



**LCCI GLOBAL
QUALIFICATIONS**
Brand Guideline

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At a glance



Our Story

LCCI Global Qualifications (LCCI GQ) is an award winning and one of the leading organizations in the field of soft skills and management skills training. LCCI GQ works towards helping thousands of learners through its international, customized and local training programs. These trainings help candidates to enhance their capacity and advance in business, life skills and related fields, in a competitive and prosperous world. LCCI GQ is focused on building itself as institution of repute and to work as an emerging education and training institution globally. Over the last few years, LCCI GQ has trained and certified hundreds of students in various soft skills and management related qualifications. LCCI GQ has been offering its programs which are customized as per local needs. LCCI GQ achieved a major milestone where our trainings along with our overall systems were validated and approved by Scottish Qualifications Authority (SQA), Scotland. This approval means that the programmes which are developed and owned by LCCI GQ remains under the ownership of LCCI GQ, however, its quality is assessed by SQA. Today LCCI GQ's Registered Training Centers are spread all across different places.



The Brand

A brand is a name, term, design, symbol or any other elements that identifies the way a company, organization, or individual recognize distinct features from products or business evokes.



this
must be
the place

Why We Exist

An institution actively helping people to advance career through development of knowledge and skills of international quality in a competitive and prosperous world.

To become a leading institution of Nepal capable of helping thousands of people annually, to advance career through professional and vocational training and certification programmes for knowledge and skills of international quality in business, life skills and related fields.



Our Logo

Primary Logo



GLOBAL
QUALIFICATIONS

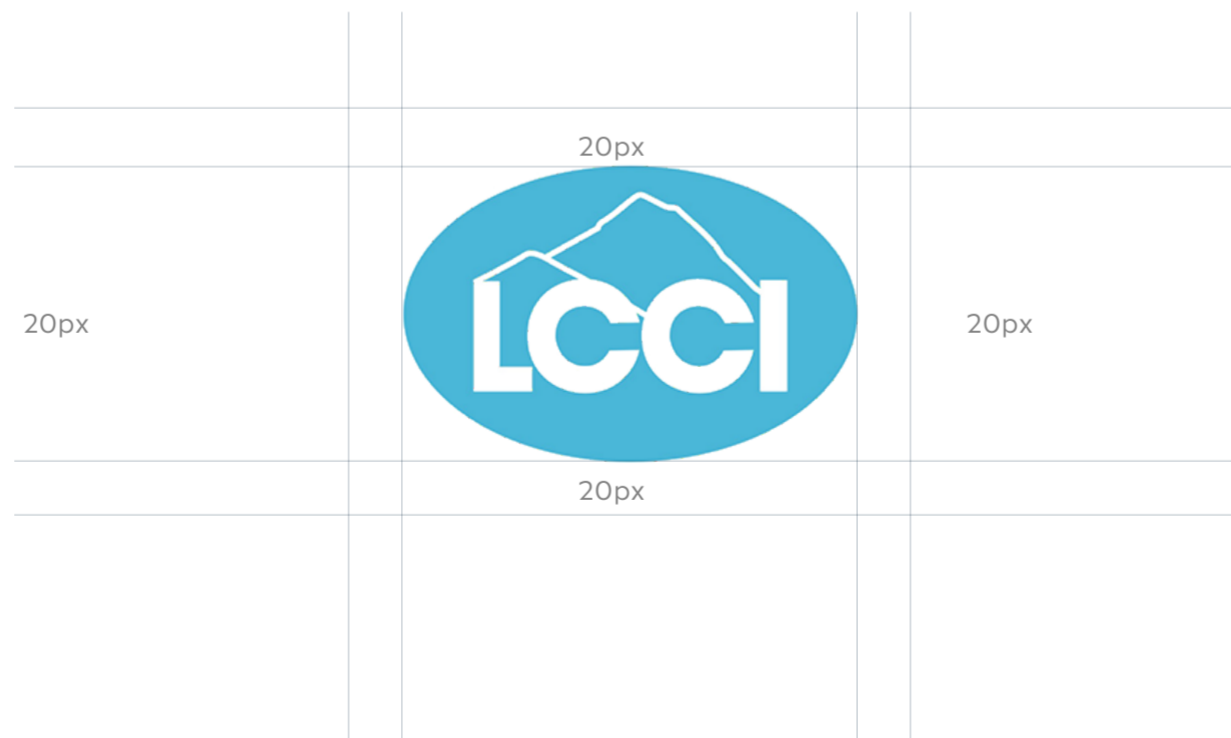


Clear Space

Clear Space



Logo Mark





Color Palette

Primary Color



C:80% M:34% Y:1% K:0%

R:65 G:182 B:230

HEX: #41b6e6

Secondary Color



C:71% M:67% Y:67% K:84%

R:17 G:12 B:9

HEX: #110c09



this
must be
the place

Typography

There are two typeface used in LCCI GLOBAL QUALIFICATIONS logo design. Open Sans & ITC Avant Grade Gothic LT Reference Sans Serif, both fonts are serif typeface.

