



When people talk about brand, sometimes they mean just slogans and logos, but it is so much more than that. Our brand is the reflection of everything we do and say, everything we print and everything we broadcast.

Our brand can spark an emotional connection and it speaks to the satisfaction of our students, faculty, staff, alumni and the community at large.



The brand is how we talk about Lincoln Trail College and how special our college is. It is the message we send to prospective students and their parents. Our brand demonstrates the high quality instruction our students receive in the classroom.

The Lincoln Trail College brand is **you**. It is what sets us apart and makes us such an outstanding institution.



Why is the Lincoln Trail College brand so important? Establishing and communicating a clear brand helps people associate Lincoln Trail College with not just quality, but also credibility. Now, more than ever, we need to assert our brand to define who we are and to help manage others' perceptions of Lincoln Trail College.



This book highlights some of the key components that are important to the Lincoln Trail College brand. It includes the messaging we can rally around and use to communicate consistently with others about Lincoln Trail College.

You can help Lincoln Trail College continue building its brand of quality education at an affordable cost by following the guidelines found in this brand book.

# Using the Lincoln Trail College Brand

How we use our brand is incredibly important. It paints the image of how people see us, whether they be prospective students, current students, alumni, faculty and staff or the community at large.

Consistency is the key to any brand. Be mindful of the usage of the logos, the official colors and the preferred fonts that are presented in the Lincoln Trail College Brand Book. While there are certain rules for usage, there is still ample room for creativity as we showcase who we are.

The Coordinator of Marketing and Public Information serves as the gatekeeper of the brand. This is to ensure brand integrity for Lincoln Trail College. If you have any questions about the usage of the Lincoln Trail College brand, please ask.

**All apparel and printed materials must be approved by the Coordinator of Marketing and Public Information prior to purchase. All advertising for Lincoln Trail College or any of its departments, programs or clubs or organizations must be approved by the Coordinator of Marketing and Public Information.**

The Coordinator of Marketing and Public Information is available to assist you with any projects that require the use of the Lincoln Trail College brand, including graphic design, layout, photography, videography, social media, or website work.

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# Lincoln Trail College Seal

The Lincoln Trail College seal is best used for formal purposes such as official documents and communications, diplomas, formal invitations. It may also be used for letterheads, business cards, and limited marketing purposes.

The seal may not be modified in any way.

In all applications, the seal should be used at a size that maintains the integrity of the logo and yields clean and legible lettering and art detail. There must be sufficient space around the logo so it stands apart from other visual elements.

Please do not attempt to use effects such as drop shadows, bevels, 3-D, embosses, glows or outlines on the logo. Please do not recolor the logo.



Primary seal logo with transparent background. Best used on light colors where the logo can stand out on its own.



Alternate seal logo with white background. Best used on dark colors where the logo can stand out on its own.



**No!**

Do not stretch, skew or distort the logo.



**No!**

Do not place a drop shadow or any effects on the logo.



**No!**



Do not change the color of the logo.



**No!**

Do not alter or modify the logo.

# Lincoln Trail College Logo

The Lincoln Trail College logo is the key element in how we brand ourselves and great care should be taken in how it is used.

The logo should be placed on any item that will be seen that represents Lincoln Trail College.

The logo should not be modified in any way. Please do not attempt to use effects such as drop shadows, bevels, 3-D, embosses, glows or outlines on the logo. Please do not recolor the logo.

Any items bearing the Lincoln Trail College Logo should be approved by the Office of the Coordinator of Marketing and Public Information prior to usage or purchase. This is to make sure brand integrity is maintained.



The logo features a green LT. There is a white stroke around the logo to make it stand out better on dark backgrounds.



**No!**

Do not stretch, skew or distort the logo.



**No!**

Do not place a drop shadow or any effects on the logo.



**No!**

Do not change the color of the logo.

