The College's identity is a valuable asset that everyone has a responsibility to protect by managing its use.

These guidelines have been established to assist the College, its consultants and its suppliers in the application of the LFCC brand. Adherence to the information and graphic layouts as documented will ensure that the LFCC brand is always presented in a consistent and appropriate manner.

All LFCC communications have been specially designed and form part of an integrated system of marketing communications. Any questions you may have regarding these guidelines should be directed to:

Aaron Riddle  
Graphic Design and Visual Media Specialist  
ariddle@lfcc.edu  
540-868-7164
Logo Usage: General Guidelines

The logo shows the symbolism of the College as a “ripple” in the local community. LFCC is able to foster change in the community by educating, teaching and graduating its students. Those graduates are then able to create a “ripple effect” in that they then contribute to the local area workforce and bring positive change to the community using the skills they have learned at LFCC.

The LFCC logo should be used on publications, templates and presentations when possible.

**Correct**

The logo may appear with or without the “Lord Fairfax Community College” name below the logo.

Also, the College logo must be kept in proportion at all times when re-sized.

**Incorrect**

The College logo should never be displayed disproportionately.

**LFCC logo files can be downloaded from www.lfcc.edu/lfcc-logo-files**
Logo Usage: Color

**College Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Black</td>
</tr>
<tr>
<td>PMS Reflex Blue</td>
<td>Pantone Reflex Blue</td>
</tr>
</tbody>
</table>

The official school colors of Lord Fairfax Community College are Black and Pantone Reflex Blue.

The correct build of Reflex Blue when producing CMYK print jobs is C=100, M=73, Y=0, K=2.

The correct build of Reflex Blue when producing RGB digital graphics or video is R=3, G=57, B=105.

The LFCC logo should only be displayed in Black, PMS Reflex Blue or solid white on a darker background.
Logo Usage: Placement and Sizing

**Preferred Placement**

The LFCC logo should be placed in the lower right hand corner of print publications, such as ads, brochures and flyers. When a publication consists of more than one page, the logo should be placed on the front cover, in the lower right hand corner.

![Edge of paper](image)

**Clear Space**

The College logo should have a clear space surrounding it. The minimum clear space area is denoted by the blue rules in the diagram to the left.

To ensure that the logo stands clear on the page, no other graphic or typographic element should appear within this space.

![Clear Space](image)

The legibility of the logo is critical to its recognition. When the logo will appear in significantly smaller dimensions, please use the version without the words “Lord Fairfax Community College”.

![Legibility](image)
Logo Usage: Placement With Other Logos

Placement with Other Logos

When the LFCC logo appears in publications or advertisements in conjunction with other logos, the LFCC logo should appear to the right of the other logos featured.

However, the other logos may not appear within the clear space that should surround the LFCC logo as detailed in the “Logo Usage: Placement and Sizing” section of this manual.

In addition, the LFCC logo can be incorporated into events where the College is an actual sponsor.
The LFCC athletics mascot is the lion. The official name is the Lord Fairfax Community College Lions. LFCC Lions is acceptable in subsequent references.

The official athletic logo should be used for all sports publications, as well as for uniforms and licensed retail products. It is available in color and in black and white.
Logo File Formats

The official Lord Fairfax Community College logo is available in a variety of file formats. Understanding the distinction of each format is important so each is used properly.

Both Macintosh and PC formats are available upon request (denoted by Mac or PC) in official school colors and black and white in EPS, TIFF, JPG, PNG and GIF formats.

The logo is available in the following formats:

**EPS** - This is a high resolution vector format of the logo. Vendors for printed items, signs, t-shirts and other materials usually request this file type. It can be enlarged infinitely without losing quality. However, only those with appropriate software can open this file format.

**JPEG** - Logo versions of this file type can be used for websites, Microsoft Office applications (Word, PowerPoint) and more.

**PNG** - this file format is the same as the JPEG file with one exception. It has a transparent background so you can place it on top of various colored backgrounds and textures.
Font Usage

Official College Serif Fonts
Adobe Garamond Pro
Garamond Premier Pro

Official College Sans-Serif Font
Helvetica Neue LT Std

College documents should contain (when possible) the designated font families.

Restraint is the general rule of graphic design. Documents should not use more than two to three font families. Families are one type face in normal, bold, italic, bold italic, etc.

Always use the actual font to change to bold or italics (i.e. Adobe Garamond Pro Bold) and not the shortcut keys available in most graphic design programs. Using the shortcut keys can account for problems in the printing process.

If using a computer, please use only one space after a period, not two. This is the standard professional style, as computers now automatically increase the space after a period.
Photography

For all LFCC printed material, actual photography of the three LFCC locations and students is preferred. Stock photography is allowed when no other photographic options in the LFCC photo library are available. However, the effort should be made to obtain photos of that new program/service at future photo shoots so stock photography can be used on a limited basis.

Photographs should convey the positive spirit of the LFCC environment. Please use photos of diverse students (age, race, gender, and program of study) and in active and positive situations.
To facilitate the ability of individuals, departments and programs to produce consistent high-quality materials in compliance with these standards, templates are available for the most commonly needed graphic materials for use with Microsoft Word and PowerPoint software.

The templates are designed to enable individuals, departments or divisions to quickly and easily create effective graphic materials.

Templates are available for:

- Brochures
- Certificates
- Flyers
- Invitations
- Note Cards
- PowerPoint slides
- Programs
Certain college publications are to contain statements as directed by law or policy. College publications shall bear a non-discrimination and a SACS accreditation statement.

The two statements that follow have been adopted for specific uses in regards to the non-discrimination statement:

- **Abbreviated statement:** Lord Fairfax Community College does not discriminate on the basis of race, sex, color, national origin, religion, age, veteran status, political affiliation, or disability in its programs or activities.

  The abbreviated statement should appear near a corner of the publication.

  This abbreviated non-discrimination statement must appear in any LFCC publication or newspaper ad distributed to an external audience, including annual reports, newsletters and registration mailings.

- **Full statement:** Lord Fairfax Community College does not discriminate on the basis of race, sex, color, national origin, religion, age, veteran status, political affiliation or disability in its programs or activities. For more information, please contact Karen Foreman, Human Resource Manager, at kforeman@lfcc.edu or (540) 868-7109.

  This full non-discrimination statement must be included on the LFCC Web site and in class schedules, catalogs and registration newspaper advertisements.
Southern Association of Colleges and Schools (SACS) Accreditation Statement:

It is required by SACS that the following statement be included in its entirety in all LFCC publications:

Lord Fairfax Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Lord Fairfax Community College.