



LCC

LASSEN COMMUNITY COLLEGE

Graphics Standards Manual

Approved August 29, 2013

Why a Graphics Standards Manual?

A graphics identity program helps an organization distinguish its look in print publications and digital media from other institutions, thus creating a viable marketing tool. It is impossible to cover all of the possible uses and applications of Lassen Community College's logo(s) and seal; therefore this manual is intended as an introductory guide to the basic components of LCC's expansive identity. When graphic elements such as symbols, typefaces, logotype, and colors are coordinated, they convey a unified image enhancing LCC's visibility and effectiveness when communicating to the public.

For example, all instructional publications designed for prospective students or their families should meet a specific set of graphics standards. Publications designed to promote events with the general public should meet a slightly different set of standards. In addition, publications with their own specific identities, such as student periodicals or campaign publications, should still fit within the broadest definition of LCC's graphics standards while possessing special, individual elements. All print and/or digital publications/promotions must include the college seal (district use only) or the approved LCC logo.

This Graphics Standards Manual has been developed as a basic guide for all directors, administrators, staff, faculty, employees, and student body members of LCC. Each department will receive a digital copy of the manual and a usable copy of the college seal, logo and department logos. Offices planning to produce a printed piece, or element to be posted to a website, to market the institution, a program, or an event should consult this manual for basic design assistance. All questions on this manual, LCC's graphics identity program, and/or on approval for graphic elements used should be addressed to the LCC Digital Graphic Design Department x 8933.



What's in the Name?

Lassen Community College is the official name for this academic institution; its address is 478-200 Hwy 139, Susanville, CA 96130. The word "District" will only be used in the official seal and as a header, "Lassen Community College District" and only by those interacting with government relations such as Chancellors' Office, Board of Directors, categorical, governmental reports, and/or official financial entities of LCC. Administrators may warrant the use of the district seal as needed.

The LCC District Seal



1974



1990-2009

Although its first date of use is unknown, LCC's seal has always been an emblem of the organization. Though it has gone through some modifications over the years, it has withstood the times of organizational change and stands as a mark of excellence today. This is even more a reason to validate the seal's integrity and maintain its unity in all district publications. The 2010 academic year posed a new modification and approval for moving the LCC seal forward with the return of a more traditional crest of lion and trees as found in the 1974 version combined with modern clean lines. As seen here, the "new look" for the seal is the deletion of the scalloped edges or "granny lace". This new version shall be the only seal used on all Lassen Community College District documents, letterhead, and publications, etc.



Approved 2010

Using the Seal

While viewing online, the last page of this document has the approved seal and various graphic elements available to use digitally. Just click on the item, copy, and paste into your document.

Resizing the Seal

To resize the seal or a graphic element you will need to select the item to be used. By grabbing a corner anchor or selection point and holding down the shift key on the keyboard while resizing, the seal will remain in proportion. The minimum size of the seal is no smaller than ¼ of an inch.

Size Relationships of the Seal

The size of the logotype, line, and slogan shall never be larger than the seal when used together on documents. The seal shall always maintain its 1.5x as tall as the logotype, line, and slogan size. In graphic layouts for brochures, promotional materials, etc., the logotype may precede the seal as long as it maintains a visual appeal.



Lassen Community College



~~Lassen Community College~~

Colors and Reverses

The LCC seal must maintain its identity through the use of standard colors: Black, Gold, and Orange. The printing colors are labeled as Adobe colors: Black, Gold, and Pure Red Orange. The seal may also be printed or copied in black and white. The seal's colors may never be reversed, altered, or inverted, and may only be used in the following ways:



Traditional



Black & White



Two Color

Unacceptable Applications of the LCC Seal

The LCC seal is to maintain its original look at all times. Unacceptable uses include uneven background or inadequate contrast between seal and background, oblique dimensions, faded (except as a watermark), unrecognizable, poor print quality, excessive reduction, pixilation, change of color, inversion, etc. The seal must be used in a way that does not alter its original look. The LCC seal is not to be reproduced any smaller than ¼ of an inch at any time. The LCC seal may never be dissected or used in any other way than in its whole state.



Oblique



faded/poor quality



unidentifiable

Inappropriate Seal

The following seal is outdated, no longer in use, and is unacceptable to represent LCC.





