



# Lehigh Carbon

## COMMUNITY COLLEGE

Updated October 2023

Lehigh Carbon Community College offers degrees and certificates as well as other educational offerings to students in Lehigh, Carbon and Schuylkill counties and surrounding areas. These branding guidelines are created to ensure a cohesive look-and-feel and tone in all Lehigh Carbon Community College print and web communications, both internal and external.

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## About the Lehigh Carbon Community College Brand

### 01.01 Position Statement

Lehigh Carbon Community College was founded on the principle of providing high-quality education in an affordable and accessible manner throughout the communities in the three counties served. The vision for excellence at LCCC is comprised of transforming students' lives, transforming the learning environment and transforming the college organization. Excellence is achieved and defined differently by each student; however, many facets of LCCC greatly contribute to their overall success.

### 01.02 The Voice of LCCC

Lehigh Carbon Community College's marketing and advertising tone reflects the atmosphere of the college: intelligent, comprehensive, clean and inviting. All marketing collateral should convey the message of a high-quality and valuable education.

The imagery should include engaging photographs of real people, preferably Lehigh Carbon Community College students or alumni, as they accurately represent the student body. Images featuring campus life and/or common areas are strongly encouraged, as they offer an insight into the environments at each of LCCC's campus and sites.

## Lehigh Carbon Community College Logo

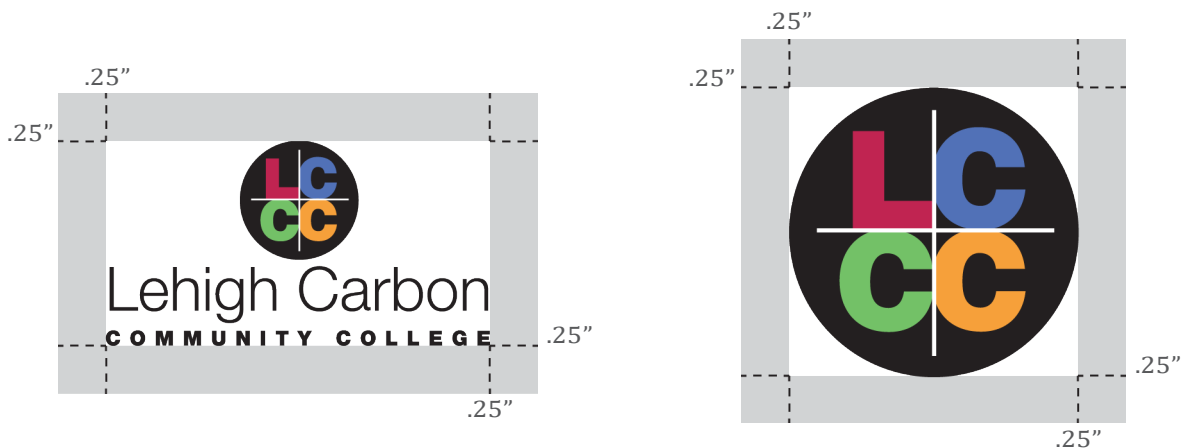


### 02.01 Overview

The Lehigh Carbon Community College logo is made up of a black circle, with the letters “LCCC” in the brand colors with white dividing lines. There are several versions of the logo available in order to accommodate a variety of marketing situations. The logo appears in color/black and white, stacked and horizontal formats, and with/without the school name.

### 02.02 Clear Space

All variations of the Lehigh Carbon Community College brand require a .25” clear space on all sides. The clear space is designed to maintain the integrity of the logo; no text or imagery should appear in the clear space.



## 02.03 Logo Variations

Please utilize one of following logo variations on all LCCC communications. Logos are available for downloading in RGB color format in both PNG (web) and JPEG (print) versions from the myLCCC [portal](#) or on the [web](#). Please contact College Relations at [collegerelations@LCCC.edu](mailto:collegerelations@LCCC.edu) if you need a different type of file format (EPS) or different color format (CMYK or Pantone).

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### LCCC Logo (without school name)



Minimum width: .4"

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### LCCC Logo horizontal with name



Minimum width: 1.5"

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### LCCC Logo stacked with name



Minimum width: 1.2"

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LCCC Logo name only

Lehigh Carbon  
**COMMUNITY COLLEGE**

LCC\_text\_only.png

Lehigh Carbon  
**COMMUNITY COLLEGE**

Minimum width: 1.2"

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LCCC Logo stacked large with name



Lehigh Carbon  
**COMMUNITY COLLEGE**



Lehigh Carbon  
**COMMUNITY COLLEGE**



Lehigh Carbon  
**COMMUNITY COLLEGE**

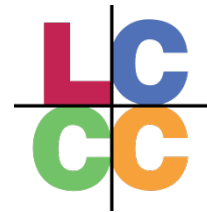
Minimum width: 1.2"

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LCCC Circle Logo on black



LCCC "Crosshair" Logo on white



LCCC Circle Logo white  
(when used on dark background)

LCCC "White Crosshair" Logo  
(when used on dark background)



## 02.04 Usage of Logos with School Name



Although the Lehigh Carbon Community College logo has been established for many years and is recognized within the local community, it is still important to maintain the college name in some external communications and marketing.

The use of the logo with the college name is required in the following instances: when creating communications outside of the immediate service area, in messaging where the LCCC logo is not as easily recognized, or when the initials LCCC could be misconstrued for another brand. When in doubt, use the full logo.

