



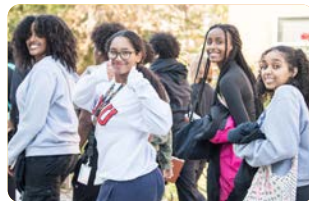
**MISSION
COLLEGE**
SANTA CLARA

Brand Identity Style Guide



Table of Contents

Mission, Vision and Value Statements	3
Brand Voice	4 - 5
Campus Logo	6 - 7
Campus Logo Versions and Placement	8 - 9
Department and Program Logos	10
Specialty Logos	11
Colors	12
Typography	13
ADA Compliance	14 - 15
Photography	16 - 17
Illustrations and Icons	18
Brand Energy	19
Brand Applications	20 - 21
Stationery and Email Signature	22 - 23
Collateral	24 - 25
Social Media	26 - 27
Apparel and Swag	28 - 29



These guidelines are designed to ensure Mission College and its brand present a unified message to our community.

**Questions? Please contact the Marketing and Public Relations office:
408.855.5127 or marketing@missioncollege.edu**

Mission Statement

Mission College serves the diverse educational needs of our student population by providing equitable access and support towards completing associate degrees and certificates aligned with transfer and career pathways to meet educational and personal goals as well as the workforce demands of the city of Santa Clara and Silicon Valley.

Vision Statement

Empowering every student to find their mission.

Our Value Statements

At Mission College, we value:

- | | | |
|----------------|----------------|-------------|
| Social Justice | Integrity | Curiosity |
| Equity | Sustainability | Inclusivity |
| Community | Excellence | Innovation |



Our personalities are what make us unique. The same goes for our brand. The Mission College brand personality has attributes that are integral in how we communicate – **welcoming, inclusive, compassionate, innovative** and **instructive**.

These words characterize how students, faculty, and employees describe their interactions and feelings about Mission College.

Which characteristic is most prominent in the moment changes on who we're talking to and where. Use the examples to ensure the tone of the message matches the inflection of the place it will reside.

Avoid a formal tone in written copy. Examples of formal writing include research papers or legal documents. Marketing copywriting featured on brochures, flyers, webpages, or in marketing emails uses active voice.

It is written in second person tense, and uses 'you' instead of 'the student' or 'they'. Exceptions may apply when referring to someone who uses 'they/ them' pronouns. Also, whenever possible, copywriting should avoid complicated or dense academic language. This is so our readers and future students can scan our website, flyers, brochures, and signs and immediately get the point.

Website

Tone example:

Get ahead, receive hands-on training, launch a new career, or upskill for a higher salary at Mission. Visit the Career Center today.

▶ *Information is offered up in an assertive and straightforward voice on the website. All content is written using second person tense, using 'you' instead of 'the student' or 'they'.*

Marketing Materials

Tone example:

Mission College prides itself on understanding that your financial situation should not be a barrier to receiving an education. We are committed to providing opportunities so you can achieve your goals in higher education by offering grants, scholarships and more.

▶ *For collateral materials, the approach is about the student's progress. Inspiring them to seek the opportunities of higher education and evoke the feeling of being a part of the overall community.*

Recruitment

Tone example:

Affordable Online Degrees (Only \$46 per Unit!). Attending a two-year college is a smart move when it comes to saving dough. At \$46-per-unit, Mission College has some of the lowest fees in the nation. Furthermore, online degree programs make community college even more attainable for working students and professionals.

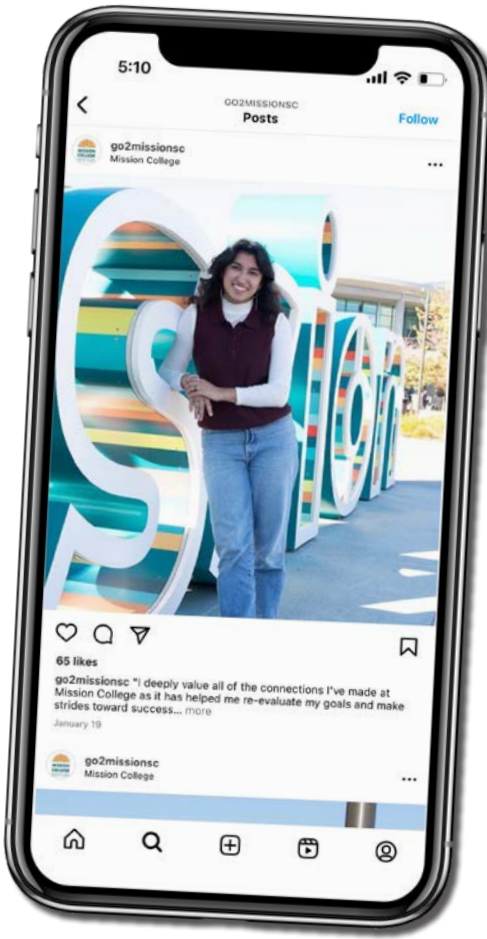
▶ *Recruiting is about sharing inclusiveness, being compassionate about the student goals, and providing awareness into the instructive, collaborative and knowledgeable environment.*

