STYLE GUIDE

SAN DIEGO COMMUNITY COLLEGE DISTRICT

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INTRODUCTION

Message from the Chancellor

I am pleased to introduce the San Diego Community College District (SDCCD) Style Guide. The District's mission in providing an affordable and quality education to the greater community requires clear and effective communication. The importance of having a consistent message is crucial in supporting these efforts. This style guide outlines standards on how the District logos and its elements (i.e., colors, typography, etc.) can be used, which all departments and campuses should follow.

The SDCCD Style Guide and its implementation are overseen by the Communications and Public Relations office located at the District. If you have questions regarding logo usage, call 619-388-6914 or email cpr@sdccd.edu.

I thank you for your cooperation in adhering to these guidelines so the SDCCD can convey a clear and consistent graphic image to the public.

Carlos O. Cortez, Ph.D.
Chancellor

INTRODUCTION

The Official District Logo

The District logo is to be used on all print, electronic, and digital communications and signage representing the San Diego Community College District and its colleges. By itself, it's a strong and discernible symbol of our organization. This logo will continue to remain a well recognized mark when used in conjunction with similar standards and guidelines.

The use of the District logo is closely monitored by the Communications and Public Relations office of the San Diego Community College District.

The District logo can be downloaded from the District website at sdccd.edu/logo.

SAN DIEGO
COMMUNITY COLLEGE
DISTRICT

THE DISTRICT LOGO
Primary

The logo is the District symbol (six identical diamonds enclosed with rings). This logo is the official identifying mark of the District. The logo shall be used on all printed and online communications. It shall also be used to identify District facilities and property. All such applications of the logo shall be in compliance outlined in this style guide.

The logo consists of the District seal and San Diego Community College District text. The logo should not be redrawn, digitally manipulated, or altered.

The logo must always be reproduced from a digital master reference. This is available in eps, jpg, and png formats. Please ensure the appropriate artwork format is used.

File Formats
eps: professional usage
jpg: desktop publishing
png: digital usage

SAN DIEGO
COMMUNITY COLLEGE
DISTRICT

One Color: PMS 321

SAN DIEGO
COMMUNITY COLLEGE
DISTRICT

One Color: Black

Black Background
Color Logo
White Text

Black Background
Black and White Logo
White Text

THE DISTRICT LOGO
Variations

Horizontal versions:

1a)

1b)

1c)

Vertical versions:

2a)

2b)

THE DISTRICT LOGO
Exclusion Zone

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text.

The District logo should have some space around it so as not to lose focus or draw attention away from its importance. No other type, images, or miscellaneous graphics should interfere with the logo or its required space allowance. Keeping a diamond's width all the way around the circumference of the logo in white space, gives the logo the breathing room it needs to stand out. **One diamond's width is mandatory as a minimum.**

This is not a placement guide. It is a minimum only.

For use of the logo with departmental names, please see page 16.

5/8" or .625"

THE DISTRICT LOGO
Recommended Size

To ensure the District logo reproduces clearly and it is legible in all applications, do not reduce size of the logo to less than five eighths of an inch (5/8”).

Applications of the logo will determine the size and color of logo to use. Always proof before sending for print or other final submission. Review the overall look because different file types will print out differently and must be used with the appropriate program.

There are some instances where the District logo can be used by itself – seal only. In those particular circumstances, the publication or application will need to be reviewed and approved by the District’s Communications and Public Relations office.

All approved logos can be obtained from the District Communications and Public Relations office or downloaded at sdccd.edu/logo.

THE DISTRICT LOGO

Improper Alterations

The proportions of the seal to the typeface cannot be modified.

Color distribution cannot be modified.

Logo may not be distorted.

The seal may not be modified.

Logo cannot be tilted.

Logo type cannot be changed, reformatted or removed.

Logo cannot be printed over an image.

The District logo cannot be modified in any way. The above manipulations and interpretations dilute the integrity of our graphic identity and are expressly prohibited.

THE DISTRICT LOGO

Official Colors

District Office

Pantone PMS 321 **CMYK** 100/0/30/23 **RGB** 0/153/153

Pantone Black **CMYK** 0/0/0/100 **RGB** 0/0/0

These are the two main colors of the District logo. No alteration to the main colors (e.g., adjusting tone/shade/tint) will be made. The District logo must be set upon a solid, white circle background to ensure proper color reproduction. The only portion of the logo with transparency (color less than 100%) is the outer ring surrounding the logo. All other areas are 100% color or 100% white.

