



LAREDO
COLLEGE

EST. 1947

LAREDO COLLEGE

1947

INSTITUTIONAL IDENTITY GUIDELINES

Promoting a mission of **excellence** through its marketing and communication efforts.

LAREDO COLLEGE IS COMMITTED TO ENSURE ITS VISION OF A QUALITY EDUCATION FOR ALL LAREDO COLLEGE STUDENTS AS THEY STRIVE TO ACHIEVE THEIR EDUCATIONAL OBJECTIVES.

The way the audience views the Laredo College brand establishes the contours which the college represents. The identity system is designed to present an impeccable image of the college for all audiences – students, faculty, administrators, staff, alumni and the community. This system includes the consistent and correct use of the college's logo, colors and typography.

This identity guide provides guidelines for the proper use of these basic elements. These guidelines should be incorporated with any type of internal and external communications. Every representation of the Laredo College brand will convey our image in an influential, clear and recognizable manner.

Table of Contents

5 College Seal

7 College Logo

9 Color Palette

11 Stationery Templates

12 PowerPoint Templates

13 Acceptable Uses

15 College Apparel

18 Standard Operating Procedures

21 Glossary of Terms

6 Seal Wordmark

8 Palomino Logo

10 Typography

12 Certificate Templates

12 Email Signature Template

14 Unacceptable Uses

17 Campus Advertising Guidelines

20 Community and Media Relations Office

DISCLAIMERS

Any commercial or promotional use of the Laredo College brand must be approved by the Community and Media Relations Department.

All Laredo College marketing and social media platforms will adhere to Department of Education, SACSCOC, federal, and state guidelines.

Laredo College is an equal access, equal opportunity institution. If you are a person with a disability and require an accommodation, please contact Mary Sosa, Special Services Counselor, at specialservices@laredo.edu or (956)721-5137 at least 5 days prior to the event.

The College Seal

The college seal was designed in 1993, when the college officially changed its name from Laredo Junior College to Laredo Community College. The seal was incorporated with the logotype to become the college's official logo in 1999. In 2018, Laredo Community College changed its name to Laredo College to communicate a new message: Laredo College not only serves the community of Laredo, but anyone seeking a college education.

The seal is the main focus of the college's identity system. The seal should only be used alone on official college documents, or as approved by the Community and Media Relations Office. It should never be distorted or altered. See "Acceptable Uses" and "Unacceptable Uses" on pages 5 and 8 for more information.

The elements on the seal give detail of the qualities and character of the college - continuity, knowledge, unity, growth and achievement.

Continuity

The Laredo College seal is designed as three concentric spheres. The two outer spheres surround the Laredo College name, and a third sphere encloses the rest of the seal's elements. The rings, without beginning or end, symbolize the endless journey of higher learning.

Unity & Growth

The bridge illustrated in the inner circle represents the college's location between two countries and two cultures, an accurate representation of our border city, Laredo.



OFFICIAL SEAL

Knowledge

The open book represents the learning process and the seeking of knowledge and a journey to higher learning.

Achievement

The lamp of learning represents scholastic achievement. The flame plays the role of the scholar bringing light into the darkness of ignorance.

Seal Wordmark

The Laredo College seal should never be stretched or altered in any way. This process will distort the seal. The Laredo College seal and the logotype should always be together in the specified proportions shown below.



Laredo College

FONT

The Laredo College name uses Times New Roman for its typeface. No other font may be substituted. Only the approved font should be used.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SIZING

The seal should never be reduced beyond one-half inch to make sure the type within the logo is legible.



Laredo College

IMAGE QUALITY

The Laredo College seal has a specific and complex design. Always use camera-ready art when using the seal. Do not use a photocopy or scanned seal. This may create a poor quality image with jagged edges, fuzzy lines and speckled white areas.



Laredo College

The College Logo

The logo is available for use in horizontal and vertical formats. You may use either version depending on the requirements of your design. There are two approved versions of the college logo for use in electronic media. Examples of use include PowerPoint presentations and web pages. Both formats should be used in the full color version as shown below.

