Brand Book

Linn-Benton
Community College

Index

# Introducing
Our Brand

Linn-Benton
Community College

We're the community leader in higher education that empowers students of all walks and stages of life to achieve passionate, purposeful growth.

Brand Attributes

The Linn-Benton Community College (LBCC) brand
communicates the purpose and personality of the organization.

The Hyphen

This is our symbol of connection. It brings together the people and
communities of Linn and Benton counties, and it represents an active
engagement between students, faculty, staff, and our community partners.
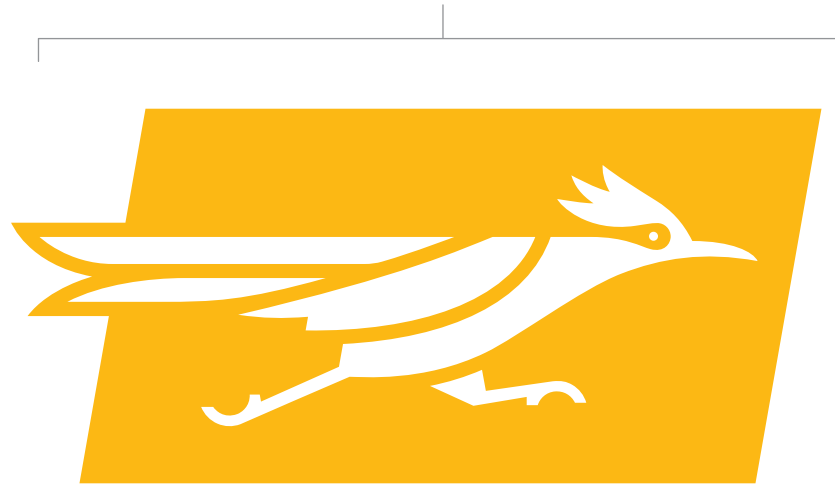
The Roadrunner

This is our symbol of progress. Placed within the hyphen, it moves forward
with purpose. It represents our ongoing pursuit of knowledge and skills to
improve lives, develop dreams, and fulfill potential.

Communicating
Our Brand

Voice and Tone

Here are the qualities we convey when speaking and writing about LBCC.

Inspiring

We want to represent the culture of creative innovation at LBCC, where everyone is invited to change, grow, invent new solutions, and explore possibility. To reach people emotionally on this level, we need to lead with stories — but not just any stories; we need to curate content that will resonate with target audiences, touching them at their hopes, pain points, and emotional core.

Supportive

Some students enter LBCC with confidence and knowledge, yet many face a confidence gap, and these students will fall through the cracks if we don't reach out to them specifically. Therefore the tone of LBCC is kind, welcoming, and supportive: constructively helping students see a way forward even when they're not sure that one exists, so they can map a path to their goals.

Purposeful

LBCC is committed to quality in its programs and partnerships, with offerings that are vital, useful, and important. Our tone of voice should express the same. Everything we do here is for a purpose; everything maps to a concrete goal or impact that changes the world for the better, from making a difference in our counties to improving the individual lives of those in our campus community.

Core Benefits

The following blocks of copy include headlines and messaging that can be used in a variety of contexts, including digital and print for our **external audiences**. Note, these blocks are not meant to read consecutively, but to be used discretely (for example, on different web pages, or in separate brochures designed for specific audiences) and to express discrete benefits.

We're dream-developers

Questions about your future? Not sure how to navigate the obstacles? Wondering if you belong? Hey, we get it. We also know that your potential is worth every ounce of effort.

- Help with financial aid, logistics, and all the rest — we've got your back.
- Guidance to help you figure out what you want to pursue — we're here.
- Support to help you build the future of your dreams — let's do this.

**LBCC is your community college.
And you are our first choice.**

We're door-openers

At LBCC, we work with students of all walks and stages, and you know what they have in common? They're exploring a new opportunity. A new definition of self. A new career.

If you're passionately pursuing your purpose, we're right here with you — providing the guidance, resources, skills, and training to see you through. So, what is LBCC? An excellent education. A supportive, innovative atmosphere. An opportunity to bring your dreams to completion.

**LBCC is where the future starts.
And yours is looking bright.**

We're game-changers

Opening doors, embracing perspectives, flexing the innovation muscle. At LBCC, we build partnerships that bring game-changing opportunities to the region we serve, from high school transitions to new careers to continuing education.

For everyone who joins our learning community, we work to connect education to success… to foster personal growth and transformation… to help students discover their purpose, and achieve it.

