

SAN DIEGO MESA COLLEGE

BRANDING & GRAPHIC STANDARDS

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Boilerplate Copy

STYLE GUIDE

The intent of the style guide is to provide information to the campus community and to protect the college brand when promoting Mesa College, activities, services, program and events. To ensure consistency of messaging and branding, please follow the guidelines provided in the booklet. If you have any questions, please contact the Mesa College Office of Communications

ABOUT SAN DIEGO MESA COLLEGE

San Diego Mesa College is a fully accredited, comprehensive college committed to equity and excellence. We honor our diverse community of students, faculty, professional staff, and administrators who collaborate to foster scholarship, leadership, access, and innovation in an inclusive learning environment. By promoting student learning and achievement that leads to degrees and certificates, transfer, workforce training, and lifelong learning, we empower our students to reach their educational goals and shape their future. Among the largest community colleges in California, Mesa serves 25,000 students per year, 25% of whom are full time. Mesa offers nearly 200 associate degrees and certificate programs and is one of 15 California community colleges offering a four-year baccalaureate degree. Mesa ranks as San Diego's top transfer institution, is a proud Hispanic Serving Institution (HSI), an Asian American Native American Pacific Islander Serving Institution (AANAPISI), and a Military Friendly School, serving nearly 2,500 veterans and their families.

For more resources, please see the Office of Communications web page www.sdmesa.edu/about-mesa/office-of-communications.

MISSION

San Diego Mesa College is a comprehensive community college committed to access, success, and equity. We honor those commitments as a diverse community of faculty, students, professional staff, and administrators who collaborate to foster scholarship, leadership, innovation, and excellence in an inclusive learning environment. By promoting student learning and achievement that leads to degrees and certificates, transfer, workforce training, and lifelong learning, we empower our students to reach their educational goals and shape their future.

VISION

To be the leading college of equity and excellence, educating students to shape the future.

PERFORMANCE INDICATORS

How we assess effectiveness:

- Equity/Access
- Engagement/Retention
- Persistence
- Success
- Institutional Effectiveness

VALUES

- Access
- Accountability
- Diversity
- Equity
- Excellence
- Freedom of Expression
- Integrity
- Respect
- Scholarship
- Sustainability

MESA COLLEGE ADMINISTRATION

Ashanti Hands, Ed.D., President
Isabel O'Connor, Ph.D., Vice President, Instruction
Larry Maxey, Vice President, Student Services
Lorenzo Legaspi, Vice President/Administrative Services

SAN DIEGO COMMUNITY COLLEGE BOARD OF TRUSTEES

Geysil Arroyo, Mary Graham, Craig Milgrim
Bernie Rhinerson, Maria Nieto Senour, Ph.D.

Carlos O. Cortez, Ph.D., Chancellor

Typography/Font

Optima is the primary font used for the official Mesa College and department signatures and titles.

Please note that Arial is the standard preferred font for body copy. For marketing and promotional purposes, when working on specific campaigns, the Office can consult with you on the use alternate fonts as appropriate.

San Diego Mesa College will greatly benefit from seeing a familiar and consistently used typeface being accurately applied to all materials that represent it.

Acceptable to use other fonts for design purposes, however minimum font for ADA 11pt, 12pt preferred, contrast between font and background colors.

As a general design rule, do not use more than two different typefaces in one design. These guidelines do not apply to text in a lengthy document, such as a magazine.

APPROVED FONTS

Optima Primary Font

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Arial Secondary Font

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Mesa College Colors

PRIMARY COLORS



Dark Blue	Pantone Color 287 Blue	Light Blue
C:098 M:085 Y:045 K:051	C:100 M:087 Y:020 K:010	C:094 M:076 Y:001 K:000
HEX #f0d223f	HEX #1f3c7b	HEX #2253a3
R:014 G:034 B:063	R:032 G:061 B:124	R:034 G:084 B:163



Pantone Color 1235 gold	Yellow	Light Yellow
C:000 M:032 Y:095 K:000	C:000 M:023 Y:079 K:000	C:000 M:014 Y:068 K:000
HEX #fcb424	HEX #ffcd42	HEX #ffe65c
R:253 G:181 B:037	R:255 G:266 B:066	R:255 G:231 B:092



