

LOS ANGELES SOUTHWEST COLLEGE

Brand Standards

These guidelines are designed to help all members of the Los Angeles Southwest College family come together to present a unified message to our community.

Questions? Please contact the Public Relations Office:
323.241.5401
pr@lasc.edu

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LASC Change Theory



By working together with a student-centric approach in the spirit of "*all in*," we will facilitate the examination of systems at LASC in order to *transform* our campus into a fiscally stable model for *institutional transformation* and championing student *success and equity*.

Our *Mission*

In honor of its founding history, Los Angeles Southwest College is committed to providing a student-centered and equitable learning environment designed to empower a diverse student population and the surrounding community to achieve their academic and career goals by:

- Attaining certificates and associate degrees leading to transfer and workforce preparation
- Eliminating systemic racism and exclusion
- Becoming a model educational institution for the success of students of color

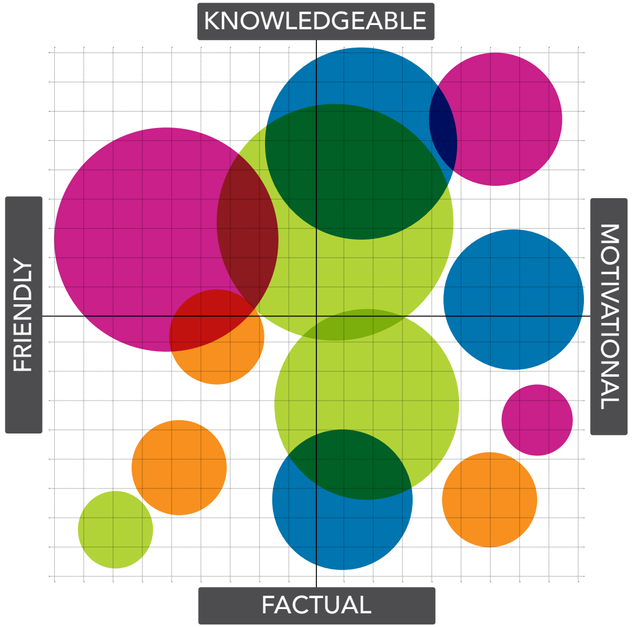
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Just like your own personality, the LASC brand personality has many aspects to it.

Which aspect is the most prominent in the moment changes on who we're talking to and where. Use the chart on this page to make sure the tone of your message matches the tone of the place it will live.

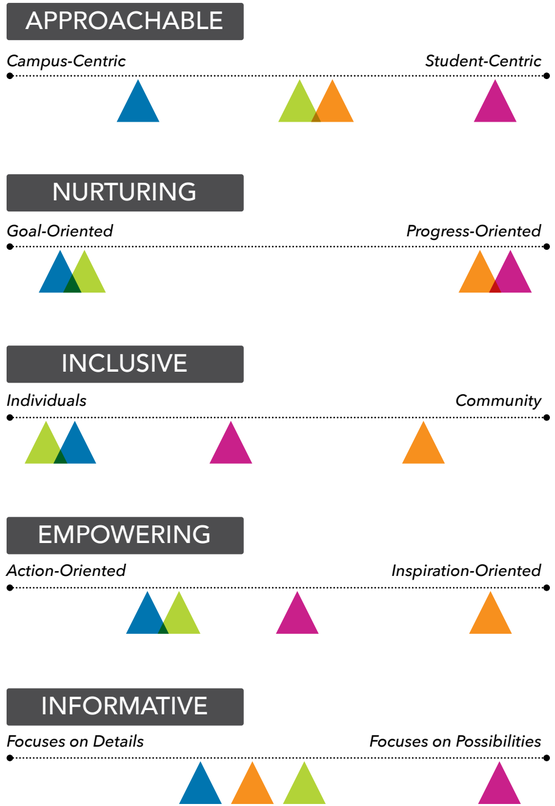
For example, on social media your tone of voice should be friendly, welcoming, and encouraging even when sharing information such as deadlines or fees. The same information on LASC.edu would be presented in a more authoritative, straightforward manner.

All messages should reflect the appropriate tone as seen on this page and presenting the best content as outlined on the next page.



