BRAND IDENTITY STANDARDS MANUAL | 2019

SAN BERNARDINO
COMMUNITY COLLEGE DISTRICT
· VALLEY ·
CRAFTON HILLS · EMPIRE KVCR

A MESSAGE FROM THE CHANCELLOR

As San Bernardino Community College District nears its first 100 years serving Inland Southern California, we are embracing a new visual identity system that distinguishes SBCCD as the home of Crafton Hills College, San Bernardino Valley College, and Empire KVCR TV/FM.

Distilled into a sentence, our brand's key message is this: "SBCCD is a family of two sister colleges with a public radio and television station, all working together to ensure our community has pathways to opportunity." As we deliver upon our promise, and set the stage for the future, it is vital that we speak with one voice to engage more students, parents, alumni, educators, philanthropists, business and civic leaders to join our educational mission.

This brand identity standards manual is the culmination of the vision and aspirations of more than 1,500 people—faculty, students, staff, alumni and community leaders—who contributed ideas and feedback via focus groups, listening sessions, emails, and online surveys.

Please use these guidelines in all of your communications. When we use the same brand elements, we distinguish SBCCD from other higher education institutions, and we speak with one voice about SBCCD's unwavering commitment to put our students and our community at the center of everything we do.

Our new brand embraces San Bernardino's historic arrowhead, a geological landmark etched on the foothills of the San Bernardino Mountains that can be seen from miles around. Represented in two iterations, the arrowhead serves as the main symbol for the identity and is anchored within a yellow band, encircled by type.

The following pages provide a brief set of guidelines for the usage of each logo, including color palette, typographic system and examples of various collateral pieces. Each element has been designed to project the San Bernardino Community College District with sophistication and clarity. When followed correctly this identity system expresses a sense of organizational integrity and purpose, better positioning the San Bernardino Community College District as a cultural and educational leader in the region.

Bruce R. Baron
Chancellor

PRIMARY IDENTITY

The primary identity for the San Bernardino Community College District is a clean and straight-forward logo consisting of a wordmark and a symbol.

The logo is made up of the historic San Bernardino arrowhead, encircled in a yellow band, with the name of the district to form a cohesive brand.

The primary visual identity has two unique logos—each designed with intention to be used individually in a designated size or with a description line. These options should provide flexibility to meet most of your graphic requirements.

Note: The primary logo should not be used smaller than one inch.

Adding text next to the primary San Bernardino Community College District logo is restricted to the Office of the Chancellor and the Board of Trustees.

Customized logos for departments and entities within San Bernardino Community College District shall not be created.

Note: This lockup should not be used smaller than one inch.

PREFERRED USAGE CENTERED

OFFICE OF
THE CHANCELLOR

PREFERRED USAGE HORIZONTAL
FLUSH LEFT + RIGHT| 2 LINE

OFFICE OF THE
CHANCELLOR

PREFERRED USAGE CENTERED

BOARD OF
TRUSTEES

PREFERRED USAGE HORIZONTAL
FLUSH LEFT + RIGHT| 2 LINE

BOARD OF
TRUSTEES

SECONDARY IDENTITY

The secondary identity logo should be used in place of the primary logo if a the size falls below one inch.

The symbol is never to be used without descriptive text. It is always used in a context with descriptive type defining the San Bernardino Community College District.

Note: This symbol can be used larger, but the primary identity is preferred in those cases.

SECONDARY IDENTITY SPECIAL SINGLE LINE | 1 LINE

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

SECONDARY USAGE CENTERED

SAN BERNARDINO
COMMUNITY COLLEGE
DISTRICT

SECONDARY USAGE HORIZONTAL
FLUSH LEFT + RIGHT| 2 LINE

SAN BERNARDINO
COMMUNITY COLLEGE DISTRICT

The secondary identity for the San Bernardino Community College District is used when the primary logo is too complex at a size smaller than one inch to be legible.
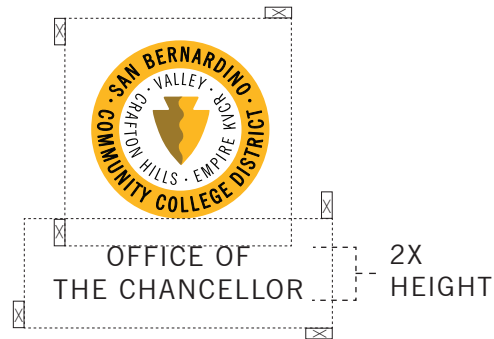
The examples shown are the approved lockups for the San Bernardino Community College District.

