



VISUAL IDENTITY

THE LOGO

MESSAGE

The LAGCC logo is designed to communicate the notion of a community college being a catalyst where individuals come together to learn, grow and shine.

Visually this is conveyed with the nine arrows coming together in the center of the logo mark which represents introspection. The negative space at the center and between each of the arrows forms an emanating star representing infinite growth.

Nine arrows have been used to signify the college's inception as Community College Number 9.

LETTERING AND FORM

The logo's typography provides a solid foundation for the logo mark while conveying modernity and strength. The "a" after the L must always be in a superscript position, and the kerning between the "L" and "a" is adjusted so the "a" is over the lower stroke of the "L."

PROPORTIONS AND ALIGNMENT

Below are dimensions that specify how the logo is proportionally constructed and aligned. Please do not alter this configuration in any way.



DISCONTINUED VERSION

The old version, where the words, "Community College" appear outside of the red square, is discontinued.

The tagline, "Dare to Do More" is also discontinued. Always substitute the new version if you see the old one in use.

MAIN LOGO: SQUARE



HORIZONTAL LOGO



Use this horizontal version when you need the logo to be small, or if your space is horizontal.

LOGO CLEAR SPACE

WHAT IS CLEAR SPACE?

The clear space is a proportionally relative guideline for measuring a proper distance between the logo and other competing visual elements, whether they be competing logos or other graphics. Preserving this margin of space around the logo is important to help preserve its integrity and prominence.

HOW TO MEASURE CLEAR SPACE

The LAGCC logo's clear space is referenced by the height of the capital "L" in the school's name. The distance created by the doubling the height of the letter "L", as shown in the diagram, provides a nice margin of space around the logo. Use 1-2 "L's" of space.



LOGO COLOR FORMATS

FULL-COLOR LOGO

The primary LAGCC logo uses LAGCC Red. (PMS 1797) The full color values can be found on the Brand Palette pages. The “rays” which emanate from the center of the logo are 65% of LAGCC red, or PMS1787.

The college name in the horizontal logo should always be black, unless the color background is dark, in which case they should be white.

ONE-COLOR LOGO

Use the primary, full-color LAGCC logo at all times, unless only one color is available, for example on a promotional product or an engraving. In that case, the best choice is the 1-color white horizontal logo, or the B&W square logo. You can also use the 1-color white logo if your background is red.

Please contact Cindy Busch or Ed Hollins, of Communications and External Affairs for guidance.

All logos are available for download on our [Visual Identity SharePoint](#).



Full-Color Square logo



Full-Color Horizontal logo



Full-Color Horizontal logo with white letters-on dark background



One-Color White Horizontal logo-on red background



B&W Square logo for engravings and graayscale applications

INCORRECT LOGO USE-DO'S AND DON'TS

Proper use and display of the logo is essential for maintaining and protecting the integrity of LaGuardia's identity.

The following examples illustrate incorrect applications of the LAGCC logo. Always use the master logo artwork for reproduction.



Do not remove the name of the College



Do not distort the logo.



Community College

DARE TO DO MORE



Do not use the discontinued, pre-2023 logo, or the old "Dare to Do More" tagline.



Do not reverse or invert the colors.



Do not put a frame around the logo.



LaGUARDIA
COMMUNITY COLLEGE



Do not use the special 1-color red horizontal logo unless specifically approved by Marketing & Communications. Use the horizontal logo with red square and -black letters instead.



Do not place the logo within another shape.



Do not squeeze the logo into a tiny space.
See page 16 for Clear space rules.



LaGUARDIA
COMMUNITY COLLEGE



LOGO WITH DEPARTMENT OR PROGRAM IDENTIFICATION

HIERARCHY

Consistency in appearance is vital when building equity in our visual identity. For this reason alone it is always preferable to use the LaGuardia logo as it represents the most recognizable mark at the highest level possible within our logo system. However, in some instances the need to identify a department or program of the College is also important. To that end, the system shown on this page was designed. It provides a consistent visual treatment for all of the College's programs and departments.

COLOR/FONTS

The Program or Department name is always:

- Interstate bold upper and lower case, for readability and consistency with the College logo.
- Displayed in black, unless it must be in red or white in order to stand out from its background.

ALIGNMENT

- Approximately one "L" to the right of the red square
- Aligned left, stacked on 2 or 3 lines, and centered vertically with the red square
- Size of the font is the same as the word "LaGuardia"
- About 2 pt. leading / -10 tracking

CLEAR SPACE

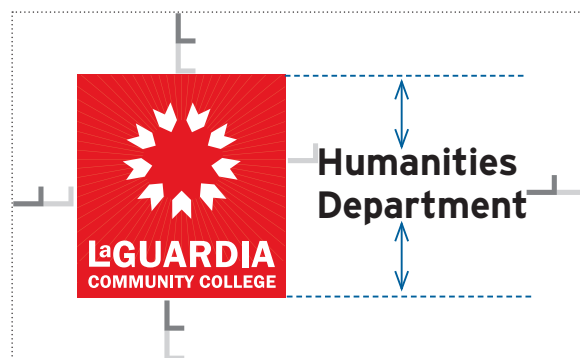
Allow 2 "Ls" as usual around the whole lockup.

