Brand Guidelines Understanding, using and promoting our image.

LONG BEACH
CITY COLLEGE

An Introduction to the
Long Beach City College
Brand Guidelines

The Long Beach City College Brand is more than a Logo. It is a collection of important elements that create a unified image, tone and voice whenever we reach out to our diverse community. It not only shows school pride, but also sets us apart from other institutions. Which in turn, helps us excel in admissions, recruiting, fund raising and other areas.

This Brand was carefully developed by graphic design professionals, and is one of our most important and valuable assets. You are the keeper of the Brand. By following all of the guidelines in this book, you will help protect and strengthen Long Beach City College. In the pages that follow, you will learn how to use various elements of our Brand correctly. If you should have any questions about these procedures, please do not hesitate to contact Long Beach City College's Office of Community Relations and Marketing at (562) 938-4846.

Table of Contents

Logo

The Logo is the sole identifier for Long Beach City College. In the next few pages you will find guidelines on how to use this identifier with proper spacing, color, and other branding elements such as department identifiers and taglines.

Preferred Logo (Vertical Format)

Alternate Logo (Horizontal Format)

Incorrect Logo Usage

To maintain brand consistency, the proportions of the Logo should never be modified or distorted. In some special instances the Logo Mark may be used alone. Please contact Long Beach City College's Office of Community Relations and Marketing at (562) 938-4846 for more information.

Samples of Incorrect (Non-proportional) Scaling (Vertical Format)

Samples of Incorrect (Non-proportional) Scaling (Horizontal Format)

Approved Color Usage

• Two-color – Pantone® 485 *(red)* and Process Black

• One-color – Pantone® 485 *(red)* or Process Black

• Two-color Logo with reversed text –
  "Logo Symbol" in Pantone® 485,
  "Logo Type" always white
  (see "Red and Black Logo on Black Background" below for specific guidelines).

• Reversed – White reverse from a dark background
  (see reversed Logo sample for specific guidelines)

Two-Color Logo

PMS 485

Process Black

Four-Color Process Logo

C0-M97-Y100-K0

C0-M0-Y0-K-100

Red and Black Logo on Black Background

A specific Two Color Logo with a White outline has been created for use on a black background. In this case the "Long Beach City College" name is always white.
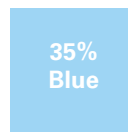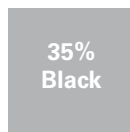
One-Color Logo

C0-M0-Y0-K100
(Black Only)

PMS 485

Reversed Logo

Solid Black

35% Black Minimum Density

To properly support the Long Beach City College Logo in its reversed state, the background must match a visual density of 35% black.

35%
Black

35%
Blue

Note how the denser black appears darker at 35% compared to the blue. In order for us to match the blue density to the 35% black density, we need to increase the percentage of blue.

35%
Black

55%
Blue
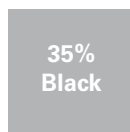
The 55% blue matches the density of the 35% black and supports the reversed lettering sufficiently

Unit of Measure

In order to establish a consistent "Unit of Measure," the letter "E" in the Logotype "City College" is used to determine distance for all measurements. See below for the method of finding the "Unit of Measure."

Logo Elements and Unit of Measure

Logo Symbol

Logo Type

LONG BEACH
CITY COLLEGE™

Unit of Measure = The Letter "E" in "City College"

This guide will use the "E" in the Logotype "City College" as the "Unit of Measure" for all guidelines pertaining to "Distance." Guidelines will either reference the WIDTH of the "E" or the HEIGHT of the "E" for all measurements.

Logo Minimum Clear Space

To create maximum impact, the Logo requires specific clear space around all sides. This clear space should be free of imagery, graphics, folds or any other element that may interfere with the clarity of the brand. To find the Minimum Clear Space for the Logo, use the letter "E" in the name "City College" after you scaled the Logo to the size you intend to use for reproduction.

Vertical Logo

Logo requires a Minimum Clear Space equal to 3x the Height of the "E" in City College.

