



Brand & Visual Standards Guide

Version 2.0

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Welcome to LICSPA 2.0!

The 2021 LICSPA Marketing & Communications team is proud to present the LICSPA 2.0 brand! A brand is so much more than a logo, font, and color scheme - it is our visual identity. The LICSPA brand is rooted in the experiences we offer our member institutions and their constituents. This **Brand & Visual Standards Guide** was created to ensure that our brand is appropriately and properly showcased at all times.

All questions regarding the LICSPA brand can be directed to marketing@licspa.org. Visit our website, licspa.org/brand, to download logos, typography, and more.

So... what's new about the brand?

First and foremost - our team wanted to make sure that LICSPA still looks and feels like the LICSPA our members know and love, just better. By maintaining key elements of our previous look, LICSPA 2.0 honors our history and long-standing traditions. The new design includes wide, round forms that are quickly recognizable. LICSPA 2.0 provides a sleek, modern, and professional aesthetic that reflects the innovation of our members. It also features an expanded color palette and new logo elements that highlight our members like never before!

Second, we sought to ensure that LICSPA better reflects its core value of inclusion - changing our tagline to "**Higher Education Professionals of Long Island and New York City**" embraces our rapidly growing NYC-based membership. Plus, LICSPA 2.0 is versatile and intentionally easy to use. With so many new design options, both our team and our members can get truly creative!

We hope that you match our excitement for LICSPA 2.0! Our team cannot wait to get designing and reach new heights with you. - Joe



A handwritten signature in blue ink that reads "Joseph S. Vernace".

Joseph Vernace

2021 Vice President of Marketing & Communications

Our Mission & Values

LICSPA is a non-profit organization committed to the growth of higher education professionals in Long Island and New York City. LICSPA members strongly believe in the success of the students they serve; therefore, LICSPA is passionately dedicated to the lifelong learning and advancement of its members to foster success on their campuses. LICSPA engages higher education professionals in scholarly reflection while providing opportunities for cross-institutional collaboration and community building throughout the region. LICSPA promotes leadership, inclusion, community, student success, professional development, and achievement within the field of higher education and among its members.

Leadership

Our members are agents of change within higher education and throughout the region. We strongly support the advancement of our members and seek to provide them with opportunities for personal and professional growth. LICSPA challenges its members to think critically, create innovative solutions, and conquer the uncertainty of tomorrow.

Inclusion

LICSPA values the voices of all our members, regardless of race, ethnicity, sex, gender, sexual orientation, age, ability, religion, creed, class, geography, education, or experience. We strive to ensure that the voices of underrepresented colleagues are heard and that the experiences of our underrepresented students are shared within LICSPA to create safer spaces across our campuses.

Community

We are committed to breaking down the silos that exist within the different facets of higher education. LICSPA brings all higher education professionals together through common themes and discussions to bridge the gaps that divide. Our members come together to share experiences, hardships, and triumphs - and, rely on one another to solve communal challenges.

Student Success

We are an organization of professionals who vehemently believe in and advocate for the success of our students. LICSPA is student-centered. We believe that the successes of our students are the successes of our members. This is our ethos and driving principle of all our other values and the reason we exist as an organization.

Professional Development

We believe in lifelong learning. LICSPA provides opportunities for new, mid, and senior-level professionals to share best practices, educate one another, take on leadership roles, and elevate the prestige associated with higher education professionals of our region. We are dedicated to delivering high-quality, low-cost experiences to keep both LICSPA and professional development accessible for all.

Achievement

Our goal is to recognize our members for their amazing dedication and contributions to the field of higher education. We understand that as an extension of the members we serve, LICSPA is expected to always reach for new heights and add to the prestige and tradition of our community. To meet these expectations, LICSPA welcomes new ideas and new voices, promotes the sharing of information among our members, and empowers them to be forward thinkers.

Primary Lockup



The **primary lockup** is our main logo. It maintains our current brand recognition while providing a modern and sleek design. LICSPA, the line break, and the tagline are **dark grey**. The island is shown in two colors - **LICSPA blue 1** for Long Island and **LICSPA blue 2** for New York City.

The primary lockup may be presented in alternate color variations (see page 13) and may be used on top of all available background options (see page 17). However, when presented in the above tri-color format, the primary lockup must always have either an **off-white** or **white** (print only) background. The above format **may not be used** with color overlays or photographs.

