



# Brand Guidelines





Louisiana Delta Community College has undergone a significant change in identity. This document is intended to be used as a guide in expressing that identity and ensuring that we're putting forward the best face of Louisiana Delta Community College through the use of internal and external communication (including all media and promotional platforms). We have multiple campuses, but we are one college. We must reflect oneness within our brand. The contents of this document will help us to achieve consistency and unity across all of LDCC's campuses.

Thank you!

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## On Identity

All communications from Louisiana Delta Community College (LDCC), whether originating from an individual campus or a specific program, are reflections of the institution. The logos, typefaces, colors, and treatment of photos and text all project attributes of LDCC. The goal of these guidelines is to improve the effectiveness of the College's communications in today's crowded messaging environment and reduce the amount of time needed for projects.

Maintaining consistency in messaging and design across the College strengthens the institution's overall brand.

### ***Personal Application***

*Within the concept of identity is identification. The College's identification is rooted in the culture and values of the institution. Therefore, those who choose to identify themselves with it, also choose to embody, enrich and extend all that the College stands for and strives to project.*



## Brand Attributes

The following includes terms that were used on LDCC's official seal and mission statement, reflecting the institutional personality. When preparing narrative text and visuals, consider the aspects of the LDCC's personality that best describe your story or your point of view and adopt them as part of your communication. These brand attributes can be used individually or in combination.

### Courage

The ability to control fear in the face of difficult circumstances

### Knowledge

Fact or condition of knowing something with familiarity gained through experience or association

### Attitude

A settled way of thinking or feeling

### Open

Move or adjust to leave a space allowing access

### Comprehensive

Covering or involving much, inclusive

### Community

A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals

### Accessible

Capable of being reached

### Quality

An essential and distinguishing attribute of something or someone

### Innovative

Introducing new ideas; original and creative in thinking

### Dedicated

Devoted to a task or purpose

### Excellence

Quality of being outstanding

## Brand Attributes

Transformative  
Causing a marked change

Service  
The act of assisting or helping others

Diversity  
The state of inclusion of people of different races, ethnicities, cultures, gender identities, and socio- economic background

## Uniquely LDCC

START HERE. GO  ANYWHERE!

Making NELA the manufacturing training hub.

LDCC



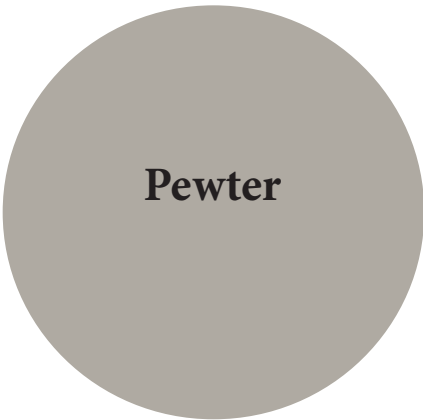
# College Colors

The official College colors are listed below.

## Primary Colors



Pantone	5255CP
RGB	43, 35, 56
HEX	2B2338
CMYK	97, 100, 15, 72



Pantone	401CP
RGB	173, 168, 159
HEX	ADA89F
CMYK	10, 11, 17, 27

## Secondary Colors



Pantone	Cool Gray 1CP
RGB	221, 221, 5218
HEX	DDDDDA
CMYK	4, 2, 4, 8



Pantone	Black 6XGC
RGB	19, 29, 540
HEX	131D28
CMYK	88, 0, 0, 100

## Official Logo & Color Variations

The Louisiana Delta Community College logo is significant for many reasons. It creates a first impression of what our students, community, and partners might expect; therefore it establishes expectations regarding our services and goods. It is also the one critical piece that ties every multi-media, print, internal or external representation of the College together. It serves as the standard of excellence upon which our communities can rely. Therefore, adhering to the standards and guidelines outlined in this document is vitally important to the brand of the College. When reproducing, the logo is not to be recreated, re-proportioned or otherwise modified.

