

IDENTITY **GUIDELINES**

THE STANDARDS FOR HOW WE LOOK



**THIS IS A GUIDE TO THE BASIC ELEMENTS
THAT MAKE UP OUR IDENTITY. IT WILL HELP
YOU GET TO KNOW US BETTER.**

WHAT IS THE SRJC IDENTITY?

Our identity represents the values, services, ideas and personality of our organization. It is designed to increase recognition and build perceptions of the organization within its marketplace.

Our identity is graphically represented through elements such as logos, color palette, typography, photography, illustration and copy.

WHY USE THESE GUIDELINES?

Our identity is rooted in its connection to our community. We need to manage how it is represented across all visual media in various situations for consistency.

The identity system in this document has been created to fulfill this purpose. These guidelines explain how to correctly depict and embody our identity ethos consistently across different applications to maintain its integrity.

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WE TOOK OUR TIME
DEVELOPING OUR
LOGO, SO PLEASE USE
IT CORRECTLY.

SRJC LOGOS (MINIMUM SIZE: ICON .5" TALL)



LOGO 01



LOGO 02



LOGO 02 + TAGLINE



LOGO 03



LOGO 03 + TAGLINE



LOGO 04

All logos have a black and a white option.
Make sure to use the version that pops
most on the background.



WHITE



BLACK

OUR LOGO HAS MULTIPLE VARIATIONS. PLEASE ONLY USE
THE VARIATIONS SHOWN BELOW.

The logo should be used in its color format whenever possible.

Use the black or white logo options only when the background prevents the
color logo from being visible.

Other color variations should not be applied to the logo under any
circumstances.

SRJC ICONS



ICON 01



ICON 02



ICON 03



ICON 04

WE WANT TO LOOK GOOD ALL THE TIME,
SO BE CONSISTENT IN HOW YOU APPLY OUR LOGO.



This is the minimum space required
to allow ample breathing room for our logo.



WE LIMIT USE OF THE SONOMA COUNTY JUNIOR COLLEGE SEAL TO OFFICIAL COLLEGE
BUSINESS FOR THE MOST SOLEMN AND SERIOUS PURPOSES OF THE INSTITUTION.

The Sonoma County Junior College seal is intended for official District use only.
It represents the rich history of Santa Rosa Junior College and is a classic icon
symbolizing the College's heritage through the use of oak leaves and acorns.

The seal is reserved for use by the SRJC Board of Trustees
and Superintendent/President or their designee only. To
maintain the dignity and ceremonial quality of the seal,
usage is strictly limited. The seal is distinct from the
College's logo and should never be combined with the
logo. The seal is to be used only for official documents and
occasions. It must not be used as a casual logo or identity,
a design element in recruitment materials, or a decorative
element. Ideally, the seal should be reproduced in SRJC
blue with gold elements either on an approved neutral
background color or on white. The seal may also be
embossed, foil-stamped, or used as a watermark.

Uses for the seal include:

- Official legal documents
- Transcripts
- Commencement documents
- The official catalog • Diplomas
- Board of Trustee resolutions
- Presidential communications

Use or reproduction of the seal is prohibited
without prior approval from the Board of
Trustees or the Superintendent/President.
Requests to use or reproduce the seal should
be made to the President's Office.

OUR MESSAGE THROUGH WORDS. THE ESSENCE OF OUR IDENTITY SHOULD ALWAYS BE EVIDENT.

SRJC TARGET INSIGHTS

Our primary audience is prospective and current students, which includes those seeking university transfers, certificates/career training or hobby/skills classes. The secondary audience is the community at large.

TRUSTED AND RESPECTED

- It’s important that my college has a good academic reputation
- I want the “collegiate” feeling that’s typically associated with four-year schools
- An instructor’s top priority should be the success of their students
- I want a college that challenges me and prepares me for my academic and career future
- My education is important to me and at SRJC I can have an exceptional experience

ACCESSIBLE AND FLEXIBLE

- I need an educational experience that’s compatible with my unique circumstances
- It’s important that the student support services at my college reflect the diversity of the student population
- When I see the variety of paths my college provides, I know I’ll be able to achieve my educational goals
- I want to feel welcomed and included in campus life* (currently impacted by shelter in place)

CONNECTED AND COMMUNITY-FOCUSED

- I think the college should help build a strong workforce in my community
- I want the college to provide cultural and educational opportunities to the entire community
- It’s important to me that the college is an active stakeholder and leader in the community
- This place wouldn’t be the same without the college; it’s a key part of our community identity

SRJC CORE TRUTHS

CONTINUING A TRADITION OF ACADEMIC EXCELLENCE

- Upholding and strengthening the educational reputation we’ve built over the last century
- We don’t take our community or students for granted — we work hard to continue to deserve their trust
- Balancing growth and innovation with quality and tradition
- College of choice, not just a college of convenience
- A place you can be proud to call your college

