



Institutional Brand Guidelines

January 2023

Lenoir Community College Institutional Brand Guidelines

Preface

The Lenoir Community College brand is more than a logo. Our brand is the sum of everything we do — from solution-driven education, research and scholarship to the work that supports and sustains our efforts in the classroom and the lab.

In order to maintain a consistent image in regard to all print and web-based publications including flyers, rack cards, brochures, posters, and other marketing pieces for public use, utilize the following guidelines and follow the proper approval process. All publications intended for public use must be approved by the Director of Marketing. Any creative work should be produced in the College Printing Department by the graphic design department that is best equipped to handle the creative and technical aspects associated with document and printing production.

Logos

LCC's Official logo's may be used in its main color, black, or white. Logos must maintain original proportions where the O in the Lenoir remains an exact circle shape and is not distorted. All printed materials should include the LCC logo. The official College logo should not be altered.

Appropriate Use



Inappropriate Use



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LCC's logo should be reproduced when possible in its main color. The outline below indicates the different color formats and their color breakdowns. For one-color print jobs, it is acceptable to use the main 'Lancer Blue' breakdown as shown. This will provide adequate contrast. For use of logo in Internet applications, use the RGB color chart. For four-color printing, use the CMYK color chart.

The minimum size of the logo is 1.35 inches wide by .4 inches tall. The logo is acceptable when scaled proportionately larger to any size needed. In order to scale the file, it is recommended to use the eps vector file, so that there will be no loss in the quality of the logo. The logo should never be disproportionately stretched or elongated to fill a particular space.

The illustrations below show how the colors of the logo will vary depending on the background on which they are placed. On a background darker than 40% black, the logo must appear in white to offset the logo from the background. For backgrounds 15% black or darker, the logo needs to appear in the corporate colors. The same principal applies to colored backgrounds, illustrations or photography.

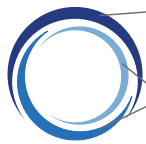
Fonts

Font: Trajan Pro Bold
All Cap, Spaced 200

LENOIR
COMMUNITY COLLEGE

Font: Trajan Pro Bold
Title Cap, Spaced 80

Colors



	CMYK	RGB	Pantone
■ Lancer Blue:	C: 100 M: 91 Y:17 K: 6	R: 38 G: 59 B: 128	287 C
■ Regional Blue:	C:84 M: 55 Y:0 K: 0	R: 45 G: 111 B: 183	285 C
■ Local Blue:	C: 51 M: 20 Y: 5 K: 0	R: 123 G: 174 B: 212	542 C

LEN IR
COMMUNITY COLLEGE

	CMYK	RGB	Pantone
■ Lancer Blue:	C: 100 M: 91 Y:17 K: 6	R: 38 G: 59 B: 128	287 C

Other

LENOIR
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One Color: Lancer Blue or Black

Black, K: 100 Black, K: 50 Black, K: 15

LENOIR
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Grayscale

LENOIR
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White Against Color

Mascot Logos

Mascot logos may be used in the original color or in grayscale. Logos must maintain original proportions and are not to be distorted.



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The LCC Seal

The LCC Seal may be used in the following format:



LCC Athletic Logo

The LCC Athletic logo may be used in the following format:



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Social Media

The Social Media Coordinator, Marketing Director, and the Web Developer oversee the College's official social media presence and maintains an official presence on the following social media sites:

Facebook

Lenoir Community College

Current Program Pages

LCC Barber School

LCC Bookstore

LCC Culinary Arts

LCC Foundation

LCC Heritage Place

LCC Public Safety Emergency Management

LCC Transitional and Career Studies

Center Pages

Greene County

Jones County

La Grange Center

Instagram

LCCLancers

Twitter

@LCCLancers

@LCCathletics_

YouTube

LCC360

Snapchat

LCCLancers

TikTok

LCCLancers

LinkedIn

Lenoir Community College

Social Media Procedures

Lenoir Community College Marketing Department has developed these guidelines and procedures to help clarify the risks and best practices associated with social media activities to protect the user and the College. It is the responsibility of the user to read and understand these procedures in regards to social media. These guidelines are broad in nature to accommodate any differences in online venues while maintaining a universal code of conduct.

The Lenoir Community College Social Media Procedure only applies to social media accounts created to represent LCC groups, departments, programs, entities, etc. and does not apply to private individual accounts.

College Officially Recognized Social Media Accounts

For a group to be recognized by the College as an official social media account, the group administrators must seek approval from the Marketing Director, and Social Media Coordinator.

The Marketing Director, and Social Media Coordinator will review all social media inquiries. This office should also be used as a resource for the college community for any social media needs. The Marketing Director will make the final decision regarding the use of social media. If approved, the Social Media Coordinator will ensure the pages are created according to social media site's procedure.

Account Administrators

All social media accounts officially recognized by LCC must have LCC faculty or staff member as an administrator at all times and must have the Social Media Coordinator, Marketing Director and Web Developer as additional administrators.

Should a LCC employee administrator of an account leave the College for any reason or no longer wish to be an account administrator, it is that individual's responsibility to designate another LCC employee to be an account administrator prior to removing himself or herself from that role. The Social Media Coordinator should be notified when a new administrator assumes the management of the page.

Procedure

All postings are subject to College policies and federal regulations including FERPA. Disclosure of confidential or proprietary material not in the public domain is strictly prohibited. LCC employees identified as administrators of accounts are held responsible for managing and monitoring content of their officially recognized accounts. Postings are subject to copyright laws. Do not use materials—including photos and music—without permission. Doing otherwise can expose you to legal action by copyright holders.

Social Media Procedures (Continued)

Administrators are responsible to remove content that may violate the College's Conduct Policies. Inappropriate posts, comments and exchanges including profanity, harassment, bullying and hate speech are strictly prohibited. LCC has the right to remove any content for any reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.

Refrain from using information and conducting activities that may violate local, state, or federal laws, and regulations.

All social media accounts must post at minimum twice per week to remain active and current or will be subject to removal.

Content

Social media postings are in the public domain. This means anyone in the world can see your posts, and your posts can impact you and the College. Social media are public channels and are searchable by standard Web browsers despite your privacy settings. You are responsible for any and all content and exchanges occurring within the pages under your management. Treat online comments the same way you would at a public forum. Use good judgment about content and respect privacy laws. Do not include confidential information about the College, its staff, or its students.

You may post any content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.

Representation of your personal opinions as being endorsed by the College or any of its organizations is strictly prohibited. You may not use the LCC name to promote any opinion, product, cause, or political candidate.

By posting content to any social media site, you agree that you own or otherwise control all of the rights to that content, that your use of the content is protected fair use, that you will not knowingly provide misleading or false information, and that you hold the College harmless for any claims resulting from the content.

Unauthorized use and/or creation of Lenoir Community College social media and its pages are strictly prohibited. All pages and related social media accounts require prior approval by the Director of Marketing. Requests for official College social media pages are submitted to the Director of Marketing.

Questions about this procedure should be directed to rshuneycutt78@lenoircc.edu.