Primary identity: vertical logos

The preferred color for logo usage is Delta Blue and pewter. Resize by selecting object, hold down shift or Ctrl key and pull or push a corner. This will resize the object proportionately.

**Correct**



**Incorrect**



If the desired logo size is too small, such that the second line is not legible, try substituting the full Delta Blue logo. If that doesn't work, the logo will have to be enlarged until the second line is legible.

**Correct**



**Incorrect**





Logo Color Variations:

The following are logo color variations that may be used for creative purposes:



## Secondary identity: horizontal logos

The preferred color for logo usage is the solid Delta Blue. Permissible colors are also solid Delta Black and solid white. Resize by selecting object, hold down shift or Ctrl key and pull or push a corner. This will resize the object proportionately.

### Correct



### Incorrect




## Logo Components & Mark

The official logo consists of the logo mark (Delta triangle) **and** the logo text (Louisiana Delta Community College). The logo text cannot be used alone and considered the official logo; however, the Delta triangle may be used as a standalone logo. Resize by selecting object, hold down shift or Ctrl key and pull or push a corner. This will resize the object proportionately.

### Layered within the logo mark is an abundance of meaning:



Triangles are the strongest shape since any added force will be evenly spread through all three sides. Those three sides represent LDCC's programs: academic, technical/workforce, and adult education.

Next, notice the three objects waving through the triangle. Each wave starts out narrow with an upward motion that expands. This underscores our tagline: START HERE. GO  ANYWHERE!

The shapes of these objects resemble smoke stacks (the manufacturing sector), blades of grass (our agriculture), and waves of water (the rivers of the Delta).

### Correct



### Incorrect

**LOUISIANA DELTA**  
C O M M U N I T Y C O L L E G E

## Other acceptable color variations



## LDCC Logo Sizing System



## LDCC Logo Required Padding

The "L" on each of the four sides indicates the amount of free space the logo should have from any other text or images.



High resolution copies of LDCC's logos may be requested by email: [pr@ladelta.edu](mailto:pr@ladelta.edu) or by calling 318-345-9265.

## LDCC Tagline

While the phrase itself is not unique, LDCC is owning it by incorporating the logo mark. LATO is the preferred font. It is a Google font and can be downloaded. The Delta logo mark should be the same height as the text. Colors options are Delta Black, Delta Blue, black, white, pewter, and light gray.

**START HERE. GO  ANYWHERE!**

## LDCC Seal

The seal has been updated to reflect the Delta Blue theme. The seal is reserved for use on official documents only.



## LDCC Mascot

The Knight, Lancelot, has also been updated with the Delta Blue and pewter colors.



## LDCC Email Signature

All employees are required to adopt the new email signature. The fonts, spacing, and language has to match exactly. The only permissible customization is the updating of your name, title, and contact number. No other additional information, like quotes or other taglines, is permissible. Contact pr@ladelta.edu for template and artwork.

Name - Times New Roman 10.5 pt — **W. Dennis Epps**  
Title - Calibri Light 9 pt — **CHANCELLOR**

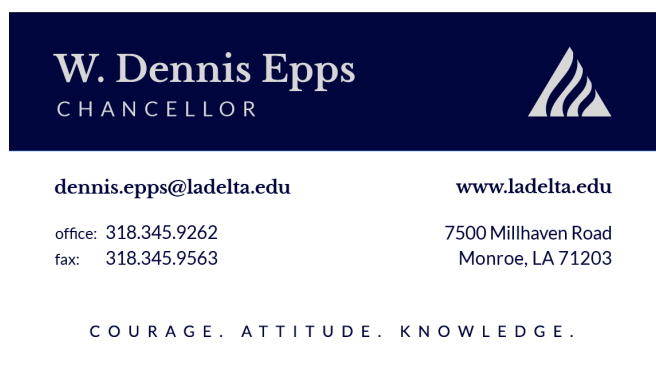
Contact Info - Calibri Light 9 pt — **Main: 318.376.1234**  
**Office: 318.387.9876**  
**Fax: 318.349.6543**

