



MARKETING & COMMUNICATIONS BRAND AND LOGO STYLEGUIDE

The Lone Star College Brand Identity System
Updated December 2019



LSC PUBLIC INFORMATION COUNCIL

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TBD

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Go online at LoneStar.edu/marketing-communications for:

- Digital Media Guidelines
- Editorial Guidelines
- Marketing Request Submissions

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To make a Marketing Services request, visit: LoneStar.edu/Marketing-Services-Request

INTRODUCTION

A college's brand identity is the most important element of its visual image. Because of its potential for credibility and influence, and the impression it has on the public, a brand identity can be considered the foundation of all marketing and communication efforts.

Our brand identity demonstrates Lone Star College's commitment to quality, its staff, its public, and its goals. It must make a memorable impression, one that clearly communicates the system's basic mission and philosophy and reflects its significance. A single, consistent message, is key.

A brand is not:

- a name
- a logo
- a product
- a person
- a building
- an ad campaign.

A brand is a promise.

The Lone Star College brand promise is:

To help people improve their lives through learning.

A brand promise lives in all forms of written and verbal communication and at every touchpoint, both on and off campus, including but not limited to:

- How we answer the phone
- Public relations
- Promotional materials on campus
- Advertising and marketing
- Various communications platforms including print, digital/ social, TV, radio and out of home (billboards)

A logo isn't a brand, it is a symbol that represents a brand. A brand is everything we do and say. A brand is an opinion that is formed through experiences, a reputation. We are all LSC brand ambassadors cultivating the Lone Star College reputation.

Some brand terms we like:

- Brand (noun) = our reputation, combined with our promise
- Brand Promise = modeling our **core values** in all that we do
- Brand (verb) = "branding" is the action of visually marking our material
- Logo = symbol used to represent one's brand (may also be called "mark")
- Brand Equity = the positive aspects our brand now represents
- Identity = what our brand represents, our reputation
- Brand Ambassador = You—your work directly impacts the brand.

INTRODUCTION

Purpose of this Brand and Logo Styleguide

The primary purpose of this Brand and Logo Styleguide is to provide direction and specifications for the use and presentation of the Lone Star College logo and branding elements. It also provides helpful marketing information. The manual includes examples of how and how not to use the system's logo and brand identity system in a variety of materials and situations. It is important that these standards are applied to all communications to create familiarity and maintain consistency and continuity. When the system's signature is treated consistently, it becomes the visual cornerstone that supports the Lone Star College message and identity across the entire organization and throughout its service area, in all college programs, services and activities.

For More Information

The Lone Star College Marketing and Communications Office monitors and maintains the correct use of the LSC brand identity system, working closely with the Public Information Council.

Note that while not all applications and usages can be depicted in any styleguide, it is important that users apply the Lone Star College brand system as closely as possible in print and electronic publications, specialty items, web, signage and advertising. Any deviations to this style should be discussed, and approved, in advance with the Lone Star College Marketing and Communications Office or the College Relations Department at your college.

If you have questions about this manual, use of the logo and other visual identification elements, please contact the Marketing and Communications Office.

OUR NAMES

The official name of each Lone Star College and center are as follows.

Names are distinguished with a hyphen. Do not use spaces to offset the hyphen. Spell out the entire college name on first reference, but LSC- is used in subsequent references. The location names are listed below. (See Abbreviations, page 8).

Colleges

- Lone Star College-CyFair
- Lone Star College-Houston North
 - Lone Star College-Houston North Fairbanks
 - Lone Star College-Houston North Fallbrook (*Spring 2021*)
 - Lone Star College-Houston North Greenspoint
 - Lone Star College-Houston North Victory
- Lone Star College-Kingwood
- Lone Star College-Montgomery
- Lone Star College-North Harris
- Lone Star College-Tomball
- Lone Star College-University Park

University Centers

- Lone Star College-University Center at The Woodlands
- Lone Star College-University Center at University Park

Centers

- Lone Star College-Atascocita Center
- Lone Star College-Conroe Center
- Lone Star College-Creekside Center
- Lone Star College-Cypress Center
- Lone Star College-East Aldine Center
- Lone Star College-EMCID Center
- Lone Star College-Magnolia Center (*TBD*)
- Lone Star College-Process Technology Center
- Lone Star College-Westway Park Technology Center

Other facilities

- Lone Star College-Construction & Skilled Trades Technology Center
- Lone Star College-Energy & Manufacturing Institute
- Lone Star College-Health Professions Building
- Lone Star College-Tomball Health Science Building
- Lone Star College-Transportation Institute
- CHI Lone Star College-North Harris School of Cosmetology

OUR NAMES

Abbreviations

Abbreviations of college and center names are acceptable for internal communication but not acceptable for any outgoing communication, including press releases.

For outgoing communication, names may be shortened on second reference by abbreviating Lone Star College to LSC. Examples: LSC-CyFair, LSC-Kingwood, LSC-Atascocita Center, LSC-Transportation Institute.

Foundation

The name is not hyphenated: Lone Star College Foundation.

This name may be abbreviated as LSC Foundation.

In publications other than news releases, capitalize Foundation.

Lone Star College-Online

Lone Star College-Online is the name of the system's distance education option. Abbreviate as LSC-Online.

Lone Star Corporate College

Lone Star Corporate College is the designation given the system's customized workforce training initiative. There is no hyphen in this name.

System Office

Lone Star College has two System Office locations:

- Lone Star College-System Office, The Woodlands
- Lone Star College-System Office, University Park

Do not abbreviate system office as SO, SOTW or SOUP on any outgoing communications. The abbreviation for each location is LSC-System Office, The Woodlands and LSC-System Office, University Park.

The separate buildings at LSC-System Office, The Woodlands have names as well:

- Lone Star College, Woodlands Leadership Building
- Lone Star College, Star Building
- Lone Star Community Building
- Training and Development Center

Rooms in these buildings are numbered with the building initial: Example Room SB-220.

OUR NAMES

Also located at LSC-System Office, The Woodlands is the Lone Star Community Building. It has these separate rooms, along with other specific training rooms:

- Star of Texas Ballroom
- Flag Room
- Texan Room

The Training and Development Center at LSC-System Office, The Woodlands has the following rooms:

- Board Room
- Bluebonnet Room
- Yellow Rose Room
- Mockingbird Room
- Charles B. Stewart Room
- Sam Houston Room

OUR BRAND PROMISE

The brand promise consists of core statements that direct the creative development of LSC advertising, publications, graphics, and other elements of the brand.

Vision

To help people advance their lives through learning

Positioning

To all who seek something better, Lone Star College is the source of opportunity that connects them to a better future

Personality

Approachable, inspiring, engaging

Affiliation

Smart people going places

Adopted November 2007 by the LSC Marketing Council

OUR LOGO



Star of Tomorrow

The Star of Tomorrow symbolizes the many facets that make Lone Star Colleges truly unique sources of opportunity for our community.

The star, rather than being one solid stroke, is a collection of incomplete lines. Its structure echoes our forming students who are, themselves, works in progress. The open design of the star also represents our welcoming spirit to all seeking to improve their lives, while hinting at Lone Star College's potential to grow with the community.

