

Cañada College

Style **GUIDE**



COMPLETE MARKETING, COMMUNICATIONS, AND DESIGN STYLE GUIDE
CAÑADA COLLEGE | REDWOOD CITY, CA

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BRAND APPROVED LOGOS, FONTS AND COLORS

USE OF THE COLLEGE NAME IN TEXT

The word “Cañada” is pronounced *cahn-YAH-duh*. The origins of the word are Spanish, and it means a small canyon, glen or ravine. 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:

canadacollege.edu | canadacollege.edu/marketing | canadacollege.edu/marketing/styleguide.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, Source Sans Pro 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

The Cañada College logo is vital to our brand. This guide should help to ensure the use of the logo and all of its variations properly.

The college logo should be used on all outdoor and indoor signage and marketing collateral such as brochures, website, advertisements, training materials, 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 it. The preferred logos are the college green, black, or white logos over simple, solid backgrounds. It is also okay to simply use “Cañada College” in the college font.



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



OUR COLLEGE SEAL AND ITS PROPER USE

The Cañada College seal is mainly used by the Office of the President and the Marketing Department.

For promotional material, please 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.



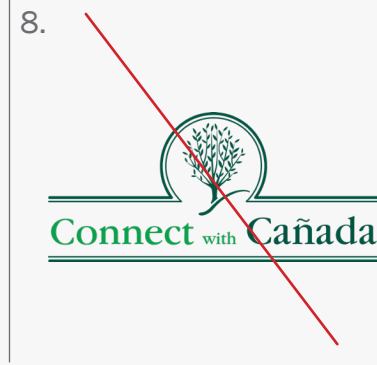
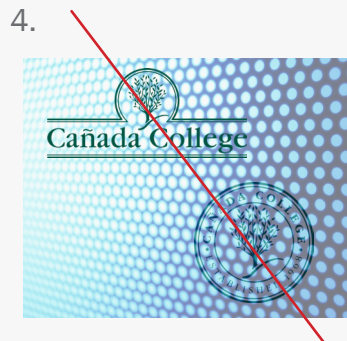
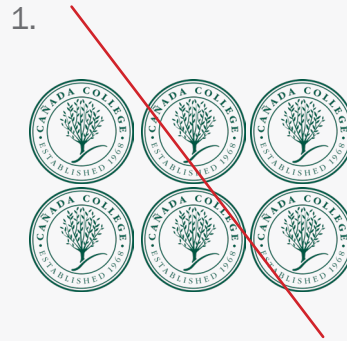
The Cañada College seal consists of a custom tree illustration in the middle of a set of three concentric circles, the college name and the words "Established 1968", all in upper case letters. The typeface used is ITC Garamond.



INCORRECT LOGO AND SEAL USAGE

For all college logos and college 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:

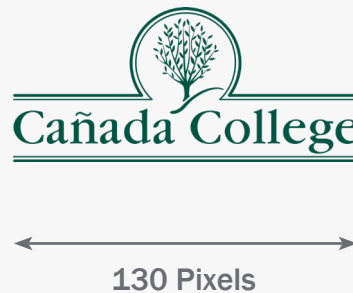
Do not print the College logo and seal or the Athletic logo smaller than three-quarters of an inch across.



Minimum Sizes for Web:

On the web, do not use the College logo less than 130 pixels across. Never use the College seal and Athletic logo smaller than 70 pixels across.

For more information on Athletics logo usage and style guide, visit the Athletics Department website.



APPROVED COLORS

The logos and seal may only be reproduced in black, white, and the specific Pantone dark green.

When designing print or digital materials, the college green should always be the primary color, while the yellow is an accent color and should be used sparingly in lines, strokes, details, headers, footers, or against dark, solid-colored backgrounds. Please try and approximate as much as possible.