LOGO POLICY

To ensure brand consistency, no new symbols or logos should be created to identify a LaGuardia department or program, because it would compete with, and thereby dilute the impact of the College logo.

Logos are available for download on our

[Visual Identity SharePoint.](#)



Humanities
Department



Office of
Campus Life



The English
Language
Center



College Now
Program

If your background is dark, use the version of your logo lockup with white letters



College
Career
Connect

Do not create your own
logo for your program

CO-BRANDING GUIDELINES

HIERARCHY

For LaGuardia Community College-branded applications, The College logo should be given an appropriate level of prominence over the partner or affiliate logo it is being co-branded with. The consistent placement of the LAGCC logo to the left increases its prominence, but it should also optically appear larger than the co-branded logo. Generally, the co-branded logo should be about half the height of the College logo's red square. It's important to consider the legibility of the logo's name and, if applicable, its tagline also.

ALIGNMENT

Logos co-branded with LaGuardia's logo should be bottom-aligned to the axis defined by the bottom edge of LAGCC's red square, as shown by the dotted line in the examples.

PAGE PLACEMENT

The LAGCC logo and the co-branded logo should be flanked on opposite sides of the page format with each logo having an equal amount of space between it and the edge of the page. For LAGCC-branded design applications, the LAGCC logo should always

appear on the left side. This strengthens and adds consistency to the brand image.

CLEAR SPACE

Allow sufficient clear space between the two logos. See page 16 for specific guidelines.



LAGCC AND VERTICAL LOGO

For logos that are strongly vertical in format, it is OK for the height of the affiliate logo to be higher than half the red square, if needed for legibility, as long as the affiliate logo appears smaller overall.



LAGCC AND HORIZONTAL LOGO

For logos that are strongly horizontal in format, it is OK for the width of the affiliate logo to be wider than the red square, as long as the height is about half.



LAGCC AND MULTIPLE LOGOS

For several logos that have to fit in a small space, for example, corporate partners in a LaGuardia program, it's best to keep them all the same size, unless the size of the partners' contributions vary, and some partners need to be recognized more than others. Use your best judgement to keep them visually balanced. Fine gray vertical lines can help the reader understand them to be separate entities.

CO-BRANDING WITH CUNY

HIERARCHY

For LaGuardia Community College branded applications, the LAGCC logo should be given a slight prominence over the CUNY logo, to make it clear that LaGuardia is the most pertinent entity. However to achieve this, since the CUNY logo is visually so much bolder than LaGuardia's, it's best to make it about 3/4 the size of the LaGuardia logo.

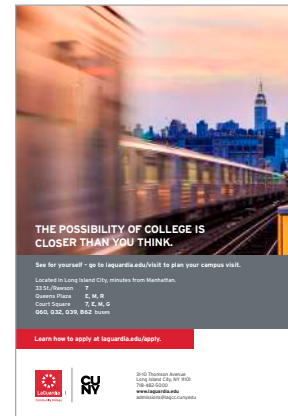
ALIGNMENT

The CUNY logo should be bottom aligned to the axis defined by the bottom edge of LAGCC's red square, as shown by the dotted line in the examples.

WHERE TO FIND CUNY LOGOS

The CUNY logo is available in the most commonly used formats on LaGuardia's Visual Identity Sharepoint site. The CUNY brand guidelines along with a complete set of logos is available from the CUNY website:

<https://www.cuny.edu/about/administration/offices/communications-marketing/university-identity/>



COLLEGE & CUNY LOGO LOCKUPS

Use the CUNY logo in black, CUNY blue or white, and place it to the right of the LaGuardia logo, at about 3/4 of the height of the red square. Allow approximately 2 "L's" of clear space and include a thin gray rule between both.

For most applications, use just the CUNY block. When identifying the College to an audience unfamiliar with CUNY, use the CUNY name lockup.

LaGuardia/CUNY logo lockups are also available on the Visual Identity Sharepoint site.



Do not enlarge the CUNY block to be the same size as the LaGuardia logo, since it will completely dominate it.

TYPOGRAPHY FOR DISPLAY

BRAND VOICE

Interstate is LaGuardia’s main brand font and is the preferred display font for all LAGCC design applications. (Display means headlines, lists, and anything shorter than a paragraph.) Tonally, it balances the College’s daring, ambitious side with a friendly, welcoming undertone.

FUNCTIONALITY

Interstate is a versatile type family with a large variety of different weights and styles. For

example, Interstate Regular and Interstate Bold both work well for headline copy, pull quotes and other display type treatments. Interstate Regular Condensed and Interstate Bold Condensed are ideal for small captions where space is limited at small sizes.

ACTIVATING INTERSTATE

Interstate is available for free through Adobe Fonts. Go to your Adobe Creative Cloud account and click on “Manage Fonts.” From there, you can search for and

activate the Interstate font family.

WEB DESIGN AND POWER POINT APPLICATIONS

Overpass or Arial are the recommended font family to substitute for Interstate. Overpass can be downloaded free from [Google Web Fonts](#). Arial or Overpass (*use Overpass regular—not “Mono”*) are good choices if your work is only digital.