Laredo College Logo (Standalone) The standalone Laredo College logo uses 3435C and Black 6C to represent the college's standard colors.

The alternative wordmark logo uses full color and the Arno Pro typeface for the words Laredo College. This seal will primarily be used for advertisements.

The primary logo is the standard version for printed materials is recommended in most instances. The secondary logo is recommended only when there are space limitations or designs that call for a horizontal format.

PRIMARY



SECONDARY



LOGOMARK



3 COLOR ALTERNATE



Palomino Logo

The Palomino logo is used by the Athletics Department to promote sports and our mascot.

When printed in color, the Palomino logo should be printed using PMS 7482 C, PMS 3435 C, PMS 1345 C, PMS 1245 C and BLACK 6 C.

If the Palomino logo is used as a one-color design, it should be reproduced in black.

All three Palomino logo options are available for use.

PRIMARY



SECONDARY



1 COLOR



E-SPORTS LOGO

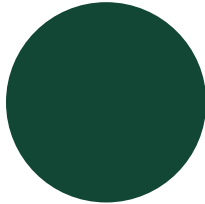
This logo is approved for E-Sports only.



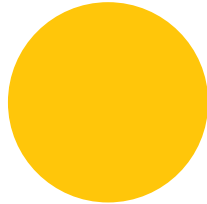
Color Palette

The college uses two traditional colors: gold and green. The standard colors used are from the widely accepted color reproduction standard Pantone® Matching System.

PRIMARY

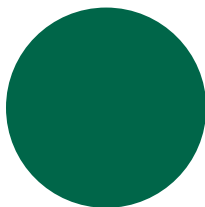


PANTONE® 3435
CMYK 100 0 30 73
HEX #004631
RGB 0 70 49

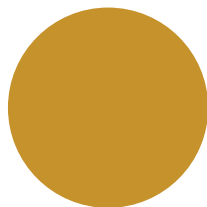


PANTONE® 7548
CMYK 0 22 100 0
HEX #FFC700
RGB 255 199 0

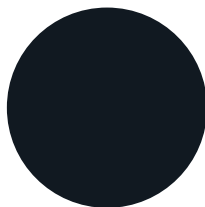
SECONDARY



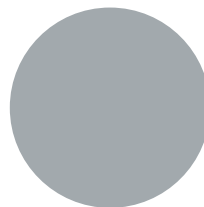
PANTONE® 342
CMYK 100 0 26 59
HEX #00694E
RGB 0 105 78



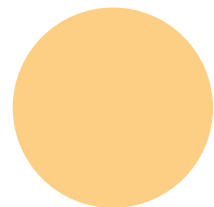
PANTONE® 1245
CMYK 0 26 89 22
HEX #C79316
RGB 199 147 22



PANTONE® BLACK 6
CMYK 53 22 0 86
HEX #111C24
RGB 17 28 36

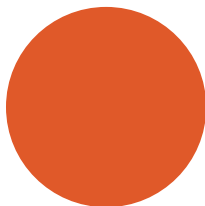


PANTONE® 429
CMYK 6 2 0 31
HEX #A5ACB0
RGB 165 172 176

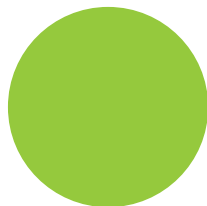


PANTONE® 1345
CMYK 0 18 46 0
HEX #FED189
RGB 254 209 137

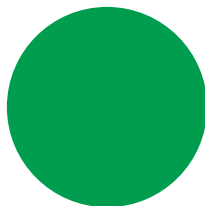
ACCENT



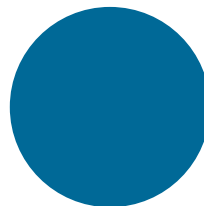
PANTONE® 7579
CMYK 0 60 81 12
HEX #E1592A
RGB 225 89 42