Lassen Community College Logos

In 2011, for the 2012 academic year, the Lassen Community College District Board approved these new logos and their use in means of identifying Lassen Community College separate from the District's official seal. The new logos will replace the seal on all general college (separate from district) letterhead, envelopes, promotional articles of either print or digital, informal and formal correspondence, website, etc. The LCC logo above represents academics in an upward motion with growth seen as a tree and/or arrows. The heavy font style gives stability to the upward motion. The Athletic logo above represents strength and the commitment to defend ones' honor, school pride, and athletic achievement through the cougar's grip on the LCC type.

Using The Logos

On the last page of this document are the approved seal and various graphic elements available to use digitally. Just click on the item, copy, and paste into your document.

Resizing the Logos

To resize the LCC Logos or graphic element you will need to select the item to be used. By grabbing a corner anchor or selection point and holding down the shift key on the keyboard while resizing, the seal will remain in proportion.

Colors and Reverses

The logos must maintain their identity through the use of two standard colors: Black and Orange. The printing colors are labeled as Adobe colors: Black and Pure Red Orange (see Official Colors page 13). The logos may also be printed or copied in black and white. The logotype colors may be reversed when printed on black. At no time can the cougar itself be printed in black.



Unacceptable Applications of the Logos

The LCC logos are to maintain their original look at all times. Unacceptable uses include uneven background or inadequate contrast between logos and background, oblique dimensions, faded (except as a watermark), unrecognizable, poor print quality, excessive reduction, pixilation, change of color, inversion, etc. The logos must be used in a way that does not alter their original look. The LCC logos are not to be reproduced any smaller than ¼ of an inch at any time. The LCC logo may be dissected using the LCC swoosh separately. When the LCC swoosh is used independently, the logo as a whole must be used in conjunction elsewhere in the documentation or promotional material.



Oblique



Faded/Poor Quality



Unidentifiable

Inappropriate Logos

The following logos and imagery are outdated, no longer in use, and are unacceptable to represent LCC. If a department or club has an outdated logo, contact the LCC Digital Graphic Design department, x 8933.



Clear Space

As explained in the introduction to the logo, the negative space, also known as clear space, around the logo is almost as important as the logo itself. The clear space helps create balance, harmony and a consistency of message. There should always be enough white space surrounding the logo to make it stand out and give it the importance it deserves. Ideally, no elements should be any closer than 1/4 inch to the logo nor should it be any closer to the edge of the page or document.



Background Color

The District seal and college logo are available with a transparent background (PNG) to serve the graphics needs of printing over background colors. Careful selection in color tones should be made to keep with the college's official colors: Orange and Black.

Alternative Use

In some cases, the LCC Logos maybe used without their identity sub title name. In the event that the logos sub title name cannot be easily identified, the words maybe removed and retyped in a larger font. Samples of such are as follows...



Modifications

The LCC logo can be modified with expertise as long as its size ratio, and color intent are not compromised. Such as, the utilization of the LCC swoosh or cougar head as a background image or stand alone icon. Three-dimensional effects can be applied to produce a dynamic appearance. Again, any modification must be done with integrity and without distortion. If the logo is modified, its original must be present someplace within the document.

2013 - 2014



Lassen Community College
Catalog



Other Program Logos/Identities

Although the programs listed below have logos or identities of their own, the LCC logo must also be included in any publication, event advertisement, or informational material that reaches the general public.



Athletics (approved 2012)



Fire Technology (approved 2013)

In addition to the LCC logos, LCC's various departments also possess a list of identities. These identities or program logos may evolve, change, or diminish over time, and additional logos may be created for new programs. Currently, the Athletic Department's mascot represents the power and strength of the cougar. The Fire Technology logo has taken on the aggressiveness of the Athletic Department's cougar mascot and arranged it with the hand tools of firefighting. Automotive Technology Department uses the tools of the trade with electrical component to identify their program. Any club or entity of LCC must have their logo approved by the Dean of their program prior to use. Student clubs and ASB must have logos approved by the Dean of Student Services.

Logotype

The words “Lassen Community College” form a logotype and are to be incorporated with the LCC logo on all publications, informational documents, marketing items, stationery, etc. This logotype solidifies the graphic image of LCC. It may be set only in black or in the Adobe colors Pure Red Orange, Pure Yellow Orange, or white depending the background color. “Lassen Community College” is to be printed in initial capitals, bold, and only in the following fonts:

Helvetica: **LASSEN COMMUNITY COLLEGE**

or

Calibri: **LASSEN COMMUNITY COLLEGE**

When using the words Lassen Community College in the body of text, the words are to be set in the same font as the rest of the text.

