

Style GUIDE

COMPLETE MARKETING, COMMUNICATIONS, AND DESIGN STYLE GUIDE | CAÑADA COLLEGE © 2016



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IDENTITY GUIDELINES AT CAÑADA COLLEGE

A brand represents a promise to its customers. It presents a standard of quality and a point of comparison with other products or services. While our brand perception is created from the sum of all interactions with Cañada College, including the use of our site, advertising, word-of-mouth, and press reports, it is the identity that must verbally and visually represent the brand. Given the importance of the brand, we have created usage standards that must be followed when using our identity, whether on-line or off-line, in any use. Please refer to the guidelines that follow for the proper standards.

The style guidelines of the Cañada College seal and logos must be adhered to strictly. Approved artwork must be used and the design cannot be altered in any way. No variations, adaptations, or new logo units should be created without prior consultation with the college's Director of Marketing and Visual Communications Coordinator.

We believe the positive attributes of the Cañada College identity—smart, dynamic, thought-provoking, and objective—will truly add value to your marketing and business efforts.

Thank you for your cooperation.

USE OF THE COLLEGE NAME IN TEXT

The proper use of our college name is vital to our representation of our mission and branding.

Please, do not:

- use the college name in plural form
- hyphenate or dissect the name in any form
- combine the name with other words to form new names

Properly typing and writing our name is the most important aspect of differentiating our college and brand from other entities. **ALWAYS** be sure to use a tilde (~) over the “n” or “N.”

Cañada College | CAÑADA COLLEGE

Shortcuts for the tilde:

How to type “ñ” on a PC: hold “**ALT + 0241**” | How to type “Ñ” on a PC” hold “**ALT + 0209**”

How to type on a Mac: hold “**Option + N**” then either **lowercase n** for “ñ” or **capital N** for “Ñ”

EXCEPTION: The website URL is a single word, and **DOES NOT USE A TILDE**. In order for our web addresses to display correctly, our home page and **ALL** interior pages should appear, and be created, in lower case letters:

www.canadacollege.edu | canadacollege.edu | www.canadacollege.edu/catalog/index.php

APPROVED TYPOGRAPHY

Please do not attempt to recreate the logos or seal—use only the approved artwork and fonts. The typeface used in the seal and logos is ITC Garamond, which you may use for text and headlines when working on a printed material. If ITC Garamond is unavailable, please use the font Adobe Garamond Pro.

When a sans serif typeface is desired for print, use Franklin Gothic.

For the web, Arial is the preferred font.

ITC Garamond:

Garamond Light

Garamond Light Italic

Garamond Book

Garamond Book Italic

Garamond Bold

Garamond Bold Italic

Franklin Gothic:

Franklin Gothic Book

Franklin Gothic Book Italic

Franklin Gothic Medium

Franklin Gothic Medium Italic

Franklin Gothic Demi

Franklin Gothic Heavy

OUR COLLEGE LOGO AND ITS PROPER USE

Our logo is the key to properly representing Cañada College. We must ensure proper usage.

The college logo should be used on all outdoor and indoor signage, marketing collateral such as brochures, website, advertising, training materials, events and event-related materials.

Please observe the clear space that is around the logo. Nothing should intrude this specific area. When in doubt, please leave enough room around the logo. The preferred logo is our green one over a white background. Please use the white logo over darker backgrounds or on Cañada Green.



The logo consists of a custom tree illustration, a set of lines in two weights and the name of the college in upper and lower case letters, written in ITC Garamond.



OUR COLLEGE SEAL AND ITS PROPER USE

Our college seal is mainly used by the Office of the President and the Marketing Department.

The Cañada seal should be used on all official documents such as transcripts, diplomas, and the President’s communications such as the newsletter.

Please **ALWAYS** use the college logo and **NOT** the seal. If the seal needs to be used for a specific material or website, please contact the Marketing Department.

Please observe the clear space that is around the seal. Nothing should intrude this specific area. The preferred use is our green logo on a white/light background.