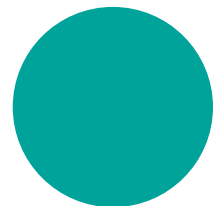
PANTONE® 375
CMYK 33 0 100 17
HEX #8FD400
RGB 143 212 0



PANTONE® 7482
CMYK 100 0 49 36
HEX #00A353
RGB 0 163 83



PANTONE® 641
CMYK 100 37 0 30
HEX #0071B2
RGB 0 113 178



PANTONE® 3272
CMYK 100 0 4 36
HEX #00A29B
RGB 0 162 155

Typography

Like color and graphics, typography is a design element. Consistent use of our official fonts unifies materials and adds another element that defines LC's look and feel.

Below is a list of LC official fonts. Arno Pro has a classic, elegant look and is used for the LC monogram. Arno Pro is a traditional font best suited for projects that are more formal, as well as for academic and educational projects. Franklin Gothic is a strong, neutral and contemporary font. It is considered readable friendly, and works well with the college's established identity.

Aa

Arno Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Bebas Neue Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Market Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

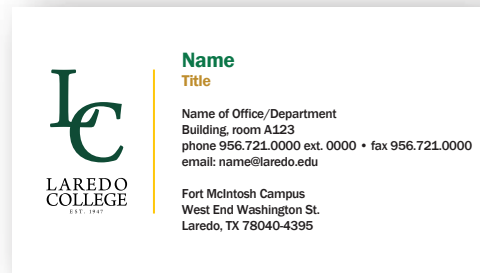
STEELFISH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Stationery Templates

Laredo College has implemented specially designed stationery templates that detail the identity of the institution. Letterheads, business cards, envelopes and invitations should be formatted as indicated here with the same paper type and colors.