Logotype Underline

The Logotype “Lassen Community College” can be underlined in various applications, especially when adding a slogan or department subhead. When underlining, use a separate graphic tool other than the text underline tool and drop the line to clear the “y” and “g.” “Lassen Community College” shall never be underlined using the underline tool in the text option palette or tool bar, since this will cut through the “y” and “g” in thus visually disturbing the logotype. When using a line under the words “Lassen Community College” the line should always be as long as the logotype words and no heavier than the stroke weight of a letter. Also, if logotype is used, the name Lassen Community College needs to be removed from the logo as not to create redundancy.

Incorrect



Lassen Community College

Correct



LASSEN COMMUNITY COLLEGE

Size Relationships of Logo

The size of the logotype and line shall never be larger than the logo when used together on documents. The logo shall always maintain its 1.5x as tall as the logotype, line, and slogan size. In graphic layouts for brochures, promotional materials, etc., the logotype may precede the seal as long as it maintains a visual appeal.



Body Text and Fonts

The logotype “Lassen Community College” must always be set in Helvetica. Subheadings, program names, slogans, and body text fonts may vary with department. No particular font is in place at this time for body text. Recommendations include standard fonts such as Times New Roman, Arial, Helvetica, and Calibri as they are easily reproduced digitally. Color choices may vary, but must remain legible, especially when photocopied. (Remember, red tones turn black, and yellow and light blues fade or disappear altogether when photocopied.)

Staging the Seal & Logos for Stationery and Other Applications

The LCC seal/logos shall be the only mark on all official stationery articles, such as letterheads, business cards, envelopes, etc. Adequate clear space or “staging area” should be maintained on all sides of the seal. This clear area will ensure a distinct visual impact for the seal. In most instances, a minimum one-fourth of the width of the seal/logo should be maintained on all sides, clear of other visual elements or the edge of the printed surface.



