# Lower Columbia College
# Brand and Style Guide

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# Purpose and Introduction to Brand Identity

When you hear the word logo, think about what immediately comes to mind. Chances are, you thought of a "swoosh," coffee-loving mermaid, or other symbol imprinted on your brain because it *always looks the same*. You recognize it and all that it represents in an instant. That instantaneous recognition is the whole point of brand identity and is extraordinarily valuable.

Our name, logo, and other visual design elements, used in both print and digital forms, comprise our brand identity. Brand identity is one of our most valuable assets and is essential for maintaining the college's reputation. Reputation supports the size of our audience, which is necessary for maximizing enrollment.

In this publication, you will find the guidelines and necessary tools to understand and appropriately use the College's branding elements. By adhering to the standards in this manual, you can help build our brand identity and enhance Lower Columbia College's (LCC) reputation.

Applied inconsistently or incorrectly, our logo and other visual design elements undermine our brand identity, creating a disturbing and forgettable jumble. Any ensuing brand confusion undermines our reputation and decreases enrollment. It is a vicious—and entirely avoidable—cycle.
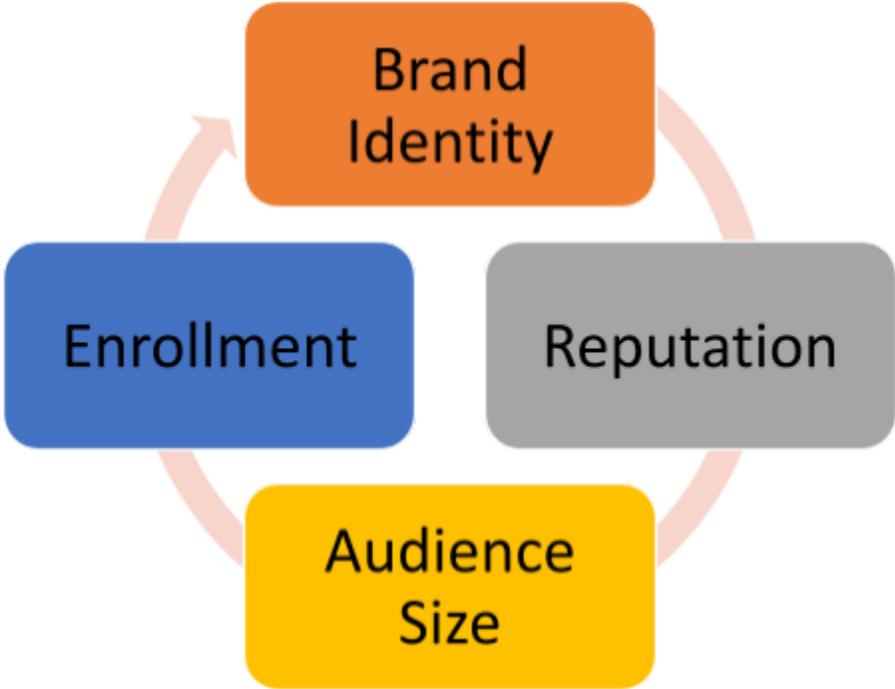
# The Lower Columbia College Logo

The Lower Columbia College logo consists of an image and our name. The "Mountain and Rivers" in the image symbolize our geographical location. This is our official logo, for which we hold the trademark. You should not alter the logo, including the color or typeface, in any way.

The easiest way to avoid distorting the logo is to use original artwork provided by the Office of Effectiveness and College Relations. You can access the logo and other graphics by visiting the 'logos' webpage on LCC's internal website. If you need customized graphic files, please contact LCC's Graphic Designer at mmuller@lowercolumbia.edu.



## Minimum Size for Reproduction

If the logo is too small, the intended audience may not recognize it as part of our brand. To maximize the readability and clarity of our logo, the minimum size for reproduction is 1" in width (for reference, that's the size used on LCC business cards).

## Clear Space

To ensure proper readability, provide visual impact, and protect brand identity, the LCC logo should always have space around it (generally referred to as "clear space"). This space should be free of other graphic elements such as photos, artwork, etc.

The LCC logo must be surrounded on all sides by 2x, where x equals the height of the 'M' in the logo. You should center the logo in the available space. If you have questions about clear space around the logo or need assistance, contact the LCC Graphic Designer at mmuller@lowercolumbia.edu.

## Color Guidelines

Color is an integral part of brand identity. Blue (Pantone 654), black, and white are the only approved colors for the LCC logo. These colors reinforce and promote brand identity. Always use the white (reverse) logo when reproduced on dark-colored backgrounds.