**LBCC makes a difference.
And your partnership is why we can.**

Target Audiences

The following profiles describe three fictional characters. Each represent a segment of our target audience, to help us better understand the people we want to reach. Each profile has a unique elevator pitch that gives us a common language to express what we do and why it matters. Each pitch is intended to be used as a general guide, not repeated word-for-word.

Maria

Maria is a 17-year-old prospective LBCC student starting her senior year at a high school in Albany. Maria is actively involved with her church and leadership programs at school. She's a 3.5 GPA student with solid academic and career ambitions in a health field (doctor, nursing, social work, etc.) that requires an advanced degree(s).

Her family is highly supportive of Maria's academic ambitions, but neither of her parents attended college, so it's been hard for them to provide guidance to her in navigating the college search and financial aid processes, which at times has left her feeling confused and overwhelmed. Additionally, Maria's parents work hard but live paycheck to paycheck, so the cost of her education will largely be her responsibility. Maria has big ambitions, but sometimes wonders if she can get there with all the obstacles in her way.

Elevator Pitch for Maria

" LBCC has so many resources for students like you. We help people figure out how to make college practical for them: admissions, financial aid, balancing classes with work, all of that. The programs are excellent, and you get a team of people who really want to connect you to the career you're working toward.

So, what are your goals? What do you need most right now? "

Target Audiences

continued

Ashley

Ashley is a 30-year-old prospective LBCC student who has been a stay-at-home mom for the past five years. Her son is headed to elementary school in the fall, and she's looking to go back to work to improve her family's financial situation. Prior to leaving the workforce Ashley was employed through a temp agency filling various receptionist and office clerk roles. During that time she worked at an accounting firm for a couple months, which piqued her interest.

Ashley knows she'll need to pursue additional education and training for any opportunities in the accounting field, but she's not sure what options are available to her. She's looking for some advice to help her on a path to reaching her career goals and increase her family's income.

Elevator Pitch for Ashley

" LBCC is a great place to reinvent your possibilities. Everyone who comes here is starting something new. We can connect you with options, advice, and resources, so you can make sure your education is moving you forward in a way that makes sense. And it should! Your potential matters!

When you think about going back to school, what are your biggest concerns? "

Target Audiences

continued

Jacob

Jacob is an 19-year-old recent high school graduate from Corvallis and a prospective LBCC student. He finished high school with a 2.8 GPA, but he's been working 30–40 hours a week at a local fast food restaurant, unsure of what he wants to do next. Jacob has never disliked school, but there has only ever been a few classes that interested him, so he never gave his best effort. Even those classes that did pique his interest didn't seem to connect him to a specific job or career he could reach for.

Many people close to Jacob have been pushing him to think long-term about his future and create a plan, and a former high school counselor once suggested he check out his options in the military. Jacob wants more than to punch a 9–5 timeclock, though he's not sure yet what "more" is or even how to find out.

Elevator Pitch for Jacob

" At LBCC it's okay not to have all the answers up front. If you want to build a career that matters to you, and you're willing to put in the effort, we've got options. It's a high-quality education that's affordable and supportive, so you can try things out, explore careers, figure out what you want, and get advice on how to get there.

So, what did you enjoy most in high school? What kind of learner are you? "

Our Logo

Logo Family

LBCC has two logo variations and a monogram. The primary logo is used most frequently, and the LB monogram is used to support the brand.

College Logo, Primary

Icon

Logotype

Social Media Icons

Used for social media, watermarks, or other applications where the icon will be viewed at a small size and logotype is not necessary.

College Logo, Horizontal Alternate

Monogram

Primary Logo

This logo is used most frequently compared to other logo variations. When applied to a light color background, it is recommended to use the white version of the logo. When applied to a dark color background, it is recommended that the two-color logo be used.

One-color logo on LB Yellow background

Two-color logo on LB Blue background

Black and white logo

Horizontal Logo

The horizontal logo is used when there is not enough vertical space to allow for use of the primary logo, or when the layout better suits a horizontal alignment.

One-color logo on LB Yellow background

Two-color logo on LB Blue background

Black and white logo

LB Monogram

The monogram is used to support the logo, or to apply to swag in order to show LB pride. The monogram is versatile and can be LB Yellow or LB Blue, and can also be placed within a flag shape. The LB monogram is not a replacement for the roadrunner icon, and it's never used in conjunction with the logotype. When using both the monogram and the college logo together, ensure there is ample space separating the marks.