- Social media
- Recruitment, registration
- Website
- Events flyers/posters/invites

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LASC is **approachable, nurturing, inclusive, empowering** and **informative.**

These words best encapsulate how students and employees described their interactions with and feelings about LASC and its mission.

Depending on where content will be, we need to tailor the content to the audience and motivating factors of that space. The chart at left will help you create content that resonates.

For example, social media posts should focus on inspiring students with the possibilities for life after college, whereas LASC.edu focuses on what college offers students along with all the important details.

- Social media
- Recruitment, registration
- Website
- Events flyers/posters/invites

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LASC Color Palette

Our campus **primary colors** should feature prominently in all communications.
Learn how to set up custom colors in PowerPoint, Office and Excel or Canva!

Teal
CMYK 80.18.0.0
RGB 0.160.221
Pantone 299c
Hex 00a0dd

Gold
CMYK 1.22.100.0
RGB 252.198.19
Pantone 109c
Hex fcc60e

Navy
CMYK 100.84.36.39
RGB 0.40.86
Pantone 295c
Hex 002856

White

Our **secondary colors** can be used in combination with primary colors to help evoke a mood or relate to another group. You may add one secondary color which can be no more than 25% of the colors on your page (ex: OR)

Gold Gradient Dark
CMYK 17.31.100.0
RGB 216.172.41
Pantone 110c
Hex d8ac29

Light
CMYK 7.2.77.0
RGB 243.231.93
Pantone 3935c
Hex f3e75d

Pink
CMYK 14.97.0.3
RGB 201.32.138
Pantone Pinkc
Hex c9208a

Orange
CMYK 0.52.100.0
RGB 247.144.30
Pantone 715c
Hex f7901e

Lime
CMYK 35.0.98.9
RGB 163.193.51
Pantone 583c
Hex a3c133

Gray
CMYK 0.0.0.85
RGB 77.77.79
Pantone 7540c
Hex 4d4d4f

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LASC Font Family

Strong headline *design* is important.

From headlines, to subheads, calls-to-action and body copy, all information must be set in LASC brand fonts.
Headlines in Cocomat Pro may appear in a range of colors from the LASC primary palette. Learn how to set up custom fonts in PowerPoint, Office and Excel or Canva!

Download fonts here

Cocomat Pro Black
Cocomat Pro Bold
Cocomat Pro Medium

Our accent font, Redlight, is used to draw attention to key words or phrases in headlines. These words should be the same color as the headline they are a part of and 2x the point size of words in Cocomat Pro. To prevent crowding, set your leading (the vertical space between lines) the same point size as Redlight for the full headline. Punctuation/special characters are never in Redlight.

The Redlight Regular

Body copy and captions are set in Avenir and should appear primarily in black or white.

Avenir Light
Avenir Light Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Black
Avenir Black Oblique

These fonts make great headlines and subheads when a simpler design is needed.

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The LASC campus logo should feature prominently on all communications unless a specialty logo is required (see pgs 12-13)

- Campus logos should appear on solid color backgrounds only, not on images or textures
- Use the appropriate logo based on space and size according to the guidelines on the next page
- Use only the color options shown on pgs 10 & 11
- Do not add shadows, glows or 3D effects to the logos, rotate them or break them apart

Download logo files here



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The campus logo should be used whenever possible.

Use this logo for horizontal applications

The LASC standalone acronym may be used when the size of the vertical or horizontal campus logos causes the LASC to be smaller than 1" tall and read-ability is impaired.

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LASC Department & Program Logos

All departments and programs have a pre-approved logo ready for use.

No other logo/icon should be used to represent your department or program. Contact the PR Mangers office a pr@lasc.edu with questions.

Download logo files here

Academic Technology Committee

LOS ANGELES SOUTHWEST COLLEGE
ACADEMIC TECHNOLOGY COMMITTEE

LASC Specialty Logos

Our athletics program and the President's Office have logos designed for specific purposes.

These logos should not be used in any other context or communication.

