



Skyline College Guide to Visual Identity, Publications and Style

Updated: May 28, 2008

**Skyline College
Office of College Development, Marketing and Public Relations
Room 1317
(650) 738- 4346**

August 2006

From the President

I am pleased to introduce Skyline College's visual identity standards and new logo; they are a result of The Fresh Look Project, which is taking a close look at all the ways that Skyline College communicates with students, and the world. This effort has involved extensive exploration as well as consultation with The Fresh Look Advisory Group which represented faculty, staff, students, administrators, and the community.

Skyline College delivers an excellent education. A uniformly applied visual identity for the college is essential to establish immediate recognition for Skyline College, to express our unique personality, and to set us apart from other colleges. The logo is the visual representation of our character and quality, it builds credibility, and reflects the college's values. Consistent use of Skyline's logo will help the college speak to its various constituencies in a distinct way that brings a focus on our excellent education.

The Public Information Office website will provide guidelines and the college's graphic standards. If you have any questions, please contact the Public Information Office, which is responsible for implementing the Fresh Look Project.

I ask that everyone on campus utilize these guidelines to support Skyline's reputation.

Victoria P. Morrow, Ph.D.
President, Skyline College

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Role of the Office of Development, Marketing and Public Relations

The role of the Office of Development, Marketing and Public Relations is to:

- To communicate accurately and positively about Skyline College with its diverse audiences.
- To support the goals of the college and support staff members by communicating college messages effectively and efficiently.

These goals are accomplished through media relations, publication writing and design, paid advertising, teamwork with other departments, and a variety of work in the community.

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The Fresh Look Project

Skyline College began a study in the Fall of 2005 called “Fresh Look.” This study took a close look at how the college communicated- posters, email, flyers, publications and more. Through focus groups and surveys, some themes about Skyline emerged. These are the ideas that the college wants to communicate to its students, community and all those associated with the college.

Themes about Skyline College

Please consider all of these themes when creating college materials.

Skyline delivers a great education that is convenient and at a price students can afford.

This reflects what we know from research are the most important features of an education at Skyline from the point of view of both prospective and existing students. Using the words “great education” rather than “high quality education” is more authentically conversational and therefore believable as a fact rather than an empty claim. It provides the reassurance that Skyline is the place to invest yourself on the path toward fulfilling the emotional needs that drive the primary demand for community college.

Internal Theme

Excellent Education

Skyline staff and faculty all see “student-centered” as a critical element in the way that they deliver services and educate Skyline students. “Student-centered” is at the heart of the Skyline experience and is an integral part of the way in which Skyline delivers an excellent education. This is our internal rallying cry for faculty and staff that keeps the focus on what is most important about Skyline from both an operational and communications point of view.

External Theme

This theme summarizes the reputation for which Skyline wishes to be known. Like the internal theme, this statement is an internal guide that should drive the focus of decision making from operations, to curriculum, to marketing.

Skyline College is a welcoming environment that supports my commitment to achieving a better life for myself; the college provides a convenient, great education at a price I can afford.

This theme addresses both the reasons a student drives himself to achieve education and reinforces the most practical and appealing features about Skyline.

Tagline

Skyline's values and reputation all culminates in one idea that the college uses as its "tagline" in print in association with the logo.

Skyline College: Achieve

For more information, see <http://www.smccd.edu/accounts/skypio/freshlook/index.html>.

Source: Crafting Skyline's Reputation: the Fresh Look Project, Mission Minded. November 2005

Publications

The Office of College Development, Marketing and Public Relations is involved in the production of the following publications:

- Course Schedules- Fall, Winter, Spring
- Catalog
- Departmental and program brochures
- Event posters and materials
- Event programs, such as Student Recognition and Achievement Ceremony, Commencement
- Other event and informational pieces

The Office of College Development, Marketing and Public Relations is committed to working collaboratively to ensure college communications are consistent in style and message, attractive, well-written, accurate and compelling. Ultimately, our responsibility is to coordinate visual and editorial accuracy and consistency in official college publications

How we can help:

We can assist you in designing, writing, editing, printing and producing communications. We'd like to talk with you while you are beginning plans for a project. Some projects can take three, six or ten weeks or more, so timelines are an important consideration when beginning to think about a project. We may use the services of outside graphic design firms. We will facilitate the communication between the designer, and you, the customer.

