

Leadership Corps Christi

Alumni Association Branding & Communication Guide



Purpose

The Leadership Corpus Christi Alumni Association (LCCA) is a non-profit business organization for graduates of the Leadership Corpus Christi program. We are organized for the sole purpose of supporting LCCA, financially and through mentorship, networking and fellowship. LCCA also provides scholarships for eligible, entering class members. Traditionally, LCCA hosts one major fundraiser per year, usually a roast of one of our beloved graduates whose servant leadership, relationship with LCC and overall general antics has made a positive difference in Corpus Christi. Proceeds from the event help to fund the LCC Opening Retreat, LCC Graduation and, every other year, a Legislative Session held in Austin, Texas. LCCA also hosts a quarterly lunch event called “Issues vs. Answers,” which addresses important topics and happenings in the Coastal Bend area.

The Leadership Corpus Christi Alumni Association Logo Usage Guide is a reference tool for Chamber Foundation employees, LCCA Board members and volunteers, and vendors, as well as those responsible for the integrity of the LCCA brand in all forms of media including print material, digital replications, video, and web display. Its purpose is to:

- Maintain the highest level of consistency possible for the LCCA brand
- Ensure the proper reproduction of the logo’s use
- Portray and build upon the LCCA brand equity in a consistent manner

While this guide was written to address the common usages and questions that arise in logo usage, other design scenarios not covered in this Guide will arise. Questions and concerns should be directed to the Leadership Corpus Christi Alumni Association Board of Directors:

LCCA Board of Directors and/or LCCA Communications Chair
c/o The Chamber Foundation Executive Director
PO Box 60031, Corpus Christi TX 78466
(361) 881-1800; LeadershipCCAinfo@gmail.com

In the event that the above cannot be contacted, please contact:
C. Michelle Unda, 2012-2014 LCCA Communications Chair, (361) 443-2838

Importance of the LCCA Logo and Brand

The LCCA logo has become a highly recognizable symbol across the Coastal Bend area and is likely to attain a higher level of visibility in the future. The logo not only represents the LCCA brand, but also all LCC alumni, the LCCA Board of Directors, LCCA volunteers, the current LCC class, and LCCA/Chamber Foundation employees.

Every effort should be made to maintain the integrity of this logo in all applications. The various approved executions of the LCCA Logo have been defined in this guide. Please help us insure the LCCA brand is protected and used properly at all times.

Standard Guidelines

Consistent and proper usage of the Leadership Corpus Christi Alumni Association Logo by our internal and external audiences is essential to reinforce the LCCA’s branding efforts. The LCCA Logo consists of four letters representing the four beginning initials in the organizations name, the words “Leadership Corpus Christi Alumni.”

The guidelines graphically show the correct LCCA Logo standards and usage. Please comply with these guidelines when using the LCCA Logo through communication and display materials and merchandise.

The LCCA Logo should be used on all company business advertising, marketing communications, alumni communications and staff/Board/volunteer communications materials.

Clear Space

To assure the prominence and clarity of the LCCA Logo, it is important to make sure that the logo always has room to breathe. The logo should have a clear space no less than equaling the height of the logo’s largest text once placed for production. No imagery or text should encroach upon the LCCA Logo, and the minimum clear space should be adhered to. This will insure the LCCA Logo is not competing visually with other graphic elements.

Logo Size

The LCCA Logo should always be large enough to ensure legibility. The minimum size for the logo is 1 inch wide. Size the logo to fit an area so that the proper clear space is allowed. For embroidering purposes, the Chamber Logo should be no smaller than 2.5 inches in order to preserve the true shape and integrity of the letterforms.

Color Palette

The LCCA Logo is provided in the following colors upon request: Four-color PMS; One-Color black; full-color CMYK, RGB, and white. Under most circumstances a color logo must be used, otherwise, depending on application and background color, a solid blue, black or white logo may be used when the logo is placed over a solid image or color. No other colors or variations are permitted.

Web Site Display

When the LCCA Logo is used on another company/organization’s web site, the logo must be a link to www.LCCAlumni.com

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File Formats

The LCCA Logo is available for both PC and Macintosh platforms in Adobe Illustrator EPS, PNG, TIFF, AND JPG formats. The EPS format should be used for all printed formats (such as brochures, datasheets, and banners.) Other files should be used for digital applications such as web use, presentations, etc.

Color Versions

- Full Color**
Should be used whenever possible for all applications.
- One Color Solid**
Should be used when printing is limited to one color. One color logos should always appear in either one of the solid approved LCCA standard colors, black, or white. Should a solid color logo be used, it must only appear as one of the approved LCCA colors listed under “Color Palette” on the next page of this guide.
- Positive**
Should be used on white or light backgrounds. This is most commonly used on forms and documents that will be copied on non-color copiers.
- Reverse**
Should be used on black or dark backgrounds.

Text & Font

The LCCA logo utilizes the font Handel Gothic. This font may be used as a lead font choice on flyers, posters, etc. promoting LCCA programs, events, and committees. If secondary fonts are necessary, Franklin Gothic Book (associated with The Corpus Christi Chamber Foundation) and Calibri are preferred. All other fonts must be approved prior to use.



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Color and Spacing

Color Palette



PANTONE 2738 C
C100 M87 Y0 K2
R27 G66 B152
Grayscale: 100%



PANTONE 7473 C
C70 M0 Y38 K8
R44 G175 B164
Grayscale: 100%



PANTONE 285 C
C89 M43 Y0 K0
R0 G125 B195
Grayscale: 100%



PANTONE 298 C
C69 M7 Y0 K0
R44 G175 B234
Grayscale: 100%

Ink mixtures can be found at:
www.pantone.com/pages/pantone/colorfinder.aspx

Clear Space
The area around the logo should be kept uncluttered and clean. The size of the large type within the logo is equal to the minimum amount of clear space that must surround the logo. No graphics, type illustrations or photos should enter the clear space area unless authorized by appropriate parties.

