Lewis and Clark Community College **Brand Guide** | 2023 Edition

Introduction

This Brand Guide provides information, policies and procedures for achieving a high-quality and consistent look for Lewis and Clark Community College's print, digital and other branded materials.

All college publications and advertising must adhere to the brand standards described in this document.

The L&C Brand Guide was developed by the college's Marketing and Publications department, with support from Interact Communications, and has been authorized by L&C leadership. Its purpose is to ensure the quality and consistency of the college's efforts to self-market.

Why is this necessary? Following Lewis and Clark's 50th anniversary in 2020, the college began an extensive brand and website refresh project with the two-year higher education experts at Interact Communications to uncover an impactful brand that speaks to the college's many constituents on a personal, emotional level. This process uncovered a path forward that both honors the legacy and the history of excellence L&C has built and looks ahead to additional successes over the next 50 years. The graphical elements you see in this guide support the research-based brand built as a result of this process.

In the absence of a consistent image cultivated by the college, the general public will create its own. The success of each department contributes to Lewis and Clark Community College's reputation, and the reputation of the college affects the success and reputation of each unit. It is in everyone's best interest that our promotional efforts, college-wide, present a consistent, high-quality image. This guide will help to create an accurate perception of the exciting realities that exist here.

Our directive. The name Lewis and Clark Community College, the college's logos and other authorized college symbols **shall not** be used for any official or quasi-official, noncommercial, promotional purpose — or for similar purpose — by any group or organization for any activity on or off campus without the approval of the Marketing and Public Relations Department. The Marketing and Public Relations Department has the authority to make these approvals and to establish the appropriate guidelines and procedures to support this plan.

Policies and Procedures

Design & Print Services

The Print Shop within L&C's Marketing & PR department offers the following design/print services to Lewis and Clark faculty and staff:

- Document design (including but not limited to: posters, brochures, fliers, booklets, ads, graphics, etc.)
- Black & white; color copies
- Large prints (up to 42 inches wide – inquire about larger documents)
- Bindery services (collating, cutting/trimming, labeling, score, spiral binding, stapling, folding, etc.)
- Scanning
- Outsourcing print & promotional jobs

Requesting Design & Jobs

The first step when working with Marketing & PR on print and design projects is to create a work order through the Media Services Work Order system on Blazernet. You can access it directly at www.lc.edu/myorders. If you are unsure of how to fill it out, please contact (618) 468-3210 for assistance. *If you choose not to use our design services, the Marketing & PR department must still sign off on any branded materials for approval prior to production.*

Digital Design Work

Digital-only design does not require a work order. Please email a Media Specialist to get started.

Things to Remember

- All official publications must be created or approved by L&C's Marketing & PR department.
- All off-campus advertising (with the exception of classified ads) must be approved, in advance, by L&C's Marketing & PR department.
- All publications (printed and electronic) must adhere to the editorial style guidelines laid out in the AP Style guide, college style manual, and Merriam-Webster's Collegiate Dictionary. All publications must adhere to the college's brand standards laid out in this document.
- Departments are permitted to use the college's logo or a designated secondary logo created by the Marketing & PR, but are not allowed to create their own.

- The Marketing & PR department provides expert marketing, graphic design, writing, editing, and support services free of charge to the college's internal community. The department has primary responsibility for all print, digital, and web content and publications.
- "Trailblazers" is not only our athletic identity, but the word also embodies the college's academic identity. That said, there are approved logos designated for each specific purpose. The official athletics logo should **not** be used for academic purposes.
- Identity standards are an important part of branding the college. All campuses offer excellent services and qualified staff, and should be advertised as one college, focused on student success.

Logo Suite

Logo Usage

Lewis and Clark Community College's logo suite and brandmark usage must follow the guidelines set forth in this guide. All branded items should be approved by the college's Marketing & PR department before production or distribution.

The configuration of the college's logos must remain **unchanged** from what appears in this guide. Elements or the relationship between elements should never be modified or changed in any way. This includes spacing, colors, typeface, etc. No elements may be added or used as a logo aside from what is in this guide.

Electronic copies of the official logo in several sizes are available for download from the Marketing & PR organization in Blackboard. By downloading these assets, you agree to follow the guidelines in this guide.