City College

Pantone PMS 201 **CMYK** 0/100/63/29 **RGB** 178/8/56

Mesa College

Pantone PMS 287 **CMYK** 100/72/2/12 **RGB** 0/51/141

Miramar College

Pantone PMS 322 **CMYK** 100/35/48/12 **RGB** 0/114/125

Continuing Education

CMYK 100/0/30/20 **RGB** black

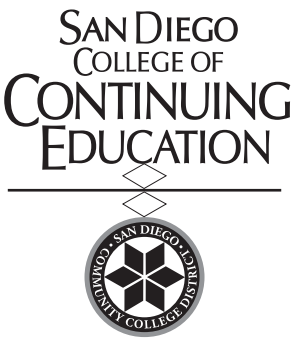
Colleges

Stacked version:

Horizontal version:

College logos should be used on all print and electronic media.

THE DISTRICT LOGO
Colleges



The preferred pairing of the college logo with the SDCCD seal is shown above.

Spacing parameters: use a cushion of at least one vertical diamond on the right and left side of the logo, and at least one vertical diamond on the top and bottom. Vertical diamonds in the center of the logo describe the measured space.

THE DISTRICT LOGO

Other Logos

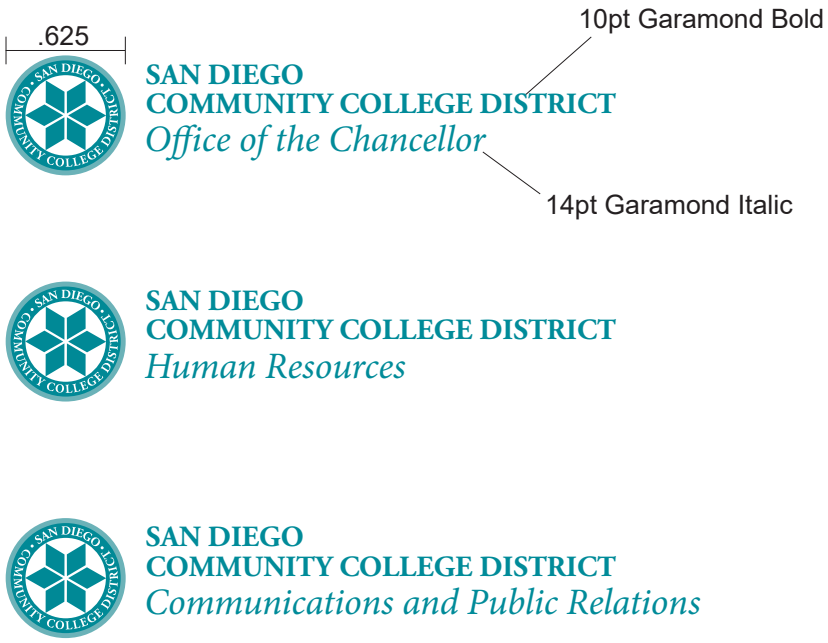
The colleges may create special occasion logos but on a limited basis with prior approval from the Communications and Public Relations office. Logos created and used for a particular event must be discontinued after the conclusion of the event. Official District offices and departments are not allowed to create their own logos.

Athletic logos are overseen by each college's Athletics department and cannot be used by academic departments or substituted for the official college logos. For more information, please contact the Athletic Director for the campus.

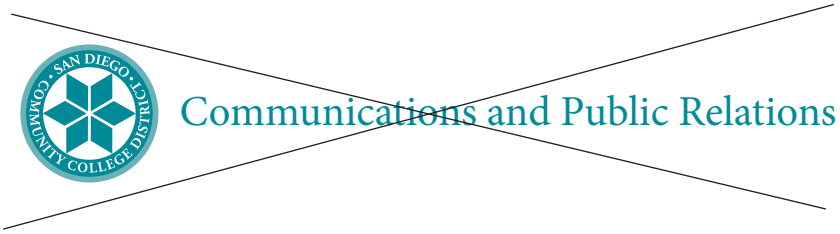
THE DISTRICT LOGO

Identifying Departments

Correct Placement:



Incorrect Placement:



TYPOGRAPHY

Typeface

Adobe Garamond is a serifed font to be used most times, including body copy and identity. As a secondary font, Arial, a sans serif font can be used (e.g., headlines or other attention grabbing areas). All variations in this family are acceptable as an accent typeface as they mirror Adobe Garamond (Regular, Bold, Italic, and Bold Italic). Other acceptable sans serif fonts are Gill Sans and Helvetica.

The District will greatly benefit from seeing a familiar and consistently used typeface being accurately applied to all materials that represent it.

As a general design rule, do not use more than two different typefaces in one piece.

Adobe Garamond

Adobe Garamond Bold

Adobe Garamond Italic

Adobe Garamond Bold/Italic

Arial Regular

Arial Bold

Arial Italic

Arial Bold/Italic

Listing Names and Disclaimer

For District Publications:

BOARD OF TRUSTEES
Geysil Arroyo
Mary Graham
Craig Milgrim
Bernie Rhinerson
Maria Nieto Senour, Ph.D.

CHANCELLOR
Carlos O. Cortez, Ph.D.