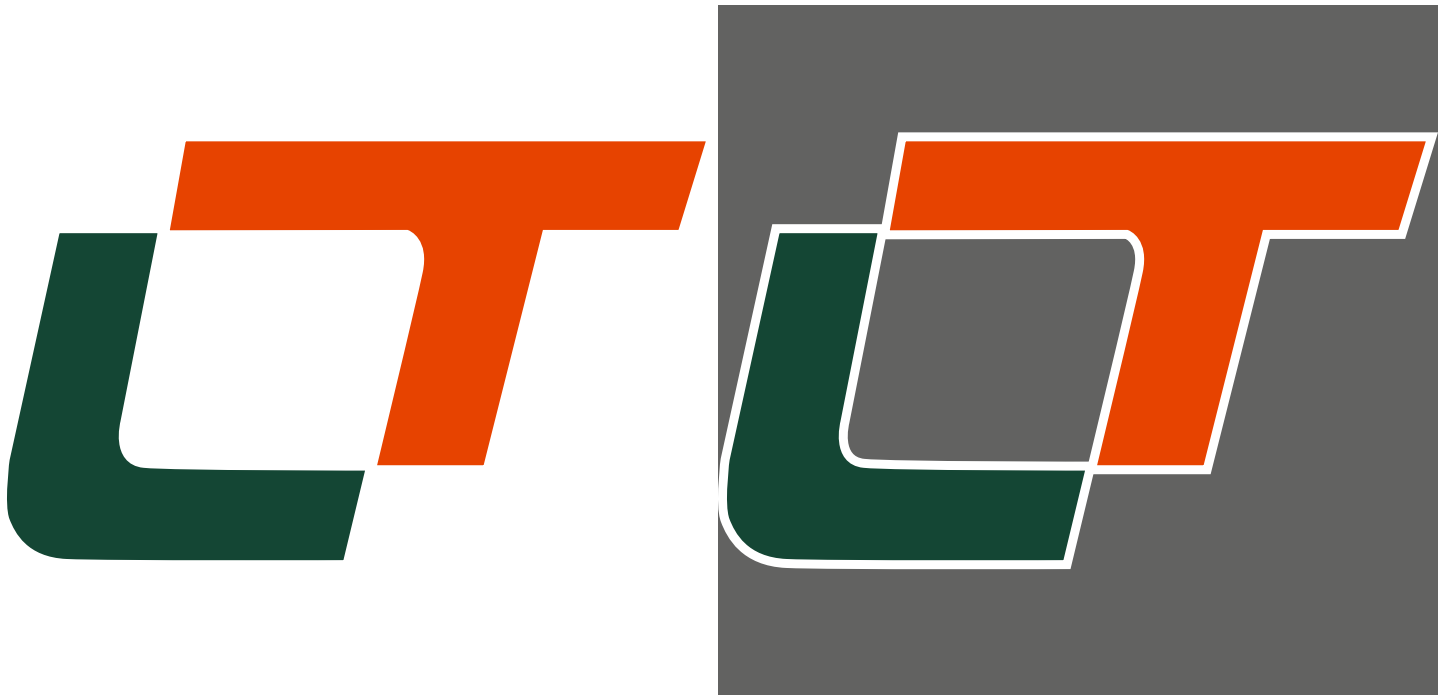


**No!**

Do not alter or modify the logo.

# Athletic Logo

The Lincoln Trail College athletic logo follows the same rules as the college's primary seal logo.



The athletic logo features a green L and an orange T. There is a white stroke around the athletic logo to make it stand out better on dark backgrounds.



Alternate baseball logos.



Alternate, but rarely used, basketball logo.

# Finding Logos

All logos are available on the myltc server. Look for Shared Folders -> public -> Marketing.

These are the only logos you should be using. Any other logos you currently have should be discarded.

# Lincoln Trail College Colors

Lincoln Trail College's official colors are green and white with an alternate orange. The shades of green and orange have been carefully selected to best make Lincoln Trail College stand out among competitors.

Below you will find the specific shades of green and orange and their corresponding color values so you can accurately replicate the correct colors.



**LTC Green**

PANTONE 3435 C

C 93	R 21
M 24	G 71
Y 85	B 52
K 68	

HEX/HTML 154734



**LTC Orange**

PANTONE 1665 C

C 0	R 220
M 79	G 68
Y 100	B 5
K 0	

HEX/HTML DC4405

# Lincoln Trail College Slogans

There are two primary slogans used by Lincoln Trail College in marketing and communication pieces. The slogans are used to help define what the Lincoln Trail College experience represents and to create an emotional connection to Lincoln Trail College.

When used, the slogans should appear as seen below.

**Let the Trail be your path to success.**

Please capitalize Trail when using this slogan.



**Quality** education  
**Affordable** costs

Quality education, affordable costs is best used in conjunction with the seal. When used with the seal, quality education, affordable costs should be stacked and centered to the seal using the font Century Gothic. Quality and affordable should be in bold while education and costs are regular. The size should be 75% of the size of the logo. When used with the logo, there should be no punctuation.



**Quality** education  
**Affordable** costs

Slogan as seen with the logo.

**Quality** education. **Affordable** costs.

Quality education, affordable costs may be used without the logo, but should be on one line and punctuated. Once again, the font is Century Gothic and quality and affordable are in bold while education, costs and the punctuation are all regular.

