



DABNEY S. LANCASTER
COMMUNITY COLLEGE

Branding Guidelines

DABNEY S. LANCASTER COMMUNITY COLLEGE
1000 Dabney Drive, Clifton Forge, VA 24422

The guidelines as presented here should be learned and adopted by all Dabney S. Lancaster Community College staff and faculty and should be used as the guide/reference when presenting material or information that incorporates our brand. These guidelines should also be provided when working with third party vendors whenever possible.

What is a brand, and why do we need guidelines?

Our brand represents who we are, both as a community and as a place of higher learning. As a community, we are open, fun, and inviting. We want our students to feel that they have gained not only the knowledge to serve them in their life, but also have an experience that they can take with them wherever they may go. It is important, therefore, that the face we put forward to the world - our brand - be both strong and memorable. The purpose of this document is to provide the basic rules and principles behind the use of our brand in print or on the Web.

Terms used in this manual

The following is a vocabulary of technical/design terms that you will find in our guidelines. It is important for our end-users to know and understand the terminology, so that we are all on the same page when it comes to our brand. Being able to speak with one voice as an institution is vital both to us and to the community we serve.

BRAND

The mark we make on a user's experience of our products, services, communications, and people.

SUB-BRAND LOGOTYPE

A visually distinctive typographic arrangement that brands an individual office, group, or sub-entity.

LOGOTYPE

The specifically drawn set of visual symbols and typographic elements that form the College's official emblem.

ICON

A smaller, more simplified version of the logotype that, along with one or more sub-brand logotypes, forms a signature.

Brand, or What's in a Name?

Dabney S. Lancaster Community College can be a mouthful when one is speaking in casual conversation, it can also look rather large spelled out on a page, yet it is our school, our identity, and part of our brand. Keeping the brand standard is as important for a community college as it is for a corporation. When writing for print or the Web, always use the full name, although if you desire to use the shortened version (DSLCC), do so after first using the long form. Never refer to our school as "Dabney" in professional correspondence, print, or on the Web.

Master Artwork

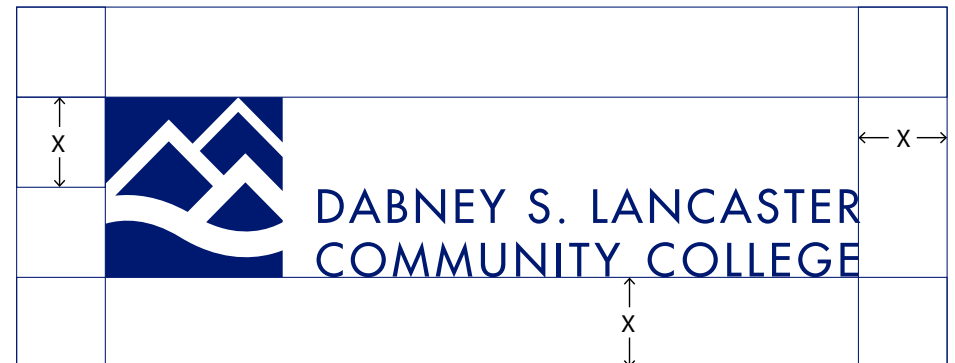
THE LOGOTYPE

The official logotype (logo) is composed of an icon representation of the mountains and river that border our campus and includes the name of our college. The full title of the college, set in Futura Medium, will always appear with the icon and these two elements may not be separated except when the Web sub-brand is used (see section on sub-branding later in this document). The full logotype appears to the right.



GIVE THE LOGO SPACE

Provide enough space around the logotype so that it can "breathe". The rule of thumb is to allow space "X" around the logo which is equal to 1/2 of the logotype height.



Color and Color Usage

The preferred use of the logo should be in full color on a solid (not patterned) background. A negative (reversed) version of the logo may be used when presenting our logo on a dark background.

The official color for use in print is Pantone 2748C. For the Web, a close approximation may be found by using hex #11154D. Again, reversed versions may be used with discretion on the Web.

FOR PRINT

Pantone 2748 C

or

Process Colors (CMYK)

Cyan	100%
Magenta	93.94%
Yellow	23.7%
Black (K)	22.62%



PANTONE 2748C

FOR WEB

Hex: #11154D

or

RGB

Red	17
Green	21
Blue	77



There will be occasions when more than one color will be needed in a design. In such situations, we suggest using the official school colors of blue and silver, using a Pantone gray (Pantone P 179-11C) for the silver. This dark gray may be used as a contrasting text color on business cards, on letterhead, or where separating bands of color are needed on print documents.

