



Laney College  
DREAM. FLOURISH. SUCCEED.

# Brand Guideline

**2023**  
Brand Guideline Version 1.2

Laney College



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01

The Brand

# Brand Goal

**Welcome to Laney College - In this guideline we will show you how to express our brand Clearly and Consistently.**

In the heart of vibrant, multicultural downtown Oakland, Laney College features a big-city university's cosmopolitan atmosphere and human energy. Across the street from the Oakland Museum of California, blocks from historic Chinatown, and a pleasant stroll from Lake Merritt, Laney gives its 12,000+ students ready access to the city's formidable intellectual, cultural, and natural resources.

Laney has been a leader in academic and vocational education for decades with renowned Journalism, Culinary Arts, Mathematics, Machine Technology, and Ethnic Studies programs. A talented faculty and dedicated staff, not to mention a new state-of-the-art technology center, ensure that Laney will remain at the forefront of information age community education for years to come.



# Keywords

People identify with Laney for both logical and emotional reasons. The logical side of the brain says, “This fulfills my needs.” The emotional side says, “This makes me feel good.”

Brand character refers to attributes that trigger an emotional response and connection: not just “what” we are but “who” we are — our personality.

As we craft communications for the marketplace, it is useful to keep brand character in mind and to ask, “Is this reflective of who we are?” It is one more measure that helps improve consistency in our communications.

Here are some words that convey the Laney College brand character:

Accountable

Accepting

Authentic

Caring

Community

Cultural

Diverse

Empowering

Engaging

Flexible

Inclusive

Social Justice

Supportive

Trailblazing

Trustworthy

02

Logo

# Primary Logo

### Landscape Orientation

Consistent application of visual identity (commonly called the logo or mark) is the cornerstone of a consistent brand. Laney College's identity system is limited to just a few variations to make it easy to follow.

Specifications for the visual proportions, spacing, and alignment of the elements in the logo have been predetermined and should not be altered. There are no exceptions to these specifications.



Laney College  
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For Dark Applications

# Primary Logo

### Vertical Orientation.

Consistent application of visual identity (commonly called the logo or mark) is the cornerstone of a consistent brand. Laney College's identity system is limited to just a few variations to make it easy to follow.

For vertical orientation, the college's motto has been withdrawn due to a lack of legibility at a smaller resolutions.

Specifications for the visual proportions, spacing, and alignment of the elements in the logo have been predetermined and should not be altered. There are no exceptions to these specifications.



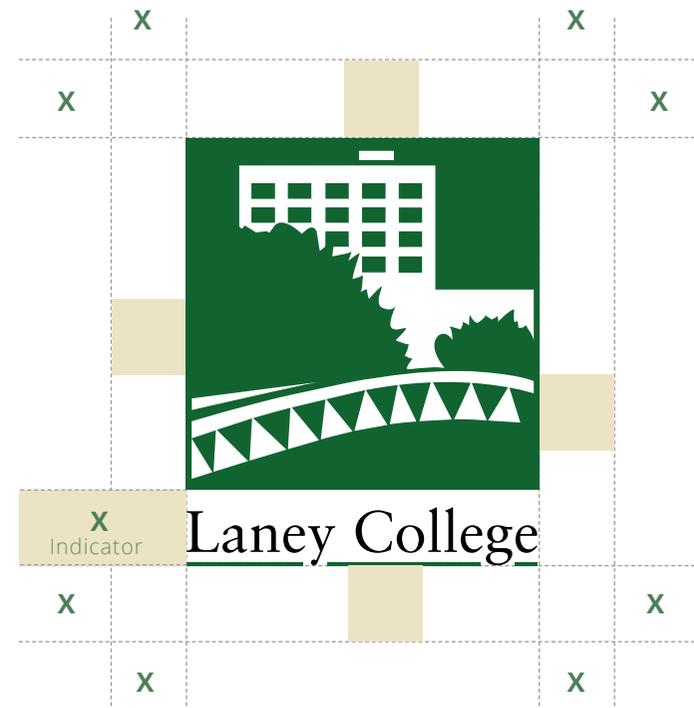
Laney College



# Logo Clear Space

**A minimum amount of space around the logo is to be left clear of text, symbols, logos and other extraneous graphic elements.**

The safety zone specifications are proportionate to the logo and are derived from the height of the top and bottom line of type. The only exception to this is the departments that have approved established sub-logos.