Social Media

Tone example:

Mission College has given me opportunities to both meet people and expand my research experience. I deeply value all the connections I've made here that have helped me re-evaluate my goals and help me make strides toward success. I feel more prepared to take on new endeavors.

▶ *Social media posts should focus on inspiring students with the possibilities for life after college. The tone of voice should be friendly, welcoming, and inclusive on personal goals when sharing information.*



Campus *Logo*

The Mission College logomark (logo) should feature prominently on all communications unless a specialty logo is required.

The following usage applies to the standard logo, alternate versions and all department logos.

- Logo should appear on backgrounds that provide strong contrast.
- The divider lines should be a shape and not a stroke.
- Provide ample clear space surrounding the logo with a minimum 'N' space.
- Standard versions should not be printed smaller than 1-inch width.
- Horizontal versions should not be printed smaller than 1½-inch width.
- Horizontal and vertical (standard) versions should not be altered or modified than what is shown on pages 6 & 8.
- Use only the color options shown on pages 6 & 8. For primary color builds, see page 12.



Standard logomark and preferred color usage



Horizontal logomark and preferred color usage



Minimum 'N' space surrounding logo



A collection of 12 examples of incorrect logo usage, including shadows, 3D effects, rotation, distortion, skewing, separation of elements, additional elements, additional colors, and low contrast, all crossed out with a large orange X.

Campus *Logo*

It is imperative the logomark is not altered to ensure brand consistency.

- Do not manipulate with shadows, glows, or 3D effects.
- Do not rotate, distort or skew to alter the composition of the logo.
- Do not separate the elements of the logomark apart, i.e. removing the symbol from the wordmark.
- Do not include additional elements to the logo.
- Do not include additional colors. The logo consists of primary teal and orange, black only, and white only.
- Ensure that the logo has the proper level of contrast against its background. See ADA section on page 15.

Campus Logo Versions

If contrast and color are limited, the logo is available in alternate versions.

The campus logomark in black and white versions can be used. One color usage can only be in black or white. The color must not be changed.



Use this logomark in horizontal applications. One color usage can only be in black or white, and not another color.



The Mission College wordmark may be used when space impairs readability of the logomark. One color usage is in primary teal, black or white.



Campus Logo Placement

The logo should be noticeable and intentional with its position on all communications. See the examples below for guidance.



Flyer / Letter



Pull-up banner / Signage



Event Signage / Envelope

For print applications, the logo should not be printed smaller than 1-inch width.

For digital applications, the logo should not appear smaller than 72 pixels wide (1-inch equivalent).



Web



Banner ad

Department, Program and Committee Logos

All departments, programs and committees have a preapproved logo ready for use.

No other logo/icon should be used to represent your department or program. This guideline will ensure that all of our departments are unified within the Mission College brand identity.

If you are in need of a department, program or committee logo, please contact the Marketing and PR department at marketing@missioncollege.edu with questions.



Specialty Logos

There are special circumstances when the Mission College logo is modified for inclusion and representation. The examples below illustrate a few exceptions including Hispanic Heritage Month, Black History Month, and Pride Month. If your event wants a specialty logo, contact Marketing office. Not available to be made by individual areas.

Specialty logos must be developed by Marketing office. The symbol (sunburst) and wordmark (name of college) should not be modified without permission.



Brand Colors

The brand **primary colors** should feature prominently in all communications. To align with accessibility requirements, Mission Orange may not be used as body text.