PRIMARY IDENTITY

PRIMARY IDENTITY HORIZONTAL 1

OFFICE OF THE
CHANCELLOR

2X
HEIGHT
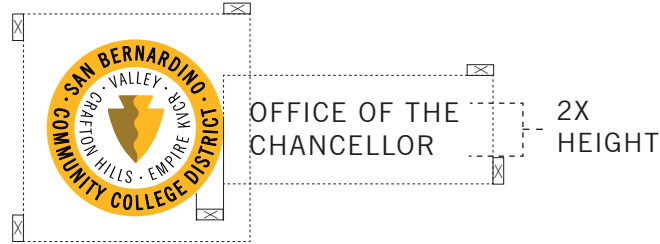
PRIMARY IDENTITY CENTERED

OFFICE OF
THE CHANCELLOR

2X
HEIGHT

CLEAR SPACE SIZE

In order to maintain the clarity and impact of the identity a minimum clear space must surround the San Bernardino Community College District logo. No other design elements should be positioned within this space.

Clear space equal to the width of the circle, measured by the "X", of the San Bernardino Community College District logo must be used at all times. No other graphic elements should appear within this space.

The secondary logo can be accompanied by no less than two and no more than three lines of descriptive text. This text can be used in order to specify the use and context of the logo. Shown here with the example of the "Office of the Chancellor"

PRIMARY IDENTITY | 2 INCHES

PRIMARY IDENTITY | 1 INCH

OFFICE OF
THE CHANCELLOR

SECONDARY IDENTITY | 3/8 INCH

SAN BERNARDINO
COMMUNITY COLLEGE
DISTRICT

PRINT MINIMUM SIZE

To preserve the integrity of
the San Bernardino Community
College District logos, it is
important to ensure that the
symbol with the typography is
always recognizable and legible.

The minimum allowable reproduction
size for the primary logo is based
on the diameter of the yellow circle.
It should never be reproduced at a
scale smaller than 1 inch to preserve
legibility.

The secondary logo should never be
reproduced at a scale smaller than
3/8 of an inch

The minimum allowable print
reproduction size is based on the
legibility of the type.

Note: Although the type can always
be larger, each external line of type
should be no smaller than the
measure of X.

PRIMARY IDENTITY | 192 PIXELS

PRIMARY IDENTITY | 96 PIXELS

OFFICE OF
THE CHANCELLOR

SECONDARY IDENTITY | 36 PIXELS

SAN BERNARDINO
COMMUNITY COLLEGE
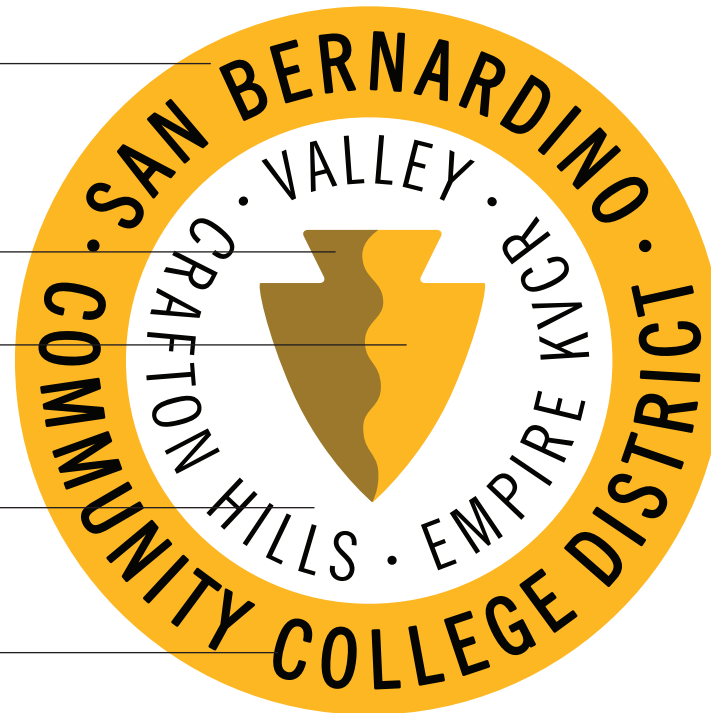DISTRICT

DIGITAL MINIMUM SIZE

To preserve the integrity of the San Bernardino Community College District logos, it is important to ensure that the symbol with typography is always recognizable and legible.

The minimum allowable reproduction size for the primary logo is based on the diameter of the yellow circle. It should never be reproduced at a scale smaller than 96 pixels to preserve legibility.

The secondary logo should never be reproduced at a scale smaller than 36 pixels.

The minimum allowable digital reproduction size is based on the legibility of the type and can also depend on the quality of the monitor.

Note: Although the type can always be larger, each external line of type should be no smaller than the measure of X.