(Minimum Clear Space)

Horizontal Logo

(Minimum Clear Space)

Department Logo

Branding is about creating one voice/one face, therefore, varying identities is not only counter to our objectives, but is also confusing for the public. Each group is represented with placement of its name in a specified body of type beneath the Logo as shown on the following page.

Specific colleges, schools, departments and offices should not print individual "Logos" in lieu of, or in addition to, the Long Beach City College Logo with Departmental Name described below.
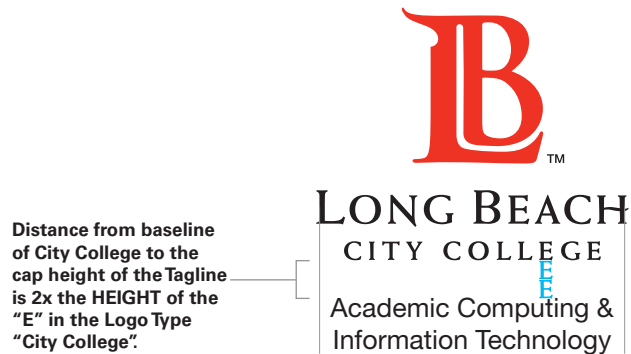
The Office of Community Relations and Marketing must approve all versions of the logo created for Long Beach City College entities, and can create a color logo for you upon request when appropriate. Please contact them at (562) 938-4648.

Department Logo Usage

Department Name Usage Do's and Dont's:

• In standard capitalization only

• Should never appear smaller than 7 point, nor extend beyond the line length of "Long Beach"

• Alignment is centered to "Long Beach"

• Only use Helvetica Neue with Kerning and Tracking set to ZERO and Leading set to AUTO. Do Not Apply Custom Kerning or Tracking Values when typesetting the Department Name.

• Prints only in Black

Departmental Name Added to Vertical Logo

Distance from baseline of City College to the cap height of the Tagline is 2x the HEIGHT of the "E" in the Logo Type "City College".

LONG BEACH
C I T Y   C O L L E G E
Academic Computing &
Information Technology

Department names should be the same size as the letter "E" in "City College". Department names should not extend beyond the "L" and the "H" in "Long Beach". If the department name extends beyond the "L" and the "H" in "Long Beach" than a line break should occur in the name with the leading set to "Auto".

Horizontal Logo with Department Name

LONG BEACH
C I T Y   C O L L E G E
Academic Computing &
Information Technology

Minimum Reproduction Size

A minimum size has been established to maintain detail and legibility. The Logotype should never be less than .75" and when using the Logo with the Tagline or Department Name, the Logotype should never be less than 1 inch.

Minimum Logo Size

3/4 (.75)"
Minimum Width
for Vertical Logo

3/4 (.75)"
Minimum Width
for Vertical Logo

Brand Colors

Below are the approved colors for the Long Beach City College Brand. PMS 485 is the Red, and should be used as the source for all color matching. Process Black should be used as the source when matching the black. The CMYK equivalents for the PMS colors are indicated below.

Approved Colors

PMS Colors

PMS 485

Process Black

CMYK Equivalents

Red
C0-M97-Y100-K0

Black
C0-M0-Y-K100

Brand Secondary Colors

The following Pantone colors are a complementary palette to enhance the approved Pantone 485 and Process Black colors. Consistent use of these secondary colors will provide a strong and unified Long Beach City College Brand image.
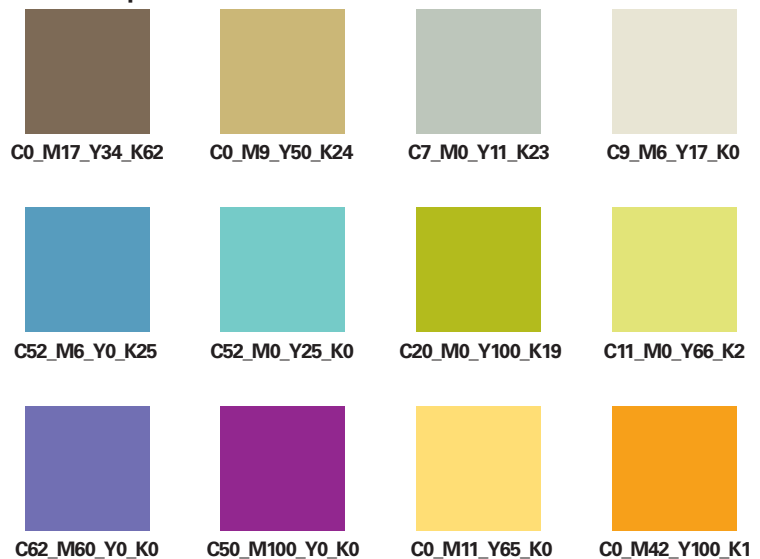
Approved Secondary Colors