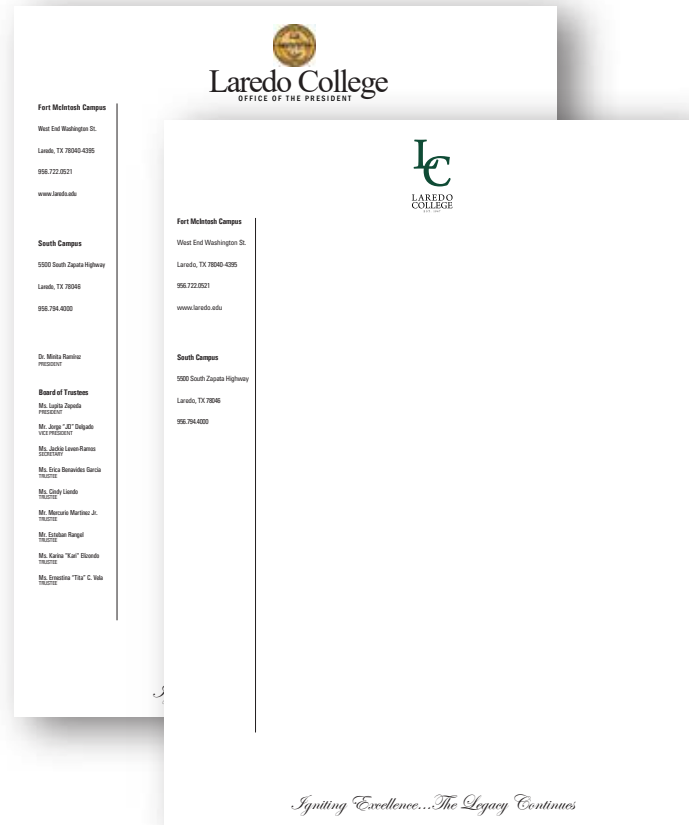
BUSINESS CARD GENERAL USE



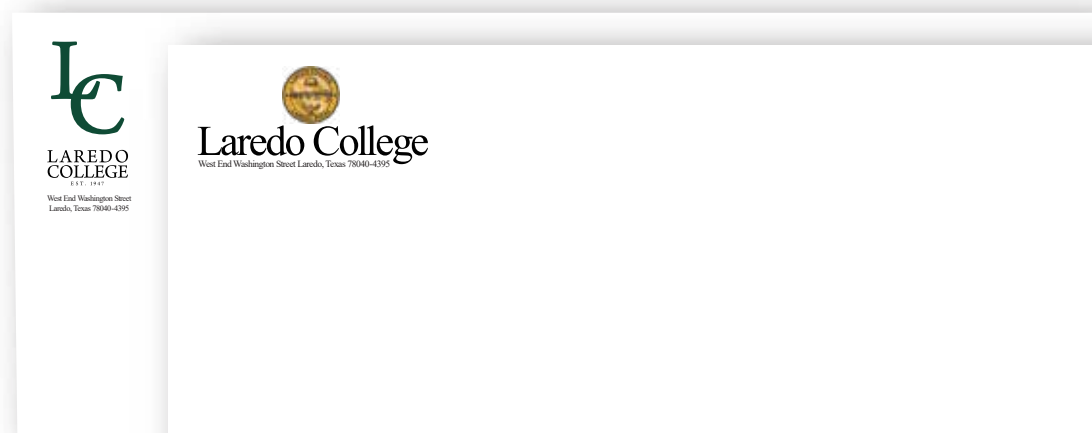
BUSINESS CARD PRESIDENT & VP USE ONLY



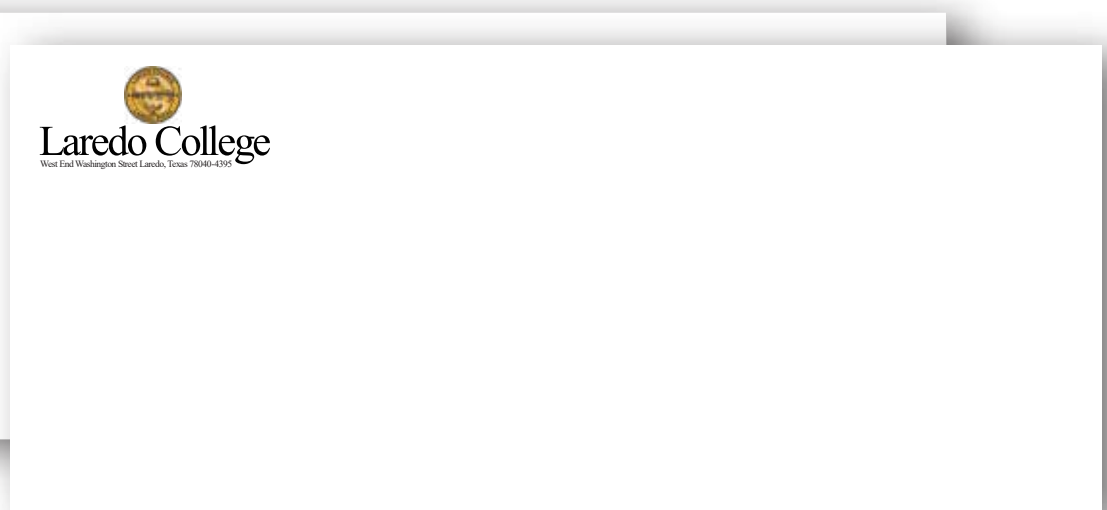
LETTERHEAD - PRESIDENT & VP USE ONLY



ENVELOPE #10 - GENERAL USE



LETTERHEAD FOR LC FAMILY USE



ENVELOPE #10 - PRESIDENT AND VP USE ONLY

Certificate Templates

Laredo College has also implemented specially designed certificates. All certificates must follow the format below. Any certificate that grants a licensure will have the official Laredo College Seal. Any non-licensure certificates will have the LC interlocking logo.

All templates should include a date and type of certificate/licensure.

