



VIKINGS

LONG BEACH CITY COLLEGE VIKINGS
BRAND GUIDELINES

LOGO BREAKDOWN

PMS 485 C
Black
PMS Cool Gray 2 C

Traditional Viking helmet, braid, and beard



Repetition of leaflet shape



Fur coat suggests both palm leaves & waves



VIKINGS
LONG BEACH CITY COLLEGE

LONG BEACH CITY COLLEGE
VIKINGS

FONTS:

MONTSERRAT REGULAR *DAGGERSQUARE OBLIQUE*

LOGOS ON WHITE BACKGROUND



LOGOS ON DARK BACKGROUND



USAGE GUIDELINES



All LBCC Athletics may use the logo on their uniforms, collateral and other athletic equipment.



General LBCC fan merchandise: coffee mugs, t-shirts, sweatshirts, hats, 3-ring binders, etc.



LBCC academic programs and departments **may not** use the Viking athletic logo. They are to use the LBCC logo.

INCORRECT LOGO USAGE

To maintain brand consistency, the proportions of the Logo in all formats should never be modified or distorted.

Samples of Incorrect (Non-proportional) Scaling (Vertical Format)



Samples of Incorrect (Non-proportional) Scaling (Horizontal Format)



Helpful tip:

In most programs, holding down the shift key while dragging the corner of the image will hold the image's correct proportions when resizing.

INCORRECT LOGO USAGE

Be mindful of the background when selecting the logo version to use. Only use the approved reversed logo image on dark backgrounds.

Samples of Incorrect Usage on Dark Background



Samples of Correct Color Usage