The LB monogram can be applied to a flag shape, which hangs from layout elements such as photos or the edge of the page. It can hang to the left or right. To learn more about the flag element, see **page 26.**

Monogram on LB Yellow, right-aligned flag

Monogram on LB Blue, left-aligned flag

Monogram in LB Yellow

Black and white monogram

Clear Space & Minimum Size

Space Around Logo

Don't crowd the logo with other elements. Leave a minimum of the height of the letter "L" in Linn around the logo.

✓ Acceptable spacing

🚫 Not enough space

Do not allow for a height smaller than 0.55 inches for the primary logo and 0.25 inches for the horizontal logo.

0.55"

0.25"

Supporting Marks

Supporting Marks

Linn-Benton Community College has a variety of marks that are used within the brand system. These marks are never used as a substitute for the college logo in marketing or other external communications.

Department Logos

These logos are used to represent departments within the college.

Spirit Mark

The Spirit Mark promotes our school spirit and student life.

Icon-monogram Lockup

This mark is used in limited applications such as stickers and embroidered clothing.

Mascot

Rocky the Roadrunner is LBCC's mascot.

College Seal

The college seal is used **only** on official academic documents such as transcripts and diplomas.

Department Logos

Some LBCC departments have their own logo. Marketing of individual classes, programs or opportunities, however, should use the primary LBCC logo regardless of location. Department logos for LBCC campuses and centers are provided at the discretion of the marketing department. Both vertical and horizontal logos are available.

Horizontal

Vertical

Department Logos: Horizontal

The horizontal logo is used when the layout better suits a horizontal alignment. For departments with names shorter than the words "Linn-Benton Community College," the larger type size is used. For those with names longer than the words "Linn-Benton Community College," a smaller type size is used.

Short Department Name

Long Department Name

Department Logos: Vertical

The vertical logo is used when the layout better suits a vertical alignment. For departments with names shorter than the words "Linn-Benton Community College," the larger type size is used. For those with names longer than the words "Linn-Benton Community College," a smaller type size is used.

Short Department Name

Linn-Benton Community College
Foundation

Long Department Name

Linn-Benton Community College
Community Education

Department Logos: Color Variations

The same rules apply to the department logos as to the college logo. When applied to a light color background, it is recommended to use the white version of the logo. When applied to a dark color background, it is recommended that the two-color logo be used.

Don't crowd the logo with other elements. Leave a minimum of the height of the tallest letter in the department name around the logo

Full-color logo on white background

One-color logo on LB Yellow background

Black and white logo

Two-color logo on LB Blue background

Spirit Mark

The spirit mark is another way that LBCC shows its pride. The LBCC Spirit Mark is used on internal-facing materials and swag. It does not replace the college logo in marketing or external communications. This is for an audience who knows what it means to be a Roadrunner.

Don't crowd the logo with other elements. Leave a minimum of the height of the letter "R" in "Roadrunner" around the logo

One-color Spirit Mark on LB Yellow background

Two-color Spirit Mark on LB Blue background

Black and white Spirit Mark

Icon-monogram Lockup

The logo icon and monogram work seamlessly together for limited applications such as bumper stickers, window stickers, or a small embroidered patch. This lockup is never to be used with the logotype or in place of the college logo for marketing or external communications. The lockup is only used in full-color.

Embroidered shirt

Embroidered cap

Mascot

Rocky the Roadrunner is LBCC's mascot. Used sparingly, Rocky never accompanies the logotype and cannot be used to replace the logo. Rocky is internal-facing and should never be applied to outward-facing marketing materials. Rocky doesn't represent the college, rather, Rocky embodies the spirit of the fan of LBCC. Rocky can be placed on sweatshirts or other swag as a "legacy" or limited edition item.

Do not flip the mascot. Rocky always faces right.

Full-color Rocky

One-color Rocky in LB Blue

One-color Rocky in LB Yellow

Brand Elements

The Flag

Inspired by the LBCC hyphen shape, the flag element can be used to hold the LB monogram, for cropping photos, headers, or as a layered design element. The angle of the flag is always 80 degrees, the same as the logo icon. When the flag is placed on the left side of a layout, use the "left-aligned flag." When it is placed on the right side of a layout, use the "right-aligned flag."

