Brand STYLE GUIDE

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION

FORWARD *together*

District Guidelines

When marketing for San Diego College of Continuing Education, it is important to follow all of the San Diego Community College District Visual Identity Guidelines to maintain consistency throughout all college collateral.

sdccd.edu/docs/District/cpr/style_guide.pdf

For Brand/Logo Questions:
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SDCCE Public Information Officer
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Why Brand Consistency is **IMPORTANT**

A brand isn't reliant on any single logo or color palette but is rather the sum total of all your communication efforts. Because of this, staying "on brand" throughout your materials is a critical part of creating an effective brand identity. Consistently executing your brand suggests credibility, professionalism, and helps build trust over time. Unfortunately, inconsistency has the opposite effect and over time will dilute the power of your brand by suggesting that your institution doesn't have a clear identity or doesn't care enough to convey it. Either way, inconsistency can lead to negative associations that will undermine your efforts to build a brand that prospects respect and trust.

Brand Story

No matter where they're from, people of all backgrounds and ages come to San Diego College of Continuing Education **because there is somewhere they want to go.**

Many want to go to college. Many want better careers. But *all* want the opportunity to **move their skills and knowledge forward.**

To help them do this, SDCCE faculty and staff remind students that **we all start somewhere.**

They remind students that the road to success can be bumpy.

But most of all, they remind students that **they are not alone.**

That with the right **guidance**, they can find fulfillment. That with the right **support**, they can find **success.**

And that with the right **education**, they can **move on. Move up.**

And most importantly, **move forward** in pursuit of a brighter future for **themselves, their families, and their communities.**

San Diego College of Continuing Education. Forward Together.

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About SDCCE

VISION
To be the leader in innovative education where students transform their lives and communities.

PHILOSOPHY
San Diego College of Continuing Education is a multicultural institution dedicated to providing educational access and lifelong learning opportunities to our community. Our commitment is to all learners, who bring diverse academic skills and life experiences. We offer innovative, high-quality instruction and student support services. We believe that education is key to enriching lives and contributing to our community.

CORE VALUES
We, the College of Continuing Education faculty, staff, and administration of San Diego Community College District place students at the center of all that we do, supporting and promoting excellence in their endeavors. We acknowledge our responsibility to society and believe that access to lifelong learning is a cornerstone of a democratic society. We consider it our duty to anticipate changing demands in education and welcome the opportunity to shape the future. We affirm many different points of view and places of origin; we uphold equity and inclusion; we value collaboration and shared decision-making; and we honor creativity and innovation.

MISSION STATEMENT
San Diego College of Continuing Education commits to student success and community enrichment by providing tuition-free, accessible, equitable, and innovative quality education and support services to diverse learners in pursuit of lifelong learning, training, career advancement, and pathways to credit college.

Logo

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION

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Wordmark Guidelines

SAN DIEGO COLLEGE OF
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- The SDCCE logo must be included directly above FORWARD TOGETHER or found elsewhere on the page as a standalone logo.

- Wordmark should primarily be arranged horizontally, on one line. This includes when it is used with the college logo.

- On dark backgrounds, use a reversed logo/ wordmark for clarity when placing over a colored background or photography.

- The logo should not be reversed on light backgrounds or the secondary brand colors.

- Do not stretch the logo

- Do not tint the logo

- Do not add a bevel

- Do not misuse the colors of the logo

- Do not use incorrect one-color applications of the logo

- Do not use gradient colors on the logo or backgrounds.

- Do not apply grayscale to the logo

Primary Logos

Logo with tagline in black

Logo with tagline in 2-color, black and purple

Logo with tagline in purple

Logo with tagline in white

Tagline only in black

Tagline only in 2-color

Tagline only in purple

Tagline only in white

Alternative Logos

In limited cases, the following logos may be used. Work closely with the Communications Department when using these logo variations.