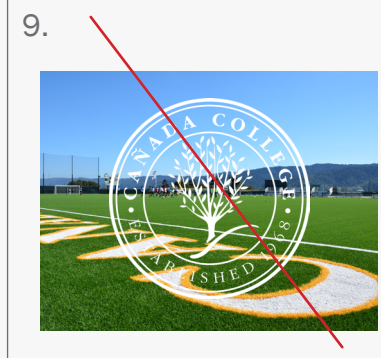
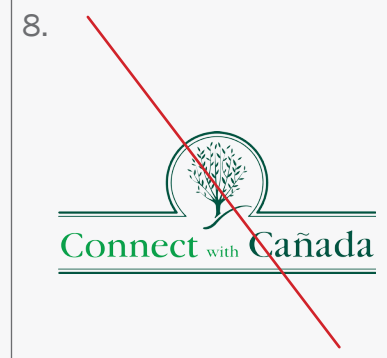
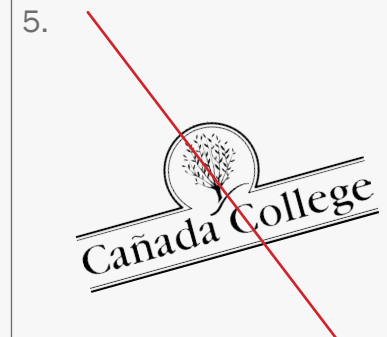
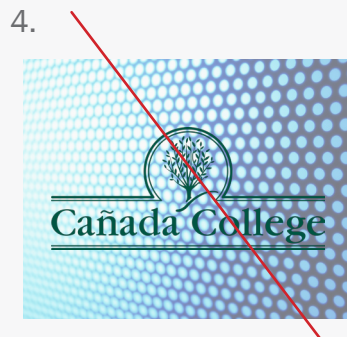
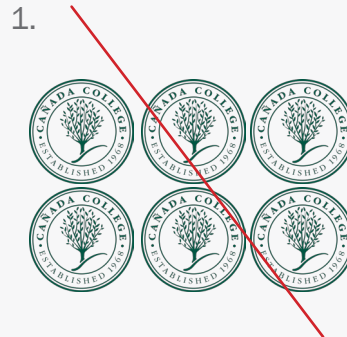
The Cañada College seal consists of a custom tree illustration in the middle of a set of three concentric circles, the college name and the words “Established 1968”, all in upper case letters. The typeface used is ITC Garamond.



INCORRECT LOGO AND SEAL USAGE

For both logo and seal, **do not**:

1. Print in a repeat pattern
2. Alter or stretch disproportionately
3. Change the authorized colors
4. Use patterned backgrounds behind the logo
5. Change the orientation
6. Add extra effects. This includes but is not limited to: bevel, emboss, shadows, glow, etc.
7. Attempt to recreate the logo
8. Make alterations, additions, or substitutions to the words
9. Display the logo on busy photography



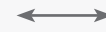
LOGO AND SEAL SIZES

Minimum Sizes for Print:

Never print the seal smaller than one-half inch across and never print the logos smaller than three-quarters of an inch across.



.75 inch



.5 inch

Minimum Sizes for Web:

On the web, never use the seal smaller than 70 pixels across and never use the logos less than 130 pixels across.