PROVIDING THE FULL COLLEGE EXPERIENCE

- Wide variety of classes, clubs and services on par with four-year schools
- A genuine college experience, minus the high price
- Vibrant campus life, not a “commuter college” vibe
- Opportunity to explore possibilities/options, at a price you can afford
- This is a place where you can immerse yourself in the college experience

EMPOWERING ALL STUDENTS

- Students come first
- We believe there’s no such thing as “one size fits all” education
- You can get what you want and need here, whatever your goals may be
- Diversity inspires us to find more ways to serve students and the community
- This is a place that offers something for everyone

SRJC LEARN YOUR WAY

CORE TRUTH

We believe there’s no such thing as “one-size fits-all” education

TARGET INSIGHT

I need an educational experience that’s compatible with my unique circumstances

GUIDING PRINCIPLES

Everyone who goes to college has one thing in common — a desire for growth. You may be a high-school graduate preparing to transfer to a four-year university. You may be someone who’s looking to switch careers. You may be a single parent who’s finally able to carve out time to finish a degree. No matter who you are, education is a way to expand what’s possible in your life. You want a college that will prepare you for what’s ahead. But you also want a college that will meet you where you are now. This is a place with a century-long tradition of academic excellence. But it’s also a place that has grown and evolved along the way. This is the right place to develop a new skill, receive career training, start your degree, or pick up where you left off years ago. If you’re looking for a place to grow, then this is the right place for you. If you’re looking for a place where students come first, then this is the right place for you. We understand that not everyone is going to take the same path. Santa Rosa Junior College — wherever you’re going, your journey starts here.

TYPOGRAPHY IS THE
BACKBONE OF DESIGN.
GETTING IT RIGHT
IS PARAMOUNT TO OUR
IDENTITY.

OFFICIAL LOGO FONT

AaBbCc
123?!

PRINT: FRIZ QUADRATA
Regular / Tracking 0
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&()

HEADER FONT

AABBCC
123?!

PRINT: Editorial Comment JNL
Regular / Tracking 0
WEB (H1): Big Shoulders Display (Semi-bold 600)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&()

SUBHEADER FONT

AaBbCc
123?!

PRINT: Gotham OTF
Bold / All Caps / Tracking 30-60
WEB: Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#\$\$%&()

BODY COPY FONT

AaBbCc
123?!

PRINT: Gotham OTF
Book / Tracking 30-60
WEB: Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&()

QUOTES/CALLOUTS FONT

AaBbCc
123?!

PRINT: Georgia
Regular / Bold / Italic / Tracking 30-60
WEB: Playfair Display (Semi-bold 600 italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&()

LEGAL COPY

AaBbCc
123?!

PRINT: DIN
6pt / Regular / All Caps
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#\$\$%&()

TYPE TREATMENT

The example to the right shows how headlines and subheads should be formatted, along with body copy and the treatment of quotes and callouts within body copy.

NOTE: Contact the IT department for Fonts. Or you can purchase Fonts online for full usage rights

DECADES OF EXCELLENCE

DECADE ONE (1910-1919)

In 1907, the California State Legislature passed the Caminetti Bill that allowed local California communities to form junior college districts to alleviate the financial burden of attending college by allowing students to stay home for the first two years of their higher education.

“It really takes a village to transfer. It was not easy, but I had the best help in the world.”

– Lexi Straube, SRJC alumna

OUR COLORS HELP DEFINE WHO WE ARE.

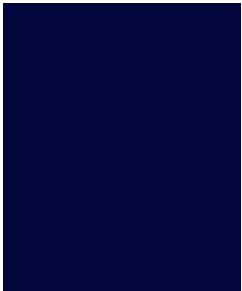
OUR COLORS SHOULD BE CONSISTENT ACROSS ALL MEDIUMS.

Our color palette focuses on the primary colors of our logo. A secondary color palette is available for supporting graphics as well as a more extended tertiary palette which should be used as accent colors. The color matching breakdowns are included to ensure accuracy when reproducing the palette for different media types.

The references for CMYK, RGB and HEX values are included for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the artwork is being created for digital purposes.

NOTE:

Converting Pantone colors to ink for printing (CMYK) and light for screen and web display (RGB) can be affected by multiple factors including paper stock, lighting, surrounding colors, etc. Printed colors, especially those that are light and bright, can also be affected when printed with other colors on a four-color piece. We recommend always doing a press check when having items commercially printed. Maintaining the integrity of color is paramount to the printed piece and the college identity. Spot colors and a five-color printing process should be considered.