Right-aligned flag
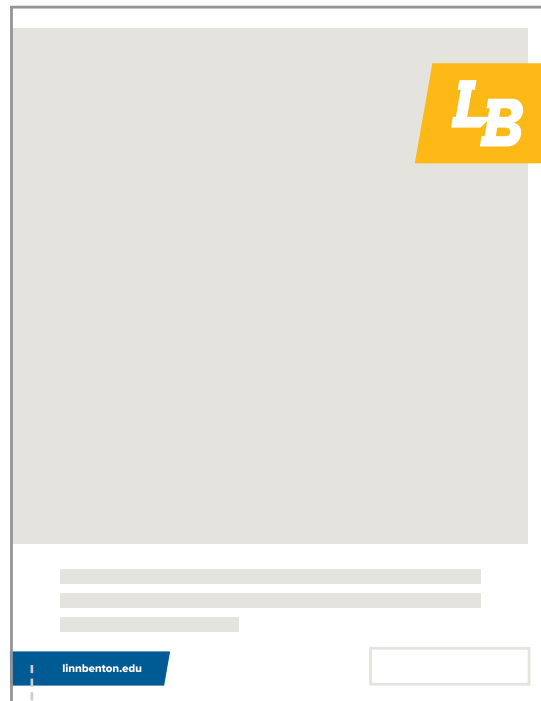
Left-aligned flag

80°
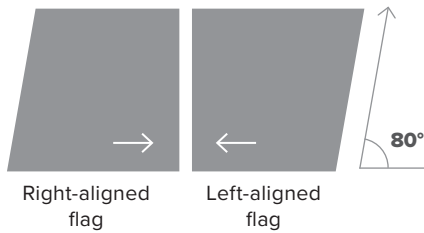
LB monogram + flag artwork has been provided in separate art files. Do not adjust, unless extending for bleed.

When using the flag for other applications such as photo crops, headers, or layered design elements, you can adjust the height and the width of the flag, but always keep the angle at 80 degrees.

Examples

When placed on the edge, extend the LB monogram flag by 0.125-inch for bleed on print documents when required.

linnbenton.edu

The flag can also be used to call-out URLs or headers. This example shows the flag anchored to the left edge, using the left-aligned flag shape.

Flag as a photo crop

Flag as a layered art element

Color Palette

Primary colors LB Yellow, LB Blue, and White carry the most visual weight in branding applications. Secondary colors are Sky Blue, Campus Maroon, and Grass Green. Tertiary colors hold the least visual weight. Oregon Gray is intended as a background color element only while Black is used for text, and tints (i.e. shades of gray) are used only for this color.

Brand Colors

LB Yellow	LB Blue	White
C0 **M**30 **Y**100 **K**0	**C**100 **M**43 **Y**0 **K**30	**C**0 **M**0 **Y**0 **K**0
R253 **G**185 **B**19	**R**0 **G**91 **B**148	**R**255 **G**255 **B**255
HEX FDB913	**HEX** 005B94	**HEX** FFFFFF
PMS 7549	**PMS** 301	**PMS** White

Secondary
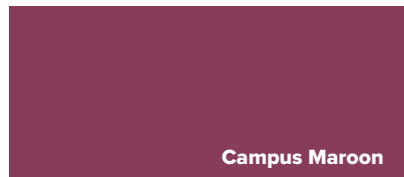
Sky Blue	Campus Maroon	Grass Green
C70 **M**15 **Y**0 **K**0	**C**58 **M**93 **Y**62 **K**0	**C**67 **M**0 **Y**71 **K**17
R39 **G**170 **B**225	**R**135 **G**61 **B**90	**R**69 **G**161 **B**105
HEX 27AAE1	**HEX** 873D5A	**HEX** 45A169
PMS 299	**PMS** 208	**PMS** 7731

Tertiary

Oregon Gray	Black
C4 **M**3 **Y**6 **K**7	**C**0 **M**0 **Y**0 **K**100
R225 **G**224 **B**220	**R**0 **G**0 **B**0
HEX E1E0DC	**HEX** 000000
PMS Cool Gray 1	**PMS** Black

Fonts: Sans Serif

Linn-Benton Community College uses **Proxima Nova** as its primary typeface. This is a very versatile typeface that comes in a variety font-weights. Extrabold, Bold, Regular, and Thin should be used the most frequently. Proxima Nova Regular is primarily used for body copy, while Proxima Nova Extrabold is used for headers. Proxima Nova Bold is used to emphasize text within body copy.

Aa

Proxima Nova Extrabold

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Proxima Nova Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Proxima Nova Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Proxima Nova Thin

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Alternative Fonts

For digital applications, **Lato** is an acceptable alternative for Proxima Nova.

