

What's the difference?

**The Official
Long Beach Community College District
SEAL**



The official seal is used on all authorized OFFICIAL communications from the District, Board of trustees and the College, such as letterhead, diplomas, transcripts, notices affecting registration, and other official college business.

The official LBCCD red is Pantone 485.



The seal may be also printed in black, or white on a red or black background.

The seal should not be printed in other colors besides red, black, or white on a red or black background.

The seal is always round, not oval.

**Long Beach City College
Brand Logo**



LONG BEACH
CITY COLLEGE



The Official Long Beach College Brand Logo is used on all authorized materials promoting, advertising or representing the college in the community, such as ads, banners, vehicles, posters, flyers, invitations, programs, departmental and program brochures

The official LBCCD red is Pantone 485.



The seal may be also printed in black Do not print in other colors besides red, white or black.

Do not stretch or alter the proportions of the logo

For further brand usage information please read the accompanying document

The College Logo

The Logo is the sole identifier for Long Beach City College. As such, it is the key element in the College's identification program. Consistent use of the logo will quickly associate it with LBCC, and further use will reinforce public awareness of the College. To ensure the effectiveness of the logo, it should be placed prominently on all external correspondence and publications.



Preferred two-color logo (Vertical Format)



Process Black

Pantone 485

one-color logo



Solid Black

minimum 35% Black

reversed logo



two-color color logo on Black

The wordmark consists of the letters "LB" sitting atop the words "Long Beach City College" centered beneath the logo. The words, "Long Beach City College" is in the Weiss typeface and the vertical stack is the preferred format except for business cards, envelopes or other strong horizontal spaces, in which case the horizontal format, with the logo on the left and the wordmark on the right, is deployed.

Alternate Logo (Horizontal Format)



The logo and wordmark, together, are called the signature. Because LBCC's signature must be proportionate, it should not be generated on your desktop publishing or word processing program. Camera-ready signatures are available for use in printing and a digital version is available through Community Relations and Marketing.

Below are examples of INCORRECT logo usage



To maintain brand consistency, the proportions of the logo should NEVER be modified or distorted

Stationery

Long Beach City College stationery is an example of how our logo can be used to provide a strong, consistent appearance for both internal and external communications. Our stationery collection includes letterhead, business envelopes, business cards, and a facsimile template. Business cards are the only item within the Stationery Collection that will have an opportunity to be customized with the individual's name, title and campus contact number.