ITC Avant Garde Gothic LT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

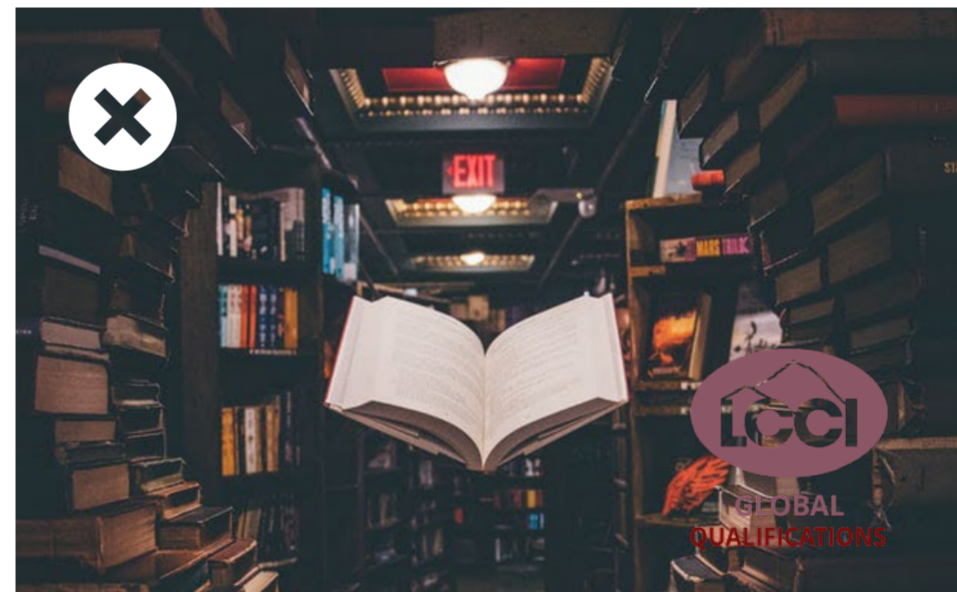
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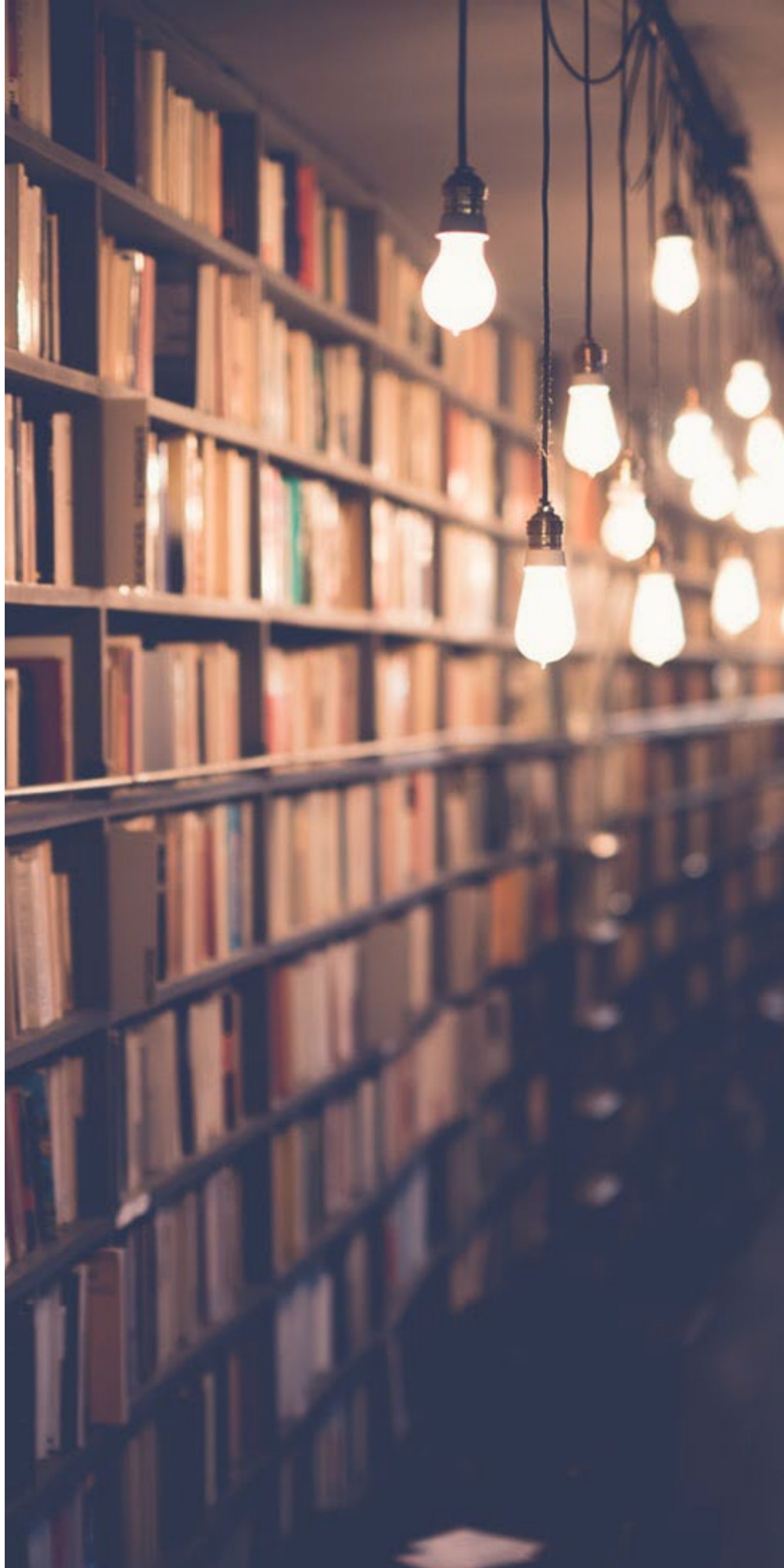
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Using the Logo on Backgrounds





Accessories

Tshirt (F/B)



Light Board



Rubber Stamp



GLOBAL
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At a Glance

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