LEGACY EDUCATION

Brand Guidelines

March 2025 V1.0

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Introduction

Welcome to Legacy Education's Brand Guidelines

At Legacy Education, our brand is more than just a logo or a color palette—it is the embodiment of our values, reputation, and commitment to excellence in education.

These guidelines serve as a blueprint for how we present ourselves to students, partners, and the broader community.

By following them, you help create a cohesive and recognizable brand that builds trust, strengthens our identity, and enhances our impact. Every interaction—whether through marketing materials, emails, or campus signage—shapes how Legacy Education, and our school brands, are perceived.

Thank you for playing a vital role in maintaining and upholding the integrity of our brand.

Ready? Let's get started.

Logos
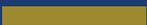
Legacy Education

The Legacy Education logo symbolizes knowledge, achievement, and opportunity. The graduation cap and open book represent education as a pathway to success, while Legacy Blue conveys trust and excellence. The gold tassel and underline signify ambition and the bright future education provides. With strong, professional typography, the logo reflects Legacy Education's commitment to empowering students and leaving a lasting impact.

Think of our logo as our signature— the primary visual representation of our organization, our people, and our brand. It is a valuable asset that must be used consistently and only in the approved formats outlined below.

Legacy Education Logo Usage

The logo should appear in Legacy Blue in most cases. The only exceptions are for black and white printing, or when a dark background is in use behind the logo.

The three approved version of the logo include:

- **Primary:** Legacy Blue logo
- **Secondary:** White logo
- **Tertiary:** Black logo

Clear Space

The logo should always be legible and have enough clearance away from headlines, copy and visuals. The clear space is defined by using the height of the "A" character from our logo.

Color Usage & Accessibility

The following are approved logo color combinations. These choices for digital and print are critical for accessibility, as they provide the best color contrast.


Please contact the Marketing team at **marketing@legacyed.com** for logo files. You can also go to the shared drive to get the current logo at **Legacy Education > Documents > _CORPORATE > Marketing**

Logo Misuse

Avoiding the following applications of the Legacy Education logo will ensure brand consistency, quality and legibility:

- Using the old Legacy Logo

- Stretching or skewing logo

- Applying a drop shadow or glow

- Rotating logo

- Using off-brand or campus specific colors

- Changing the logo font

- Not adhering to clear space specifications

- Using the logo on a busy background

- Using the logo with a low contrast background
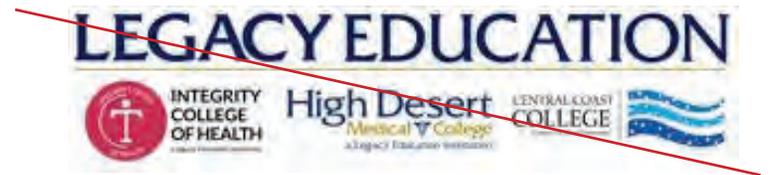
School Logos

Legacy Education is a collective of four distinct educational institutions: High Desert Medical College, Central Coast College, Integrity College of Health, and Contra Costa Medical Career College. Each school has its own unique brand elements, represented by individual logos and color schemes, while reflecting the excellence of the Legacy Education brand.

All school logos have the tagline: a Legacy Education Institution - and should never be used without this tagline on their own.

Logo usage guidelines can be found starting on page 9.

Legacy Family Logo

When creating a document or asset for a specific campus, please use the approved school logo. For materials intended for use across all schools, the Legacy Education Family logo (shown on the right) should be used.

If you're unsure which logo to use or need assistance with document review, please feel free to contact the Marketing team.

Please contact the Marketing team at **marketing@legacyed.com** for logo files. You can also go to the shared drive to get the current logo at **Legacy Education > Documents > _CORPORATE > Marketing**

School Logo Usage

The primary full-color logo should be used in most cases. Black and white or two-color versions are also available for specific needs. **Please ensure you're using the most current school logo, which includes the tagline "a Legacy Education Institution".**

> ⚠ • Do not use old logos.
> • Avoid stretching, distorting or changing the current logo proportions in any way.