Production:

We can help you determine the most cost-efficient method for design, printing, and help bid and select designers and printers, manage print production and delivery and more.

Prioritizing Projects:

Since we work with a variety of departments and organizations, it is crucial to prioritize projects. In busy times, projects that are crucial to the college's mission (such as course schedules, catalogs, etc.) will receive first priority, as well as materials for events that have been scheduled. Planning ahead will allow us to devote the time and attention to your project that it deserves and reduces the risk of errors caused by rushing.

Creating a new publication in Eight Easy Steps

Here is a checklist that will help you as you consider creating a printed piece. Remember, we can help you along every step of the way.

Step 1: Identifying the need

- Who is your audience?
- Is your audience best reached through print?
- What would be the most effective printed piece to use with your audience?

Step 2: Planning

- What's your timeline? Do you have a deadline by which you have to have the piece?
- Who is paying for the design?
- Who is paying for printing?
- Does this replace a printed piece currently in circulation?
- How many copies are needed?
- How will it be distributed?

Step 3: Consultation with Office of College Development, Marketing and Public Relations

We will talk about:

- General goals
- Fresh Look guidelines, including appropriate use of the logo
- Communicating using research-driven methods
- Project management so that your piece is delivered on time

Step 4: Content

- Obtaining photography that best illustrates your subject
- Creating compelling text
- Text should be finalized and approved by Dean and/or supervisor before sending to designer.

Step 5: Design

We will help you:

- Find a designer
- Communicate your ideas

Step 6: Feedback and Proofing

- Drafts are circulated for review; please allow ample time for this important step.
- All involved persons and others, such as deans or department heads, should review and approve.

Step 7: Printing

We will help you:

- Explore printing options, including Central Duplicating, and getting the best cost.

Step 8: Delivery and Distribution

- How will you get your publication out?

Visual identity

Logo Usage Guidelines

Prepared by Mission Minded, www.mission-minded.com, July 2006

Logo

LOGO ELEMENTS

The Skyline College logo is composed of three parts: the logomark (squares), the logotype (the letters “Skyline College”), and the tagline (the letters “Achieve”). Specifications for the visual proportions, spacing, and alignment of the three elements in the logo have been predetermined. There are no exceptions to these specifications. When applying the logo in any context, never attempt to create a different version or modify in any way the elements or their predetermined configuration.



Consistent use of the logo will result in increased recognition and communicate Skyline College's qualities and values to all audiences.

SEPARATING THE LOGO ELEMENTS

There are two cases in which the logomark, logotype, and tagline can be separated and used independently. The logo type can be used without the logomark when space or other considerations warrant a type-only solution.

The logo can be printed without the tagline if it's being reproduced at an extremely small size. A version of the logo without the tagline exists for use in these situations.

Logo

LOGO VARIATIONS

A horizontal version of the Skyline College logo has been created as a second option. This is an alternate logo format that should only be used when the vertical format won't work.



If the logo is being used at a size smaller than 0.75" horizontally, an alternate version of the logo (with thicker lines) should be used. The alternate file includes the word "small" in the file name.



WHICH FILE FORMAT SHOULD I USE?

In general, there are graphics formats suitable for printing and those for on-screen viewing.

Use GIF and JPG for on-screen viewing. On the web, the Skyline College logo should be displayed as a GIF file, while photographic images should be viewed as JPGs.