The arc dramatically bisecting the star illustrates our dynamic role in connecting students to the future by bridging the gap between education and employment as well as our ability to link students to our colleges through distance learning.

We feel the *Star of Tomorrow* reflects who we are, what we will become and our commitment to helping each student achieve a brighter tomorrow.

OUR LOGO

The Elements

Lone Star College's logo incorporates two graphic elements, the *Star of Tomorrow* symbol and the logotype "Lone Star College." The two elements combined must always be used together. The logo must appear prominently (generally, on the cover) of all materials published by LSC in print or electronic format.

The logotype "Lone Star College" is a customized type font that must always be used with the logo. It may not be replaced or represented by any other font.



Safe Space

A safe area around the logo must be preserved to give dignity to the logo and allow for maximum legibility. No elements such as typography, other logos or graphics may intrude upon this safe area. In addition, placing the logo too close to a cut or folded edge also violates the safe area. The safe area should equal the size of the "Lo" in "Lone Star," and should be applied to all four sides of the logo in order to create a "box" of safe space.



OUR LOGO

Colors

The LSC and Lone Star Corporate College logos can appear only in blue, white or black as shown.

The individual college and center logos can appear only in blue and red, or in blue (one-color), white or black. While "Lone Star College" must appear blue, white or black, the college or center name must appear in red for a two-color logo, or black or white in a one-color logo, as shown. Logos are never used in tan or all red. (See page 22 for more on approved Lone Star College colors).



Foundation Logo

The Lone Star College Foundation logo, representing a separate organization with close ties to LSC, is used in its unique colors, blue and copper (PMS 876). It may also appear in one color as solid blue, black or white.



OUR LOGO

Wrong Usage

These uses of the logo are never allowed. Instead, logos must be in the approved colors, on a simple, solid background. **Do not use a logo over a gradient screen, over or within photographs or illustrations, or “shadowed.”**

Background colors for college publications and ads must be branded colors.

When applying the logo to a speciality item or package without a branded color background, use the logo in approved colors that compliments the surface color.

When using Lone Star College campus logos, use only one campus logo or the Lone Star College logo only when referring to multiple campuses. Campuses can be identified in text, but there should not be multiple LSC logos together. Use one or just Lone Star College.



Logo cannot be used
without logotype (except for
architectural uses)



Logotype cannot be
used without logo

Any deviation from these established uses must be approved in advance by the LSC Marketing and Communications Office.

OUR LOGO

Our main logo, seen on previous pages, is vertical. We also have alternate versions of the logo that can be used when a horizontal or extremely horizontal logo is the best choice for the space. These logos are used in the same colors as the vertical logo.

Horizontal Logos



OUR LOGO

Extreme Horizontal Logo

The "Extreme Horizontal" logo may be used for signage, promo items or in circumstances where the stacked horizontal or vertical logos will not work. The stacked horizontal and vertical logos are preferred; but extreme horizontal is permitted when deemed necessary. Consult system office or the Public Information Council member at your college for more information or if you have questions.



OUR LOGO

Logo Size

In general, the logo must be prominently displayed, and sized appropriately for each particular purpose. Common sense should prevail. Recommended minimum sizes are shown below.

Recommended minimum size for print



3/4"

Recommended minimum size for Web



75 pixels



3/4"



75 pixels

ARCHITECTURAL SIGNAGE

All architectural signage must be reviewed and approved by LSC Marketing and Communications in conjunction with LSC Facilities prior to production. For assistance in acquiring approvals for outdoor signage, please contact the LSC Marketing and Communications Office.



SECONDARY LOGOS

Divisions, departments and academic programs should not have a separate logo because it dilutes brand consistency. However, a secondary LSC logo can be created to link a program name to the logo. Secondary logos must be created by the LSC Marketing and Communications Office or the College Relations Department at your college using the approved template.



Human Resources



**Administration
& Finance**



**Academy for
Lifelong Learning**

Patches

The LSC logo or logotype cannot be used in program or departmental patches, such as those commonly used for health care, police, firefighter, or other related programs. When patches are required for uniforms, an icon representing the industry or profession should be used. Patches require approval in advance by the College Relations Department at your college and the LSC Marketing and Communications Office.



Logos for Clubs and Student Organizations

Logos or other visual identification for college-sponsored clubs and organizations must be branded with correct use of the appropriate Lone Star College logo. Clubs and organizations may not develop alternate logos for individual use. Logos for clubs and student organizations require approval in advance by the College Relations Department at your college and the LSC Marketing and Communications Office.

EMAIL HEADERS

E-mail headers should be 600 pixels wide and 120 pixels tall. Divisions will be indicated in LSC blue, while departments represented in LSC red. If the department/division name is written in the header it must be in 24 pt. Trajan font to the left and use the LSC logo to the right. If a title is included in the header it must be to the left in 24 pt. Trajan font, and a secondary logo may be substituted for the LSC logo on the right. Department/division headers may include sub-departments in 8 pt. Futura Bold within the bar below, or it may be left blank.

E-mail headers should be created or approved by the LSC Marketing and Communications Office.



Division header with division name as the headline, department names underneath and the horizontal LSC logo



Division header with a call to action headline, department names underneath and a secondary logo



Department header with department name as the headline and the horizontal LSC logo



Department header with a call to action headline and a secondary logo

WEB ADDRESS

Our Web address is written as “LoneStar.edu,” with capital letters “L” and “S.” This helps our readers quickly read the Web address.

The Web address can be paired with the logo as shown below, or it can be elsewhere on the communication piece.

When placed under the logotype, “LoneStar.edu” is set in Futura Book.



MASCOTS

College mascots may use varying styles of lettering for name designations. Mascots may not appear in close proximity to the LSC logo. When both elements are required for uniforms, hats, shirts, or specialty products, position the LSC logo away from the mascot, preferably on the reverse side of the uniform, hat, shirt or product. Please consult the College Relations Department at your college for any use of the college mascot.



OUR COLORS

Main Colors

These are the Lone Star College branded colors. Use these as dominate colors on print and electronic publications and full-color advertising.



100c 55m 0y 55k
0r 55g 104b
#003768



0c 100m 63y 29k
179r 8g 56b
#b30838

Secondary Colors



0c 20m 50y 5k
241r 197g 133b
#f1c585



White



Light Blue

20c 0m 0y 0k
199r 234g 251b
#c7eafb

Use of Colors

College or center logos may be used in full color (red and blue) against a white or tan background. Against all other color backgrounds, all logos must appear in blue (one color), white or black.

Background colors should be used as solids. Any deviations with the use of color require approval in advance by the College Relations Department at your college and the LSC Marketing and Communications Office.

TYPOGRAPHY

PRIMARY FONTS

Trajan Regular

TRAJAN REGULAR IS A LONE STAR COLLEGE FONT.
This is only in all capital letters and is used for headlines.
Large and small caps may be used.

Futura Bold

Futura Bold is a primary Lone Star College font.
This is used in upper and lowercase letters for headlines and subheads.

Futura Book

Futura Book is a primary Lone Star College font.
This is used in upper and lowercase letters for text on printed items.
Futura is preferred over Arial.

