



Cañada College

Style

GUIDE



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

TABLE OF CONTENTS

COLLEGE MISSION, VISION, AND VALUES

- 3 Mission, Vision, and Values

BRAND APPROVED LOGO, SEAL AND LOGOTYPES

- 4 Use of the College Name in Text
- 5 Cañada College Logo & Seal Proper Use
- 7 Incorrect Logo & Seal Usage
- 8 Department/Service Logotype Proper Use
- 9 Incorrect Department/Services Logotypes Usage
- 10 Logo & Seal Usage on Swag
- 12 Department/Services Logotype Usage on Swag
- 13 Logo, Seal & Logotype Sizes

BRAND APPROVED FONTS & COLORS

- 14 Approved Typography
- 16 Approved Colors
- 17 Suggested Color Combinations

PRINT & DIGITAL TEMPLATES

- 18 General Campus Posting Guidelines
- 19 Main Entrance Display Banners
- 20 Header, Footer, Email Signature Templates
- 21 Marketing Assistance Request Form
- 22 Digital Screen Slides
- 23 Stationery
- 24 Examples of Print and Web Materials

WEBSITE MAINTENANCE, EDITING, AND CREATION

- 25 Different File Formats
- 26 Assistance in Updating/Creating Website
- 27 How to Update Web Pages on Your Own
- 28 Examples of Interior Web Pages

COMMUNICATION SERVICES

- 30 Campus Emails
- 31 Social Media
- 32 What's Happening at Cañada College Newsletter
- 33 Promoting Student Success
- 33 Questions



COLLEGE MISSION, VISION, AND VALUES

OUR MISSION

Cañada College engages and empowers students in transforming their lives and communities through quality education.

OUR VISION

Cañada College provides equitable education such that students from diverse backgrounds are able to achieve their educational goals and benefit the world.

OUR VALUES

- Social Justice and Racial Equity
- Transforming Lives
- Community Partnerships
- Academic Excellence
- Sustainability
- Transparency and Authenticity
- Adaptability and Resilience
- Student Centered
- Cultural Empathy
- Accessibility to All

BRAND APPROVED LOGO, SEAL AND LOGOTYPES

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



CAÑADA 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.



CAÑADA COLLEGE SEAL AND ITS PROPER USE

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

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 at canmarketing@smccd.edu.

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.



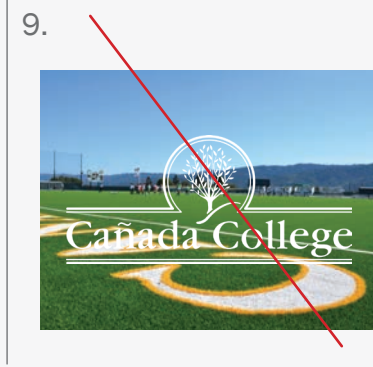
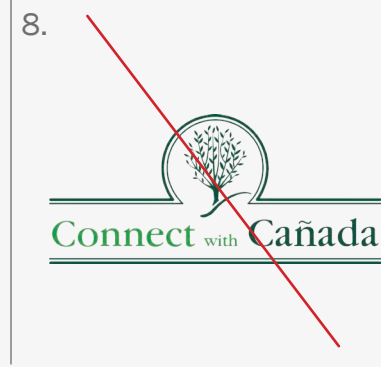
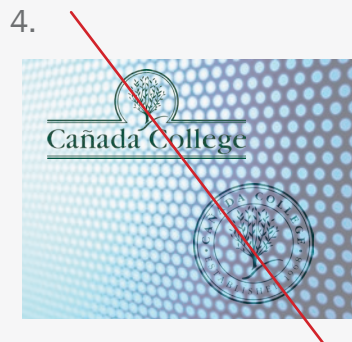
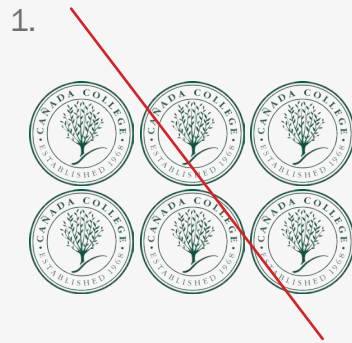
The Cañada College seal consists of a custom tree illustration in the middle of a set of three concentric circles, the college name and the words "Established 1968", all in upper case letters. The typeface used is ITC Garamond.



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



DEPARTMENT/SERVICES LOGOTYPES PROPER USE

Department/services logotypes, or otherwise known as sub branding, 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 logotype, 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.



Please observe the clear space around the Department/Service Logotype highlighted in yellow. Nothing should intrude this specific area.