PMS Colors

Warm Gray 11	PMS 4515	PMS 5645	PMS 454
PMS 549	PMS 7472	PMS 383	Process 585
PMS 2665	PMS 254	PMS 128	PMS 138

Approved Secondary Colors

CMYK Equivalents

C0_M17_Y34_K62	C0_M9_Y50_K24	C7_M0_Y11_K23	C9_M6_Y17_K0
C52_M6_Y0_K25	C52_M0_Y25_K0	C20_M0_Y100_K19	C11_M0_Y66_K2
C62_M60_Y0_K0	C50_M100_Y0_K0	C0_M11_Y65_K0	C0_M42_Y100_K1

Brand Fonts

The Long Beach City College Brand includes the use of complementary typefaces. Using any weight of and italicizing the following font families is approved.

Helvetica Neue LT STD

Helvetica Neue Fonts are primarily used for headlines, text, subheads and graphic elements for more informal print pieces (collateral, advertising, etc.).

Helvetica Neue LT STD Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT STD Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT STD Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond

Adobe Garamond Fonts are primarily used for headlines, text, subheads and graphic elements for more formal collateral pieces (i.e. invitations, letters, etc.) and can be used in combination with Adobe Helvetica Neue Fonts.

Adobe Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Substituting Fonts

When using programs in which approved fonts are not available (word processing programs or other non-graphic computer programs), Times can be used to substitute Adobe Garamond and Arial can be used to substitute Helvetica Neue.

Arial True Type Mono (Web Font)

Due to limitations in end-user configurations, Arial is the recommended font for both HTML headlines and text. All other approved fonts may be used in graphic form.

Additional notes on Arial. There are multiple font foundries who all have their own version of Arial. The version below is from the MonoType Typography font foundry. Your computer might not have this exact version though it should be very similar.

Arial True Type Mono Typography Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial True Type Mono Typography Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial True Type Mono Typography Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial True Type Mono Typography Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weiss STD

Weiss STD Bold is used for the Long Beach City College Logotype.

Weiss STD Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Positioning Statement Introduction

The Positioning Statement should quickly and concisely say who you are, and what you want to be known for. It should help to position you competitively with differentiating qualities.

The audience for this statement is not just prospective and current students; it's also members of the business community, employees, alumni, donors, and others.

LBCC's Positioning Statement is a platform that has a range of applications.

Positioning Statement Usage:

• May appear at the end of all press releases;
• Be included in speeches by the President and others;
• Be used to describe LBCC in college listings;
• Be included in collateral such as LBCC's college catalog and class schedule.

