VERBAL STYLE GUIDELINES

OUR OFFICIAL NAME
LaGuardia Community College remains the school’s official name and is the accepted first usage.

NOTE: There is no space between “La” and “Guardia.”

OUR VERBAL IDENTITY
For external communications, LaGuardia Community College should always be spelled out on first reference, after which LaGuardia is acceptable.

For internal communications, LaGuardia is acceptable once the full name has been introduced. LAGCC is preferable after the first name has been introduced in shorter copy such as ads, brochures, posters, guides and other collateral marketing pieces.

For web communications, the acronym LAGCC is an acceptable first usage given the overall context of the website communications (the official visual identifier appears on all pages).

Unacceptable usages include:
• “LaGCC”
• “LaGuardia Community”
• “LaGuardia College”
• “LaGuardia CUNY”

Never precede LaGuardia Community College with the word “the.”

Our name should always appear in English. Never translate it into another language, even in non-English documents.

SPECIFIC STYLE RULES FOR EXTERNAL COMMUNICATIONS:
Where possible, for media relations purposes, LaGuardia Community College should always precede the name of a division, faculty member or professor. For example:

LaGuardia Community College’s Marcia Caton, Assistant Dean for Program Development and Evaluation

An acceptable alternate:

Marcia Caton, Assistant Dean for Program Development and Evaluation at LaGuardia Community College

Names of our academic programs should be preceded by LaGuardia Community College on first reference:

LaGuardia Community College’s Dietetic Technician Program, coordinated by the Health Sciences Department, ...

An acceptable alternate:

The Dietetic Technician Program at LaGuardia Community College...

Names of our facilities, centers, archives or special initiatives should be preceded by LaGuardia Community College on first reference:

• LaGuardia Community College Foundation
• LaGuardia Community College’s Division of Adult and Continuing Education

Acceptable alternate usages include:

• Office for Academic Affairs at LaGuardia Community College
• Division of Adult and Continuing Education at LaGuardia Community College

On subsequent mentions, an acceptable short form identifier can be used:

• “Academic Affairs”
• “Adult and Continuing Education” or “ACE”

Names of our publications should be italicized.
• The Bridge
• LiveWire

On second reference, individual names should be preceded by the appropriate title:
Dr., Ms., Mr.
LaGuardia Community College located in Long Island City, Queens, was founded in 1971 as a bold experiment in opening the doors of higher education to all, and we proudly carry forward that legacy today. LaGuardia educates students through over 50 degree, certificate and continuing education programs, providing an inspiring place for students to achieve their dreams. Upon graduation, LaGuardia students’ lives are transformed as family income increases 17%, and students transfer to four-year colleges at three times the national average. Part of the City University of New York (CUNY), LaGuardia is a nationally recognized leader among community colleges for boundary-breaking success educating underserved students. At LaGuardia we imagine new ideas, create new curriculum and pioneer programs to make our community and our country stronger. Visit www.laguardia.edu to learn more.
VISUAL IDENTITY
THE LOGO

MESSAGE
The LAGCC logo is designed to communicate the notion of a community college being a catalyst where individuals come together to learn, grow and shine.

Visually this is conveyed with the nine arrows coming together in the center of the logomark which represents introspection. The negative space at the center and between each of the arrows forms an emanating star representing infinite growth.

Nine arrows have been used to signify the college’s inception as Community College Number 9.

LETTERING AND FORM
The logo’s typography provides a solid foundation for the logomark while conveying modernity and strength.

PROPORTIONS AND ALIGNMENT
Below are dimensions that specify how the logo is proportionally constructed and aligned. Please do not alter this configuration in any way.
**LOGO CLEAR SPACE**

**WHAT IS CLEAR SPACE?**
The clear space is a proportionally relative guideline for measuring a proper distance between the logo and other competing visual elements, whether they be competing logos or other graphics. Preserving this margin of space around the logo is important to help preserve its integrity and prominence.

**HOW TO MEASURE CLEAR SPACE**
The LAGCC logo’s clear space is referenced by the height of the capital “L” in the school’s name. The distance created by the doubling the height of the letter “L”, as shown in the diagram, provides a nice margin of space around the logo. Measure the perimeter of the logo as shown: The top, left and right extremities of the logo are defined by the edges of the logo’s box. The bottom edge of the logo is measured from the baseline of the words “Community College.”
LOGO COLOR FORMATS

LOGO WITHOUT TAGLINE
The primary LAGCC logo is a single color: LAGCC Red (for more on color, see page 20). For use in grayscale print applications, a grayscale logo has also been provided. When placing either logo on a white or light-colored background, the words “Community College” are colored positively to match the color of the logo. If placing the logo on a dark colored background, the words “Community College” are reversed out into white to preserve their legibility.

