Skyline College

Branding Guidelines

Skyline College

Achieve.

SKYLINE COLLEGE WELCOMES, EMPOWERS, AND TRANSFORMS OUR GLOBAL COMMUNITY OF LEARNERS AND LEADERS TO ACHIEVE THEIR GOALS. OUR MOTIVATION IS TO ACHIEVE. OUR COLLEGE IS SKYLINE.

Foreward

This document will provide you with guidelines for the Skyline College brand identity, in order to establish a clear and consistent visual language across multiple platforms. The following pages outline the brand positioning statement, details and usage of the logo, supporting brand elements, and the combination of these assets into a series of branded application examples. The Skyline College brand should always remain rooted in the visual language established in this guide, in order to create a lasting and resilient presence over time.

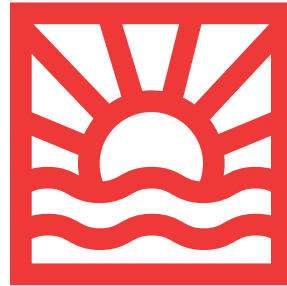To learn more, go to **skylinecollege.edu/aboutskyline**.

LOGOS

1.1 Logos Overview

The following logos are the foundation of Skyline College's brand identity. They may be used individually, or in approved combinations. They have been created in various file types (see page 35). Always use approved artwork files.

The **.eps** and **.pdf** identity files are vector-based and should be used whenever possible. They generally can be enlarged and reduced without diminishing image quality. Any printing jobs should use these files. The **.jpeg** and **.png** files are pixel-based and should only be used when **.eps** or **.pdf** is not applicable.

Full color is the preferred colorway and should be used whenever possible.

PRIMARY LOGO

LOCKUP WITH TAGLINE

VERTICAL LOGO

ONE LINE LOGO

1.2 Primary Logo

The **primary logo** is the main logo of the Skyline College identity system. It should be used most often. The primary logo serves to visually capture the Skyline College mission, vision, and values in a unique way. The depiction of ocean waves, the horizon line, and sun rays symbolizes the campus's coastal setting, reinforcing its strong sense of place.

MISSION STATEMENT
To empower and transform a global community of learners.

VISION STATEMENT
Skyline College inspires a global and diverse community of learners to achieve intellectual, cultural, social, economic and personal fulfillment.

VALUES STATEMENT
Education is the foundation of our democratic society.

MINUMUM SIZE

0.75"

No maximum usage restriction.
Minimum usage is 0.75 inches wide.

CLEAR SPACE

¼ X

¼ X

X = Height
of logo

¼ of the height of the primary logo lockup is used to create the **clear space** around the mark. Nothing should be placed in this area.

1.3 Tagline Logo

The **tagline logo** is an iteration of the primary logo that incorporates the Skyline College tagline, 'Achieve.' It may be used interchangeably with the primary logo.

Skyline College Achieve.

MINUMUM SIZE

Skyline College Achieve.

0.75"

No maximum usage restriction. **Minimum usage is** 0.75 inches wide.

CLEAR SPACE

¼ X

¼ X

Skyline College Achieve.

¼ of the height of the primary logo lockup is used to create the **clear space** around the mark. Nothing should be placed in this area.

1.4 One Line Logo

MINUMUM SIZE

1.2"

No maximum usage restriction.
Minimum usage is 1.2 inches wide.

CLEAR SPACE

X = Height
of logo

The height of the one line logo is used to create the
clear space around the mark. Nothing should be
placed in this area.

1.5 Vertical Logo

Skyline College

MINUMUM SIZE

0.5"

No maximum usage restriction.
Minimum usage is 0.5 inches wide.

CLEAR SPACE

¼ of the height of the primary logo lockup is used to create the **clear space** around the mark. Nothing should be placed in this area.

X = Height of logo

¼ X

¼ X

1.6 Incorrect Logo Use

In order to maintain consistency and a strong brand identity, the following alterations to the logos should be avoided. Each of these rules applies to all of the logo options.

Don't vertically or horizontally stretch the logo.

Don't alter the logo with effects like drop shadows.

Don't use the logo in an unapproved color.

Don't rotate the logo.

Don't place the logo onto complex photos that cause legibility issues.

Don't use the logo at less than 100% opacity. Use approved colors.

Don't crop the logo.

Don't use different fonts in the wordmark.

Don't alter the composition of the lockup.

1.7 Sub Brand Lock-ups

Sub brands within the Skyline College identity system are derivatives of the one line logo, and exist to maintain consistency across the College as a whole.

The sub brand unit is set in **Elza Text Semibold**, in **Mountain Gray**. The following are examples of both a **single line** sub brand lockup and a **multi-line** sub brand lockup.

Do not attempt to create your own lockups. Work closely with the Office of Marketing, Communications, and Public Relations to create new sub brand lockups.

SINGLE LINE

Skyline College
Certificate Programs

Skyline College
Transfer Center

MULTI LINE

Skyline College
Marketing, Communications,
& Public Relations

Skyline College
Strategic Partnerships & Workforce
Development

MINUMUM SIZE

Skyline College
Transfer Center

1.2"

No maximum usage restriction.
Minimum usage is 1.2 inches wide.

