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Telling our story: Our brand

As the oldest community college in San Diego, San Diego City College (SDCC) is proud to be rated the #1 community college in the nation*. Serving as the educational cornerstone of downtown San Diego, City College has changed the lives of more than one million students in its 100 years. As we embark on a new century, we want to share the transformational City College story with our students, alumni and community.

Preparing for our 100th Anniversary in 2014 allowed us the opportunity to create a commemorative logo for the Centennial year and develop a new brand and communications plan to help us launch the next century in 2015.

* ratemyprofessors.com

Leaving an imprint

San Diego City College students are everywhere. Ask almost any business in San Diego if they have a connection to City College, and they will say yes!

So why is there a focus on branding? Branding helps set our college apart from others and defines our character. If City College were a person, we would be described as welcoming, inspiring, vibrant and resourceful. As the flagship college within the San Diego Community College District, we are proud of our unique strengths, including educating without boundaries, embracing urban diversity and championing student success.

Supporting a brand means working together to showcase the best of City College. Through marketing, communications, and outreach, City College has the opportunity to introduce itself to thousands of new students and friends every year. How we present ourselves is how we say hello. Hello!
Introduction

In 2014, San Diego City College is celebrating its centennial, and commemorating the milestone with a new brand identity. This inspired new direction is designed to reflect the school’s vision as “agents of change” in academia and the community. While looking back at the last 100 years and forward to the next, SDCC will use a consistent set of tools to help tell our story.

Brand

The new brand embodies a weighted balance of the school’s rich heritage and the promise of an exciting future. Above all, it delivers a clear message about our commitment to a quality education for every generation of student, the cultivation of cultural experiences through diversity, and the desire to help students, faculty and supporters build a solid foundation for success throughout San Diego.

Style guide

This style guide serves as the definitive resource for reaching San Diego City College’s diverse audience through marketing communications.
## Brand platform

### Drivers
San Diego City College’s competitive strengths
- Education without boundaries
- Embracing urban diversity
- Tradition of student success
- Accomplished, exceptional faculty

### Essence
The idea at the core of the college brand
- Agents of change

### Positioning
How San Diego City College sets itself apart in the marketplace
- City College inspires people to transform their lives

### Promise
Largest credible claim the college brand can make to external audiences
- City College provides the tools, expertise and inspiration to change lives

### Personality
Character of the college brand defined in human terms
- Welcoming
- Inspiring
- Vibrant
- Resourceful
SDCC logo

The San Diego City College (SDCC) logo serves as the main identifier for the brand and should be used in all communications. Through the 2014 Centennial Celebration, the official logo for San Diego City College is the Centennial logo. In most applications, the Centennial Logo (vertical) should be used. However, in applications where space constraints do not allow for the Primary Logo to be used, an acceptable alternate is the Centennial Horizontal Logo. The same principles apply to the use of the Centennial Foundation Logo and the College Logo, where applicable.
Centennial Logo specifications: Space and size

Follow these logo specifications to ensure maximum visibility and legibility in all communications.

Minimum Clear space
The minimum clear space for all logos is “x” around all four sides, where x is equal to 1/2 the height of the icon in the SDCC logotype.

Minimum size
Follow these specifications for minimum size when scaling all versions of the logo. Do not reduce the logo any smaller than indicated by the numbers in the diagrams.
Centennial Logo specifications: Color usage

The primary centennial version of the SDCC logo is available in five different color formats: PMS, CMYK, RGB, and Grayscale. Always use the electronic artwork appropriate for your application.

Centennial Logo - Primary

- **PMS**
  - Use this logo for all spot color print applications.

- **CMYK**
  - Use this logo for all full-color print applications.

- **RGB**
  - Use this logo for all screen-based communications.

- **Grayscale**
  - Use this logo for all 1-color print applications.