The preferred color use for department/service logotypes is Cañada Green and it can be used on white/light background. When the green logo can't be used, the other approved colors are back and white. Cañada Yellow is not an approved color for department/service logotypes.

Sample Department/Service/Cohort Logos:

Cañada College
C O U N S E L I N G

Cañada College
L I B R A R Y

INCORRECT DEPARTMENT/SERVICES LOGOTYPE USAGE

For all college department/services logotypes, **DO NOT**:

1. Attempt to:

- combine with other logos such as Colts or other elements
- add images/graphics/icons
- make alterations
- add/subtract words

2. Alter, stretch or rotate the logo

3. Use patterned backgrounds behind the logo or images that cause the logo to be illegible

4. Add extra effects. This includes but is not limited to: bevel, emboss, shadows, glow, etc.

5. Change the authorized colors

1.



2.



3.



4.



5.



LOGO & SEAL USAGE ON SWAG



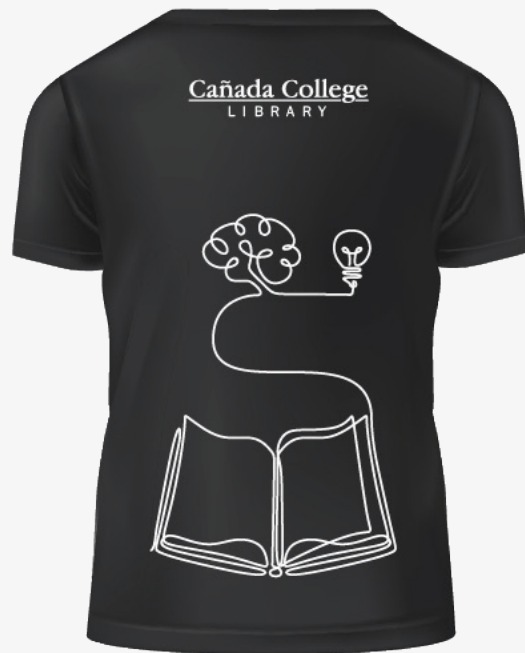
If illustrations/graphics/icons are present in swag items such as T-Shirts, Bags or other, ensure these elements do not interact with the logo either by visual connection or close proximity.



The Seal should not be used on SWAG or other department promotional materials. For promotional material, please use the college logo and department/service logotypes.

 Logo or Icon use is approved but printing or manufacturing issues may be present.

DEPARTMENT/SERVICES LOGOTYPE USAGE ON SWAG



If illustrations/graphics/icons are present in swag items such as T-Shirts, Bags or other, ensure these elements do not interact with the logo either by visual connection or close proximity.

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

LOGO, SEAL & LOGOTYPE 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.



← .75 inch →



← .75 inch →



← .75 inch →



← .75 inch →

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](#).



← 130 Pixels →



← 70 Pixels →



← 70 Pixels →



← 130 Pixels →

BRAND APPROVED FONTS & COLORS

APPROVED TYPOGRAPHY

GARAMOND AND FRANKLIN GOTHIC

Garamond is the College's main font and it is used in our Cañada College logo. Please do not attempt to recreate the logo, the seal or department/service logotypes—use only the approved artwork and fonts supplied by the Marketing Department.

Franklin Gothic is our secondary, supplemental, sans serif font that has multiple styles and uses. Please use these main two Cañada College fonts, or similar ones, whenever possible. Garamond and Franklin Gothic are both used in Cañada College department/service logotypes or Sub Branding Logos.

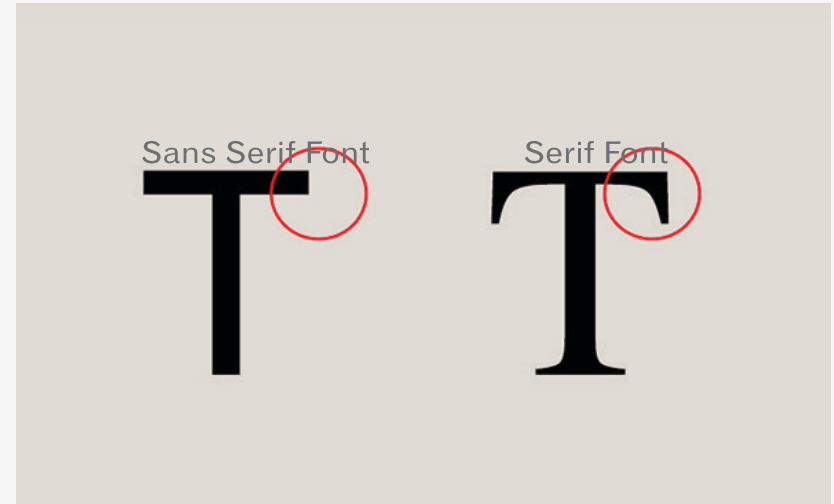
When working with printed materials, Garamond or Franklin Gothic fonts are preferred. You may use Garamond or Franklin Gothic for paragraph text or headlines when working on a printed material. If Garamond is unavailable, please use the font Adobe Garamond Pro or ITC Garamond.