Circle
Pantone 1235 C
CMYK: 0c 31m 96y 0k

Arrowhead
Shadow
Pantone 126 C
CMYK: 35c 48m 100y 14k

Highlight
Pantone 1235 C
CMYK: 0c 31m 96y 0k

Inner Circle
White

Type
Black

Type
Black

SAN BERNARDINO · VALLEY · CRAFTON HILLS · EMPIRE · KVCR · COMMUNITY COLLEGE DISTRICT

OFFICE OF
THE CHANCELLOR

Circle
Black
CMYK: 0c 0m 0y 30k

Arrowhead
Shadow
CMYK: 0c 0m 0y 80k

Highlight
CMYK: 0c 0m 0y 30k

Inner Circle
White

Type
Black

Type
Black

SAN BERNARDINO · COMMUNITY COLLEGE DISTRICT

VALLEY · CRAFTON HILLS · EMPIRE KVCR

OFFICE OF
THE CHANCELLOR

Circle
Black
CMYK: 0c 0m 0y 100k

Arrowhead
Shadow
CMYK: 0c 0m 0y 100k

Highlight
CMYK: 0c 0m 0y 30k

Inner Circle
White

Type
Black

Type
Black

SAN BERNARDINO · COMMUNITY COLLEGE DISTRICT

VALLEY · CRAFTON HILLS · EMPIRE KVCR

OFFICE OF
THE CHANCELLOR

Circle
Pantone 1235 C
CMYK: 0c 31m 96y 0k

Arrowhead
Shadow
Pantone 126 C
CMYK: 35c 48m 100y 14k
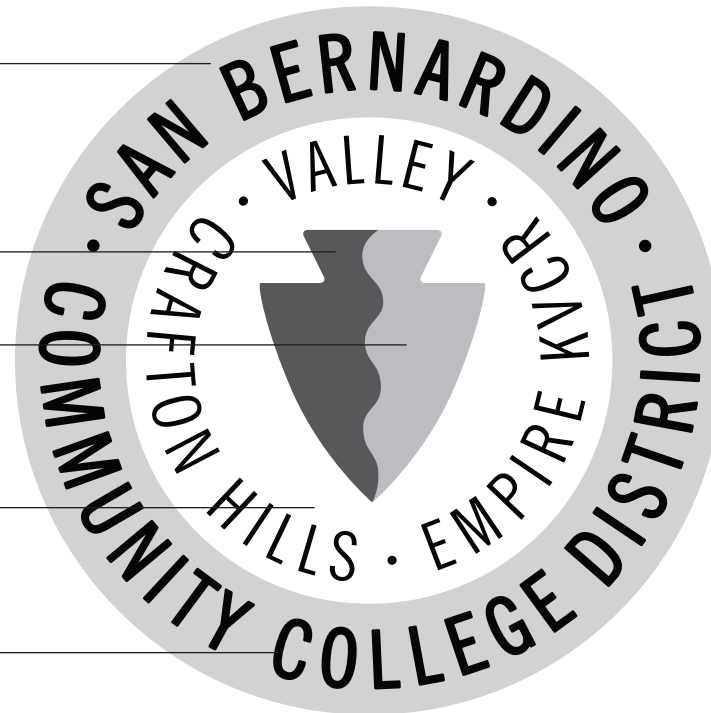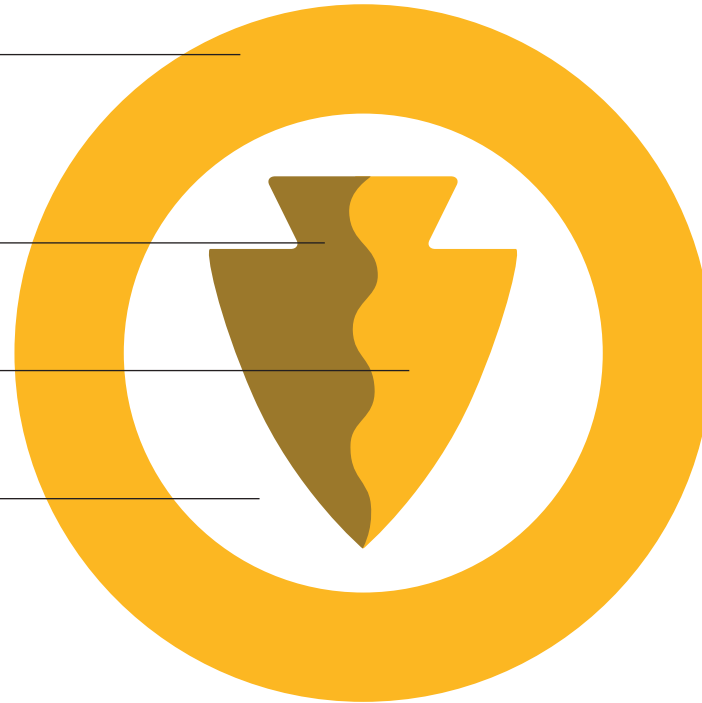
Highlight
Pantone 1235 C
CMYK: 0c 31m 96y 0k