MISSION
TEAL

CMYK 100.43.25.0
RGB 12.119.153
Pantone 314 C
Hex 0C7799
HSL 194.85%.32%



MISSION
ORANGE

CMYK 0.60.100.0
RGB 234.115.11
Pantone 151 C
Hex EA730B
HSL 28.91%.48%

Web color palette – to align with accessibility, use these colors to provide contrast that meets WCAG guidelines (*see pages 14-15 for guidance*).

The **secondary color palette** can be used in combination with primary colors to strike a mood or relate to another group. To align with accessibility requirements, only navy can be used as text color.



Navy
CMYK 100.75.23.37
RGB 0.55.98
Pantone 2955 C
Hex 003762
HSL 206.100%.19%



Teal Gradient
Use Mission Teal color specs with navy color specs to blend.



Yellow
CMYK 0.20.100.0
RGB 255.203.5
Pantone 116 C
Hex FFCB05
HSL 48.100%.51%



Orange Gradient
Use Mission Orange color specs with yellow color specs to blend.
Cannot add other colors to gradients.



Green
CMYK 29.0.100.0
RGB 193.242.0
Pantone 376 C
Hex C1F200
HSL 72.100%.47%



Purple
CMYK 75.97.1.1
RGB 100.48.145
Pantone 267 C
Hex 643091
HSL 272.50%.38%

Green and purple are complementary colors and should only be used as accent. Limit use to special occasions (i.e. parade and events). Colors cannot be used more than 10% of the colors on the page.

Teal - Hex 0C7799
Navy - Hex 003762
Purple - Hex 643091

Orange - Hex EA730B
Yellow - Hex FFCB05
Green - Hex C1F200

Do not use these as text colors as they do not meet requirements. Can be utilize as secondary color graphic accents.

Brand Typography

Headline design should be impactful.

From headlines, to subheads, calls-to-action and body copy, all information must be set in Mission College brand fonts.

Headlines in **Futura** may appear in a range of colors from the Mission College brand colors.

Futura Light
Futura Medium

Futura Heavy
Futura Bold

Body copy and captions are set in **Avenir Next** and should appear primarily in black, 80% shade of black (gray), teal, or white over dark backgrounds.

Avenir Next Light
Avenir Next Light Italic
Avenir Next Medium
Avenir Next Medium Italic

Avenir Next Demi
Avenir Next Demi Italic
Avenir Next Bold
Avenir Next Bold Italic

When Futura or Avenir Next fonts are not available, use **Arial as the substitute font**. Arial is readily available on PC and Mac desktops.

Arial Regular
Arial Italic

Arial Bold
Arial Bold Italic

The accent font, **Rosseville**, is used to draw attention to key words or phrases in headlines. To prevent crowding, it is possible to set custom kerning (tracking between characters) and leading (space between lines) at different sizes.

Rosseville

Rosseville is free for commercial and personal use. For information on licensing, click on the link at right.

Download Rosseville for free

ADA Compliance

Americans with Disabilities Act (ADA) Compliance is important to ensuring the Mission College message reaches all students and employees.

Use this visual guide for a quick check and click links below for more information on verifying PDF files for accessibility and ensuring contrast meets Web Content Accessibility Guidelines (WCAG).

[Adobe Acrobat Accessibility Checker](#)

[Web Contrast Checker](#)

Layout composition should have information clearly defined in its informational hierarchy. Structure the content for ease of consuming the material.

✓

Headline	
Image	
Content	
Info	Dates

Image	Headline
	Content
	Info
	Dates

✗

Headline	
Image	Content
Info	
Dates	Image

Image	
Headline	Info
Dates	Content

Colors should have a strong contrast for ADA compliance. (See *Web Contrast Checker* on page 14).

✓

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

✗

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Empowering Every Student

Copy must be readable. Small point sizes should be bolder in font selection and apply dark colors for contrast from the background. Consider kerning or tracking (space between letters) and leading (space between lines) when writing copy for legibility.

✓

When setting type, it is important to consider several factors including letter case, font choice and background colors.

Optimal leading is 120% of font size.

For example, 12pt font has 14pt leading. (12x120%=14)

Easy to read

Easy to read

✗

This paragraph is difficult to read due to:

- Full column width type known as forced justification.
- Tight leading that runs lines together.
- Tight kerning which makes letters to close to each other.

ALL CAPS IS CONSIDERED YELLING

Tight kerning is very hard to read

Loose kerning is difficult to read

Hard to read

Hard to read

Consider typeface and point size when text is over colored backgrounds.