For digital or web content, a sans serif font is always the best option for maximum readability and accessibility. For the Cañada College website, Open Sans is the preferred font.

GARAMOND, A SERIF FONT

Garamond is considered a “serif” font, or a font that has a little line or “stroke” at the end of the longer lines within a letter. A “sans serif” font is one that does not contain the extra small lines at the ends of the longer lines, hence the “sans” portion.

See image to the right for an example.



Below are examples in various styles:

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

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
HEX: #205C40

Cañada Yellow



Pantone 107 C
Pantone Yellow U
CMYK: 2, 7, 95, 0
RGB: 251, 225, 34
HEX: #FBE122

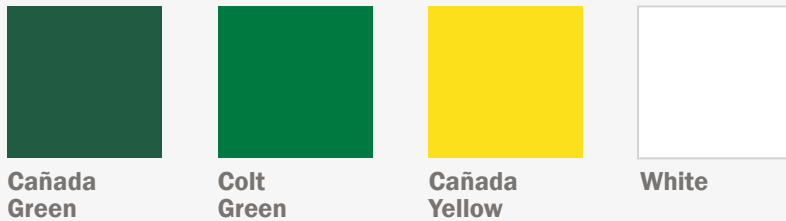
Complimentary Colors:

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 HEX: #007A33	Pantone 369 C Pantone 369 U CMYK: 58, 0, 100, 4 RGB: 100, 167, 11 HEX: #64A70B	Pantone 375 C Pantone 375 U CMYK: 47, 0, 100, 0 RGB: 164, 199, 76 HEX: #8DCD3D	Pantone 625 C Pantone 625 U CMYK: 66, 21, 49, 22 RGB: 80, 127, 112 HEX: #507F70	Pantone 135 C Pantone 135 U CMYK: 0, 18, 72, 0 RGB: 255, 198, 88 HEX: #FFC658	Pantone 7406 C Pantone 7406 U CMYK: 0, 13, 100, 1 RGB: 241, 196, 0 HEX: #F1C400	Pantone 428 C Pantone 428 U CMYK: 21, 13, 8, 0 RGB: 193, 198, 200 HEX: #C1C6C8	Pantone 431 C Pantone 431 U CMYK: 63, 45, 34, 25 RGB: 91, 103, 112 HEX: #5B6770

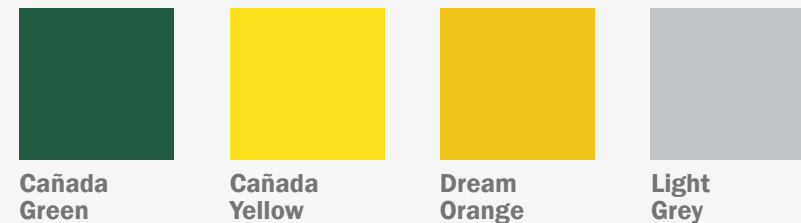
SUGGESTED COLOR COMBINATIONS

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.

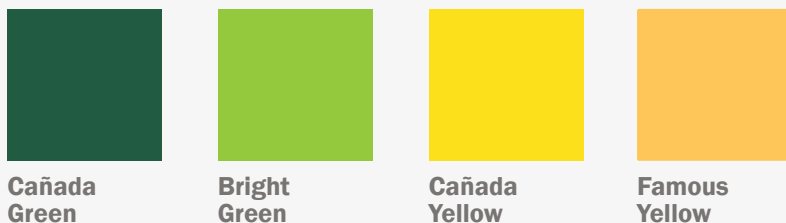
Classic Cañada:



You Can Go Anywhere:



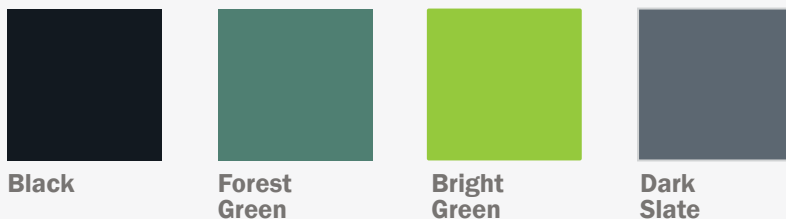
Colt Athletic Pride:



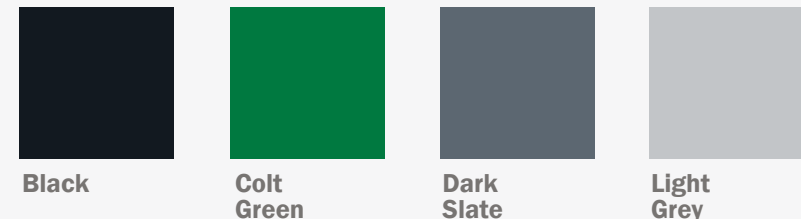
Spark of a Dream:



Science and Technology:



Down to Business:





PRINT & DIGITAL TEMPLATES

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.

GENERAL GUIDELINES

For 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.

MAIN 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. All banners posted at the main entrance/Farm Hill Blvd and Cañada Road/West entrance require Facilities overtime to install and remove. The cost to install is dependent on the availability of facilities members as well as individual rates. The rates below are based on a banner install from Monday – Friday. The installation and removal for each posting of a banner located at either the West Entry or Farm Hill Entry is anywhere from \$264.00 -

\$332.00* (*Rates are subject to change). 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



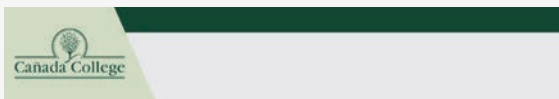
HEADER, FOOTER, EMAIL SIGNATURE TEMPLATES

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/design-resources-policies.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:



EMAIL SIGNATURE TEMPLATES:

The standard template College email signature can be download at: canadacollege.edu/marketing/email-signature.php

MARKETING ASSISTANCE REQUEST FORM & PROMOTIONAL REVIEW POLICY

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. For more information please visit: canadacollege.edu/marketing

IMPORTANT: Once the request is submitted, it is reviewed/approved by the division administrator (Vice President or Dean) before the request is placed in the Marketing project queue. If you do not receive a notification that your marketing request has been approved within 1-2 business days, please follow up directly with your division administrator.

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

DIGITAL SCREEN SLIDES

The Marketing Department coordinates the content displayed on select digital screens across campus. The purpose is to provide information to the campus community on student support services and resources available to all students. Please send images in horizontal format and in dimensions 1920 by 1080 pixels at least one week prior to desired posting date to canmarketing@smccd.edu.



1920 x 1080 pixels
at 150 dpi (dots per inch)

If you need help in designing a digital graphic or slide 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

STATIONERY AND BUSINESS CARDS

STATIONERY

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 below with logo can be found here: canadacollege.edu/marketing/logos.php



BUSINESS CARDS

Business cards are available for full-time employees and/or upon the discretion of your supervisor. They may be ordered online at smccd-czqfp.formstack.com/forms/gap_form_22



EXAMPLES OF PRINT AND DIGITAL 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: campus@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: campus@smccd.edu or call (650) 306-3234.



WEBSITE MAINTENANCE, EDITING, AND CREATION

DIFFERENT FILE FORMATS

There are many different types of graphic file formats that you may choose from, depending on your intent. JPG and PNG files are better suited for on screen viewing and web pages. We display and offer our College logo as a PNG file, while photographic images should be viewed as JPG files. TIFF/TIF files can also be used to view, as well as print, higher resolution photographic images, while EPS files are used to print flat (non-photographic) artwork such as the Cañada College logo.

FILE FORMAT	INTENDED FOR	IDEAL USE
EPS	Printing	High resolution printing of logos, illustrations, vector lines, and artwork
GIF	Screen display, web	On screen viewing of images
JPEG/JPG	Screen display, web	On screen viewing of images
PNG	Screen display, web	On screen viewing of images
PDF	Printing, web, screen readers	High resolution printing or on screen viewing

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 [Marketing 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 YOUR WEB PAGE

Omni CMS™

OMNI CMS OVERVIEW

The Cañada College website can be easily updated via our Content Management System (CMS) called Omni CMS (formerly known as OU Campus). 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 to view 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

Cañada College

ADMISSIONS ACADEMICS STUDENT LIFE STUDENT SERVICES ABOUT CAÑADA

Early College: High School Enrollment Programs

OVERVIEW

Start earning college credit as a high school student at Cañada College for FREE

High School Students: Do you want to get a jump start on college or a future career? Our High School programs offer on and off-campus classes to help you earn college credit that you can apply to your degree or certificate.