To request use of these logos please email pr@lasc.edu

LOS ANGELES SOUTHWEST COLLEGE
PRESIDENT'S CHANGE LEADERS

LASC Group & Event Logos

In need of a custom logo for your group or event? Use the instructions below to let your creativity shine while staying within the established LASC brand.

Start with the LASC standalone acronym and fill it with a pattern or color to create a logo perfect for your needs. Be sure to see pg 6 for colors and pg 15 for illustration guidelines.



Set the name of your group or event in Cocomat Pro Black. Left align your name to the "L."
The point size can be as large or small as you like as long as it isn't wider than the LASC acronym.
Your group name should relate to the pattern and be one of the LASC primary colors.
As a last check be sure to reference the ADA Compliance guide on pgs 18-19.

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Our photography choices should help communicate our core brand attributes.

Use the guide below to help you choose the most important details of your image based on the attributes you wish to convey.

Approachable: eye contact with camera, smiling faces
Nurturing: interaction between subjects or with camera, or action in the scene
Inclusive: diversity of race, age, and genders represented
Empowering: be sure the subjects feel "life size" and aren't shot from too high an angle which makes them appear small or too low an angle that is overpowering to the viewer
Informative: when showing a building be sure the name or front isn't obstructed, when featuring a speaker or specific person be sure their full face can be seen

{download photos here}







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LASC Photography

Look for action/interaction in people or group shots. *(headshots excluded)* This interaction can be with the camera or with each other.

















Building images should be selected from our photo library to ensure best possible representation.



Photos may be stylized in the following ways:
- Tinted an LASC primary color
- Turned into black and white photos
- Collaged together
- Made into halftone dots
- Cropped

Photos may not be:
- Tinted multiple colors
- Turned into sketch/paint style textures
- Tinted a non-LASC primary color

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LASC Illustrations & Icons

Illustrations should be clean lines, solid shapes and bold colors.













Icons are single color and will either be circles or in circles and in an LASC core color or white.





@LASCCampus

@LASCCougars

@LASCSouthwestCollege

@LASCSouthwestCollege

LASC Diagonals

The diagonal crop and gradients are an important element of our brand.

You'll see great examples of using the diagonals throughout this brand guide.

- All diagonals should be at a 20° slant
- Gradient boxes should be in two color options only:

Orange (0.52.100.0) to LASC Gold

LASC Navy to LASC Teal

- Learn how to set up custom colors in PowerPoint, Office and Excel or Canva
- Gradient boxes should be solid at the edges of the page and fade away toward the middle of the page
- Boxes can be overlapped and staggered using a hard light transparency at 60-90% to create layered effects
- Be attentive of balance, a single photo can support more shapes while several photos should be tied together using only one or two shapes



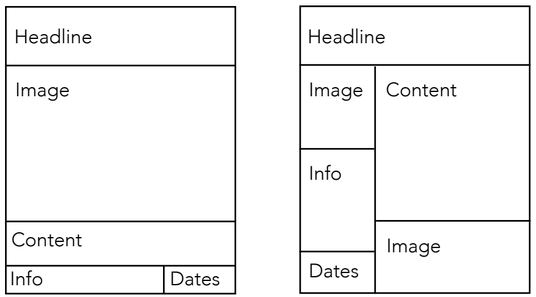
Our brand in *real life.*

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ADA Compliance is important to ensuring the LASC message reaches all students and employees. Use this visual guide for a quick check and see the links below for more detailed information.

[Colorblind vision simulation]
[Adobe Acrobat Accessibility Checker]

Layout composition should have a clear hierarchy of information.



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Type is set legibly considering all elements of style including:
A this space between letters called kerning **B**
and the space between lines called leading.

When setting type it's important to consider several factors including letter case, font choice and background colors. Optimal leading is 120% of font size. For example, 12pt font has 14pt leading. (12x120%=14)

This paragraph is difficult to read due to:
- Full column width type known as forced justification
- Tight leading that runs lines together.
- Tight kerning which makes letters to close to each other.

