

# BRAND STYLE GUIDE

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CITY COLLEGE OF SAN FRANCISCO



**CITY**  
**COLLEGE**  
OF SAN FRANCISCO

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# INTRODUCTION

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**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 official 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 staff and in references to our brand used by outside parties. CCSF staff, 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, flyers 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*

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Access & Opportunity for All

**BRAND PROMISE:**

*What City College delivers*

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

## **BRAND STORY:**

### *Elevator Pitch*

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San Francisco sees itself as a leader in social justice, personal freedom, and self-determination. Perhaps no institution captures those values better than City College of San Francisco. With 11 locations woven throughout our city, City College serves over 60,000 diverse and talented students every year. City offers one of the widest selection of classes in the country, taught by dedicated and accomplished faculty. In 2017, City College became the first in the nation to offer free college tuition for all San Francisco residents through its Free City initiative. Free City is a direct reflection of the value that San Franciscans place on making college accessible and affordable for all.

## **BRAND ATTRIBUTES:**

*City College of San Francisco is...*

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### **Dedicated.**

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

### **Just.**

The faculty, staff 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, staff and faculty to the extended members of our community.

## VISION STATEMENT

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CCSF shall provide a sustainable and accessible environment where we support and encourage student possibilities by building on the vibrancy of San Francisco and where we are guided by the principles of inclusiveness, integrity, innovation, creativity, and quality. Empowered through resources, collegiality, and public support, the college will provide diverse communities with excellent educational opportunities and services. We will inspire participatory global citizenship grounded in critical thinking and an engaged, forward thinking student body.

## MISSION STATEMENT

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Consistent with our Vision, City College of San Francisco provides educational programs and services that promote student achievement and life-long learning to meet the needs of our diverse community. Our primary mission is to provide programs and services leading to

- Transfer to baccalaureate institutions;
- Associate Degrees in Arts and Sciences;
- Certificates and career skills needed for success in the workplace;
- Basic Skills, including learning English as a Second Language and Transitional Studies.

In the pursuit of individual educational goals, students will improve their critical thinking, information competency, communication skills, ethical reasoning, and cultural, social, environmental, and personal awareness and responsibility.

In addition, the college offers other programs and services consistent with our primary mission as resources allow and whenever possible in collaboration with partnering agencies and community-based organizations.

City College of San Francisco belongs to the community and continually strives to provide an accessible, affordable, and high quality education to all its students. The College is committed to providing an array of academic and student development services that support students' success in attaining their academic, cultural, and civic achievements. To enhance student success and close equity achievement gaps, the college identifies and regularly assesses student learning outcomes to improve institutional effectiveness. As a part of its commitment to serve as a sustainable community resource, our CCSF mission statement drives institutional planning, decision making and resource allocation.

## TALKING POINTS

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- City College urban community college serving more than 60,000 students annually at several centers and sites throughout San Francisco.
- City College lets every resident of San Francisco claim as a right what was seen as a privilege: Access to high quality of higher education.
- City College offers small class sizes, taught by dedicated and accomplished faculty—never by teaching assistants.
- City College offers more than 250 degrees and certificates, transferable credits, online courses and career advancement classes.
- City college has 11 campuses woven throughout the city, making access easier for more residents.
- Through Free City, City College is the first in the nation to offer free college tuition to all residents of San Francisco.
- City College is a great way for families of all income levels to save thousands on tuition.
- City College is a sanctuary college in a sanctuary city in a sanctuary state.
- City College offers students the opportunity to have their college costs covered through the Foundation Promise Scholarship
- City College is fully accredited by Accrediting Commission for Community and Junior Colleges
- City College is a leader in teaching ESL classes, serving over 30,000 students
- City College is dedicated to lifelong learners, with dozens of free classes in everything from art to foreign language classes.
- City College offers dozens of classes and certificate programs in career and technical education, ranging from construction to business to culinary arts.
- City College offers HS Diploma programs, with free and flexible class schedules designed for working adults.
- City college has a robust transfer program designed to help students reach their goal of attending a top-tier UC, Cal State or other 4-year university or college.



# BRAND IDENTITY

## CCSF Logo

The CCSF logo instantly identifies 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.