LOGO WITH TAGLINE
The primary version of the logo locked up with tagline is the LAGCC Red logo with tagline in black. For one-color print applications, it is acceptable to change the tagline to LAGCC Red. When either the primary LAGCC Red or grayscale logos appear on a dark background, the tagline as well as the words “Community College” are reversed out into white to preserve their legibility.

LOGO WITHOUT TAGLINE

Primary logo on white
Color: LAGCC Red

Grayscale logo on white
Color: Black

Primary logo on dark color
Color: LAGCC Red

Color: Black

LOGO WITH TAGLINE

Primary logo with tagline on white
Colors: LAGCC Red and Black

One-color logo with tagline on white
Color: LAGCC Red

Grayscale logo with tagline on white
Color: Black
Proper use of the LAGCC logo is essential for maintaining and protecting the integrity of the LAGCC identity. The following examples illustrate incorrect applications of the LAGCC logo. Always use the master logo artwork for reproduction.

- Do not change the configuration of the logo.
- Do not redraw or re-typeset elements of the logo.
- Do not apply unapproved colors to the logo.
- Do not apply colors in an unapproved way.
- Do not apply a gradient to any part of the logo.
- Do out outline the logo.
- Do not distort or change the shape of the logo.
- Do not rotate the logo.
- Do not place the logo on a busy pattern.
- Do not place the logo within another shape.
- Do not create a new lockup with another logo.
## Typography for Display

### Brand Voice
Interstate is the font used in LAGCC’s logo and is also the preferred display font for all LAGCC design applications. Tonal it balances the College’s daring, ambitious side with a friendly, welcoming undertone.

### Functionality
Interstate is a versatile type family with a large variety of different weights and styles. Interstate Regular and Interstate Bold both work well for headline copy, pull quotes and other display type treatments. Interstate Regular Condensed and Interstate Bold Condensed are ideal for small captions where space is limited at small sizes.

For website and any other digitally-viewed application where Interstate cannot be accessed universally by external viewers, Arial is the recommended substitute font family.

### Purchasing
Interstate may be purchased at www.myfonts.com. In order for the font to be accessible on both Mac and PC operating systems you will need to purchase the “opentype” format of the font.

### Interstate
- Interstate Extra Light
- Interstate Extra Light Italic
- Interstate Light
- Interstate Light Italic
- Interstate Regular
- Interstate Regular Italic
- Interstate Bold
- Interstate Bold Italic
- Interstate Black
- Interstate Black Italic

### Interstate Condensed
- Interstate Light Condensed
- Interstate Regular Condensed
- Interstate Bold Condensed
- Interstate Black Condensed

### Interstate Compressed
- Interstate Extra Light Compressed
- Interstate Light Compressed
- Interstate Regular Compressed
- Interstate Bold Compressed
- Interstate Black Compressed

### Arial (Online Substitute)
- Arial Regular
- Arial Italic
- Arial Bold
- Arial Bold Italic
**TYPOGRAPHY FOR TEXT TYPE**

**BRAND VOICE**
Kepler is identified as an approved font family used for LAGCC materials. Kepler is a modern serif family with a strong vertical thrust and firmly planted baseline serifs, tonally conveying confidence and strength.

**FUNCTIONALITY**
Kepler is the font family of choice for text type. Text type is defined as typography shown at point size 12 or smaller and typically presented in paragraph format. Kepler is available in standard, condensed and extended weights. The set of standard weights listed below are what should be used for body copy and most text type. For photo captions and other unique situations where space is limited, the condensed weights provide an ideal solution.

For website and any other digitally-viewed application where Kepler cannot be accessed universally by external viewers, Times is the recommended substitute font family.

**PURCHASING**
Kepler may be purchased at www.myfonts.com. In order for the font to be accessible on both Mac and PC operating systems you will need to purchase the “opentype” format of the font.

<table>
<thead>
<tr>
<th>KEPLER STANDARD WEIGHTS</th>
<th>KEPLER CONDENSED WEIGHTS</th>
<th>TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kepler Light</td>
<td>Kepler Light Condensed</td>
<td>Times Regular</td>
</tr>
<tr>
<td>Kepler Regular</td>
<td>Kepler Regular Condensed</td>
<td>Times Italic</td>
</tr>
<tr>
<td>Kepler Medium</td>
<td>Kepler Medium Condensed</td>
<td>Times Bold</td>
</tr>
<tr>
<td>Kepler Bold</td>
<td>Kepler Bold Condensed</td>
<td>Times Bold Italic</td>
</tr>
</tbody>
</table>
COLOR PALETTE

PRIMARY COLOR: LAGCC RED
LAGCC Red is the primary and dominant color in all LAGCC communications materials. LAGCC Red conveys the spirit of the College: It feels courageous, bold, ambitious, assertive, strong and forward-looking. LAGCC Red should be the most visually prominent color on any LAGCC application. This is one way the brand will build and establish visual recognition among audiences. LAGCC Red is the name given to describe how the color is represented across a number of different reproduction methods. The Pantone, CMYK, RGB and HTML values defining LAGCC Red are provided below.

