LOGO GUIDE

Last updated 6.5.2025

SAN DIEGO
Community College District

Letter from the Chancellor

September 15, 2024

Every member of the San Diego Community College District community plays an important role representing our organization. Consistent use of the District's visual identity system helps the District ensure our communications are clear and effective.

This guide is intended to assist employees with use of our beautiful new logos, "Be. Belong. Become." tagline, and other elements of our new branding. Also included are templates and helpful examples.

We sincerely appreciate each of you who participated in the District-College Branding Project, which included surveys, focus groups, and numerous presentations during the 2023-24 academic year. Based on the results of this process, on May 16, 2024, the Board of Trustees officially adopted the new visual identity system.

The new sunburst logo design is inspired by the radiating energy of the sun. It serves as a beacon of inspiration, unity, positivity, and growth across the District and Colleges—which are themselves reflected in the colors of the rays. The dynamic design reflects the ever-evolving nature of education, as well as the District's dedication to fostering a welcoming environment where every individual knows they can succeed.

Along with the new logos, the new "Be. Belong. Become." tagline is intended to signal to students and the community that the District and Colleges are more committed than ever to helping them achieve their educational goals.

Introduction of the new branding will take place throughout the 2024-25 academic year and beyond. You are strongly encouraged to use up existing materials, before submitting orders for new items.

Thank you for supporting our collective efforts by becoming familiar with our new brand guidelines. If you have questions or need assistance, please visit sdccd.edu/brand or contact SDCCD Marketing, Communications & Public Affairs Department at cpr@sdccd.edu.

Gregory Smith,
Chancellor

Table of Contents

1. Guide Introduction 4

2. District Logos 7

3. Chancellor's Seal 27

4. Sub-brands 32

5. Colors 37

6. Typography 39

7. Business Collateral 42

8. Brand in Action 50

9. Inventory 60

1.1 Guide Introduction

This guide contains essential information for the San Diego Community College District's brand identity. Referring to this guide will help establish a consistent and clear visual language across various platforms.

The following pages outline the brand positioning statement, details and usage of logo variations, supporting brand elements, sub-brands, and the combination of these assets into a series of application that will help guide the visual language.

The San Diego Community College District brand identity should always remain rooted in the visual language established in this guide in order to increase brand recognition and create a resilient presence over time.

To learn more, go to **sdccd.edu/brand**

1.2
Brand Strategy and Positioning

At San Diego Community College District, we are dedicated to fostering a diverse and inclusive environment where every student can **Be** their true selves.

Our collaborative approach ensures that everyone feels they **Belong**—the students, faculty, classified professionals, administrators, and community partners work together to create a supportive and dynamic learning experience.

We are committed to transformational education that empowers students to **Become** the best version of themselves, achieving their personal and professional goals. By centering our efforts on the unique needs and aspirations of each student, we provide life-changing opportunities that pave the way for a brighter future.

Join us at the San Diego Community College District and embark on a journey of growth, discovery, and success.

Be. Belong. Become.

1.3 Brand Personality

Brand Personality is a list or short description of qualities or words that inform the brand. This should be as concise as possible and be considered infallible pillars that support the brand.

An accurate brand personality is the foundation for an authentic brand experience and creates trust.

Diverse

Collaborative

Welcoming

Transformational

Student-Centered

Life Changing

District Logos

2.1 Logomark

A **logomark symbol** serves as the **main element** of a logo. It is a **unique visual mark** that is eye-catching and storytelling to establish the **brand identity** and **recognition.**

The new logomark of the San Diego Community College District aims to **strengthen** the **connection** between the **District** and **Colleges**.

Inspired by the radiant energy of a sunburst, the symbol successfully represents diversity and shows its relation to San Diego's sunshine and coastal region.

While the new cyan represents the District as a strong foundation, the four colors of the rays create a **balance** of each College using their individual color.

With its **simplicity** and **optimistic imagery**, this dynamic design reflects the ever-evolving nature of education and SDCCD's dedication to fostering a welcoming learning environment where every individual knows they can succeed.

SYMBOL

2.2 Wordmark

A **wordmark** is the typographical element in a logo. It shows the name of the brand, and **supports** the **logomark** symbol to strengthen the brand recognition.

The wordmark **should not be used alone**, separated from the logomark. Provided logo files should be utilized without any unapproved alteration.

For detailed logo usage guidelines, please refer to pages 25-26.

The typeface used in the wordmarks is **Optima**, which was previously used for the college logos before the re-branding.

While keeping the **legacy** of the typeface, the type treatment was **revised** to make the wordmark **more modern** and **legible**.

PRIMARY (CENTERED)

SAN DIEGO
Community College District

PRIMARY (LEFT ALIGNED)

SAN DIEGO
Community College District

PRIMARY (ONE LINE)

San Diego Community College District

2.3 Primary Logos Overview

These **primary logos** are the main logos of the **San Diego Community College District's identity system**.

These logos should be used **most often**. Among the two primary logos, either the vertical or the horizontal version should be selected appropriately according to the instance of application for visual balance.

These primary logos serve to visually capture the colleges and the District's mission and values. Using the primary logos **consistently** will help **strengthen** the **brand identity**.

For questions regarding logo usage or approvals, please contact the Marketing, Communications & Public Affairs Department at 619-388-6941 or email **mcpa@sdccd.edu.**

PRIMARY VERTICAL

SAN DIEGO
Community College District

PRIMARY HORIZONTAL

SAN DIEGO
Community College District

PRIMARY 1 LINE

San Diego Community College District

2.4 Primary Vertical Logo

The **primary vertical logo** shows the pairing of the San Diego Community College District's logomark symbol with the **centered** wordmark.

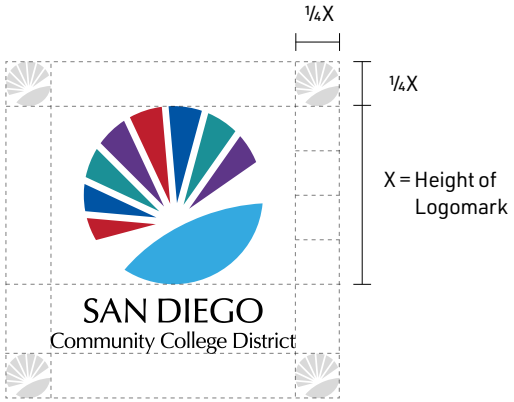
This logo should be used frequently for all purposes. The strength of this logo is that it is a proud mark that is **visually balanced**, easily allowing compositions and layouts where the logo is placed in the **center** of any applications.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

PRIMARY VERTICAL LOGO

SAN DIEGO
Community College District

CLEAR SPACE



When the height of the logomark symbol is X, ¼ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE

Minimum width of the primary vertical logo should be 0.75 inches. There is no maximum size restriction for the logo.

2.5 Primary Horizontal Logo

The **primary horizontal logo** shows the pairing of the San Diego Community College District's logomark symbol with **left aligned** wordmark.

This logo should be used frequently for all purposes. The strength of this logo is that it is a mark that **aligns easily** with any borders or corners.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

PRIMARY HORIZONTAL LOGO

SAN DIEGO
Community College District

CLEAR SPACE

When the height of the logomark symbol is X, ½ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE

Minimum width of the primary horizontal logo should be 1 inch. There is no maximum size restriction for the logo.

2.6 Primary One Line Logo

The **primary one line logo** shows the pairing of San Diego Community College District's logomark symbol with the **one line** wordmark.

This logo can be used frequently for all purposes. The strength of this logo is that it can be utilized in instances when there is a limited vertical space for the logo placement.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

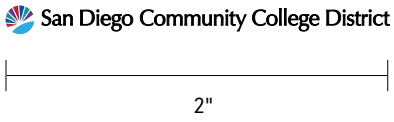
PRIMARY ONE LINE LOGO

San Diego Community College District

CLEAR SPACE

When the height of the logomark symbol is X, X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE



Minimum width of the primary one line logo should be 2 inches. There is no maximum size restriction for the logo.

2.7 Acronym Vertical Logo

The **acronym vertical logo** shows the pairing of the San Diego Community College District's logomark symbol with acronym wordmark, **centered vertically**.