# Brand Colors

This is LCC's official color palette. Avoid using too many colors in a single piece. Tints or screens of these colors may also be used.
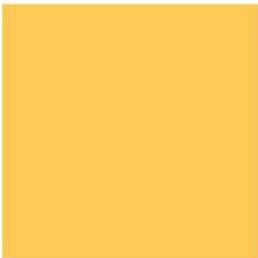
## LCC Primary Colors

**Pantone 654**
CMYK: 73/58/27/6
RGB: 85/104/139
Hex: #55688b

**Pantone 485**
CMYK: 2/79/69/0
RGB: 235/91/80
Hex: #eb5b50

## LCC Supporting Colors

**Pantone 121**
CMYK: 0/22/76/0
RGB: 255/204/79
Hex: #ffcd51

**Pantone 376**
CMYK: 64/11/100/1
RGB: 107/171/56
Hex: #6bab38

**Pantone 430**
CMYK: 53/40/36/3
RGB: 128/137/144
Hex: #808990

**Pantone 277**
CMYK: 30/11/0/0
RGB: 173/206/242
Hex: #adcef2

This color palette is not intended to limit creativity but to help define the brand. If you have questions or need guidance about color choices, branding, or related topics, contact Effectiveness and College Relations.

# Typography

The College's name is an essential part of its brand identity. As with the logo and its components, consistent use of approved typefaces is vital to building and maintaining LCC's brand identity and professional image.

The official font for the College's name is Myriad Pro Bold. This is a specialty font that most LCC employees don't have, but it is included in the graphics that can be obtained from Effectiveness and College Relations.

For documents and other general use by LCC employees, the recommended fonts are:

- Arial Black for document titles and page heads.
- Calibri for body copy due to its suitability for reading text passages.

# Departmental and Other Customized Logos

In cases where there is a specific need, Effectiveness and College Relations can combine the LCC logo or other branding elements with the name of a department, unit, or other college entity. If you would like to request a departmental customized logo, contact Effectiveness and College Relations for assistance and approval. Never combine branding elements* on your own or create a customized variation of a branded image. Contact the Office of Effectiveness and College Relations for assistance.

*including but not limited to logos, name, abbreviation of name, fonts or typeface, colors, etc.

The LCC Foundation and Corporate and Continuing Education are examples of approved departmental logos.

LCC's Head Start program has its own logo (and branding elements).



## Logos Do's and Don'ts

- *Do* display the logo and other branding elements correctly.
- *Do* request assistance from Effectiveness and College Relations if you have questions, need clarification on something, or have a unique project or need.
- *Do* use original artwork obtained from Effectiveness & College Relations.
- *Do not* alter the logo and other branding elements, including the shape, proportion of elements, or typeface.
- *Do not* alter the logo's color or add special effects like shadowing. The logo and other branding elements should appear in only the colors specified in this manual.

# External Compliance Requirements

LCC employees developing materials for the college must adhere to state and federal compliance guidelines.

## Non-Discrimination and Anti-Harassment Statements

The "Continuous Notice" for non-discrimination and anti-harassment must be used in handbooks, catalogs, announcements, bulletins, publications, application forms, flyers, and posters displayed on campus. Notifications such as class cancellations are exempt, but anything that "advertises" something, even for internal audiences, must include the statement. The statement, available on the college's Non-Discrimination and Anti-Harassment webpage, must be displayed in at least eight-point font and use accessible color contrast. A variety of pre-made images are available on the internal website. There is an abbreviated notice, but it is only acceptable for small postcards and the like, and is rarely used.

## Accessibility

We are collectively responsible for ensuring the accessibility of our materials, including documents, digital content, videos, course materials, social media, promotional materials, and more. This includes everything from font type and size to color contrast. To learn more about relevant laws and policies, available resources, and where to seek help, please visit the Accessibility Resources for LCC Faculty and Staff webpage and participate in campus training when it is offered.

# Tagline

Our tagline, also known as a slogan, is part of the college's brand identity. As with the logo, you should not alter the tagline. '**Where Futures Begin**' replaced the college's 'The Smart Choice' tagline in 2024. Please immediately dispose of and discontinue using any 'The Smart Choice' language or imagery. As with the LCC logo and related design elements, the best way to use the tagline correctly is to obtain and use original artwork from Effectiveness and College Relations (ECR). You can access the logo and other graphics by visiting the 'logos' webpage on LCC's internal website. Contact LCC's Graphic Designer at mmuller@lowercolumbia.edu if you need customized graphic files.

# Letterhead

The official LCC letterhead contains the mountain and rivers logo. You should use official letterhead for all formal correspondence.

Typography is also essential when using LCC letterhead. The preferred fonts and sizes for headlines are Arial Black in 14 or 16 pt., and body copy is Calibri in 11 pt.

Various letterhead templates are available from the Office of Effectiveness and College Relations upon request. Please note that they are no longer available through the LCC website to protect from fraudulent use.