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# Specialty Logos

Some student and community programs have unique logos created to better help individualize them for marketing purposes. While they may contain unique graphical elements and font styling, these logos must adhere to the standards developed.

Individual programs **MAY NOT** create their own logo for official use without approval from the Office of the President.

Here are some examples of approved specialty logos.



# Presidential Seal

**The Laney College seal is reserved for the official communications from the office of the president.**

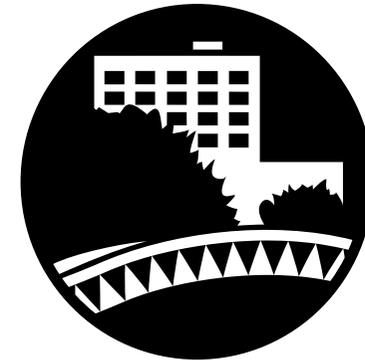
The seal is a mark of guarantee; it is used exclusively for the most solemn and serious purposes of the institution.



# Social Media Marks

One of the most important branding elements of a social media presence is a common profile image. This image should be uniform across all platforms to reinforce brand awareness and allow users to recognize that social network accounts on different platforms represent the same entity on campus.

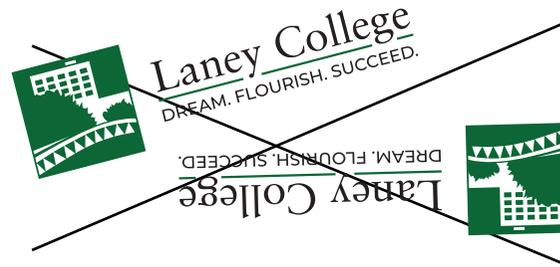
While a profile image may be created at a larger size, when scaled to the mobile environment, it may become unreadable or distorted. As such, the Official Brand Signature lockups for academic units are not recommended for this use.



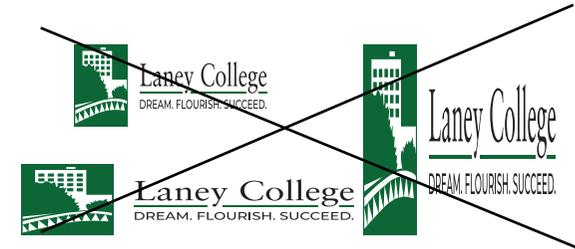
# Logo Misuse

The standard logo should always be produced exactly as shown in full-color applications, or within the authorized color variations shown on the preceding pages.

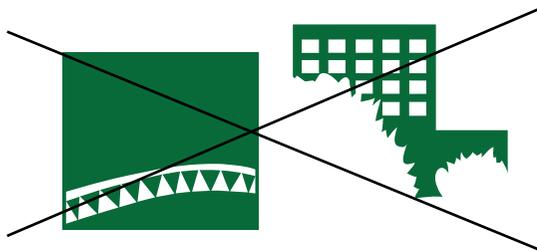
Otherwise, coloring, type fonts and proportions of the mark should never be altered, nor should extra words or design elements be added.