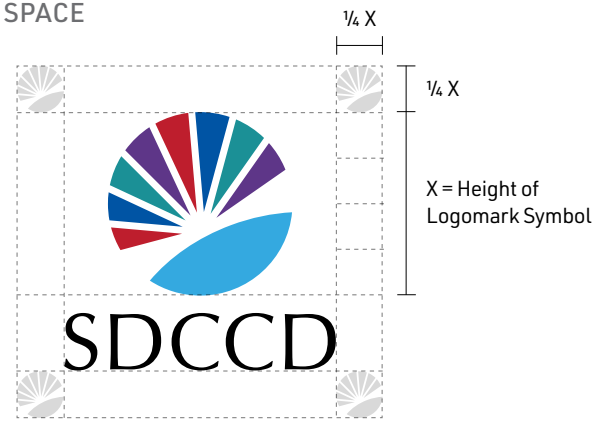
The strength of this logo is the simplicity of the wordmark which allows **better clarity** when used on a **smaller scale**.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

ACRONYM VERTICAL LOGO

SDCCD

CLEAR SPACE



When the height of the logomark symbol is X, ¼ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE

Minimum width of the acronym vertical logo should be 0.5 inches. There is no maximum size restriction for the logo.

2.8 Acronym Vertical One line Logo

The **acronym vertical one line logo** shows the addition of the one line wordmark at the bottom of the acronym vertical logo from the previous page.

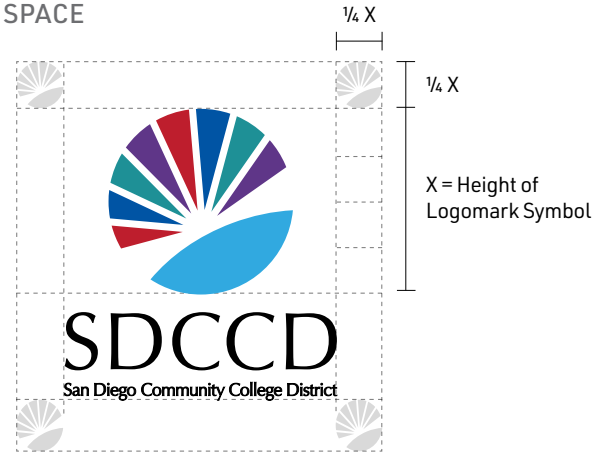
The one line wordmark allows display of the full name of San Diego Community College District, to **support** the acronym.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

ACRONYM VERTICAL ONE LINE LOGO

SDCCD
San Diego Community College District

CLEAR SPACE



When the height of the logomark symbol is X, ¼ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE

Minimum width of the acronym vertical one line logo should be 1 inch. There is no maximum size restriction for the logo.

2.9 Acronym Horizontal Logo

The **acronym horizontal logo** shows the pairing of San Diego Community College District's logomark symbol with the acronym wordmark, **horizontally**.

The strength of this logo is the simplicity of the wordmark which allows **better clarity** when used on a **smaller scale**.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

ACRONYM HORIZONTAL LOGO

SDCCD

CLEAR SPACE

When the height of the logomark symbol is X, ½ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE

Minimum width of the acronym horizontal logo should be 0.75 inches. There is no maximum size restriction for the logo.

2.10 Acronym Horizontal One line Logo

The **acronym horizontal one line logo** shows the addition of the one line wordmark at the bottom of the acronym horizontal logo from the previous page.

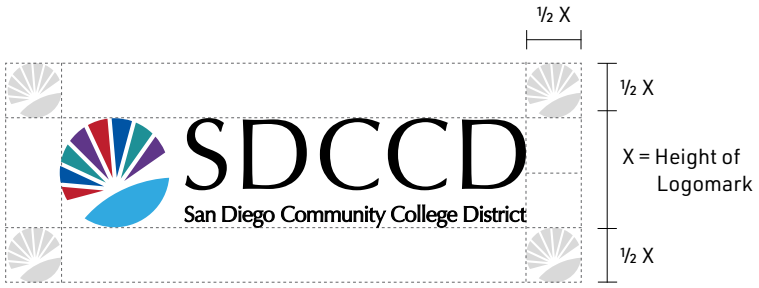
The one line wordmark allows display of the full name of San Diego Community College District, to **support** the acronym.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

ACRONYM HORIZONTAL ONE LINE LOGO

SDCCD
San Diego Community College District

CLEAR SPACE



When the height of the logomark symbol is X, ½ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE

Minimum width of the acronym horizontal one line logo should be 2 inches. There is no maximum size restriction for the logo.

2.11 Tagline

The tagline for San Diego Community College District is **Be. Belong. Become.**

The tagline supports SDCCD's established brand strategy and positioning, while creating a lasting impression of the brand values.

The two composition layouts of San Diego Community College District's tagline are shown on this page.

The horizontal and vertical tagline files can be used for **various applications**, by selecting either version while referring to the **ratio of the space** it is being placed on.

In cases that the tagline should be shown adjacent to the logomark, only use approved **District-Tagline logo files** that are supplied in the logo inventory.

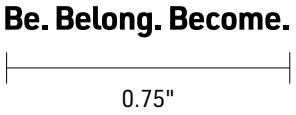
The horizontal tagline and vertical tagline are provided in the **inventory**. The artwork files can be used when placing the tagline **alone**, for consistent visual display of the tagline. The files will be provided in **District cyan** color, as well as **black** and **white** versions.

Do not manually combine the tagline with the logomark or other logo variations.

HORIZONTAL TAGLINE

Be. Belong. Become.

MINIMUM SIZE



The recommended minimum width of the horizontal tagline is0.75 inches. There is no maximum size restriction for the tagline.

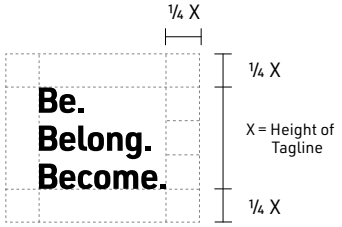
CLEAR SPACE

When the height of the Tagline is X, ½ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions. Nothing should be placed in the clear space.

VERTICAL TAGLINE

Be.
Belong.
Become.

CLEAR SPACE



When the height of the tagline is X, ¼ of X is used to create the clear space around the mark.
This should be considered in both vertical and horizontal directions.
Nothing should be placed in the clear space.

MINIMUM SIZE

The recommended minimum width of the vertical tagline is 0.5inches. There is no maximum size restriction for the tagline.

2.12 Vertical District-Tagline Logo

The **vertical District-Tagline logo** shows the pairing of San Diego Community College District's **primary vertical logo** with the horizontal tagline.

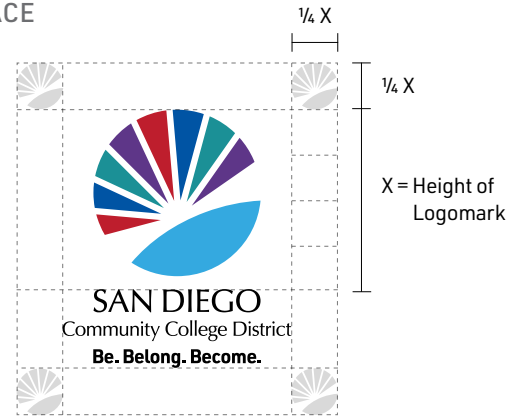
This logo should be used when there is a demand to display the logo and the tagline adjacent at a close proximity.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

VERTICAL DISTRICT-TAGLINE LOGO

SAN DIEGO
Community College District
Be. Belong. Become.

CLEAR SPACE



When the height of the logomark symbol is X, ¼ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE

Minimum width of the vertical District-Tagline logo should be 1 inch.
There is no maximum size restriction.

2.13 Horizontal District-Tagline Logo

The **horizontal District-Tagline logo** shows the pairing of San Diego Community College District's **primary horizontal logo** with the horizontal tagline.

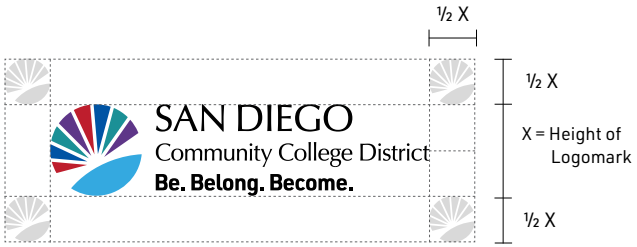
This logo can be used when there is a demand to display the logo and the tagline adjacent at a close proximity.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

HORIZONTAL DISTRICT-TAGLINE LOGO

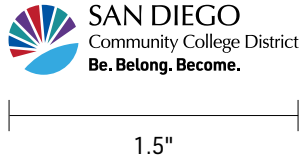
SAN DIEGO
Community College District
Be. Belong. Become.

