SAN DIEGO
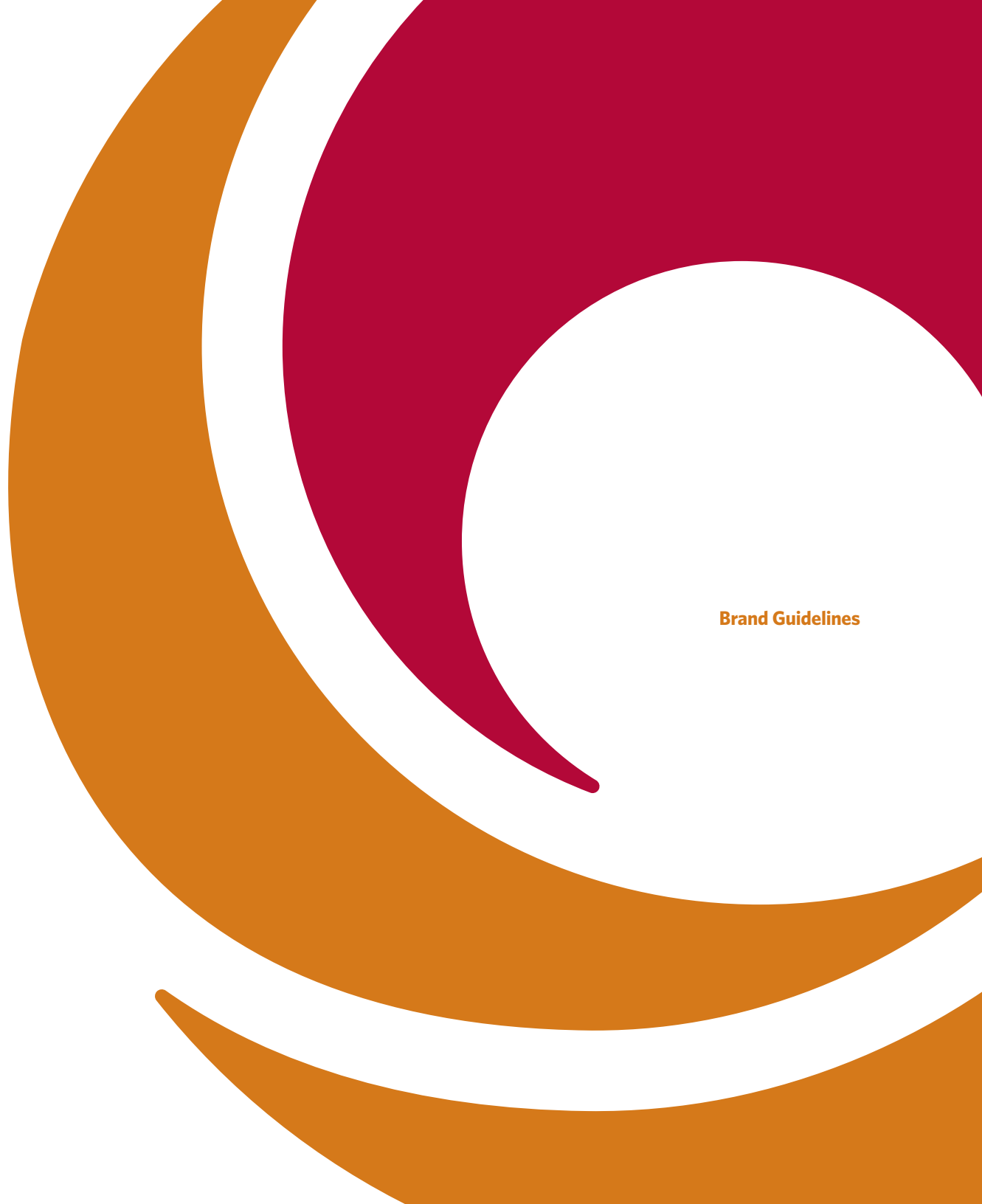# CITY COLLEGE

Brand
Guidelines

Introduction

Our design elements provide a powerful set of tools for conveying the unique personality that can only be City College. They set the stage for storytelling and allow you to instantly establish an immediate connection to the brand.

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Brand Personality

Passionate

We are agile, versatile, and driven by a bold and vibrant energy.

Welcoming

We are always down to earth; we are personable, friendly, and easy to talk to.

Resilient

We are tough, brave and nimble in the face of a challenge.

Inspiring

We inspire those we serve to push beyond their limits and achieve new heights.

Brand Voice

Don't sell, inspire.

Salesy language is inauthentic and cheapens what we do. It's best to move beyond facts and figures to the motivations that drive us.

Be human.

Make sure language is personable and understandable. Avoid jargon.

Engage the reader.