130 Pixels

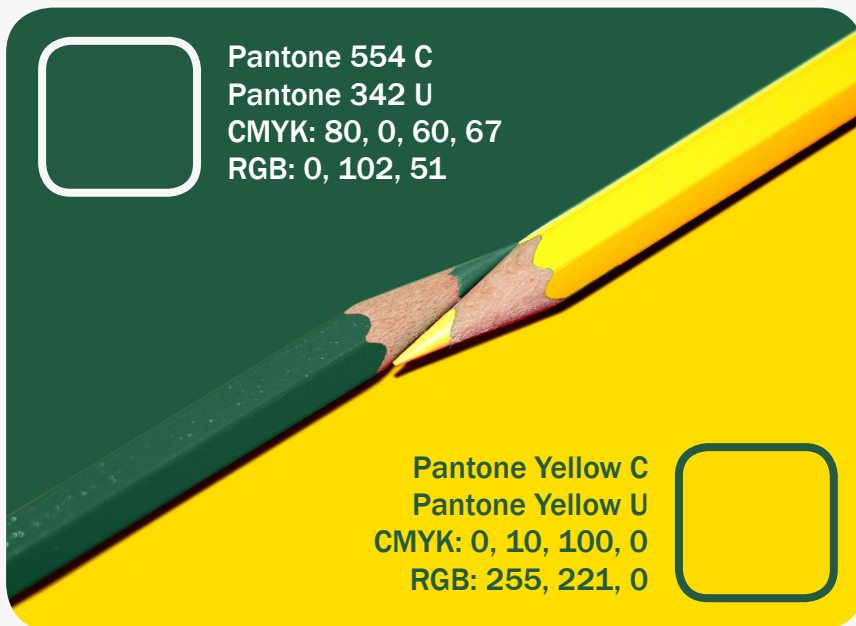


70 Pixels

APPROVED COLORS

The logos and seal may only be reproduced in black, white, and the specific Pantone dark green. The yellow is an accent color and should be used sparingly in lines, strokes, details, headers, footers, or against dark, solid-colored backgrounds.

Cañada Colors:



Complimentary Colors:



Pantone 600 C
Pantone 607 U
CMYK: 6, 3, 49, 0
RGB: 242, 233, 153



Pantone 384 C
Pantone 398 U
CMYK: 26, 4, 99, 35
RGB: 148, 147, 0



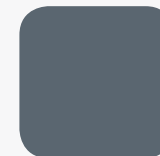
Pantone 7486 C
Pantone 7486 U
CMYK: 28, 0, 45, 0
RGB: 188, 255, 148



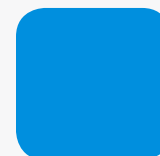
Pantone 180 C
Pantone 2349 U
CMYK: 3, 91, 86, 12
RGB: 190, 58, 52



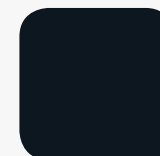
Pantone 137 C
Pantone 123 U
CMYK: 0, 41, 100, 0
RGB: 255, 163, 0



Pantone 431 C
Pantone 2168 U
CMYK: 45, 25, 16, 59
RGB: 91, 103, 112



Pantone 279 C
Pantone 2184 U
CMYK: 68, 34, 0, 0
RGB: 65, 143, 222

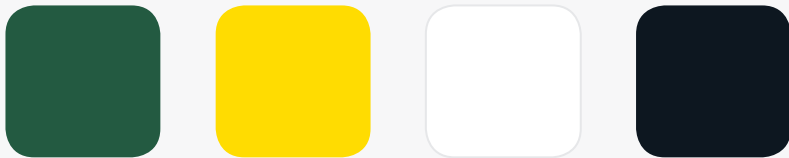


Pantone Black 6 C
Pantone Black 6 U
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

COLOR COMBINATIONS

Here are some sample color combinations that address the message and tone of college materials. Along with our Cañada yellow, white is always an accepted accent color.

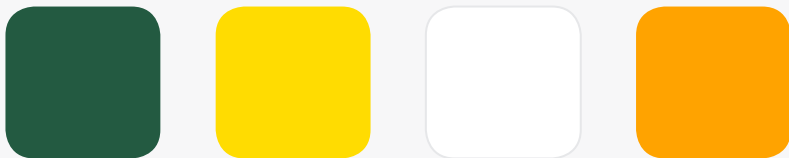
Classic Cañada:



You can go anywhere:



Athletic pride:



Caring for our environment:



Down to business:



Your future defined:



TEMPLATES, HEADERS, AND FOOTERS

In order to facilitate your design time, there are Cañada College templates, headers and footers within the Marketing website. The designed templates, footers and headers can all be found on this web page: canadacollege.edu/marketing/templates.php

Templates: There are four main sizes for you to choose from: 8.5”x11”, 11”x17”, 18”x24”, and 24”x36”. All ready to be placed within your design program of choice, as they are all saved in “jpg” format. Please note the images are rather large when they open in a new window and have a white background. It may appear as there is nothing there, but please right-click and choose “save image as”.

