

SAN DIEGO CITY COLLEGE

BRAND & COMMUNICATIONS GUIDE



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The Purpose of This Guide

The Communications Office is responsible for stewarding and protecting the San Diego City College brand.

This guide establishes the standards for how the college is represented across print, digital, and multimedia communications. Consistent application of these standards strengthens recognition, credibility, and trust.

Campaign themes and marketing initiatives may evolve over time. However, the core brand elements outlined in this guide remain consistent.

For questions, templates, or brand review, contact the Communications Office.

About San Diego City College

Located in the heart of downtown San Diego, San Diego City College has served as a gateway to opportunity since 1914.

We welcome and serve students from diverse backgrounds, experiences, and aspirations. Our faculty and classified professionals are committed to student success and strengthening the community we serve.

Mission & Land Acknowledgment

Mission

San Diego City College welcomes and inspires every student to identify and pursue their community, personal, educational, and professional goals.

We prioritize accessibility, equity, and social justice through student-centered support services and educational opportunities for global learning.

We offer general education, associate and bachelor's degrees, transfer pathways, certificates, and career technical education for personal enrichment and economic mobility.

Land Acknowledgment

SDCC acknowledges that we gather on unceded Kumeyaay land. We value Indigenous knowledge and cultural worldview. We commit to providing transformative educational experiences for all campus members and guests as we examine practices that perpetuate harm against Indigenous, Black, Brown, and other marginalized communities.

We pledge to sustain a meaningful and respectful relationship with the Kumeyaay and other Indigenous communities as we honor this beautiful land together.

BRAND FOUNDATION

Brand Essence

City College is a vibrant community that is driven by an unwavering dedication to student success. We empower students to transform themselves and their communities.

We are agents of change.

Brand Personality

Passionate

We are agile, versatile, and driven by a bold and vibrant energy.

Resilient

We are tough, brave and nimble in the face of a challenge.

Welcoming

We are always down to earth; we are personable, friendly, and easy to talk to.

Inspiring

We inspire those we serve to push beyond their limits and achieve new heights.

Brand Voice

Don't sell, inspire.

Salesy language is inauthentic and cheapens what we do. It's best to move beyond facts and figures to the motivations that drive us.

Be human.

Make sure language is personable and understandable. Avoid jargon.

Engage the reader.

Keep messaging focused. Emphasizing a single point will help it stick. Originality is engaging. Cliches should be avoided.

Strategic Messaging

Urban Location

Located in the heart of San Diego, City College is at the center of commerce and culture. Our central campus has quick and affordable access to transportation.

Located in the bustling neighborhood of East Village, City College is integrated into the urban space like no one else. We are the heart of San Diego.

Student Experience

At City College, we are deeply committed to helping you take the next step toward your dreams, no matter what challenges you face.

At City College, we are determined to help our students take the next step forward. We are committed to guiding and advocating for our students no matter what challenges they face.

Diversity / Inclusivity

City College is driven by an inclusive and collaborative spirit. Join our diverse community of thinkers and leaders who fight for what is right.

City College is made strong by our community of diverse voices. Regardless of your background, we are here to make your future brighter.

City College is a world of cultures. Our diverse and inclusive community is the core of what makes us strong.

Catalyst for Change

City College is driven by an inclusive and collaborative spirit. Join our diverse community of thinkers and leaders who fight for what is right.

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City College is a world of cultures. Our diverse and inclusive community is the core of what makes us strong.

School Identity & Logo System

Official Name Usage

First reference: San Diego City College

Second reference: City College

Use **"SDCC"** only in internal or limited-use materials.

Institutional Logo

The stacked logo is preferred.

The horizontal logo may be used when space requires.

Do not alter or recreate the logo.

Use for:

- Academic departments
- Student services
- Administrative offices
- Official communications
- Marketing materials

Knights Logo

Do not substitute for the institutional logo in academic or administrative communications

Use for:

- Athletics
- Spirit-related materials
- Student life programming

Logo Specifications

Stacked logo: minimum 1 inch wide

Horizontal logo: minimum 1.25 inches wide

Maintain clear space around the logo.

Do not:

- Rotate
- Stretch
- Add effects
- Crop
- Place on low-contrast

Standard District-wide Stacked Logo

SAN DIEGO
CITY COLLEGE

SAN DIEGO
CITY COLLEGE

Standard District-wide Horizontal Logo

SAN DIEGO CITY COLLEGE

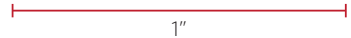
SAN DIEGO CITY COLLEGE

Logo Specifications

STACKED MINIMUM SIZE

Width: 1"

SAN DIEGO
CITY COLLEGE

A horizontal red line with vertical end caps, labeled "1" below it, indicating the minimum width of the stacked logo.

HORIZONTAL MINIMUM SIZE

Width: 1.25"

SAN DIEGO CITY COLLEGE

A horizontal red line with vertical end caps, labeled "1.25" below it, indicating the minimum width of the horizontal logo.

DO NOT rotate



DO NOT stretch



DO NOT add shadows or other effects like strokes or gradients



DO NOT place the logo on a dark or distracting background



DO NOT crop portion of the logo



DO NOT crop portion of the logo

Color System and Typography

Primary Colors



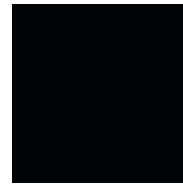
C=55 M=40 Y=38 K=5 1

HEX **#7B868C**
RGB **123, 134, 140**
HSB **201, 12%, 55%**
CMYK **55, 40, 38, 5**
INKTYPE **Process**



C=0 M=0 Y=0 K=0 1

HEX **#FFFFFF**
RGB **255, 255, 255**
HSB **0, 0%, 100%**
CMYK **0, 0, 0, 0**
INKTYPE **Process**



C=75 M=68 Y=67 K=90 1

HEX **#000000**
RGB **0, 0, 0**
HSB **0, 0%, 0%**
CMYK **75, 68, 67, 90**
INKTYPE **Process**



C=21 M=100 Y=75 K=11 1

HEX **#B31F3D**
RGB **179, 31, 61**
HSB **348, 83%, 70%**
CMYK **21, 100, 75, 11**
INKTYPE **Process**

Color System and Typography

Typography

Primary Typeface: Whitney

Secondary Typeface: Arial

Bold: Headlines

Use in Word, PowerPoint, and email when Whitney is unavailable

Medium: Subheads

Book: Body copy

Whitney

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890!?\$%

Arial

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890!?\$%

Photography, Video & Promotional Standards

Photography

Use:

- Authentic students and employees
- Real campus environments
- Diverse representation
- High-resolution imagery

Avoid:

- Overly staged visuals
- Empty campus scenes
- Low-resolution images



Video

Use:

- Keep messaging clear and focused
- Include captions
- Use brand colors
- Include official logo



Supporting Branding

The San Diego City College knight mascot logo can be used to further highlight the school branding.



Promotional Materials Checklist

Every flyer, email, or digital promotion should include:

- ☐ Official logo
- ☐ Approved brand colors
- ☐ Clear headline
- ☐ Date and time
- ☐ Location or virtual link
- ☐ Hosting department
- ☐ Contact information
- ☐ Call to action
- ☐ Website link or QR code
- ☐ High-quality image

Before publishing:

- Confirm logo usage
- Confirm fonts and colors
- Test links and QR codes
- Ensure accessibility
- Verify accuracy

Office of Communication

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For templates, consultation, or brand review, contact the Communications Office.