File Name:  
- SDCC Logo_Centennial_PMS.pdf  
- SDCC Logo_Centennial_PMS.jpg  
- SDCC Logo_Centennial_CMYK.pdf  
- SDCC Logo_Centennial_CMYK.jpg  
- SDCC Logo_Centennial_RGB.pdf  
- SDCC Logo_Centennial_RGB.jpg  
- SDCC Logo_Centennial_GS.pdf  
- SDCC Logo_Centennial_GS.jpg
Centennial Logo specifications: Color usage

The horizontal centennial version of the SDCC logo is available in five different color formats: PMS, CMYK, RGB, and Grayscale. Always use the electronic artwork appropriate for your application.

**Centennial Logo - Horizontal**

- **PMS**
  - Use this logo for all spot color print applications.

- **CMYK**
  - Use this logo for all full-color print applications.

- **RGB**
  - Use this logo for all screen-based communications.

- **Grayscale**
  - Use this logo for all 1-color print applications.

File Name:
- SDCC_Logo_Centennial_Horiz_PMS.pdf
- SDCC_Logo_Centennial_Horiz_PMS.png

File Name:
- SDCC_Logo_Centennial_Horiz_CMYK.pdf
- SDCC_Logo_Centennial_Horiz_CMYK.png

File Name:
- SDCC_Logo_Centennial_Horiz_RGB.pdf
- SDCC_Logo_Centennial_Horiz_RGB.png

File Name:
- SDCC_Logo_Centennial_Horiz_GS.pdf
- SDCC_Logo_Centennial_Horiz_GS.png
Centennial Logo: School/department identifier

Follow the specifications below when adding a school identifier or department name. Always use the “x” height of the SDCC logotype as the unit of measurement for the size and position.

- **Identifier specifications:**
  - Font: Whitney HTF Medium
  - Color: SDCC Gold
  - Justification: Flush left with SDCC logotype

The “x” height of the identifier for departments and programs should be the same size as the logotype’s “x” height.

The “x” height of the identifier for schools should be 0.5 size of the logotype’s “x” height.

Space between logotype and the department identifier is 1.5 the size of the logotype “x” height.
The SDCC Centennial Logo should be reproduced according to the specifications set in these guidelines. Incorrect usage can confuse our audiences, and makes brand recognition difficult. Do not recreate any artwork; always use the approved mechanical artwork files supplied by the SDCC Office of Communications. Some common examples of incorrect usage are demonstrated here.

**Do Not** alter the size relationship of the logo components.

**Do Not** change the colors of the symbol or logotype.

**Do Not** rearrange the positions of the logo components.

**Do Not** distort the logo or logotype.

**Do Not** change the typeface of the logotype.

**Do Not** change the font or weight of the school or department identifier.

**Do Not** change the font size of the school or department identifier.

**Do Not** change the color of the school or department identifier.
Color palette

SDCC uses a confident red and gold color palette to help establish a distinctive and powerful visual identity for the brand. Each color below is accompanied by its color designations for four color spaces—Pantone and CMYK for print and RGB and Hexadecimal for screen. Always use the specified colors in all communications related to the SDCC brand.

Primary Colors

SDCC Red

C 0  R 178  
M 100  G 8  
Y 63  B 56  
K 29  # b20838

SDCC Gold

C 0  R 213  
M 55  G 121  
Y 100  B 26  
K 15  # d5791a

Black

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

PMS 201 C  
PMS 7571 C
Typography: Primary font

Whitney HTF is the primary font for the SDCC brand, and should be used for all applications whenever possible. Sentence case is the preferred case for all typography.

Whitney HTC Book: Use for all body and captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)
abcdefghijklmnopqrstuvwxyz 123456789 (";)

Whitney HTC Medium: Use for all headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)
abcdefghijklmnopqrstuvwxyz 123456789 (";)

Whitney HTC Bold: Use for all subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)
abcdefghijklmnopqrstuvwxyz 123456789 (";)

Note: Whitney HTF are licensed fonts that must be purchased for use in any materials created for SDCC. Please contact Heidi Bunkowske at hbunkows@sdccd.edu and Jamie Netherland at jnetherl@sdccd.edu to request necessary fonts.
Typography: On-screen font

To avoid compatibility issues, Arial is the designated font for emails, PowerPoint presentations and the body text on websites.

