

DRAFT

LAS POSITAS

COLLEGE

COMMUNICATIONS & BRANDING GUIDELINES PROTOCOL

VERSION August 2018-19

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Las Positas College

Introduction

This manual was created to provide a clear direction for all Las Positas College employees to follow when producing any materials in their print and electronic communications to uphold the integrity of the brand. The role of Public Relations, Marketing & Government Relations (PRMG) department at the District Office in managing the districts brand is to increase awareness and adoption of the brand while ensuring the image of the brand is engaging to our target audiences.

What is Branding?

Branding is the practice of creating a name, symbol, or design that differentiates a product from other products. Branding is most effective when such names, symbols, and designs are used consistently. The college's logo, colors, and fonts must be consistently used to improve and maintain brand recognition.

It is important to remember that even though we all work in different divisions, departments, and programs, we all represent Las Positas College. Divisions and departments should refrain from developing and using their own logos, which dilutes the Las Positas College brand and can cause confusion among our target audiences. If you have any questions about developing new logos please contact the PRMG office.

BOILER PLATE COPY

Mission: Las Positas College is an inclusive learning-centered institution providing educational opportunities and support for completion of students' transfer, degree, basic skills, career-technical, and retraining goals.

Vision: Las Positas College strives to be California's premier Community College, setting the standard through opportunities for developing knowledge, skills, values, and abilities that foster engaged and contributing members of the society.

Values: Las Positas College thrives as a collaborative teaching and learning community committed to integrity and excellence by:

1. Encouraging and celebrating lifelong learning
2. Responding to the needs of the ever-changing workplace
3. Demonstrating civic, social and environmental responsibility
4. Promoting ethical behavior, tolerance and mutual respect in a diverse community
5. Fostering a climate of discovery, creativity and personal development
6. Holding firm to the belief that each of us makes an astonishing difference.

THE LAS POSITAS COLLEGE LOGO; I 89@B 9G

The copyrighted college or District logos serve as primary identifies, letting users know immediately that the publication or visual media represents Las Positas College or the District.

- a. The logo should be an integral part of publication covers or electronic presentations, and its use including incorporation into print advertising, should be consistent with the adopted Chabot College and District Branding Guidelines.
- b. To ensure consistent representation, the logo cannot be altered or distorted in any way. Do not change the color alignment or spacing of the icon or text.
- c. Do not enclose the logo inside other artwork, such as clip art or shape
- d. Collateral that involves outside stakeholders or is presented to stakeholders outside of the college campus requires the District logo to be displayed next to the Las Positas College logo.
- e. Logos are available through the Public Relations, Marketing & Government Relations (PRMG) office at the District office. It is highly recommended that you check with PRMG regarding appropriate logo usage.

Please review additional recommendations for logo usage in the following next pages.



LOGO COLORS

Below are the color specs for the full color logo and the one color logo.



THE CHABOT LAS POSITAS DISTRICT LOGO

The District logo comes in two formats, vertical and horizontal.

We recommend in addition to the Las Positas College logo, using the District logo for all "external" public facing collateral.



COLOR PALETTE

The colors shown on this page are the primary colors of the logo and should never be altered. They are the core of the District color palette and should be dominant in all communications.

PANTONE 131

CMYK = 3-36-100-6

RGB = 206-142-0

HEX = CE8E00

PANTONE 201

CMYK = 7-100-65-32

RGB = 152-30-50

HEX = 981E32

PANTONE BLACK 3

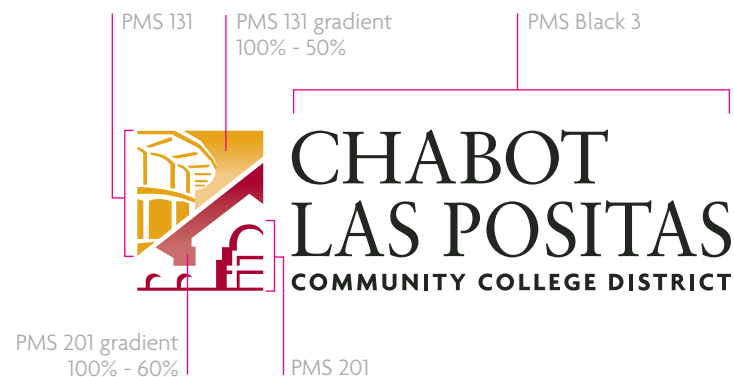
CMYK = 72-46-56-95

RGB = 37-44-38

HEX = 252C26

THE DISTRICT LOGO COLORS

Below are the color specs for the full color logo and the one color logo.