Black	Grey
C:000 M:000 Y:000 K:100	C:075 M:056 Y:048 K:027
HEX #231f20	HEX #435660
R:035 G:031 B:032	R:068 G:087 B:097



Light Grey	White
C:034 M:028 Y:028 K:000	C:000 M:000 Y:000 K:000
HEX #acaaaa	HEX #ffffff
R:172 G:171 B:170	R:255 G:255 B:255

SECONDARY COLORS



Dark Purple	Purple	Light Purple
C:096 M:100 Y:020 K:010	C:083 M:093 Y:002 K:000	C:063 M:074 Y:000 K:000
HEX #341f75	HEX #523993	HEX #7458b6
R:052 G:031 B:117	R:083 G:057 B:147	R:117 G:088 B:183



Dark Green	Green	Light Green
C:076 M:036 Y:100 K:027	C:064 M:023 Y:094 K:006	C:039 M:000 Y:066 K:000
HEX #3e681d	HEX #699446	HEX #a4d07e
R:063 G:105 B:029	R:106 G:148 B:071	R:164 G:208 B:127



Dark Orange	Orange	Light Orange
C:000 M:066 Y:097 K:000	C:000 M:053 Y:078 K:000	C:000 M:037 Y:052 K:000
HEX #f37725	HEX #ff9341	HEX #ffc26d
R:244 G:119 B:037	R:255 G:147 B:065	R:255 G:195 B:110



Dark Maroon	Maroon	Light Maroon
C:051 M:088 Y:055 K:060	C:040 M:070 Y:043 K:047	C:030 M:051 Y:032 K:035
HEX #48182c	HEX #643c48	HEX #826069
R:073 G:024 B:044	R:100 G:060 B:072	R:130 G:096 B:105

Mesa College Logos

PRIMARY LOGO | STACKED

SAN DIEGO
MESA COLLEGE

SAN DIEGO
MESA COLLEGE

SAN DIEGO
MESA COLLEGE

SAN DIEGO
MESA COLLEGE

SECONDARY LOGO | LINEAR

SAN DIEGO MESA COLLEGE

SAN DIEGO MESA COLLEGE

SAN DIEGO MESA COLLEGE

SAN DIEGO MESA COLLEGE

Logos: Standard Sizes and Printing

To ensure the Mesa College logo reproduces clearly and is legible in all applications, do not reduce the size of the logo smaller than the minimum size limit.

Applications of the logo will determine the size and color to use. Always proof before sending for print or other final submission.

All approved logos can be downloaded from the Mesa College Office of Communications webpage.

<http://www.sdmesa.edu/about-mesa/office-of-communications/>

No Mesa College department or program, including federal and state-funded programs, may create their own logo with the words San Diego Mesa College included in the image.

Your contacts are

Hai Duong
hduong@sdccd.edu | 619-388-2272

Pablo Vela
pvela@sdccd.edu | 619-388-2356

STACKED | MINIMUM SIZE LIMIT

Minimum size limit

Height: 0.625 in

Width: 2.23 in

SAN DIEGO
MESA COLLEGE

0.625 in
SAN DIEGO
MESA COLLEGE
2.23 in

LINEAR | MINIMUM SIZE LIMIT

Minimum size limit

Height: 0.378 in

Width: 3.67 in

SAN DIEGO MESA COLLEGE

0.378 in
SAN DIEGO MESA COLLEGE
3.67 in

Space around the Logo (exclusion zone)

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text so as not to lose focus or draw attention away from its importance.

- *More space is preferable.*
- *No other type, images, or miscellaneous graphics should interfere with the logo or its required space allowance.*
- *No other elements (type, images, etc.) may be placed closer to the logo than 1/4" or 0.25 inches in any direction.*
- *This also applies to any patterned image or photo.*

STACKED | MINIMUM SIZE LIMIT

Space around logo
approximately: 1/4" or 0.25



LINEAR | MINIMUM SIZE LIMIT

Space around logo
approximately: 1/4" or 0.25



Department/Program/Committee/Club Logos

Logo adaptations for official Mesa College schools, departments, programs, committees and Official clubs have been or can be created by the Office of Communications

These logos are designed as "Stacked Logos" and contain the program name and college name. Please contact the Office of Communications for a copy of your logo or to request to have one created.