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION
FORWARD
together

Logo with tagline stacked

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION | FORWARD together

Logo with tagline horizontal

FORWARD
together

Tagline only stacked

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION
ADELANTE juntos

Logo with tagline in Spanish

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION | ADELANTE juntos

Logo with tagline in Spanish horizontal

ADELANTE juntos

Tagline only in Spanish

Wordmark Exclusion Zone

WHITE SPACE

There should always be space around the wordmark placement.

Keep at least letter height of Continuing Education's capital "C" distance on all sides of the wordmark.

Colors

Colors

The colors of the Continuing Education visual identity are purple, white, and black as the three primary colors, and blue, red, and yellow as the secondary colors.

		HEX	RGB	CMYK	PANTONE
	PRIMARY COLOR	#53257F	R 83, G 37, B 67	C 35, M 71, Y 0, K 50	268 C
	PRIMARY NEUTRAL	#FFFFFF	R 255, G 255, B 255	C 0, M 0, Y 0, K 0	663 C
	PRIMARY NEUTRAL	#000000	R 0, G 0, B 0	C 0, M 0, Y 0, K 100	Black 6 C
	SECONDARY	#00ADDD	R 0, G 173, B 221	C 100, M 22, Y 0, K 13	299 C
	SECONDARY	#E24C2A	R 226, G 76, B 42	C 0, M 66, Y 81, K 11	Bright Red C
	SECONDARY	#FFC528	R 255, G 197, B 40	C 0, M 23, Y 84, K 0	Medium Yellow C

Color Accessibility

- The secondary colors of red, yellow, and blue may not be used as a font color, or as a background color with white font over them.

- They may be used as accent colors to compliment the primary college color.
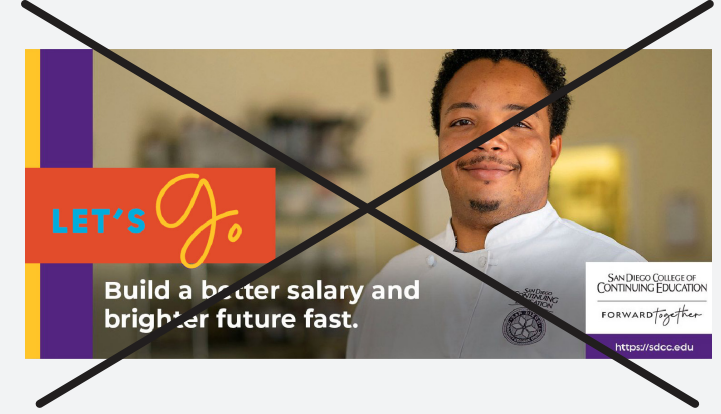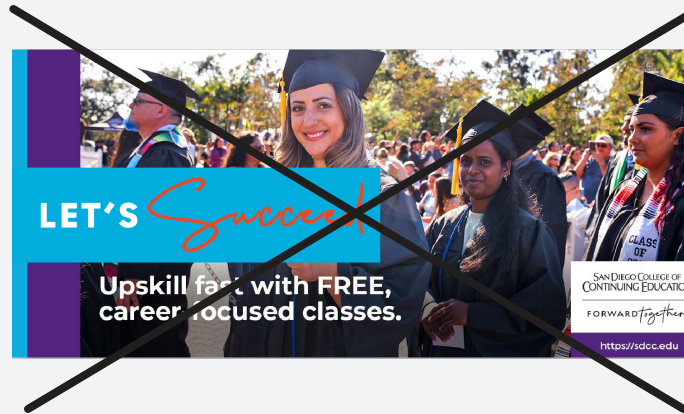
Fonts

Design Fonts

The following font families are to be used as the main fonts for marketing purposes.

Montserrat

Montserrat should be used as the primary font in marketing materials.

→ fonts.google.com/specimen/Montserrat

Montserrat Regular
Montserrat Italic
Montserrat Bold
Montserrat Black

Cervanttis

Cervanttis should be used on limited occasions only as accent font.
It should not be used as a primary font.