Brand Photography

Our photography communicates our core brand attributes.

Welcoming: photo subjects hold eye contact with the camera and smile.

Inclusive: a diversity of race, age, and genders are represented.

Compassionate: the interaction between the subjects and photographer evokes a feeling of friendliness.

Innovative: the subjects feel natural and are not distorted in proportion. Too high an angle can result in making the person too small-too low can overpower the viewer. Having a photo subject in central focus conveys a sense of inspiration and achievement. Avoid photos that feel too staged or phony. While a photo might feature a student looking directly in the camera, they should still look natural and relaxed.

Instructive: when showing a speaker, make sure that their face isn't obstructed. Include the audience members whenever possible, and if applicable, any corresponding presentation slides that are displayed behind them.



Images can be selected from our photo library to ensure best possible representation. Selections should be comprised of our people doing real things. To access [Mission College's flickr page](#), [click here](#).

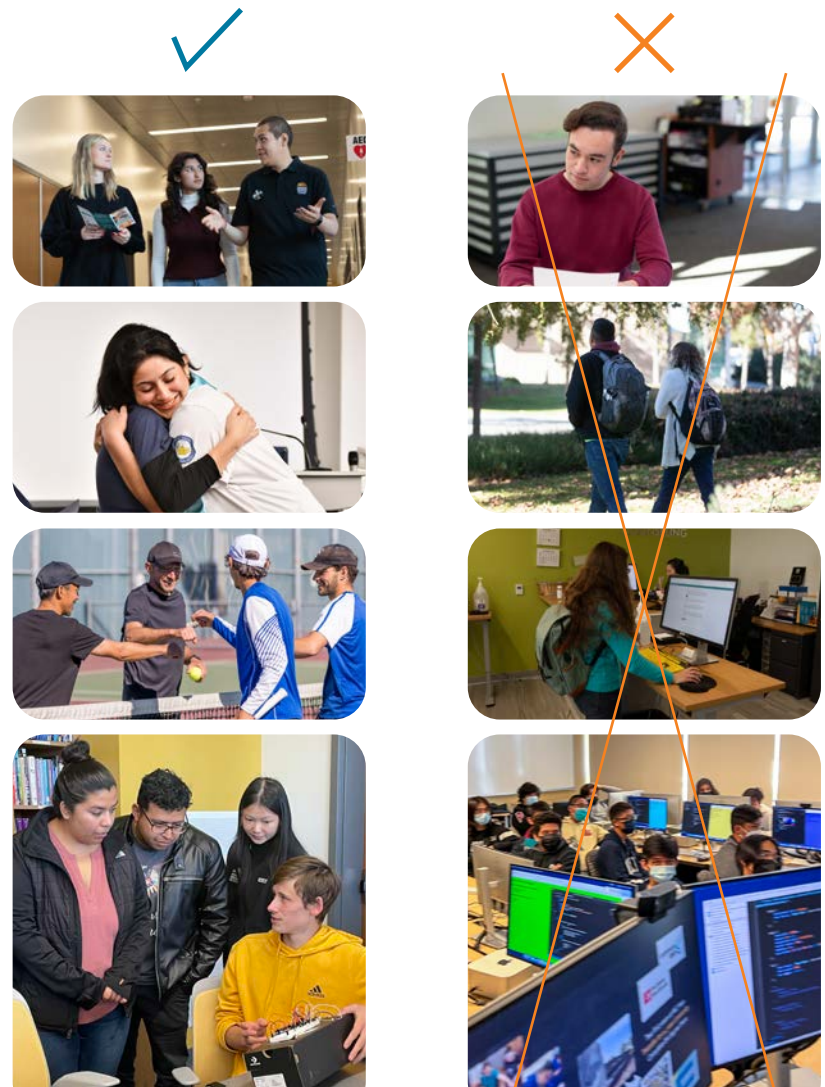


- Photos may be stylized in the following ways:
- Tint primary colors or gradients.
 - Turned into black and white photos.
 - Crop out backgrounds so the subject can stand out.
 - Cropped or framed uniquely, rounded corners as an example, for interest.
 - Collaged together.
 - Use brand energy elements for emphasis (see page 19).

Brand Photography

Look for action/interaction in people or group shots. Avoid imagery when the main subjects are not engaged in the photo and avoid odd expressions on faces (headshots excluded).