CERTIFICATE OF COMPLETION WITH SEAL

- Academics Degree with Seal – Signatures: President and Provost
- State Licensure – Signatures: President, Provost, Dean (Health Science, etc.)
- Years of Service – Signatures: President and Human Resource Director (Include Seal with Years of Service)

CERTIFICATE OF COMPLETION WITH LC INTERLOCK

- Continuing Education – Signatures: President, Provost and Dean of Continuing Education
- Workforce – Signatures: President, Provost and Dean of Workforce
- Criminal Justice – Signatures: President, Provost
- Financial Aid Scholarships & Awards – Signatures: President and VP of Student Success
 - Name of scholarship and date should be included
- Donor Scholarship Awards – Signature: President and VP of Institutional Advancement

PowerPoint Templates

Powerpoint samples are available for download on the Community and Media Relations website. Visit www.laredo.edu/about/administration/community-media-relations

Electronic Signatures

The Laredo College horizontal logo with the full color seal will be used for the standard format on all institutional email signatures. All signatures should contain the following information. Any other logos or credentials are not allowed.

Name
Title
Address
Phone **Fax**
Email
LC Logo
Campus

ELECTRONIC SIGNATURE SAMPLE

Name

Title

Name of Office/Department
Building room 000
Phone 956.721.000 • Fax 956.721.000
Email: name@laredo.edu



Fort McIntosh Campus
West End Washington St. • Laredo, TX 78040-4395

Igniting Excellence...The Legacy Continues

Samples of Acceptable Use

Any printed materials that need to be produced for the Laredo College departments should be created or approved by the Community and Media Relations Office. The Laredo College logo must be used on all printed materials for internal or external use. Please follow the guidelines as listed here. For any questions about the use of the college's seal, contact the Community and Media Relations Office at (956) 721-5140 or at mpro@laredo.edu.

Samples of printed materials can be, but are not limited to:

- **BROCHURES**
- **FLYERS**
- **POSTERS**
- **INVITATIONS**
- **LETTERS**
- **POSTCARDS**
- **CERTIFICATES**
- **ENVELOPES**
- **BUSINESS CARDS**
- **FORMS**
- **BANNERS**
- **SIGNAGE**

The college has standard templates for the design of flyers, posters and brochures.



Unacceptable Uses



USE OF SEAL ON APPAREL

The seal is not allowed on any apparel.

DESIGN STANDARDS FOR PROMOTION

Flyers, posters, brochures, etc. that promotes Laredo College and its programs must follow LC design standards to use the college colors of Pantone 3425C green, Pantone 1225C yellow and the use of the LC Interlocking logo at the top of the document.

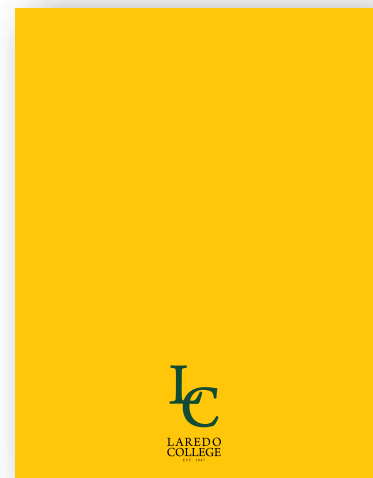


DESIGN FOR CERTIFICATES

All certificates must follow the same format and design specified on page 8. No other designs are allowed.

THE USE OF THE LC LOGO

The LC Interlocking logo should not be placed at the bottom of the document.



College Apparel

Laredo College staff may purchase work apparel using either the Laredo College seal, logo or the Palomino logo, provided the guidelines specified here are being followed. The Laredo College and Palomino logos should not be altered or embellished in any form after being embroidered or printed on apparel.

OXFORD SHIRTS

Oxford shirts can be embroidered with either the Laredo College logo or the Palomino logo following the guidelines below:

LC Logo - Can be embroidered on the left-hand side of chest along with the department name directly under. When using light-colored shirts, embroidery would be in hunter green. On dark-colored shirts, imprint to use is yellow-gold.

Artwork will be provided to the selected vendor by the Community and Media Relations Office to ensure the proper logo size and font are used. Employees may include their name embroidered in the same font on right-hand side of chest, in same color as logo on the left.