Positioning Statement

Long Beach City College educates students to reach their personal and professional goals by providing rewarding career pathways. By offering exceptional value and support, it also engages our diverse community with outstanding programs, and empowers graduates to strengthen our economy and community.
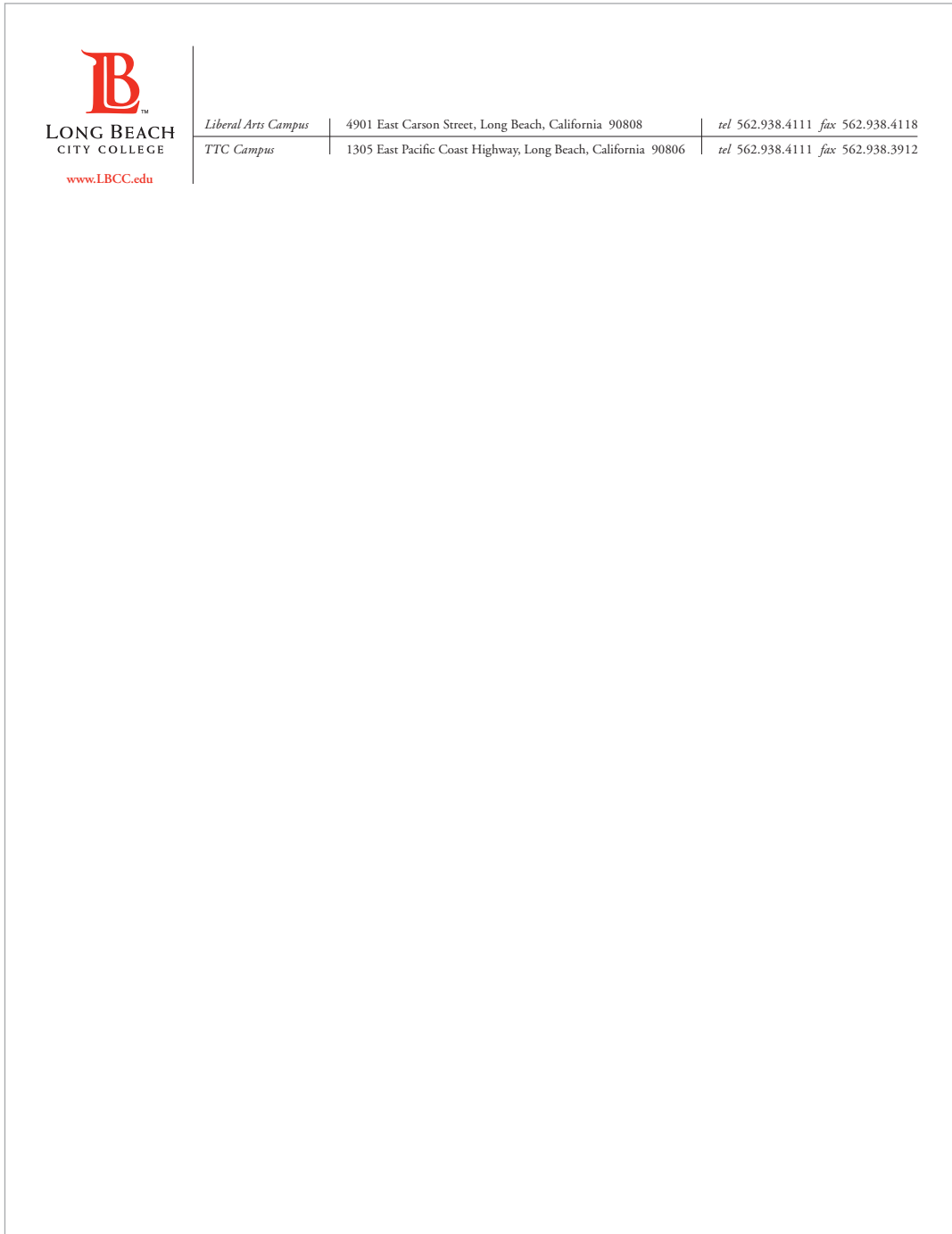
Stationery

Long Beach City College will continue to promote its brand in a professional manner through its Stationery Collection, which includes Letterhead, Business Envelopes, Business Cards, and a Facsimile Template. Business Cards are the only item within the Stationery Collection that will have an opportunity to be customized with the individual's name and title only.