Arial Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ 123456789 (";)#@\{ }
abcdefghijklmnopqrstuvwxyz 123456789 (";)#@\{ }

Arial Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ 123456789 (";)#@\{ }
abcdefghijklmnopqrstuvwxyz 123456789 (";)#@\{ }
Typographic style

Maintain a consistent and recognizable brand image by adhering to these general guidelines described in the sample headlines, and body copy below. Please use the same proportions when setting type for all other applications.

Headlines: Whitney HTF Bold
Headlines should be set as sentence case. Flush left with tight leading. The main header to the right has been set at 18pt. with 18pt. leading and -10pt. letterspacing.

Body Copy: Whitney HTF Book
Body copy should always be in sentence case and flush left. The body copy to the right has been set at 11pt. with 14pt. leading and 0 letterspacing.

Call to Action: Whitney HTF Bold
Call to action should always be in sentence case, and always set in SDCC Gold.

For 100 years, we’ve been changing lives inside the classroom and beyond.

San Diego City College celebrates 100 years of providing thousands of students the tools, expertise and inspiration to transform the new century. Our award-winning faculty bring a unique mix of academic and real-world experience that propels education beyond the classroom, preparing the next generation to make their impact on our campus and across the city. We believe City College is where community thrives, potential is realized, and inspiration is ignited.

To find out more, please visit us at sdcity.edu
Messaging

**Centennial General Copy (25 Words)**
San Diego City College celebrates 100 years of providing generations of students the tools, knowledge and inspiration to transform their community.

**Centennial General Copy (50 Words)**
San Diego City College celebrates 100 years of providing a million students the tools, expertise and inspiration to transform the new century. Our award-winning faculty bring a unique mix of academic and real-world experience that propels education beyond the classroom, preparing the next generation to make their impact on our campus and across the region. We believe City College is where community thrives, potential is realized, and inspiration is ignited.
Applying the visual style

Note: The SDCC icon is a “C” made up of three distinct arcs. It is acceptable to use one of the arcs to hold illustration or photography. See samples on the following pages. Please contact the Office of Communications for graphic design projects.
Applying the visual style

San Diego City College Centennial 1914-2014
Changing lives every day.

San Diego City College Centennial 1914-2014
Changing lives every day.
Logo protection

The San Diego City College (SDCC) logos, name, marks, seals, designs or other graphics associated with or related to the college are the exclusive property of San Diego City College.

Proper usage of the SDCC name and logo helps protect and enhance the reputation of San Diego City College to the highest standards. It is the responsibility of the college community to ensure that all uses of the college name and logos adhere to the official brand guidelines set forth for messaging, marketing and visual identity.

By reading through the SDCC Brand Guidelines and working closely with the Office of Communications on all print and electronic projects, we will collectively maintain the integrity of the college image.

All uses of the SDCC name and logos on products or promotions by campus departments or student groups must be submitted to the Office of Communication for review and approval prior to production. This pertains to items sold as well as giveaways and promotional items (t-shirts, pens, hats, etc.).

Feel free to contact the Office of Communications for further assistance:

hbunkows@sdccd.edu and jnetherl@sdccd.edu

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How to reach us

Consistent use of the SDCC visual style and logo guidelines will help ensure maximum impact across the campus and into the community. To help maintain this new visual style, please contact the City College Office of Communications for graphic design work and/or to review materials before printing.

For graphic design requests, simply complete the Design/Publications Request Form at: www.sdcity.edu/GraphicDesignServices

Thank you for working with us to maintain the integrity and professionalism of our college brand on all materials. We look forward to working with you on your graphic design projects.

We are happy to answer any questions. Please send queries to:

Heidi Bunkowske
Public Information Officer
hbunkows@sdccd.edu

Jamie Netherland
Graphic Artist/Photographer
jnetherl@sdccc.edu