SAN MATEO COUNTY COMMUNITY COLLEGE DISTRICT

San Mateo County Community College District
Visual Identity Style Guide

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This Visual Identity Style Guide introduces more than an updated San Mateo County Community College District (SMCCCD) logo that is rooted in tradition. It provides guidelines for expressing the District's visual identity that will help communicate in a prominent and consistent manner. On the pages that follow, you'll find a framework for ensuring that visual expression of the District's identity is clear, compelling, and authentic. By embracing these guidelines and using them consistently, we will raise the District's profile for educational excellence in the community, and better communicate who we are.

2 Introduction

The San Mateo County Community College District (SMCCCD) Logo is a combination mark consisting of text and a symbol. The type is set in the Caxton typeface and has been manually kerned and tracked for visual balance. The colleges within the District, Cañada College, College of San Mateo, and Skyline College are represented by the three linked rings. The interlinking of these rings conveys the academic strength and support provided to the Colleges by the District.

There are two layout orientations of the District Logo, vertically stacked and horizontally aligned. The horizontal logo can be used with or without the names of the Colleges. The following pages will describe proper usage of these logos.

1 inch minimum logo width

2 inches minimum logo width
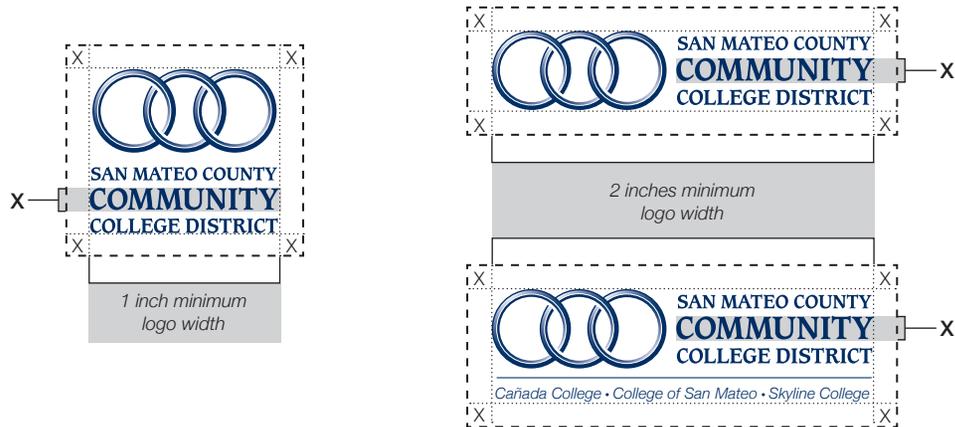
SIZE & CLEAR SPACE

Size adequacy gives the logo significance, as well as better legibility and press results. Do not reduce the stacked logo smaller than 1 inch wide and the horizontal logo smaller than 2 inches wide.

Clear space is the area around the logo that should be kept free from competing graphics and text. Maintain a margin at least equal to measurement "X" shown above. Clear space as defined by "X" is based on the height of the word "COMMUNITY" within the logo. More clear space is always preferred.
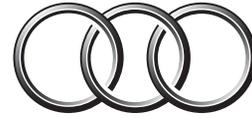
4 Logo Specifications
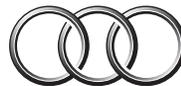
LOGO COLOR
Using approved color is essential when presenting the SMCCCD logo in print or on the web. The logo should always appear in blue (Pantone 655) with white highlights, black with white highlights, or if necessary, solid white. The white logo should be used when presentation on a dark background is required.

The logo cannot appear in any other colors. When layering the logo over photographs, position it on a solid portion of the photo. Always use the logo full strength. Do not apply transparency to it or use it as a watermark.

LOGO FILE FORMATS
The logo is available in a variety of electronic file formats, each intended for a particular use depending on the media for which it will be reproduced. Selecting the correct file format will ensure that the logo is reproduced in the appropriate manner and will maintain the brand identity.

File formats:

EPS – vector files are for use in professional printing applications. It prints in the highest resolution, is scalable, and has a defined color model such as CMYK or Spot Color.

JPG – are bitmap images with RGB color. This has an opaque background and should be used in online and screen applications such as email and PowerPoint.

PNG – are bitmap images with RGB, have a transparent background and should only be used for PowerPoint or email.

6 File Formats

DISTRICT/COLLEGE CO-BRANDING
In instances where collateral needs to represent the District and its three colleges, use of the District logo containing the list of colleges (above) is preferred. If the District logo must be used with college logos, it should be done as displayed to the right. College logos should be located at the bottom of the page, in black and white, separated from the main page by a thin rule, and placed in alphabetical order from left to right. The District logo can be used anywhere within the shaded zone based on other design elements.