# Lincoln Trail College Fonts

Lincoln Trail College recommends the following fonts. The consistent use of these fonts enhances the integrated look across all materials. These fonts are an effective complement to each other while also taking into consideration a wide range of communication needs.

## Garamond OR Adobe Garamond

An excellent choice for longer blocks of text. Garamond is appropriate for correspondence on Lincoln Trail College letterheads. Garamond is the font found in the Lincoln Trail College seal logo.

### Garamond Regular Sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+

## Futura

Futura is a sans serif font and works well in conjunction with Garamond. It is used for brochures and other marketing materials. Futura Medium is used for Lincoln Trail College in large headings. When used in large headings, LINCOLN TRAIL COLLEGE should be in all capital letters.

**NOTE:** Suitable substitutes for Futura are Arial and Frutiger.

### Futura Medium Sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+

## Century Gothic

Century Gothic can be used in correspondence, brochures and marketing materials. A combination of Century Gothic Bold and Regular are used in the “**Quality** education.

**Affordable** costs.” slogan.

### Century Gothic Regular Sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+



# Social Media

Social media as a platform is a powerful tool for communication, marketing and interactivity. The use of social media is attractive because of its speed of use, but that same speed is potentially dangerous.

Lincoln Trail College doesn't encourage or discourage the personal use of social media by the faculty and staff. Here are some best practices guidelines.

These guidelines apply for both personal and professional profiles.

- **Think before you post.** Only post if you are comfortable with it being seen by a wide audience and in other formats. Remember, other media sources like newspapers and TV stations now use social media regularly in their productions. Never post anything you would not want to be seen by a general audience and never post information that is defamatory, libelous or harassing.
- **Get it right.** Be sure to be grammatically correct and check your spelling. Text speak, bad grammar and misspelled words reflect poorly on the college. Make sure your facts are correct before posting and never post rumors.
- **Think about your audience.** Your posts can reach a very focused group of people, but in doing so, try not to alienate another group on campus or people in the community.
- **Privacy:** Honor confidential and personal information. Some social media sites do let you restrict information, but remember that nothing online is ever fully private.

## Starting official college sites:

If you are considering a social media site or external website, please follow these guidelines:

- **Notify the College:** Proposals to develop a social media presence directly associated with Lincoln Trail College should be presented to the Coordinator of Marketing and Public Information to make sure the site coordinates with the overall brand and other LTC sites.
- **Have a plan.** Social media works best when you can take the time to interact with your audience. You also have to plan to review content and answer any questions you may receive. Be prepared to make sure you can keep up the site on a regular basis. Official pages should have 1-3 posts per week to maintain interest. The Coordinator of Marketing and Public Information will only maintain the official college sites. It will be up to organizations to take the responsibility for their own sites.
- **Be the brand:** Remember, if you have an official page, you are posting as an official voice of the college. If you are wondering if you can or should be posting something, it is best to check with the Coordinator of Marketing and Public Information first. Don't be unprofessional or disrespectful. College news should link to official press releases. Your personal preferences and views should be separate from any posts made on a LTC site.

- **Keep us in the loop:** For continuity purposes, the Coordinator of Marketing and Public Information should be made a top-level administrator on any college site. If that site doesn't have administrators, login credentials should be made available. We hope our people are here for a long time, but in the event someone does leave, we want to make sure our official sites have continuity. Marketing will only intervene with a site if requested, deemed necessary or otherwise arranged.

- **Be open to critics.** You may not always like how users interact, but always remain professional. Critical posts should usually be left up and carefully addressed. Only posts that are libelous, scandalous, offensive or qualify as spam should be removed. When in doubt, contact the Coordinator of Marketing and Public Information.

## Websites

The Coordinator of Marketing and Public Information maintains many parts of the Lincoln Trail College website, though many parts of it are maintained by the District Office.

Departments **MAY NOT** start a webpage on an external server without authorization.

## Questions

All questions about Lincoln Trail College's brand and identity should be directed to the Coordinator of Marketing and Public Information. The office is set up to maintain the college's brand and identity and to also help others with their marketing initiatives.

Any items that will carry any Lincoln Trail College branding (fliers, posters, brochures, videos, apparel, giveaways, etc.) created outside of Lincoln Trail College's Marketing Department need to be approved by the Coordinator of Marketing and Public Information prior to use. This is to ensure brand integrity.

The Coordinator of Marketing and Public Information can help you or your department with any projects that require graphic design, layout, photography, videography, social media, or website work.