Brand Promise

The brand promise identifies what key audiences should expect in all interactions.
East Los Angeles College empowers students to achieve their educational goals, to expand their individual potential, and to successfully pursue their aspirations for a better future for themselves, their community and the world.

Brand Positioning

Brand positioning articulates ELAC’s desired brand associations rooted in today, but also aspirational.
Vision: Through our emerging focus on student-centered instruction, students-centered services, and integrated learning, East Los Angeles College will be an exemplary model for student academic achievement, skill development, and artistic expression.

ELAC encourages all students to discover and pursue a unique path to their dreams and talents with confidence. The college gives them every opportunity to explore their interest inside and outside the classroom. ELAC’s student-centered instruction and services, nurturing community and state-of-the-art campus help students to know, engage and understand the world.

Brand Pillars

Brand pillars are the most important attributes we want to communicate. They must be emphasize very specific, tangible aspects of ELAC.

- Student-centered Instruction and Services
- Student Equity and Social Justice
- Nurturing Community
- State-of-the-Art Campus

Brand Personality

The brand personality includes attributes or traits that guide the tone of voice and visual expression. It captures the spirit of the brand positioning and supporting pillars, and helps us bring the brand to life and foster consistency in the ways we communicate it.

- Inclusive
- Supportive
- Prestigious
- Community Focused
Logo Usage

Our logo is vital to the brand and represents us. Our logo acts as an identifier for ELAC and is used on all publications, internal documents, promotions and collateral material representing ELAC. The logo components must not be altered. The text or husky logo can be used alone or together as shown below.

Approved ELAC Logos

The three approved ELAC Logos below can be used on their own or in combination with each other as shown below.

Examples of use in combination
Sub-brands

Sub-branding is the process of creating a secondary brand within a main brand that can help differentiate important offices, departments and programs that are subsidiary units. It is critical that all administrative and academic offices and areas be represented as sub-brands of ELAC. This ensures that their affiliation with their parent institution, ELAC, is clearly identified and helps make certain that messages to our external and internal audiences are not confused with those of another institution.

The Office of Marketing and Communication can help with the creation of sub brand logos.

Athletics and Other Programs

This version of the logo can be used for athletics and other programs.

East Los Angeles College Seal

The College seal is reserved for publications or materials requiring a formal and ceremonial image, such as Commencement materials or formal invitations from the president, or official stationary.
General Usage

Using our logo and Husky consistently and frequently helps ELAC become better known and understood. Please use them both as outlined. The logo or Husky cannot be recreated with any font, resized or rearranged for any reason. Please contact the Office of Marketing & Communications with any questions you might have or if you would like to make a custom sub-brand.

DO NOT:

- Alter the logo or Husky in any way.
- Redesign, redraw, animate, modify, distort, or alter the proportions of the logo or Husky.
- Surround the logo or Husky with—or place in the foreground over—a pattern or design.
- Rotate or render the logo or Husky three-dimensionally.
- Add words, images, or any other new elements to the logo or Husky. Replace the approved typeface with any other typeface.
- Enclose the logo or Husky in a shape or combine it with other design elements or effects.
- Modify the size or position relationship of any element within the logo or Husky.
- Add additional copy to the logo or Husky.

Colors

The colors of the logo should be consistent with all usage and should not be altered or changed in any way.

White and grey along with bright/saturated colors align with the brand and can be used to compliment ELAC green.

ELAC Green

- CMYK: 71, 4, 100, 45
- RGB: 71, 119, 41
- PMS: 364
- #4A7729

Typography

The College has chosen “Poppins” as its primary font family. These fonts are to be used in any ELAC promotion or publication and pair well with our logo. Available at https://fonts.google.com/specimen/Poppins

“Poppins Regular”

“Poppins Bold”

An exception to the requirements of the branding guide would be college-recognized student work.