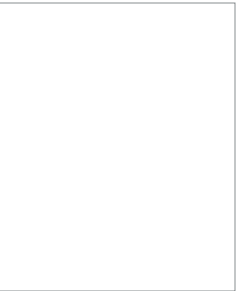
**PRIMARY
COLOR**
PANTONE: 282 C
CMYK: 100, 87, 42, 52
RGB: 1, 30, 65
HEX#: 0D1D41



**PRIMARY
COLOR**
PANTONE: 187 C
CMYK: 23, 100, 88, 15
RGB: 171, 26, 45
HEX#: AB1A2D



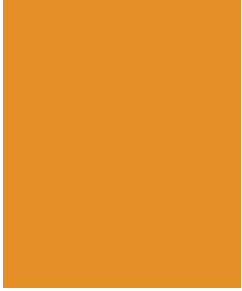
**PRIMARY
COLOR**
PANTONE: 877 C
CMYK: 45, 34, 34, 0
RGB: 138, 141, 143
HEX#: 8A8D8F



**SECONDARY
COLOR**
PANTONE: WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX#: FFFFFFFF



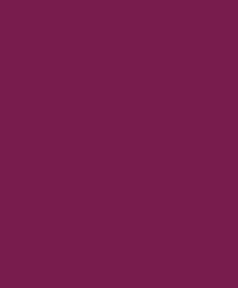
**SECONDARY
COLOR**
PANTONE: BLACK6 C
CMYK: 100, 61, 32, 96
RGB: 16, 24, 32
HEX#: 101820



**TERTIARY
COLOR**
PANTONE: 7569 C
CMYK: 1, 47, 93, 7
RGB: 215, 136, 37
HEX#: D78825



**TERTIARY
COLOR**
PANTONE: 471 C
CMYK: 1, 63, 94, 19
RGB: 184, 97, 37
HEX#: B86125



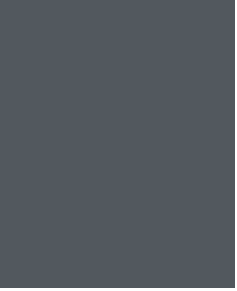
**TERTIARY
COLOR**
PANTONE: 7642 C
CMYK: 24, 90, 23, 46
RGB: 115, 46, 74
HEX#: 732E4A



**TERTIARY
COLOR**
PANTONE: 2140 C
CMYK: 84, 61, 7, 21
RGB: 57, 83, 130
HEX#: 395382



**TERTIARY
COLOR**
PANTONE: 5757 C
CMYK: 32, 17, 89, 46
RGB: 109, 113, 46
HEX#: 6D712E



**TERTIARY
COLOR**
PANTONE: 425 C
CMYK: 63, 51, 45, 33
RGB: 84, 88, 89
HEX#: 545859



A PICTURE IS WORTH A THOUSAND WORDS.

PHOTOGRAPHIC STYLE

Our photographic style is represented by the examples on these pages.

Photography should be of the highest quality. We do not use images collected from random sources. We work with intentionally crafted and curated images that reflect and reinforce our story.

Images should be used from our approved image library. If new images are needed they should be acquired with an understanding of how they work with and build upon our existing library.

Photography should have a deep, rich color palette, which works best when white type is used over the image. Use colors in the tertiary color palette for backgrounds, props, clothing and other similar elements. Backgrounds should showcase the beauty of the campus — trees, landscapes, brick buildings, farm, etc.

It's important that our photography features people of all races, genders, ages, abilities and sexual orientations in ways that reflect our commitment to diversity, inclusivity and equity. To model our “student first” philosophy, photography should be action shots of happy, engaged students or smiling portraits with a visually evocative background that highlights what the campus or classroom offers students.



IMAGERY ENHANCES
OUR IDENTITY.
ICONS, ILLUSTRATIONS
& INFOGRAPHICS REINFORCE
OUR IDENTITY.

AT TIMES, THE SIMPLICITY OF OUR LOGO IS NOT
ENOUGH.

ICONS

Secondary icons are sometimes developed to support and extend the college identity. These elements may be paired with the logo or used independently. When using these assets follow the usage guidelines provided.

