

5e. Logo Use Procedure & Guide

Procedure

In January 2018, the LCC Head Start/EHS/ECEAP program received Cabinet approval to implement a dedicated brand identity created by On The Mark Associates. This logo was subsequently reviewed and officially approved by the Policy Council on January 22, 2018.

Our logo — featuring a brown branch with green leaves nestled within a red and blue heart — is a visual representation of our core mission. It represents the diverse families, relationships and growth that occur among families, staff, and the positive impact our program has in our community.

To maintain a professional and unified image, all applications of the logo must strictly adhere to:

- [Policy 825: College Branding \(lowercolumbia.edu/publications/administrative-policies/800/825\)](https://lowercolumbia.edu/publications/administrative-policies/800/825)
- LCC Brand & Style Guide: All visual materials must follow the standards outlined in the [Official Branding Guide \(internal.lowercolumbia.edu/departments/effectiveness-college-relations/_assets/documents/Brand-and-Style-Guide-Feb-2026.pdf\)](https://internal.lowercolumbia.edu/departments/effectiveness-college-relations/_assets/documents/Brand-and-Style-Guide-Feb-2026.pdf).

Note: Proper branding ensures our program remains easily recognizable and credible to the families and community partners we serve.

