



BRANDING GUIDE



Types of Official FLCC Marks

LOGOS & UNIQUE BRANDING TREATMENTS

1. Official FLCC Logo (with or without the tagline)
2. FLCC Location-Specific Logos
3. Athletic Logos and FLCC Mascot
4. Unique Branding Treatments for specific FLCC services/efforts/initiatives
5. Logos of Other Entities affiliated with FLCC

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Success. It's In Our Nature.



2



Geneva Campus Center



Newark Campus Center



Victor Campus Center





5



FOUNDATION



ALUMNI ASSOCIATION



CHARLES J. MEDER LIBRARY



ASSOCIATION



ASSOCIATION Housing

4



We culture success.






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Do and do not do

RULES OF USE

- 1. All logos are available in color (CMYK or RGB), grayscale, black & white, and knockout/white (for use on a Black, FLCC Blue, or FLCC Green background).**

DO NOT print a color version in black and white.

DO request and use the appropriate version for your output method.
- 2. The logos include white space that surrounds the artwork. This white space is not optional.**

DO NOT use the logo without appropriate surrounding whitespace. For all logos based on the main FLCC logo, the whitespace is equal to the height of the “s” in the logo. For all other FLCC marks, the whitespace is equivalent to a fifth of the height of the mark, unless otherwise approved by Marketing or Advancement.

DO ensure that the whitespace is free from all other elements.
- 3. There are only certain colors that are acceptable as background options. This is for aesthetic purposes and legibility.**

DO NOT use the full color, grayscale, or black & white logos on any background other than white. Do not use the knockout logo on any background other than black, FLCC Blue, or FLCC Green.

DO speak with Marketing or Advancement for assistance if you’re facing a design challenge due to the background color options.
- 4. The logo features a lot of detail and fine lettering. It simply cannot be read on a busy background.**

DO NOT put the logo on a patterned background, photograph, or other busy background.

DO make sure that the background for the logo follows all rules of use, including an approved background color and appropriate whitespace.
- 5. Different uses require different resolution.**

DO NOT use a low resolution (web/email) version for a high resolution output (print).

DO describe your project to Marketing or Advancement so that the correct file can be provided to you for optimal output.
- 6. The logo colors, shapes, and content play an important role in helping our audience recognize that the logo represents our institution.**

DO NOT use the marks in a reduced opacity, as a transparent or ghosted image, or as a watermark.

DO use the marks at full 100% opacity and a proper size that enables the mark to be read and recognized.
- 7. All logos are designed by experts and may not be altered for any reason.**

DO NOT change the colors. Do not squish, skew, or distort the marks. Do not overlap photos, text, or other design elements on the logo. Do not outline the logo or apply any effects, such as drop shadow, bevel, glow, etc.

DO use the logos exactly as they are provided.
- 8. The logos are complete and official. Logo files are maintained by Marketing and Advancement.**

DO NOT alter the logos, add or remove information from the logos, or create new logos.

DO chat with Marketing or Advancement if you are unsure which logo to use or if you believe that there is an unmet need for a new mark.

CORRECT USAGE: APPLIES TO ALL FLCC MARKS



Do not place the logo in a box. Do not include extra "s" elements in the white space. Boxes and "s" elements used only to illustrate how to determine white space. Above whitespace illustration pertains to marks based on the main FLCC logo; the whitespace for marks not based on the main logo is 1/5 the height of the mark.

INCORRECT – Violates Branding Guidelines





Success. It's In Our Nature.

Official FLCC Logos

WHEN TO USE THIS MARK

The official FLCC logos (with tagline or without) may be used in the following scenarios:

1. To represent FLCC, in general.
2. Outside of the College.
3. Inside the College, although it's not required for internal signage, communication, etc., and it is often preferable NOT to include the FLCC logo on internal communications.

The official FLCC logos (with tagline or without) should NOT be used in the following scenarios:

1. Alongside any other FLCC logo/unique branding treatment/mark.
2. When another FLCC mark is more appropriate for the content or audience.
3. When it is inappropriate or undesirable to highlight FLCC.



Location-Specific FLCC Logos

WHEN TO USE THESE MARKS

Location-Specific FLCC logos may be used in the following scenarios:

1. To represent the specific FLCC location only, internally or externally.
2. Inside the specific FLCC location, although it's not required for internal signage, communication, etc., and it is often preferable NOT to include the FLCC Location-Specific logos on internal communications.

Location-Specific FLCC logos should NOT be used in the following scenarios:

1. Alongside any other FLCC logo, unique branding treatment, or mark.
2. When the content is not limited to the specific location. For example, if FLCC's classes are being promoted, some of which are online, the Online Learning mark is NOT appropriate because the content is not limited to Online Learning alone; the general FLCC logo should be used in this instance.
3. When it is inappropriate or undesirable to highlight FLCC.



FLCC Mascot

WHEN TO USE THIS MARK

The Lake Monster Mascot may be used in the following scenarios:

1. To promote school spirit and Laker Pride of our campus/campus centers, student activities, and athletics program.
2. On campus signage, student/parent/family newsletters, on the athletics and bookstore websites (for promotional purposes), and in social media, as appropriate.
3. On promotional or giveaway items, College apparel, and athletics apparel

The Lake Monster Mascot should NOT be used in the following scenarios:

1. To represent FLCC, in general; instead, the Official FLCC Logo should be used to represent the College.
2. Alongside any other FLCC logo, unique branding treatment, or mark.