Inner Circle
White

Type
Black

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

Circle
Light Gray
CMYK: 0c 0m 0y 30k

Arrowhead
Shadow
CMYK: 0c 0m 0y 80k

Highlight
CMYK: 0c 0m 0y 30k

Inner Circle
White

Type
Black

Type
Black

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

Circle
Black
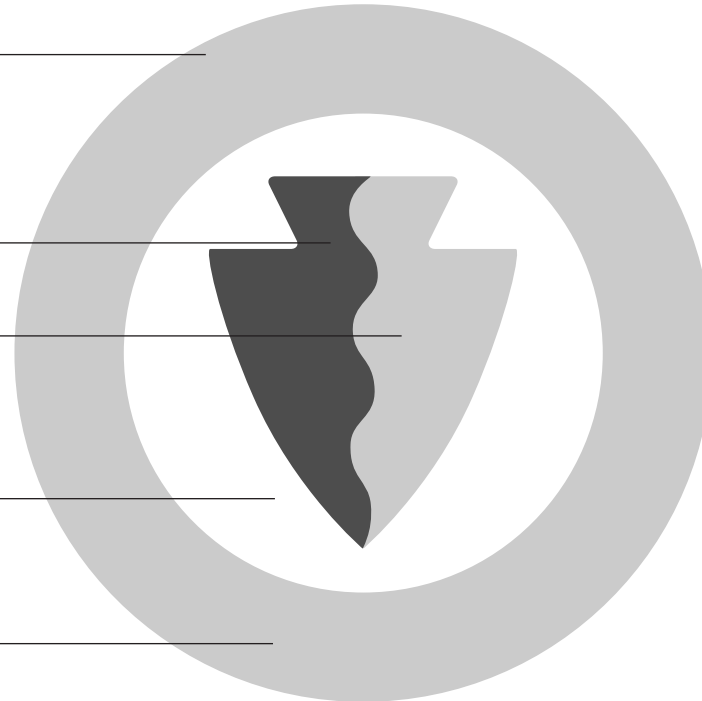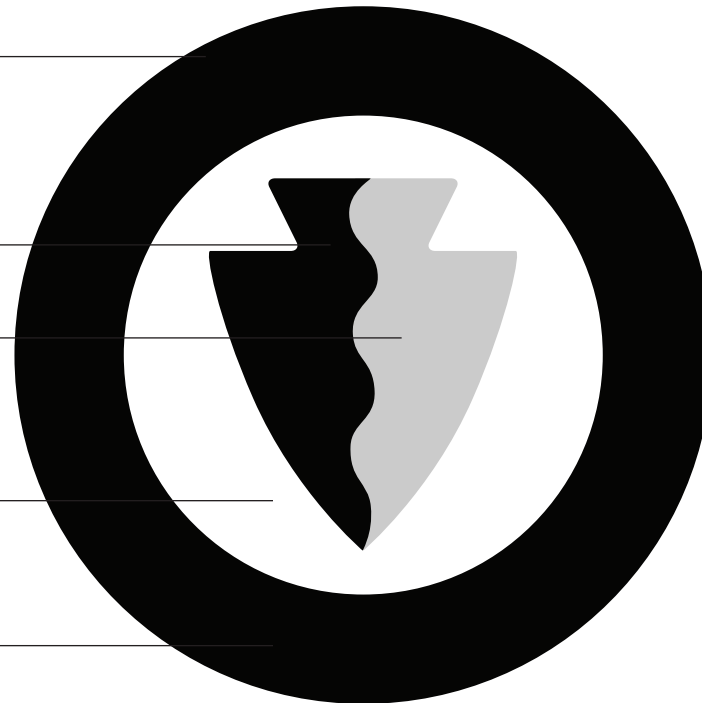CMYK: 0c 0m 0y 100k

Arrowhead
Shadow
CMYK: 0c 0m 0y 100k

Highlight
CMYK: 0c 0m 0y 30k

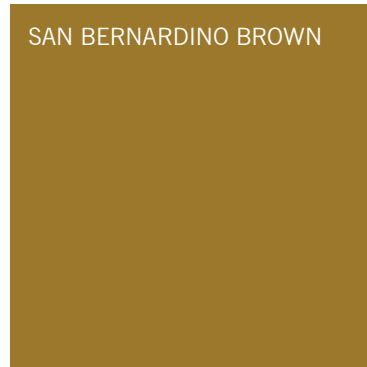**Inner Circle**
White

Type
Black

Type
Black

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT
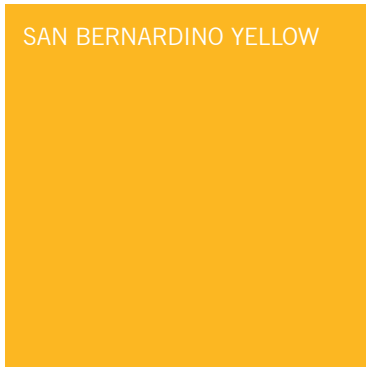
SAN BERNARDINO YELLOW

