



Dictionary.com defines STYLE as, “a distinctive appearance, typically determined by the principles according to which something is designed.” GUIDE is defined as, “a thing that helps someone to form an opinion or make a decision or calculation.” This style guide is intended as a reference for the branding of Los Angeles City College.

LACC logos feature particular colors, fonts, and configurations that—if used properly—constitute a coherent graphic identity system. Please refer to this document for design parameters. All external messaging, including advertising, promotional and collateral material must be approved by the LACC Manager, Public Relations and the LACC President.





PRIMARY LOGOS: RED & BLUE

There are two primary versions of the LACC logo, differentiated by color. In both versions, the shooting star icon is red. Our tagline, "The City's College." is always punctuated with a period because it is a descriptive slogan, not a proper name.

File names are indicated below each example.



Logo One (LACC_logo_RB.eps) has the shooting star icon and the capital "LACC" type in red, with the formal school name (LOS ANGELES CITY COLLEGE) in blue.



Logo Two (LACC_logo_BR.eps) has the shooting star icon and the slogan/tagline in red with "LACC" and the formal school name (LOS ANGELES CITY COLLEGE) in blue.



**PRIMARY LOGOS:
SINGLE COLOR**

As the needs and applications of various departments within the college community differ, these alternative single-color versions of the logo are provided.



If an extremely colorful or busy background is used, a single color logo may be more desirable, such as LACC blue (LACC_logo_BLUE.eps).



If an extremely colorful or busy background is used, a single color logo may be more desirable, such as LACC red (LACC_logo_RED.eps).



PRIMARY LOGOS: SINGLE COLOR

As the needs of various departments within the college community differ, these alternative single-color versions of the logo are provided.



For grayscale printing, the all-black (LACC_logo_BLK.eps) or all-white version of the logo (see below) may be used.

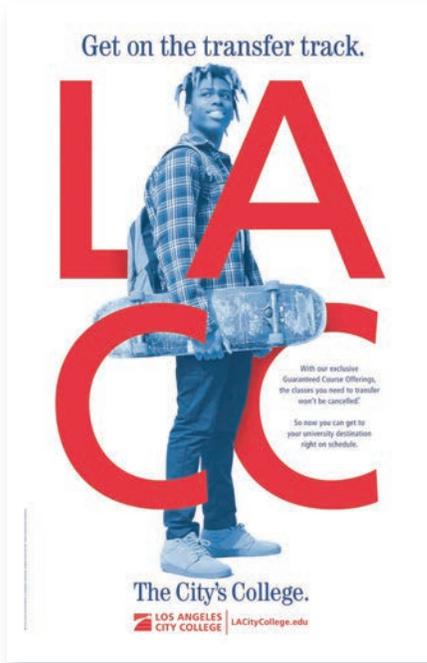


The all-white version of the logo (LACC_logo_WHT.eps) can work well on a darker photographic or video background.



ALTERNATIVE (AUTHORIZED) LOGO VERSIONS

These alternative versions are available because certain designs may call for flexibility as applied to logo usage.



When LACC letters are used in a large or oversized manner, such as in the advertising examples shown above, then repeating those letters may be redundant. In those instances, **authorized** alternative marks (see below) can be used to reinforce the branding. Moreover, in these examples, LACC's official colors, red and blue (see color section of this style guide) bolster the school's visual identity. Special logo, tagline and url configurations must be approved by the office of the President of LACC.



LACC_logo_WIDE.eps

The City's College.



LACC_logo_AD.eps



LACC_logo_ABV.eps



LACC_logo_online_ABV.eps



ALTERNATIVE LOGO VERSIONS

On these pages are two assets; one intended for small size use, and another for more traditional environments.



LACC_logo_sm.eps

The small use version of the logo is intended when the logo is displayed one inch wide or smaller, such as an email signature. It's differentiated from the primary logos by the top line (LOS ANGELES CITY COLLEGE) which has been set in a bolder weight of Frutiger for better reproduction at smaller sizes.