Keep messaging focused. Emphasizing a single point will help it stick. Originality is engaging. Cliches should be avoided.

Strategic Messaging

Urban Location

Diversity/Inclusivity

Student Experience

Catalyst for Change

Value Propositions — Messaging Matrix

VALUE	TRANSFER STUDENTS	CAREER/TECH STUDENTS	COMMUNITY/DONORS	PARENTS/FAMILY
Urban Location	Located in the heart of San Diego, City College is at the center of commerce and culture. Our central campus has quick and affordable access to transportation.	Located in the heart of San Diego, City College is at the center of commerce and culture. Our central campus has quick and affordable access to transportation.	Located in the bustling neighborhood of East Village, City College is at the center of commerce and culture. Our campus is integrated into the urban space like no one else. We are the heart of San Diego.	The City College campus is located in the heart of downtown San Diego with easy and affordable transportation. We are committed to safety, community, and access.
Diversity/ Inclusivity	City College is driven by an inclusive and collaborative spirit. Join our diverse community of thinkers and leaders who fight for what is right.	City College is made strong by our community of diverse voices. Regardless of your background, we are here to make your future brighter.	City College is a world of cultures. Our diverse and inclusive community is the core of what makes us strong.	City College is driven by a people-centered culture that is passionate and respectful.
Student Experience	At City College, we are deeply committed to helping your take the next step toward your dreams, no matter what challenges you face.	At City College, we are deeply committed to helping your take the next step forward in your career, no matter what challenges you face.	At City College, we are deeply invested in what we do. Our commitment to our students and our community is unwavering.	At City College, we are determined to help our students take the next step forward. We are committed to guiding and advocating for our students no matter what challenges they face.
Catalyst for Change	Our award-winning faculty bring a unique mix of academic and real-world experience that will propel you toward your education goals.	Our award-winning faculty and state of the art facilities deliver the real-world experience you need to propel your career forward.	For more than 100 years, City College has given students the knowledge and inspiration to transform their communities. We are agents of change.	City College students lead community dialogue as agents of positive change. We are dedicated to unleashing the potential in every student to make a difference.

Brand Essence

City College is a vibrant community that is driven by an unwavering dedication to student success. We empower students to transform themselves and their communities.
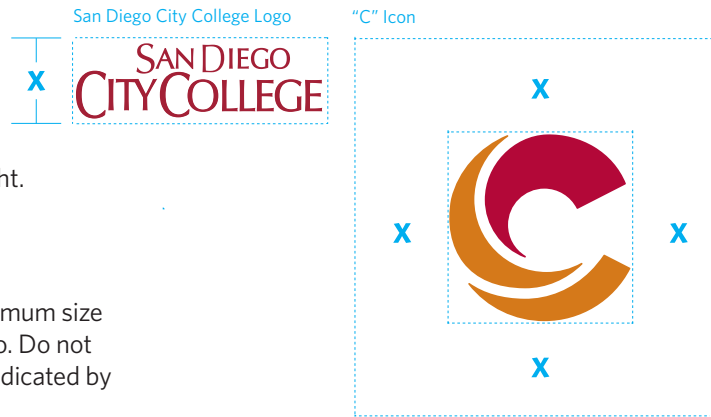
We are agents of change.

Logo specifications

Follow these logo specifications to ensure maximum visibility and legibility in all communications.

Minimum Clear space

The minimum clear space for all logos is "x" around all four sides, where x is equal to the height of the City College logo. The "C" icon, the x is equal to 1/2 the height.

San Diego City College Logo

"C" Icon

Minimum size

Follow these specifications for minimum size when scaling all versions of the logo. Do not reduce the logo any smaller than indicated by the numbers in the diagrams.

Print .625" x .192"

Print 1.0641" x .325"

Print 1.5"

SAN DIEGO
CITY COLLEGE
Foundation

Print .375"

Online 45 Pixels

Follow the specifications below when adding a school identifier or department name.

Department College Logo

SAN DIEGO
CITY COLLEGE

School of Behavioral Sciences
& Consumer & Family Studies

Identifier specifications:
• Font: Whitney HTF Medium
• Color: City College Red or Black, to match logo
• Center

Logo and "C" Icon Specifications: Color usage

The City College logo is available in four different color formats: PMS, CMYK, RGB and Grayscale.
Always use the electronic artwork appropriate for your application.

PMS
Use this logo for all spot color print applications.

CMYK
Use this logo for all full-color print applications.

RGB
Use this logo for all screen-based communications.

Grayscale
Use this logo for all 1-color print applications.