You are **not** authorized to share or distribute these assets to internal or external contacts. Internal contacts should be directed to Blackboard for downloadable resources. All external contacts should be directed to the Marketing & PR Department.

Lewis and Clark logos and branding shall **not** be used in conjunction with non-school sponsored events, activities or otherwise.

Primary Logo

The following version of the Lewis and Clark Community College logo should be considered the default, or primary use, of the college's logo.

None of the college's logos should ever be altered in any way. Electronic copies may be downloaded in the Marketing & PR organization in Blackboard. Your download is for your use only. Do not distribute these assets either internally or externally. Direct all team member inquiries to Blackboard. External requests must be reviewed and handled by a member of the Marketing & PR Department.

Combo + Brandmark Logo

LC Monogram

Wordmark

Brandmark

This logo is also available in black and white.

Secondary Logo

If a stacked version of the college's logo is called for, this should be the first choice. All other logos can be used if neither the primary or secondary logos will work.

None of the college's logos should ever be altered in any way. Electronic copies may be downloaded in the Marketing & PR organization in Blackboard. Your download is for your use only. Do not distribute these assets either internally or externally. Direct all team member inquiries to Blackboard. External requests must be reviewed and handled by a member of the Marketing & PR Department.

Brandmark Logo Stacked

Wordmark

LEWIS & CLARK
COMMUNITY COLLEGE
D I S C ● V E R

Brandmark

This logo is also available in black and white.

Logo Variations

These are some of the available/approved configurations of the Lewis and Clark Community College logo, although the primary logo should be used whenever possible.

All logo versions (except certain athletics logos) are available in Trailblazer Blue (Pantone 286), black (#000000) and white (#ffffff)).

Staging
Always maintain sufficient space around the logo when using it in a design of any sort. The goal is to keep it clean, prominent and uncluttered at all times.

Size
The logo should never be smaller than 1.5" wide for the long logo, or 1" wide for the stacked version.

Wordmark logo

LEWIS & CLARK
COMMUNITY COLLEGE

NOT FOR USE

Wordmark logo stacked

LEWIS
& CLARK
COMMUNITY
COLLEGE

Monogram

LC

NOT FOR USE

Combo

LC LEWIS & CLARK
COMMUNITY COLLEGE

NOT FOR USE

Department Logos

These logos are examples of departmental logos approved under the college's new brand. Do not attempt to create your own logos. Contact our Creative Services Manager to have your department or club's logo suite created for you.

These logos are also acceptable in black and white.   *Logo font is Brandon Grotesque medium*

Athletics Logos

These are the approved athletics logos, and should not be used for academic purposes.

You may use a graphic of Blazer's head alone in conjunction with college logos as a representation of the entire college in certain circumstances. Contact a Media Specialist for more info.

Athletics wordmark

Athletics Mascot logo

Athletics combo logo

Athletics Mascot one-color
Only allowed in blue or black

Athletics combo one-color
Only allowed in blue or black

Brandmark

Brand Overview

Discovering a *big-enough* brand concept...

It's clear, in engaging with Lewis and Clark Community College stakeholders, that the institution has successfully adopted the spirit and philosophy of its namesakes in its branding.

Not surprisingly, test attributes like "Impactful Experiences," "Hidden Resource," "Opportunities" and "Partnerships" rose to the top, while high-ranking Phase 2 concepts included phrases like "Big," "World," "Stand Out" and "Blaze" and "Forward." Between the name and the proven, real-world discoveries of countless students and grads, **Lewis and Clark Community College evokes an honest and distinct essence of guided adventure: Idyllic and unexplored – yet accelerated and outcome-driven.**

The name (and ensuing reputation) does so much of this work that it makes sense to "brand" marketing materials with a simple, powerful call-to-action that encompasses this essence entirely, and that is so completely owned by L&C that it wouldn't work *anywhere* else.

Lewis and Clark Community College
Discover.

DISCOVER

Brand Overview

"Discover." is concise, confident, and completely connected to the college's philosophy. It's a built-in call-to-action that provides the ideal anchor for messaging around exploration, courage, adventure, urgency and expansion. Because so much is contained in a single word, our message will "pop" even on fast-moving digital platforms necessitating sparse copy.