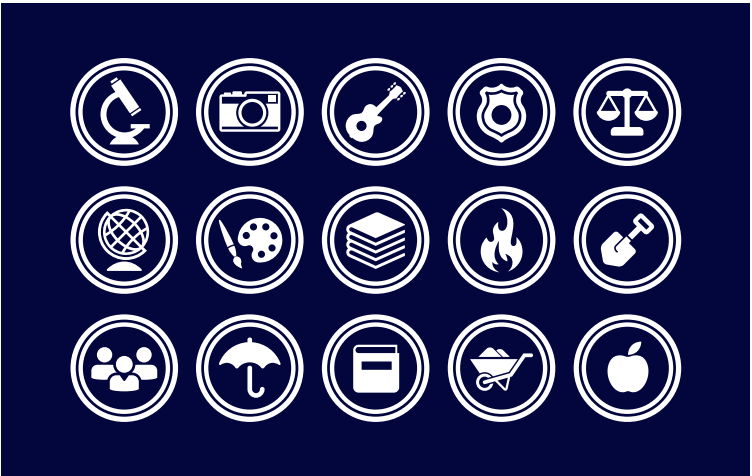
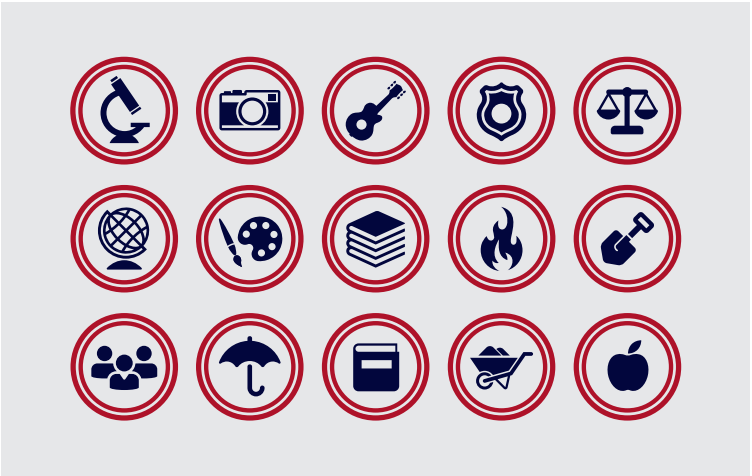
ILLUSTRATIONS

Illustrations created to support the college identity should be consistent in style, line quality and color treatment. They may be used in colors indicated here as well as black or reversed white.

INFOGRAPHICS

A library of infographics may be used to communicate complex ideas in a simple visual manner. Infographics may be used in multiple contexts provided the colors and typography are not altered.

ICONS



ILLUSTRATIONS



INFOGRAPHICS

SRJC PETALUMA AT A GLANCE

CAMPUS ENROLLMENT 6,400 STUDENTS EACH YEAR Larger than 12 other California Community Colleges	TUITION #1 IN SCHOLARSHIP AWARDS IN CA \$46 PER UNIT \$600 FULL-TIME SEMESTER
ACADEMICS 25 DEGREE & TRANSFER PATHWAYS 14 JOB TRAINING CERTIFICATES Top Five Majors: Business, Psychology, Nursing, Biology, and Sociology	FACULTY TEACHING RATIO 25:1 42 full-time & 140 part-time faculty
TOP TRANSFER INSTITUTIONS	• Sonoma State University • UC Davis • San Francisco State University • CSU Chico • UC Berkeley • CSU Sacramento
CAMPUS HIGHLIGHTS	• State-of-the art labs: science, veterinary tech, digital media & cyber security • Comprehensive student support services • Full service Herold Mahoney Library • 251 seat, high tech Carole L. Ellis Auditorium

GET TO KNOW THE IDENTITY OF EACH CAMPUS/CENTER. DEFINING THE ELEMENTS OF OUR TIERED IDENTITY.

WHAT IS A TIERED IDENTITY?

A tiered identity is when one overarching entity has multiple groups (or "tiers"), each who have their own identity that communicates their unique message and benefits, while remaining consistent with the overall identity. In our case, each campus/center is a tier of the overall SRJC identity.

CAMPUS/CENTER SPECIFIC IDENTITY

This part of the guide will help you get to know the identity for each campus/center and how it fits into our overall college identity. SRJC consists of multiple locations, each with unique offerings. Each location has its own identity elements that were developed to be consistent with the overall SRJC identity. These guidelines will help you understand how to correctly depict individual campus identities in a way that aligns with our overall identity.

PRIMARY CAMPUS/CENTER LOGOS

If it is a campus/center focused piece, then the primary campus logo must be used.

CAMPUS/CENTER (Primary)






SECONDARY CAMPUS/CENTER LOGOS

A secondary campus/center logo may only be used following use of a primary SRJC logo.

COLLEGE	CAMPUS/CENTER (Secondary)
	
	
	
	
	

NOTE: Secondary logos can be used on merchandise, packaging, shirts, hats, etc.



SANTA ROSA CAMPUS

BUILDING ON TRADITION

TARGET AUDIENCE

- I am taking classes part-time while I work
- I am exploring what I want to do with my life and career
- I am planning to transfer to a four-year college
- I am currently working and taking classes to support my career

TARGET INSIGHTS

- I am offered opportunities and resources to evolve at my own pace
- I am experiencing a balance of traditional and innovative education
- Learning is a lifelong process that I can shape to fit my current life circumstance
- I feel welcomed and accepted, regardless of my background or needs
- I enjoy the flexibility and wide range of programs offered here

CORE TRUTHS

- We offer a traditional college feel with flexibility
- Our campus is beautiful with an Ivy League aesthetic
- We are accessible to a wide range of students
- We offer an array of innovative programs to support diverse populations
- We have deep roots in the community

GUIDING PRINCIPLES

Learning is a lifelong process. SRJC’s Santa Rosa campus offers an array of options with learning opportunities that work for the student, regardless of goals or circumstances. Whether you are on the road to a four-year school and seeking a traditional college feel, interested in building skills in your existing career, or simply exploring what you want, the Santa Rosa campus has a program for you. Here, tradition meets innovation with the flexibility to fit every student’s lifestyle.