Cañada Primary Colors:

Cañada Green



Pantone 554 C
Pantone 342 U
CMYK: 80, 16, 72, 51
RGB: 32, 92, 64

Cañada Yellow



Pantone 107 C
Pantone Yellow U
CMYK: 2, 7, 95, 0
RGB: 251, 225, 34

Complimentary Colors:

Colt Green	Lime Green	Bright Green	Forest Green	Famous Yellow	Dream Orange	Light Grey	Dark Slate
Pantone 356 C Pantone 356 U CMYK: 91, 0, 100, 26 RGB: 0, 122, 51	Pantone 369 C Pantone 369 U CMYK: 58, 0, 100, 4 RGB: 100, 167, 11	Pantone 375 C Pantone 375 U CMYK: 47, 0, 100, 0 RGB: 32, 92, 64	Pantone 625 C Pantone 625 U CMYK: 66, 21, 49, 22 RGB: 80, 127, 112	Pantone 135 C Pantone 135 U CMYK: 0, 18, 72, 0 RGB: 255, 198, 88	Pantone 7406 C Pantone 7406 U CMYK: 0, 13, 100, 1 RGB: 241, 196, 0	Pantone 428 C Pantone 428 U CMYK: 21, 13, 8, 0 RGB: 193, 198, 200	Pantone 431 C Pantone 431 U CMYK: 63, 45, 34, 25 RGB: 91, 103, 112

SUGGESTED COLOR COMBINATIONS

Here are some sample color combinations that address the message and tone of college materials. Black and white are also accepted colors for materials or accent colors.

Classic Cañada:



You Can Go Anywhere:



Colt Athletic Pride:



Spark of a Dream:



Science and Technology:



Down to Business:



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. The letter template with logo can be found here: canadacollege.edu/marketing/logos.php



A photograph of a modern interior space, likely a library or study area. In the foreground, there is a light-colored wooden bench with a blue carpet. Behind the bench, a blue wall features silhouettes of three people. To the right, a large mural of Earth from space is visible. A semi-transparent green box with white text is overlaid on the image.

PRINT AND WEB/DIGITAL CONTENT, OTHER LOGOS, AND TEMPLATES

CAMPUS BANNERS, POSTERS, AND FLIERS

There are many creative ways to advertise your event around campus and within the community. Brochures, posters, fliers, digital ads, social media graphics, and more can help get your point across. Please make sure to try and approximate the suggestions throughout this style guide.

Posting guidelines for back entrance banners (Cañada Road), event banners (bridge between buildings 17 & 18), and club/program materials (building 9) 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.

Posting of Banners: To post, please bring your banner to the Marketing Department (Building 8, Rooms 111/112) for banner review and approval. Once the banner is approved by the Marketing Department, Marketing will work with Campus Facilities to schedule a date to install the banner. When the banner is ready for removal, Facilities will remove and return the banner to the club/program 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 canadacollege.edu/studentlife/posting.php.

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 the Marketing Department at canmarketing@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 double-sided, 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 for no more than 5 days. 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

TEMPLATES, HEADERS, AND FOOTERS

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

Templates: For print ease-ability, please try to design in the following sizes: 8.5"x11", 11"x17", 18"x24", and 24"x36". Place a header and/or footer if needed. Footers with important information and a call to action are always preferred in any design.

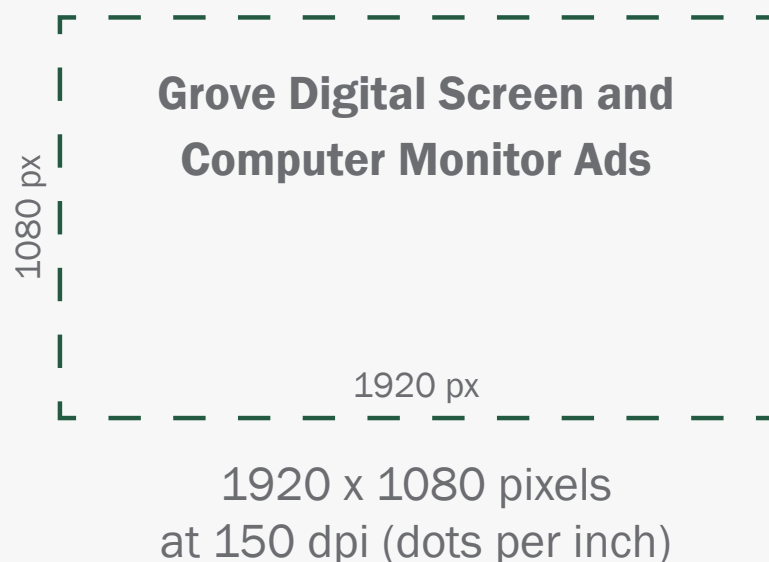
Headers and Footers: The following Headers and Footers can be used on any design template (Word, InDesign, Publisher, Illustrator, FrontPage, etc) to easily maintain our brand on printed materials. They are provided to you in ".png" format, which is ready to include in your design with a "Clear/transparent" 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 and Footer Designs:



DIGITAL SCREEN SLIDES - WEB 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. Please send image in horizontal format and in dimensions 1920 by 1080 pixels at least **one week** prior to desired posting date to canmarketing@smccd.edu.