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

In the case where licensing for Proxima Nova cannot be obtained, the system font **Verdana** can be used. This should be used as a last resort.

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Fonts: Serif

For decorative type or large headers, **Adelle** can be used. Adelle is an approachable and friendly serif typeface that brings warmth to the Linn-Benton Community College's brand. This typeface should not be used as much as Proxima Nova, LBCC's primary typeface. Adelle Bold and Regular are used the most frequently.

Aa

Adelle Bold

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Adelle Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Alternative Fonts

For digital applications or in cases where a license for Adelle cannot be acquired, the free Google font **Merriweather** can be used.

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqr stuvwxyz1234567890

Fonts: Examples of Use

For headers, use Proxima Nova Extrabold. For body copy, use Proxima Nova Regular. An example of standard paragraph font styles is shown below. Additionally, Proxima Nova and Adelle can be used in dynamic ways to emphasize particular words, headlines, or quotes, as shown to the right.

Proxima Nova
Extrabold
15pt w/
15.5pt leading

Proxima Nova
Regular
9pt w/
13pt leading

Proxima Nova
Extrabold
12pt w/
13pt leading

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

Subheader

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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

> We're right here with you — **providing the guidance, resources, skills, & training to see you through.**

Finding **purpose**
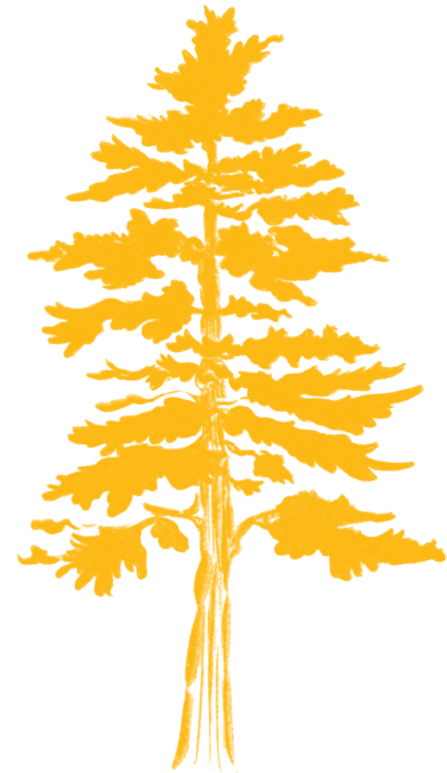
Regional Illustrations: Trees

