

LABETTE COMMUNITY COLLEGE

# BRANDING GUIDELINES

UPDATED OCTOBER 2025



## **VISION**

**Labette Community College will continue to enhance its standing as an exceptional College by striving for excellence in all its programs, services, and activities.**



## **This is the approved Branding Style Guide for Labette Community College.**

Use of approved branding tools is essential and will ensure a consistent, professional, and easily recognizable identity for our brand to be presented to the public.

Any logos not included in this guide or approved by the LCC Public Relations Department are not permitted for use in official representation of Labette Community College.

All logos and symbols in this guide are property of Labette Community College.

**Reproduction or manipulation of any logos or symbols is prohibited without the approval of Labette Community College Public Relations Department.**

To use **third-party logos** and brands, you must have permission and follow the owner's brand guidelines. Do not use a logo in a way that implies endorsement, affiliation, or sponsorship unless true.

Logos in .png format can be downloaded here

**[LCC Approved Logos](#)**

Or other file types can be emailed to you upon request.

**[pr@labette.edu](mailto:pr@labette.edu)**



## WHY DO WE NEED A STYLE GUIDE?

This style guide ensures that every email, poster, webpage, social post and printed piece reflects the same professional, unified identity of our college.

By aligning on logo use, color palette and typography we:

- **Build clarity and confidence** — so when you create materials, you know exactly how our brand should look.
- **Increase efficiency** — with guidelines in place, you spend less time guessing and more time communicating.
- **Strengthen recognition and trust** — a consistent presence reinforces our mission, supports recruitment efforts and fosters alumni, community and student engagement.
- **Keep our voice coherent** — whether it's a student announcement, faculty newsletter or external outreach, our brand feels unmistakably ours.

This guide doesn't restrict creativity — it empowers each of us to deliver clear, compelling messages that reflect the excellence of our institution and the shared values we live every day.

# PRIMARY LOGO



# LAYOUT VARIATIONS



**LABETTE**  
COMMUNITY  
COLLEGE



# ATHLETICS



**LABETTE**  
COMMUNITY COLLEGE



**LABETTE**  
COMMUNITY COLLEGE



**LABETTE**  
COMMUNITY  
COLLEGE



**LABETTE**  
COMMUNITY COLLEGE



**LABETTE**  
COMMUNITY COLLEGE

# DEPARTMENTAL



**LABETTE** | Associate Degree  
COMMUNITY COLLEGE | Nursing Program



**LABETTE** | Associate Degree  
COMMUNITY COLLEGE | Nursing Program



**LABETTE**  
COMMUNITY COLLEGE  
WORKFORCE EDUCATION

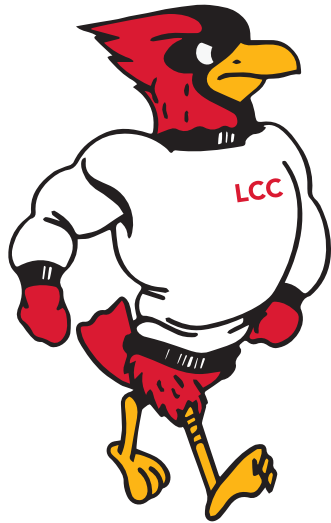


**LABETTE**  
COMMUNITY COLLEGE  
WORKFORCE EDUCATION

THESE ARE EXAMPLES. ALL current, official Departmental Logos are available for  
download here.

[LCC Approved Logos](#)

# MASCOT



# OTHER



# LEGACY CARDINAL



# LCC SEAL



# DO'S AND DON'TS

Reproduction or manipulation of any logos or symbols is prohibited without the approval of Labette Community College Public Relations Department. All Logos should be used within the appropriate size proportions. For any questions or custom sizing, contact [pr@labette.edu](mailto:pr@labette.edu).

When using any logo, **DO** make sure there is ample space (no less than a quarter-inch) surrounding the logo on all sides. Clear spacing around the logo helps it stand out by separating it from nearby copy and other visual elements.



**DON'T** modify official LCC logos in any way without explicit permission from the LCC PR Department. This includes, color, tone, transparency or other special effects.



**DO** maintain the original proportions of all official LCC logos. Logos should never be stretched, skewed, or otherwise distorted.



# COLOR PALETTE

C-M-Y-K

#HTML Color Codes

## Primary



**LCC RED**

2-100-85-6

#DA1A32



**BLACK**

0-0-0-100

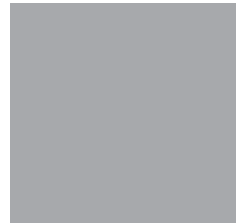
#231F20



**CHARCOAL**

0-0-0-80

#58595B



**GREY**

0-0-0-40

#A7A9AC

## Secondary



**GREY BLUE**

47-22-6-7

#7EA3C4



**GOLDEN ROD**

0-32-100-0

#FDB515



**LIME GREEN**

24-0-98-8

#BDCC2A

# TYPOGRAPHY

The following fonts are the preferred typefaces for any public-facing or externally-distributed materials representing LCC (for example: digital graphics, marketing materials and other external communications). While you're encouraged to use these fonts to maintain consistent brand identity, you are not required to use them in every single instance—context may dictate different choices.

## BRAND TYPOGRAPHY

Zilla Slab Light  
Labette Community College

Zilla Slab Regular  
Labette Community College

Zilla Slab Medium  
Labette Community College

**Zilla Slab Semibold**  
**Labette Community College**

**Zilla Slab Bold**  
**Labette Community College**

Archer (Serif)  
Labette Community College

Avenir LT Std (Sans-Serif)  
Labette Community College

Nunito Sans ExtraLight  
Labette Community College

Nunito Sans Light  
Labette Community College

Nunito Sans Regular  
Labette Community College

Nunito Sans Medium  
Labette Community College

Nunito Sans Semibold  
Labette Community College

**Nunito Sans Bold**  
**Labette Community College**

**Nunito Sans ExtraBold**  
**Labette Community College**

**Nunito Sans Black**  
**Labette Community College**

The approved fonts are available in Canva for those who utilize it, or they may be downloaded directly from [fonts.google.com](https://fonts.google.com).

The fonts *Archer* and *Avenir* are licensed exclusively for use by the PR Department.

If you need assistance downloading or installing fonts, or if you have questions about what types of materials require branded fonts, contact the PR team at [pr@labette.edu](mailto:pr@labette.edu)



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LABETTE  
COMMUNITY COLLEGE  
MAIN BUILDING  
EST. 1923