PANTONE 1235 C
PANTONE 116 U
CMYK: 0c 31m 96y 0k
RGB: 252r 181g 32b
Hex: #FCB520

SAN BERNARDINO BROWN

PANTONE 126 C
PANTONE 126 U
CMYK: 35c 48m 100y 14k
RGB: 156r 119g 44b
Hex: #9C772C

LIGHT GRAY

CMYK: 0c 0m 0y 30k
RGB: 209r 211g 212b
Hex: #D1D3D4

DARK GRAY
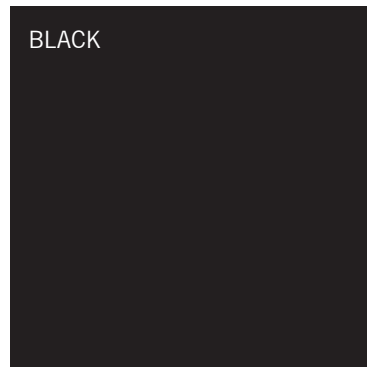
CMYK: 0c 0m 0y 80k
RGB: 88r 89g 91b
Hex: #58595B

BLACK

CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
Hex: #000000

PRINT +
DIGITAL COLORS

Colors are an essential element for the San Bernardino Community College District identity. This palette provides a foundation for color consistency across diverse types of media.

These colors are used throughout the identity system. Use these colors in the visual identity with absolute consistency whenever possible.

Pantone Colors
An acronym for Pantone Matching System®, this color system is also often referred to as "spot" colors. This color system is for print jobs when an exact color match of yellow is necessary.

CMYK Colors
CMYK (or "process") refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the colors system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB colors
RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX Colors
Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.
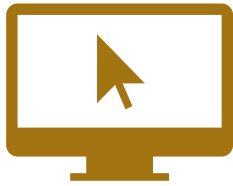
SBCCD WEBSITE

Use the color palette for web on page 15. Web colors are stated in Hex values.

OTHER ELECTRONIC MEDIA
Email Blasts
Power Point
Digital Newsletters

Use the color palette for print and electronic media on page 15. Choose the RGB or Hex formulas for any digital media you are producing.

PRINTED MATERIALS

Use the color palette for print media on page 15. Choose the CMYK or PMS (spot color only) formulas for any materials that will be printed.

COLOR PALETTE

Color is an important part of our identity. Using our San Bernardino Community College District color palette throughout the web and printed materials will retain our visual consistency which is essential to a strong brand identity.

We have a color formula specifically for web and electronic use, as well as formulas for print media. These color formulas are provided to maintain San Bernardino Community College's strong visual consistency.

Note: Color will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas presented on the previous pages. For web color consistency, use the RGB or HEX formulas.

Crafton Hills College | San Bernardino Valley College | Empire Network/KVCR

CRAFTON HILLS COLLEGE | SAN BERNARDINO VALLEY COLLEGE | EMPIRE NETWORK / KVCR

CRAFTON HILLS COLLEGE | SAN BERNARDINO VALLEY COLLEGE | EMPIRE NETWORK / KVCR

LOGO PHASE OUT

The following logos are being phased out of use by San Bernardino Community College District. Please do not use any of the listed logos on your printed or digital communications. Replace old graphics with the new identity as you order new materials.
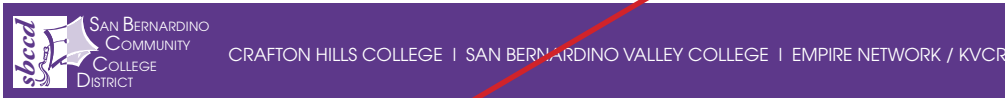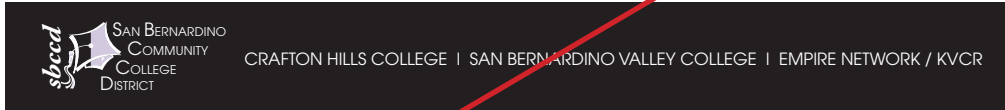
NOTE: DEPARTMENTS WILL NOT HAVE INDIVIDUAL DEPARTMENT LOGO LOCKUPS

ACCOUNTING

HUMAN RESOURCES

FACILITIES PLANNING

DEPARTMENT LOGO
PHASE OUT

Our visual identity system is designed to clearly convey, "One SBCCD. One Brand."

To harness the power of a unified identity, the primary SBCCD logo is the core graphic used to identify our college district, its administrative departments, units, programs and initiatives. For that reason, customized logos for departments and entities within SBCCD shall not be created.

Business cards, email signatures, approved physical signage, and other print and digital mediums will allow the opportunity to convey department affiliation.

Logos for special events or temporary initiatives may be developed with the approval of the Chancellor's Office and SBCCD's Marketing, Public Affairs & Government Relations Department.

FULL COLOR REPRODUCTION

The preferred expression of the visual identity for the San Bernardino Community College District is in the 2-color version.