DRAFT

Las Positas College COLOR PALETTE

The colors shown on this page are the primary colors of the logo and should never be altered. They are the core of the Las Positas College color palette and should be dominant in all communications.

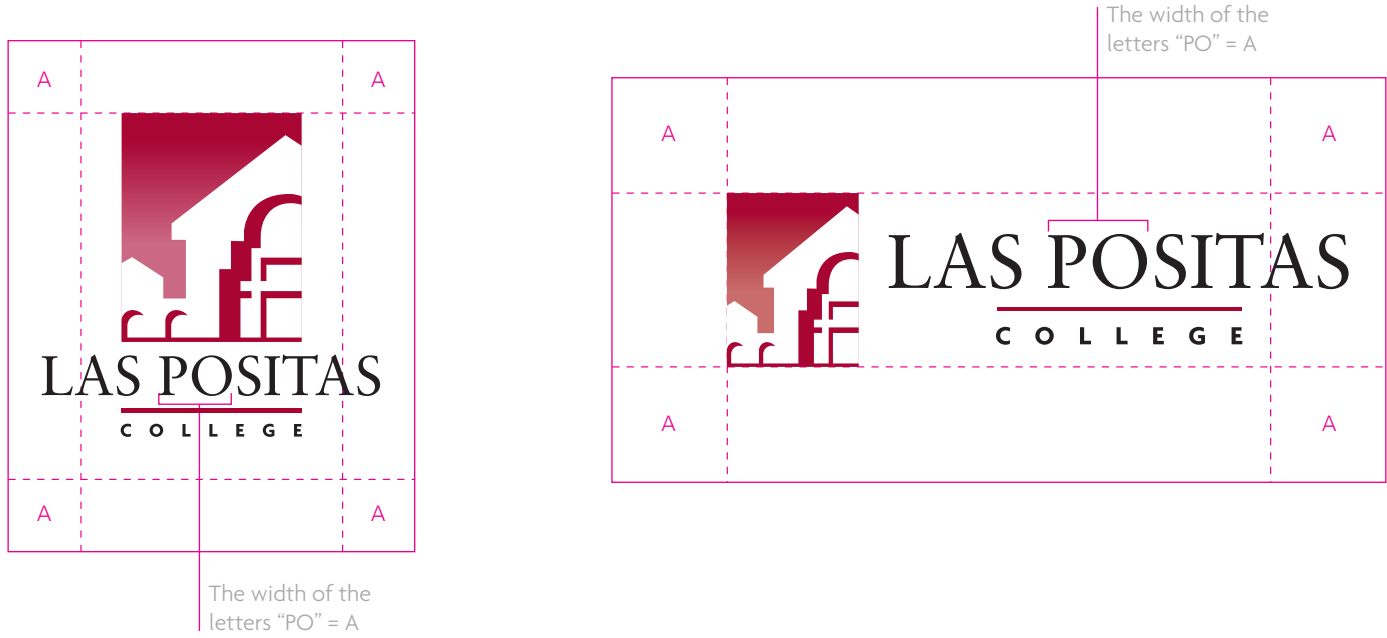
PANTONE 201
CMYK = 7-100-65-32
RGB = 152-30-50
HEX = 981E32

PANTONE BLACK 3
CMYK = 72-46-56-95
RGB = 37-44-38
HEX = 252C26



CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.



MINIMUM SIZE

At certain small sizes, the logo becomes illegible. To prevent legibility issues, keep to the minimum sizes specified here on this page.

Vertical Logo
Minimum size = 1.12"W x 1.12"H



Horizontal Logo
Minimum size = 1.89"W x 0.53"H



DARK BACKGROUNDS

Below are examples of how the full color logo and the one color logos should be used on dark backgrounds.



Full color logo on a dark background



One color logo on a dark background

INCORRECT USAGE

These guidelines apply to all versions of the logo (vertical and horizontal).

❌ Do not adjust the colors of the logo



❌ Do not adjust the spacing of the logo



❌ Do not add dropshadows to the logo



❌ Do not recreate logo or use a different font



❌ Do not create a mask from the logo to hold imagery



❌ Do not distort, stretch or squish the logo



TYPOGRAPHY

Sabon Family

Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sabon Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Family

Agenda Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Agenda Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ



@C; C`D@5 7 9A 9B H/ `I G5; 9

Below are examples of the department lockups for both the vertical and horizontal logos.

New department or program logos are highly discouraged. It can dilute from the attention and message of the College brand. If you feel that your department or program needs a new logo, please contact the PRMG office to discuss your needs.