CLEAR SPACE



When the height of the logomark symbol is X, ½ of X is used to create the clear space around the mark. This should consider both vertical and horiozontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE



Minimum width of the horizontal District-Tagline logo should be 1.5 inches. There is no maximum size restriction for the logo.

2.14 Horizontal District-Tagline Substitute Logo

The **horizontal District-Tagline substitute logo** shows the pairing of San Diego Community College District's **primary horizontal logo** with the vertical tagline.

This logo can be used when there is a demand to display the logo and the tagline adjacent at a close proximity, while creating clear distinction by introducing a **vertical line** between the logo and the tagline.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

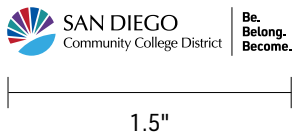
HORIZONTAL DISTRICT-TAGLINE SUBSTITUTE LOGO

SAN DIEGO
Community College District | Be. Belong. Become.

CLEAR SPACE

When the height of the logomark symbol is X, ½ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE



Minimum width of the horizontal District-Tagline substitute logo is 1.5 inches. There is no maximum size restriction for the logo.

2.15 Vertical District-Colleges Logo

The San Diego Community College District consists of San Diego City College, Mesa College, Miramar College, and College of Continuing Education.

The vertical District-Colleges logo shows the pairing of the **primary vertical District logo** along with the **names of the four Colleges**. The horizontal line is introduced in order to create separation between the logo and the college names.

The District-Colleges logos allow the college names to be displayed within the logo as a solution for when the District and all Colleges need to be represented on various materials.

In cases where the College names should be shown adjacent to a District logo, only use approved District-Colleges logo files that are supplied in the logo inventory.

Do not manually combine College names with the logomark or other logo variations.

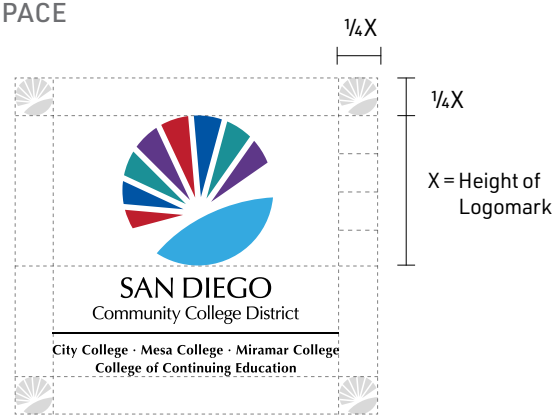
The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

VERTICAL DISTRICT-COLLEGES LOGO

SAN DIEGO
Community College District

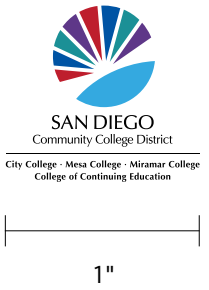
City College · Mesa College · Miramar College
College of Continuing Education

CLEAR SPACE



When the height of the logomark symbol is X, ¼ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE



Minimum width of the vertical District-Colleges logo should be 1 inch. There is no maximum size restriction for the logo.

2.16 Horizontal District-Colleges Stacked Logo

The horizontal District-Colleges stacked logo shows the pairing of the **primary horizontal District logo** along with the **names of the Colleges**.

The horizontal line is introduced in order to create separation between the logo and the College names.

The District-Colleges logos allow the college names to be displayed within the logo as a solution for when the District and all Colleges need to be represented on various materials.

In cases where the College names should be shown adjacent to a District logo, only use approved District-Colleges logo files that are supplied in the logo inventory.

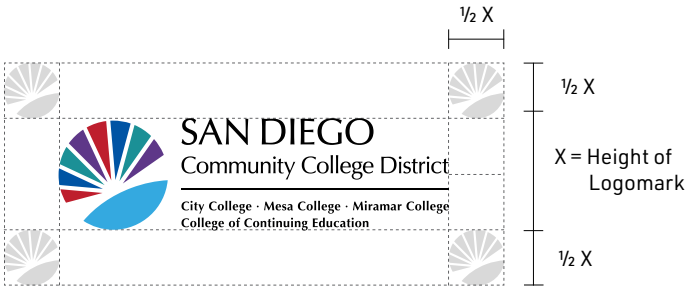
Do not manually combine College names with the logomark or other logo variations.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

HORIZONTAL DISTRICT-COLLEGES STACKED LOGO

SAN DIEGO
Community College District
City College · Mesa College · Miramar College
College of Continuing Education

CLEAR SPACE



When the height of the logomark symbol is X, ½ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE

Minimum width of the logo shown above should be 1.5 inches. There is no maximum size restriction for the logo.

2.17 Horizontal District-Colleges One line Logo

The horizontal District-Colleges one line logo shows the pairing of the **primary one line District logo** along with the **names of the four colleges** displayed in a line.

The horizontal line is introduced in order to create separation between the logo and the college names. This logo may be used when the space for placement is not sufficient for a vertically long logo.

The District-Colleges logos allow the college names to be displayed within the logo as a solution for when the District and all Colleges need to be represented on various materials.

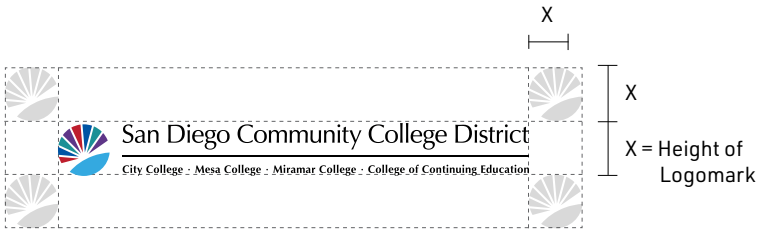
In cases where the College names should be shown adjacent to a District logo, only use approved District-Colleges logo files that are supplied in the logo inventory.

Do not manually combine College names with the logomark or other logo variations.

The logo should be used following the guidelines shown for **clear space** around the logo as well as the **minimum size** restriction.

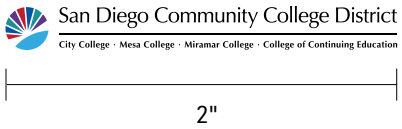
HORIZONTAL DISTRICT-COLLEGES ONE LINE LOGO

CLEAR SPACE



When the height of the logomark symbol is X, X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire logo. Nothing should be placed in the clear space.

MINIMUM SIZE



Minimum width of the logo shown above should be 2 inches. There is no maximum size restriction for the logo.

2.18 Logo Treatments

Logo usage shown on this page introduces some ways the logo can be utilized.

Full color treatment on white background should be used most frequently for all logos, whenever possible.

One color treatment works well to emphasize the clarity of the positive space and negative space of the logo, when shown in black and white mode.

Knockout treatment of the logos can help distinguish the mark from a background color.

The **alternate version** of District logos are not available for the generic public, and can be used **only under approval**. **White fill** and a **white border** is added to the logomark, to distinguish the colors from dark backgrounds.

The thickness of the white border **should not be altered**. Refer to the next page for further logo guidelines.

For questions regarding logo usage or approvals, please contact the Marketing, Communications & Public Affairs Department at 619-388-6941 or email **mcpa@sdccd.edu.**

FULL COLOR

ONE COLOR (BLACK)

ONE COLOR (BLACK 50%)

KNOCKOUT (CYAN)

KNOCKOUT (BLACK)

KNOCKOUT (BLACK 50%)

ALTERNATE VERSION OF DISTRICT LOGO EXAMPLES (APPROVAL REQUIRED)

2.19 Incorrect Logo Usage

In order to maintain a strong brand identity and consistency, the following **alterations** to the logos should be **avoided at all times**.

These rules apply to all the logo options.

DO NOT stretch the logo in any direction.

DO NOT add any effect, such as drop shadow, to the logo.

DO NOT use any unapproved color for any parts of the logo.

DO NOT rotate the logo in any angle.

DO NOT decrease the opacity of the logo.

DO NOT visually busy or detailed photography as a background for the logo.