The 2-color version of the logo consists of the San Bernardino Community College District yellow and brown.

Note: Positive reproduction of the logos can be on white or black backgrounds.

COLORED BACKGROUND REPRODUCTION

When an occasion requires the logo to be used against a black or dark background the basic system still applies.

Special Note: On the occasion when the new brand is positioned on the golden rod yellow background, the black band should be substituted as shown.

1

2

3

4

OFFICE OF THE
CHANCELLOR

5

SBVC Science Dept

6
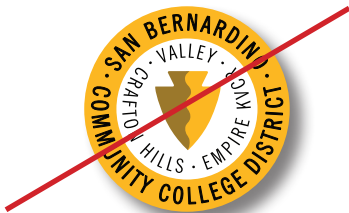
7

8
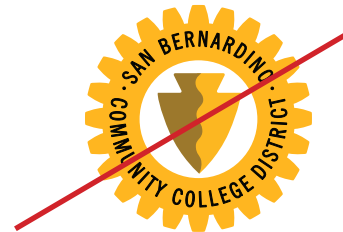
9

INCORRECT LOGO USAGE

The success of the San Bernardino Community College District identity system depends on consistency and usage of the logo. This means using it consistently and never jeopardizing its integrity with alternate solutions.

These examples illustrate unacceptable uses that should be avoided at all cost.
Do not:

1. Make any alterations to the identity horizontally.

2. Make any alterations to the identity vertically.

3. Set the identity at an angle.

4. Reproduce the logo with any colors other than those specified.

5. Alter the lock-up in any way.

6. Add anything to the symbol or outline the identity.

7. Add a shadow, border, or other Graphics to the identity.

8. Change the color of the logo background.

9. Alter the prescribed shape of the identity.

INCORRECT LOGO USAGE

Do not:

10. Place the identity inside a white box.

11. Place the identity inside a colored box.

12. Change the font style of the identity.

13. Use the identity on a similar colored background.

14. Make the center of the identity transparent.

15. Make the identity transparent.

16. Customize the identity to a department and abbreviate the district name.

17. Reproduce the identity in gold, metallic or glitter.

18. Reverse the ring colors

PRIMARY - NEWS GOTHIC BT BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

PRIMARY - NEWS GOTHIC BT ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

DEFAULT - ARIAL NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

DEFAULT - ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

TYPOGRAPHY

Written communications are an essential tool in the San Bernardino Community College District identity. Consistent typography plays a significant role in achieving this goal.

Primary Typeface
As the typography on the logo is News Gothic BT Bold Condensed and News Gothic BT Roman, it is also used as the primary typeface throughout the branding program to create a consistent look and feel. News Gothic BT Bold Condensed is a geometric sans serif typeface that has a wide family of varying weights which can be used in multiple communications.

Default Typeface
In the event that News Gothic is not available Arial is a valid substitute for web, email, business letters, presentations and/or mailing labels.

ALTERNATIVE - BODONI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

SECONDARY ALTERNATIVE - TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

SECONDARY ALTERNATIVE - STYMIE BT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

SECONDARY TYPOGRAPHY

It is beneficial to have complimentary type to contrast a sans serif typeface with a serifed typeface. Each of these secondary typefaces help to distinguish the sans serif logo. We have picked these clearly distinctive faces to balance the News Gothic.

Secondary Typeface
Times New Roman is the secondary typeface. It should be used to add visual contrast to communication pieces. It is a serif typeface that is valued for its visual flexibility and global access across print and the web.

Kit Hinrichs

Studio Hinrichs

86 Graham Street, Suite 120

San Francisco, CA 94129

SAN BERNARDINO
COMMUNITY
COLLEGE DISTRICT

114 S. Del Rosa Dr.,
San Bernardino,
CA 92408
909.382.4000
www.sbccd.org

December 27, 2018

Dear Kit,

The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the
type to be used, so that is will resemble a complete job in every respect. For now, its purpose is
for size and color only. Although this may not seem important, it actually is. By producing an
initial comp with dummy copy, we can test the physical aspects of the message and make sure
that it is not a problem.

With the initial states of design, one can concentrate
than the content of the copy; the leading, the line leng
With the initial states of design, one can concentrate
than the content of the copy; the leading, the line leng

The copy you are now reading is not the actual text to
type to be used, so that is will resemble a complete job
for size and color only. Although this may not seem im
of design this is very important.

Complimentary close,

Bruce Baron

Bruce Baron

Bruce Baron
Chancellor

114 S. Del Rosa Dr.
San Bernardino, CA 92408
(909) 382-4012
bbaron@sbccd.edu
www.sbccd.edu

114 S. Del Rosa Dr.,
San Bernardino,
CA 92408

Kit Hinrichs

Studio Hinrichs

86 Graham Street, Suite 120

San Francisco, CA 9412

This page shows an example of the
San Bernardino Community College
District stationery. These represent
the correct usage of the identity system
and are shown to demonstrate a
general guideline for the visual
presentation of the identity.