SECONDARY FONT

Garamond

Garamond is a secondary Lone Star College font.
Use this serif font on large and text-heavy booklets and documents.

ALTERNATE FONTS

Arial Black

Arial Black is an alternate Lone Star College font.
This font is used if Futura Bold is not available.

Arial Regular

Arial is an alternate Lone Star College font.
Use Arial regular if Futura Book is not available.

EMAILING

Signature Lines

To carry the name of the college to external audiences effectively and consistently, Lone Star College employees should use an appropriate email signature.

The authorized format is below. Employees should limit their signature information to these fields. Use of a personal cell phone number is optional.

Quotations, slogans, graphic elements (other than the college logo) and background screens cannot be part of an email signature.

Name (with optional degree)
Title
Department, division, college or center
Mailing address
Phone(s) (fax optional)
Email address
Web address (either college's or LSC home page)

Example:

John Doe
Title
Department
Lone Star College
5000 Research Forest Drive
The Woodlands, Texas 77381-4356
123.456.7890
john.doe@LoneStar.edu



ADDRESS LINES

Whether using the vertical or horizontal logo, restrict the width of a return address to the width of the logo. Address lines (and all other information beneath the logo) should extend **no wider** than the logo. Center the address line beneath the logo, and position outside the “safe space.”



5000 Research Forest Drive
The Woodlands, TX 77381-3846

GRAPHIC ELEMENT: THE ARC

Our star logo has an arc at its center, which leads upwards.

This symbolizes movement to a better life: from education to employment. Including the graphic element of the arc is not mandatory, but it can be used to add a unique and relevant graphic to our communications.

The arc must always be at the same angle as it is used in our logo, going from lower left to upper right, from bottom edge to right edge. The size is flexible, depending on the specific design. The color should be in our approved color palette of red, blue, tan, black or white. It can also be a 20% – 80% tint of blue. However, do not use a tint of red, which appears pink.

Limit use of the arc to one or two per page or spread.

Avoid using other graphic elements, such as swirls, in our communications.

Do not crop the arc. Use the full graphic.



PHOTOGRAPHY STYLE

Photography needs to be meaningful and aid your reader in better understanding your communication.

Colors in the photos should complement our color palette, and should include red and/or blue when possible.

Use full color photos when possible; black and white photos are also allowed.

Avoid duotone images or other effects, such as posterization. Avoid images that feature other logos or brand names.

When using original photography of students and others on a Lone Star College campus, be sure to obtain a model release from the subjects (LoneStar.edu/model-release).



PHOTOGRAPHY STYLE



Photographs that represent our diverse, vibrant student body are especially relevant. However, we don't have to represent every single ethnicity in just one photo!

Above, the photo is too cluttered. There's no focus, and there's no emotion conveyed.

Below, the faces are large enough to see and connect with.

Generally, it's best to use one to five people in a photo. If you must use a photo with multiple subjects, shoot for having no more than six faces in the shot and preferably fewer.



PHOTOGRAPHY STYLE

Photos can be in rectangles, as shown here.

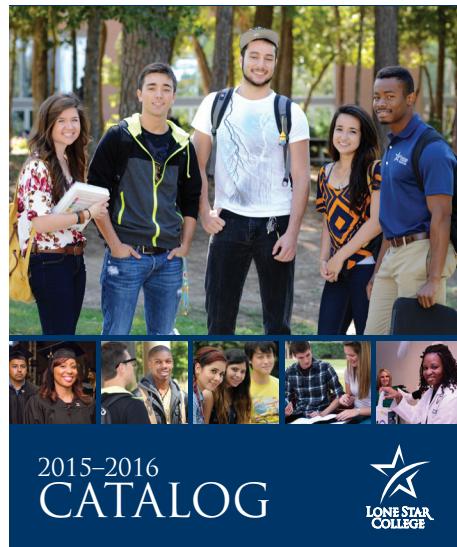
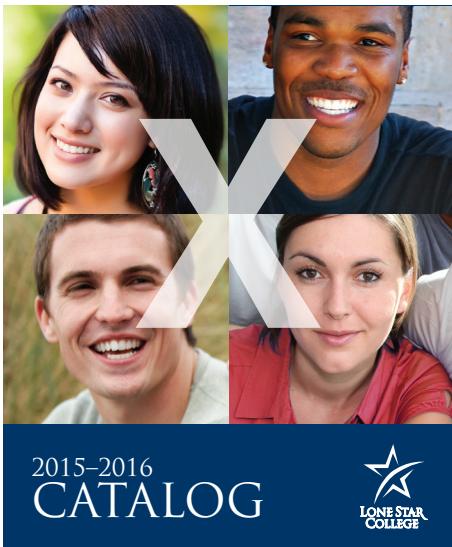


In limited usages, it's OK to use a photo of a person that's cutout, without a background. However, use of cutout photos should be approved in advance by the College Relations Department at your college or the LSC Marketing and Communications Office.



PHOTOGRAPHY STYLE

It's best to have one element on the cover dominate, to focus the reader's attention.



Many of the best cover designs use just one photograph. However, there are times when a few photos will work better. If so, it's best to have one of the photos dominate.

Above, left, four equally-sized photos makes for a cover without any focus.
Above, right, this cover has a clear focus, and the other photos add to the design.

May Minimester
Costa Rica - Kinesiology
PHD 1172: Backcountry Expeditions I
Credits earned: 6
Contact: Ronnie Nespeca, Ronald.A.Nespeca@lonestar.edu

Summer I
Costa Rica - Psychology
PSYC 2301: General Psychology
Credits earned: 3
Contact: Janice Hartgrove-Freile, Janice.Hartgrove-Freile@lonestar.edu

Summer I
Germany & France
HET 2112: Western Civilization from 1648
GEOG 2301: Geography
Credits earned: 6
Contact: Robert A. Caylor, Robert.A.Caylor@lonestar.edu or
Buck Buchanan, Buck.J.Buchanan@lonestar.edu

Study Abroad Benefits
• Add a new dimension to your college credits • Visit another country and discover a new culture • Immerse yourself in a foreign language
• Make new friends • Challenge yourself in new ways • Set yourself apart

Student scholarships available! • LoneStar.edu/Study-Abroad

May Minimester
Costa Rica - Kinesiology
PHD 1172: Backcountry Expeditions I
Credits earned: 6
Contact: Ronnie Nespeca, Ronald.A.Nespeca@lonestar.edu

Summer I
Costa Rica - Psychology
PSYC 2301: General Psychology
Credits earned: 3
Contact: Janice Hartgrove-Freile, Janice.Hartgrove-Freile@lonestar.edu

Summer I
Germany & France
HET 2112: Western Civilization from 1648
GEOG 2301: Geography
Credits earned: 6
Contact: Robert A. Caylor@lonestar.edu or
Buck Buchanan, Buck.J.Buchanan@lonestar.edu

Study Abroad Benefits
• Add a new dimension to your college credits • Visit another country and discover a new culture • Immerse yourself in a foreign language
• Make new friends • Challenge yourself in new ways • Set yourself apart

Student scholarships available! • LoneStar.edu/Study-Abroad

Above, left, this flyer uses two same-size photos, so that it lacks focus.
Above, right, the reader is grabbed by the dominant photo, then can notice the other smaller photos.