Color Palette



LICSPA Blue 1

Lockup color (Long Island), alternate color, text, & background color

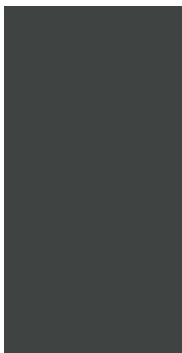
PANTONE: 534C
Hex/HTML: 1B365D
RGB: 27,54,93
CMYK: 100,71,0,51



LICSPA Blue 2

Lockup color (NYC), alternate color, text, & background color

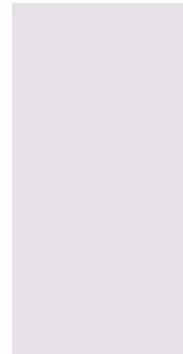
PANTONE: 4158C
Hex/HTML: 387F97
RGB: 56,127,151
CMYK: 75,27,18,14



Dark Grey

Lockup color (LICSPA and line break), alternate color, text, & background color

PANTONE: 446C
Hex/HTML: 3F4443
RGB: 63,68,67
CMYK: 71,53,55,53



Off-White

Alternate color, text, & background color

PANTONE: 663C
Hex/HTML: e5e1e6
RGB: 229,225,230
CMYK: 5,6,0,0



Black

Alternate color **(print only)** & text **(print only)**

Hex/HTML: 000000
RGB: 0,0,0
CMYK: 100,100,100,100



White

Background color **(print only)**

Hex/HTML: ffffff
RGB: 255,255,255
CMYK: 0,0,0,0

Secondary Lockup



Like the primary lockup, the **secondary lockup** contains the **dark grey** LICSPA and line break. The island is shown in two colors - **LICSPA blue 1** for Long Island and **LICSPA blue 2** for New York City. Included in the secondary lockup is our **dark grey** tagline: Higher Education Professionals of Long Island and New York City.

Alternate color variations **may not be used** on the secondary lockup.

The secondary lockup is only to be used on **off-white** or **white** (print only) backgrounds. **Do not use** on photographic backgrounds or color overlays - doing so fails to preserve the legibility of the tagline.

Values Lockup



Leadership
Inclusion
Community
Student Success
Professional Development
Achievement



Leadership
Inclusion
Community
Student Success
Professional Development
Achievement



Leadership
Inclusion
Community
Student Success
Professional Development
Achievement



Leadership
Inclusion
Community
Student Success
Professional Development
Achievement



Leadership
Inclusion
Community
Student Success
Professional Development
Achievement



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Achievement



Leadership
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Student Success
Professional Development
Achievement

The **values lockup** uses the primary lockup as its base and adds a vertical stack of LICSPA's values: leadership, inclusion, community, student success, professional development, and achievement in **dark grey**. The first letter of each value is in **LICSPA blue 2**.

It is permissible to highlight specific values by setting the transparency of one value to 100% while all others are set to 50%.

All visual standards for the primary lockup apply to the values lockup (see page 6).

Symposium Lockup



The **symposium lockup** uses the primary lockup as its base, a horizontal line break, and the year of the symposium. The symposium should not be numbered (e.g. 5th LICSPA Symposium) and should always use the calendar year.

All visual standards for the primary lockup apply to the symposium lockup (see page 6).

Annual Conference Lockup



Similar to the symposium lockup, the **conference lockup** uses the primary lockup as its foundation, a horizontal line break, and the year of the conference. The conference should not be numbered (e.g. 40th Annual Conference) and should always use the calendar year.

All visual standards for the primary lockup also apply to the annual conference lockup (see page 6).

Committee Lockups



All **committee lockups** contain a horizontal line break that separates the primary lockup from the committee name. Generate new committee lockups as committees form. The spacing between the primary lockup, the horizontal line break, and the committee name equals the width of the LICSPA "I" in the primary lockup. The committee name should be centered beneath the horizontal line break.

The committee name may be divided among 2 lines, dependent on the length of the committee name. However, the first line of the committee name should match the width of the primary lockup and horizontal line break.

All visual standards for the primary lockup also apply to committee lockups (see page 6).

Logo Color Variations




Top left: LICSPA blue 1. **Top right:** LICSPA blue 2.
Middle left: dark grey. **Middle right:** off-white.
Bottom left: black (print only).

Above are examples of logo color variations using the various colors of our color palette (see page 8). Although the primary lockup is used in these examples, these color variations apply to all logos **except the secondary lockup.**


Logo color variations are always one solid color. Do not use multiple colors within the same logo.

Clear-Spacing & Logo Size


Primary lockup
must be at least 1.5" in width




Secondary lockup must be at least 3" in width




Conference lockup
must be at least 2" in width




Values lockup must be at least 3" in width



Symposium lockup
must be at least 2" in width



Committee lockups
must be at least 2" in width



Clear-spacing is required to uphold the integrity of the brand and visual standards of all lockups. The required clear-spacing always equals the height of the LICSPA "A" in the lockup used.

Incorrect Logo Usage

The following examples use the primary lockup as a visual aid; however, they apply to all logos.