PRESIDENTS
Ricky Shabazz, Ed.D., San Diego City College
Pamela T. Luster, Ed.D., San Diego Mesa College
P. Wesley Lundburg, Ph.D., San Diego Miramar College
Vacant, San Diego College of Continuing Education

The San Diego Community College District includes San Diego City College, San Diego Mesa College, San Diego Miramar College, and the San Diego College of Continuing Education. The SDCCD is governed by its Board of Trustees. No oral or written agreement is binding on the San Diego Community College District without the express approval of the Board of Trustees.

Use This Version When Space Is Limited:

Board of Trustees: *Geysil Arroyo, Mary Graham, Craig Milgrim, Bernie Rhinerson, Maria Nieto Senour, Ph.D.*

Chancellor: *Carlos O. Cortez, Ph.D.*

Presidents: *Ricky Shabazz, Ed.D., San Diego City College; Pamela T. Luster, Ed.D., San Diego Mesa College; P. Wesley Lundburg, Ph.D., San Diego Miramar College; Vacant, San Diego College of Continuing Education*

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For College Publications:

PRESIDENT
Ricky Shabazz Ed.D., San Diego City College

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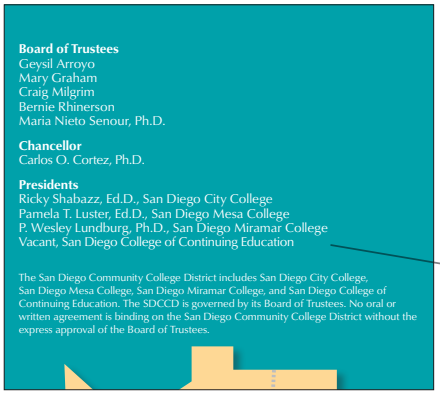
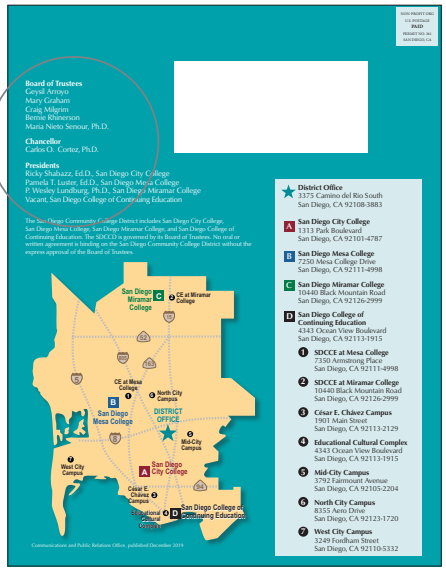




Example: 2020-2021 Admin & Governance Handbook, back cover.

PHOTOGRAPHY

Image Style

Photography is a powerful and dynamic tool. It should communicate the District's diversity, energy, and personality.

Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications. Our images show natural, real-life people and situations. They should convey emotions, atmosphere, and engage the audience.

Images should feel observational and spontaneous rather than staged, and show a contrast with our beautiful architecture and the energy of the people who interact with the campuses.

Images can be reproduced in full color, single color (monotone), and black and white.

Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping.

Images that are used in printed materials should be reproduced at print quality – 300 dpi.

Acceptable Photos

A) good composition and subject matter, pleasant faces, background not busy, great lighting

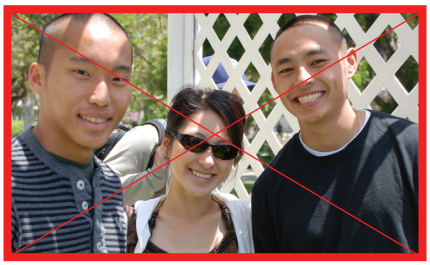
B) good composition and subject matter (happy students in front of building), great lighting, shows diverse students

C) great composition and lighting, shows diversity, students and professor looks engaged, shows learning

D) good composition, shows subject matter in action

Unacceptable photos

E) bad lighting, harsh shadows from structure create geometrical shapes on faces



F) too far away from subject matter, foreground busy

G) students do not look thrilled and are not engaged in an activity

H) lots of noise, colors are washed out, slightly blurry due to slow shutter speed

COMMUNICATIONS AND PUBLIC RELATIONS
Information

The District's Communications and Public Relations office provides advice and guidance to staff on print, digital, and new media design. The team also looks after the correct usage of the District logo and images.

District offices and departments are not allowed to create their own logo. Student groups may but are not entitled to use official District logos in conjunction with their logo. The use of the District logos are subject to approval by the Communications and Public Relations office.

For further information contact the Communications and Public Relations office at 619-388-6914 or email cpr@sdccd.edu.

Notes

Notes

San Diego Community College District
Administrative Offices
3375 Camino del Rio South
San Diego, CA 92108-3883

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Style Guide updated, July 1, 2021.