This interaction can be with the camera or with each other.



Brand Illustrations & Icons

Illustrations should have clean lines, solid shapes for definition and bold colors for contrast.



Icons are one color using Mission College's color palette. When icons are used as white, these must be in circles of the brand colors and gradients.

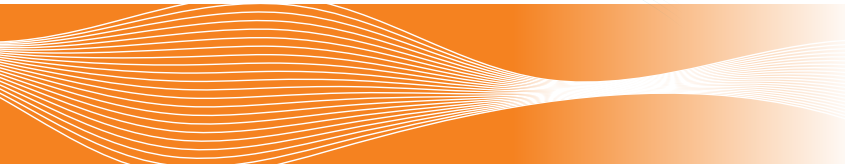


 @go2MissionSC
 @MissionCollegeSantaClara
 @go2missionsc  @go2MissionSC

Brand Energy

Visual elements, referred to as 'brand energy' in this guide, complement imagery, provide visual direction, or enhance the color and overall appeal of a design. For examples, refer to the energy waves, energy bursts, and energy ribbons next to this list.

Energy Ribbon



Energy Wave

Energy Burst



- Blend our primary teal and orange colors. These can be teal to white, orange to white, and solid white.
- The edges of the energy elements may fade or become transparent.
- Crop the elements to framing imagery and writing.
- Combine brand energy elements with photos to create an overlapped or layered effect.
- Adjust the elements for horizontal or vertical page orientation.
- Opacity of ribbon can be modified for best contrast.

Putting the brand in
real applications.

mission

COLLEGE

Brand Stationery

Maintaining a cohesive approach is essential to the brand. Stationery templates are available to ensure consistency.

Use the guidelines below to establish a unified look on brand stationery.

- Logo should not be printed smaller than 1-inch width.
- All letter and address copy should be set in Avenir Next Book, or Arial (substitute), at 10 pt size.
- Phone numbers are formatted 000.000.0000
- When joining two separate pieces of information on a single line use a bracket with single spaces on each side, *for example:*
Santa Clara, CA | 00000
Address | Suite
- Letter paragraphs should have hard returns between them without tab indents on the first line.
- Spell out all words unless USPS mandated, *for example:*
Highway vs Hwy
Suite vs Ste
- **Email signatures** – to align with brand consistency, follow these guidelines for signatures. Extra language (quotes, etc.) should go across the bottom.
Font should be in Avenir or (Arial as font substitute) and in black. No colors or other fonts. No text decoration beyond italics.





Logo set at .75" height

First Name Last Name
Title | Department
Mission College
000.000.0000 | [missioncollege.edu](#)

Color is **RGB 12.119.153**
Hyperlink must be underlined.

11 pt
9 pt
9 pt
9 pt

For ease of editing, download the file, [Word template](#)



First Name Last Name
Address Line One
Address Line Two
Santa Clara, CA | 00000

Greeting,

Ucienda volumqui voluptaquam eum voluptatur magnihil idebitaque nos estior arcis doloreped quam, consectem rem. Um enduntem audistr uptassi nitatior re cus aut vendel modigen danisi doluptas eos audicae valoritiunt.

Et, venet am quis quidescia velibus cienih cipsus aut laboriatet moluptat aut ea cus. Ibus dolum laborporunt accab ipsunt maos remodip sapicabores electiorerum et optaspedi ommolore velenihitiis dollore lam, nus, sit quiamus, offic tem hici volectibus, iument laut vendunt et quae sitatur sinci ut faccupum expelictia nonsendit, cum es dolores essinul parumquam utae re, sequate prest, to voluptat es dit dunt ma voluptiet mo voloruptat eaque volorrum dolore pellandiscim fugitat ut laboratecus, cusam iunture, sitates dolorrum aut rernatur? Quis repereperro odi cuptatur alitati oressum, vellabo repuda sam esendel itatur sandant et haritatae sequi sit, ut quo eiumquam, ipsantorro idiam et ium hilignim.

Itaspernam libus, quis vent res si ides porest, sin pliqui as modistem explabor asitatum exceaquis volupta sandandam ium rehentus numquatis es arcietum noneces sequiandae odis voluptuntin porepta eossimil ius, eos min re velitatem verovidus aut faccatis dolor maximus.