LBCC uses artwork inspired by where we live to support the brand. Using the shapes of local trees we show pride in our communities and region.
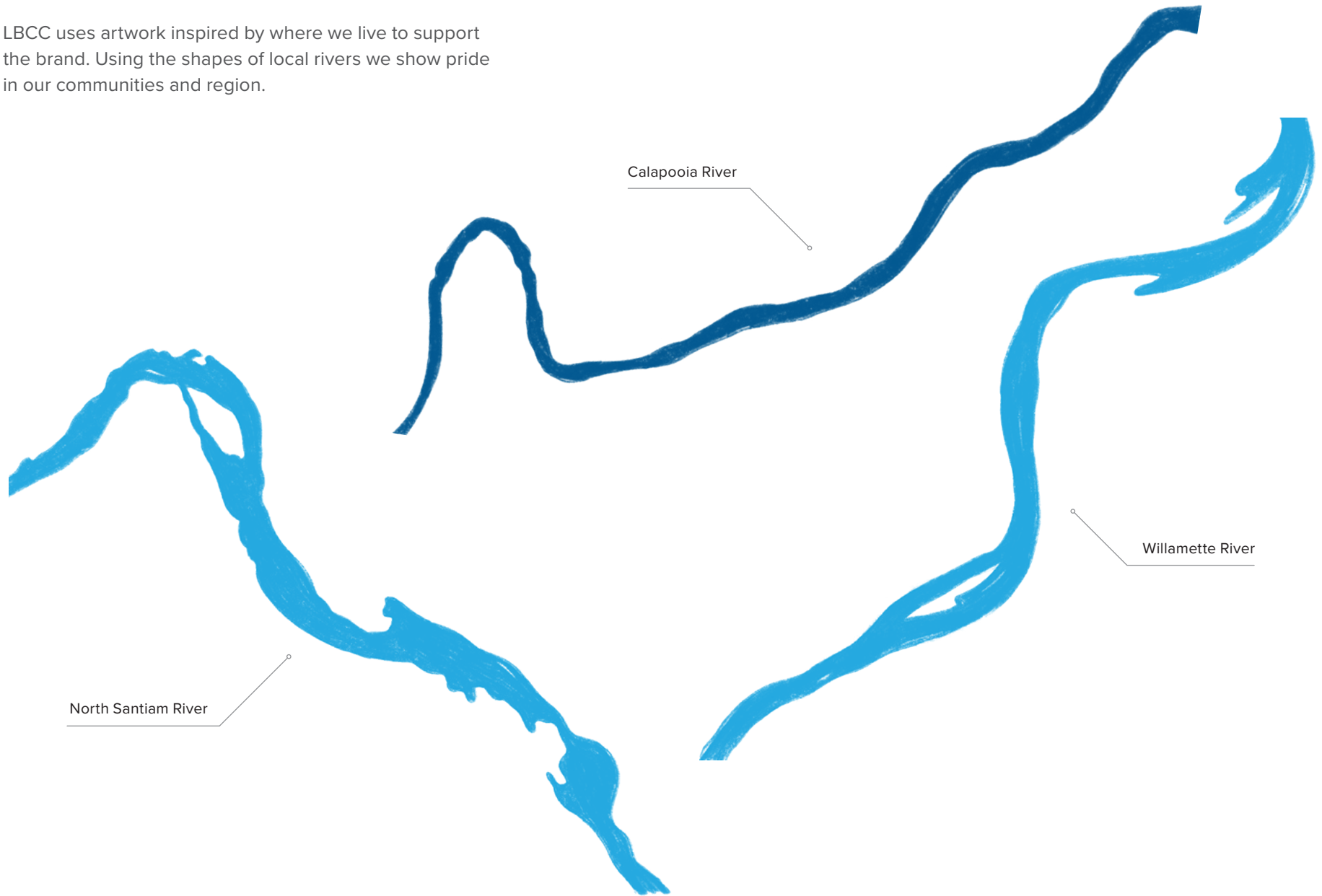
White Oak

Douglas Fir

Western Red Cedar

Regional Illustrations: Rivers

LBCC uses artwork inspired by where we live to support the brand. Using the shapes of local rivers we show pride in our communities and region.

Calapooia River

Willamette River

North Santiam River

Photography

Photos should always depict real LBCC students and faculty. LBCC uses a good mix of candid shots as well as portraits. Photos should focus on the subject, with the background holding lesser emphasis. Photo subjects are always captured off-center. Students and faculty should avoid wearing clothing with logos other than LBCC during photoshoots.

Example Applications

Apparel & Banners

The college logo and monogram can be used throughout collateral materials, allowing for a versatile brand. The roadrunner icon can be applied in either black and white or LB Yellow — never LB Blue. The monogram can be in either LB Yellow or LB Blue, as well as black and white.

Two-color logo and LB Blue monogram
applied to apparel

In special cases, the roadrunner icon can be used as an art element to add a dynamic sense of movement, shown here on LBCC's campus banners

Waterbottles & Social Media

Below are additional applications showing how the brand can further be applied in a variety of formats, whether it be digital or one-color.

One-color applications on waterbottles
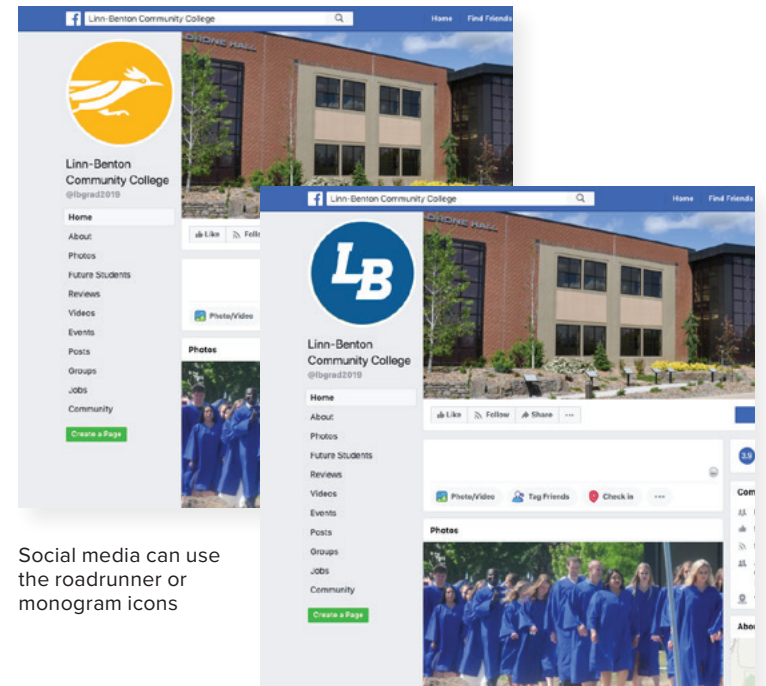
Social media can use the roadrunner or monogram icons

Poster

For print pieces, such as this example poster, the flag elements can play a strong role and nicely balance the logo.