Stroke = .5 pt
60% Black

**Math, Science, Engineering
& Public Safety**

Font = Agenda Medium, 100% Black
Centered vertically below logo



LAS POSITAS
COLLEGE

Stroke = .5 pt
60% Black

**Math, Science, Engineering
& Public Safety**

Font = Agenda Medium, 100% Black
Centered horizontally to the logo

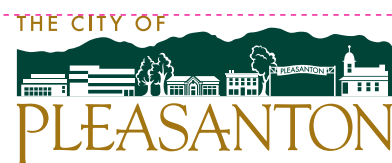
CO-BRANDING

To maintain consistency and professionalism, logo-based co-branding must follow the guidelines below.



logo must be the same height as the dividing line

Stroke = .5
60% black



The co-brand logo must be the same height as the dividing line



FOOTERS

Footers may be used for promotional documents such as, flyers, class schedules, catalogs, public facing collateral, etc.

We recommend in addition to the Las Positas College footer, using the District footer for all "external"public facing collateral.



LAS POSITAS
COLLEGE

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551

www.laspositascollege.edu
(925) 424-1000



CHABOT
LAS POSITAS
COMMUNITY COLLEGE DISTRICT

Chabot-Las Positas
Community College District
7600 Dublin Blvd., 3rd Floor
Dublin, CA 94588

www.clpccd.org
(925) 485-5208

DRAFT

: C C H9F G7C B HBI 98

The District footer is recommended for all "external" public facing collateral such as class schedules, catalogs, formal event invitations, etc.



Board of Trustees

Marshall Mitzman, Ph.D., President • Hal G. Gin, Ed.D., Secretary, Past President • Isobel F. Dvorsky
Donald L. "Dobie" Gelles • Edralin J. Maduli • Genevieve Randolph • Carlo Vecchiarelli
Jannett N. Jackson, Ph.D., Chancellor
Susan Sperling, Ph.D., Chabot College President • Roanna Bennie, Las Positas College Interim President



Board of Trustees

Marshall Mitzman, Ph.D., President • Hal G. Gin, Ed.D., Secretary, Past President • Isobel F. Dvorsky
Donald L. "Dobie" Gelles • Edralin J. Maduli • Genevieve Randolph • Carlo Vecchiarelli
Jannett N. Jackson, Ph.D., Chancellor
Susan Sperling, Ph.D., Chabot College President • Roanna Bennie, Las Positas College Interim
President

LISTING NAMES & DISCLAIMERS

Below is another format to use if you are required to list the Board of Trustees. The following Board of Trustees names should always be formatted this way. Please copy and paste the listings below and format accordingly. JPEGs are available from the PRMG office upon request.

Board of Trustees

Marshall Mitzman, Ph.D. - President
Hal G. Gin, Ed.D. - Secretary - Past President
Isobel F. Dvorsky
Donald I. "Dobie" Gelles
Genevieve Randolph
Edralin J. Maduli
Carlo Vecchiarelli

Agenda Bold
12 pt / 12 pt leading
spaces after paragraph
set to 3 pt

Agenda Light
10 pt / 12 pt with
spaces after paragraph
set to 3 pt

President

Roanna Bennie Interim President, Las Positas College

Chancellor

Jannett N. Jackson, Ph.D.

The Chabot-Las Positas Community College District includes Chabot and Las Positas College. The CLPCCD is governed by its Board of Trustees. No oral or written agreement is binding on the Chabot-Las Positas Community College District without the express approval of the Board of Trustees.

Agenda Light Italic
10 pt / 12 pt with
spaces after paragraph
set to 3 pt

EMAIL SIGNATURES

Emails signatures should always be formatted such as the example below. All emails should use the standard signature template as below, and all emails are required to have a signature line.

Roanna Bennie,

Interim President,

Las Positas College

3000 Campus Hill Dr. | Livermore, CA 94551

W: 925-424-1000 | Cell: 925-XXX-XXXX

Arial Bold
10 pt

Arial Italic
10 pt

Arial Regular
10 pt

Vertical Logo
Minimum size = 1.12"W x 1.12"H
Left justified to align with copy above

@9HH9F < 958

The Las Positas College Letterhead is available in both printed and Word template form. Pre-printed hard copies can be ordered through the College's Reprographics facility.

The following is the approved stationary and should not be altered.



LAS POSITAS
COLLEGE

3000 Campus Hill Drive
Livermore, CA 94551-7623
Tel: (925) 434-1000
www.laspositascollege.edu

June 27, 2017

To Whom This May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobo rtis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

Barry A. Russell
Ph.D., President



LAS POSITAS
COLLEGE

June 27, 2017

To Whom This May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat wisi enim.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

Barry A. Russell
Ph.D., President

3000 Campus Hill Drive Livermore, CA 94551-7623 | Tel: (925) 434-1000 | www.laspositascollege.edu

DRAFT

BUSINESS CARD & STATIONARY

The following layouts are the approved business card, and should not be altered. Please contact your reprographics office for more information.