Where it comes from:
Interact's research turned up a wealth of impressions and anecdotes from Lewis and Clark Community College's students, staff, partners, and community. And while it's apparent that the College provides a versatile range of opportunities for its stakeholders, certain ideas remained pervasive across all cleavages. Concepts like craving adventure, charting a course and following through… exploring a world bigger than one's-self.

Lewis and Clark Community College is rightfully perceived both as the beginning of an important individual journey, and as a flashpoint for broader societal progress. All we need is a brand concept that brings all that together while giving the immediate go-ahead… "Discover."

Why it works:
- For **prospects**, it's the right message at the right time. Finally, they're in control of their higher education adventure… and now is the time to push away from shore.
- For **persisters**, it's the spark for that next adventure, whether it's a career, a bachelor's program, or something else.
- For **partners**, it's the promise of a shared journey, with innovation and success waiting at the end.
- For the **people**, it's an invitation to actively observe a new beginning, no matter where they've come from, or where they're planning to go.

Algorithm/Usage:
Because "Discover." contains its own call-to-action, it can be used to reinforce virtually any campaign built around concepts like initiative, urgency and exploration.

Brand Manifesto: "Driven to Discover"

We **seek adventure.**
With courage and confidence, we dare to envision a place beyond what's known.

We **stand for success.**
Charting a course, dropping an oar, and overcoming the odds – without pause or inhibition.

We **follow our hearts** and **speak our minds**.
Navigating waters calm and choppy, kept afloat by a fierce and fearless community.

We **elevate our common ground,** even as we **celebrate our differences.**
Individually, we're undaunted. Together, we're *unstoppable.*

To Discover is **to embrace uncertainty...**
Aspiring to ascend. Endeavoring to experience. *Motivated* to *move forward.*

We are **Lewis and Clark Community College...**
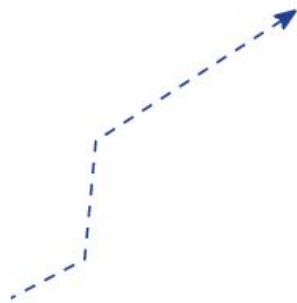Inspired to innovate. Determined to succeed. **Driven to Discover.**

interact
2-YEAR COLLEGE EXPERTS

Brandmark & Elements
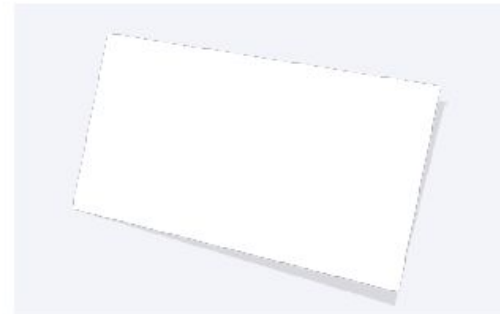
Brandmark

D I S C O V E R

Appears in designated blue on white, or reversed.

BRAND ELEMENTS

path graphic

Appears in designated blue, or reversed in white.

headline background shape

Appears in white with blue copy, or in blue with reversed copy. Contains offset shape in black with reduced opacity as shadow.

Brandmark Logos

These are available/approved configurations of the Lewis and Clark Community College logo, which incorporate the college's brandmark.

Brandmark logo stacked

LEWIS & CLARK COMMUNITY COLLEGE

DISCOVER

NOT FOR USE

Brandmark logo

LEWIS & CLARK COMMUNITY COLLEGE

DISCOVER

NOT FOR USE

PRIMARY LOGO (Combo + brandmark)

LC LEWIS & CLARK COMMUNITY COLLEGE

DISCOVER

NOT FOR USE

When the brandmark pairs with the Lewis and Clark logo, use one of these prescribed lockups.

Examples may include, but are not limited to: stationary, marketing materials, internal collateral, etc.