SECONDARY COLOR PALETTE
The secondary color palette is designed to support, enhance, but not dominate the primary color, LAGCC Red. Use for hierarchal and organizational purposes once red has already been established on an application. Flooding areas for sidebars or background colors are one example of use.

TERTIARY COLOR PALETTE
The tertiary color palette consists of brighter, more vibrant colors that are intended to accent, but not overwhelm, LAGCC Red. The brightness of these colors makes them susceptible to competing with LAGCC Red, so use them in small bits to highlight important pieces of information.

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PANTONE: 1797
CMYK: 2/98/85/7
RGB: 196/38/46
HTML: C4262E

PMS 209
CMYK: 14/94/36/60
RGB: 110/39/61
HTML: 6E273D

PMS 7533
CMYK: 36/52/65/85
RGB: 74/60/49
HTML: 4A3C31

PMS 453
CMYK: 10/6/28/14
RGB: 194/194/160
HTML: C2C2A0

PMS 7408 C / 109 U
CMYK: 0/30/99/0
RGB: 242/175/0
HTML: F2AF00

PMS 7542
CMYK: 24/4/8/13
RGB: 172/192/198
HTML: ACC0C6

PMS 620
CMYK: 15/20/96/48
RGB: 136/123/27
HTML: 887B1B

PMS 159
CMYK: 1/74/100/7
RGB: 199/91/18
HTML: C75B12
Below are two different styles of images and a brief explanation of how and when each is to be used. The tone for images should always feel ambitious, diverse, independent and welcoming.

**LOCATION/TEXTURAL**
Representing New York City is essential to LAGCC’s visual identity. These location-based images define not only the environment around the College, but also the energy and emotional impact of being in New York City. In order to set these images apart from other New York based institutions, the photos need to have an innovative spirit to them by either cropping them in an abstract way or by using unique lighting effects and filters. These images should feature bright colors, dynamic compositions and both angular and curvilinear forms that give a sense of motion and action while providing insight into the unique views and perspectives of LAGCC.

**DOCUMENTARY**
This style of imagery is best used in a supportive role to provide a sense of humanity and community to LAGCC materials. The images should capture a day in the life of someone attending or working at LAGCC, but should not feel posed or ingenuine. These photos should also capture the diversity of the student body. The Faces of LaGuardia project is an excellent source for this style of image.
CO-BRANDING GUIDELINES

HIERARCHY
For LaGuardia Community College-branded applications, LAGCC should be given an appropriate level of prominence over the partner, affiliate, or division logo it is being co-branded with. The consistent placement of the LAGCC logo to the left increases its prominence, but it should also optically appear slightly larger than the co-branded logo. In order to judge the size comparison, it’s important to consider the legibility of the logo’s name and, if applicable, its tagline also. While the CUNY logo’s square is considerably smaller than the LAGCC logo’s square, the size of the type of the CUNY logo is relatively larger and so the logo as a whole is reduced in size to look relatively smaller than the LAGCC logo.

ALIGNMENT
Logos co-branded with LAGCC should be bottom aligned to the axis defined by the bottom edge of LAGCC’s red square, as shown by the dotted line in the examples.

PAGE PLACEMENT
The LAGCC logo and the co-branded logo should be flanked on opposite sides of the page format with each logo having an equal amount of space between it and the edge of the page. For LAGCC-branded design applications, the LAGCC logo should always appear on the left side. This strengthens and adds consistency to the brand image.

CLEAR SPACE
Allow sufficient clear space between the two logos. See page 14 for specific guidelines.

CUNY LOGO
The CUNY logo is measured as half the height of the red square of the LAGCC logo. This measurement keeps the text of CUNY from becoming so large that it visually overwhelms the LAGCC logo.

LAGCC DIVISION: HORIZONTAL LOGO
For logos that are strongly horizontal in format, it is appropriate to increase the size even wider than that of the LAGCC logo if needed, as long as it still optically appears slightly smaller.

LAGCC DIVISION: VERTICAL LOGO
Vertically formatted logos should generally be narrower and shorter than the LAGCC red square.