Letterhead
When typing a letter, the left margin of the
letter should be set to 1.625 inches. To
accommodate the appropriate usage and
size of the logo at a 1 inch ratio, a .125
inch space from the edge of the page to
the edge of the logo should exist. The right
side margin is set to 1 inch, which aligns
with the address of the San Bernardino
Community College District and the recipient
address. The top and bottom margin
should be set to .1 inch. The default type-
face used for writing letters is 11pt. Times
New Roman set to 19pt. leading.

#10 Envelope
When addressing a letter, the recipient
should be written 2 inches from the
top margin and 3.5 inches from the left
margin. To accommodate the appropriate
usage and size of the logo at a 1 inch ratio,
a .25 inch space from the edge of the
envelope to the edge of the logo should
exist. The San Bernardino Community
College District address should align to
the edge of the logo at 1 inch from the
left margin. The default typeface used for
writing addressees is 11pt. Arial set to
19pt. leading.
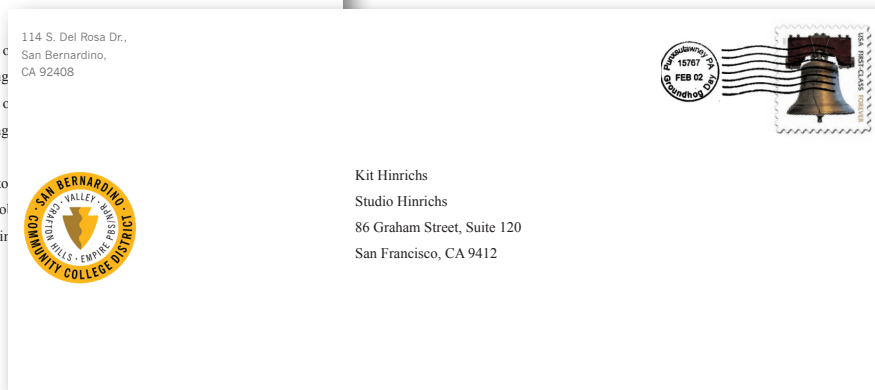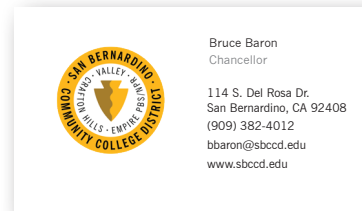
EMAIL SIGNATURE - ARIAL 10 PT

Your Name
Job Title
San Bernardino Community College District
Department
Address Line
City, State, Zip
(###) ###-####
Website | LinkedIn | Facebook | Twitter | Instagram

EMAIL SIGNATURE GENERATOR:

https://doclib.sbccd.org/Files/District/District_Computing_Services/SignatureBlock/default.html

NAME BADGE

Jon Doe

Job Title
Department (Optional)
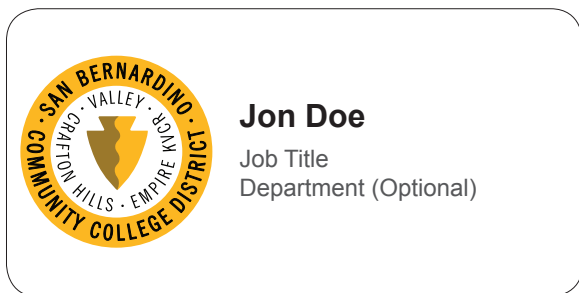
Your email signature is a digital business card and it's an opportunity to express your professionalism and valuable contributions at San Bernardino Community College District.

All full-time and part-time employees who work in District Support Services must use this signature template for use in official email communications using the @sbccd.edu email address.

The identity, information layout, font style, and colors must remain consistent with the email signature. Making modifications by adding personal quotes or graphics, changing fonts or colors is not a proper use or reflection of San Bernardino Community College District's brand standards.

Your name should be in black color text, and your contact information should be in dark gray color text. The font style and size should be Arial 10 pt.

Note: Refer to page 15 to reference the dark gray color formulas.

VEHICLE EXAMPLE

This page shows an example of the San Bernardino Community College District vehicles. These represent the correct usage of the identity system and are shown to demonstrate a general guideline for the visual presentation of the identity.

T-SHIRT EXAMPLE

This page shows an example of the San Bernardino Community College District t-shirt. This represents the correct usage of the identity system for either the primary identity or the secondary identity. The secondary identity is shown to demonstrate a general guideline for the visual presentation of the identity.

SAN BERNARDINO
COMMUNITY COLLEGE
DISTRICT

TOTE BAG +
MUG EXAMPLE

This page shows an example of a San Bernardino Community College District tote bag and mug. These represent the correct usage of the identity system and are shown to demonstrate a general guideline for the visual presentation of the identity.

