

East Los Angeles College Branding Guide

Brand Promise

The brand promise identifies what key audiences should expect in all interactions.

East Los Angeles College empowers students to achieve their educational goals, to expand their individual potential, and to successfully pursue their aspirations for a better future for themselves, their community and the world.

Brand Positioning

Brand positioning articulates ELAC's desired brand associations rooted in today, but also aspirational.

Vision: Through our emerging focus on student-centered instruction, students-centered services, and integrated learning, East Los Angeles College will be an exemplary model for student academic achievement, skill development, and artistic expression.

ELAC encourages all students to discover and pursue a unique path to their dreams and talents with confidence. The college gives them every opportunity to explore their interest inside and outside the classroom. ELAC's student-centered instruction and services, nurturing community and state-of-the-art campus help students to know, engage and understand the world.

Brand Pillars

Brand pillars are the most important attributes we want to communicate. They must be emphasize very specific, tangible aspects of ELAC.

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|---|
| Student-centered Instruction and Services |
| Student Equity and Social Justice |
| Nurturing Community |
| State-of-the-Art Campus |

Brand Personality

The brand personality includes attributes or traits that guide the tone of voice and visual expression. It captures the spirit of the brand positioning and supporting pillars, and helps us bring the brand to life and foster consistency in the ways we communicate it.

| |
|-------------------|
| Inclusive |
| Supportive |
| Prestigious |
| Community Focused |

Logo Usage

Our logo is vital to the brand and represents us. Our logo acts as an identifier for ELAC and is used on all publications, internal documents, promotions and collateral material representing ELAC. The logo must be used in its entirety – that is, neither the image nor the College’s name is to be pulled out of the logo and used separately.

The text only variations of the logo can also be used on publication internal documents, promotions and collateral material representing ELAC.

For the 2019–2020 academic year all current branding will be kept in place. In the 2020–2021 academic year we will adopt a unique 75th anniversary logo. Until decided otherwise, the college will revert to its current branding after the 2020–2021 academic year.



East Los Angeles College



East
Los Angeles
College

Logo Colors

The colors of the logo should be consistent with all usage and should not be altered or changed in any way.



GREEN

CMYK: 71, 4, 100, 45

RGB: 71, 119, 41

PMS: 364

#4A7729



GOLD

CMYK: 0, 35, 85, 0

RGB: 251, 176, 64

#FBB040

Sub-brands

Sub-branding is the process of creating a secondary brand within a main brand that can help differentiate important offices, departments and programs that are subsidiary units. It is critical that all administrative and academic offices and areas be represented as sub-brands of ELAC. This ensures that their affiliation with their parent institution, ELAC, is clearly identified and helps make certain that messages to our external and internal audiences are not confused with those of another institution. The Office of Marketing and Communication can help with the creation of sub brand logos.



Typography

The College has chosen two primary font families – Poppins Bold and Poppins Regular. Poppins Bold will be used for headlines and Poppins Regular for body text. These fonts are to be used in any ELAC promotion or publication and pair well with our logo. Available at <https://fonts.google.com/specimen/Poppins>

Poppins Bold

Poppins Regular

East Los Angeles College Seal

The College seal is reserved for publications or materials requiring a formal and ceremonial image, such as Commencement materials or formal invitations from the president, or official stationary.



General Usage

Using our logo and Husky consistently and frequently helps ELAC become better known and understood. Please use them both as outlined. The logo or Husky cannot be recreated with any font, resized or rearranged for any reason. Please contact the Office of Marketing & Communications with any questions you might have or if you would like to make a custom sub-brand.



Alter the logo or Husky in any way.

Redesign, redraw, animate, modify, distort, or alter the proportions of the logo or Husky.

Surround the logo or Husky with—or place in the foreground over—a pattern or design.

Rotate or render the logo or Husky three-dimensionally.

Add words, images, or any other new elements to the logo or Husky.

Replace the approved typeface with any other typeface.

Enclose the logo or Husky in a shape or combine it with other design elements or effects.

Modify the size or position relationship of any element within the logo or Husky.

Add additional copy to the logo or Husky.

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Husky Usage

The Husky is used primarily for athletics but may be used for other promotions at the discretion of the Office of Marketing & Communications. It should never appear on stationery items with the exception of athletics.



The Husky will also have sub-brands to reflect the different sports at ELAC. These sub-brands are approved through Athletics and the Office of Marketing & Communications.



An exception to the requirements of the branding guide would be college-recognized student work.