



*Lansing
Community
College*

Visual Identity Program

The Lansing Community College Visual Identity Program plays an important role in shaping the visual image of the institution. At the center of this program is the college logo. The more consistently the logo is used with other elements on promotional materials or other official college documents for example, the stronger the visual identity of the college becomes through the eyes of the community.

Identity

The most important principles in generating identity or name recognition are consistency, frequency and repetition over time. Therefore, despite various preferences among our users, it is critical that the college—and its departments—adopt a stronger, more consistent use of Lansing Community College's official logo, and that the college limits the number and type of variations of it used by its departments.

Every brochure, letter or business card that Lansing Community College distributes is an opportunity to build added recognition for the college. When the printed material is consistently designed, it strengthens the college's visual identity and can contribute positively to the strength of our institutional image as a whole.



The LCC logo is designed to stand on its own within a broad variety of design styles. Therefore, especially with printed matter, there are no restrictions on the typefaces for text that may be used in conjunction with other artwork provided. However, written content or other artwork itself should use only the standard faces, and those pieces that are part of the core identity (i.e. stationery, business cards, signage) should also be restricted to the standard faces.

The standard typefaces are **Palatino Roman** and **Palatino Italic**.

What's available

Lansing Community College's logo identity is designed to be flexible enough to meet the diverse needs of the institution, while remaining strong and distinct. One of the keys to meeting those diverse needs is the availability of a variety of acceptable variations on the original design.

A significant factor in the success of LCC's unified identity is adherence to a standard color palette. LCC's logo colors are **Pantone 280 Blue** and **Pantone 432 Gray**.

LCC 4-color.eps



LCC bw screen.eps



LCC bw line.eps





LCC 4-color horiz.eps



LCC bw screen horiz.eps



LCC bw line horiz.eps

LCC bw screen rev.eps



LCC bw line rev.eps



LCC bw screen rev horiz.eps



LCC bw line rev horiz.eps

College identity do's and don'ts

Listed below are guidelines to keep in mind when using LCC's logo.

Do not rearrange any elements of the logo.



Do not compress or extend the logo.



Do not re-scale or omit any elements of the logo.



Avoid placing the logo onto any other shapes or busy patterns.



Avoid boxing or framing the logo.



Do not tilt or invert the logo.



Do not substitute any other color for LCC's official logo colors.



Do allow some open space around the logo. A little breathing room aids readability.



Using the logo on dark backgrounds

Incorrect usage
against a dark
background.



Correct usage
against a dark
background.



Options and exceptions

The Lansing Community College logo was designed with the option for departmental customization. In these cases, the “Where Success Begins” tagline is replaced with the department title.

This arrangement ensures the general visual identity of LCC remains intact, yet offers some versatility to the departments and divisions of the college.

Use of the star icon alone for any application is reserved for the Marketing Services department only.



One notable exception to LCC’s guidelines for visual identity is the Lansing Community College Foundation logo.

The Foundation’s relationship to the college requires an image that takes its lead from the college’s logo, but establishes and maintains a stronger identity for that office.



File types, resolution and printing



EPS files

EPS files (Encapsulated Postscript) offer the greatest print reproduction quality at the lowest file size. EPS files are fully scalable and provide razor-sharp clarity at any size.

Typical uses for EPS files are for any type of printing, whether from your laser printer or at a commercial printer. Since EPS files are interpreted with Postscript language, you will need to select the printer description with the capital "PS" in the title before you print the logo to your laser printer. The use of any other printer description may result in blurred or jagged imaging.

EPS files cannot be opened, but rather "placed" into your applications like any other piece of line art.

Common applications that would benefit from using this file type include **Microsoft Word**, **Adobe PageMaker**, and **Quark Xpress**.



JPEG Files

JPEG files (Joint Photographic Experts Group) are a compressed, raster-based file type which are widely used in video and web-authoring applications.

Since the resolution of most video and web graphics are low, JPEG is unsuitable for print applications. Using JPEGs of line art in print usually results in blurred imaging and inaccurate color reproduction.

Common applications that would benefit from using this file type include **Microsoft PowerPoint**, **Front Page**, and **Macromedia Dreamweaver**.





Support

If you have any questions about logo usage and reproduction, fonts, colors, etc., please contact the Marketing Services Department at **483-9893**.

www.lcc.edu/~marketsev