APPROVED COLORS FOR SHIRTS

- Hunter green (yellow-gold embroidery)
- Yellow-gold (hunter green embroidery)
- White (hunter green embroidery)
- Ivory (hunter green embroidery)
- Black (yellow-gold embroidery)
- Khaki or tan (hunter green embroidery)
- Brown (yellow-gold embroidery)

Palomino Logo - Can be embroidered following the same rules for the Laredo College logo listed above. If funding permits, the Palomino logo can be embroidered in full color on any of the shirt colors listed above.

POLO SHIRTS

Same rules apply as for Oxford shirts, except they can be embroidered or screen-printed.

T-SHIRTS

T-shirts cannot be used as work apparel but can be ordered for team-building exercises or for use at more casual activities or special events, such as the Laredo College FunFest. These t-shirts can be ordered in any color except burgundy or any similar color, but school colors should be featured in the design whenever possible, especially for off-campus events, to ensure the wearers are easily recognizable as Laredo College representatives. Consult with the Community and Media Relations Office to develop a customized design suitable for the event.

OTHER APPAREL

No other apparel for office use is permitted to be embroidered or imprinted with the Laredo College logo or Palomino logo without approval from the Community and Media Relations Office, on a case-by-case basis.

GRADUATION STOLES

Creation of Patches - Departments are allowed to create graduation patches for graduation.

Approval Process for Patches - Direct supervisor must approve patch design and then sent to the Community and Media Relations Department for final approval.

Use of Patches - Only approved patches will be allowed to be worn during graduation ceremonies.

Please reach out to your head department for acceptable uses on physical colors.

Uniform Samples

All uniforms will use the LC interlocking logo with their program name below the LC and located above the left hand breast pocket. The www.laredo.com website will be stitched on the right side cuff. The LC seal will not be allowed anywhere on the uniform. Any changes must be approved by the Office of the President.

NURSING



CULINARY



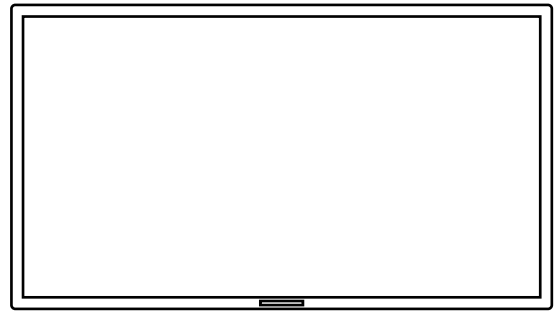
LAB COATS



Campus Advertising Guidelines

TV DISPLAY SCREENS

There are several television display screens around the Ft. McIntosh and South Campus for digital signage. Only campus-wide events are allowed. Please contact the Community & Media Relations Department for more information.



MARQUEES

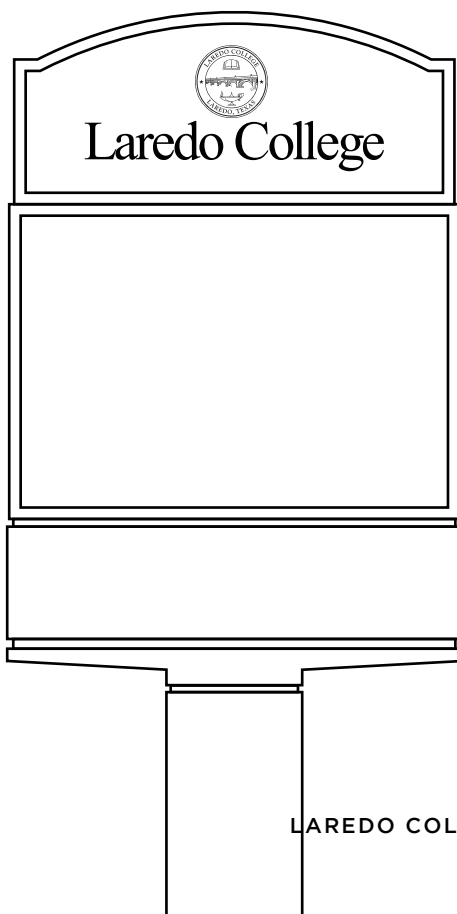
There is a digital marquee located at the front of both the Ft. McIntosh and South campus available for promotion.