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IMAGES TO AVOID

It's important to choose photography that is clear and easy to read. Please use the guidelines below when choosing images.



Avoid photos that show backs to the camera.



Avoid imagery that appears staged.



Avoid images that appear too abstract.



Avoid busy imagery that's difficult to read.



Avoid images with odd tangents. The heads of the two students on the right appear to touch.

FAMILY OF PUBLICATIONS

All of our publications need to have a consistent look and feel. However, there is flexibility to produce communications that make good use of photography and type.

The following pages show examples of branded communications. These examples illustrate correct use of logos, colors, typography, the graphic arc and images.

LONE STAR COLLEGE
START CLOSE. GO FAR.
LoneStar.edu

ACADEMY FOR LIFELONG LEARNING (ALL)
A LEARNING COMMUNITY FOR ADULTS 50+
Spring 2018 Course Schedule
LSC-CyFair • LSC-Kingwood • LSC-Montgomery • LSC-North Harris • LSC-Tomball • LSC-University Park

LONE STAR COLLEGE
Dual Credit
Dual Credit Information for Parents
LoneStar.edu/DualCredit

CATALOG
2017-2018
LoneStar.edu

PETROLEUM FIELD SERVICE TECHNOLOGY AAS DEGREE
A Program Overview of the Energy & Manufacturing Career Cluster
Updated on 01-May-2015
Programs At-A-Glance
Petroleum Field Service Technology AAS Degree Available at LSC-CyFair
Median Wage: \$30,300
Petroleum Field Service Technology AAS Degree Available at LSC-University Park
Median Wage: \$30,300

BRANDING RESOURCES

Marketing Resources Web Page LoneStar.edu/marketing-resources

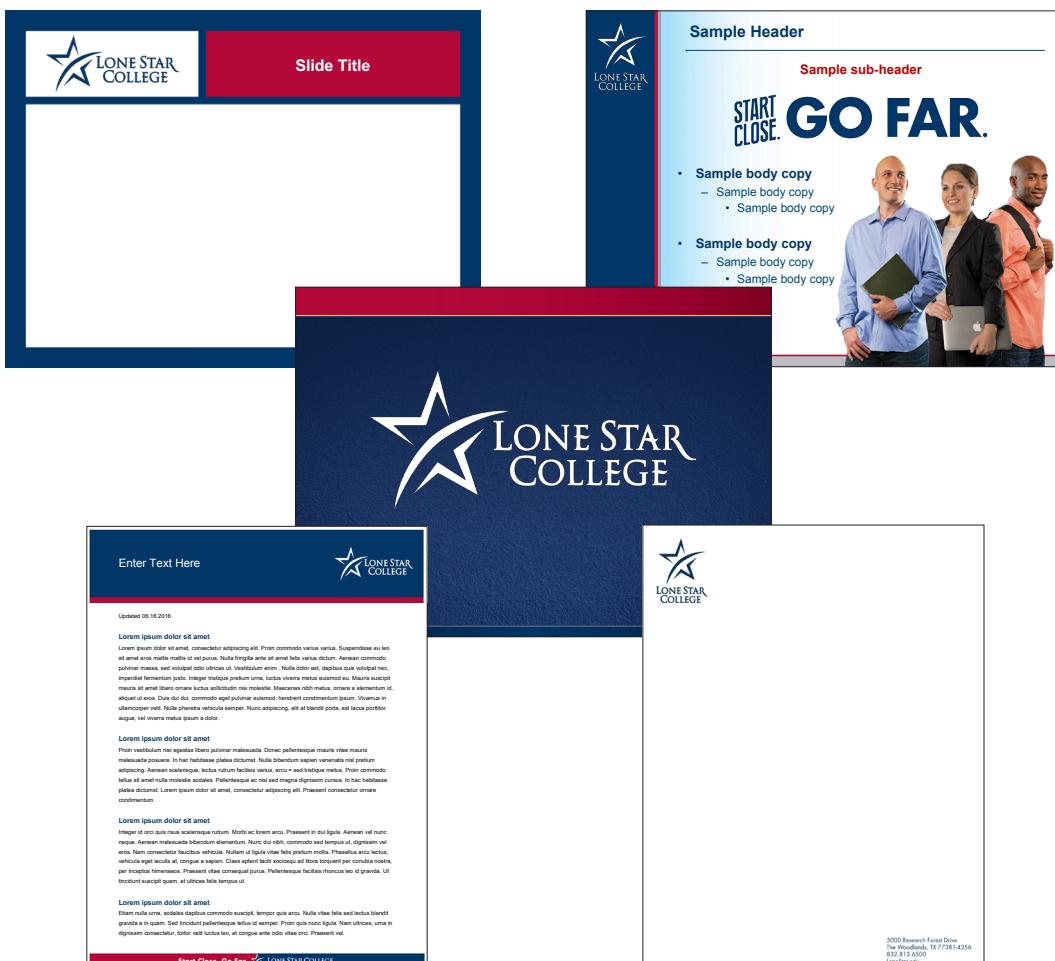
On the marketing resources page you will find approved creative assets, as well as logos, photo release forms and styleguides.

Marketing Intranet Site Intranet.LoneStar.edu/marketing

All logos, templates, promo items, and instructions for ordering business cards and name tags are available via the LSC Employee Intranet. Refer to this styleguide for proper usage.