SRJC Santa Rosa Campus - **Building on Tradition**

CAMPUS: PRIMARY LOGO



NOTE: Campus secondary logos can only be used after the primary SRJC college logo is used on a piece. See page 16 for reference. Black and white versions of the logos are available.

CAMPUS: PRIMARY COLOR



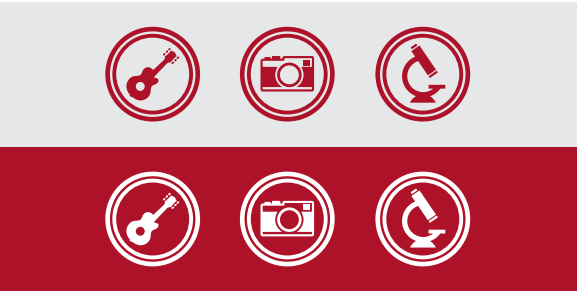
PANTONE: 187 C
CMYK: 7, 100, 82, 26
RGB: 175, 30, 45
HEX#: AF1E2D

NOTE: all other SRJC colors become secondary colors for the campus. See page 10 for color codes.

CAMPUS: SECONDARY LOGO



CAMPUS: ICON TREATMENT





PETALUMA CAMPUS
SMALL CAMPUS EXPERIENCE,
BIG POSSIBILITIES

TARGET AUDIENCE

- I am taking classes part-time while I work
- I am exploring what I want to do with my life and career
- I am planning to transfer to a 4-year college
- I am currently working and taking classes to support my career/expand my skills

TARGET INSIGHTS

I know there’s more within me that I haven’t discovered yet.
All I need is some support and guidance to discover and achieve my full potential in a changing world.

CORE TRUTHS

Along with an exceptional curriculum, SRJC/Petaluma offers a collaborative environment and individualized guidance to help students find not just a job, but their own unique path in life.

GUIDING PRINCIPLES

Here at SRJC Petaluma campus, we believe the most valuable thing a college can offer goes beyond knowledge or a degree. It’s the ability to find more within yourself. SRJC Petaluma Campus offers a learning experience that fits with the community we strive to serve – smaller, more intimate, manageable and friendly. It’s a flexible and personal approach to higher education because, at SRJC Petaluma Campus, our goal is to not only teach, but also to guide you on the path to discovery in an ever-changing world. To learn what you truly love doing. To learn how to turn your passion into a profession. To learn your calling. To learn your way. This is a place where a small campus experience leads to big possibilities.

SRJC Petaluma Campus - **Small Campus Experience, Big Possibilities**

CAMPUS: PRIMARY LOGO



NOTE: Campus secondary logos can only be used after the primary SRJC college logo is used on a piece. See page 16 for reference. Black and white versions of the logos are available.

CAMPUS: PRIMARY COLOR



PANTONE: 5757 C
CMYK: 32, 17, 89, 46
RGB: 109, 113, 46
HEX#: 6D712E

NOTE: all other SRJC colors become secondary colors for the campus. See page 10 for color codes.

CAMPUS: SECONDARY LOGO



CAMPUS: ICON TREATMENT





SHONE FARM

CULTIVATING THE FUTURE

TARGET AUDIENCE

- I am looking to make a career in one of the industries on the farm
- I am currently working and seeking to build my skills
- I feel a great sense of ownership with my work at the farm
- I look forward to easily finding a job after studying here

TARGET INSIGHTS

- I am gaining first hand experience working in my area of study
- I experience a strong sense of community and fun at the farm
- I am proud to be part of a program with an excellent national reputation
- I am part of an educational experience that is at the forefront of industry innovation and sustainability

CORE TRUTHS

- We are an educational farm where students get hands-on experience
- We produce high quality products
- Our farm is beautiful and diverse
- We are innovative
- We are at the forefront of sustainability

GUIDING PRINCIPLES

Sonoma County offers an environment of unmatched beauty and diversity with forests, pastures, vineyards and more. SRJC’s Shone Farm provides a unique opportunity for those seeking to establish careers cultivating and preserving the bounty of our natural world. Learn through hands-on programs focused on innovation and community in a stunning natural setting. From producing high-quality food, wine and farm products to leading the nation in sustainability and cutting edge agriculture, Shone Farm is paving the way for future generations to steward our land and resources.

Shone Farm - **Cultivating the Future**

CENTER: PRIMARY LOGO



CENTER: SECONDARY LOGO



PACKAGING LOGOS



NOTE: Campus secondary logos can only be used after the primary SRJC college logo is used on a piece. See page 16 for reference. Black and white versions of the logos are available.