Internal use

Marquees will promote campus-wide events only. Departments must provide two-week notice prior to event.

External use

Must have a signed contract. Please review the sponsorship info located at the Community and Media Relations website at www.laredo.edu.



Individual Marquee Impressions

48 Impressions
per hour
1,152 Impressions
per day
34,560 Impressions
a month

Total Marquee Impressions

96 Impressions
per hour
2,304 Impressions
per day
69,120 Impressions
a month

*Based on 12 impressions; results may vary

Standard Administrative Procedure (SAP)

ASSESSMENT OF INSTRUCTIONAL PROGRAMS

ADMINISTRATIVE RULE

E.06.01.02

Reviewed By: Academic Affairs, Compliance and Risk

Board Policy Reference: EFA, Curriculum Design – Instructional Programs and Courses

PURPOSE STATEMENT

In accordance with its mission and resources, the District (Laredo College) is committed to improving student success by enhancing the quality of its instructional programs and services.

Laredo College is committed to evidence-based evaluation processes that result in continuous improvement of teaching and learning.

Laredo College is committed to demonstrating effective achievement of its mission.

Laredo College is committed to ensuring the SACSCOC requirement that faculty have primary responsibility for student learning assessment.

ADMINISTRATIVE RULE

1. Instructional Program Review:
 - A. The Deans, with input from the Provost/Vice President for Academic Affairs and the Vice President for Compliance and Risk Management, is responsible for developing college-wide instructional program review processes and administering said review and processes. The instructional program review processes shall include:
 - I. Guidelines reviewing and revising program self-studies and quality improvement plans;
 - II. documentation of progress towards stated goals; and
 - III. documentation that program review outcomes relate to the mission of the College.
 - B. The Dean Council, with input from the Provost/Vice President for Academic Affairs, and the Vice President for Compliance and Risk Management, shall annually evaluate the effectiveness of instructional program review processes.
 - C. The Vice President for Compliance and Risk Management shall produce for the President and the employee associations an annual report on the effectiveness of instructional program review processes and all quality improvement plans. The Provost shall present to the Board of Trustees an annual report of the review of instructional programs.
2. Assessment:
 - A. The Provost, Vice President of Instruction, instructional deans, and the instructional department chairs are responsible for developing the processes for the assessment of student learning outcomes and other educational competencies and objectives and ensuring that the processes are followed.
 - B. The Provost, with input from the Vice President for Compliance and Risk Management, the Vice President of Instruction, instructional deans, and the instructional department chairs, is responsible for developing and administering the processes for assessing student learning outcomes and other educational competencies. These assessment processes shall include:

Standard Administrative Procedure (SAP) (cont'd)

- I. Guidelines for reviewing and revising program self-studies and quality improvement plans;
 - II. documentation of progress toward stated goals; and
 - III. documentation that program review outcomes relate to the mission of the College
- C. The Vice President for Compliance and Risk Management, with input from the Provost/Vice President for Academic Affairs, and the instructional department chairs, shall annually evaluate and document the effectiveness of these processes.
- D. The Provost/Vice President for Academic Affairs, and the instructional department chairs shall ensure that the results of the assessment activities are used for the improvement of teaching and learning to enhance student success.
- E. The Provost/Vice President for Academic Affairs, and the Vice President for Compliance and Risk Management shall provide an annual report to the President on the use of assessment data to improve student success.

First Approved: December 19, 2019

Revised: December 16, 2021

Next Scheduled Review: December 16, 2026

Important Information

All Laredo College marketing and social media platforms will adhere to Department of Education, SACSCOC, federal, and state guidelines.

Laredo College is an equal access, equal opportunity institution. If you are a person with a disability and require an accommodation, please contact Mary Sosa, Special Services Counselor, at specialservices@laredo.edu or (956)721-5137 at least 5 days prior to the event.