Headers and Footers: The following Headers and Footers can be used on any design template (Word, InDesign, Publisher, Illustrator, FrontPage, etc) to easily maintain our brand on printed materials. They are provided to you in “.png” format, which is ready to include in your design with a “Clear/transparent” background. The png file will open in your browser window - right click on it and choose ‘Save Picture As’ and save it to the location of your choice.

Sample Header Designs:



Sample Footer:



STATIONERY

Always use the stationery with the appropriate logo or seal as described on pages 6 and 7. Align the letter and address as shown below and optically center the address side-to-side on the envelope.

1.25 INCH 2 INCHES 1.25 INCH

Cañada College

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 Redwood City, CA 94601

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 2,200 Farm Hill Boulevard • Redwood City, CA 94601 • tele 650 306 3000 • fax 650 306 3000 • www.canadacollege.net

COLLEGE ENTRANCE DISPLAY BANNERS

The Marketing Department coordinates with campus Facilities to arrange for banners to be displayed at the Main Entrance (Farm Hill Boulevard) of campus. Please send requests to Megan Rodriguez Antone at rodriguezsm@smccd.edu.

IMPORTANT: To post a banner, the event must be a Cañada College event, hosted, coordinated or sponsored by a college division, program, or organization. All banners are required to be reviewed and approved by the Marketing Department before being displayed. Banners must be in good condition and cannot have tape, or other corrective materials, on it. Please include the event name, date and contact (website or phone number for more information). Banners need to be a dimension of at least 2 feet x 12 feet (suggested size: 3 feet x 12 feet) with grommets around at least all four corners (extra grommets along every 2 feet, and slits for wind, is recommended). The college is not responsible for damaged banners, including damage due to inclement weather. One banner will be displayed at a time. Please place your request at least **2-3 weeks** before desired posting date to ensure availability.

NOTE: If you need assistance from the Marketing Department to design a banner, please complete the Marketing request assistance request form. A lead time of **2-3 weeks** before the desired posting date is preferred. Please fill out the entire form at: canadacollege.edu/marketing/requestform.php

CAMPUS BANNERS, POSTERS, AND FLIERS

Posting of Club/Program (Building 9) and Event Banners (Bridge between Buildings 17 &18) on Campus:

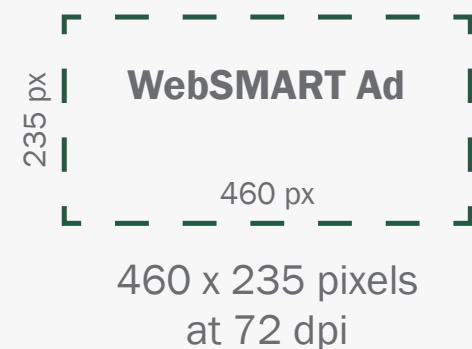
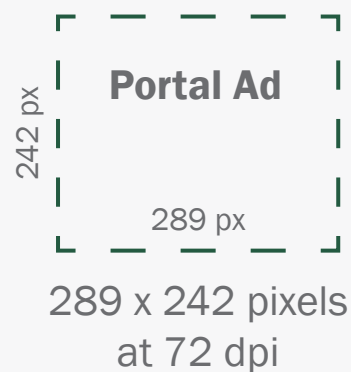
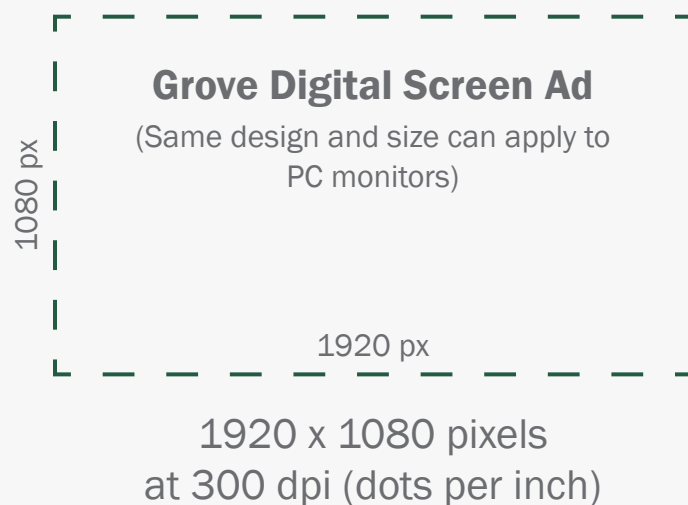
IMPORTANT: Please allow **10 business days** before your ideal posting date to have your banner processed and displayed. Banners are hung on a first-come, first-served basis and must not exceed 4 feet x 14 feet. A club/program banner may be hung for a period of at least **one month** and can stay longer pending other requests to ensure that each on-campus club/program has equitable posting time. An event banner may be hung for a period of no longer than **5 business days** before the event.