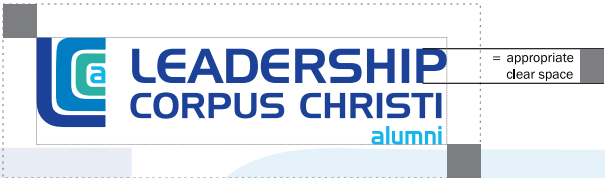
Size
On most materials the minimum size for the logo is 1 inch wide. Size the logo to fit within the area to be used so that proper clear space can be provided.

For embroidery purposes, the logo should appear no smaller than 2.5 inches wide to insure the legibility of the logo and the integrity of the letterforms are kept.

Availability of LCCA Logo

The LCCA Logo is available to interested parties upon request. Contact:

LeadershipCCAinfo@gmail.com



LCCA Communications Policies & Procedures

Social Media Policy

The Leadership Corpus Christi Alumni Association Board of Directors is pleased to continue the utilization of Facebook in keeping with our mission to serve as a catalyst for community improvement using the principles and ideals of Leadership Corpus Christi. All alumni, regardless of dues payment status within the Alumni Association, are welcomed as members of the LCCA Facebook group. Individuals seeking membership on the LCCA Facebook group page may be contacted via Facebook message if their class year cannot be located within the printed or online LCCA directory.

The LCCA Board will use the LCCA Facebook group page to post activity including but not limited to: LCCA news, events and photos; current LCC class news and events; individual alumni news; LCCA committee updates; Chamber events; and any other information approved by the LCCA Board. The LCCA Board welcomes all members to promote community events supported by LCC Alumni and to post news pertaining to LCC Alum achievements which may include announcements of awards or recognition, promotions and career changes, family events, and announcements of alumni seeking political office.

However, the LCCA Board of Directors reserves the right to delete any posts which do not align with the LCCA Mission Statement; posts which may be construed as false, discriminatory, libelous, slanderous, misleading, defamatory, profane, obscene, threatening, harassing, abusive, hateful or embarrassing towards LCCA, an individual, an outside organization/business/non-profit or a political party; and posts that violate the privacy of LCCA or its individual alum.

If you need assistance or instructions on how to share your news/events on the LCCA Facebook group page or feel a post violates this policy, please contact the current LCCA Communications Chair at LeadershipCCAinfo@gmail.com.

LCCA Email Policy

The Leadership Corpus Alumni Association recognizes the need to communicate to its membership through the use of emails.

- LCCA emails will be tailored with LCCA news as lead stories unless otherwise specified by the LCCA Executive Board, Board of Directors or Communications Committee.
- LCCA Emails will not be sent more often than twice (2 times) per month unless within “peak” event season - 45 days prior to a major fundraiser (Annual Roast) or business meeting etc. (Annual Meeting & Graduation, Holiday Party etc.). Within peak event season, emails will not exceed 1 email per week.
- As a subcommittee of LCCA COMM the Board of Governors are tasked with keeping open lines of communications with their respective class and as such are not subject to this policy.

Event Flyers, Posters & other marketing imagery

All LCCA Events will be branded by the appropriate committee with imagery approved by both the LCCA Board of Directors and the LCCA Communications Committee or Chair. Approved images may be emailed, printed, posted via social media outlets, or distributed via other advertising avenues. Marketing imagery must follow the Text & Font and Color Palette rules outlined in this guide unless otherwise approved. Exemptions include The Annual LCCA Roast marketing which will be tailored annually based on theme, and the Merry Holidays Soiree marketing. Memes used to promote these and other approved LCCA events etc. do not have to follow all outlined guides but should hint back to LCCA through the use of spot colors and/or font usage when available.

LCCA Websites & Avectra

The Leadership Corpus Christi Alumni Association Website (LCCAlumni.com) & Avectra Database tool will be reserved for communicating LCCA news, events and photos; current LCC class news and events; individual alumni news; LCCA committee notes; Chamber events; and any other information approved by the LCCA Board. The LCCA website and database are still under construction and will reflect the current Board of Directors’ goals and visions each year.

LCCA Privacy Policy

The Leadership Corpus Christi Alumni Association houses private and public contact information for all graduates of Leadership Corpus Christi. However, the content of the LCCA database will not be shared with outside entities. LCCA members in good standing will have access to the online database to view individual alum information, committees, and other similar lists. LCCA members in good standing will have the opportunity to purchase a print version of the database when available. Class contact lists will be distributed periodically through the LCCA Board of Governors for verification and needed communication with alumni.

No electronic versions of the LCCA database will be distributed.

Leadership Corpus Christi

As Leadership Corpus Christi is a program of the Corpus Christi Chamber of Commerce Foundation, the Executive Director should be consulted prior to using the LCC logo. The LCC logo, because of it’s very similar nature to the LCCA logo, follows similar standards and guidelines.

LCCA LOGO QUICK REFERENCE GUIDE

Handel Gothic
Primary Font

Franklin Gothic Book
Complimentary Font

Calibri
Web Usage Font

PANTONE 2738 C	C100 M87 Y0 K2	R27 G66 B152	#1B4298
PANTONE 285 C	C89 M43 Y0 K0	R0 G125 B195	#007DC3
PANTONE 7473 C	C70 M0 Y38 K8	R44 G175 B164	#2CAFA4
PANTONE 298 C	C69 M7 Y0 K0	R10 G181 B234	#13B5EA