The college name should never be typed out next to the LCCC logo. Always use the approved logo files.

## 02.05 Inappropriate Logo Usage

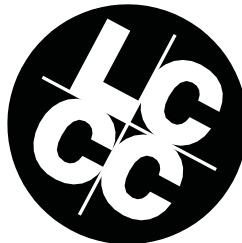
Maintain the aspect ratio and brand colors when using any of the approved LCCC logos. Avoid stretching, distorting, rotating, or altering the established brand in any fashion. Scanned images of the logo are prohibited.



**Incorrect!**



**Incorrect!**



**Incorrect!**



**Incorrect!**



**Incorrect!**



**Approved!**

## Brand Colors

### 03.01 Logo Colors

The logo consists of black, white, and the colors listed below.



**Red**  
Pantone Rubine Red  
C15 M99 Y56 K2  
R203 G35 B85  
Web: #CB2355



**Blue**  
Pantone 2728  
C74 M56 Y0 K0  
R83 G113 B183  
Web: #5371B7



**Green**  
Pantone 360  
C58 M1 Y78 K0  
R115 G191 B106  
Web: #73BF6A



**Orange-Yellow**  
Pantone 137  
C0 M42 Y88 K0  
R250 G163 B57  
Web: #FAA339

### 03.02 School Colors

The academic colors for LCCC are maroon and gold. There are two approved color versions for the gold.



**Maroon**  
Pantone 208  
C15 M100 Y37 K45  
R134 G31 B65  
Web: #861F41



**Gold**  
Pantone 143  
C0 M32 Y87 K0  
R241 G180 B52  
Web: #F1B434



**Gold (Spanish Yellow)**  
Pantone 1235  
C0 M31 Y98 K0  
R255 G184 B28  
Web: #FFB81C

### 03.03 Secondary Color Palette

To provide flexibility in design and marketing, the following colors can be used in combination with the logo and school colors.



**Bright Green**  
C40 M0 Y100 K0  
R166 G206 B57  
Web: #A6CE39



**Bright Yellow**  
C7 M9 Y91 K0  
R242 G217 B51  
Web: #F2D933



**Muted Orange**  
C0 M50 Y52 K0  
R247 G150 B118  
Web: #F79676



**Bright Orange**  
C0 M62 Y100 K0  
R245 G126 B32  
Web: #F57E20



**Bright Blue**  
C74 M13 Y14 K0  
R20 G169 B203  
Web: #14A9CB



**Blue-Purple**  
C68 M53 Y22 K2  
R99 G116 B154  
Web: #63749A



**Red-Purple**  
C46 M74 Y9 K0  
R151 G94 B155  
Web: #975E9B



**Dark Gray**  
C61 M53 Y52 K23  
R97 G97 B97  
Web: #616161

### 03.04 Web Exclusive Colors

The following colors are available for exclusive use on the Lehigh Carbon Community College website.



**Web Green**  
R132 G190 B66  
Web: #8ABE42



**Web Olive Green**  
R125 G152 B121  
Web: #7D9879



**Web Gray Blue**  
R113 G130 B156  
Web: #71829C



**Web Muted Blue**  
R165 G182 B207  
Web: #A5B6CF



**Web Orange**  
R235 G112 B74  
Web: #EB704A



## Typography

### 04.01 Fonts

#### ITC Officina Sans

Officina Sans is a sans-serif font used for headlines, subheadings or shorter blocks of copy.

##### ITC Officina Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

##### ITC Officina Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

#### Sabon

Sabon is a serif font used for large sections of printed copy and headlines.

##### Sabon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### 04.02 Alternate Fonts

The following alternate fonts are also approved for use on LCCC communications.

#### Helvetica or Arial

Helvetica or Arial can be used as an alternate to ITC Officina Sans.

##### Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

##### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

#### Garamond or Georgia

Garamond or Georgia can be used as an alternate to Sabon.

##### Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

##### Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

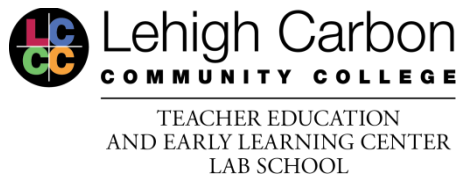
### 04.03 Departmental Logos

To create a consistent look among all departments, schools and program areas, a system of these logos has been developed. Please note that all previous logos that have been designed are no longer appropriate for use. Every area will have similar logos, all as a subset of the main college logo. The power of reinforcing this single image is an advantage to everyone. Despite the wide variety of activities, programs and services offered, we should not assume that every entity must have its own brand. The strongest, most recognized identity that we can project is that of the college itself. Stand-alone graphic identities will not be used.

See below for before and after examples.

Approved version

Previous logo



#### **04.04 Consistent Site Names**

In keeping with how other colleges and universities refer to multiple campuses (i.e. Penn State), LCCC will use the cities in referring to our off-site locations.

LCCC Allentown

LCCC Main Campus

LCCC Tamaqua

LCCC LVIA

Donley and Morgan represent significant gifts to the college and their names will be retained in formal reference:

LCCC Allentown at the Donley Center

LCCC Tamaqua at the Morgan Center

It is acceptable on second reference or in casual uses to call it “the Donley Center” or “the Morgan Center.”