To post, please take the banner to the Marketing Department (**Building 8, Rooms 111/112**) for review and approval. The Marketing Department will communicate to the Center for Student Life and Leadership Development that the banner has been approved to be displayed. Next, please bring your banner to the Center for Student Life and Leadership Development (**Building 5, Room 354**) to process your banner display request. Staff will stamp the banner and collect a contact person's name, email, phone number, event date and banner removal date. Once the request is submitted, the Center for Student Life and Leadership Development will contact Facilities who will display your banner within **2 business days** of receiving the banner. Facilities will remove and return the banner to the registered contact within two business days after the event date.

Posting of Printed Materials on Campus: All materials (posters, fliers, etc.) to be posted on campus must be approved and date stamped by the Center for Student Life and Leadership Development. The campus posting policy can be found at <http://canadacollege.edu/studentlife/posting.php>.

DIGITAL SCREENS AND WEB PORTAL ADS

The Marketing Department coordinates the content displayed on select digital screens around campus. The purpose is to provide information to the campus community about events, activities and services available to students. Additionally, the Marketing Department can also place the digital slides on the WebSMART and SMCCCD Portal pages. Please send slides in horizontal format, (*The Grove* digital screen: 1920 by 1080 pixels; *WebSMART* ad: 460 by 235 pixels; *Portal* ad: 289 by 242 pixels) at least **one week** prior to desired posting date to canmarketing@smccd.edu.



If you need assistance from the Marketing Department to design a digital slide, please complete the Marketing request assistance request form. A lead time of **2-3 weeks** before the desired posting date is preferred. Please fill out the entire form at: canadacollege.edu/marketing/requestform.php

COMMUNICATION SERVICES

How to share college news, stories, and events: As the hub of college communications, the Cañada College Marketing Department is responsible for keeping the college community and general public informed of college programs, services, news, success stories and events through a variety of communication methods. The Marketing Department coordinates print and electronic publications, advertising, marketing events and activities, community outreach, media relations, as well as the college website and social media handles.

If you are contacted by a member of the media, please contact Megan Rodriguez Antone, Director of Marketing, Communications & Public Relations, at rodriguezsm@smccd.edu or (650) 306-3418.

College Blog & Social Media: The Marketing Department maintains Cañada's primary social media handles: *Facebook, Instagram, Twitter, YouTube, Flickr, and Blogspot*. These are integral communication channels to current and prospective students, faculty, staff, alumni and the general public. The Marketing Department is happy to promote college news/events on its social media handles as well as share posts that are timely and college-related.

NOTE: Please provide a lead time of **2-3 days** and send requests to canmarketing@smccd.edu.



MORE COMMUNICATION CHANNELS

Cañada Employee & Student Email Communication Requests: This request is for the sole use of only communicating campus-related information. Additionally, if the message needs to go to a specific group, the request can be distributed to:

- Cañada students (via *GWAMAIL*)
- All Cañada employees (via Campus Announcement)
- Cañada Faculty
- Cañada Staff
- Cañada Managers

NOTE: The topic of the message **must** be college-related and coordinated or sponsored by a college division, program, or organization. Messages about non-work related information will not be shared, including, but certainly not limited to: garage sales, side businesses, non-college-related fundraisers and events, personal celebrations, lost pets, etc. Please submit requests to canmarketing@smccd.edu at least **one week** prior to the target distribution date.