No Mesa College department or program, including federal and state-funded programs, may create their own logo with the words San Diego Mesa College included in the image.

Your contacts are

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hduong@sdccd.edu | 619-388-2272

Pablo Vela
pvela@sdccd.edu | 619-388-2356

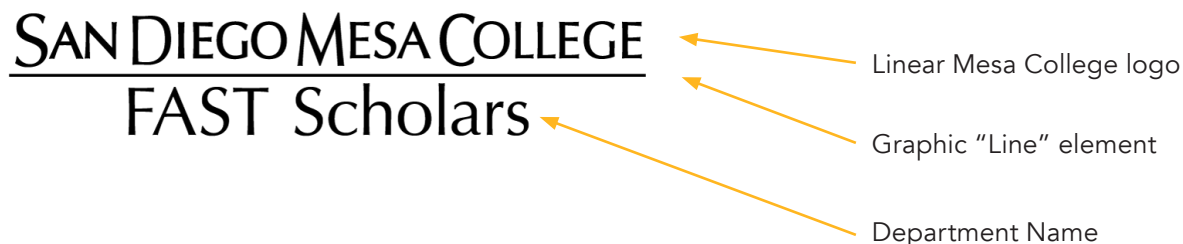
EXAMPLE OF STACKED DEPARTMENT LOGO



EXAMPLE OF SIDE STACKED DEPARTMENT LOGO



EXAMPLE OF LINEAR STACKED DEPARTMENT LOGO



Logo Sizes on Promotional Item: Printing

Many departments and programs purchase and distribute promotional items.

- *The Office of Communications can assist with suggesting items and vendors.*

Once you decide on the items you want to purchase; the Mesa College Office of Communications will assist in creating or adapting the appropriate logo, approved colors and art files for **you** to submit to your chosen supplier or vendor.

- *This assures the proper use and branding of the college logo, and saves you time.*

To ensure the Mesa College logo reproduces clearly and is legible in all applications, do not reduce the size of the logo smaller than the minimum size limit.

- *Applications of the logo will determine the size and color to use.*
- *Always proof before sending for print or other final submission.*

All approved logos can be obtained by contacting the Mesa College Office of Communications.

www.sdmesa.edu/aboutmesa/office-of-communications.

STACKED | MINIMUM SIZE LIMIT

Minimum size limit

Height: 0.34 in

Width: 1.215 in



LINEAR | MINIMUM SIZE LIMIT

Minimum size limit

Height: 0.2 in

Width: 2 in



APPROVED VENDORS

4Imprint
Big Frog Custom T-Shirts
Brown & Bigelow
Casa del Mar
Champion T-Shirts

Custom Ink
Custom Logos
Doing Good Works
Made to Order
Team Works

Promotional item examples:

Pens | Key Chains | Sunglasses | etc.



Incorrect Logo Usage

The Mesa College official logo and all associated logos (those created for campaigns, initiatives, departments, schools, etc.) may not be modified in any way.

The following manipulations and interpretations dilute the integrity of our graphic identity and are expressly prohibited.



Do not change the logo size proportion



Do not change type spacing of the logo



Do not change logo colors



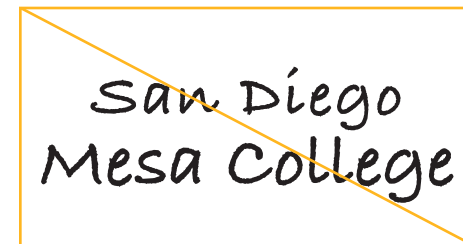
Do not use drop shadows, strokes or other visual effects



Do not distort the logo



Do not place the logo on a angle



Do not change the font of the logo



Do not place white logo on a light background



Do not place logo on a unapproved color



Do not place black logo on a dark background



Do not place logo over a busy backgroud or image

Mesa College Secondary Logo Marks



District Logo

The San Diego Community College District has very strict guidelines for its logo use.