- Save money
- Discover academic and career interests
- Gain an understanding of college culture

Many courses provide credit that is transferable to the California State University (CSU) or University of California (UC) systems!

Cañada College

ADMISSIONS ACADEMICS STUDENT LIFE STUDENT SERVICES ABOUT CAÑADA

Middle College

Cañada College
MIDDLE COLLEGE HIGH SCHOOL PROGRAM

The application for Fall 2022 is now CLOSED!

OVERVIEW

Cañada Middle College High School

Are you just the right student for the Cañada Middle College program, a unique partnership between the SUIUSD and Cañada College? This program is designed to help students finish high school and start college in a small school-within-a-school environment, all for FREE!

Overview
Apply
Who Should Apply
Important Dates
Academic Calendar
Curriculum
Frequently Asked Questions
College Acceptance List
Cañada Middle College Foundation
Contact Us

Contact Us →

Middle College

A nontraditional high school collaboration between Cañada College and the Sequoia Union High School District. Students finish earning their high school requirements and start earning college credits.

Middle College →

Concurrent Enrollment

Allows students to enroll in Cañada College courses while they are still in high school, providing an "early start" on their college experience for free.

Concurrent Enrollment →

Cañada College

ADMISSIONS ACADEMICS STUDENT LIFE STUDENT SERVICES ABOUT CAÑADA

Admissions & Records

Welcome Apply and Enroll Registration Dates Transcripts Forms Academic Calendar FAQs Contact Us

FROM HERE, YOU CAN GO ANYWHERE.

Since 1968

For more than 50 years, Cañada College has provided enriching and life-changing educational opportunities for the residents of San Mateo County. With the support and guidance from **award-winning faculty and staff**, students can pursue certificates and degrees for career training or to serve as a transfer gateway to four-year colleges and universities.

Apply Now →

About the Middle College Program

The Middle College program is a bridge to college in which students finish earning their high school requirements and start earning college credits at Cañada College, all while receiving support and guidance from caring teachers. While Middle College students take all of their classes Cañada College, they can continue to participate in school activities, such as sports, dances, and graduation ceremonies. All graduates receive a high school diploma from their home school in the Sequoia district.

sophomores to become our junior class in Fall 2022. Depending on availability, we are still number of rising seniors, so current juniors are also encouraged to **apply**.

Apply and Enroll
Next steps you need to become a student.
Apply Now →

Register for Classes
Start here to sign up for your classes.
WebSMART →

FAQs
Visit our Frequently Asked Questions (FAQ) page.
FAQs page →



COMMUNICATION SERVICES

The Marketing Department can advertise/promote your event around campus and within the community through means listed and explained below.

- **Event Calendar:** The online calendar allows the campus community to easily list their events for students and the public to see and find. To include an event on the event calendar, submit your entry on the online submission page, [events.canadacollege.edu/submit](https://canadacollege.edu/submit), which is also available on the front page of the calendar.
- **Campus Announcements (Employee Emails):** The Campus Announcement is an email sent out by the Marketing Department to Cañada College employees. Provide the email content (text and images) through the [Marketing Assistance Request Form](#) at least 4 business days in advance. Distribution is scheduled so as not to overload employee inboxes on any one day and to encourage reading of the emails.
- **Student Email Communication:** A San Mateo County Community College student email address is the main delivery system used to email students about events, workshops, important programs, services or deadlines. Provide the email content (text and images) through the Marketing Assistance Request Form. Promotional messages are set in newsletter format 1-2 times per week. Volume and frequency of emails sent to students are moderated to avoid overloading students with information.

CAMPUS EMAILS

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 College student email (San Mateo County Community College email)
- 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 a [Marketing Assistance Request Form](#) at least **one week** prior to the target distribution date.

SHARING STORIES AND EVENTS

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 & Marketing, at rodriguezsm@smccd.edu or (650) 306-3418.

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 place your request via the [Marketing Request Form](#). should you need a to promote on Social Media.



WHAT'S HAPPENING AT CAÑADA NEWSLETTER



“What’s Happening at Cañada?” Weekly News Blast: The “What’s Happening at Cañada?” weekly news blast is the primary resource for event listing and timely campus updates 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 or student service must be hosted, coordinated or sponsored by a Cañada College division, program, or organization.

Ongoing, regularly scheduled meetings will not be included. Marketing sources events for the What’s Happening newsletter from the [College Events Calendar](#). Please [Submit your Event](#) on the College Event Calendar by 4 p.m. every Friday.

Depending on the volume of submissions that week, an event or listing 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.





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College

3

