Los Medanos College

STYLE GUIDE

Los Medanos College Logo

The Los Medanos College is the keystone of our brand identity, a representation of our personality, our tonality, and our basic values. It is how we want to be viewed by the public and how we view ourselves. It represents tradition, quality, reliability of education and values in our community.

As one of the most important elements of our visual communication, the LMC logo must be protected through proper use. To communicate most effectively, a minimum amount of space around the logo is to be left clear of text, symbols, logos and other extraneous graphic elements. The LMC logo should not be used as part of a sentence.

The safety zone specifications are proportionate to the logo and are derived from the letter height of the top and bottom line of type. The minimum amount of space on the top should be equal or greater to the top line of type(**A**) in the logo. The minimum amount of space on the sides and the bottom is equal or greater to the lower line of type(**B**) in the logo.

The only exception to this is the departments that have approved established sub-logos.

Los Medanos College Logo

Scale and Proportion

No smaller than 1.25"

LOS MEDANOS
COLLEGE

LOS MEDANOS
COLLEGE

Stretched

LOS MEDANOS
COLLEGE

Compressed
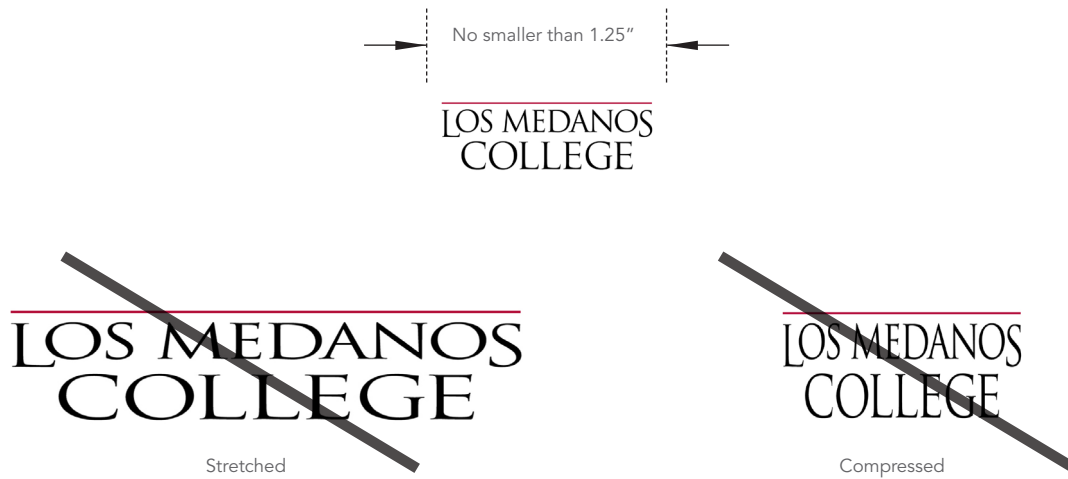
The LMC logo should not be reduced smaller than 1.25" and the proportions should not be altered.

Address Usage

LOS MEDANOS
COLLEGE

2700 East Leland Road
Pittsburg, CA 94565

LOS MEDANOS
COLLEGE

Office of Financial Aid
2700 East Leland Road
Pittsburg, CA 94565

Stacked
Address font is Avenir Roman or similar and
department font is Avenir Heavy or similar.

LOS MEDANOS COLLEGE

100% Black and 100% PMS 201

LOS MEDANOS COLLEGE

100% Black

LOS MEDANOS COLLEGE

100% White on 100% Black

LOS MEDANOS COLLEGE

100% Black on 100% PMS 123

LOS MEDANOS COLLEGE

100% Black on 100% PMS 201

The consistent usage of the LMC logo is vital to building the brand identity. For this reason, two colors, 100% black and Red (100% Pantone 201), are the color choices for the presentation of our logo.

In certain instances, where it is not possible to present the logo in black and red, 100% black and 100% white may be used. The logo or the lines above and below the type should never appear as a tint.

To ensure the unified look that is so vital to a strong brand identity, it is important to reproduce the colors in the LMC palette as accurately as possible in all print and electronic applications. All the relevant color-matching formulas for the are provided.

YELLOW

PROCESS	RGB	HEX
c- 0	r- 255	r- FF
m- 16	g- 199	g- C7
y- 89	b- 44	b- 2C
k- 0		

RED

PROCESS	RGB	HEX
c- 0	r- 157	r- 9D
m- 100	g- 34	g- 22
y- 63	b- 53	b- 35
k- 31		

Los Medanos College Logo

Incorrect Usage

Combining old and new logos

Logo without bars on top and bottom

Screen back the logo

Alternate logo color

Alternate background color

Busy Photographic backgrounds

Alternate fonts

Usage of drop shadow

Usage of grey scale logo on background color

Usage of logo to create a sentence

Wherever and whenever the logo appears, it should always be clear and visible. Care should be taken in controlling the background it is presented on to optimize legibility.

The logo should never be used in an alternate color or should never be placed on an alternate color background other than the ones specified in this guide. Avoid using the logo on busy photographic backgrounds and there should never be a drop shadow incorporated.

Exceptions to these rules may be executed at the discretion of the Marketing Department.

Los Medanos College Fonts

Avenir Light

Avenir Light Oblique

Avenir Book

Avenir Book Oblique

Avenir Roman

Avenir Oblique

Avenir Heavy

Avenir Heavy Oblique

Avenir Black

Avenir Black Oblique

Berkeley Book

Berkeley Book Itallic

Berkeley Itallic

Berkeley Medium

Berkeley Bold

Berkeley Bold Itallic

Berkeley Black

Berkeley Black Itallic

PRIMARY

Bickham Script Regular

Bickham Script Semibold

Bickham Script Bold

TRAJAN PRO

TRAJAN PRO BOLD

SECONDARY