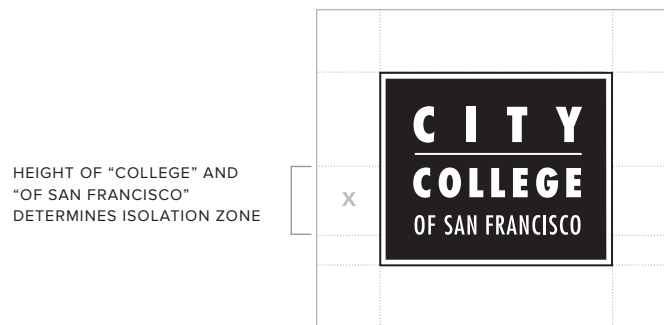
The CCSF logo should always appear in a consistent manner, utilizing proper layout and colors as specified in these guidelines. It should be displayed clearly and in a prominent location, independent of other elements.



## 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 figure 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.



HEIGHT OF "COLLEGE" AND  
"OF SAN FRANCISCO"  
DETERMINES ISOLATION ZONE

### Minimum Logo Size

The CCSF logo should always be presented at a size that is easily readable. It is recommended that the size of the logo not fall below the size shown here, (width is kept proportional).



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### Logo Formats

With its basic black and white color palette, the CCSF logo format remains consistent across print (cmyk and black-only) and digital display.

- 4-COLOR PROCESS: BLACK
- ONE-COLOR: BLACK
- DIGITAL: BLACK AND WHITE



# BRAND IDENTITY

## Prohibited Alterations

The CCSF logo should always be displayed in correct, consistent form whenever used. This is vital to the brand identity and its recognition in the community. Alterations to the logo are strictly prohibited. Use the specific logo files provided to ensure that they are displayed in correct form.



Do not change the configuration



Do not redraw or re-typeset elements



Do not distort or change the shape



Do not use a split color background



Do not create new color combinations



Do not place the logo on a background which competes with the logo



Do not reverse the logo



Do not create a container for the logo



Do not create a lock-up with any product or program naming



Do not change the white of the logo to create a transparent effect



Do not float the logo type

## CCSF Seal

The seal for City College of San Francisco contains the motto, The Truth Shall Make You Free, inscribing a central belief in power of education since the founding of the college in 1935. The seal is not a logo, and is to be used only for official documents and occasions. It is not to be used as a casual design element in brochures, banners, signage or other collateral materials. The seal may also be embossed, foil-stamped or used as a watermark. If necessary, the black or reversed version of the seal may be used on an approved palette.



Never use the CCSF Seal as a logo or design element. Always use the City College square logo. Uses for the seal include:

- Official legal documents
- Documents from the Chancellor's Office
- Convocation and Commencement documents
- Honor society documents
- The official catalog
- Diplomas
- Board of Trustee Documents
- University stationery watermark

## **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](mailto:mkeating@ccsf.edu).

## **File Format Description and Usage**

File formats can effect the quality of an image so it is important to use the right one. With so many applications and file formats available, it is difficult to decipher what format to use for a specific application. Below are recommendations that will aid in choosing the correct file format to provide optimal quality. Always use the correct file format for your application.

VECTOR GRAPHICS – can be infinitely re-sized without losing image quality and maintains the exact color specifications 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

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## **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 off 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 file 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

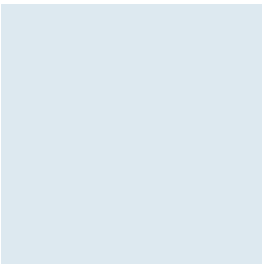
## SECONDARY COLORS



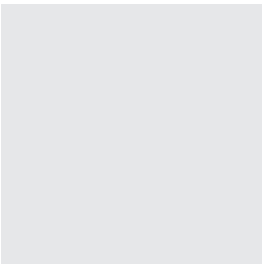
C=60 M=0 Y=11 K=0  
spot 302C  
HEX: 2e5f76



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: edebef

## TYPEFACE DESCRIPTION AND USAGE

The CCSF logo has been matched with typeface families that carry the flavor 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

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CCSF is a large, diverse, and structurally complex institution. To unify the many academic and administrative units, we have created a system of sub-brand signatures. Sub-brand signatures are designed to highlight individual departments or units, while visually connecting the unit with the CCSF brand.

A unit sub-brand consists of the CCSF logo with a unit name below.

Under no circumstances should any text or graphic other than a unit name be coupled with the logo.

To obtain a sub-brand signature, please contact the Marketing Director at [mkeating@ccsf.edu](mailto:mkeating@ccsf.edu).

## SUB-BRANDING: CAMPUS



STACKED VERSION



# SUB-BRANDING

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## SUB-BRANDING: SCHOOLS & DEPARTMENTS

### SCHOOL SUB-BRAND



School of Behavioral Sciences,  
Social Sciences and Multicultural Studies

### DEPARTMENT SUB-BRAND



Department of Biology