Primary Full-Color Logos

Secondary Logos

Logo Misuse

School Logo Usage

The primary full-color logo should be used in most cases. Black and white or two-color versions are also available for specific needs. **Please ensure you're using the most current school logo, which includes the tagline "a Legacy Education Institution".**

> ⚠ • Do not use old logos.
> • Avoid stretching, distorting or changing the current logo proportions in any way.

Primary Full-Color Logos

Secondary Logos

Logo Misuse

Colors

Legacy Education Colors

The use of deep, rich colors like blue and and gold reflect prestige, stability, and success.

Legacy Blue is our primary color. It's powerful and carries the visual brand. Legacy Gold should work in harmony with Legacy Blue to create balance and contrast.

The additional colors listed can be used sparingly. The two colors identified for data visualization can be used for charts, graphs and infographics, when needed.
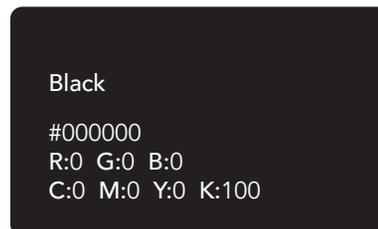
Legacy Blue
Primary Color

#1F3D71
R:31 G:61 B:113
C:99 M:85 Y:29 K:15
Pantone: 654 C

Legacy Gold
Secondary (Accent Color)

#A18700
R:161 G:135 B:0
C:37 M:39 Y:100 K:9
Pantone: 111 C

Black

#000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100

White

#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

Carbon Gray

#333333
R:51 G:51 B:51
C:69 M:63 Y:62 K:58

Light Gray

#F6F6F6
R:246 G:246 B:246
C:0 M:0 Y:0 K:6

Bright Blue
Accent/Data Visualization

#1E73BE
R:30 G:115 B:190
C:84 M:39 Y:0 K:25

Medium Blue
Accent/Data Visualization

#CADAEB
R:202 G:218 B:235
C:14 M:7 Y:0 K:8

School Colors

The following are approved colors for each school. The logo colors listed are considered to be the school's primary colors, which should be used more prominently. The accent colors should be used sparingly to add visual interest as needed, as shown on their respective websites.

High Desert Medical College (a Legacy Education Institution)

Logo Colors

Legacy Blue
#1F3D71
R:31 G:61 B:113
C:99 M:85 Y:29 K:15
Pantone: 654 C

Legacy Gold
#A18700
R:161 G:135 B:0
C:37 M:39 Y:100 K:9
Pantone: 111 C

Additional Accent Colors

High Desert Blue
#0877BD
R: 8 G: 119 B: 189
C: 86 M: 48 Y: 0 K: 0

Bright Yellow
#FFCB05
R: 255 G: 203 B: 5
C: 0 M: 20 Y: 100 K: 0

CENTRAL COAST COLLEGE (a Legacy Education Institution)

Logo Colors

Central Coast Dark Blue
#194F90
R:25 G:79 B:144
C:99 M:77 Y:14 K:2
Pantone: 7686 C

Central Coast Blue
#0082CA
R:0 G:130 B:202
C:100 M:35 Y:7 K:0
Pantone: Process Blue C

Central Coast Bright Blue
#00A7E1
R:0 G:167 B:225
C:81 M:12 Y:1 K:0
Pantone: 2995 C

Additional Accent Color

Bright Yellow
#FFCB05
R: 255 G: 203 B: 5
C: 0 M: 20 Y: 100 K: 0

School Colors

Logo Colors

Integrity Red
#C31C4A
R:195 G:28 B:64
C:17 M:100 Y:65 K:5
Pantone: 7636 C

Integrity Black
#101820
R:16 G:24 B:32
C:82 M:71 Y:59 K:75
Pantone: Black 6 C

Additional Accent Colors

Integrity Dark Blue
#04305A
R:4 G:48 B:90
C:96 M:47 Y:0 K:65

Medium Blue
#7EA7D9
R: 126 G: 167 B: 217
C: 50 M: 26 Y: 0 K: 0

Bright Yellow
#FFCB05
R: 255 G: 203 B: 5
C: 0 M: 20 Y: 100 K: 0

Logo Colors

Legacy Gold
#A18700
R:161 G:135 B:0
C:37 M:39 Y:100 K:9
Pantone: 111 C

Carbon Gray
#333333
R:51 G:51 B:51
C:69 M:63 Y:62 K:58
Pantone: 447 C

Additional Accent Color

Medium Blue
#7EA7D9
R: 126 G: 167 B: 217
C: 50 M: 26 Y: 0 K: 0

Typography

Brand Typefaces

Marketing: Avenir
For Admissions & Other External Collateral

Avenir is the preferred font for admissions and external collateral to ensure brand consistency. It is a sans-serif typeface that ensures legibility and professionalism across communications.