URL - Times New Roman Bold 9 pt — **[www.ladelta.edu](http://www.ladelta.edu)**



## LDCC Business Card

The new business card is shown below. Orders can be made to your immediate supervisor. Cost is \$49 per box (500 cards to a box)



## LDCC Letterhead

The new letterhead is shown below. Orders can be made to your immediate supervisor. Cost is \$82 per box (500 sheets to a box). Requests for electronic letterheads, free of charge, can be made to [pr@ladelta.edu](mailto:pr@ladelta.edu). The official font for LDCC's letterhead is Calibri and the font size is 12 points.



OFFICE OF ASSOCIATE OF SCIENCE IN NURSING

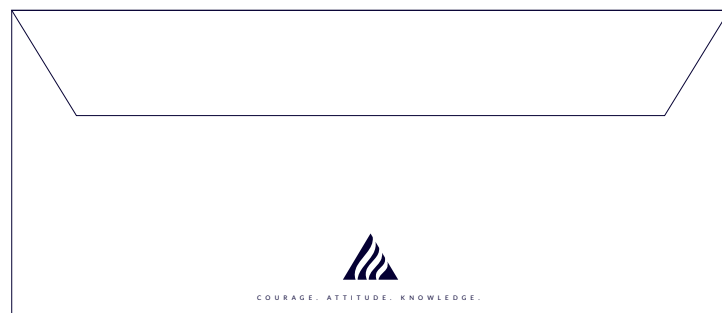
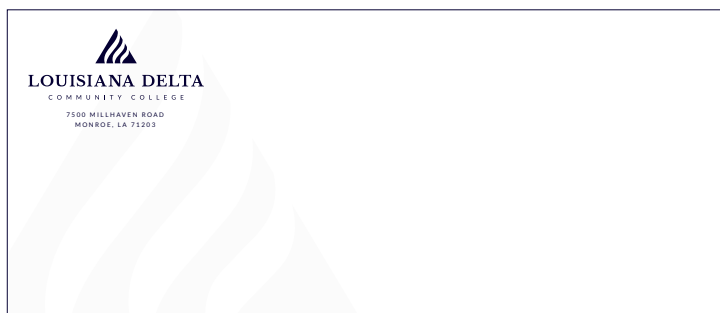
COURAGE. ATTITUDE. KNOWLEDGE.

318.345.9173  
LADELTA.EDU

7500 MILLHAVEN ROAD  
MONROE, LA 71203

## LDCC Envelopes

The new envelope is shown below. Orders can be made to your immediate supervisor. Cost is \$146 per box (500 envelopes to a box) without windows and \$148 with windows. They can also specify a particular department.



LDCC'S Community & Public Relations Department offers a myriad of services. Simply email: [pr@ladelta.edu](mailto:pr@ladelta.edu) or call: 318-345-9265 to arrange or request services. Ideal submission time is two weeks prior to needing the material. This office also assists with event planning when needed.

Please note that all submissions to any media market are submitted through only the Community & Public Relations Office. Also, anything created for public consumption has to receive preapproval through this office before the job is printed or posted. This includes all promotional items purchased through vendors. Please forward a proof to [pr@ladelta.edu](mailto:pr@ladelta.edu) prior to agreeing to run or print the job.

Social media platforms created to represent the College must include a representative of the Community & Public Relations Department as an administrator, since these platforms are an extension of the College's brand.

Suggestions for marketing/promotional material are always welcomed. If there is something specifically needed to promote a program or the College, an email to Community & Public Relations can be sent to set up an appointment to discuss the idea. This department exists as the primary gatekeeper of LDCC's brand and helps each department be successful in reaching our communities with its messages.

The guidelines outlined in this document are the new and current means of representation. However, there may be special times when departing from the standard will be permitted.

For now, strict adherence to these guidelines helps us to put our best face forward and present a standard for which we can be very proud.





# LOUISIANA DELTA

COMMUNITY COLLEGE



# KNIGHTS