DO NOT crop the logo to any extent.

DO NOT alter the wordmark in any way, including typeface, size, and others.

DO NOT alter the orientation of the logo.

Chancellor's Seal

3.1 Chancellor's Seal Overview

The **Chancellor's Seal** shown in this page is the official seal for the San Diego Community College District.

The seal should **only be used with approval**, for **official material**.

The **controlled usage** of the seal will signify the authority of **official documents** associated with the District. Examples may include diplomas, certificates, transcripts and more.

To request usage of the Chancellor's Seal, please contact the Marketing, Communications & Public Affairs Department at 619-388-6941 or email **mcpa@sdccd.edu.**

FULL COLOR (PRIMARY)

ONE COLOR (BLACK)

This one color version is the exact inverse version of the color logo shown in black.

ONE COLOR (WHITE)

This one color version is the exact inverse version of the color logo shown in white.

3.2 Primary Chancellor's Seal

The **full color version** of the Chancellor's Seal shown on this page is the **primary version** that should be used under the **official approval** of the District.

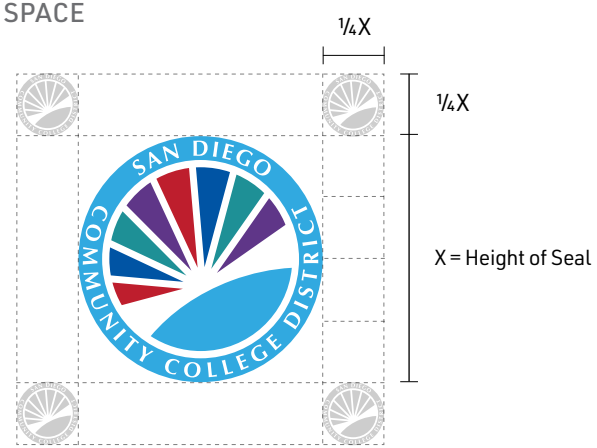
The seal incorporates **SDCCD's logomark** in the middle to strengthen brand recognition.

The ring of text around the logomark replaces the wordmark of the logo. This allows the seal to be able to contain both the logomark and the name of SDCCD in a clean form of a circle.

The seal should be used following the guidelines shown for **clear space** around the seal as well as the **minimum size** restriction.

FULL COLOR SEAL

CLEAR SPACE



When the height of the Chancellor's seal is X, ¼ of X is used to create the clear space around the mark. This should consider both vertical and horizontal directions from the entire seal. Nothing should be placed in the clear space.

MINIMUM SIZE

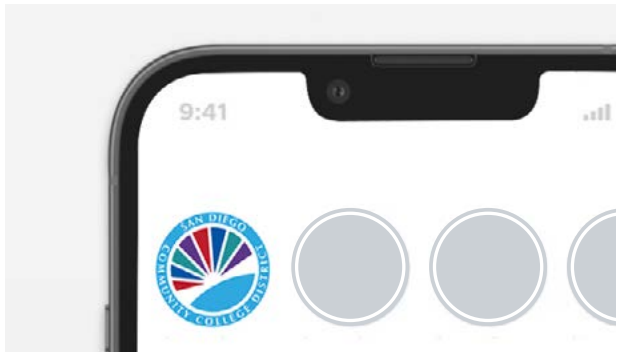
Minimum width of the primary Chancellor's seal should be at least 1 inches. There is no maximum size restriction for the logo.

3.3 Chancellor's Seal Usage

With the **approval** from the District, the seal can be used on **official documents** such as diplomas, certificates, transcripts and other authorized material.

The **full color version** of the Chancellor's Seal should be used whenever multi-color printing or display is available.

The Chancellor's Seal can be printed on simple surfaces such a paper, or shown on digital screens. Refer to the next page for further detailed guidance for seal usage.



3.4
One Color Seal Usage

One color seal files can be used when **color printing is not available.**

Some instances might be black and white printing on paper. The opacity of the seal may be adjusted to suit the appropriate purpose. The **opacity should not be lower than 50%**.

The **alternate version** of the seal introduces a **white fill** and a **border** around the mark to distinguish the logo's colors from dark backgrounds.

The thickness of the white border **should not be altered**.

The **seal for production** is adjusted from the primary seal in order to accommodate **better legibility**, when printed on **textured surfaces** and **various material** such as suede and metal.

To request usage of the Chancellor's Seal, please contact the Marketing, Communications & Public Affairs Department at 619-388-6941 or email **mcpa@sdccd.edu.**

ONE COLOR (BLACK)

BLACK 100 %

BLACK 75%

BLACK 50%

ONE COLOR (WHITE)

WHITE 100 %

WHITE 75%

WHITE 50%

FILES FOR PRODUCTION (APPROVAL REQUIRED)

ALTERNATE

SEAL FOR PRODUCTION

Sub-brands

4.1 District Vertical Department logos

The following are examples of Department lockups for use with the **primary vertical logo**. Department Lockups include a horizontal line (Color: Black, Weight: 1 point) centered with the wordmark of the logo, followed by the department name in **Optima Regular**.

Please refer to the right for detailed grid logic of the Department logo layout.

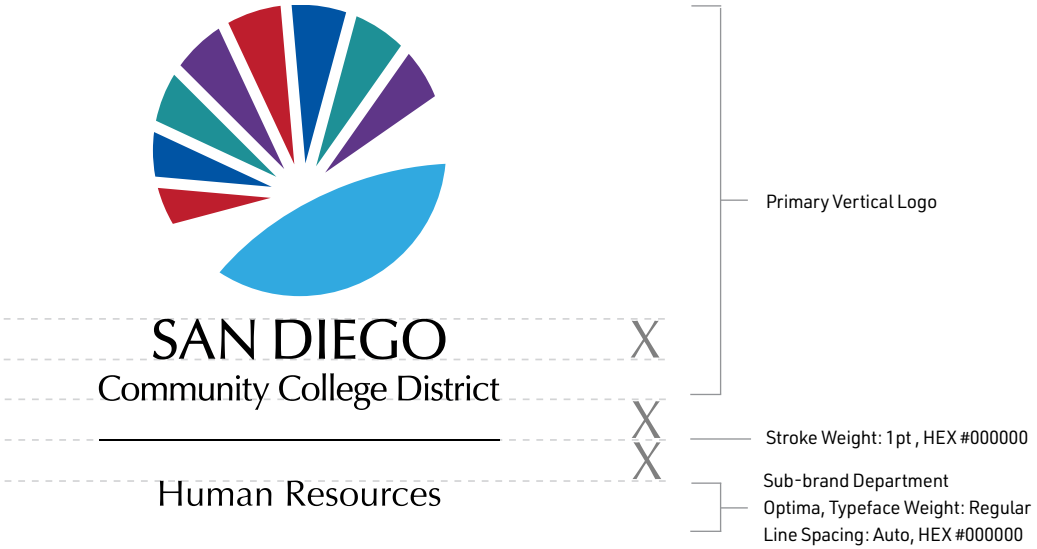
Department names may exceed more than one line. Do not extend type beyond the horizontal line; use a line break if needed.

Do not create your own logo versions. Do not use unapproved logo combinations or tagline lockups.

The minimum size of this logo is determined by the minimum size of the primary horizontal logo. Please refer to page 11 for details.

For questions regarding logo usage or approvals for your department, please contact Claudia Azcona-Mercado, Graphic Artist/ Photographer, at **cazcona@sdccd.edu**.

DISTRICT VERTICAL DEPARTMENT LOGO LAYOUT



X equals to the height of the letter A of 'SAN DIEGO'.
The space between the baseline of the logo's wordmark and the horizontal line is equal to X.
The space between the horizontal line to the department name is equal to X.
Department font height should never exceed the height of X. Set line spacing to Auto.

1 LINE LAYOUT EXAMPLE

2 LINE LAYOUT EXAMPLE

4.2 District Horizontal Department logos

The following are examples of Department lockups for use with the **primary horizontal logo**. Department Lockups include a horizontal line (Color: Black, Weight: 1 point) left-aligned with the wordmark of the logo, followed by the department name in **Optima Regular**.

Please refer to the right for detailed grid logic of the Department logo layout.

Department names may exceed more than one line. Do not extend type beyond the horizontal line; use a line break if needed.

Do not create your own logo versions. Do not use unapproved logo combinations or tagline lockups.