LEWIS & CLARK
COMMUNITY COLLEGE
D I S C O V E R

NOT FOR USE

LEWIS & CLARK
COMMUNITY COLLEGE
D I S C O V E R

NOT FOR USE

LC **LEWIS & CLARK**
COMMUNITY COLLEGE
D I S C O V E R

When the brandmark appears with the Lewis and Clark logo with emphasis on the brandmark over the logo, scaling and alignment is determined at designer's discretion while maintaining appropriate proportion and following branding guidelines.

Examples may include, but are not limited to: space-limited collateral, any especially discover-forward strategic messaging.

ADVENTURE CALLS.

Get inspired.
Get connected.

LEWIS & CLARK
COMMUNITY COLLEGE

D I S C O V E R
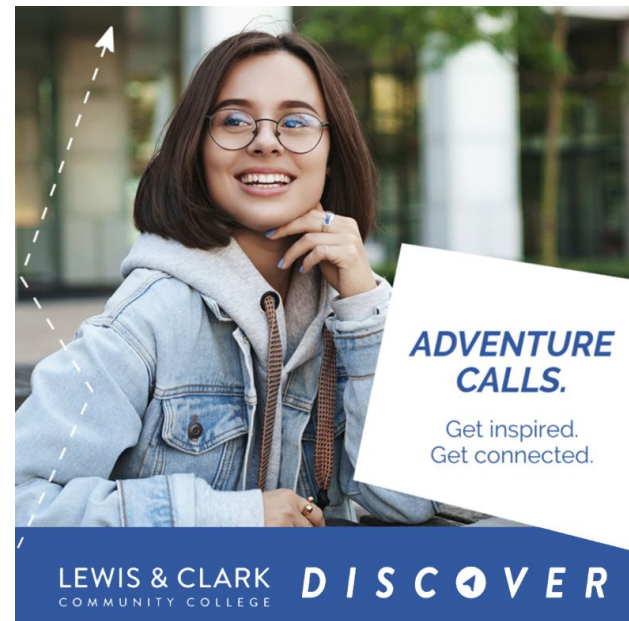
Treatment Construction

Image is of good quality, composition and content.

Copy set in **Raleway,** in blue, and styled for contrast and emphasis.

Headline background shape in white, shaped for composition and copy.

Brandmark appears with the Lewis and Clark logo with emphasis on the brandmark over the logo. Scaling and alignment determined as designer's discretion.

Path graphic in white, placed not to obstruct messaging or image.
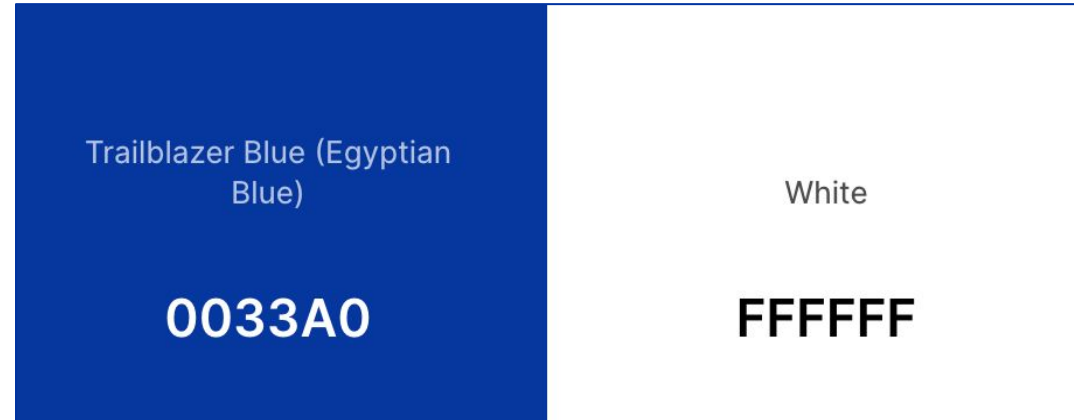
Colors

Colors

These are the colors that make up Lewis and Clark Community College's brand color palette.

Blue and white will be used 75 percent of the time, with the secondary colors black, sunglow and gray being used about 25% of the time.

Complementary colors may be used at the discretion of our professional designers, but most designs should stick to this palette.