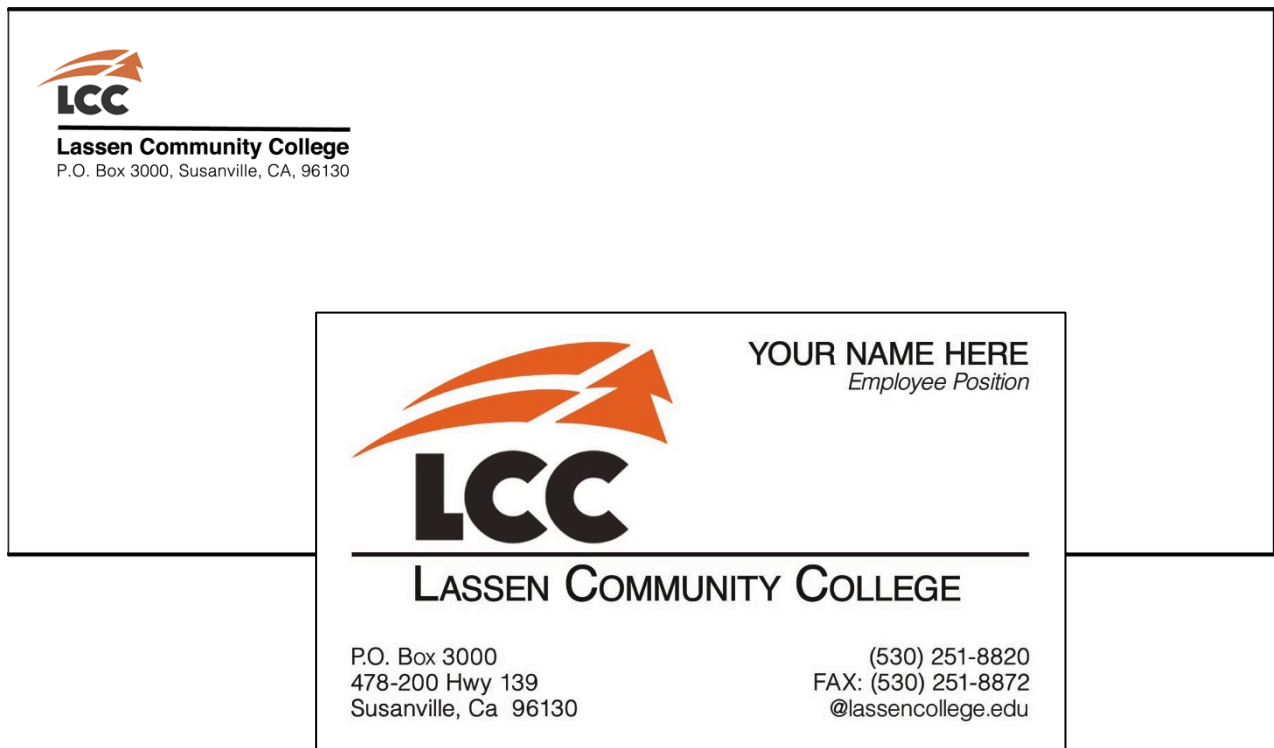
LASSEN COMMUNITY COLLEGE

Stationery System

Business cards are ordered through the President's Office.

Envelopes may be ordered through Shipping and Receiving.

Letterhead is provided via email as a PNG file to be dropped into a document and/or should also be ordered through Shipping and Receiving.



478-200 HWY 139 P.O. Box 3000 Susanville, CA 96130
www.lassencollege.edu
530-257-6181

Official Colors

When creating LCC posters, flyers, brochures, etc., there is a specific color code to achieve the LCC orange. **Pantone Color 1665** or CMYK color code: **C:0 M:76 Y:100 K:0**

Web Pages – Digital Promotion

Any new (or changes to) Web pages designed to represent LCC or to provide information about the college, its programs, or events must fit the design standards of the LCC Website and must go through the President's Office or IT department with exception to designated departments. LCC can be visited online at www.lassencollege.edu. LCC also hosts a Facebook page www.facebook.com/lassencommunitycollege. All photos and graphics must follow LCC Graphic Standard guidelines. Submissions for the Facebook page need to be directed to the LCC Outreach Coordinator.

Advertisements/Endorsements

At this time, there are no restrictions on the amount or kind of advertisement or sponsorship for a program or service of LCC, although, the President's Office recommends that numerous outside services or potential sponsors be given the opportunity to support the program you are soliciting for. In other words, there should not be a monopolizing sponsor of LCC.

Graphic Elements for Use

If viewing this document digitally as a word document, the graphics elements on the following page are available to copy, paste, and resize in to your document. Photocopying, cutting, and pasting from a printed document are not allowed due to poor copy resolution.

Select the item to use below by clicking on it. Under Edit in the main menu bar choose Copy, then go to your document, select the area you wish to place the graphic element with your curser, and then again under Edit in the main menu select Paste. You can move the object by clicking and holding in the middle of the graphic, a four-sided arrow will appear, you can then drag the object to position it. The object can be resized by clicking on a corner and pulling with the arrow in the direction you wish. Careful not to distort the image by grabbing the image from the sides, use only the corners, holding the shift key.

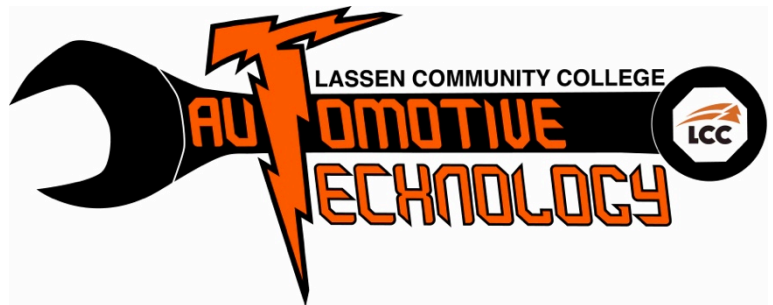
If a larger file size or format is needed to maintain clarity of the LCC Seal, Logo, or image for print or a smaller file size for digital reproduction is needed, contact the LCC Digital Graphic Design Department for assistance, x 8933. Graphics assistance is also available for the designing and printing of LCC promotional material through the LCC Digital Graphic Design program.

Approved LCC District Seals



Approved Logos/Imagery







Lassen Community College

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478-200 Hwy 139
Susanville, CA 96130
530-257-6181
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