File Name:
CityStacked_PMS.eps

File Name:
CityStacked_CMYK.eps

File Name:
CityStacked_RGB.eps

File Name:
CityStacked_Grayscale.eps

File Name:
CityLong_red_PMS.eps

File Name:
CityLong_red_CMYK.eps

File Name:
CityLong_red_RGB.eps

File Name:
CityLong_Grayscale.eps

File Name:
C_icon_PMS.eps

File Name:
C_icon_CMYK.eps

File Name:
C_icon_RGB.eps

File Name:
C_icon_Grayscale.eps

Incorrect logo usage

The City College logo should be reproduced according to the specifications set in these guidelines. Incorrect usage can confuse our audiences, and makes brand recognition difficult. Do not recreate any artwork; always use the approved mechanical artwork files supplied by City College. Some common examples of incorrect usage are demonstrated here.

Do Not put the C icon next to the logo

Do Not change the colors of the logo

Do Not distort the logo

Do Not change the font or weight of the school or department identifier.

Do Not change the font size of the school or department identifier.

Do Not change the color of the school or department identifier.

Color Palette

Beyond our logo, color is the most recognizable aspect of our brand identity. Our brand colors reflect our bold, diverse community. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive City College brand.

City College uses a confident red and gold color palette to help establish a distinctive and powerful visual identity for the brand. Each color below is accompanied by its color designations for four color spaces—Pantone and CMYK for print and RGB and Hexadecimal for screen. Always use the specified colors in all communications related to the City College brand.

Primary Colors

Secondary Colors

City College Red	City College Gold	Black	City College Silver

C	0	R	178	C	0	R	213
M	100	G	8	M	55	G	121
Y	63	B	56	Y	100	B	26
K	29	#	b20838	K	15	#	d5791a

PMS 201 C

PMS 7571 C

C	0	R	0	C	55	R	123
M	0	G	0	M	40	G	31
Y	0	B	0	Y	37	B	32
K	100	#	000000	K	4.5	#	231F20

PMS 430 C

Typography: Primary font

Our City College typeface, Whitney HTF was selected because it is a humanist sans-serif typeface. It aims to be functional for signage as well as editorial usage by bridging the gap between gothics such as Franklin Gothic and humanists such as Frutiger. Whitney is an extremely comprehensive font family and includes romans, italics, roman small caps and italic small caps, plus tabular figures, fractions and extended symbols.

Flexibility comes from using one type family that contains all necessary styles.

Whitney HTC Book: Use for all body and captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)#@{ }
abcdefghijklmnopqrstuvwxyz 123456789 (";)#@{ }

Whitney HTC Light or Medium: Use for all headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)#@{ }
abcdefghijklmnopqrstuvwxyz 123456789 (";)#@{ }

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)#@{ }
abcdefghijklmnopqrstuvwxyz 123456789 (";)#@{ }

Whitney HTC Bold: Use for all subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)#@{ }
abcdefghijklmnopqrstuvwxyz 123456789 (";)#@{ }

Note: Whitney HTF are licensed fonts that must be purchased for use in any materials created for City College. Please contact Cesar Gumapas at cgumapas@sdccd.edu to request necessary fonts.

Typography: On-screen font

To avoid compatibility issues, Arial is the designated font for emails, PowerPoint presentations and the body text on websites.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)#@{ }
abcdefghijklmnopqrstuvwxyz 123456789 (";)#@{ }

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 (";)#@{ }
abcdefghijklmnopqrstuvwxyz 123456789 (";)#@{ }

Typography style

Maintain a consistent and recognizable brand image by adhering to these general guidelines described in the sample headlines, and body copy below. Please use the same proportions when setting type for all other applications.

Headlines: Whitney HTF Light
Headlines should be set as sentence case. Flush left with tight leading. The main header to the right has been set at 18pt. with 18pt. leading and -10pt. letterspacing.

Body Copy: Whitney HTF Book
Body copy should always be in sentence case and flush left. The body copy to the right has been set at 11pt. with 14pt. leading and 0 letterspacing.

Call to Action: Whitney HTF Bold
Call to action should always be in sentence case, and always set in City College Gold.

For 100 years, we've been changing lives inside the classroom and beyond.

San Diego City College celebrates 100 years of providing thousands of students the tools, expertise and inspiration to transform the new century. Our award-winning faculty bring a unique mix of academic and real-world experience that propels education beyond the classroom, preparing the next generation to make their impact on our campus and across the city. We believe City College is where community thrives, potential is realized, and inspiration is ignited.

To find out more, please visit us at sdcity.edu

How to reach us

Consistent use of the City College visual style will help ensure maximum impact across touchpoints. For internal team members, all City College visual assets are available through Cesar Gumapas.

For further information and to obtain digital artwork for use in visual design applications, please contact: Cesar Gumapas at cgumapas@sdccd.edu or your City College representative.