Easy to read

ALL CAPS IS CONSIDERED YELLING

Tight kerning is very hard to read

Loose kerning is difficult as well

Easy to read

Easy to read

Hard to read

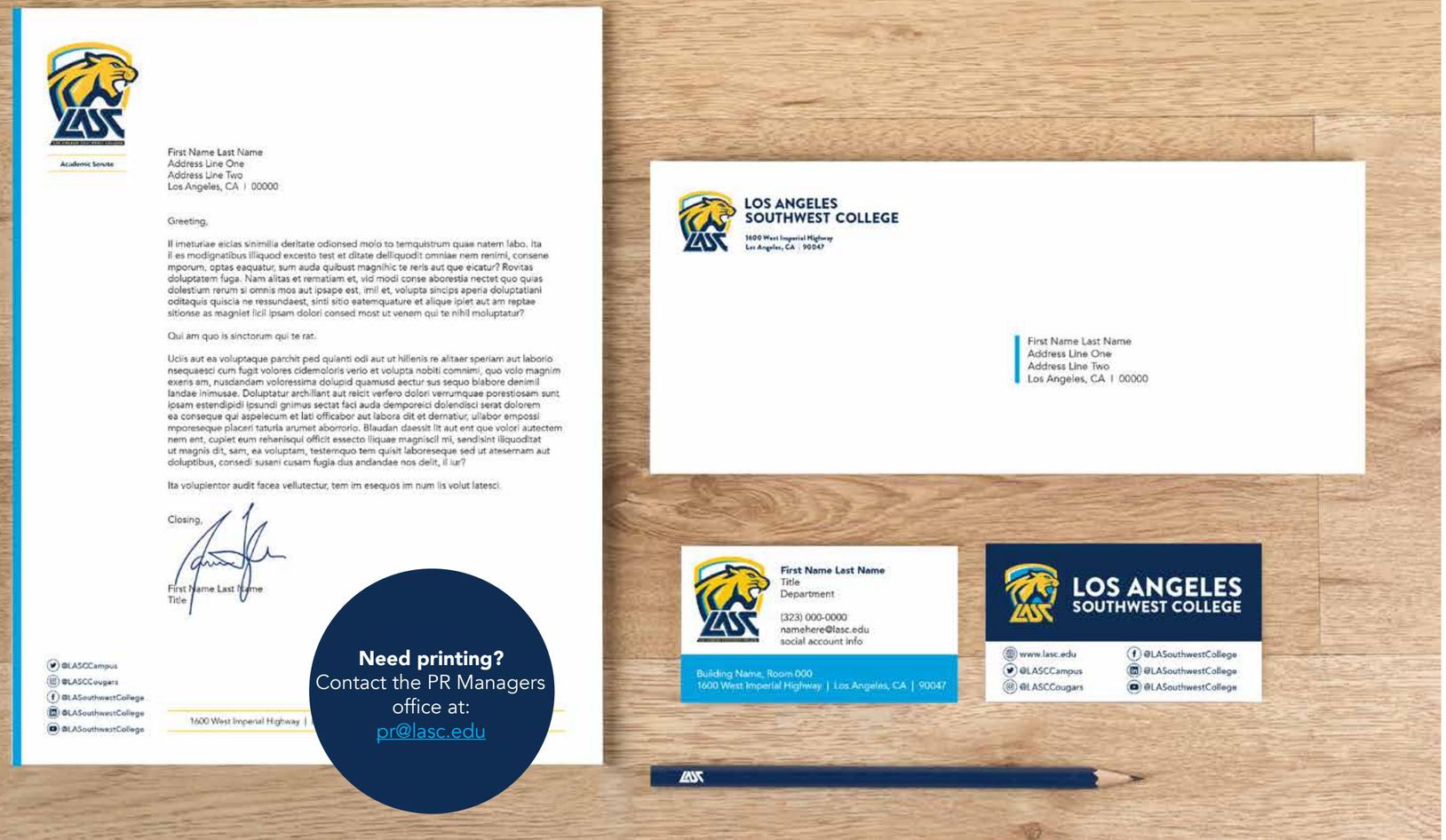
HARD TO READ

HARD TO READ

Colors should have a strong contrast for ADA compliance.



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Need printing?
Contact the PR Managers office at:
pr@lasc.edu

Printable stationery templates are available for download.