INTERSTATE

Interstate Extra Light
Interstate Extra Light Italic
Interstate Light
Interstate Light Italic
Interstate Regular
Interstate Regular Italic
Interstate Bold
Interstate Bold Italic
Interstate Black
Interstate Black Italic

INTERSTATE CONDENSED

Interstate Light Condensed
Interstate Regular Condensed
Interstate Bold Condensed
Interstate Black Condensed

OVERPASS (SUBSTITUTE)

Overpass Regular
Overpass Italic
Overpass Bold
Overpass Bold Italic
Overpass Heavy
Overpass Heavy Italic

ARIAL (SUBSTITUTE)

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

TYPOGRAPHY FOR TEXT TYPE

BRAND VOICE

Kepler is identified as an approved font family used for LAGCC materials. Kepler is a modern serif family with a strong vertical thrust and firmly planted baseline serifs, tonally conveying confidence and strength.

FUNCTIONALITY

Kepler is the font family of choice for text type. Text type is defined as typography shown at point size 12 or smaller and typically presented in paragraph format. Kepler is available in standard, condensed and

extended weights. The set of standard weights listed below are what should be used for body copy and most text type. For photo captions and other unique situations where space is limited, the condensed weights provide an ideal solution.

ACTIVATING KEPLER

Kepler is available for free through Adobe Fonts. Go to your Adobe Creative Cloud account and click on “Manage Fonts.” From there, you can search for and activate the Kepler font family.

WEB DESIGN AND POWER POINT APPLICATIONS

For Web design and Power point applications, Times is the recommended font family.

Another serif font, available for free download from Adobe and from [Google Web Fonts](#) is Merriweather. Times or Merriweather are good choices if your work is only digital.

KEPLER

Kepler Light

Kepler Light Italic

Kepler Medium

Kepler Medium Italic

Kepler Bold

Kepler Bold Italic

Kepler Condensed

Kepler Condensed

Kepler Semibold Condensed

Kepler Semibold Condensed Italic

TIMES (SUBSTITUTE)

Times Regular

Times Italic

Times Bold

Times Bold Italic

MERRIWEATHER (SUBSTITUTE)

Merriweather Light

Merriweather Light Italic

Merriweather Regular

Merriweather Italic

Merriweather Bold

Merriweather Bold Italic

COLOR PALETTE FOR PRINT

PRIMARY COLOR: LAGCC RED
LAGCC Red is the primary and dominant color in all LAGCC communications materials. LAGCC Red conveys the spirit of the College: It feels courageous, bold, ambitious, assertive, strong and forward-looking. LAGCC Red should be the most visually prominent color on any LAGCC application. This is one way the brand will build and establish visual recognition among audiences.

LAGCC Red is the name given to describe how the color is represented across a number of different reproduction methods. The Pantone, CMYK, RGB and HTML values defining LAGCC Red are provided below and on the next page.

SECONDARY COLOR PALETTE
The secondary color palette is designed to support, enhance, but not dominate the primary color, LAGCC Red. Use for hierarchal and organizational purposes once red has already been established on an application.

Flooding areas for sidebars or background colors are one example of use.

TERTIARY COLOR PALETTE
The tertiary color palette consists of brighter, more vibrant colors that are intended to accent, but not overwhelm, LAGCC Red. The brightness of these colors makes them susceptible to competing with LAGCC Red, so use them in small bits to highlight important pieces of information.

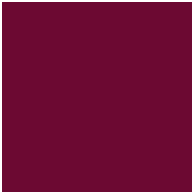
Gray, black and white can also be used with the brand palette.

**PRIMARY COLOR:
LAGCC Red**

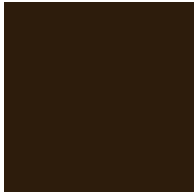


PANTONE: 1797C
CMYK: 2/98/85/7
RGB: 196/38/46

**SECONDARY COLOR
PALETTE**



PMS 209
CMYK: 14/94/36/60
RGB: 110/39/61



PMS 7533
CMYK: 36/52/65/85
RGB: 74/60/49



PMS 453
CMYK: 10/6/28/14
RGB: 194/194/160



PMS 7542
CMYK: 24/4/8/13
RGB: 172/192/198



PMS 620
CMYK: 44/42/100/15
RGB: 139/122/24



PMS 3015
CMYK: 100/58/21/4
RGB: 0/96/156

**TERTIARY COLOR
PALETTE**



PMS 109
CMYK: 1-16-100/0
RGB: 255/209/0



PMS 152
CMYK: 6/67/100/0
RGB: 205/115/48

ADA COMPLIANT COLOR PALETTE FOR WEB

PRIMARY COLOR: LAGCC RED
LAGCC Red is the primary and dominant color in all LAGCC communications materials. LAGCC Red conveys the spirit of the College: It feels courageous, bold, ambitious, assertive, strong and forward-looking. LAGCC Red should be the most visually prominent color on any LAGCC application. This is one way the brand will build and establish visual recognition among audiences.

LAGCC Red is the name given to describe how the color is represented across a number of different reproduction methods. The RGB and HTML values defining LAGCC Red are provided below.