LACC Seal.jpg

This is the official seal (or crest) of Los Angeles City College. It represents 90 years of academic excellence and tradition. While not intended to replace the logo, it is appropriate for certain uses such as promoting athletics, academic competitions, graduations, and commemorations.



TYPOGRAPHY

The LACC logo should never be re-typeset, as versions are already available in EPS and JPEG formats (which are converted to outlines). Below is a breakdown of the fonts used in the logo.

LOS ANGELES CITY COLLEGE

Frutiger 55 Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

LACC

Frutiger 55 Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

The City's College

ITC Century Std Book Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Advertising & Promotion

While the LACC logo should never be re-typeset, designers may choose to use the Century and Frutiger font families utilized in the logo for headlines, body copy, etc. However, for advertising, other fonts that stylistically contrast with the logo may be preferable. Suggested serif fonts include Times New Roman, Caslon; suggested sans-serif fonts include Futura, Helvetica (used throughout this style guide), Proxima Nova, and Gill Sans. Ideally, fonts should not feel discordant (except in rare cases when a more cacophonous effect is desired). As new fonts become available, use taste and discretion in their implementation.



COLOR

In branding, color expresses mood. LACC is fortunate in its cheerful color combination of red and blue. Below are the authorized color breakdowns.



#C13c40
R: 193 **C:** 7
G: 60 **M:** 92
B: 64 **Y:** 79
K: 0



#305589
R: 48 **C:** 98
G: 85 **M:** 71
B: 137 **Y:** 20
K: 5

The official colors of the LACC logo are red and blue, indicated by Pantone® (PMS) callouts, as well as hex numbers, and RGB and CMYK formulas.





Collateral

The intention of these templates are to maintain consistent brand identity for LACC while allowing for a diverse mix of imagery and messages (as appropriate to the various departments within the college).

Templates

These templates are essentially framing devices for your promotional/outreach printed communications. They are provided in a choice of red, blue, and white. Within the frame, there is a window measuring 7.5" x 8.75" — this is where you can add customized visual/verbal messaging. When printing out on a laser printer, a white quarter inch channel may appear around the border—this is acceptable.

Top, left, and right borders are 0.5 inches →

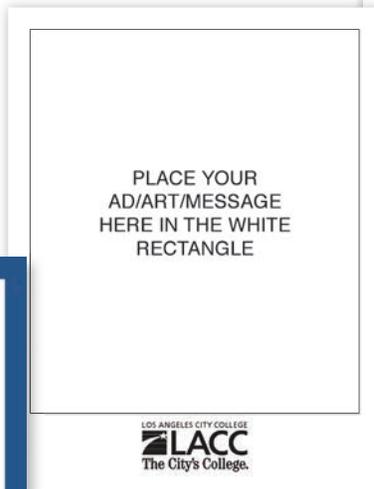


LACC_Template_Red.eps

Bottom borders are 1.75 inches



LACC_Template_White.eps



LACC_Template_Black.eps



LACC_Template_Blue.eps

The four template versions shown here convey different moods. Red is often perceived as an intense hue, blue is perceived as cooler—more corporate. On a practical level, the white frames may be appropriate for multi-colored imagery. Designers should use their best judgment.



DO's & DON'Ts

Unauthorized variations of logo usage weaken our brand's overall impact. See guidelines below for appropriate use, as well as egregious examples (DON'Ts).

Spatial considerations



Clear Space: The minimum required space/padding around the logo is indicated by the gray area on all sides as shown above. This area should remain clear, preferably white.

Incorrect usage



Don't reconfigure the elements of the logo.



Don't swap or exchange fonts.



Don't place the shooting star icon to the right of the wordmark or italicize fonts.



Don't add any elements or embellishments to the logo.



Don't string wordmark in one line.



Don't stray from the authorized logo color combinations and alignments.