CENTER: PRIMARY COLOR



PANTONE: 7569 C
CMYK: 1, 47, 93, 7
RGB: 215, 136, 37
HEX#: D78825

NOTE: all other SRJC colors become secondary colors for the campus. See page 10 for color codes.

CENTER: ICON TREATMENT





PUBLIC SAFETY TRAINING CENTER

INSPIRED TO SERVE

TARGET AUDIENCE

- I am passionate about serving my community and those in need
- I often volunteer to help during disasters and emergencies
- I have a specific career in mind and am driven to become certified in my field
- The diversity of my cohort is representative of the communities we serve

TARGET INSIGHTS

- I am here to learn to serve the public
- Everything in my program is designed to help me succeed in my dream to serve my community
- I am learning through hands-on exercises and scenarios using professional equipment
- My learning environment is based on mutual respect, which translates to respect for the communities I will serve

CORE TRUTHS

- We foster a culture of working together for the common good
- We train the “run-to” crowd - those who bring service when the community is in need
- We are disciplined and professional
- We value teamwork, service, integrity and community

GUIDING PRINCIPLES

There is a group often referred to as the “run to crowd.” This admirable class of individuals are consistently inspired to jump in and help - often in situations when others would not. SRJC’s Public Safety Training Center (PSTC) offers hands-on education and practice for those seeking to provide support to their communities through a career of service. Learn through disciplined training utilizing practical scenarios and professional equipment. Experience an education based on respect, integrity, teamwork and selflessness.

SRJC Public Safety Training Center - **Inspired to Serve**

CENTER: PRIMARY LOGO



NOTE: Campus secondary logos can only be used after the primary SRJC college logo is used on a piece. See page 16 for reference. Black and white versions of the logos are available.

CENTER: PRIMARY COLOR



PANTONE: 2140 C
CMYK: 84, 61, 7, 21
RGB: 57, 83, 130
HEX#: 395382

NOTE: all other SRJC colors become secondary colors for the campus. See page 10 for color codes.

CENTER: SECONDARY LOGO



CENTER: ICON TREATMENT





ROSELAND

EMPOWERING THROUGH EDUCATION

SUPERACIÓN A TRAVÉS DE LA EDUCACIÓN

TARGET AUDIENCE

- I want to learn English
- I want to learn Spanish
- I need clear guidance through the college process
- I want to learn about college and professional culture
- I want to stay active in my retirement
- I want to receive my GED certificate
- I want to obtain workforce preparation certificates

TARGET INSIGHTS

- Education is a pathway to break the cycle of poverty for my family and community
- I want to set a good example for my children
- One-on-one guidance enhances my understanding of college culture
- I have a desire to learn and am in need of encouragement/motivation

CORE TRUTHS

- Education is empowering
- We promote student success regardless of circumstance
- We design programs to work for the students we serve
- We provide access to education for those who may not otherwise have it
- We expand opportunities for students in all phases of life/career/education

GUIDING PRINCIPLES

Education has the power to change lives, now, and for generations to come. SRJC's Roseland campus provides access to education regardless of your circumstances, language skills, years of school completed, technical abilities or immigration status. Design an educational experience custom tailored to meet your unique needs. You will have a support team guiding you through the process. By learning how to access college and professional programs, you can shift the trajectory of your career and your life.

SRJC Roseland - **Empowering Through Education**

CENTER: PRIMARY LOGO



CENTER: SECONDARY LOGO



NOTE: Campus secondary logos can only be used after the primary SRJC college logo is used on a piece. See page 16 for reference. Black and white versions of the logos are available.

CENTER: PRIMARY COLOR



PANTONE: 471 C
CMYK: 1, 63, 94, 19
RGB: 184, 97, 37
HEX#: B86125

NOTE: all other SRJC colors become secondary colors for the campus. See page 10 for color codes.