Example poster using the
LB monogram in the right-aligned flag

Viewbook

The Viewbook is a great way to see how the LBCC brand can be further expanded using the provided monogram, colors, logo, fonts, and supporting art. Layouts should be dynamic, leveraging the use of layered illustrations, shapes that reflect the angle of the hyphen, and custom photography.

Example viewbook cover using the LB monogram in the left-aligned flag

Viewbook: Interior Spread 1

On more extensive print pieces such as the viewbook, brand elements such as the flag and regional illustrations come in to play.

we're door-openers

No two students' paths to LBCC are the same. Whether you've got a clear vision of where you want to go next, or you're just trying to figure it all out, LBCC is here is to provide the guidance and support needed for you to build the future you're looking for.

Begin your career with us. Pursue a 4-year degree by starting at LBCC. **Explore and find your purpose right here.**

Launch your career

Linn-Benton Community College is a launchpad for great careers. If you're looking to enter a field that requires technical skills like healthcare, industrial maintenance, aeronautics testing, and more, LBCC has partnerships with industry representatives throughout the region to help get you there.

Get your career started in two years or less through LBCC.

Our partners take an active role in shaping the classes you'll take, ensuring you get the best, most up-to-date training to step into a great-paying and rewarding job in the following fields:

- Automotive Technician
- Computer Network Support Technician
- Culinary
- Dental Assistant
- Machine Tool
- Mechatronics Industrial Technician
- Medical Assistant
- Non-Destructive Test Technician
- Phlebotomy
- Polysom
- Welding

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Viewbook: Interior Spread 2

Header typography can be playful, mixing Proxima Nova and Adelle.
Regional illustrations can be used as a strong layout element as well.

Explore & find
your purpose.

Get started by choosing from seven core areas of study — which we call meta majors.

Science, Engineering & Math, Computer Science

Biological Sciences
Chemistry
Civil Engineering Technology
Computer Science
Engineering
Environmental Sciences
Food & Fermentation Science
General Science
Geology
Mathematics
Network & Systems Administration
Physics

Health, Healthcare & Nutrition, Culinary

Coding & Reimbursement
Culinary Arts
Dental Assistant
Diagnostic Imaging
Exercise & Sport Science
Medical Assistant
Nursing
Nutrition & Food Service Systems
Occupational Therapy Assistant
Phlebotomy
Polysomnographic Technology
Surgical Technology

Arts & Humanities

Anthropology
Art
Communication
English
Foreign Language
History
Journalism/Mass Communication
Liberal Studies
Music
Political Science
Religious Studies
Theater
Visual Communication

Applied Industrial Technology & Transportation

Automotive Technology
Computer Aided Design/Drafting Technology
Construction & Forestry Equipment Technology
Electrician Apprenticeship Technology
Heavy Equipment/Diesel Technology
Industrial Pipe Trades
Machine Tool & CNC
Mechatronics Industrial Automation Technology
Non-Destructive Testing
Water, Environment & Technology
Welding & Fabrication Technology

Agriculture

Agricultural Business Management
Agricultural Science
Animal Science
Animal Technology
Animal Technology/Horse Management
Equine Science

Business

Accounting Clerk
Accounting Technology
Business Administration
Economics
Merchandising Management
Practical Business Management

Education & Social Services

Child & Family Studies
Criminal Justice
Education
Human Development & Family Science
Juvenile Corrections
Psychology
Sociology

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Willamette River

Maybe you don't know your exact path yet. *That's ok.*
At LBCC you don't have to have all the answers upfront. Begin with where your interests are — and get into the right classes that will apply toward whatever degree you choose. It's your time to explore and find your purpose.

What Not to Do: College Logo

Don't change colors in the logo or use colors that are outside of the brand guidelines.

Don't change the logotype or use fonts outside of the brand guidelines.