If you need help in designing a digital slide or web advertisement in another size, 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

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

REVIEW DISCLAIMER

Promotional Review Policy: All college marketing materials, including ads, brochures, fliers, banners, posters, web content, videos, etc., **must be approved by the Marketing Department PRIOR to printing and distribution. Video content must be approved PRIOR to video creation, production, and editing.** Please contact the college Marketing Department prior to any film or video planning via the Marketing Request Form.

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

EXAMPLES OF PRINT AND WEB MATERIAL

cañada college

PROMISE SCHOLARS PROGRAM

TUITION, TEXTBOOKS & SUPPORT. **WE PROMISE.**

"The Promise Scholars Program... has helped me by providing a wide variety of resources from textbook support to scheduling classes. I appreciated knowing there was a support system behind me that was willing to answer any questions I may have."

- Promise Scholar Spring '18

BENEFITS:

Tuition Waived for 2-3 years

Textbook Support

Priority Enrollment

Individualized Academic Support

Exclusive Events and Workshops

Food and Transportation Incentives

WHO CAN APPLY:

- ▶ First-time college students
- ▶ Students who commit to attending full-time (12 units minimum per semester)
- ▶ Motivated students who are seeking a degree or certificate

APPLICATION OPENS JANUARY 15, 2020

FOR MORE INFORMATION VISIT CANADAPROMISE.COM OR CONTACT PROMISE SCHOLARS PROGRAM COORDINATOR, ARIELA VILLALPANDO AT villalpandoa@smccd.edu | 650-381-3568



VETERANS SERVICES

Cañada College is committed to assisting Veterans.

canadacollege.edu/veterans
 Andy Cuevas | cuevasa@smccd.edu | (650) 306-3250 | Building 9-209

Contact the Veterans Administration Office to determine eligibility for benefits.

STEP 1
Apply for VA benefits from the VA Department

STEP 2
Apply and enroll at Cañada College

For disability-related accommodations, please email: canyps@smccd.edu or call (650) 306-3234.

Counseling Division

Find all the support resources you need!

canadacollege.edu/counselingcenter
 Counseling Division | (650) 306-3452 | Building 9, 1st Floor

- ✓ Counseling
- ✓ Welcome Center
- ✓ Transfer Center
- ✓ Student Life & Leadership
- ✓ EOPS
- ✓ CARE
- ✓ CALWorks
- ✓ Career Center
- ✓ Disability Resource Center
- ✓ Personal Counseling Center

For disability-related accommodations, please email: canyps@smccd.edu or call (650) 306-3234.

DEPARTMENT/SERVICES LOGOTYPES

Some students and community programs have unique logos created to better help individualize them for marketing purposes. While they may contain unique graphical elements and font styling, these logos must adhere to the standards developed. Individual programs MAY NOT create their own logo for official use without the Marketing Department approval.

Program Unit Logotypes

Program Unit Logotypes have been created for Cañada's programs as part of the College's identity system. Always use approved artwork and do not attempt to typeset or create any logos on your own. Unauthorized logos will not be used and the main Cañada College logo should be placed first in all promotional material. For the program unit logo type, the "Cañada College" name is used in the proper Garamond font, and a line separates the College name from the program name written below it. Icons or "image branding" should not be placed or used next to any logo at any time. Below are some examples of current Departmental logos.

Sample Department/Service/Cohort Logos:

Cañada College
LEARNING CENTER

Cañada College
COUNSELING

Cañada College
LIBRARY

If you need a Department logo, please submit a Marketing Request and fill out the entire form at:
canadacollege.edu/marketing/requestform.php

A photograph of a person with dark hair, wearing glasses and a blue shirt, sitting at a desk and looking at a laptop. Their hands are clasped near their chin. The background is blurred, showing other people in a classroom or office setting. A dark green rectangular box is overlaid on the upper part of the image, containing white text.

WEBSITE MAINTENANCE, EDITING, AND CREATION SERVICES

ASSISTANCE IN UPDATING/CREATING WEBSITES

The Cañada College Marketing Department provides an array of web editing, creation, and maintenance. For assistance in updating or creating a site on the Cañada College website, please complete the Marketing assistance request form and provide detailed information regarding your web changes.