SUPPORTING COLORS
The supporting color palette is designed to enhance and support, but not dominate the primary color, LAGCC Red. Use the supporting colors for hierarchal and

organizational purposes and functional behaviors, once red has already been established in an application.

WEBSITE DESIGN
Website page layout and designs (stylesheets) for LaGuardia.edu are determined and established by the Marketing & Communications and Web Services departments. Please direct any inquiries to Caridad Munoz in Communications and External Affairs.

PRIMARY COLOR: LAGCC Red



RGB: 196/38/46
HTML: C4262E

SUPPORTING COLORS



RGB: 249/68/35
HTML: F94423



RGB: 200/16/46
HTML: C8102E



RGB: 251/211/52
HTML: FBD334



RGB: 225/158/27
HTML: FF9E1B



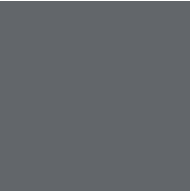
RGB: 41/123/177
HTML: 2A7AB0



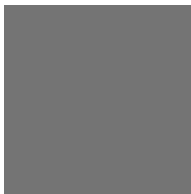
RGB: 103/119/131
HTML: 677783



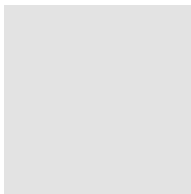
RGB: 51/51/51
HTML: 333333



RGB: 199/102/106
HTML: 63666a



RGB: 115/115/115
HTML: 737373



RGB: 226/226/226
HTML: e2e2e2

RECOMMENDED IMAGERY STYLE

Below are two different styles of images and a brief explanation of how and when each is to be used. The tone for images should always

feel genuine, ambitious, diverse, independent and welcoming.

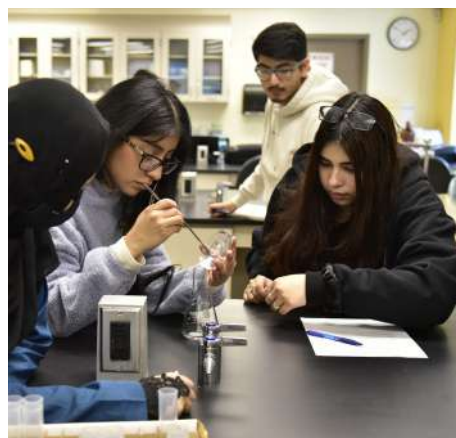
If you have any questions, please reach

out to Cindy Busch or Ed Hollins, of Communications and External Affairs for guidance.

CANDIDS

This style of imagery provides a sense of humanity and community in LAGCC materials. The images should capture a day in the life of someone learning or participating in student activities, but should not feel posed or ingenuine. These photos should convey the energy and life on campus, both the fun and the intellectual stimulation. Also good are examples of the support available to students. Make sure these photos also capture the diversity of the student body.

CANDIDS



Students engaged in academic work in classrooms are always good.



It is important to always keep the wide range of age and ethnicity in mind when selecting images.



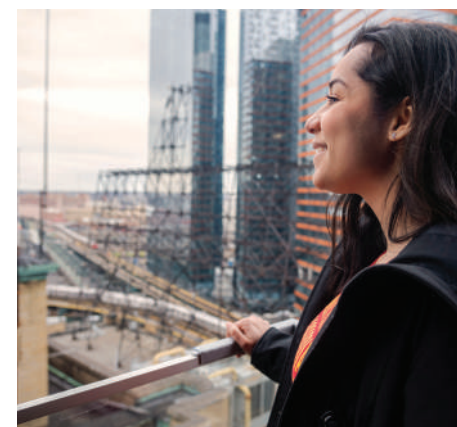
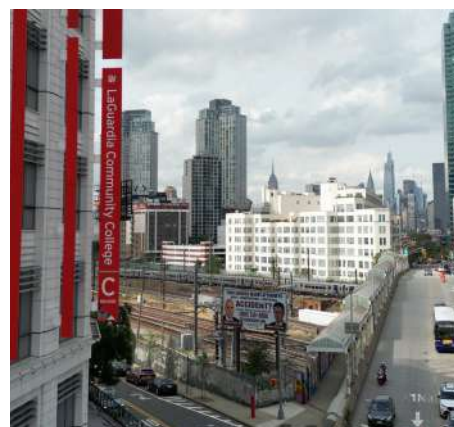
A feeling of support, warmth and humanity is important.

LOCATION/COMMUNITY

Representing New York City and Long Island City, is essential to LAGCC's visual identity. These location-based images define not only the vibrant environment and community around the College, but also the energy and emotional impact of being in New York City.

Photos that convey Long Island City's proximity to Manhattan, burgeoning arts scene, and trendy eateries are good choices.