Creation of Social Media Accounts

Any college departments, personnel or community member who wish to create a college-related presence on the web through social media must get approval from the Community and Media Relations Director and follow institutional guidelines in creating and administering their site. Furthermore, administrative credentials of these pages must be provided to the Community and Media Relations Office. Additionally, the Community and Media Relations Office will have the final decision to approve or deny a departmental or student group social media page.

- Creation of social media accounts must follow the guidelines set forth by the Human Resource Department.
- All interested parties should complete a social media account request form for consideration.
- All accounts will be monitored by the department of Community and Media Relations.
- Failure to comply may result in disciplinary action.

Serving Our Laredo College Family

Laredo College appreciates the use of these guidelines to present a clear, strong image to all audiences. By following the principles specified in this guide, we can assure the success of the Laredo College identity system.

The Community and Media Relations Office is here to serve our Laredo College Family. You may contact us at (956) 721-5140 or at mpro@laredo.edu for any questions about the college's identity system.

MPRO FORM PROCESS TIMELINE

1. Log on to passport and click on **Employees** tab.
2. Towards the center of the page, locate the **Employees** tab and click **Intranet**.
3. A new page pops up and on the left-hand side, click on **Documents & Files**.
4. Scroll down and select the **Marketing and Public Relations** folder.
5. Click on **SSO**, then on link provided next to link address and again on Step 1 Marketing and Public Relations Services Request form [View Link].

You may try the direct link:

<http://lccintranet2/php/forms/marketing/request/form.php>

Please note that you must receive an email from LCCFORMS to confirm that your request was submitted successfully. If you have any problems with the form, please let us know to assist you. Please keep in mind that you cannot cut and paste on this form, and date of the event should be two weeks from the date submitted. You may call our office (ext. 5140), to confirm that we did receive the form. Prioritization of requests is determined by the Community and Media Relations staff, taking into account the date the information is received and the number of requests received. Typically, a minimum of two weeks notice is best to allow time to promote your activity or event.

Glossary of Terms

BLEED In printing, bleed refers to the parts of an image that extend beyond the edge where the paper will be trimmed. Since printing presses cannot print to the edge of a sheet of paper, the image is printed on a larger sheet and trimmed to the final size. Bleeds are used so that no white borders surround the image or design.

CAMERA-READY Artwork that is ready for production.

CMYK Represents the four inks used for four-color printing, which simulates full color. The four inks are Cyan (C), Magenta (M), Yellow (Y) and black (K).

COLOR PALETTE A collection of colors to be used, either alone or in combination.

DPI Stands for dots per inch, which is a measure of resolution. The more dots per inch, the higher the resolution and sharper the image. For printing purposes, 300 DPI is the standard. A higher DPI only makes the file larger, but the image will not print any sharper.

FONT A single typeface which includes all letters in the alphabet, numbers and punctuation.

FOUR-COLOR PROCESS The process of combining four basic colors to create a printed color picture.

HALFTONE Converting a continuous tone, such as a black and white image, to dots to simulate light and dark tones for printing.

LINE ART A graphic image that consists of lines or areas of pure black and pure white, requiring no screening for reproduction.

LOGO – A symbol used to identify an organization.

LOGOTYPE – A trademark composed solely of type.

PANTONE® MATCHING SYSTEM (PMS) A widely used color-matching system that specifies ink colors.

POINT A measurement unit of type. There are approximately 72 points to an inch.

RESOLUTION The measure of detail in an electronic image. The higher the resolution, the more detailed the image. This is often measured in dots per inch.

SANS SERIF A class of typeface without serifs, or short cross strokes at the end of main strokes in letters.

SERIF A class of typeface with serifs, or short cross strokes at the ends of main strokes in letters.

SPOT COLOR A single color applied to printing when full color is not necessary.

TRADEMARK A word or symbol used to distinguish the products or services of one organization from another.

TYPEFACE A particular style of type.

