BRAND
STYLE GUIDE

CITY COLLEGE OF SAN FRANCISCO

CITY
COLLE E
OF SAN FRANCISCO

CONTENTS

INTRODUCTION

The City College of San Francisco (CCSF) Identity Standards Guide will ensure consistent use and communication of the CCSF logo in both internal and external applications. It provides o cial identity usage guidelines to help achieve brand consistency for CCSF.

HOW TO USE THE BRAND STYLE GUIDE

The guide is meant to create clarity and visual consistency across materials being created by our sta and in references to our brand used by outside parties CCSF sta , partners and consultants will use these standards to ensure that basic brand elements are incorporated when they design and produce marketing and outreach materials. Everyone associated with CCSF, our programs and initiatives is responsible for ensuring the materials produced under their supervision adhere to these standards.

Please note that all electronic or printed publications, advertisements, yers and other branding items must be approved by the Marketing Director.

Contact:
Maureen Keating
Interim Marketing Director
415-205-7306
mkeating@ccsf.edu

BRAND PLATFORM
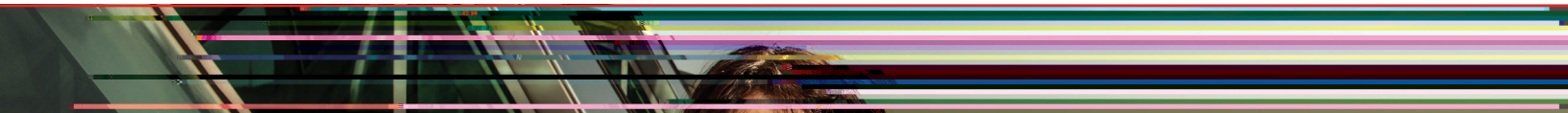
BRAND ESSENCE:
Core characteristic of City College of San Francisco's personality

Access & Opportunity for All

BRAND PROMISE:
What City College delivers

City College of San Francisco delivers education
of the highest quality, by and for the people of San Francisco

BRAND ATTRIBUTES:
City College of San Francisco is…

Dedicated.
The faculty and sta supporters of City College are dedicated to delivering high quality education to San Francisco's diverse and vibrant population.

Just.
The faculty, sta and students of believe that access to education is a right and necessary for a thriving and inclusive democracy.

Diverse.
City College understands that its core strength lies in the diverse population of its students and the ideas that they share.

Supportive.
The City College community supports one another—from the students, sta and faculty to the extended members of our community.

CCSF Logo

The CCSF logo instantly identi es the organization on all communications. The logo is a solid element, consisting of the whitetext block and encased within the black and white frame element.

The CCSF logo should always appear in a consistent manner, utilizing proper layout and colors as speci ed in these guidelines. It should be displayed clearly and in a prominent location, independent of other elements.

Isolation Zone

The CCSF logo should be surrounded by ample space and kept clear of other elements. The "isolation zone" around the logo is determined by the x-height of type as indicated in the gure below.

Any other elements used should appear far enough away, outside of the isolation zone, so that they appear independent. Any other element that appears within this isolation zone is not acceptable.

CITY
COLLEG

CCSF Seal

Brand vs. Campaign

Your brand is your identity. It represents what you stand for as an institution—at the core—and it does so broadly, to a wide audience. A brand has longevity and lives beyond trends and fads.

A campaign is a short-term initiative that promotes your organization's service or product. It is designed to elicit action from a narrower, targeted audience, and it should have measurable results. Campaigns often take their cue from current trends.

Use of Campaign Creative

The FreeCity mark and signature yellow shall not be used in marketing collateral other than promoting free college tuition.

To leverage this campaign in your own communications, please contact the Marketing Director at mkeating@ccsf.edu.

File Format Description and Usage

File formats can e ect the quality of an image so it is important to use the right one. With so many applications and le formats available, it is di cult to decipher what format to use for a speci c application. Below are recommendations that will aid in choosing the correct le format to provide optimal quality. Always use the correct le format for your application.

VECTOR GRAPHICS – can be in nitely re-sized without losing image quality and maintains the exact color speci cations for consistent reproduction.

File Formats – .ai, .dcs, Illustrator .eps

RASTER GRAPHICS – can only be reduced in size to maintain quality.Increasing the size of these graphics will severely reduce the quality.

File Formats – .psd, .tif, .jpg, .png, .gif, .pdf, .wmf, Photoshop .eps

Preferred Formats

PRINT APPLICATIONS – For any professional print job always use an Adobe Illustrator .eps. For internal applications a .jpg or .tif can be used instead. Never take a graphic o of the web for use in print materials.

SCREEN APPLICATIONS – A transparent .png is the optimal format for screen applications. A .jpg or .gif can be used as well, but are older formats that do not always produce consistent results.

ENVIRONMENTAL APPLICATIONS (signage, billboards, etc.) – All environmental applications require an Illustrator .eps le format.

COLOR GUIDELINES

Color is a powerful visual tool. The identity of the CCSF logo will be greatly enhanced by consistent use of the approved color palette.

The following colors have been chosen for use as a general color palette in the CCSF branded materials.

PRIMARY COLORS

C=60 M=0 Y=11 K=0
spot 485C
HEX: e32526
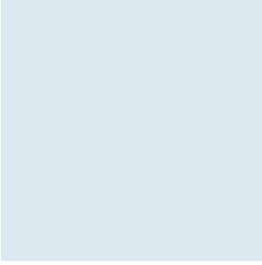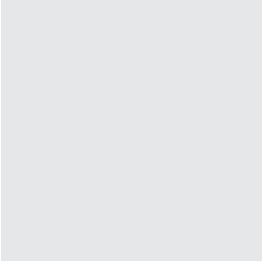
Black
C=45 M=0 Y=50 K=5

SECONDARY COLORS

C=60 M=0 Y=11 K=0
spot 302C
HEX: 2e5f76

C=14 M=11 Y=12 K=0
HEX: 446e7f

C=8 M=0 Y=0 K=6
HEX: d9e7ef

C=14 M=11 Y=12 K=0
Cool Grey 1
HEX: edebeb

13

TYPOGRAPHY

TYPEFACE DESCRIPTION AND USAGE

The CCSF logo has been matched with typeface families that carry the avor and attitude of the brand identity. These typefaces must be used consistently on all brand materials.

FOR USE IN HEADERS, SUBHEADS AND BODY COPY:

Proxima Nova
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Proxima Nova type family includes:
Regular, light, semibold, bold, and black. Regular italics for body copy use.

FOR USE IN HEADERS AND ACCENT TYPE:

Oswald may be useful to use in headers when there is little control over type treatments within a layout, ie. Digital publications such as eblasts, which are restricted to Arial live text, and headers created as placed assets.

OSWALD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Oswald type family includes:
Regular, extralight, medium, demibold, bold, and heavy.

FOR USE IN ACCENT TYPE:
PMN Caecilia may be used to accent type within publications needing a wider range of visual hierarchy. This typeface should be considered for support purposes only.

PMN Caecilia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Oswald type family includes:
Roman, light, bold, heavy, italics

SUB BRANDING: SCHOOLS & DEPARTMENTS