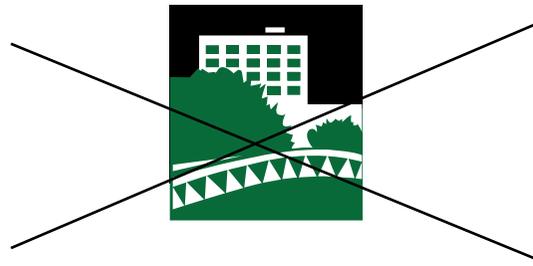
Do Not Rotate or flip the Logo



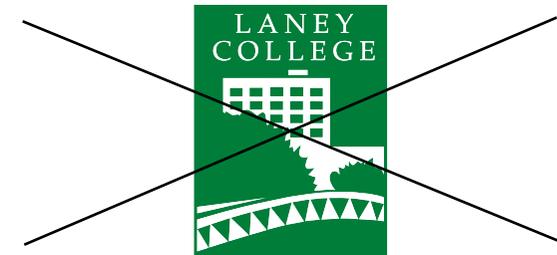
Do not squish or stretch the logo



Do not isolate elements from the logo



Do not alter or change color proportions



Do not revert back to legacy design

# Naming Convention

**In colloquial speech, it has become common practice for some people to refer to the name of the College by shortening it simply to “Laney”.**

While this is fine for informal conversation, when presenting speeches or other formal verbal communication on behalf of the College, faculty, staff, students and administrators should always refer to it by its proper name, “Laney College.”

**Formal: Laney College**

**Casual: “Laney”**

**Laney College is one of four community colleges within 10 miles from each other, with a sister school also in the city limits of Oakland — Merritt College.** In an effort to distinguish one from the other, some have used nicknames for Laney College.

The following are names to avoid when referencing this college.

**Peralta College**

**Oakland City College**

**Alameda Colleges**

**Peralta District College**

**Oakland College**

**Laney Community College**



03

Color Palette

# Brand Color

**Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces.**

To maintain visual consistency across all college materials, it's important to use only the colors outlined here. For professional printing, it's best to use spot color whenever possible; if you can't, please consult the four-color process builds here, as they have been optimized to match our spot colors as closely as possible.

**PMS 349C**

**CMYK: 89 | 32 | 92 | 24**

**RGB 4, 106, 56**

**HEX: #046A38**

# Secondary Colors

**Our secondary palette adds balance and flexibility to our communications, while keeping the brand fresh for internal audiences.**

They are generally intended to accent our primary palette, and should only appear separate from Laney's green in particular communications, such as non-recruitment materials, interior pages of publications, internal communications, and back pages or content below the fold on websites.

### MURREY

PMS 227 C  
CMYK 0, 100, 43, 33  
RGB 170, 0, 97  
WEB #aa0061

### ROSE MADDER

PMS 207 C  
CMYK 0, 100, 68, 35  
RGB 165, 0, 52  
WEB #a50034

### FULVOUS

PMS 145 C  
CMYK 0, 39, 100, 19  
RGB 207, 127, 0  
WEB #cf7f00

### APPLE GREEN

PMS 376 C  
CMYK 30, 0, 100, 26  
RGB 132, 189, 0  
WEB #84bd00

### MOONSTONE

PMS 320 C  
CMYK 100, 6, 0, 35  
RGB 0, 156, 166  
WEB #009ca6

### INDIGO DYE

PMS 3025 C  
CMYK 100, 30, 0, 56  
RGB 0, 79, 113  
WEB #004f71

### EMINENCE

PMS 2603 C  
CMYK 14, 75, 0, 49  
RGB 112, 32, 130  
WEB #702082

### DAVY'S GRAY

PMS 445 C  
CMYK 10, 2, 0, 65  
RGB 80, 87, 89  
WEB #505759

### SILVER

PMS 441 C  
CMYK 4, 0, 1, 22  
RGB 190, 198, 196  
WEB #bec6c4



04

Typography

# Typefaces

### **Below are approved fonts to use for marketing collateral**

All fonts, if not present on your machine, can be accessed for free through Google Fonts.

Please see the list below to download the listed font family:

#### **Open Sans**

<https://fonts.google.com/specimen/Open+Sans>

#### **Domine**

<https://fonts.google.com/specimen/Domine>

#### **Alternate Fonts**

Verdana  
Georgia

### Open Sans Family

Open Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Open Sans Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Open Sans Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Open Sans Semibold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Open Sans Bold Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Domine Family

Domine Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Domine Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Domine Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Domine Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



05

Imagery

# Image Direction

**Our brand imagery focuses primarily on our people, especially our students.**

Our Photos, graphics and images should reflect the modern, dynamic, multicultural and multidisciplinary nature of our college.



