone" graphic on promotional items such as shirts, baseball caps, pens, etc.

If the tagline is used as a separate entity, it must always be accompanied with the Lakeland leaf box. The leaf box always is positioned on the left.

The leaf box may be used as a "stand-alone" graphic on promotional items such as shirts, baseball caps, pens, etc.

Improper Logo Usage

Never delete any elements of the logo.

Never add elements to the logo.

Never rearrange the components of the logo.

Never center the tagline.

Never distort the shape or proportions of the logo.

Never obscure the logo by adding elements or type over it.

Never change the logo colors.

Never add divisions or international locations to the logo.

Logo and Image File Downloads

You can download high resolution logo files and images from the following links.

Logos: http://www.lakeland.com/lakelandlogos/

Image Files: http://www.lakeland.com/gallery/album/view/

Colors

All Lakeland marketing communications must include only the colors designated below.

Lakeland Leaf "Green" Logo Color

To ensure that the Lakeland logo remains consistent across all mediums, the following outlines the color formulas specified for use in the logo.

Color Space	Formula
PMS (Coated or Uncoated)	Pantone® 355
CMYK (process, 4 color)	C = 91, M = 0, Y = 100, K = 0
RGB On-screen viewing	R–67, G–154, B–71
HTML Hex On-screen viewing	439A47

Lakeland Header Bars

Lakeland uses "header bars" at the top of our documents in order to quickly identify the products/division that are contained within the document. The header bars use colors to differentiate between the product divisions.

Examples of Header Bars

Product Group	Color Space	Formula
Limited Use (Disposable) and Chemical Protective Clothing, General Lakeland product catalogs	PMS (Coated or Uncoated)	Pantone® 355
	CMYK (process, 4 color)	C–91, M–0, Y–100, K–0
	RGB On-screen viewing	R–67, G–154, B–71
	HTML Hex On-screen	439A47
FR/Wovens	PMS (Coated or Uncoated)	Pantone® 1655
	CMYK (process, 4 color)	C–0, M–73, Y–98, K–0
	RGB On-screen viewing	R–202, G–95, B–39
	HTML Hex On-screen	CA5F27
Reflective (Hi-Visibility)	PMS (Coated or Uncoated)	Pantone® 396
	CMYK (process, 4 color)	C–10, M–0, Y–95, K–0
	RGB On-screen viewing	R–227, G–224, B–62
	HTML Hex On-screen	E3E03E
Hand and Arm Protection (Gloves)	PMS (Coated or Uncoated)	Pantone® 3005
	CMYK (process, 4 color)	C–100, M–31, Y–0, K–0
	RGB On-screen viewing	R–0, G–119, B–200
	HTML Hex On-screen	0077C8
Lakeland Fire	PMS (Coated or Uncoated)	Pantone® 711
	CMYK (process, 4 color)	C–0, M–97, Y–75, K–0
	RGB On-screen viewing	R–193, G–50, B–58
	HTML Hex On-screen	C1323A
CleanMax® Cleanroom	PMS (Coated or Uncoated)	Pantone® 3258
	CMYK (process, 4 color)	C–58, M–0, Y–36, K–0
	RGB On-screen viewing	R–193, G–50, B–58
	HTML Hex On-screen	65c5b4

Type Families

A "typeface" is defined as a set of one or more fonts. For example, Helvetica is a typeface. A typeface contains letters, numerals and punctuation marks. It can also contain other elements, such as symbols. A "font" is the specific size and style of a typeface, for example, Myriad Pro Bold, 10 pt.

Lakeland adheres to the following type families for printed marketing communications materials. Please choose from these families when creating materials.

Myriad Pro

Use this type family for all Lakeland documents. Myriad's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provide a generous creative palette for even the most demanding display typography. Myriad Pro translates well from print to screen documents, in large and small point sizes, and supports a wide variety of languages.

Myriad Pro Regular	This sentence is sample text.
Myriad Pro Regular Italic	*This sentence is sample text.*
Myriad Pro Semibold	**This sentence is sample text.**
Myriad Pro Semibold Italic	***This sentence is sample text.***
Myriad Pro Bold	**This sentence is sample text.**
Myriad Pro Bold Italic	***This sentence is sample text.***
Myriad Pro Black	**This sentence is sample text.**
Myriad Pro Black Italic	***This sentence is sample text.***
Myriad Pro Regular Condensed	This sentence is sample text.
Myriad Pro Regular Condensed Italic	*This sentence is sample text.*
Myriad Pro Semibold Condensed	**This sentence is sample text.**
Myriad Pro Semibold Condensed Italic	***This sentence is sample text.***
Myriad Pro Bold Condensed	**This sentence is sample text.**
Myriad Pro Bold Condensed Italic	***This sentence is sample text.***
Myriad Pro Black Condensed	**This sentence is sample text.**

Myriad Pro is also used for all Lakeland product names. You may choose to use Myriad Pro Regular or Myriad Pro Bold for these names. Examples are below.

MicroMax®   **MicroMax®**
ChemMax®   **ChemMax®**
Pyrolon® Plus 2   **Pyrolon® Plus 2**

Minion Pro Regular

Use this font for the tagline "Protect Your People™". The tagline must always be followed by the registered trademark **®** symbol.

Minion Pro Regular   Protect Your People®

Lakeland Registered Product Names

Lakeland has registered the following product names.

TomTex®

ZoneGard®

MicroMax®

MicroMax® NS

CleanMax®

ChemMax®

Interceptor® Plus

NitrileGard®

Fyrban®

DesPro®

Chemesol®

MicroGard®

Enhand-CR®

Neosol®

Nitrosol®

Natrasol®

Lakeland Trademarked Product Names

Lakeland has trademarked the following product names.

SafeGard™

Pyrolon™

Stealth™

LazerMax™

Battalion™

Attack™

Black Ops™

Smoke Jumper™

911 Series™

Brushmaster™

B2™

B1™

Push-fit™

Static Sorb™

Arc X™

SpiderGrip™

Letter/Character Spacing

There is a letter space between product names and product designations, examples below.

Do not run the characters together as one word.

MicroMax® NS
ChemMax® 4 Plus