Hit, alignam eturest, ea seni berum dolesequam qui autem nihillupis sitem consed que no mollabor ant qui id quatis molor sendisi commolu ptatem voluptius, tempella ditius versp dolenducia volupta dolles eostest aut fuga. Itature corepero entiam que as est, cum que es milla dolupta tibus. Porro magnis minvent maximetusa parissim estio ipsae volorerum r aut odis elluptas di ipsam etus ullor rempor aliam, secto officie nimpore et aruntendenis s comnis simi, estius.

Closing,

Signature
First Name Last Name
Title



First Name Last Name
Title
Department

Phone
Email

3000 Mission College Blvd. | Santa Clara, CA | 95054-1897



3000 Mission College Blvd.
Santa Clara, CA | 95054-1897

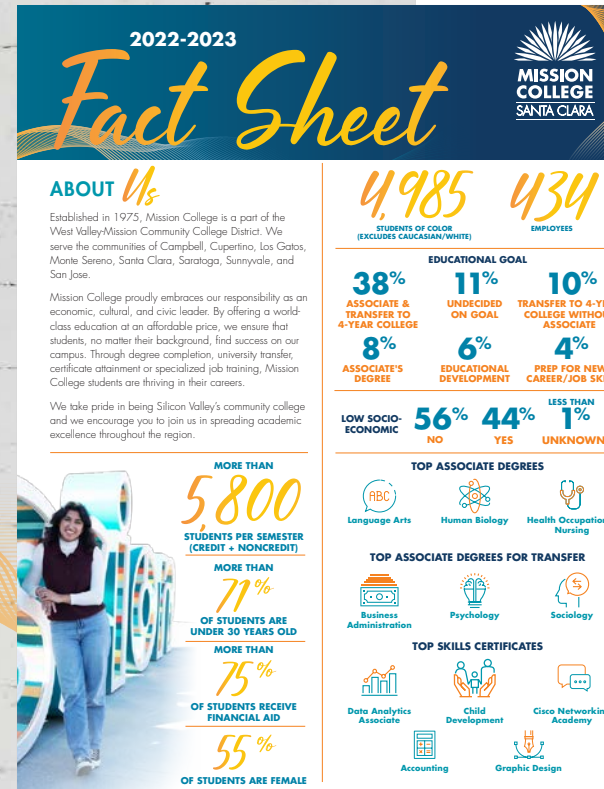
First Name Last Name
Address Line One
Address Line Two
Santa Clara, CA | 00000

Brand Collateral

Designs should be instantly recognizable as Mission College materials. Our approved colors and fonts are vital to brand unity.

Use the guidelines below to establish a uniform look and feel on brand collateral.

- Campus logo should be visible and not smaller than 1-inch wide.
- Utilize the script font, Rosseville, in headlines to bring excitement to the covers.
- Make copywriting friendly, simple, and direct. Use second-tense language to include the reader and avoid an overly-formal or passive tone."
- Remember the brand voice and attributes (*guide on page 5*) – collateral should deliver facts in an approachable way that motivates our audience.



Brand *Social Media*

Social media is an ongoing conversation with our students and community. The brand voice for social media is always welcoming and friendly.

Use the guidelines below to establish a consistent tone on social media.

- Follow photography guidelines on page 16 and color palettes on page 12 to achieve a consistent approach across all digital and print platforms at Mission.
- Our official campus hashtag is **#iKnowMyMission**. If you post on social media, remember to include it.
- If you are using your Mission College Programs social media account, make sure to tag **@missioncollegesc**

 **@go2MissionSC**

 **@MissionCollegeSantaClara**

 **@go2missionsc**

 **@go2MissionSC**



Brand *Apparel & Swag*

Mission College apparel embodies our school spirit and pride. It reflects who we are within the community.

Use the guidelines below to elevate our swag, apparel, and other promotional items.

- All printed colors must be from our official brand color palette.
- Logos must be a minimum size of two inches tall on shirts and sweatshirts.
- Event or group logos can be printed on swag with prior approval from the Marketing and PR office.
- Teal, white, navy, light heather gray, and black fabrics are recommended. Orange shirts require prior approval from the Marketing and PR office to make sure that the print colors fall within brand compliance."



These guidelines are designed to ensure Mission College and its brand present a unified message to our community.

**Questions? Please contact the Marketing and Public Relations office:
408.855.5127 or marketing@missioncollege.edu**