Marketing Requests LoneStar.edu/marketing-communications

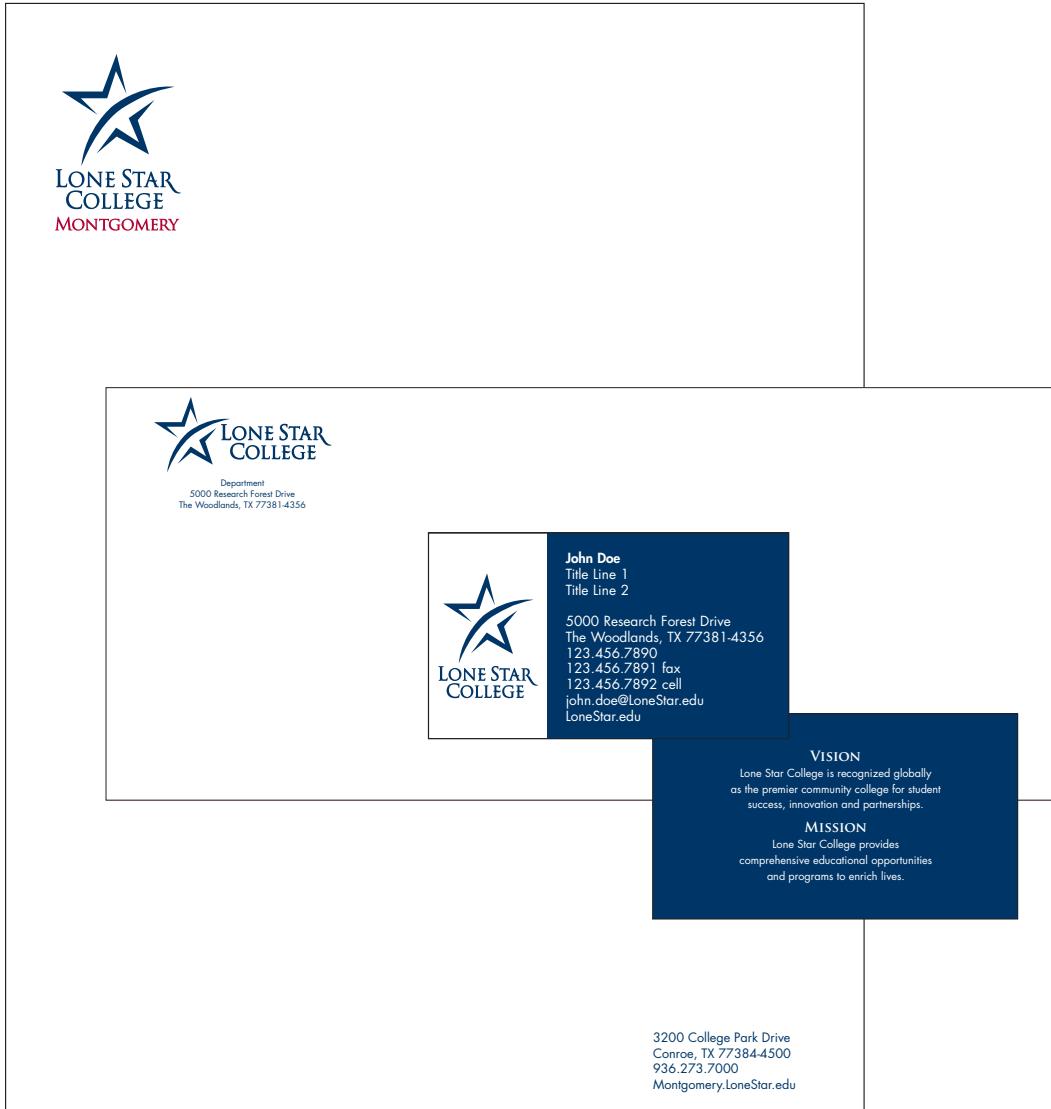
Visit the Marketing & Communications page for a full list of marketing services offered and to make a marketing request.



STATIONERY

Business Cards

To order stationary, visit the Marfield online stationary store at:
<http://www.marfield.net/production/storefront/LoneStar/EntryMode.asp>.
Direct questions to Amy Bittner at amy.bittner@LoneStar.edu.



ADVICE AND APPROVAL

We are all responsible for upholding our brand.

Public Information Council members are available to answer questions and give guidance on adhering to these standards. The council will review work periodically and update standards when necessary.

Direct questions to:

Brian Mullen

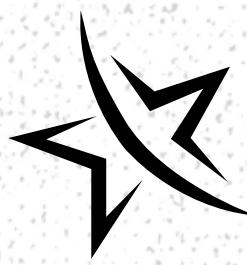
Executive Director, Digital Marketing & Social Content & Strategy

Marketing and Communications

832.246.0038

brian.m.mullen@LoneStar.edu

LONE STAR COLLEGE STYLE GUIDE



LONE STAR
COLLEGE

June 2019

WHO WHY & HOW

PURPOSE:

It is important to maintain a consistent look and feel for all Lone Star College consumer-facing communication pieces. For that reason, Lopez Negrete Communications has developed the following brand guidelines.

THE BRAND

We are committed to talking to our audience, not down to them.
We are young, relevant, clever and unexpected at times. Above all, we are bold.

VOICE

Our brand voice is not made up or artificial. It's real, human and motivating, and not afraid of deviating from the mainstream. We can use humor to make a connection with younger students in a fun and insightful way.

LOOK & FEEL

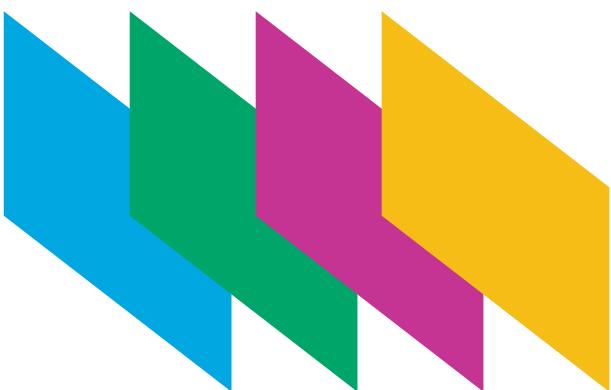
Our intent is to keep all of our work feeling bold. From the colors selected to the art direction to the photographs used. Every piece should pop and stand out when compared to other colleges. The look and feel of everything we do should be well crafted and elevate our mantra: **Start Close. Go Far.**

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colors

COLORS

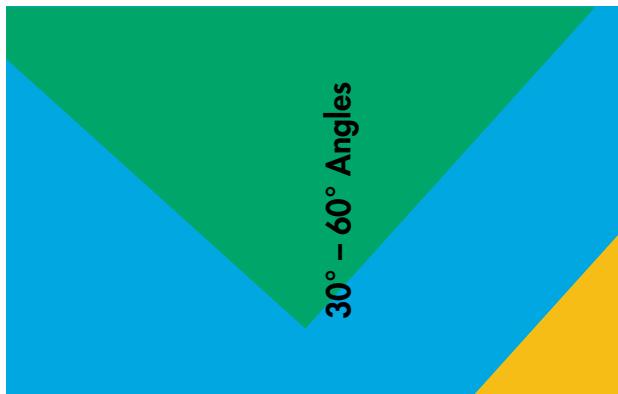


LSC_BLUE	PMS 2995 C	C81/M12/Y1/K0	R0/G167/B224	HEX:00A7E0
LSC_GREEN	PMS 3405 C	C100/M0/Y82/K0	R0/G166/B105	HEX:00A669
LSC_PINK	PMS 240 C	C20/M93/Y0/K0	R195/G52/B147	HEX:C63493
LSC_YELLOW	PMS 7408 C	C3/M26/Y100/K0	R246/G189/B23	HEX:F6BD17
LSC_RED	PMS 201 C	C0/M100/Y63/K29	R179/G8/B56	
LSC_BLUE	PMS 540 C	C100/M55/Y0/K55	R0/G55/B104	

COLORS



Use blue or green as your main colors and yellow and pink as your accent colors.



Do not use fewer than three colors to create your design, preferably close to angle 45°.



Avoid using color shapes in a straight horizontal and vertical line.

FONIT

FONT

Futura Heavy

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + { } : " < > ?