Use EPS and TIFF for print publishing. EPS files are used to print flat (non-photographic) artwork such as the Skyline College logo, whereas TIFF files are used to print photographic imagery. If you have trouble using an EPS file, you can work with a TIFF file instead—just be sure that it is used at 100% size and that the original file was saved at 300dpi or higher.

| FORMAT | DESIGNED FOR | IDEAL USE |
|-----------------|--|---|
| EPS | Printing to PostScript printers/Imagesetters | High resolution printing of illustrations, logos and other flat artwork |
| GIF | Screen display, especially the Web | On-screen viewing of flat images |
| JPEG/JPG | Screen display, especially the Web | On-screen viewing of photographic images |
| TIFF/TIF | Printing to PostScript printers | High resolution printing of photographic images |

LOGO CLEAR SPACE

To avoid clutter and give the logo prominence, always separate it from other text and graphic elements by a minimum distance of the size of one square of the logomark as shown in the accompanying example. You may, of course, always use more than the minimum clear space.



The logo should always be separated from headlines, text copy, images, and other graphics.

APPLICATION BASICS

The logo should always be reproduced in its three color format or in solid black. It should never be reversed out of a color field or a photographic image. Do not enclose the logo inside a shape. Place the logo in an area large enough to be perceived as a general background, not a confining shape.

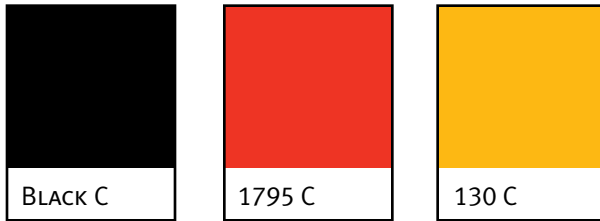


Color

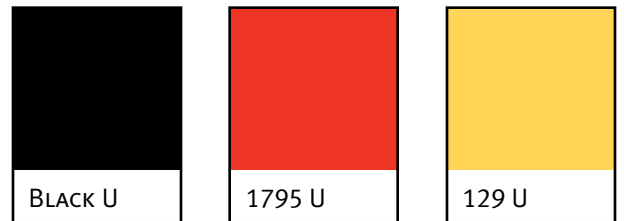
PRINTED COLOR

The color version of the logo is comprised of three Pantone Ink (spot) colors. When spot colors are not available, and CMYK (full-color reproduction) is used, the following percentage breakdowns should be applied.

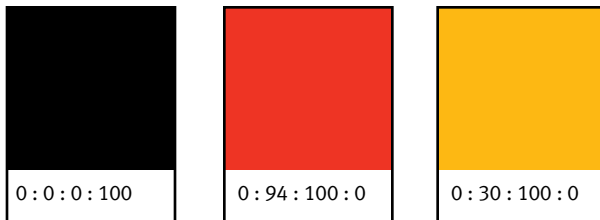
PANTONE COATED



PANTONE UNCOATED



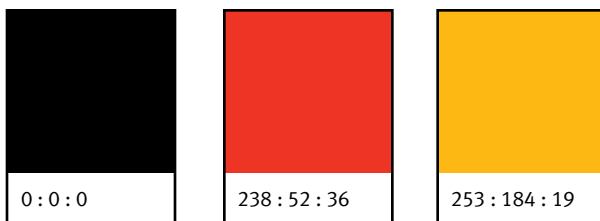
4-COLOR PROCESS



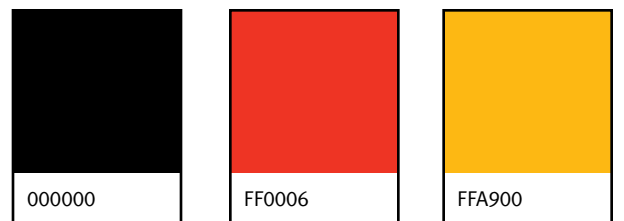
WEB COLOR

When the logo appears in an RGB mode such as projected, televised, or on the Internet, the RGB version of the logo should be used.

RGB



HEXADECIMAL



Typeface

ADOBE CASLON AND METAPLUSBOLDCAPS

There are two typefaces used to create the logotype for the Skyline College logo: Adobe Caslon (“Skyline”) and MetaPlusBoldCaps (“College”). The typeface used to create the tagline for the Skyline College logo is MetaPlusBoldCaps.

Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

METAPLUSBOLDCAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typefaces

The standard typeface for all college publications is Arial. Emails may use 10-point Arial. Printed publications can range from 10- to 12-point Arial for standard body text.

Tips on Creating “Skyline” Colors

MS Publisher: To make these colors, click on the font color or fill color icons at the top of your tool bar. Choose “More colors” and then select the custom color tab. In the “color model” box, choose CMYK. The values you type in each of the three boxes will create the colors.

MS Word: To make these colors in Word, click on the font color icon, or double click on the box, and choose “color” on the “colors and lines” tab and then “More colors.” Click the “custom” tab and then select RGB. The values you type in each of the three boxes will create the colors.

Where to download logo files

Logos can be downloaded from Skyline web site at <http://www.smccd.edu/accounts/skypio/> (Click on “Logos for Templates”). For questions on logo use, please call Shelly Hausman, Public Information Officer at 650-738-4346 or email her at hausmans@smccd.edu.

Printing the logo

When printing on office laser printers, the color logo should be printed out only on a color printer (to avoid “grayscale” a color logo). The color logo should not be printed out on a black and white printer. The black logo can be printed on either a color or black and white printer.



Personalizing the logo for departments

In the past, some organizations and departments have altered the college logo to specifically identify that group. In order to maintain its integrity as an identifier for the college, the new logo cannot be altered in any way. However, if a specific department identifier is needed for use with the logo, it can be done in this format.



The font for the department name is Franklin Gothic Medium, bold, in 12 pt. font size. Smaller words, such as “for” in the title can be smaller and italicized.

Existing Department/Program Logos

Some departments or college programs have logos specific to them. Department or program logos should adhere as closely as possible to logo standards, and should not include images of former logo within the department/program logo.

Transitioning to the new logo

Skyline College has a new logo that is available with the start of the Fall 2006 semester. This logo replaces the previous, horizon logo. After August 2006, all materials created that have a logo should include the new logo. There will be a transition period throughout the fall semester, in which staff members can “use up” publications and stationery with the former logo. December 2006 marks the last month when materials with the former logo can still be circulated.

Web site

The college web site address is to be written like this:

www.SkylineCollege.edu (with www and a capital S and C) The Office of College Development, Marketing and Public Relations oversees the graphic elements, design and content consistency of the college website. To request changes and updates to the college web site, please send an email to Shelly Hausman at hausmans@smccd.edu.

Addresses and contact information

Listed below is the official college contact information for use on printed and electronic communications.

Skyline College
3300 College Dr. (Optional: Room 1234)
San Bruno, CA 94066
650-738-4100
www.SkylineCollege.edu

This information should be included on every printed communication.

The only alternatives are:

Replace the above phone number with a number direct to an extension

Add a web page address for a specific faculty member or program

Email Footers

All Skyline emails should be written in 10-point Arial.

No additional images, phrases or quotations should be included in the standard email footer. The standard treatment of Skyline’s email footer should be:

Victoria Morrow, Ph.D.
President

Skyline College

3300 College Dr.
San Bruno, CA 94066
650-738-4100

www.SkylineCollege.edu
morrow@smccd.edu

Source: *Mission Minded, Final Recommendations*, “Creative Brief and Key Messages: Visual Identity Standards”

Signage

All signs representing Skyline College should follow these guidelines:

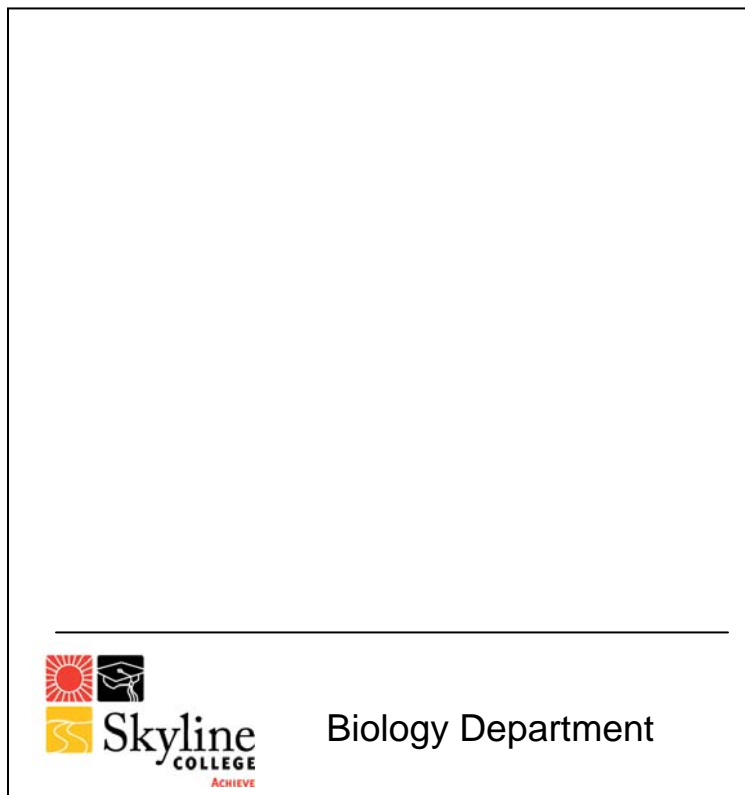
- No handwritten or handmade signs
- Signs should never be taped to wall or glass
- All signs must follow the template guidelines below
- Signs should be manufactured on permanent or semi-permanent material
- Paper signs should only be affixed to bulletin boards and paper should be used for temporary signs only
- Similar signs should be uniform in appearance, following the consistency of the signs in the library.

Directional signs should be in this format:



Posters and signs

Posters and signs should use this format



Photography

We welcome your ideas for photographs to be used in college publications. Currently, Skyline College requires a signed Photo Release form from students who are depicted in a photograph of 20 students or less used in publications or on the web. This form is available from the Public Information Office, ext. 4346 or on the department web site at <http://www.smccd.edu/accounts/skypio>.

Photos taken by people other than Office of College Development, Marketing and Public Relations staff members typically receive a photo credit if used in the catalog, course schedule or another major publication.

If the photo appears on the front cover, it is credited on the inside front cover, under "production." If the photo appears inside the publication, it is credited with a photo credit on the bottom or side of the photo in small type.

Example: Photo by Joe Smith

This is the college's standard practice unless a photographer specifies another method of crediting by contract.

Stationery

College stationery is standardized, and may be ordered online from Applied Graphics through an online procedure found at <http://www.smccd.edu/accounts/skypio> (Click on "Online Stationery Orders") or from Central Duplicating. The Office of College Development, Marketing and Public Relations must approve any variation from the standard design and copy of the letterhead, envelopes and business cards.

Color and black and white electronic letterhead templates are available at <http://www.smccd.edu/accounts/skypio> (Click on "Logos and Templates"). These electronic letterhead templates are for use if you want to email a document on letterhead or as a temporary measure while waiting for new letterhead. To have e-letterhead templates personalized for your department, please contact Shelly Hausman at 738-4346 or hausmans@smccd.edu.

Skyline College templates for power point presentations are also available at <http://www.smccd.edu/accounts/skypio>.

Business Cards

Business cards are available for full-time employees and/or upon the discretion of your supervisor. They may be ordered by contacting Staff Assistant Rakefet Avramovitz at 738-4325 or avramovitzr@smccd.edu.

Board of Trustees information

The Board of Trustees, Chancellor and President must be listed on all college wide publications for public distribution with the exception of one-page event flyers, postcards or other small publications less than one page front and back.

The current information to be used is:

**San Mateo County Community College
Board of Trustees**

Richard Holober, President

Karen Schwarz, Vice President-Clerk

Helen Hausman, Trustee

Dave Mandelkern, Trustee

Patricia Miljanich, Trustee

Virginia Medrano Rosales, Student Trustee, 2008-09

Ron Galatolo, Chancellor

Victoria P. Morrow, Ph.D., President