THE ARTS & CULTURAL CENTER OF THE INLAND EMPIRE

THE ARTS & CULTURAL CENTER OF THE INLAND EMPIRE

SAN BERNARDINO · COMMUNITY COLLEGE DISTRICT · VALLEY · CRAFTON HILLS · EMPIRE KVCR

CAMPUS
BANNERS EXAMPLE

This page shows an example of a San Bernardino Community College District campus banner. These represent the correct usage of the identity system and are shown to demonstrate a general guideline for the visual presentation of the identity.
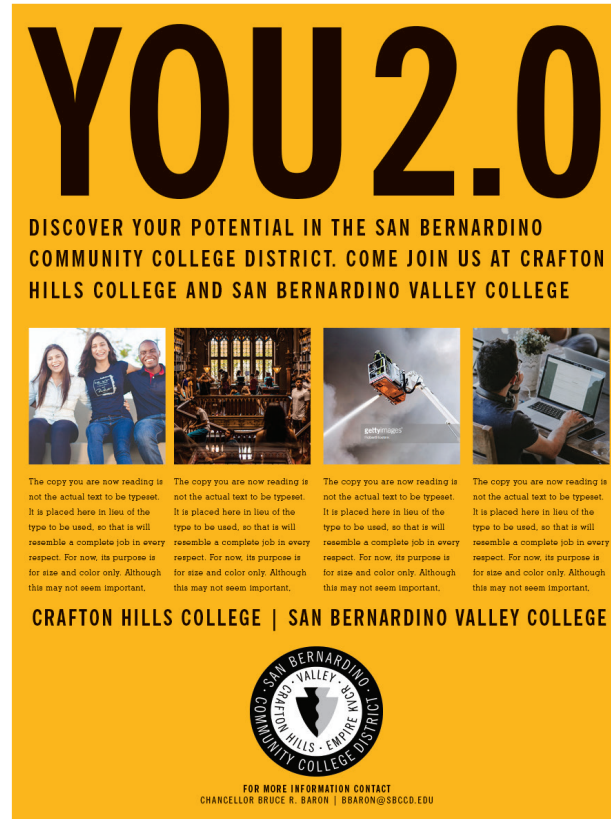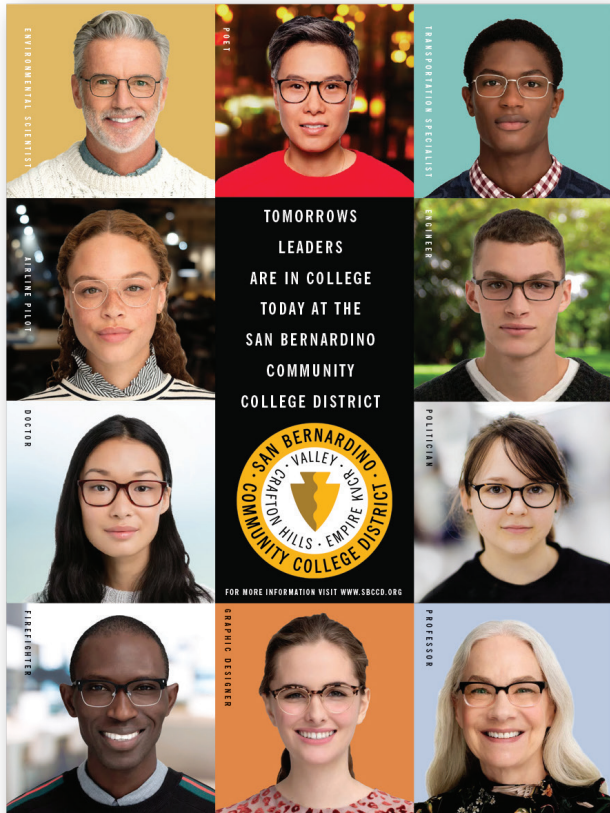
Note: In the event of a matching yellow background, please use the alternate black band, as shown above.

MARKETING MATERIALS

The new communication program that corresponds with the branding system has several distinctive elements. First, the brand itself with the introduction of the "badge" that incorporates all the visual and typographic elements within the logo. In addition a strong new color, golden rod yellow, brings life to the brand and can become a powerful additional element to be utilized with photographic and typographic ingredients that define the district.

These images are for placement only. Do not reproduce theses images.

MARKETING MATERIALS

On all communication pieces–fliers, brochures and advertise-ments,etc–it is important that the new logo should have a prominent position to introduce the new identity to the San Bernardino Community. This strong visual identity will make a clear statement to the students, faculty and general public on the important role the district has within the region.

ONLINE NEWSLETTER EXAMPLE

Reading extensive material on a monitor is not the most effective. As an example, the newsletter should have fewer elements and typography on the screen for clarity.

These images are for placement only. Do not reproduce theses images.

LEARN MORE

Angel Rodriguez
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Public Affairs & Government Relations
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amendez@sbccd.edu

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gpiggott@sbccd.edu