Paper Recommendation

The Classic Crest® Avon Brilliant White is recommended for Long Beach City College stationery. The various weights and finishes can also be used for collateral such as folders, brochures, note cards, formal invitations and programs.
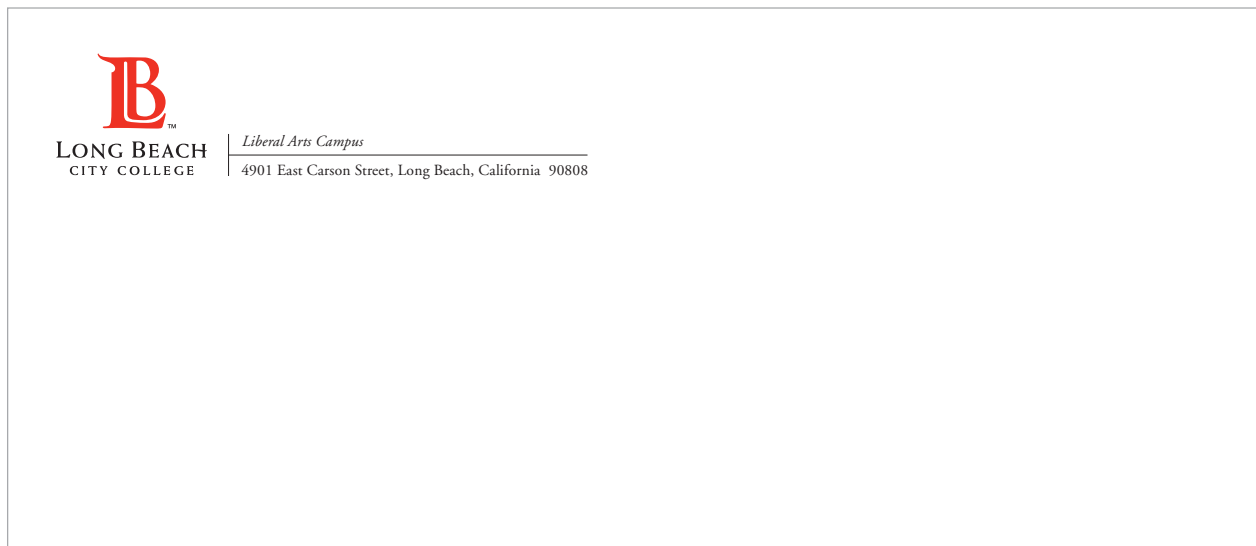
Stationery Templates

LB
LONG BEACH
CITY COLLEGE
www.LBCC.edu

| *Liberal Arts Campus* | 4901 East Carson Street, Long Beach, California 90808 | *tel* 562.938.4111 *fax* 562.938.4118 |
| *TTC Campus* | 1305 East Pacific Coast Highway, Long Beach, California 90806 | *tel* 562.938.4111 *fax* 562.938.3912 |

Letterhead

Stationery Templates

LB
LONG BEACH
CITY COLLEGE

www.LBCC.edu

Name (8.5pt)
Title (7.5pt Italic)
Department (7.5pt Italic

Liberal Arts Campus
4901 East Carson Street
Long Beach, California 90808
tel 562.938.4111
fax 562.938.4118
email jdoe@lbcc.edu

Business Card

LB
LONG BEACH
CITY COLLEGE

Liberal Arts Campus
4901 East Carson Street, Long Beach, California 90808

#10 Envelope

Web Templates

The Long Beach City College has a uniform look for its entire Web Site. All departments must use the same approved Template for every Web Page. PAM will the approved Template to individuals who have completed the Web development workshop. Please e-mail *cchuu@lbcc.edu* for more information.

Web Template
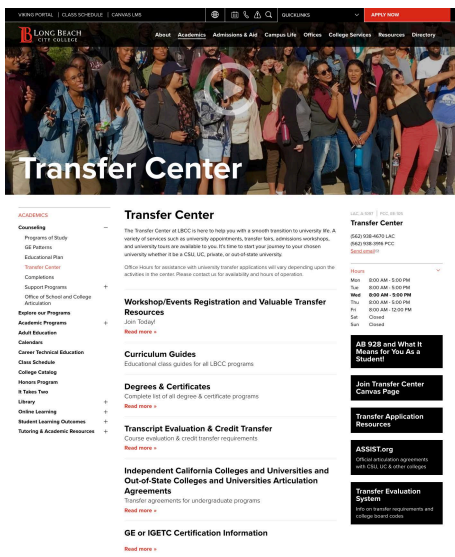
1 column with pods on the right-hand side
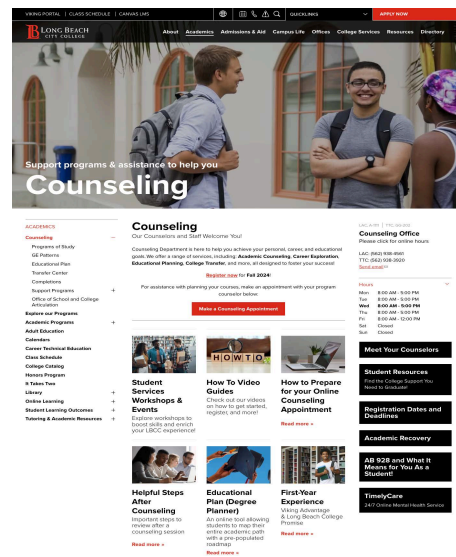
3 columns with pods on the right-hand side