The minimum size of this logo is determined by the minimum size of the primary horizontal logo. Please refer to page 12 for details.

For questions regarding logo usage or approvals for your department, please contact Claudia Azcona-Mercado, Graphic Artist/ Photographer, at **cazcona@sdccd.edu**.

DISTRICT HORIZONTAL DEPARTMENT LOGO LAYOUT

X equals to the height of the letter A of 'SAN DIEGO'.
The space between the baseline of the logo's wordmark and the horizontal line is equal to X.
The space between the horizontal line to the department name is equal to X.
Department font height should never exceed the height of X. Set line spacing to Auto.

1 LINE LAYOUT EXAMPLE

2 LINE LAYOUT EXAMPLE

4.3 Colleges Wordmark Logos

The wordmark logos shown on this page represent the identity of the four Colleges of the San Diego Community College District.

The **stacked wordmarks** should be used predominantly as their primary logos.

The **one line wordmarks** can be used as secondary logos, when the allocated space is best suited for a horizontally long ratio.

For questions regarding logo usage or approvals, please contact the Marketing, Communications & Public Affairs Department at 619-388-6941 or email **mcpa@sdccd.edu.**

STACKED WORDMARK LOGOS (PRIMARY)

SAN DIEGO CITY COLLEGE

SAN DIEGO MESA COLLEGE

SAN DIEGO MIRAMAR COLLEGE

SAN DIEGO COLLEGE OF CONTINUING EDUCATION

ONE LINE WORDMARK LOGOS (SECONDARY)

San Diego City College

San Diego Mesa College

San Diego Miramar College

San Diego College Of Continuing Education

4.4 District Sub-brand College logos

The **District sub-brand College logos** show the pairing of the District logomark symbol and each College's wordmarks. These logos visually connect each College to the District by introducing the District logomark symbol to the College logos.

When the District logomark symbol is used in the sub-brand College logos, the logo elements representing the sun rays are given the specific color of each College.

The logo element that represent the District remains in the same color, to emphasize the connection between the District and Colleges.

For questions regarding logo usage or approvals, please contact the Marketing, Communications & Public Affairs Department at 619-388-6941 or email **mcpa@sdccd.edu.**

VERTICAL DISTRICT SUB-BRAND COLLEGE LOGOS

HORIZONTAL DISTRICT SUB-BRAND COLLEGE LOGOS

ONE LINE DISTRICT SUB-BRAND COLLEGE LOGOS

Colors

5.1
Color Palette

San Diego Community College District's **color palette** shown on this page is crucial to the **brand identity** and **visual storytelling** of the SDCCD.

The **primary color** is District Cyan. This color should be used predominantly on any branded design material for the District.

The **secondary colors** are the supporting colors for the District. The secondary colors should be used to complement the District Cyan. The Light Cyan can be used for a subtle effect, white the District Orange and District Green can be used as accent colors. White, black and gray can be used as neutral colors.

The **College colors** represent each of the four Colleges. While keeping the **legacy** of the previous color palette, the college colors are **revised** for an enhanced viewing experience, and offers improved accessibility measures in digital and print.

The colors of the logo elements should **not be altered manually**, and should utilize the final logo files as they are provided.

For printed material, **PMS** or **CMYK** values should be utilized. For any digital jobs, use **RGB** values or **Hex codes.**

PRIMARY COLOR

District Cyan

#31a9e0
R49 G169 B224
C69 M17 Y0 K0
PMS 2995C

SECONDARY COLORS

Light Cyan

#a0d4ee
R160 G212 B238
C35 M4 Y2 K0
PMS 2905C

District Orange

#f47c2a
R244 G124 B42
C0 M63 Y95 K0
PMS 716C

District Green

#9acb45
R154 G203 B69
C45 M0 Y95 K0
PMS 7737C

White

#ffffff
R255 G255 B255
C0 M0 Y0 K0
PMS N/A

Gray

#7f7f7f
R127 G127 B127
C52 M43 Y43 K8
PMS Cool Gray 8C

Black

#000000
R0 G0 B0
C75 M68 Y67 K90
PMS Black 6C

COLLEGE COLORS

City Red

#be1e2d
R190 G30 B45
C18 M100 Y91 K8
PMS 200C

Mesa Blue

#0054a4
R0 G84 B164
C98 M74 Y2 K0
PMS 2945C

Miramar Teal

#1e9097
R30 G144 B151
C81 M26 Y40 K2
PMS 7474C

Continuing Education Purple

#5f3688
R95 G54 B136
C78 M95 Y9 K1
PMS 268C

Typography

6.1 Typeface Usage

Optima is the **primary typeface** used in the wordmark of the logo. Optima can be used to emphasize important content.

URW DIN is the **secondary typeface**. As a supporting typeface, it is a clear and legible sans-serif that does not compete with the primary typeface, Optima. URW DIN should be used for any display or text purposes.

Arial is the **tertiary typeface**. When URW DIN is unavailable, this typeface can be used as a replacement on various programs and platforms in place of URW DIN.

PRIMARY TYPEFACE

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

SECONDARY TYPEFACE

URW DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

TERTIARY TYPEFACE

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

6.2
Type In Use

Provided is the **typographic hierarchy** that can be a standard example across various media and allow messaging to be clear and consistent legibility as well as delivery.

Optima can be used for titles, headings and headlines, for better emphasis and visual hierarchy.

URW DIN should be used for general content. For sub-headings, the typeface weight of URW DIN can be set to bold.

Optima medium is the logo typeface. This typeface can be used for emphasis.

URW DIN is the secondary typeface, as a clear and legible sans-serif that does not compete with the main logo typeface.

Lorem ipsum dolor sit amet, conseadipiscing elit. Integer bibendum rhoncus dolor, ut mollis tellus faucibus eget. Proin in felis sceleris que est molestie dictum sit amet sit amet mi. Aliquam erat volutpat. Nunc vel mattis ligula, ullamcorper bibendum diam. Nullam pretium magna sem, vitae pulvinar sapien consectetur eget. Nullam in facilisis odio. Aliquam risus augue, tincidunt non eros et, tempus lobortis mi. Aenean sit amet semper sem. Fusce mattis molestie mi, in rutrum nulla mattis in. Nulla eleifend efficitur sem non eleifend. Donec quis volutpat turpis. Vivamus et tortor ipsum. Sus pendisse et justo elementum, molestie dui sit amet, lobortis magna.

Veimperdiet ut ante id malesuada. Phasellus eleifend posuere lectus ut tincidunt. Curabitur eget consequat ligula. Aliquam consectetur, felis nec tristique mattis, lectus tortor efficitur turpis, non dignissim dolor elit non massa.

Vestibulum porta iaculis semper. Donec non nulla ut augue aliquet volpur facilisis eu a nisi. Donec in eros facilisis purus rutrum tincidunt. Sed pretium nibh quis malesuada tincidunt. Proin posuere, lacus sit amet egestas euismod, nisl arcu tristique urna, vitae finibus ex metus et ipsum. In vel luctus nulla, vitae placerat elit. Vivamus imperdiet ut ante id malesuada.