Olive Hill Press: The Olive Hill Press (OHP) is a newsletter, produced by the Marketing Department, and distributed to all college employees on the second and fourth Fridays of every month. All content in the OHP must include campus-related news such as: student success stories, staffing updates, special event recaps, recognition/awards, etc.

NOTE: Please send stories and photos **one week** before publication to canmarketing@smccd.edu.

MORE COMMUNICATION CHANNELS

“What’s Happening at Cañada?” Weekly Event Blast: The “What’s Happening at Cañada?” event blast is the primary resource for event information for the college. The weekly eblast is distributed campus-wide every Tuesday, in addition to being posted on the college blog and Facebook page.

NOTE: To be posted, an event must be a Cañada College event, hosted, coordinated or sponsored by a college division, program, or organization. Please include the name of the event, date, time, location and 1-2 sentence description to canmarketing@smccd.edu by **4 p.m. every Friday**. Depending on the volume of submissions that week, an event may be featured once so please be mindful of your submission date.

Cañada College Event Calendar: The college calendar is a comprehensive event calendar, visible to the public on the Cañada College website. This calendar is comprised of upcoming events around campus.

NOTE: To be posted, an event must be a Cañada College event, hosted, coordinated or sponsored by a college division, program, or organization. Please send the: name, location, time and description of the event, and contact information (for readers to follow-up/request additional information) to canmarketing@smccd.edu. A lead time of **1-2 business days** to post on the calendar is preferred.

ASSISTANCE IN CREATING PRINT/WEB MATERIAL

The Cañada College Marketing Department provides an array of editorial, graphics, web and general marketing and media services on behalf of the college. To request assistance, please complete the Marketing assistance request form and provide detailed information for the Marketing Department to understand the scope of the project and set a realistic timeline.

Marketing Assistance Request Form: The Cañada College marketing assistance request form is the fastest way to make sure your design request lands in our design queue. Please fill out the entire form at: canadacollege.edu/marketing/requestform.php

Promotional Review Policy: All college marketing materials, including ads, brochures, fliers, videos, etc., **must be approved by the Marketing Department prior to printing and distributing.** Please send material for review to canmarketing@smccd.edu.

NOTE: Requests are prioritized within the overall workload of the Marketing Department.

ASSISTANCE IN UPDATING & CREATING WEBSITE

For assistance in updating or creating a site on the Cañada College website, please send a detailed request and web link (if available) to canmarketing@smccd.edu. A lead time of **1-2 weeks** for web page updates and **3-4 weeks** for website/pages creation is preferred.

***External websites associated with Cañada College and its programs are not permitted. For assistance in maintaining/creating a department webpage or section, contact the Cañada College Marketing Department via the request form. Usage of social media platforms such as Facebook, Twitter, Instagram, & Youtube are acceptable.**



OmniUpdate Tutorial Page:

The Cañada College website can be easily updated via our Content Management System (CMS) called *OmniUpdate*. If you have a username and password, you can update your department or office's set of web pages. Our website has a step by step section that details almost every aspect of updating your own web pages. Please visit canadacollege.edu/tutorial/index.php in order to see all of the editing options available to your team. Please contact the Visual Communications Coordinator if further assistance in web updates is needed.

PROMOTING STUDENT SUCCESS

The Marketing Department encourages submissions of student success stories specific to Cañada College Alumni, current students, transfer, career accomplishments, etc. These stories are used in a variety of promotional materials, including the Olive Hill Press (employee newsletter), executive reports to the Board of Trustees, social media, news media, our college schedules, brochures and on the Cañada College website.

If you have a story to share, please contact the Marketing Department at canmarketing@smccd.edu or at (650) 306-3418. We appreciate your assistance in showcasing our wonderful students.



QUESTIONS?

There are a lot of options for you or your team to create and devise wonderful material across various mediums. Our goals are to facilitate department individuality while still maintaining our Cañada College brand, market our college identity, and make sure that all instructional and promotional material always have the proper message in order to most benefit our students and community.

Should you have questions after consulting these guidelines, please contact the Cañada College Marketing Department at canmarketing@smccd.edu.



