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# Skyline College Final Recommendations

Fresh Look: Creative Brief and Visual Identity Standards

PRESENTED BY

*Mission minded*  
JENNIE WINTON : ZACH HOCHSTADT : TINE PIETSCHMAN

MARKETING COMMUNICATION FOR  
NONPROFITS AND OTHER DO-GOODERS

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I am pleased to share with you recommendations from the Fresh Look Project. These recommendations will serve as a guide to focus our efforts to communicate more effectively. Details on how we will implement the recommendations will be forthcoming next semester.

As you know, the purpose of The Fresh Look Project is to take a close look at all the ways that Skyline College communicates with our students and the world – our signage; publications such as the catalog, class schedule, flyers and posters; our website; our e-mail signatures and more.

Many people have participated in the Fresh Look Project this past semester. The College Council appointed a Fresh Look Advisory Group with representatives from faculty, students, classified, administration and the community. We conducted Student Focus Groups to assess the value propositions and perceptions of students who make up the college's primary market segments. We surveyed members of the President's Council for their perceptions of Skyline.

Skyline College delivers an excellent education. We will bring excellent education out into the light for everyone to see as we implement the recommendations from Fresh Look.



Victoria Morrow, Ph.D.  
President, Skyline College

## Creative Brief

### Goals

This creative guide is being presented as a part of the Fresh Look Project, the purpose of which is to establish a unified voice and visual identity for Skyline College. In so doing, Skyline will:

- Build its reputation for providing a great education at an affordable price
- Increase enrollment
- Foster new financial gifts to the college
- Attract excellent faculty and staff

### Target Audiences

- Students who live close to Skyline College, for whom Skyline is the most convenient choice
- Students in the larger geographic area who seek a great education at an affordable price
- Financial Donors and Partners
- Community members

## CREATIVE BRIEF

### Single Minded Message

Excellent Education

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### Intended Emotional Outcome

The most compelling emotional benefit Skyline offers its students is an increase in self-esteem. Skyline students achieve personal and educational goals through the excellent education offered at Skyline and in doing so earn the respect of their families, their communities and themselves. Skyline materials should reinforce its value and commitment to providing an excellent education in a professional environment so that students feel respected, supported and successful.

## CREATIVE BRIEF

### Overall Tone & Style

#### Welcoming

Skyline College is a place where people go out of their way to help one another, where diversity means an exchange of culture and experience, and where ideas and experiences are warmly embraced.

#### Professional

Skyline College must assure its students of a solid exchange of value. In order to validate its claim of “excellent education,” Skyline materials must be credible and collegiate.

#### Inspirational

Skyline materials inspire students to take advantage of all that the school has to offer. This inspiration speaks both to the opportunities available at Skyline and beyond as well as recognizing the achievement of attaining a college education.

#### Convenient

Convenience is more than location. Skyline materials must be easy to navigate and simple to read. They should be clean, well ordered and accessible.

## CREATIVE BRIEF

### Content Tone & Style

Skyline's voice is warm, friendly, smart, professional and caring. It is authoritative and personable.

### Imagery

Skyline's imagery should appear personable, engaging and collegiate. The image of Skyline is of student achievement: graduates in caps and gowns, students and teachers at work together in a chemistry lab or a tutor working one-on-one with a dedicated learner. Skyline is also a very diverse campus and must use photography that accurately reflects the student population. Finally, photos of the campus itself may be used, especially after the completion of Skyline's newest building, but these images should only be used minimally as accent photography rather than primary imagery; facilities images lack the engaging quality of faces and people in action.

## KEY MESSAGES

**Skyline College offers a great education at a price students can afford.**

### Convenience

- Skyline College makes going to college convenient.
- Skyline gives you a great education at just \$26 per unit.
- Skyline helps you find the money to go to college.

### Support

- Skyline offers you help out of class that helps you in class.
- At Skyline College you will be proud of what you achieve. We are.
- People at Skyline make you feel you can achieve anything.
- Skyline College will help you transfer to a 4-year college when you're ready.
- Professors at Skyline choose to teach here because they love working closely with students.

## KEY MESSAGES

**Skyline College offers a great education at a price students can afford.**

### Great Education

- Skyline College is where Genentech educates its workforce.
- Skyline graduates include 3 Coca-Cola scholars, etc.\*
- From future doctors to skilled mechanics, at Skyline achievement comes in many forms.
- Skyline students go on to the Berkeley, Stanford, UCLA and beyond. Where will you go?
- Skyline College is for students with dreams of a better future.
- Skyline's natural setting and climate creates an environment that helps you learn.

\* We intend for this message to be a short list of prestigious awards won by Skyline students.

## Visual Identity Standards

### LOGO GUIDELINES

All Skyline departments should use the Skyline logo in all public communications. When paired with the name of a department, the Skyline logo should appear in one of two ways:

As the primary element:



Music Department

And as a secondary element:



Computer Science  
Department

- The Skyline logo should never be printed over a photograph.
- The preferred placement of the Skyline logo is in color on a solid white background.
- A white or black version of the logo may be printed over solid colors.
- Maintain an area of space around the Skyline logo.

## LOGO GUIDELINES

### Typefaces

Primary: Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Secondary: Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Colors

Red: c0, m100, y100, k0

Yellow: c0, m16, y100, k0

## EMAIL FOOTERS

All Skyline emails should be written in 10 point Arial.  
No additional images should be included in the standard Skyline footer.  
The standard treatment of Skyline's email footer should be:

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Victoria Morrow, Ph.D.  
President

### **Skyline College**

3300 College Dr.  
San Bruno CA 94066-1698  
650-738-4100

[www.SkylineCollege.edu](http://www.SkylineCollege.edu)  
[morrowv@smccd.net](mailto:morrowv@smccd.net)

## SIGNAGE

All signs representing Skyline College should follow these guidelines:

- No handwritten or handmade signs
- Signs should never be taped to walls 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.

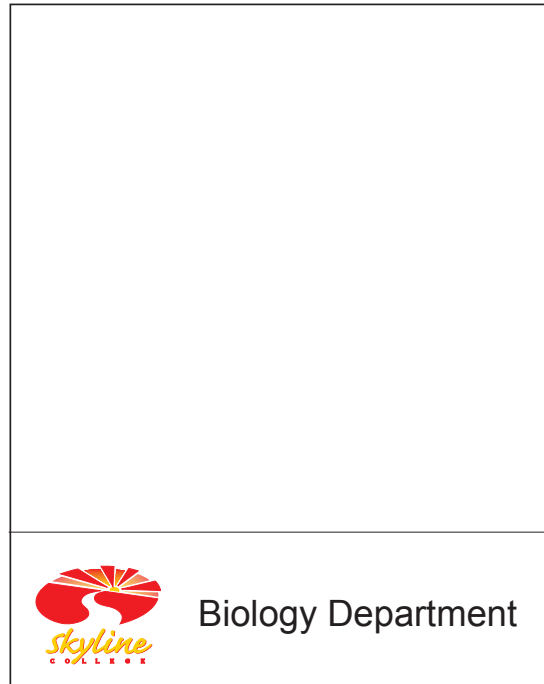
SIGNAGE

Directional signs



COLLATERAL MATERIALS

Posters



Catalogue & Schedule