FLCC Lakers Logos

WHEN TO USE THESE MARKS

The Lakers Logos may be used in the following scenarios:

1. To promote FLCC Athletics and Laker Pride.
2. On campus signage that is specific to FLCC Athletics.
3. On promotional or giveaway items, College apparel, and athletics apparel

The Lakers Logos should NOT be used in the following scenarios:

1. To represent FLCC, in general; instead, the Official FLCC Logo should be used to represent the College.
2. Alongside any other FLCC logo, unique branding treatment, or mark, including the mascot.



Unique Branding Treatments & Logos of Other Entities

WHEN TO USE THESE MARKS

These marks are highly specific to an individual service/effort/initiative. Their use is extremely limited to the specific entity they represent. Some of these marks last a long time while others have a short shelf life, depending on their purpose. (An example of a retired Unique Branding Treatment is the Go Green mark.)

These marks may **ONLY** be used under the following circumstances:

1. With approval of Marketing or Advancement OR by permission of the entity they represent.
2. Only regarding the specific entity they represent.
3. Independent of any other FLCC logo or mark; if the topic is too broad to be completely summarized by the mark, then it is not appropriate to use that specific mark, and the Official FLCC Logo should be used instead.

FLCC Logo and Signature Colors

ELEMENTS OF THE LOGO & COLOR SPECS

The Official FLCC Logo symbolizes our name and institution’s values in a graphically memorable way. It is comprised of three essential elements and one optional element (the tagline):

1. The Finger Lakes Community College name
2. FLCC Green, FLCC Blue, and Black (*The full color logo is THREE COLORS and cannot be produced using only two inks; the tagline, when used, and “Community College” MUST be produced using Black ink.*)
3. The “Leaf” and “Lake” graphics
4. The Tagline



FLCC's Logo Colors and Official Main Colors

FLCC's Official Accent Colors

FLCC's Logo Colors and Official Main Colors			FLCC's Official Accent Colors	
FLCC GREEN "Kelly Green" Pantone/PMS 369 CMYK C:67, M:0, Y:98, K:5 RGB R:88, G:166, B:24 HTML: 58A618	FLCC BLUE "Royal Blue" Pantone/PMS 293 CMYK C:100, M:68, Y:0, K:2 RGB R:0, G:70, B:173 HTML: 0046AD	BLACK	FLCC ORANGE "Bright Orange" Pantone/PMS 159 CMYK C:3, M:55, Y:93, K:6 RGB R:201, G:117, B:74 HTML: C9754A	Gray (50% Black) CMYK C:0, M:0, Y:0, K:50 RGB R:147, G:149, B:152 HTML: 939598

Print Branding Overview

FONTS

PROXIMA NOVA EXTRA CONDENSED EXTRABOLD

Proxima Nova Medium

Neutraface Text Light Alt

If you do not have access to Proxima and Neutraface, you can substitute similar fonts, such as Univers, Helvetica, or Arial. **On Canva, use Articulat Regular, Bold, DemiBold, ExtraLight, Light, or Thin for print and Monserrat for presentations.**

COLORS

Pantone/PMS 369

CMYK
C:67, M:0, Y:98, K:5

RGB
R:88, G:166, B:24

HTML: 58A618

"Kelly Green"

Pantone/PMS 293

CMYK
C:100, M:68, Y:0, K:2

RGB
R:0, G:70, B:173

HTML: 0046AD

"Royal Blue"

Pantone/PMS 159

CMYK
C:3, M:55, Y:93, K:6

RGB
R:201, G:117, B:74

HTML: C9754A

"Bright Orange"

Gray (50% Black)

CMYK
C:0, M:0, Y:0, K:50

RGB
R:147, G:149, B:152

HTML: 939598

"Gray"

LOGO USE



THE GRAYSCALE VERSION MAY ONLY BE USED ON A WHITE BACKGROUND



THE BLACK & WHITE VERSION MAY ONLY BE USED ON A WHITE BACKGROUND



THE "KNOCKOUT"/WHITE VERSION MAY ONLY BE USED ON BLACK, FLCC GREEN, OR FLCC BLUE

Web Branding Overview

FONTS

Nunito-Sans Bold

Nunito-Sans Semibold

Nunito-Sans Regular

If you do not have access to Nunito-Sans, you can substitute similar fonts, such as Univers, Helvetica, or Arial.

COLORS

Web Bright Blue HTML: 0046ad RGB R:0, G:70, B:173	Web Dark Blue HTML: 003366 RGB R:0, G:51, B:102	Web Dark Grey HTML: 22262a RGB R:34, G:38, B:42	Web Light Blue HTML: d9edf7 RGB R:217, G:237, B:247	Web Dark Orange HTML: c35428 RGB R:195, G:84, B:40	Footer Blue HTML: 00294b RGB R:0, G:41, B:75
Web Bright Green HTML: 539C16 RGB R:88, G:166, B:24	Web Dark Green HTML: 478316 RGB R:71, G:131, B:22	Web Light Grey HTML: f5f5f5 RGB R:245, G:245, B:245	Web Light Green HTML: dff0d8 RGB R:223, G:240, B:216	Web Light Orange HTML: C9754A RGB R:195, G:84, B:40	Grey Gradients f5f5f5 / e4e4e4 / c2c2c2 / adadad / 949494 / 8d8d8d / 747474 / 696969 / 3b3b3b
Preferred	Alternate		Secondary		As Needed

LOGO USE



THE COLOR VERSION OF THE LOGO MAY **ONLY** BE USED ON A **WHITE** BACKGROUND



THE BLACK & WHITE AND GRAYSCALE VERSIONS MAY **ONLY** BE USED ON A **WHITE** BACKGROUND



THE "KNOCKOUT"/WHITE VERSION MAY **ONLY** BE USED ON BLACK, FLCC GREEN, OR FLCC BLUE



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