LOCATION/COMMUNITY





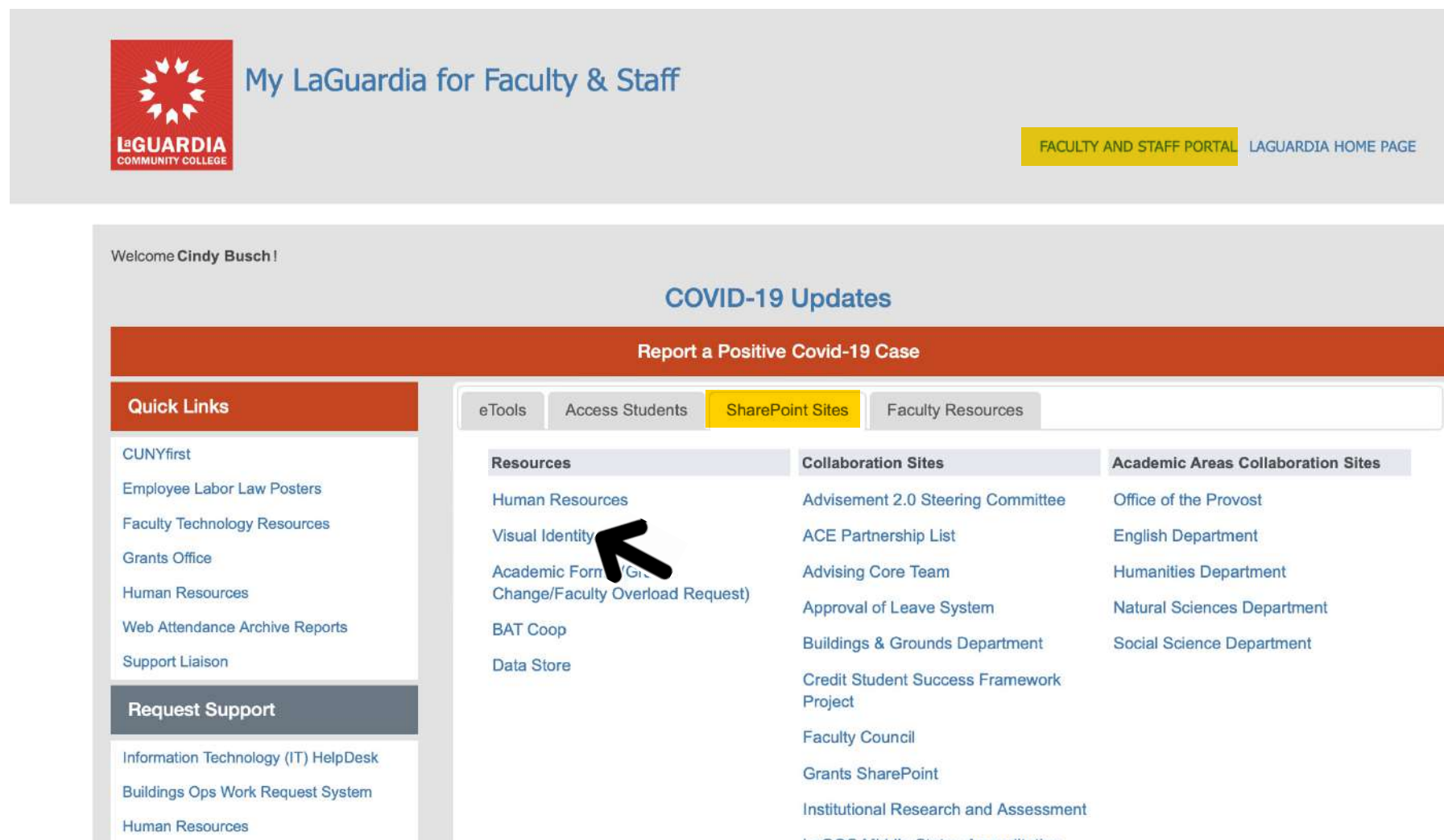
ACCESS BRAND ASSETS

VISUAL IDENTITY SHAREPOINT SITE

The College's Visual Identity Sharepoint site holds many different brand assets available for download.

From LaGuardia's home page, choose
[>My LaGuardia](#) [>Faculty and Staff](#)
[>Sharepoint Sites](#) [>Visual Identity](#).

Use your Outlook credentials to log in.



My LaGuardia for Faculty & Staff

[FACULTY AND STAFF PORTAL](#) [LAGUARDIA HOME PAGE](#)

Welcome **Cindy Busch**!

COVID-19 Updates

[Report a Positive Covid-19 Case](#)

Quick Links

- CUNYfirst
- Employee Labor Law Posters
- Faculty Technology Resources
- Grants Office
- Human Resources
- Web Attendance Archive Reports
- Support Liaison

Request Support

- Information Technology (IT) HelpDesk
- Buildings Ops Work Request System
- Human Resources

SharePoint Sites

Resources	Collaboration Sites	Academic Areas Collaboration Sites
Human Resources	Advisement 2.0 Steering Committee	Office of the Provost
Visual Identity	ACE Partnership List	English Department
Academic Form (Gr...	Advising Core Team	Humanities Department
Change/Faculty Overload Request)	Approval of Leave System	Natural Sciences Department
BAT Coop	Buildings & Grounds Department	Social Science Department
Data Store	Credit Student Success Framework Project	
	Faculty Council	
	Grants SharePoint	
	Institutional Research and Assessment	
	LaGCC Middle States Accreditation	

VISUAL IDENTITY SHAREPOINT SITE

SHAREPOINT CONTENTS INCLUDE:

- > **ACE LOGOS & TEMPLATES:** Logos, letterhead, and other templates for our Continuing Education division.
- > **GUIDES:** This Brand Book, Social Media Guidelines, the Student Communications Style Guide, Email guidelines and Video guidelines.
- > **ABOUT LAGCC TEXT:** A standard paragraph describing the College that's used

at the bottom of our press releases. Also called "boilerplate text."