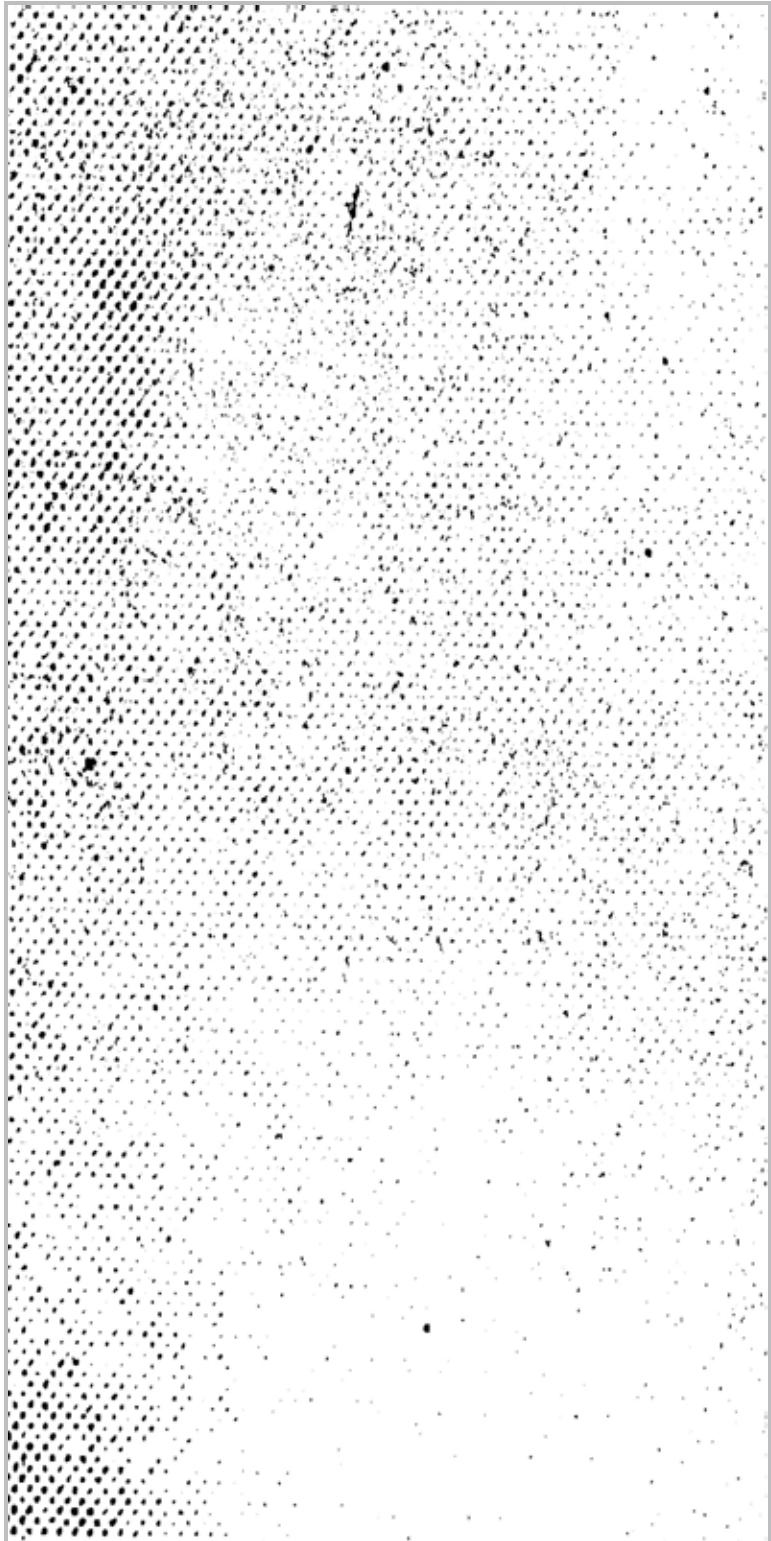
Use uppercase when
laying out headlines and
sentence case for
subheadlines.

Headlines are set at
 $X/x+2$ pts.
(Example 32/34 pts.)

TEXTURE

TEXTURE

Shutterstock_215120233



TEXTURE

Rotate texture 90° or
180° as needed for
better design.

Flip texture
horizontally or
vertically as needed
for better design.

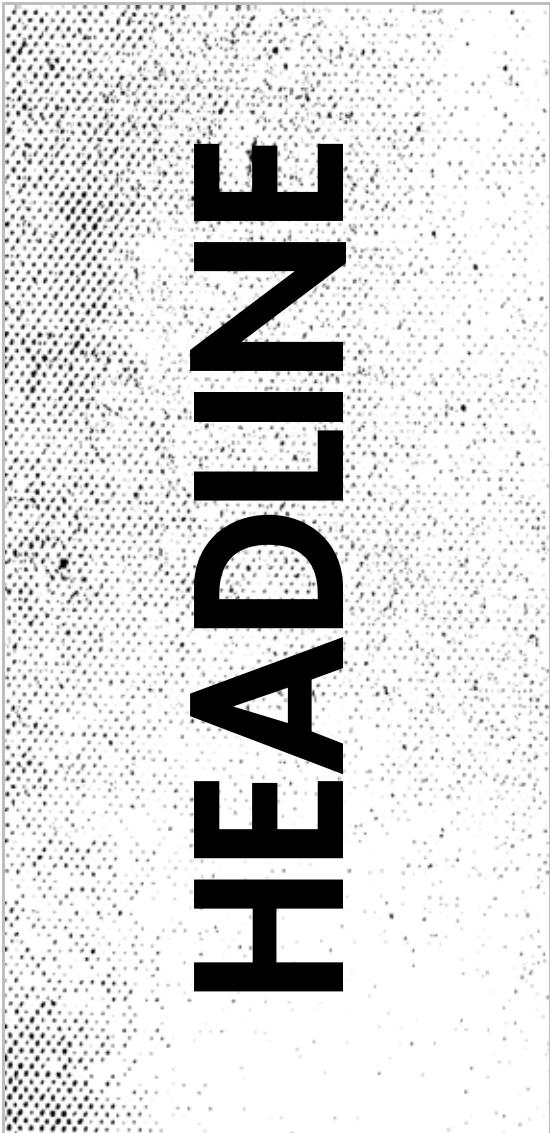
Use “Multiply” in
Photoshop to use this
texture in all pieces.



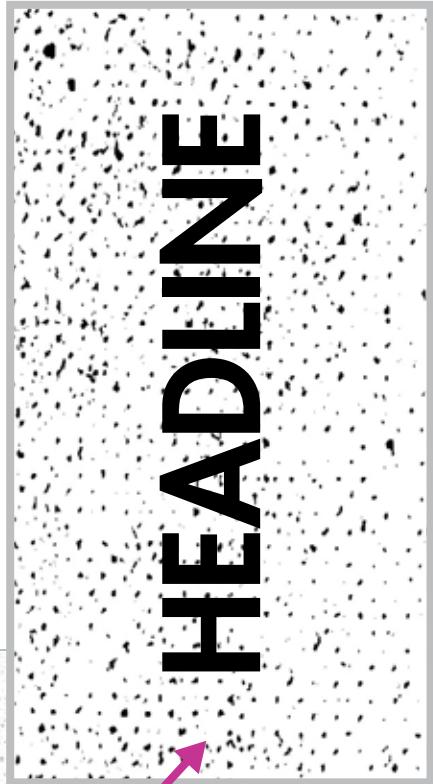
TEXTURE

Adjust size of texture proportionally to match the size of your graphic.

HEADLINE



TEXTURE



DO NOT change
proportional size of texture.

TEXTURE

A second layer of the texture is now used, in combination with first texture layer, to help soften overall design.

Use "Divide" in Photoshop and adjust layer to 50% to create this new layer effect.