Department Template

Promotional Usage Introduction

Long Beach City College T-shirts, Hats, Mugs and other Promotional Usage items should properly implement the Long Beach City College Logo in order to make our institution stand out in the marketplace, attract new students and reconnect with alumni. This simple graphic emblem creates energy and excitement. It represents the pride and strength of Long Beach City College.

Promotional Usage Student T-shirt

The approved colors for Long Beach City College T-shirts are red, black, grey and white. The Logo is on the front left and the word "Vikings" on the upper back (optional).

Student T-shirt

Front with Reversed Logo

Back with Optional Printing
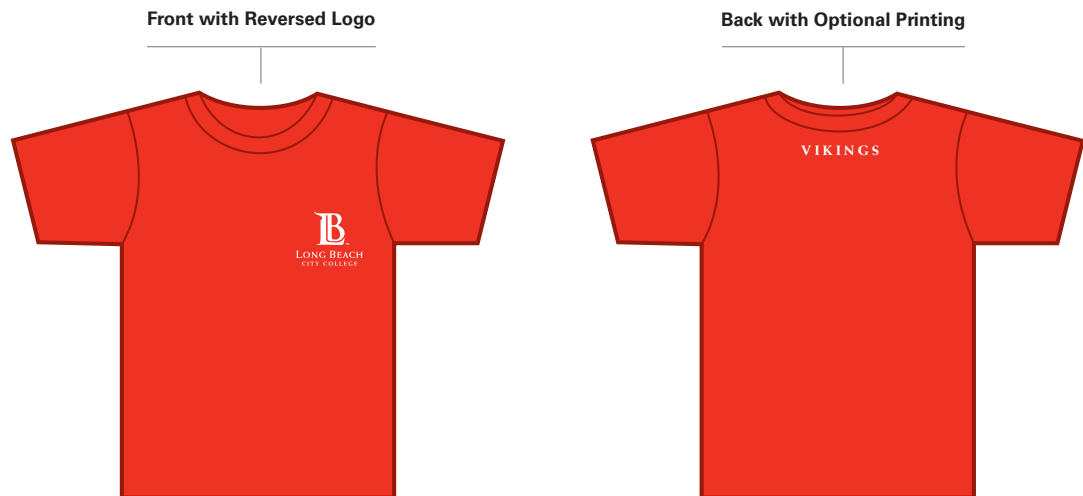
Promotional Usage Coffee Mug

The approved color for Long Beach City College coffee mugs is red, with the Logo reversed white.

Coffee Mug

**Front of Coffee Mug has the Reversed (White) Vertical Logo.**

Athletics and Promotional Usage

The Long Beach City College Logo has been adapted for promotion of our athletic department. The approved colors for the Long Beach City College athletics hats are black. The adapted Logo is on the front center.

The approved colors for Long Beach City College student hats are red and black. The Logo (adapted on black, reverse on red) is on the front center and the words "Long Beach Vikings" on the lower back.

Official Sports Uniform Hat

No copy on the back of the official sports hat.
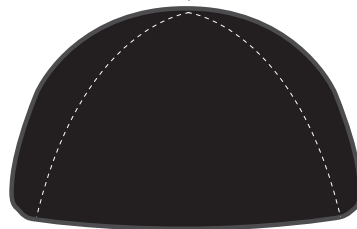
Logo with white outline. This Logo style should only be used on uniform signage.