PRIMARY (75%)

Trailblazer Blue (Egyptian Blue)

0033A0

White

FFFFFF

SECONDARY (25%)

000000

Black

FFCB1F

Sunglow

898989

Battleship Grey

Typography

Typography

Raleway Type Family

Appears in designated blue, or reversed in white on blue.

Raleway Light

The quick
brown fox
jumps over the
lazy dog

Raleway Light Italic

*The quick brown
fox jumps over
the lazy dog*

Raleway Regular

The quick
brown fox
jumps over the
lazy dog

Raleway Italic

*The quick brown
fox jumps over
the lazy dog*

Raleway Medium

The quick
brown fox
jumps over the
lazy dog

Raleway Medium Italic

*The quick
brown fox jumps
over the lazy
dog*

Raleway Bold

**The quick
brown fox
jumps over the
lazy dog**

Raleway Bold Italic

***The quick
brown fox
jumps over the
lazy dog***

Download for free at https://fonts.google.com/specimen/Raleway

Photography

Photography

Photo selections must be high quality with rich colors and correct white balance.

Single focus perspective is preferred. Shots should depict authentic emotion and feel natural. The subject should be engaged, not staged.

Additionally, photos should support L&C's brand and key attributes.

Sources
Authentic and original photos are to be used in the college's marketing materials whenever possible. Models who will be used in ads must sign a Photo/Video release, which is available in the Marketing & PR Blackboard organization.

Professional photos taken by L&C Marketing & PR can be requested via email or downloaded from the college's Flickr account: www.flickr.com/lewisandclarkcc
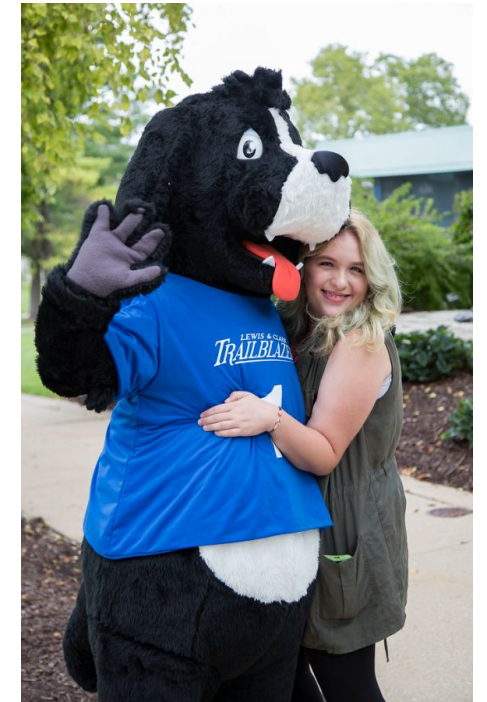
Writing Styles & Standards

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Writing Style

This is a guide for writing promotional materials intended for a larger audience, whether they are current students, potential students, parents, donors, alumni or other groups.

When writing recruiting and fundraising materials, adopt a familiar and engaging style. Use first-person perspective (we and ours) and second-person perspective (you and yours) to create a personal connection. Make sure there is verb tense and pronoun agreement. If you use "our," keep first-person perspective throughout. If you use "the college," use third-person throughout.

Avoid jargon and passive voice. Don't say "a motion was passed by the trustees." Instead, "the trustees passed the motion."

Focus on the Benefits
People naturally want to know how they will benefit – **why they should care** about what you're saying. Make sure you tell them, and write your answer with the specific audience in mind (How will this benefit the student? What about the donor?). Don't just list features of your offering – explain the benefits.

Jargon
As academics, we use a lot of jargon – or industry terms – that the general public doesn't necessarily understand. Write simply and clearly, for the layperson. A good rule of thumb in journalism is to write for about an 8th grade level.

Editorial Style
As an institution of higher learning, we have a responsibility to use language correctly and consistently, and to use it well. To ensure editorial consistency, we use the latest version of Merriam-Webster's Collegiate Dictionary and the Associated Press (AP) Style Guide.

For Lewis and Clark-specific references, we have created an internal style guide, which you should also reference when creating content for the college. A live version of the L&C Stylebook can be found in the Marketing & PR Blackboard organization.

For more:
Marketing & PR Blackboard Organization
http://blackboard.lc.edu