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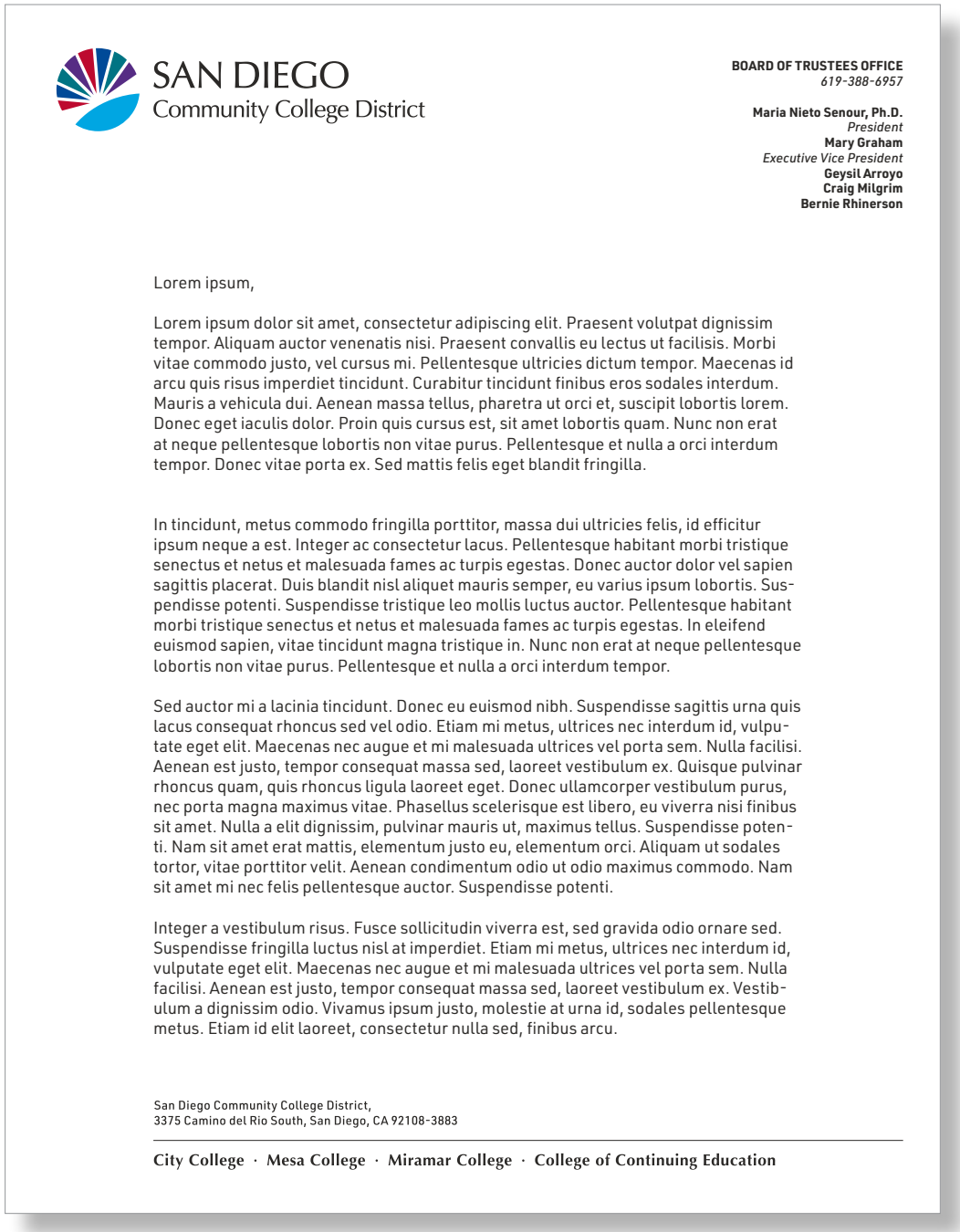
Business Collateral



SAN DIEGO
Community College District

BOARD OF TRUSTEES OFFICE
619-388-6957

Maria Nieto Senour, Ph.D.
President
Mary Graham
Executive Vice President
Geysil Arroyo
Craig Milgrim
Bernie Rhinerson

Lorem ipsum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent volutpat dignissim tempor. Aliquam auctor venenatis nisi. Praesent convallis eu lectus ut facilisis. Morbi vitae commodo justo, vel cursus mi. Pellentesque ultricies dictum tempor. Maecenas id arcu quis risus imperdiet tincidunt. Curabitur tincidunt finibus eros sodales interdum. Mauris a vehicula dui. Aenean massa tellus, pharetra ut orci et, suscipit lobortis lorem. Donec eget iaculis dolor. Proin quis cursus est, sit amet lobortis quam. Nunc non erat at neque pellentesque lobortis non vitae purus. Pellentesque et nulla a orci interdum tempor. Donec vitae porta ex. Sed mattis felis eget blandit fringilla.

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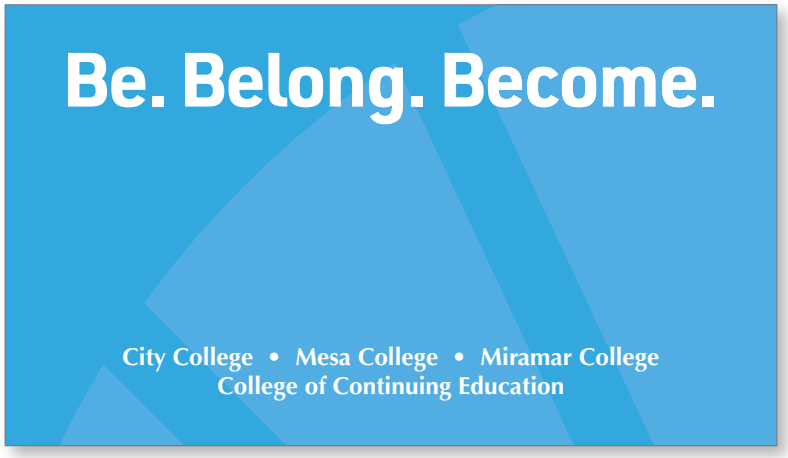
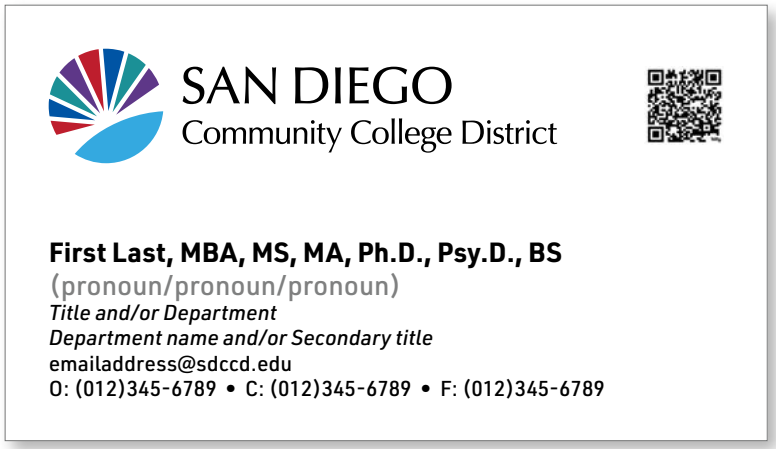
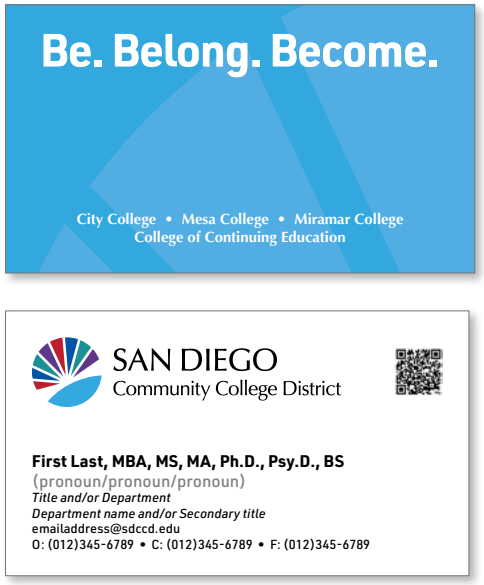
Integer a vestibulum risus. Fusce sollicitudin viverra est, sed gravida odio ornare sed. Suspendisse fringilla luctus nisl at imperdiet. Etiam mi metus, ultrices nec interdum id, vulputate eget elit. Maecenas nec augue et mi malesuada ultrices vel porta sem. Nulla facilisi. Aenean est justo, tempor consequat massa sed, laoreet vestibulum ex. Vestibulum a dignissim odio. Vivamus ipsum justo, molestie at urna id, sodales pellentesque metus. Etiam id elit laoreet, consectetur nulla sed, finibus arcu.

