The Office of Public Engagement created the Long Beach College Promise style guide as a reference for those who publish and edit documents for external audiences. This style guide provides guidance for colors, logos, fonts and text.

THE MISSION

The Long Beach College Promise extends the promise of a college education to every student in the Long Beach Unified School District to create a more vibrant community.
AP Style

For text, we ask writers to use the Associated Press Style Book. While many in academia use other style guide options, AP is best suited for external audiences who seek to learn more about the Long Beach College Promise.

Acronyms

This style guide discourages the use of acronyms. While acronyms assist the writer as he or she seeks brevity, ultimately they foster confusion in external audiences. Our only exception to this rule is when describing partner institutions for the second time. For example, LBUSD, LBCC and CSULB.
The Long Beach College Promise (to be used first in a document). The Promise to be used as an abbreviated version.

EXAMPLE: The Long Beach College Promise (The Promise) is an innovative and award winning educational partnership. The Promise utilizes deep cross-intuitional collaboration to provide continuous student support along the educational ladder.

THE PROMISE LOGO

The Long Beach College Promise logo is available only for official documents published by partner institutions. Use only the logo version in this guide.
PARTNER NAMES, LOGOS & SEALS

The Promise partner names include: Long Beach Unified School District (LBUSD), Long Beach City College (LBCC), California State University, Long Beach (CSULB) and the City of Long Beach.

Individual logos and seals of The Promise partners are available upon approval of partner institutions. Please maintain the integrity of the logos’ shapes and sizes.

“LONG BEACH, CALIFORNIA”

When writing for a national audience, please add California to your description. There are other cities named Long Beach in the nation.
“INITIATIVE” NOT “PROGRAM”

The Long Beach College Promise is NOT a “program.” It is an “initiative” or a way of conducting the business of education in Long Beach, California.

✅ **DO USE:** The Long Beach College Promise is an award-winning educational initiative in Long Beach.

🚫 **DO NOT USE:** The Long Beach College Promise program began in Long Beach.
WEBSITE
When referencing The Promise website, use: www.longbeachcollegepromise.org

SOCIAL MEDIA
When referencing social media, use @TheLBPromise on Twitter and thelbpromise on Instagram.

We encourage the use of #LBCCollegePromise.
COLOR SCHEME

C = 76  
M = 32  
Pantone 2925 C

Y = 0
K = 0

C = 100  
M = 50  
Pantone 307 C

Y = 19
K = 2

C = 1  
M = 100  
Pantone 185 C

Y = 92
K = 0

C = 0  
M = 22  
Pantone 1225 C

Y = 84
K = 0
ANATOMY OF THE LOGO

THE LONG BEACH COLLEGE PROMISE

FONT #1
MISSION GOTHIC LIGHT

FONT #2
KLINIC SLAB BOLD

COLOR
Pantone 307 C
Klinic Slab Bold
“Mission Gothic Thin Italic”

Mission Gothic Light.
ELEMENTS OF THE BRAND

This decorative element represents Long Beach with the landmark of the pyramid and trees.

The tri-color bars are reminiscent of a sunset and can be used to add color to a page.
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