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 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](#).**

REVIEW DISCLAIMER

Promotional Review Policy: All college marketing materials, including ads, brochures, fliers, banners, posters, web content, videos, etc., **must be approved by the Marketing Department PRIOR to printing and distribution. Video content must be approved PRIOR to video creation, production, and editing.** Please contact the Marketing Department prior to any film or video planning via the Marketing Request Form.

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

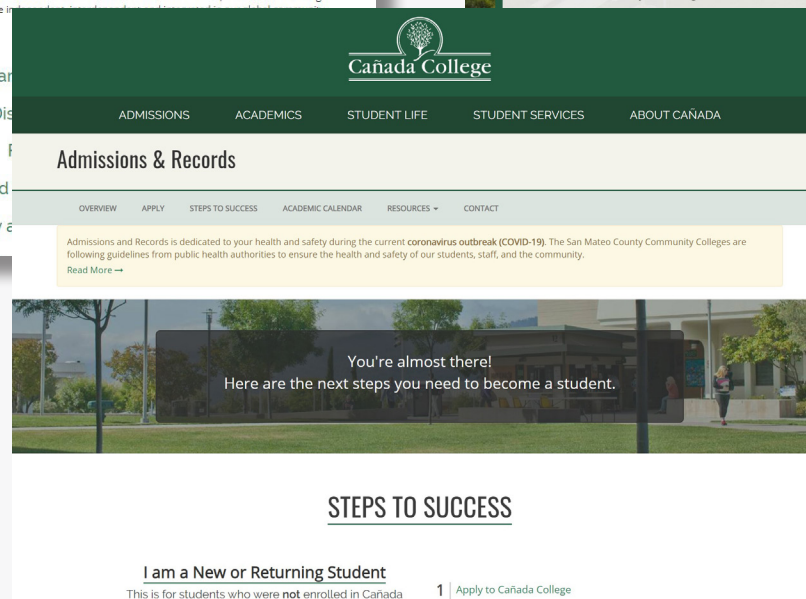
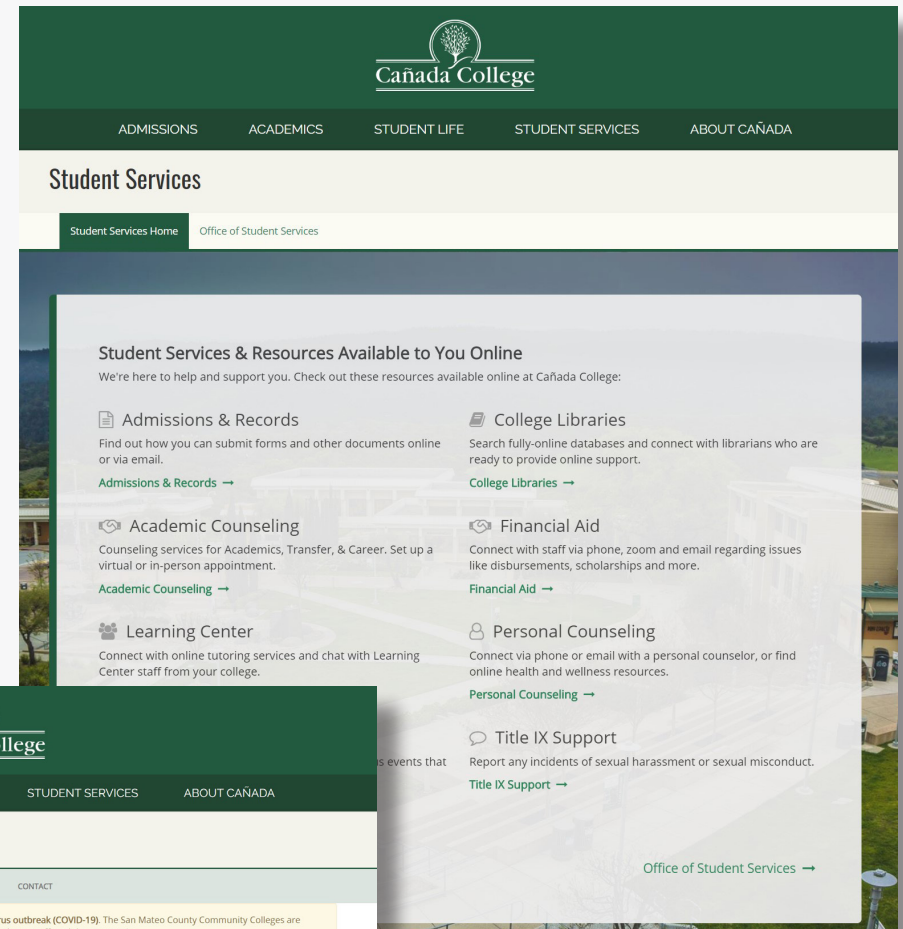
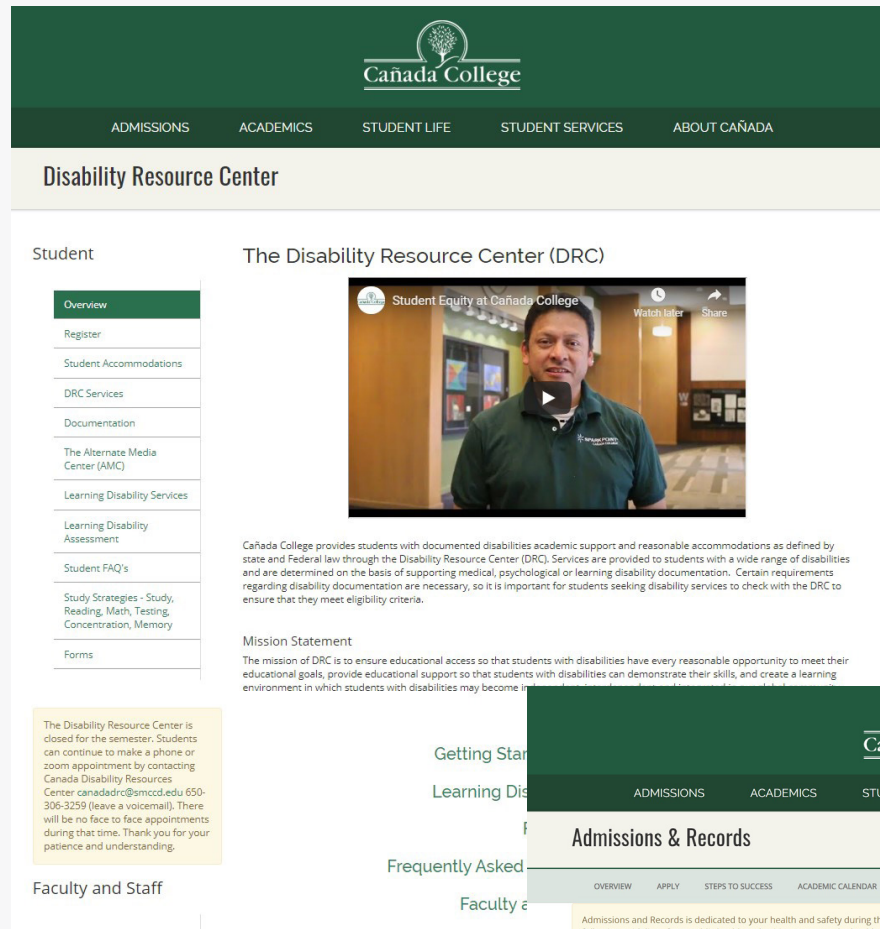
HOW TO UPDATE WEB PAGES ON YOUR OWN



OU Campus Tutorial Page:

The Cañada College website can be easily updated via our Content Management System (CMS) called OU Campus (formerly known as *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/web in order to see all of the editing options available to your team. Please submit a Marketing Request Form (canadacollege.edu/marketing/requestform.php) if further assistance in web updates is needed.

EXAMPLES OF INTERIOR WEB PAGES



COMMUNICATION SERVICES AND SOCIAL MEDIA



COMMUNICATION SERVICES AND SOCIAL MEDIA

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 Community Relations and Marketing, at rodriguezm@smccd.edu or (650) 306-3418.

College Blog & Social Media: The Marketing Department maintains Cañada's primary social media handles: *Facebook*, *Instagram*, *YouTube*, *Flickr*, and *Blogger*. 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

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.

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. Ongoing, regularly scheduled meetings will not be included. 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.

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 executive reports to the Board of Trustees, social media, news media, brochures and on the Cañada College website, to name a few.

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?

Please contact the Cañada College Marketing Department at canmarketing@smccd.edu.