Design Control 7
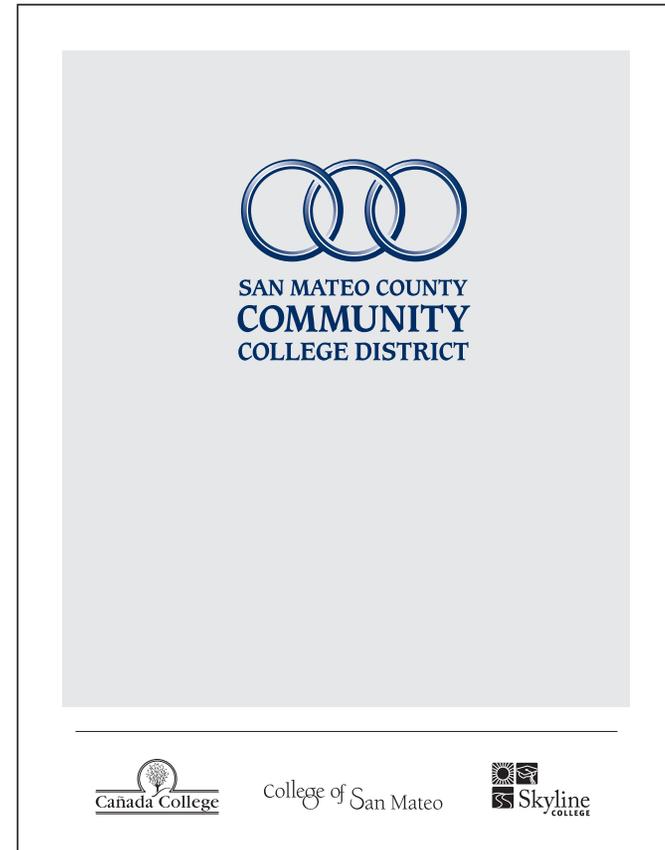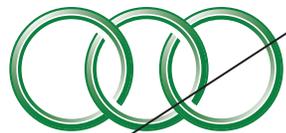
DO NOT USE OTHER COLORS

The SMCCCD logo should always appear in blue, black, or white. No other colors are acceptable..

DO NOT STRETCH OR SKEW LOGO

When resizing logos, careful attention should be given to maintaining proper proportions.

DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO LOGO

Special effects will interfere with the recognition and message of the logo.

DO NOT MODIFY LOGO

Logo should not be modified by rearranging, removing, or reworking components.

DO NOT BLEED OR SET LOGO FLUSH TO ANY CORNER

Logo should always be set with adequate clear space around it.

DO NOT TINT OR ADD TRANSPARENCY TO LOGO

8 Design Control

LOGOS AND PHOTOGRAPHS

Logos can be used on photographs if adequate clear space (see page 4) and contrast is present. As a general rule, the background color or image should never compromise the readability or integrity of the logo, nor should the value of the background compete with the graphic identity colors.

COLOR PALETTE

Colors used in harmony can attract interest, focus attention, and elevate a brand. This carefully selected palette is simply a base of colors that instills consistency across diverse types of applications and layouts.

Primary:
The primary colors consist of the three approved colors that the SMCCCD logo can appear in, blue, black, and white. The SMCCCD Blue evolved from the District's historic palette and represents commitment and professionalism. It should be used as the foundational color for all designed communications.

Accent Colors:
The accent colors complement the primary colors, enhancing—not competing with—the distinctive SMCCCD Blue. By limiting the palette to more neutral colors and using accent colors with restraint, we allow the SMCCCD Blue to stand as the beacon of the color system.

Note:
Colors shown throughout this guide are for demonstration purposes only. For accurate color standards refer to the current edition of the *PANTONE® Color Formula Guide*.

Other colors may be used in the development of collateral materials, but they should not compete with nor be used in conjunction with the identity.

10 SMCCCD Color Palette
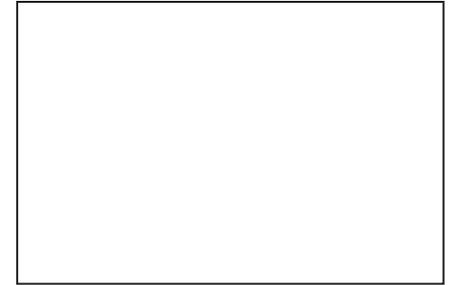
SMCCCD BLUE
PMS: PANTONE 655
CMYK: 100, 53, 0, 60
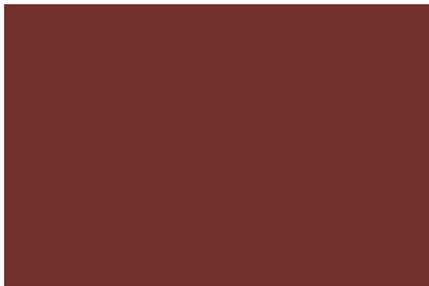RGB: 0, 47, 101
Web: HEX #002F65

BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
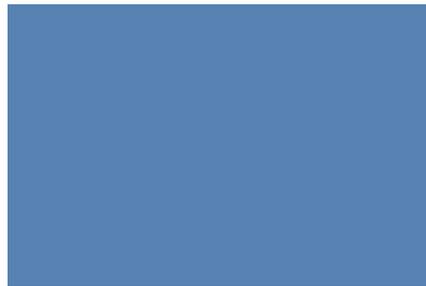Web: HEX #000000

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Web: HEX #ffffff

ACCENT COLORS

BURGUNDY
CMYK: 0, 57, 62, 55
RGB: 114, 49, 43
Web: HEX #72312B

SKY BLUE
CMYK: 50, 26, 0, 31
RGB: 88, 130, 177
Web: HEX #5882B1

APPLE GREEN
CMYK: 7, 0, 53, 40
RGB: 141, 152, 72
Web: HEX #8D9848

BRIGHT GRAY
CMYK: 2, 0, 13, 30
RGB: 172, 177, 154
Web: HEX #AEB19A

SMCCCD Color Palette 11

USING TYPE TO COMMUNICATE

Neue Helvetica, by Linotype Corporation, is the typographic family to be used for the majority of communications (see the sampler at right).

Helvetica was designed in 1957 and was created specifically to be neutral. This neutrality was paramount, and based on the idea that type itself should give no meaning. In 1983, the Helvetica typeface was redesigned for the digital age, creating Neue Helvetica: a self-contained font family. Today, this family consists of 51 different font weights.

A good package to align with SMCCCD's visual identity is the *Helvetica Full Family Selection Value Pack* (http://www.linotype.com/670008/HelveticaFullFamilySelectionValuePack-product.html). However, purchasing only the light, regular, and bold versions of the font will provide the minimum necessary to get started. A wide variety of weights and versions are available to create an effective hierarchy of information. Use the actual fonts consistently, do not create artificial small caps from a Roman face, or condense the type.

If the Neue Helvetica typeface is not available, an approved alternate font must be used. The first choice alternate is Arial. If Arial is not available, Trebuchet is an acceptable alternate.

TYPOGRAPHY
is the most ubiquitous component
of a visual identity.
Used consistently
it increases recognition
and accurately represents
the exellence of the
San Mateo County
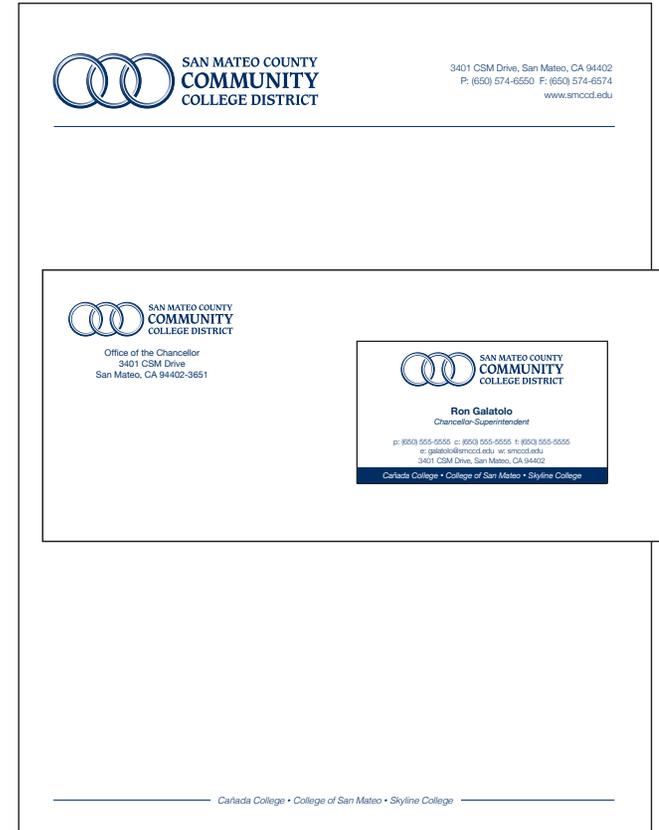**Community College District**

12 Typography

STATIONERY & BUSINESS CARDS

District departments should use the official letterhead to communicate with governmental entities, members of the public, and for circumstances in which the content of the letter represents an official position of the District. Official letterhead may only be used for official District business and should not be used to express personal opinions unless they are identified as such.

District letterhead, envelopes, and business cards can be ordered from Campus Copy & Post, located on the first floor of College Center Building 10 at College of San Mateo. Orders can be placed online (collegeofsanmateo.edu/copy), by calling (650) 574-6320, or in-person.

E-LETTERHEAD

In cases where a communication needs to be sent by electronic methods of delivery (email, ftp, etc.), e-letterhead can be used. This is a Word document that contains the branding elements of the letterhead along with a text box for entering body text. This file should NEVER be printed and mailed.

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