Don't apply a drop shadow to the logo.

Don't place the logo on a complex photo background.

Don't place the full-color logo on a color background.

Don't rotate or stretch the logo.

What Not to Do: Monogram

In addition to the rules on the previous page, the following apply to the monogram.

Don't use the monogram in place of the roadrunner icon.

Don't use the monogram and college logo next to eachother.
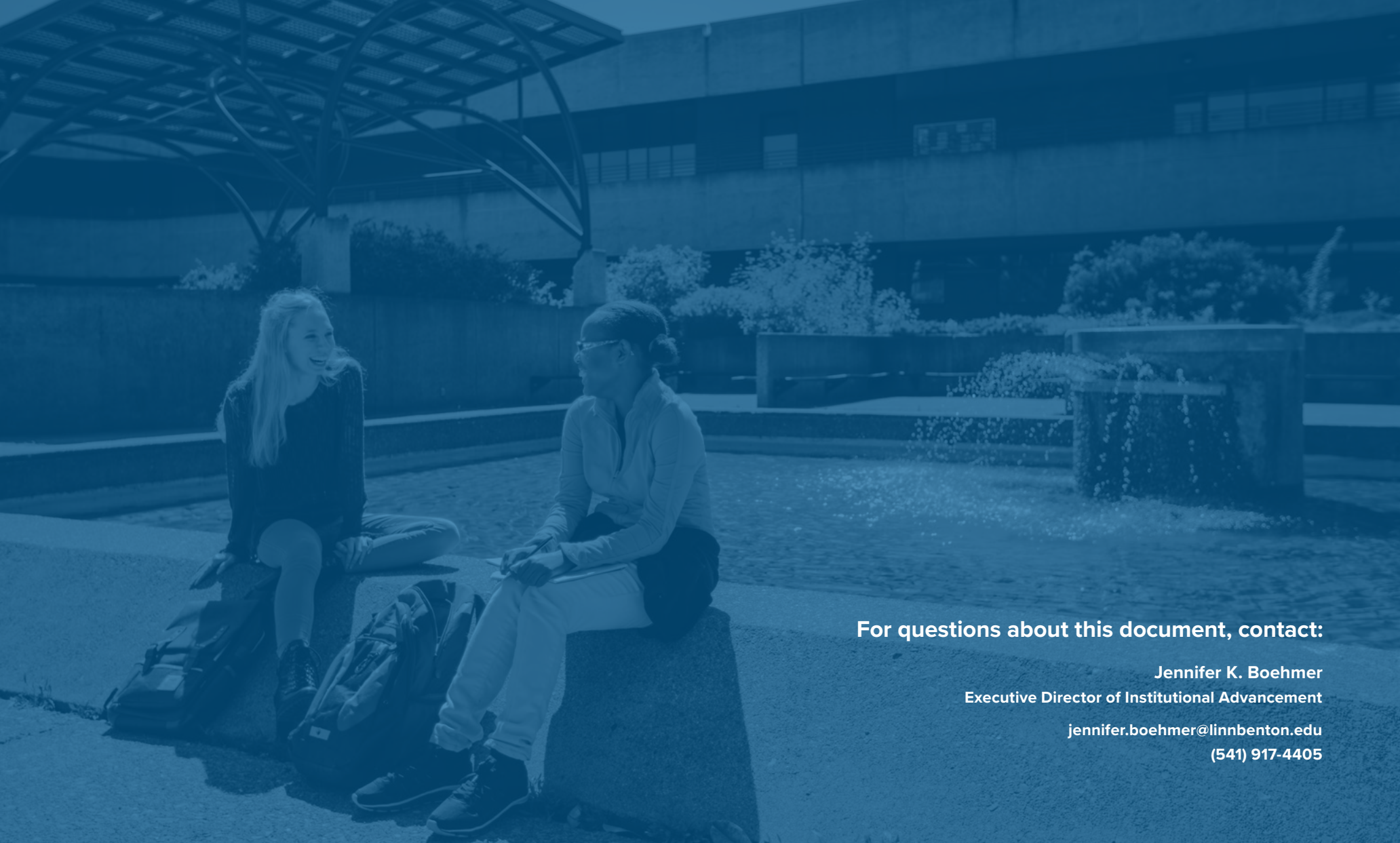
Don't make new logos from the monogram

Don't place the monogram in the hyphen

Don't place the monogram in a shape other than the approved flag.

For questions about this document, contact:

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Linn-Benton
Community College