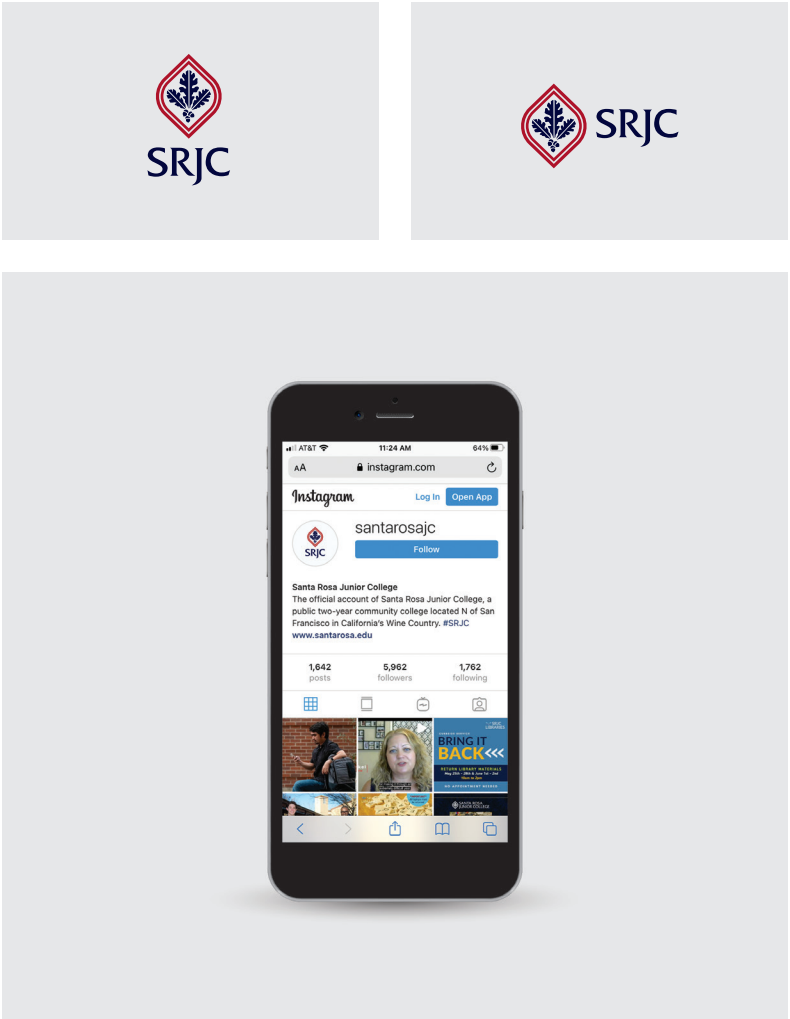
CENTER: ICON TREATMENT



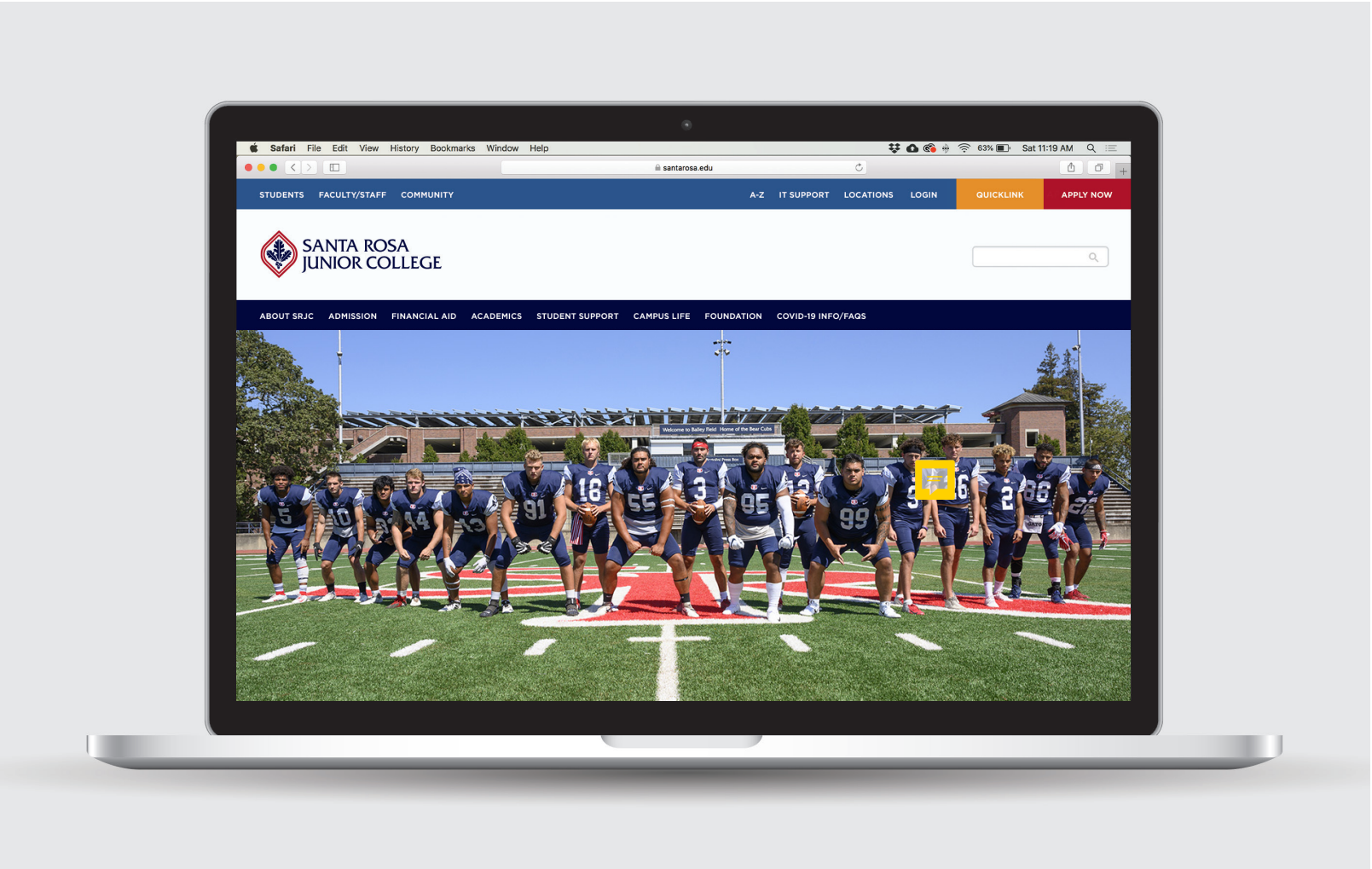
THE MORE OUR IDENTITY
IS SHOWN, THE MORE OUR
STORY GETS REINFORCED.