This font is primarily used for professionally designed collateral through marketing. Employees should not use this font in documents.

Headline
Use Legacy Blue or Black

Avenir Light
Avenir Medium
Avenir Heavy
Avenir Black

Body Copy
Use Carbon Gray or Black

Avenir Book
Abcefghijklmnopqrstuvwxyz

Avenir Light
Abcefghijklmnopqrstuvwxyz

Company: Calibri or Times New Roman
For Documents, Letters & Everyday Use

Calibri is our default font, for use in everyday documents, forms, questionnaires, etc. This versatile sans-serif font is available to all users.

Times Roman is our alternative font, for those who prefer a serif font.

Headline
Use Legacy Blue or Black

Calibri Bold
Times New Roman

Body Copy
Use Black

Calibri
Abcefghijklmnopqrstuvwxyz

Times New Roman
Regular Abcefghijklmnopqrstuvwxy

Letterhead

Letterhead should be updated to contain the current family logo for corporate communication both internally and externally. Individual campus letterhead should be specific to the campus address and contain only that campus logo.

Email Signatures - Corporate

To maintain consistent and professional communication across corporate and all campuses, we are implementing standardized email signatures. The corporate signature is shown to the right, and the school-specific signatures can be found on the following page. Please use 11 pt **Calibri** font and update your email signature accordingly. The family logo should be no larger than 3 inches in the signature.

If you are a corporate employee, you should be using only a @legacyed.com email address to represent the company as a whole, rather than a specific campus.

First Last Name
Title (Italics)
LEGACY EDUCATION
31625 De Portola Road
Temecula, CA 92592

Address for corporate employees in your signature should be your designated or closest campus.

(XXX) XXX-XXXX Direct
name@legacyed.com
www.legacyed.com

Height: 0.69"

Width: 3"

For email signature instructions, logo and tagline files, please contact the Marketing team at **marketing@legacyed.com**
You can also go to the shared drive to get the current logo at **Legacy Education > Documents > _CORPORATE > Marketing**

Email Signatures - Schools

All Signatures should be in 11pt Calibri font. Only bolded or italicized where designated.

First Last Name
Title (Italics)
HIGH DESERT MEDICAL COLLEGE
701 West Avenue K, Suite 123
Lancaster, CA 93534

(XXX) XXX-XXXX Direct
name@hdmc.edu
www.hdmc.edu
www.legacyed.com

The HDMC logo should be no more than 2 inches wide in the email signature.

First Last Name
Title (Italics)
CENTRAL COAST COLLEGE
111 E Navajo Drive, Suite 100
Salinas, CA 93906

(XXX) XXX-XXXX Direct
name@centralcoastcollege.edu
www.centralcoastcollege.edu
www.legacyed.com

The CCC logo should be no more than 2.5 inches wide in the email signature.

First Last Name
Title (Italics)
INTEGRITY COLLEGE OF HEALTH
1460 N Lake Avenue, Suite 102
Pasadena, CA 91104

(XXX) XXX-XXXX Direct
name@ich.edu
www.ich.edu
www.legacyed.com

The ICH logo should be no more than 2 inches wide in the email signature.

First Last Name
Title (Italics)
CONTRA COSTA MEDICAL CAREER COLLEGE
4041 Lone Tree Way, Suite 101
Antioch, CA 94531

(XXX) XXX-XXXX Direct
name@ccmcc.edu
www.ccmcc.edu
www.legacyed.com

The CCMCC logo should be no more than 2.5 inches wide in the email signature.

Email replies should not contain logo or street address.

Questions?

Contact us at marketing@legacyed.com