The Web equivalent of Pantone P 179-11C is hex #67686B

FOR PRINT

P 179-11C

or

Process Colors (CMYK)

Cyan	0%
Magenta	0%
Yellow	0%
Black (K)	73%



PANTONE P 179-11C

FOR WEB

Hex: #67686B

or

RGB

Red	103
Green	104
Blue	107



Typeface/Typography for Logotype and Print

For the logotype we use Futura Medium font, however the logotype should always be treated as artwork, not as a typeface. For copy (print), we suggest the use of Futura Bold for headline, Futura Medium for subhead and Times New Roman or Garamond for body copy. When a sans-serif body copy is desired, Futura Book is also acceptable. For body copy on the Web, use Times New Roman or Garamond as a serif font, or Verdana when a sans-serif font is desired.

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOME TYPOGRAPHY DO'S AND DON'TS

- Do** use clean and classic faces, with a preference for sans-serif fonts on Web
- Don't** use fonts that are overly stylized
- Don't** use type with drop shadows
- Don't** use outline type
- Do** avoid condensing, excessive tracking, or horizontal scaling
- Do** use italicized styles sparingly
- Don't** use Marker Felt, Comic Sans or other "hand-drawn" fonts

Web and the Logotype

SOCIAL MEDIA AND WEB

The use of our brand on the Web may require a smaller or more compact version of the logo. For this purpose, a vertical version has been created. This version is to be used in situations where the use of our larger logotype may cause the full name of the college to be so small as to be illegible. In addition, a version without the DSLCC tag-line may be used as a stand-alone icon.

The same rules regarding spacing around the logo should be followed when using this version, although when the "icon" is used, one is often limited by the medium (Facebook, Twitter, Flickr) and this spacing may vary or not be available at all.

One rule on use of this logo is that it should never be used in print, only on the Web.

EXAMPLES OF ACCEPTABLE WEB VARIATIONS AND ICONS

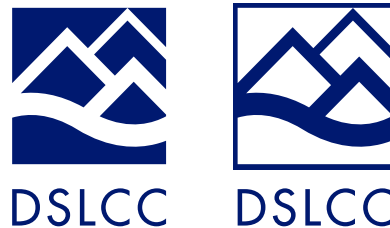
Reversed logo



64x64, 32x32, and 16x16 icons



Two acceptable versions of the logo with DSLCC tag-line



Black and white versions



Incorrect Usage

DON'T

1. Change logo's orientation.
2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
3. Place the logo on busy background or photography.
4. Change the logo colors.
5. Attempt to recreate the logo or use the wrong typeface.
6. Scale or squash the logo disproportionately.
7. Make alterations, additions or substitutions to the words and or colors contained in the logo.
8. Use the logo as a repeated pattern, "wallpaper," or other decorative device.

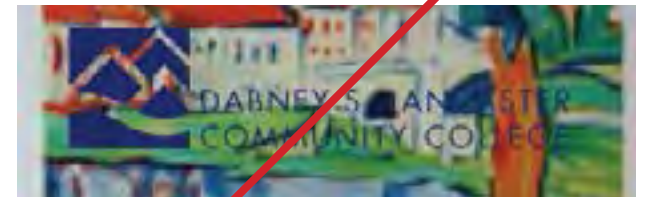
1



2



3



4



5



6



7



8



Allowed Exceptions

As in many areas of life, there are exceptions to the rules. The following examples demonstrate the flexibility of the logotype for various usages.

The logotype may be presented in a black and white or gray-scale version, so long as there are no other colors on the page that would compete with the precedence of our brand. When presented with other logos, use the rule that if the other logos are in color, so is ours - if the other logos are black and white, then so is ours.

Also acceptable is our logotype with office or department information set below it. Such information is separated from the logotype by a medium weight rule and should not extend beyond the left- or right-hand margins of the logotype. The sub-brand logotype may also be presented in black and white or gray-scale.

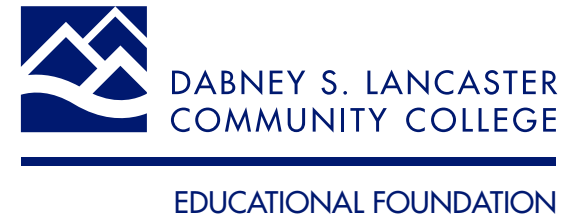
ACCEPTABLE BLACK & WHITE LOGOTYPE



ACCEPTABLE GRAY-SCALE LOGOTYPE



ACCEPTABLE SUB-BRAND LOGOTYPES



Notes for Printers and Outside Vendors

Master artwork files must be used as provided and should not be recreated, manipulated, or altered.

The logo should never be scanned into your computer from a printed or copied work.

Upon request, printers or vendors should be supplied with high-resolution encapsulated postscript (.eps) or Adobe Illustrator (.ai) files.

Logo file(s) ending with the extension of (.jpg), (.gif) or (.png) are intended for on-screen usage only. The preferred format for Web use is (.png), as it provides superior transparency. This format (.png) is also recommended for use in an application such as PowerPoint.

A copy of these guidelines as well as approved versions of the master artwork in all formats are available on-line at:

<http://www.dslcc.edu/brand/>