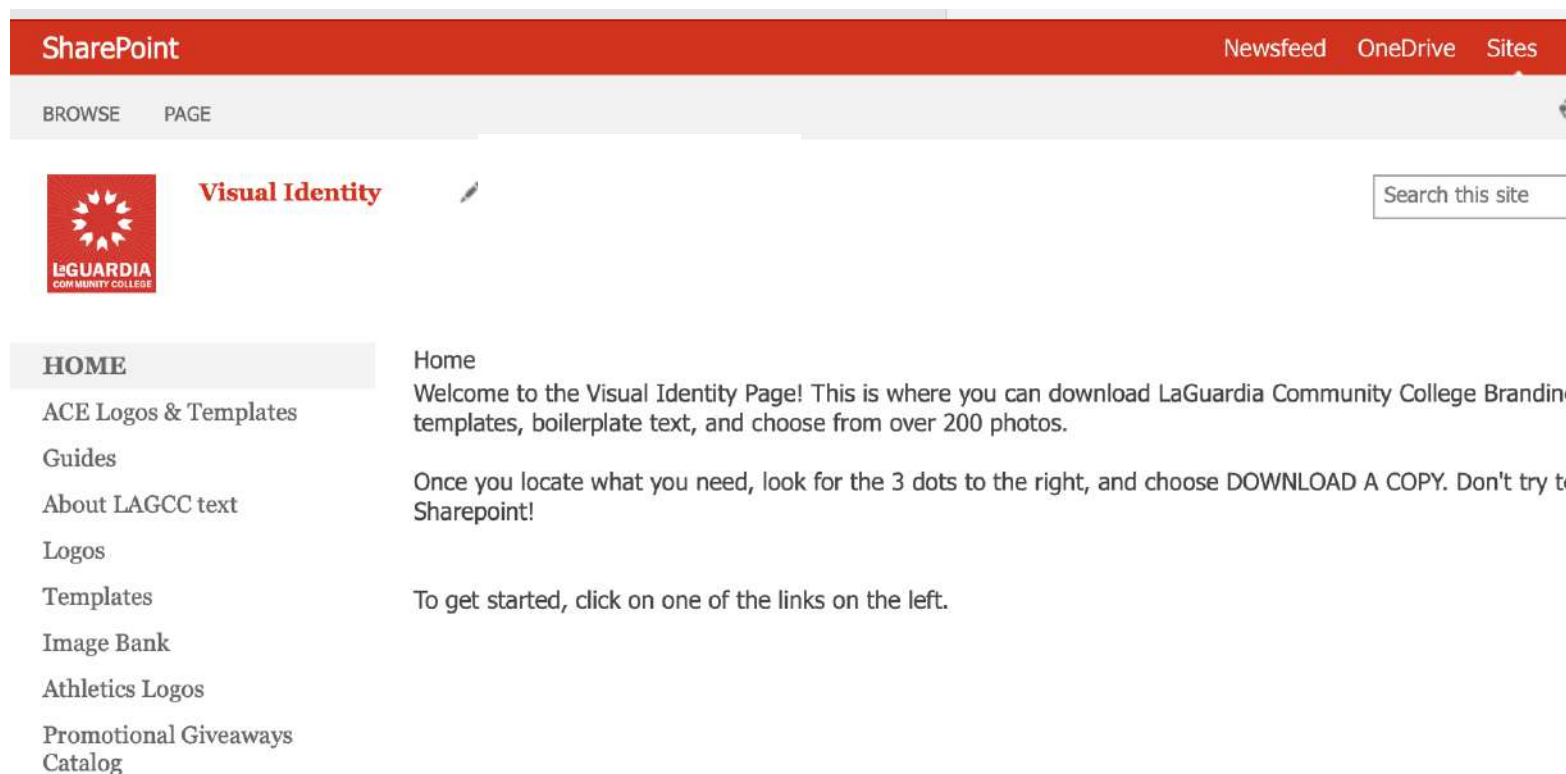
- > **LOGOS:** College logos in various formats, Department Lockups, College logo with CUNY logos.

- > **TEMPLATES:** Letterhead, flyer and poster templates in Word, as well as certificate templates. Aslo, Powerpoint templates.

- > **IMAGE BANK:** over 200 photos in the style of our brand.

- > **ATHLETICS LOGOS:** Red Hawks logos and Wordmarks.

- > **2023 PROMOTIONAL GIVEAWAYS CATALOG:** A catalog of designs for promotional products that can be ordered through the Purchasing department.