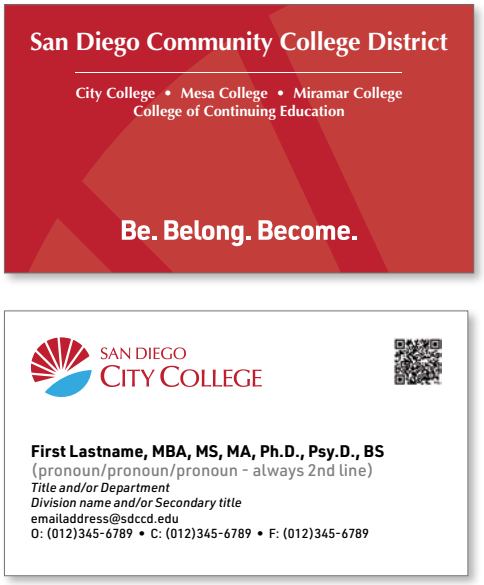
San Diego Community College District,
3375 Camino del Rio South, San Diego, CA 92108-3883

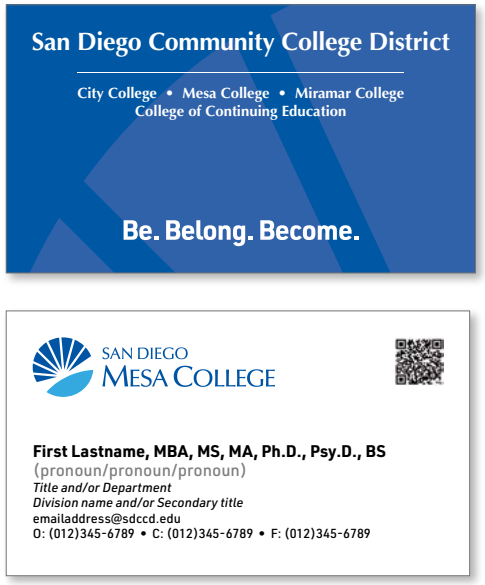
City College · Mesa College · Miramar College · College of Continuing Education

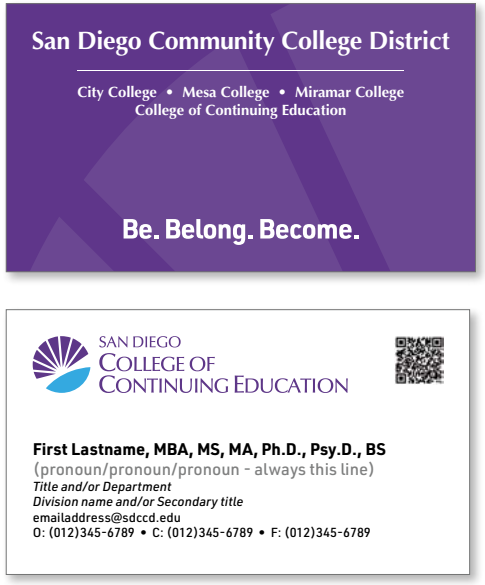

Be. Belong. Become.
City College • Mesa College • Miramar College
College of Continuing Education


SAN DIEGO
Community College District
First Last, MBA, MS, MA, Ph.D., Psy.D., BS
(pronoun/pronoun/pronoun)
Title and/or Department
Department name and/or Secondary title
emailaddress@sdccd.edu
O: (012)345-6789 • C: (012)345-6789 • F: (012)345-6789

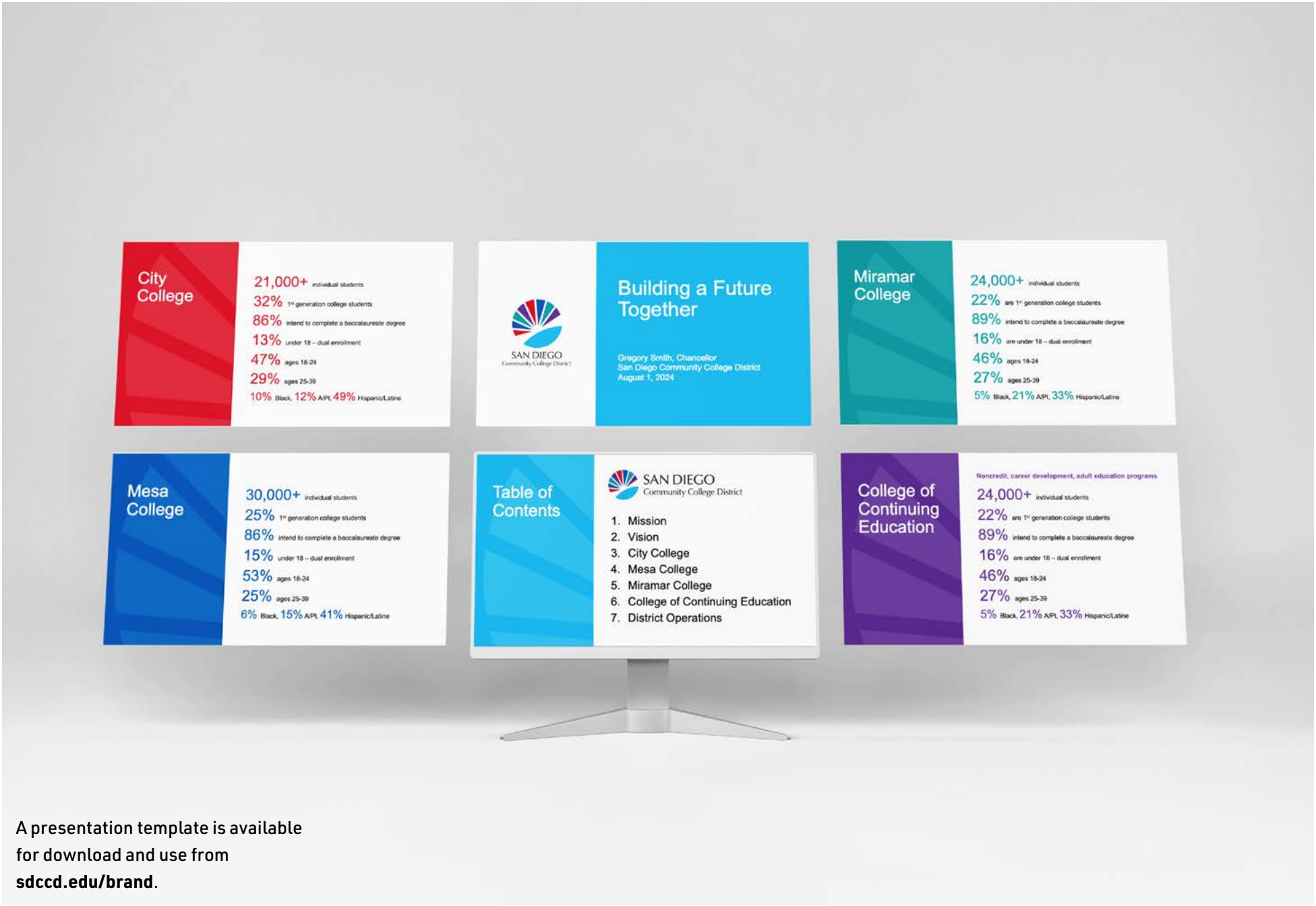




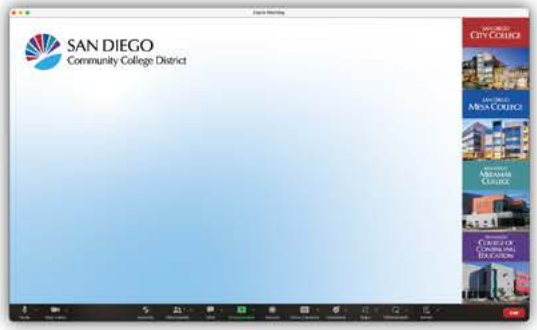




A business card request form is available at **sdccd.edu/brand** and can be submitted to District Reprographics.



A presentation template is available for download and use from **sdccd.edu/brand**.



A District Zoom background is available for download and use at **sdccd.edu/brand**.

7.5 Email Signature

Consistent usage of email signatures gives an opportunity to further strengthen the brand alignment while displaying relevant content and contact information.

In addition, cohesive email signatures can help present a **professional appearance** when conducting business through email.

The typography layout is explained on this page. **Arial** is used, as it is the tertiary typeface that should be used on widely used softwares.

While the typography layout should remain the same, e-signature users may select one of the **horizontal logos** from the District logo inventory. Vertical logos should not be used.

In example 1, the **primary horizontal District logo** is used. In example 2, the **horizontal District-Tagline substitute logo** is used.

The logo should always be left aligned with the text below.

A template is available for customization of personal e-signature, along with instructions on how to add them to your email signature, are available at **sdccd.edu/brand**.