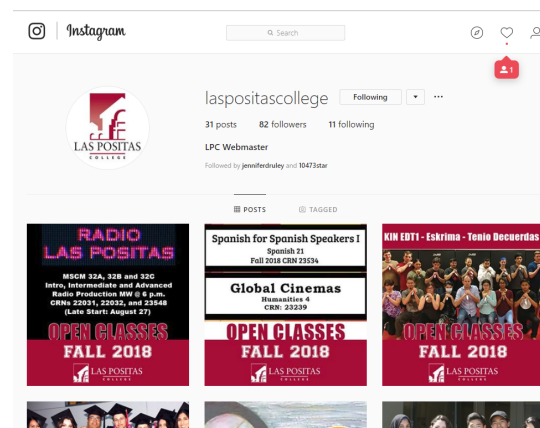
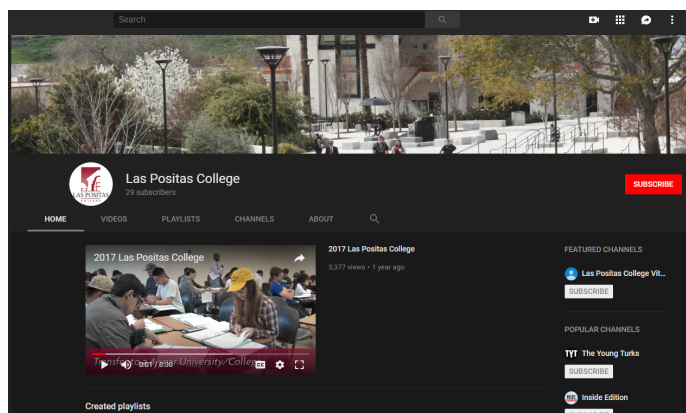
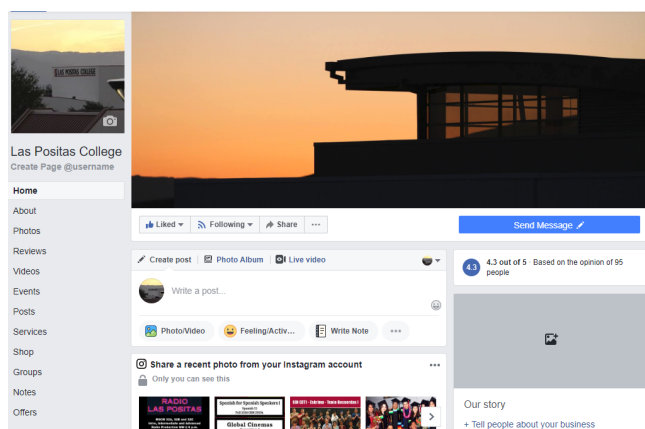


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@5 G'DC G-H5 G COLLEGE GC 7-5 @'A 98-5 'B 9HK C F? -B; 'D5; 9G'

The Las Positas College's social media accounts on Facebook, Twitter, Instagram, YouTube and LinkedIn are managed by the PRGM department in partnership with the Las Positas College webmasters office. To have information posted on these pages, please contact the PRMG department or the webmaster's office.

We do not encourage developing new social media accounts for departments or programs. Please contact PRMG or the Las Positas College webmaster for more information.



DF 9GGF 9@95 G9: C F A G

Share your news with us and request a press release. Fill out the Press Release form and email it to the PRMG office.

Stories pitched to the media are not guaranteed to be picked up by the media. News stories picked up and published by the media are dependant on the media outlets' interests. The press release form can be downloaded from the Newsroom page on the District website at:

<http://www.clpccd.org/newsroom/PressRelease>

Do you have pictures to share or need pictures of your college? Contact the PRMG office.



588 HCB 5@C; CGFOR COLLEGE



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PROMOTIONAL PRINTING

Please use the designated LPC flyer templates for promotion of your events and activities. Please contact your student services department or the PRMG office.

Pending

This Communications & Branding Guideline Protocol is a work in progress and may be revised several times per year as new additional guidelines and clarifications are added.

For more information please contact the Public Relations Marketing and Government Relations (PRMG) Office at the District.

Guisselle Nunez
Director of PRMG
gnunez@clpccd.org
925-4825216

Mujeeb Dadgar
Public Relations Associate
mdadgar@clpccd.org
925-485-5211



Chabot-Las Positas Community
College District 7600 Dublin Blvd.,
3rd Floor Dublin, CA 94588

www.clpccd.org
(925) 485-5208