Student Sports Hat

Addition of school name on the back of the student sports hat.

Logo with white outline. This Logo style should only be used for promotional usage.

Long Beach Vikings

Department Apparel Usage

The Office of Community Relations and Marketing (CRM) at 938-4648, upon request, can create an emblem for promotion of your department. The approved colors for any Long Beach City College apparel are red, black, grey and white.

Sample Department Apparel Usage
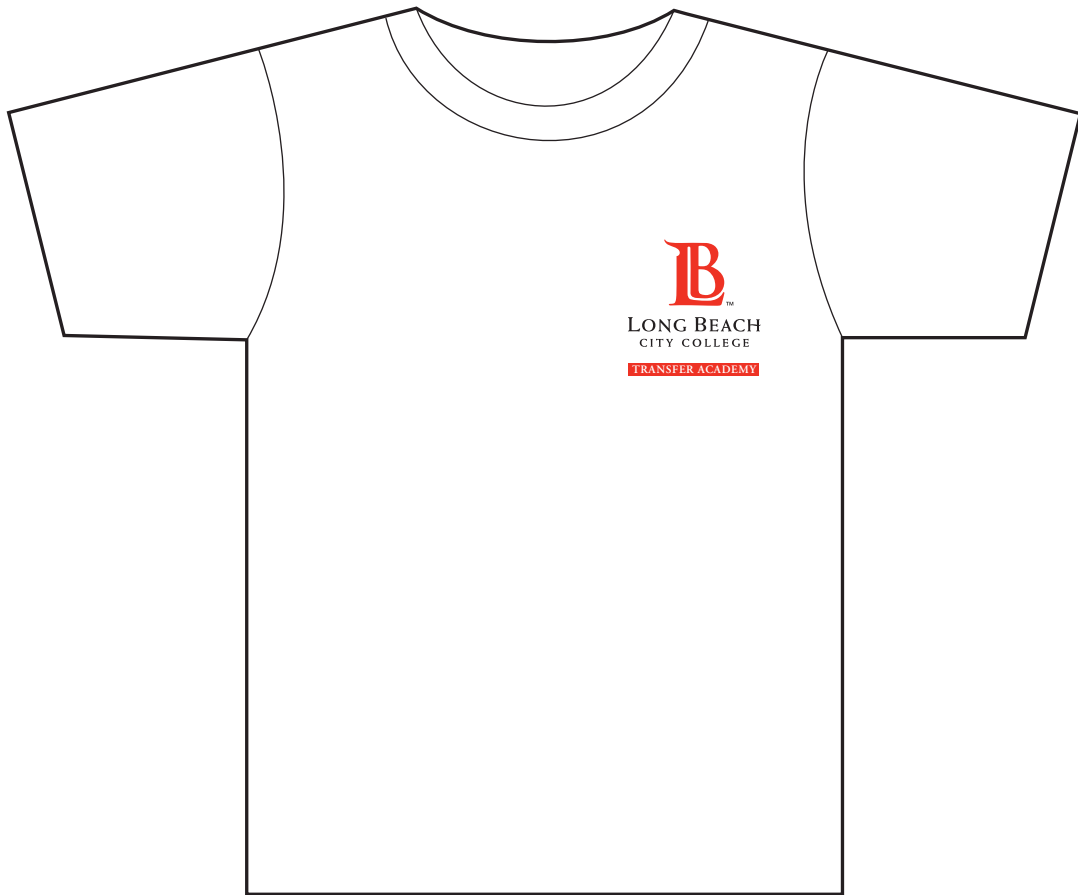
Environmental Signage

Using a simple, bold design, Identity Banners are another way to create awareness and excitement about Long Beach City College in high-traffic areas around our campus and community. The following vertical Long Beach City College Identity Banner employs the approved red and black colors, reversed white Logo, and reverse white Logotype.

Long Beach City College Banner

Logo Symbol Center