→ dafont.com/cervanttis.font

Web Fonts

- As the primary font, Arial can be used for headlines or other attention grabbing areas.

- All variations in this family are acceptable as an accent typeface as they mirror Arial (Regular, Bold, Italic, and Bold Italic).

- Other acceptable sans serif fonts are Gill Sans and Helvetica.

- Do not use more than two different typefaces.

PRIMARY

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

OTHER FONTS

Gill Sans Regular

Gill Sans Italic

Gill Sans Bold

Gill Sans Bold Italic

Helvetica Regular

Helvetica Italic

Helvetica Bold

Helvetica Bold Italic

Electronic Signature

Electronic Signature - Basic Option

- Never add imagery or additional copy to the electronic signature.

- Never change the colors of the electronic signature.

- Always place the electronic signature in the lower left-hand corner.

- Compatible with most email applications. Web-safe fonts only.

- Examples: Entourage, Outlook

Jane P. Smith — **Arial Bold | 16pt**
(Pronouns) — *Arial Italic | 12pt*
Important Job Title — Arial | 12pt
San Diego College of Continuing Education — **Arial Bold | 12pt**
Campus Location — **Arial Bold | 12pt**
4343 Ocean View Blvd, San Diego, CA 92113 — Arial Bold | 12pt
(619) 388-4956
jpsmith@sdccd.edu
sdcce.edu

Electronic Signature - Wordmark Option

- Compatible with selective email applications.

- Web-safe fonts plus embedded image.

- Examples: Mac Mail, Gmail

Jane P. Smith — **Arial Bold | 16pt**

(Pronouns) — *Arial Italic | 12pt*

Important Job Title — Arial | 12pt

San Diego College of Continuing Education — **Arial Bold | 12pt**

Campus Location — **Arial Bold | 12pt**

4343 Ocean View Blvd, San Diego, CA 92113 — Arial Bold | 12pt

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sdcce.edu

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Messaging Algorithms

Headline Algorithms

The following **headline algorithms** are example headlines that takes the themes of forward together and links them to your program offerings. When space allows, each headline can be followed by a value proposition that connects the headline theme to a clear and persuasive outcome.

For the sake of consistency, we suggest sticking with a headline algorithm for 6 months to a year before evolving or moving onto the next.

Let's ___

Let's Go. [General]

Build a better salary and brighter future fast.

Let's Dream. [General]

If you believe, we can help you achieve.

Let's Grow. [Emeritus]

Find fulfillment with like minded, lifelong learners.

Let's Succeed. [Career Ed]

Upskill fast with FREE, career focused classes.

Brand Assets

Brand Usage Examples

Flyer Examples

EVENT *Title*

M/DD/YYYY
00:00AM - 00:00PM
Location here

Content info here. Odictur Ut doluptur renduntem rero cor sit ratemolore, ut ea cor aut offic tem aceped ma dolupta vel estia niet, officipis ut duihg moloribus diae.

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Contact 000-0000-000 | URL information

BAKING AND PASTRY ARTS II CERTIFICATE

LET'S GET *cooking*

Sweeten up your skills to advance your culinary career!

Learn to make American-style cakes, European tortes, frostings, fillings, pastries, petit fours, meringues, and confections using both chocolate and sugar. Classes are hands-on and taught by working professionals.

Why Choose SDCCE?
Classes are tuition FREE
Flexible day, night, and online offerings
Extensive support services available
Open to anyone regardless of residency status

SCAN TO ENROLL OR LEARN MORE

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WWW.SDCCE.EDU

Additional Branded Assets

SDCCE's **Communications Department** has a variety of branded materials for college employees to use, including:

- Zoom Backgrounds

- Web Buttons

- Email Headers

- Social Media Ad templates

- Flyer templates

Please contact the **Communications Department** to access these items.

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