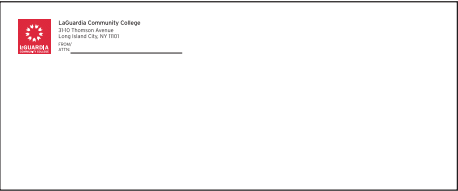


COLLEGE STATIONERY AND BUSINESS CARDS

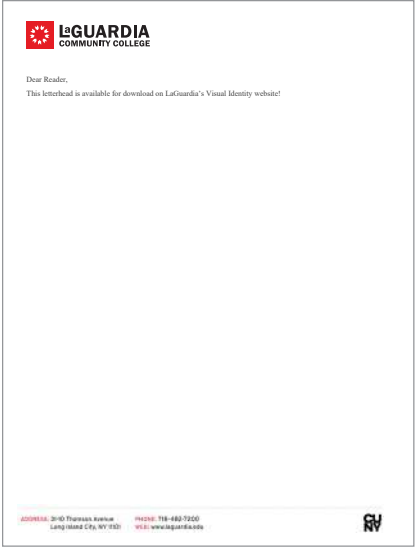
LETTERHEAD

Letterhead templates in Microsoft Word are available to download from the Visual Identity Sharepoint site.

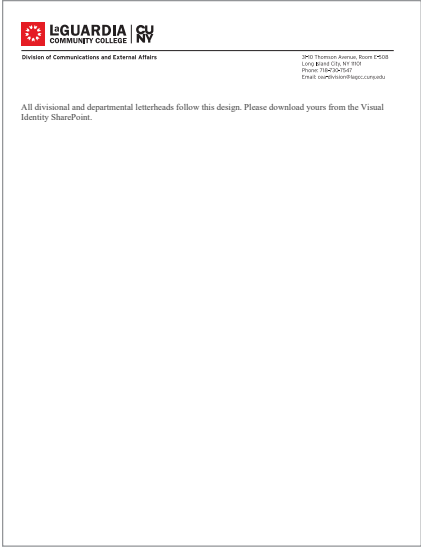
Pre-printed letterhead and various size envelopes are available to order through the Purchasing Office or through the Print Center.



#10 ENVELOPE



COLLEGE LETTERHEAD- 8.5" X 11"



DEPARTMENT/DIVISIONAL
LETTERHEAD- 8.5" X 11"



9" X 12" ENVELOPE



6" X 9" ENVELOPE

BUSINESS CARDS

Business cards are available through the Business Office. See your department Chairperson or Director to order.

All business cards must follow this design template, however users have a choice of including a fax # or social media handles.



COLLEGE BUSINESS CARDS



CONTINUING EDUCATION BUSINESS CARDS

BRANDED TEMPLATES: POSTERS AND FLYERS

Templates have been developed for posters and flyers for announcing events and communicating campus information. Use them in accordance with the Brand Guidelines —that means using brand fonts, the color palette, and imagery styles— to help ensure that all communications from LaGuardia Community College are consistent.

Please plan ahead, and refer to the guideines for posting flyers and Posters on campus [here](#).



POSTER TEMPLATE - TEXT ONLY
FILE SIZE 12" X 18" (FOR PRINTING TO 24" X 36")



FLYER WITH PHOTO/ART
FILE SIZE 12" X 18" (FOR PRINTING TO 24" X 36")



FLYER TEMPLATE - TEXT ONLY
FILE SIZE 8.5" X 11"



FLYER WITH PHOTO/ART
FILE SIZE 8.5" X 11"

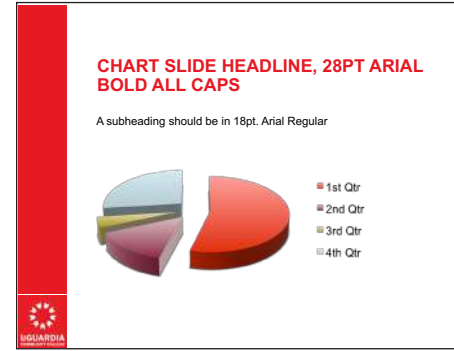
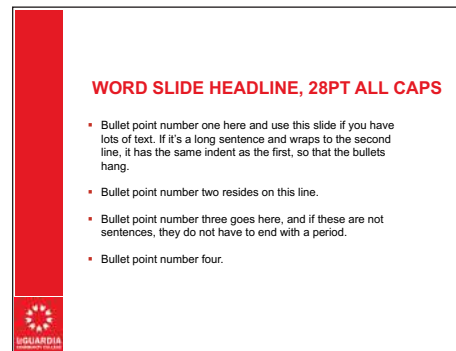
BRANDED TEMPLATES: POWERPOINT

Currently, there are 2 templates on the Sharepoint site for you to download –red and gray.

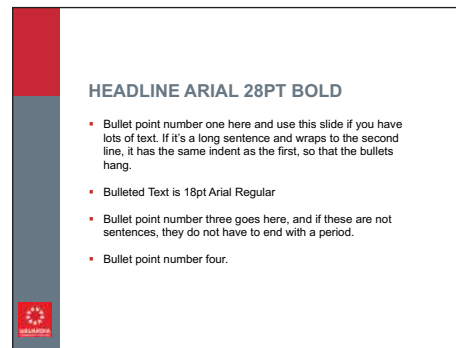
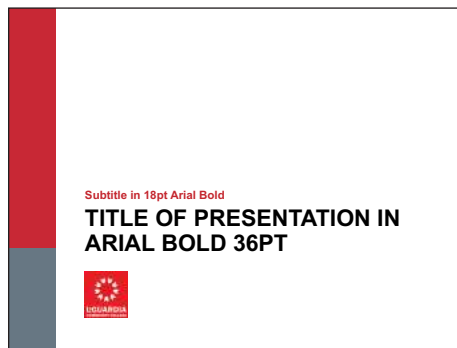
colors in the LaGuardia Brand Book palette for special headlines, icons, charts or art.