Do not stretch horizontally



Do not stretch vertically



Do not rotate



Do not adjust transparency



Do not swap color schemes



Do not use colors outside of the palette



Higher Education Professionals of Long Island and New York City



Do not remove elements of any lockup including LICSPA, the line break(s), island, tagline, or vertically-stacked values



Do not apply any gradients



Do not stack any lockup without ensuring clear-space

Logo Placement



LICSPA | 

To the left is a **30% color overlay** of the approved **off-white** background color, on top of a stock photo of the 2020 Annual Conference opening keynote, Dr. Judi Brown Clarke.

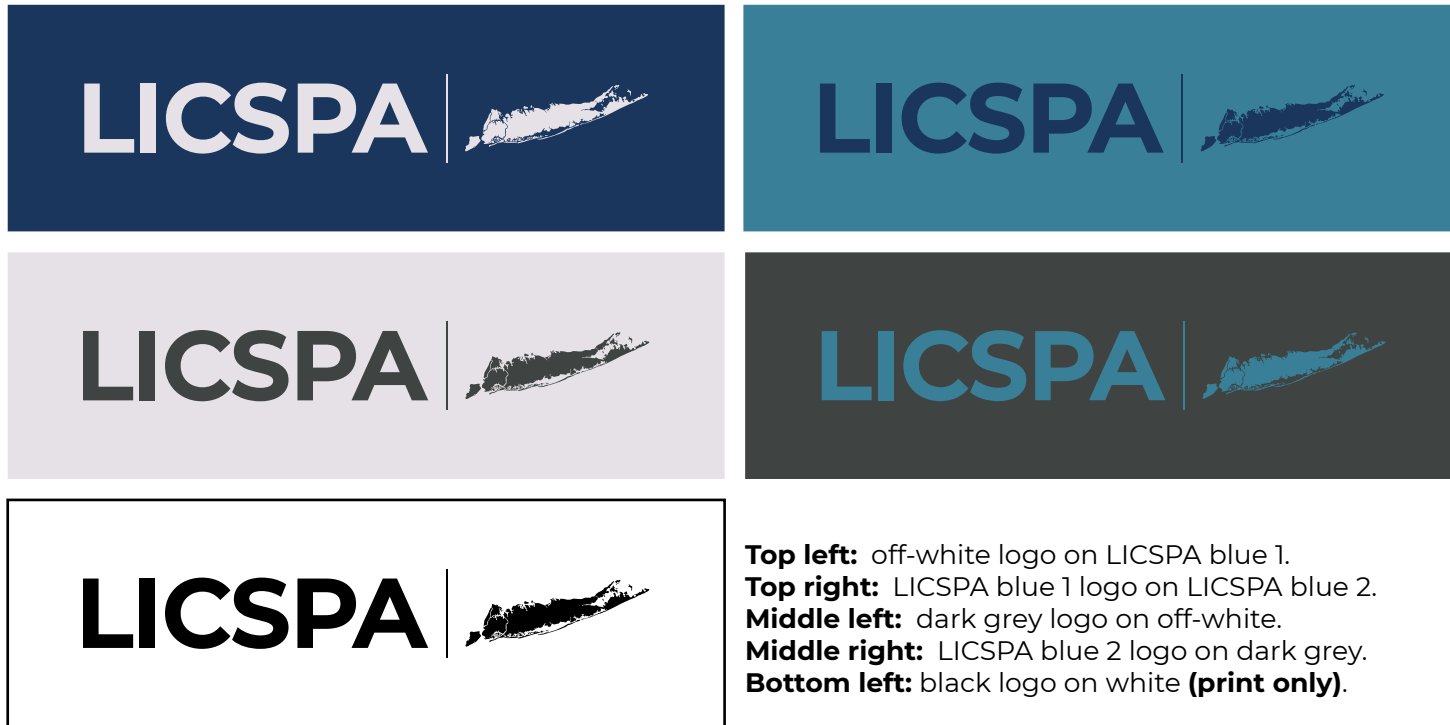
In the top right corner of the image is the **primary lockup** in the **LICSPA blue 1 alternate color variation**. The **clear-spacing requirement** of the LICSPA “A” is applied.

The selected lockup should **always be aligned to one of the four corners** of its background (including clear-spacing) to uphold the integrity of its sleek and modern design.

See below for another example of clear-spacing requirements including the visual guide. **All visual guides are to be removed before publication.**



Approved Backgrounds



Colors labeled as “**background color**” in the color palette (see page 8) may be used as either solid backgrounds or **color overlays** in front of high-resolution photographs (see page 18) - **do not use** colors outside of the color palette or gradients of any color. For color overlays, background colors must have a **transparency of either 30, 40, or 50%**. The logo must always be in front of all color overlays.

When selecting a background, always strive for bold contrast in your pairings of lockups and background colors. The above examples are **not** the only possible combinations - let those creative juices flow!