# Photo Directives

### DOs

- Use a single subject or point of focus.
- Use a shallow depth of field (blurred backgrounds) for lifestyle
- Photos and a deep depth of field for architectural photos (whole subject in focus).
- Use natural lighting whenever possible.
- Leave extra space around the subject to offer flexibility when cropping the image.
- Left- or right- align subjects to leave space for text when needed.
- Shoot spontaneous, candid campus activity.
- Use simple or out of focus background for portraits.
- Use visibly staged, posed, or unnatural lighting only when required for portraits.

### DO NOTs

- Stock or staged photography that appears forced.
- Photography that does not have a single point of focus.
- Faked/forced shallow depth of field.
- Forced concept/overused visual metaphors.
- Over-saturated photos.
- Flash for outdoor/candid photography.

# Model Releases

**Photo releases are required for all photos published in official College publications or on the Web**

Written permission is required from the photographer and from the subjects of the photo. Never use any photos of children under 18 without express written permission from their parents or guardians.

Completed release forms are on file at the College.

Blank photo release forms for groups and individual models can be found on the District Marketing, Communications and Public Relations website, in the side menu on the right-hand side:

<https://www.peralta.edu/mcpr>

**MODEL, EXTRA, ACTOR RELEASE**  
AUTHORIZATION TO REPRODUCE PHYSICAL LIKENESS

For valuable consideration, I hereby irrevocably consent to and authorize the reproduction by the Peralta Community College District, Department of Public Information, Communications and Media and/or Peralta TV, the producer, the photographer or anyone authorized by Peralta of any and all video tape, film or photography which has been taken of me, negative or positive, proof, outtakes or otherwise, for any purpose whatsoever without further compensation to me or my heirs. All digital files, negatives and positives shall be property of the Peralta Community College District, Department of Public Information, Communications & Media, Peralta TV and/or its assignees solely, in perpetuity throughout the universe.

*Agreed:*  
PRINT NAME: \_\_\_\_\_  
SIGNATURE: \_\_\_\_\_  
DATE: \_\_\_\_\_

*If under age 18 Parent/Guardian Name/Signature*  
PRINT NAME: \_\_\_\_\_  
SIGNATURE: \_\_\_\_\_  
DATE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_

E-MAIL: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_

WITNESSED BY: \_\_\_\_\_ (Print Peralta Employee Name)  
SIGNATURE: \_\_\_\_\_  
DATE: \_\_\_\_\_

My signature above indicates that I agree to receive the following form of compensation and no other:  
\_\_\_\_\_  
\_\_\_\_\_

Version 2, Rev. 7/15/08

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**MODEL, EXTRA, ACTOR RELEASE**  
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*My signature below indicates that I agree to receive the following form of compensation (if any) and no other:*  
\_\_\_\_\_

*Agreed on this DATE:* \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

WITNESSED BY: \_\_\_\_\_ (Print Peralta Employee Name)  
SIGNATURE: \_\_\_\_\_

Version 3, Rev. 1/2/2014 Executive Producer



05

Applications

# Business Card

College business cards have been designed to make a strong impression of the college, its brand and identity.

Cards are printed on two sides, with the College's wordmark and motto placed against back side using the college's official **PMS 349 C Green** pantone color.

**3.5 x 2 in / 88.9 x 50.8 mm**



# US Letter

The design provides simple branding and encourages campus units to provide only necessary contact information. Do not produce letterhead with alternate designs or with the vertical stacked logo.

The template can be located Online at

<https://www.peralta.edu/mcpr/photos-graphics-logos>

8.5 x 11 in / 216 x 279 mm



# US #10 Envelope

## A10 Envelope

Mailing envelopes employ the signature mark, and return address placed to the right of the mark.

**4.125 x 9.5 in / 104.775 x 241.3 mm**



Laney College  
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Oakland, CA 94607  
[www.laney.edu](http://www.laney.edu)



# Thank You

Laney College

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(510) 834-5740

[www.laney.edu](http://www.laney.edu)

Questions?

Email Marcus Creel at: [mcreel@peralta.edu](mailto:mcreel@peralta.edu)