In Photoshop:

First original layer: black dots using "Multiply"

Second new layer: white dots using "Divide" and setting layer at 50%

IMAGE EFFECTS

IMAGE FILTER EFFECT

1. Remove background.



2. Use Poster Edges from Filter Gallery.



3. Add B&W, Levels and Brightness/Contrast adjustments.



4. And adjust layers as needed to create nice image contrast.

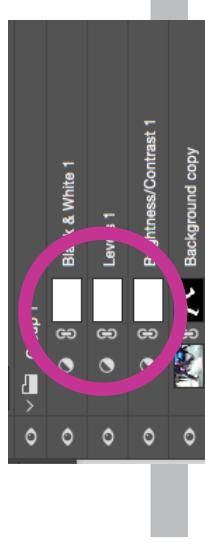


IMAGE FILTER EFFECT

Original ↑ Final

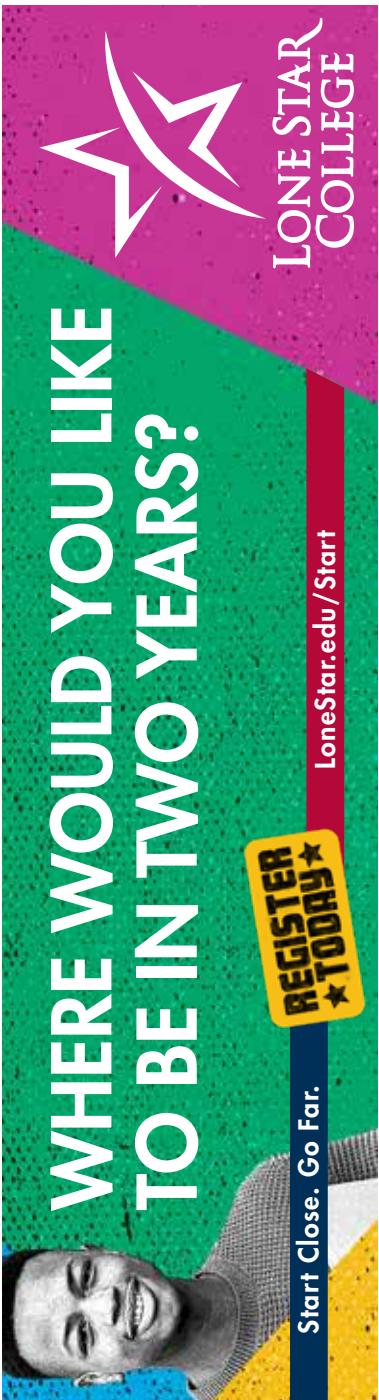


NOTE: Optional image effect for print and digital pieces.

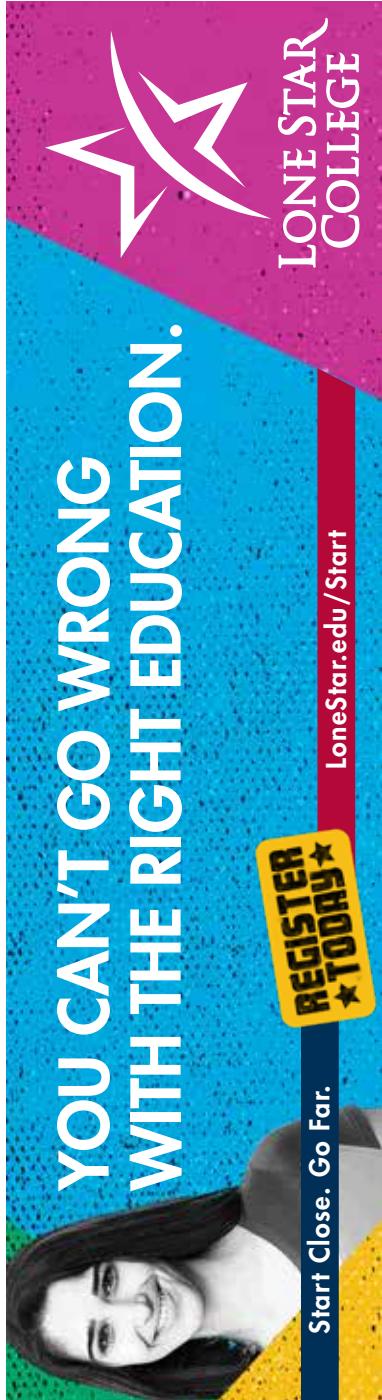
DO NOT add
color to images.

AYOUT GUIDES

OOH

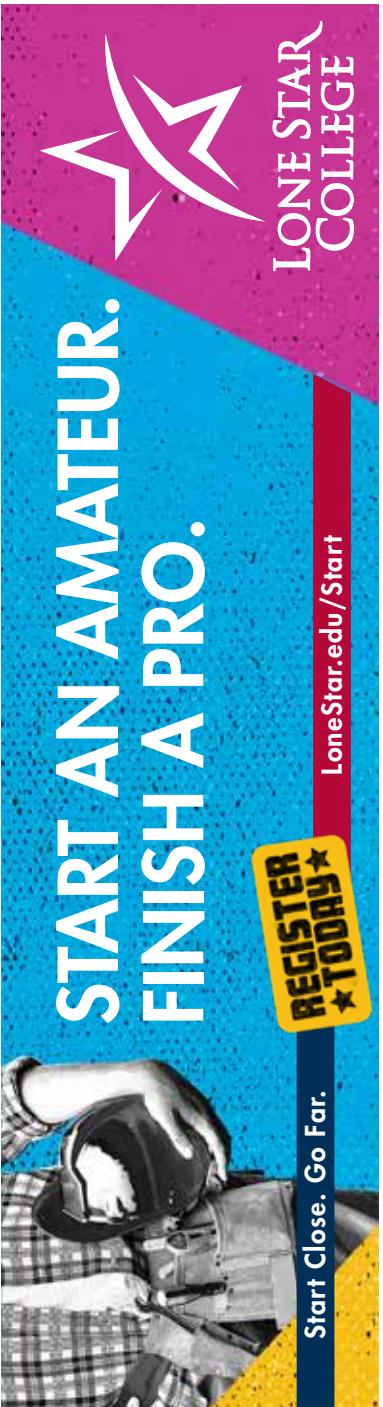


When creating OOH for academic message, use student faces that reflect LSC student diversity.