- All letter and address copy should be set in Avenir Book at 10pts
- The department name on letterhead should be set in Avenir Black at 12pts

LASC Style Guide
- Phone numbers are formatted (323) 000-0000
- When joining two separate pieces of information on a single line use a bracket with double spaces on each side, for example:
  Los Angeles, CA | 00000
  Address | Suite
- Letter paragraphs should have hard returns between them without tab indents on the first line
- Spell out all words unless USPS mandated, for example:
  Highway vs Hwy
  Suite vs Ste
- State and country abbreviations should be used
- Bullet points should be the same font, weight, and point size as the sentence they are a part of

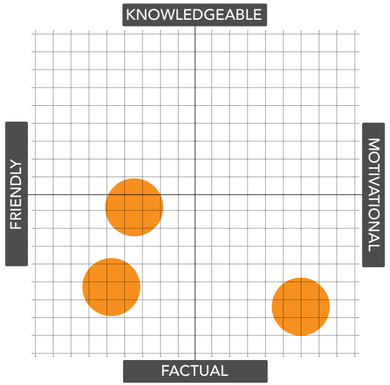
Download fonts here

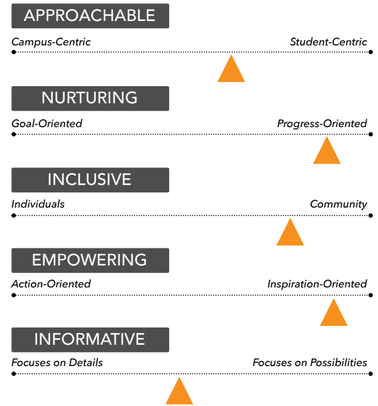
{download files here}



Your design should be instantly recognizable as LASC materials.

- Campus logo should be no smaller than 2" tall, custom LASC acronym logos should be no smaller than 1" tall
- For postcards, the call-to-action should be in a solid bar across the bottom of the front side
- Copy blocks should always be on white for easy read-ability
- Remember the brand voice and core attributes; postcards and flyers should deliver facts in a friendly way that motivate the viewer













Apparel is more than warm hoodies and school spirit. It's confirmation of our pursuit for great things in our community.

- All fabric colors must be from primary color palette
- Navy, dark gray and light gray heathered fabrics are OK
- Two colors may be used when they are separate parts of the item (ex: yellow straps or blue sleeves)
- Patterns, images, or non-brand colors should ONLY be used when part of a custom LASC acronym logo
- The athletics logo may be cropped/enlarged for stronger impact on apparel
- Campus and acronym logos should always be shown with a minimum of 1/4th their height around all edges