As a general rule, college activities and events do not require the SDCCD logo on materials such as event posters, flyers, etc. The exceptions are high level public events, events sponsored or held in conjunction with the District, and those which the trustees or Chancellor are in attendance, and materials that are distributed (mailed) to the general public.

Use and insertion of the District logo into any Mesa College documents, social media, web pages, publications or promotional materials are determined by the Office of Communications. Further, this office must review program agendas and materials prior to printing to ensure compliance with District protocol, guidelines and standards.



The San Diego Mesa College Seal

The official San Diego Mesa College seal is restricted for use in official administrative communications and documents emanating from the President's Office or the Office of Communications. The seal is also used for official and ceremonial functions such as Commencement, and may appear on approved plaques, certificates, etc.

The seal is not the college logo. It may not be used on stationery, brochures, publications, and apparel or giveaways. Use of the college seal must be approved by the Office of Communications prior to printing.

No Mesa College department or program, including federal and state-funded programs, may create their own logo with the words San Diego Mesa College included in the image. The Office of Communications has created approved department/signature logos (see page 9); contact us if you need one. Committees are not authorized to have logos.



The Mesa "Swash" **DO NOT USE**

The Mesa "Swash" logo has been discontinued and should be removed and its use discontinued on brochures, web pages and other official documents of the college. As Athletic and competitive teams should adopt the Mesa "M" athletics logo.

Any publications using the Mesa swash should be updated with the new logo provided on page 5.



"We are Mesa" Logo

This logo was created in 2011 as part of a branding and communications campaign supporting accreditation goals for the college. It was an instant hit on and off campus, winning Mesa a NCMPR Paragon Award for marketing and branding.

The "We are Mesa" logo has been adapted into college reports and presentations, and even the pole banners around campus. It is still popularly used in apparel and giveaways. While not an official logo of the college, it is an approved design element for use in apparel and giveaways, etc.

Your contacts are

Hai Duong
hduong@sdccd.edu | 619-388-2272

Pablo Vela
pvela@sdccd.edu | 619-388-2356

Mesa College Secondary Logo Marks

San Diego Mesa College is committed to becoming the leading college of equity and excellence. We are committed to closing achievement gaps in access and success for underrepresented student groups is intentional, institutional, transformational, and rooted in access to equitable outcomes for all of our students. These logos can be used for broad promotions.

The Leading College of Equity and Excellence



Marketing/Collateral Materials Standards

The Office of Communications provides marketing and promotional design services for Mesa College faculty, staff and administrators to promote programs, services and events. Requests for services can be made using our Project Request Form at sdmesa.edu/ProjectRequest

Templates are available so that faculty, classified professionals, committees and officially recognized students clubs (under the advisement of a faculty member) can create their own promotional graphics using PowerPoint. The graphics/artwork can be used for Visix slides, social media promotions, flyers, and posters. When converted to a lower resolution jpeg, the graphics can be used to send via email. To access the templates and instructions for use, please visit the Toolbox webpage at

sdmesa.edu/about-mesa/office-of-communications/toolbox

Per the College branding standards, all promotional materials must include:

- The Mesa College logo (or dept./program stacked logo), a contact name, with either phone or email and the disability accommodations statement.
- Days, time, location, etc. info

Helpful hints:

- Minimize the amount of text – stick to the essential information, refer to a webpage.
- Images really work – you are welcome to use any image from the Mesa College Flickr Albums (*Please do not use rights-managed images from the web*). <https://www.flickr.com/sdmesa>

Social Media

These are the Official pages for SD Mesa College



facebook.com/sandiegomesacollege
@SanDiegoMesaCollege



instagram.com/sdmesacollege
@sdmesacollege



twitter.com/sdmesacollege
@sdmesacollege



youtube.com/sdmesacollege



/sdmesacollege



twitter.com/sdmesaprez
@PrezHands

The College has social media guidelines and processes for Departments and Programs representing the College.

For info, instructions and training please contact:

Pablo Vela
pvela@sdccd.edu
619-388-2356

Web Guidelines

Please see the Website Guidelines document

sdmesa.edu/about-mesa/office-of-communications/guidelines-standards

#sdmesacollege #sdmesa #wearemesa #sandiegomesacollege #allin4students #GoOlympians