EMAIL SIGNATURE TYPOGRAPHY

EXAMPLE 1

SAN DIEGO
Community College District

Jack Beresford, MBA (he, him, his)
Vice Chancellor
Marketing, Communications & Public Affairs

San Diego Community College District
3375 Camino del Rio South, Suite 335
T 619.388.6540
E jberesford@sdccd.edu

EXAMPLE 2

SAN DIEGO
Community College District
**Be.
Belong.
Become.**

Jack Beresford, MBA (he, him, his)
Vice Chancellor
Marketing, Communications & Public Affairs

San Diego Community College District
3375 Camino del Rio South, Suite 335
T 619.388.6540
E jberesford@sdccd.edu

7.6 Email Signature Usage Guide

The chosen **horizontal logo** should always be placed at the **top**. When adding additional image files such as various badges, the general template of the email signature should remain the same.

The **badge image files** should be added at the **bottom** of the email signature, without altering the typography layout.

The text section serves as a divider between the District logo and other image files.

For clear hierarchy, badge images should not exceed the height of the San Diego Community College District Logomark at the top of email signature.

A template is available for customization of personal e-signature, along with instructions on how to add them to your email signature, are available at **sdccd.edu/brand**.

EMAIL SIGNATURE WITH BADGES

Brand in Action

SAN DIEGO
Community College District
Be.
Belong.
Become.

SAN DIEGO
Community College District

SDCCD
San Diego Community College District
Username
StudentUsername
Password

SAN DIEGO
COMMUNITY COLLEGE DISTRICT

SAN DIEGO
COMMUNITY COLLEGE DISTRICT

Be.
Belong.
Become.
SAN DIEGO
Community College District

SAN DIEGO
Community College District
City College
Mesa College
Miramar College
College of Continuing Education
Be. Belong. Become.

DISPLAY
City College · Mesa College · Miramar College · College of Continuing Education
Be. Belong. Become.
SDCCDSTART.COM
SAN DIEGO
Community College District

Inventory

9.1 Inventory Guide

The logo charts in this section explains the suite of logos that exist in the San Diego Community College District's **logo inventory**. They can be used on their own, or may be used in approved combinations(refer to section 4, Sub-brands).

The logos have been exported into various file types to suit different purposes, such as digital, print, and applications. Only use approved artwork files.

Full color option is the **primary color version**, and should be used predominantly. **Black** and **white** version logos can be used when appropriate, following the logo treatment directions(refer to section 2.18, Logo Treatments).

The **Chancellor's Seal** or **alternate version** of District Logos for production must request and receive **approval** prior to usage.

The .**svg**, **.eps** and .**pdf** files are vector-based. They should be used most often as these file types can be enlarged or reduced without diminishing image quality.

The **.jpg** and **.png** files are pixel based. These files should only be used when .svg, .eps or .pdf files are not applicable.

To request usage of files that need approval, such as the Chancellor's Seal or the alternate version of the District Logos for production, contact the **Marketing, Communications & Public Affairs** at 619-388-6941 or email **cpr@sdccd.edu**.

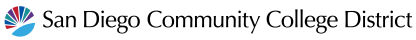
SAN DIEGO COMMUNITY COLLEGE DISTRICT LOGO INVENTORY (FULL COLOR)

PRIMARY DISTRICT LOGOS

PRIMARY VERTICAL

PRIMARY HORIZONTAL

PRIMARY ONE LINE



ACRONYM DISTRICT LOGOS

ACRONYM VERTICAL

ACRONYM VERTICAL ONE LINE

ACRONYM HORIZONTAL

ACRONYM HORIZONTAL ONE LINE

DISTRICT-TAGLINE LOGOS

VERTICAL DISTRICT-TAGLINE

HORIZONTAL DISTRICT-TAGLINE

HORIZONTAL DISTRICT-TAGLINE SUBSTITUTE

DISTRICT-COLLEGES LOGOS

VERTICAL DISTRICT-COLLEGES

HORIZONTAL DISTRICT-COLLEGES

HORIZONTAL DISTRICT-COLLEGES ONE LINE

The full District logo inventory is available for download at **sdccd.edu/brand**.

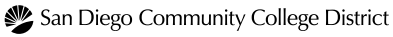
DISTRICT LOGO INVENTORY (BLACK)

PRIMARY DISTRICT LOGOS

PRIMARY VERTICAL

PRIMARY HORIZONTAL

PRIMARY ONE LINE



ACRONYM DISTRICT LOGOS

ACRONYM VERTICAL

ACRONYM HORIZONTAL

ACRONYM VERTICAL ONE LINE

ACRONYM HORIZONTAL ONE LINE

DISTRICT-TAGLINE LOGOS

VERTICAL DISTRICT-TAGLINE

HORIZONTAL DISTRICT-TAGLINE

HORIZONTAL DISTRICT-TAGLINE SUBSTITUTE

DISTRICT-COLLEGES LOGOS

VERTICAL DISTRICT-COLLEGES

HORIZONTAL DISTRICT-COLLEGES

HORIZONTAL DISTRICT-COLLEGES ONE LINE

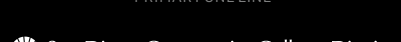
DISTRICT LOGO INVENTORY (WHITE)

PRIMARY DISTRICT LOGOS

PRIMARY VERTICAL

PRIMARY HORIZONTAL

PRIMARY ONE LINE



ACRONYM DISTRICT LOGOS

ACRONYM VERTICAL

ACRONYM HORIZONTAL

ACRONYM VERTICAL ONE LINE

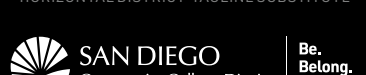
ACRONYM HORIZONTAL ONE LINE

DISTRICT-TAGLINE LOGOS

VERTICAL DISTRICT-TAGLINE

HORIZONTAL DISTRICT-TAGLINE

HORIZONTAL DISTRICT-TAGLINE SUBSTITUTE

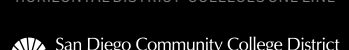


DISTRICT-COLLEGES LOGOS

VERTICAL DISTRICT-COLLEGES

HORIZONTAL DISTRICT-COLLEGES

HORIZONTAL DISTRICT-COLLEGES ONE LINE



The full District logo inventory is available for download at **sdccd.edu/brand**.

DISTRICT LOGO INVENTORY (ALTERNATE)

PRIMARY DISTRICT LOGOS

PRIMARY VERTICAL

PRIMARY HORIZONTAL

PRIMARY ONE LINE

ACRONYM DISTRICT LOGOS

ACRONYM VERTICAL

ACRONYM HORIZONTAL

ACRONYM VERTICAL ONE LINE

ACRONYM HORIZONTAL ONE LINE

DISTRICT-TAGLINE LOGOS

VERTICAL DISTRICT-TAGLINE

HORIZONTAL DISTRICT-TAGLINE

HORIZONTAL DISTRICT-TAGLINE SUBSTITUTE

DISTRICT-COLLEGES LOGOS

VERTICAL DISTRICT-COLLEGES

HORIZONTAL DISTRICT-COLLEGES

HORIZONTAL DISTRICT-COLLEGES ONE LINE

CHANCELLOR'S SEAL

PRIMARY SEAL (FULL COLOR)

SEAL (BLACK)

SEAL (WHITE)

SEAL (ALTERNATE)

SEAL FOR PRODUCTION

To request usage of files that need approval, such as the Chancellor's Seal or the alternate version of the District Logos for production, contact the **Marketing, Communications & Public Affairs Department** at 619-388-6941 or email **cpr@sdccd.edu**.

COLLEGE-DISTRICT LOGO INVENTORY (AVAILBALE AS FULL COLOR, BLACK, AND WHITE)

CITY-DISTRICT WORDMARK

VERTICAL

HORIZONTAL

PRIMARY ONE LINE

MESA-DISTRICT WORDMARK

VERTICAL

HORIZONTAL

PRIMARY ONE LINE

MIRAMAR-DISTRICT WORDMARK

VERTICAL

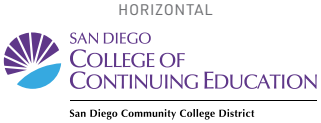
HORIZONTAL

PRIMARY ONE LINE

SDCCE-DISTRICT WORDMARK

VERTICAL

HORIZONTAL



PRIMARY ONE LINE

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SAN DIEGO
Community College District

San Diego Community College District

Address: 3375 Camino del Rio South,
San Diego, CA 92108

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Selbert Perkins Design.

Selbert Perkins Design
selbertperkins.com

Be. Belong. Become.