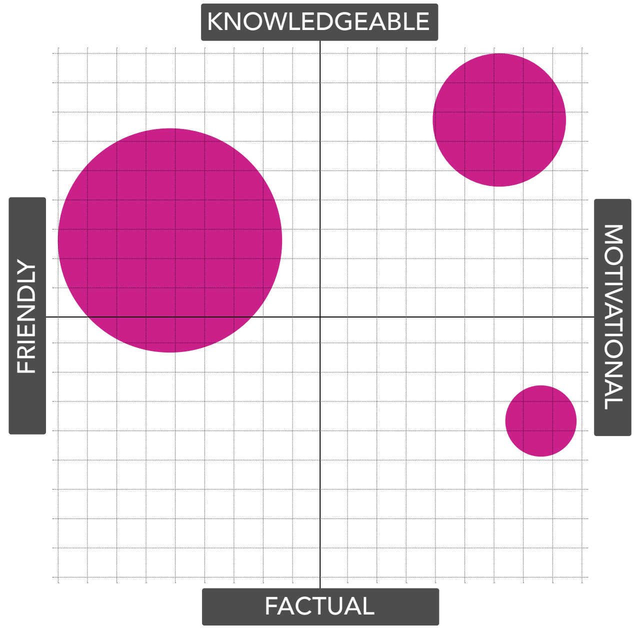


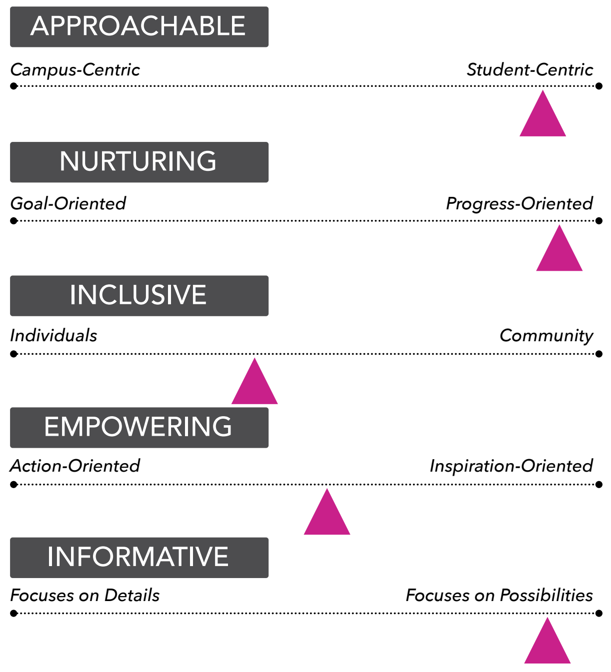
**Example not actual size*



Social media is our ongoing conversation with our students and community.

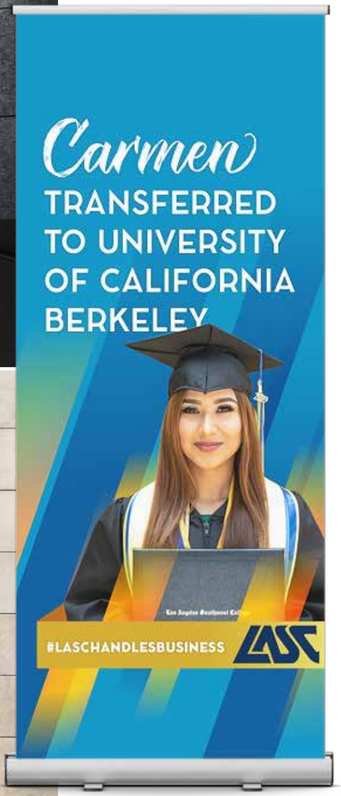
• Be sure follow photography guidelines on pg 14 and color palettes on pg 6
• Canva templates, patterns and animations are OK to use as long as LASC logos, fonts and colors are incorporated, learn how to customize Canva
• Our official campus hashtags are #LASCCougars, #LASCThePlaceToBe and #lascALLin
If you are planning to post on social media please be sure to include at least these three hashtags in your postings
• Remember the brand voice and core attributes; social media posts should be friendly while sharing important information in an approachable, concise way









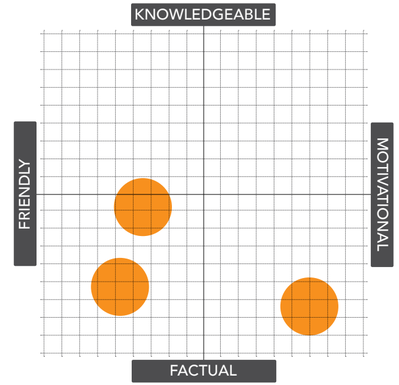


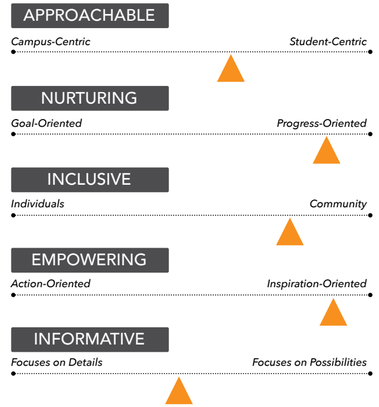




Follow brand guidelines and keep the environment in mind for high-impact posters and signs.

- The further away a person will be from your sign, the larger/fewer your words
- Make sure your design will stand out in its environment
- Ensure your call-to-action is easy to find, read, and interact with
- Remember the brand voice and core attributes; posters and signs should deliver facts in a friendly way that motivate the viewer





Have questions? Need help?

Contact the Public Relations Office:
323.241.5401
pr@lasc.edu 

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