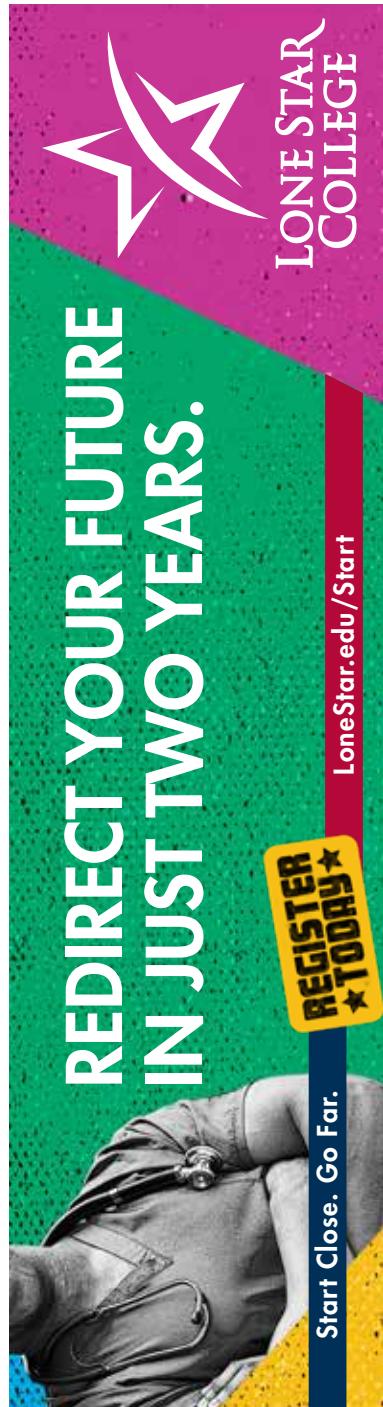


For OOH, keep the LSC logo over the pink color. This will ensure the logo stands out from a distance.

OOH



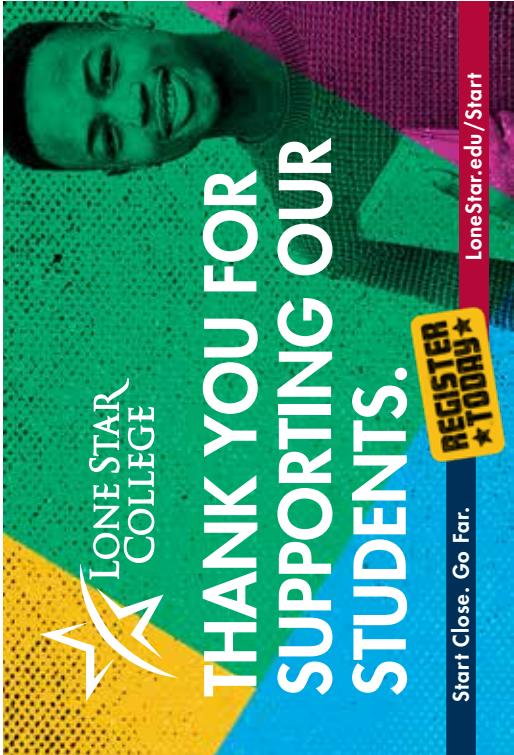
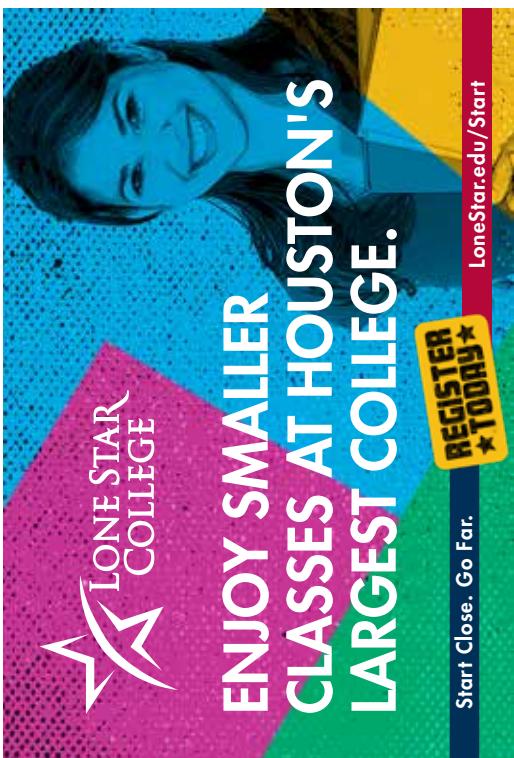
When creating OOH for workforce message, use bodies that reflect a diversity of jobs.



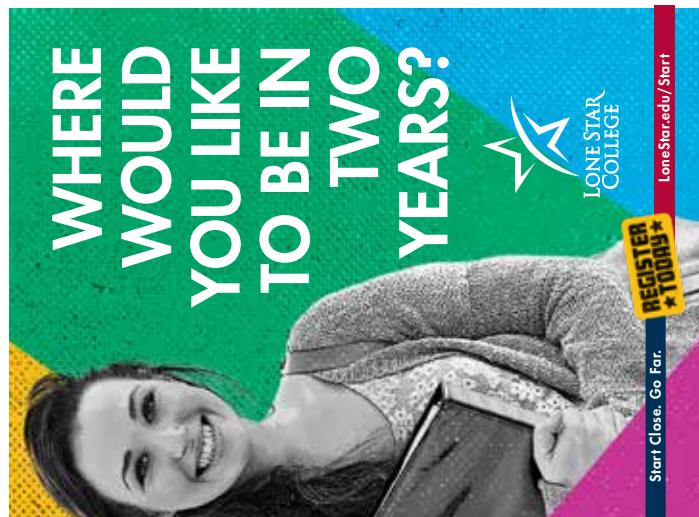
For OOH, keep the LSC logo over the pink color. This will ensure the logo stands out from a distance.

OOH

When creating OOH, we want to keep the logo over the pink color. This will ensure the logo stands out from a distance.



PRINT



When creating messaging for current and future Lone Star College students, follow this print layout design.



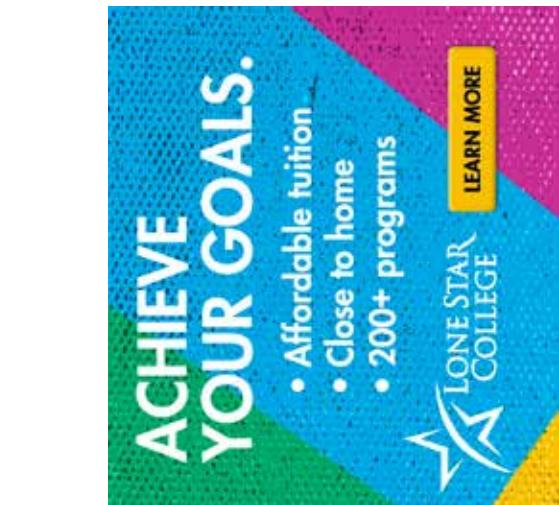
When creating messaging for Houston community leaders and the parents of Lone Star College students, follow this print layout design.

DIGITAL



ONE OF TEXAS' LARGEST COLLEGES
IS RIGHT HERE IN YOUR BACKYARD.

APPLY NOW



TAGS & BUTTONS

TAGS

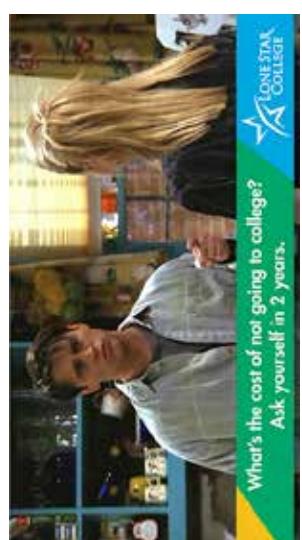


Here are a variety of useful tags that may be applied to OOH, Print and Digital posts as needed or required.

DIGITAL BUTTONS



EXAMPLES



TELEVISION