DIGITAL
USAGE EXAMPLES

SOCIAL MEDIA



WEBSITE



SRJC DITRICT
USAGE EXAMPLES

ADVERTISEMENTS

Using the SRJC logo over a college primary color is essential in keeping consistency. Incorporating hand-drawn illustrations, overlaying the photography, is an optional way to communicate and emphasize the message and generate interest.

BROCHURES

Using the SRJC logo over a college primary color is mandatory on the cover and back of any brochure or marketing material. The interior of the brochure can then incorporate and use any of the colors from the college palette and incorporate hand-drawn illustrations as an optional way to emphasize a message.

ADDITIONAL NOTES

- The icon of the logo should be centered in each piece or space, not the logo in its entirety.



- Within a Districe piece, campuses should be represented via text, photography and the campus’ primary color (no logo necessary)
- Each marketing piece must include the legal copy regarding inclusivity that the college provides.

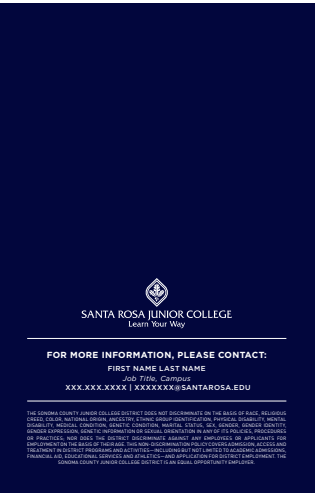
SRJC DISTRICT ADVERTISEMENTS



SRJC DISTRICT BROCHURES



- Cover
- Inside Panel
- Inside Spread
- Back



CAMPUS/CENTER
USAGE EXAMPLES

ADVERTISEMENTS

Using the campus/center’s primary logo over the campus/center’s primary color is essential in keeping identity consistency. Incorporating hand-drawn illustrations overlaying the photography is an optional way to communicate and emphasize the message and generate interest.

BROCHURES

Using the campus/center’s primary logo over the campus/center’s primary color is mandatory on the cover and back of any brochure or marketing material. The interior of the brochure can then incorporate and use any of the colors from the college palette and incorporate hand-drawn illustrations as an optional way to emphasize a message.

ADDITIONAL NOTES

- The icon of the logo should be centered in each piece or space, not the logo in its entirety.



- Each marketing piece must include the District approved non-discrimination statement.

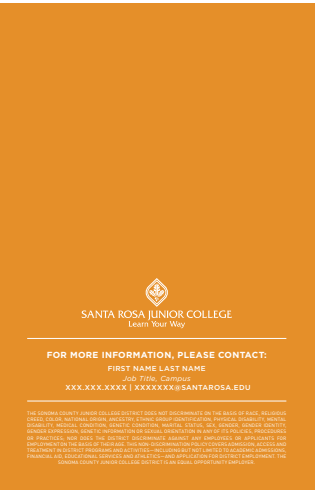
CAMPUS/CENTER ADVERTISEMENTS



CAMPUS/CENTER BROCHURES



- Cover
- Inside Panel
- Inside Spread
- Back



FINAL THOUGHT

Use these guidelines consistently and your identity will evolve and grow with the same level of intention with which it was crafted.

Share the guidelines with your employees and vendors so that everyone is working from a common understanding of your ideal communication style and content.

HAVE QUESTIONS ABOUT A SPECIFIC APPLICATION OF THE GUIDELINES? THE PUBLIC RELATIONS DEPARTMENT IS HERE TO HELP:

Public Relations, 1501 Mendocino Ave, Bailey Hall #1360

ERIN BRICKER – ebricker@santarosa.edu
AMY CHETCUTI – achetcuti@santarosa.edu
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Petaluma, CA
94954-2522

(707) 778-2415

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Windsor, CA
95492-9787

(707) 837-8843

ROSELAND CAMPUS

950 S. Wright Rd.
Santa Rosa, CA
95407-6608

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