You can exchange any art on the slides with your own. Please do not change the fonts, logos or backgrounds, and keep the titles, bullet lists and other text left aligned. Use only

POWERPOINT TEMPLATE - RED



POWERPOINT TEMPLATE - GRAY



BRANDED TEMPLATES: CERTIFICATES

Currently, there are 2 templates on the Sharepoint site for you to download –red and gray.

You can exchange any art on the slides with your own. Please do not change the fonts, logos or backgrounds, and keep the titles, bullet lists and other text left aligned.

Use only colors in the LaGuardia Brand Book palette for special headlines, icons, charts or art.

CERTIFICATE TEMPLATE - 1



CERTIFICATE TEMPLATE - 2



ADDITIONAL GUIDELINES THAT SUPPORT THE BRAND



FACULTY/STAFF EMAIL GUIDELINES

Below is a quick example of how to sign an external email:

Georgina Taraskewich,
Director of Communications
LaGuardia Community College
gcapetanakis@lagcc.cuny.edu
718-482-5100

31-10 Thomson Avenue, Room E509
Long Island City, NY 11101

www.laguardia.edu

Facebook - LaGuardiaCC

X - @LaGuardiaCC

LinkedIn - LaGuardia Community College



Please see the full Email Guidelines on the [Visual Identity Sharepoint site](#).

WAYFINDING AND SIGNS

The College is in the process of implementing a wayfinding system designed to help everyone find their campus destination. The design encompasses all buildings, both exterior and interior signs, directional and identifier signs.

The Physical signs are designed to be aligned with the wayfinding app, as well as the touch screens which are available in some buildings, on elevator landings. We appreciate your patience as we install this extensive system in the 4 buildings.

Signs are for wayfinding only. If you are in need of a wayfinding sign, please contact:

Patricia Quesada
718-482-5596
pquesada@lagcc.cuny.edu

HOURS OF OPERATION	
Monday	9:00 a.m. - 5:00 p.m.
Tuesday	9:00 a.m. - 5:00 p.m.
Wednesday	9:00 a.m. - 5:00 p.m.
Thursday	9:00 a.m. - 5:00 p.m.
Friday	9:00 a.m. - 5:00 p.m.
Saturday	Closed
Sunday	Closed
For more information, please visit: laguardia.edu/your-office-name	

Hours of Operation signs for all offices and departments should follow this letter-sized template. To update yours, please send your hours, along with your URL to the Print Shop using [Service Now](#).

CEA WEB PAGE

For College policies on posters and flyers, as events and project submission forms, please see the Communications and External Affairs web page at: www.laguardia.edu/communications-and-external-affairs/



PRODUCING A VIDEO

Please see the M&C Video Tips and Guidelines pamphlet to help you organize and execute a high-quality video that meets the College's video production standards and adheres to LaGuardia's Brand Guidelines.

All videos produced must be reviewed and approved by Marketing & Communications (M&C) before being distributed. Videos that do not meet standards should not be posted online, to electronic signage or to social media channels.

This guide can be downloaded from the [Visual Identity Sharepoint site](#).

BRANDED PROMOTIONAL PRODUCTS CATALOG

PROMOTIONAL PRODUCTS WITH THE COLLEGE'S LOGO

Any product with the College's name on it should follow all applicable brand guidelines, including correct use of logo, fonts and color palette.

This includes the College logo as well as the Athletics logos for the Red Hawks temas.

For small orders, branded products and merchandise can be purchased through [LaGuardia's Online bookstore](#).

For larger orders, download the *Branded Promotional Products Catalog* available on the [Visual Identity Sharepoint site](#). In it, pre-designed products are available to order with the help of the College's Purchasing office.

All promotional products must be approved by the department of Marketing and Communications before purchase. **Only products in the Catalog may be purchased. New Products are added as often as possible.**



2023 BRANDED PROMOTIONAL PRODUCTS CATALOG

Choose a pre-designed product from this catalog when promoting your program or event. (Many can also be customized.) A copy is available on the [Visual Identity Sharepoint site](#).

SOCIAL MEDIA GUIDELINES

Social Media Guidelines were developed by the Marketing & Communications Department for all accounts intended to represent entities of LaGuardia Community College. The guidelines contain detailed information on:

- Social Media Purpose
- Use of sound judgement
- User privacy & privacy laws
- Brand considerations
- Media inquiries
- Emergency & crisis situations
- Content permissions
- Human Resources & Information Technology policies
- Social Media terms of service
- User accessibility



LaGuardia staff or faculty that manage social media accounts that claim representation or affiliation of the College or any of its entities should review and adhere to these [Guidelines](#).

For further information or support, please contact Marketing & Communications at laguardia.edu/communications-and-external-affairs/.



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