# Email and Email Signatures

Email signatures (for use at the bottom of email correspondence) constitute an essential aspect of brand identity and customer service. As with other elements of college communication, consistent application of branding guidelines helps to bolster our reputation and subsequently support enrollment.

Do not use backgrounds in email under any circumstances.

Email signatures should contain your name, title, and contact information. Graphic elements are optional. If you choose to use graphic elements, you should use only the graphic elements included in this guide (or an approved departmental logo) as part of your email signature (see exceptions under "Athletic Branding"). If you have a specific message you want to convey, such as one related to a deadline or event, consider including the information below your official signature block.

You can access the logo and other graphics by visiting the 'logos' webpage on LCC's internal website. Contact LCC's Graphic Designer at mmuller@lowercolumbia.edu if you need assistance.

To set up an email signature in Google Mail, select "Set a signature" from the "Get started with Gmail" window or click the Settings gear icon in the top right corner. In the General tab, scroll down to "Signature," then click "+ Create New." Name your signature, then enter your signature in the text box. Use Sans Serif or Wide for your Google Mail signature. Click "Save Changes" at the bottom of the email.

To set up an email signature in Outlook, select "new email." In the new email window, select "signatures." From the "signatures and stationery" window, you can create, rename, edit, or delete email signatures. From the same window, you can also select which signature you want to use (if you have more than one) on any email you send. In Outlook, choose Calibri or Arial Black for your email signature.

# Digital/Web Forms

Digital/web forms must adhere to LCC branding guidelines and accessibility requirements. Additional guidelines are as follows.

- The college name and/or logo should appear at the top.
- Background images should not be used (for accessibility reasons).
- Colors should adhere to the palette identified on page 3 of this guide.
- Arial or Arial Black should be selected under 'Font Options.'
- A minimum of 12-point font (16 px) should be used.
- Color contrast between the text and background color must meet accessibility guidelines.

# Lower Columbia College Mascot

Our mascot is the Red Devil. The LCC mascot is an established part of the College's brand identity, and is appropriate for informal, internal, athletic, and student use. You should refrain from using the mascot in association with any formal communication on behalf of the College (aside from athletics). This includes email signatures of LCC employees (please see "athletics branding" for exceptions). LCC developed a new Red Devils mascot, Flare, in 2025. LCC holds the trademark for Flare and all associated images and graphics. Mascot graphics should not be altered or distorted in any way.

Mascot graphics are available from the Office of Effectiveness and College. Contact the LCC Graphic Designer at mmuller@lowercolumbia.edu if you need assistance.

# Athletics Branding

Many colleges and universities have unique branding to represent athletics. For LCC, this goes beyond the Red Devil mascot. Historically, the "LC" image seen on campus (located on the Gym & Fitness Center Building and embedded in the baseball field turf, among other places) has also represented athletics. Lower Columbia College does not hold a trademark for this image, which another entity holds. You should not use the "LC" image to represent the College aside from the athletics program.

A small number of LCC employees represent both athletics and other areas of the college, such as coaches who also work in different departments. For these co-mingled employees, it is acceptable to use athletic branding, but every attempt should be made to clarify the connection between athletics and the intended audience. Example: Juan Doe is a pathways navigator and the coach for LCC's new rugby team. Juan wants to include an approved mascot image in his email signature. Juan should include both titles in the signature (Pathways Navigator & LCC Rugby Team Coach) to show his connection to athletics for anyone receiving the email. Alternatively, Juan could create two email signatures and exclude athletics branding from the Pathways Navigator signature.

An even smaller number of LCC employees hold positions in the Student Activities and Programs area. Since the students are free to use branding related to the Red Devil mascot, it follows that employees working in that area would also use mascot branding. Student Activities and Programs employees should not use the "LC," however, as that is reserved exclusively for athletics.

A third exception is the LCC Fitness Center. Although it is separate from athletics, its co-location with the gym also lends itself to sharing branding.

# Academic Credentials

The correct use of terms and titles for academic degrees is part of LCC's brand identity. The proper resource for promotional and other communications is the Associated Press Stylebook. When referring to degree levels, please adhere to the following guidelines:

- Always use an apostrophe for a **bachelor's degree** or a **master's degree**.
- There is no possessive in titles such as **Bachelor of Arts** or **Master of Science**.
- There is no possessive in **associate degree**; an apostrophe should not be used.
- When describing credentials for a specific individual, phrases such as "John Smith has a doctorate in psychology" are considered plain language but may not always be appropriate for academia.
- When specific degree references are needed, use only after the individual's full name, never just the last name, and use the appropriate periods in the abbreviations.
  - John Smith, Ph.D.
  - John Smith, M.A.
  - John Smith, B.S.