Color Overlays & Imagery



Top left: Barnard College stock photo with 50% dark grey overlay. **Top middle:** 2021 Vice President of Finance Kevin Adams with no color overlay. **Top right:** 2021 Vice President of Membership Development Brittany Rhoden with 30% off-white overlay. **Bottom left:** 2021 EDI Chair Denée Jenkins with no color overlay. **Bottom middle:** 2021 President Leonard Breton with 30% LICSPA blue 1 overlay. **Bottom right:** Adelphi University stock photo with 40% LICSPA blue 2 overlay.

High-resolution photos are also approved backgrounds. **All photos should be at least 1080 x 1080 pixels at 300 pixels per inch (ppi).** Always ensure that LICSPA has permission to use the likeness of the person/institution photographed.

Surrounding select photos with others that have color overlays helps to emphasize the photo without one. Ensure that LICSPA has permission to use the likeness of the person/institution photographed.

Typography

Below are the acceptable typefaces of the LICSPA brand. LICSPA's primary font is the Montserrat Font Family. Montserrat offers wide, round forms that are quickly recognizable and provide a sleek modern look. **Print text should always be black.**

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

The Montserrat Font Family is a free Google font and can be downloaded at <https://fonts.google.com/specimen/Montserrat>.

Use Montserrat for body copy, headlines, and sub-headlines. Text in Montserrat may be sentence or title case, with sentence case preferred. To emphasize certain words, you may **bold** or *italicize*.

In all print materials, use 12-point font for body copy; 28-point bold font for headlines; and, 16-point bold font for sub-headlines.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+

Verdana is an alternate font - **it is only to be used if Montserrat is unavailable or unable to be installed.**

Creating a Design

When creating a design, keep it simple and professional:

1. Follow all brand and visual standards as described in this guide - contact **marketing@licspa.org** with any questions
2. Ask for permission from presenters, event attendees, and institutions to use their likeness in all print, digital, and media content
3. Only use high-resolution photographs (see page 13) or stick to other approved backgrounds
4. Less is more - don't use more than three backgrounds in one image
5. Always left or right-justify text. Do not use center justification
6. Mix it up! The brand is accessible and has lots of color variations. Just make sure all visual standards are followed
7. Empty space is your friend. Do not bog-down the brand by being too wordy - and use common, yet professional language to maintain accessibility & inclusivity (e.g. "use" vs. "utilize")
8. When listing dates, use the "Month Date, Year" format; for times, use "a.m." and "p.m." If an event begins/ends on the hour, there is no need to add ":00" after the hour. If an event starts and ends within the same time of day, only use "a.m." or "p.m." once (e.g. 10 - 11:30 a.m.)
9. Avoid using all-capitalized words to increase accessibility
10. Be clear - avoid acronyms, abbreviations, and conjunctions

Social Media Templates



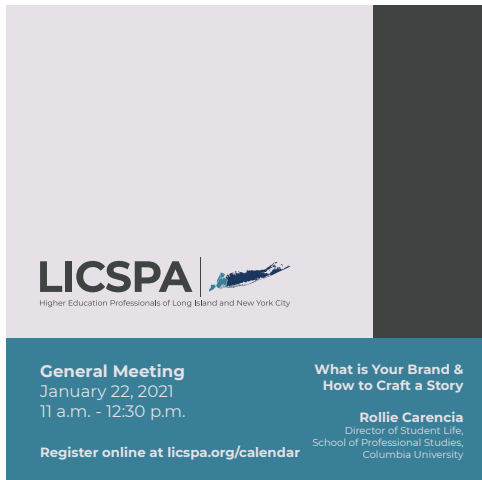
Here are only a few templates for social media which showcase the versatility of LICSPA 2.0. High-resolution photographs (see page 18) are intended to be placed within the white squares of the templates.

LICSPA 2.0 in Action



Top left: This social media square uses a high-resolution headshot provided by the guest speaker. A 30% off-white color overlay is used. The LICSPA blue 1 primary lockup variant is located in the upper-left corner of the image with appropriate clear-spacing and placement. The bottom LICSPA blue 1 rectangle is used to house all information and uses off-white text for high contrast.

Right: This social media story uses a high-resolution photo of Hofstra University. The off-white primary lockup variant is used in the upper-right corner of the image with appropriate clear-spacing and placement. A 50% LICSPA blue 1 color overlay is used so that text may be added later. The bottom dark grey rectangle houses contact information and uses off-white text for high contrast.



Bottom left: This image is an example of an advertisement for the same meeting as the top left image, without the high-resolution headshot of the guest speaker. Instead, it uses two different color blocks (off-white and dark grey). The secondary lockup is used in the absence of a photograph, and has the appropriate clear-spacing and placement in the off-white square.

In all of the examples, all shapes are squared with sharp, crisp lines and text is either left or right-justified and aligned with the logo and other text boxes. These images uphold our brand and visual standards due to their simple and professional aesthetic. Although these examples are intended for social media, they can be emulated for all print, digital, and other media formats.



LICSPA | 