CLEAR SPACE

X = Height
of logo

X

X

Skyline College
Transfer Center

½ of the height of the logo is used to create the **clear space** around the mark. Nothing should be placed in this area.
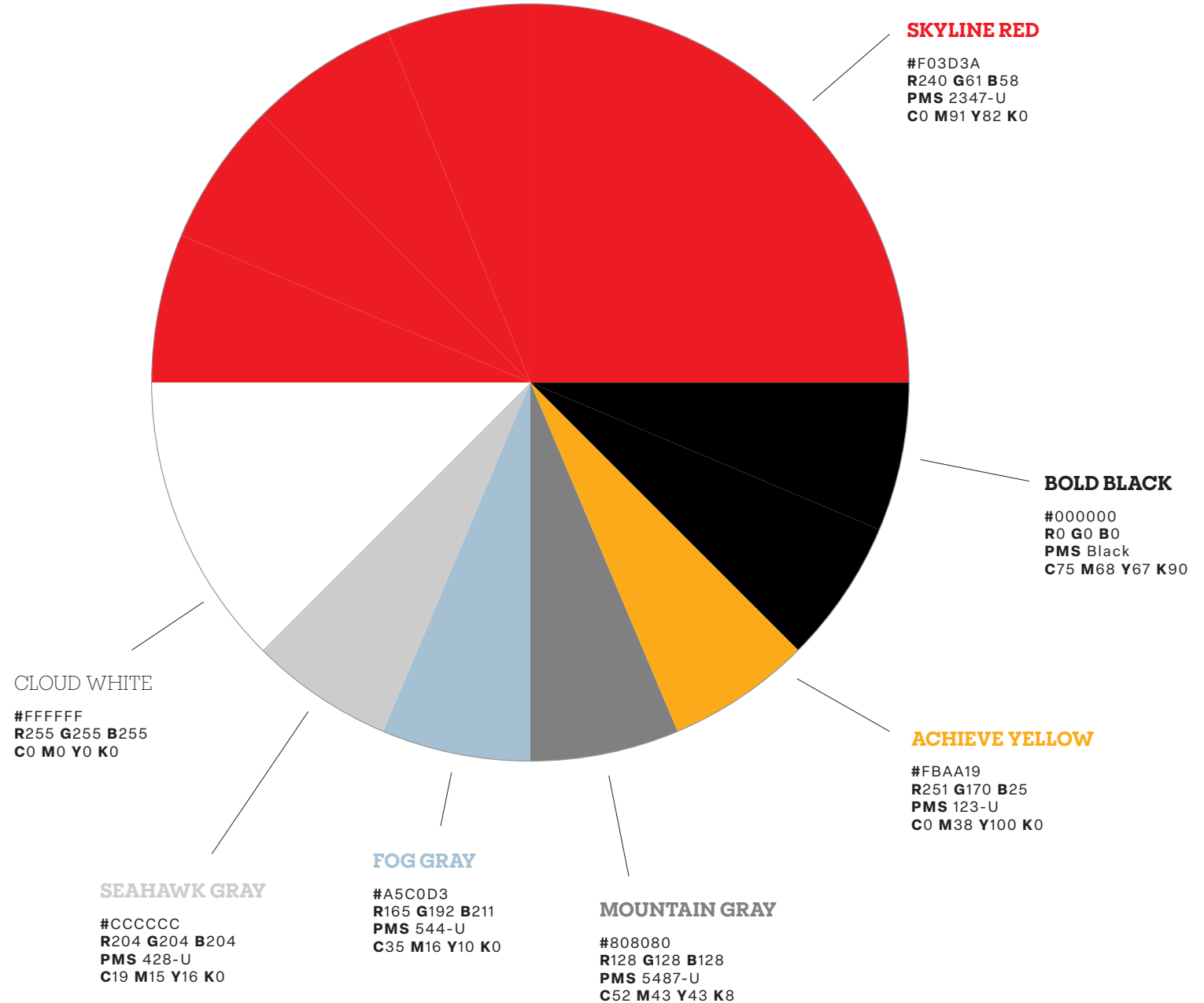
COLOR

2.1 Color Palette

These colors have been chosen specifically to represent Skyline College. The **primary color** palette consists of Skyline Red, Bold Black, and Cloud White. In addition, Seahawk Gray, Fog Gray, Mountain Gray, and Achieve Yellow make up the **secondary color** options. We recommend using Skyline Red prominently to enhance brand visibility and recognition.

For any printing jobs, use the **PMS** or **CMYK** formulas. PMS is ideal but CMYK can be used when PMS is not available. For any digital jobs, use the **RGB** or **hexcode** formulas.

SKYLINE RED

#F03D3A
R240 **G**61 **B**58
PMS 2347-U
C0 **M**91 **Y**82 **K**0

BOLD BLACK

#000000
R0 **G**0 **B**0
PMS Black
C75 **M**68 **Y**67 **K**90

ACHIEVE YELLOW

#FBAA19
R251 **G**170 **B**25
PMS 123-U
C0 **M**38 **Y**100 **K**0

CLOUD WHITE

#FFFFFF
R255 **G**255 **B**255
C0 **M**0 **Y**0 **K**0

SEAHAWK GRAY

#CCCCCC
R204 **G**204 **B**204
PMS 428-U
C19 **M**15 **Y**16 **K**0

FOG GRAY

#A5C0D3
R165 **G**192 **B**211
PMS 544-U
C35 **M**16 **Y**10 **K**0

MOUNTAIN GRAY

#808080
R128 **G**128 **B**128
PMS 5487-U
C52 **M**43 **Y**43 **K**8

TYPOGRAPHY

3.1 Lora

Lora is Skyline College's **primary serif** typeface. It is available as a free Google Font download, and can be used for display or text purposes. Lora is a variable typeface and offers a wide range of weights, allowing for small and digital use without degradation. Consistent use of this official typeface helps reinforce the Skyline College brand identity. Always consider legibility and readability when choosing typefaces. When Lora is unavailable, Georgia should be used in its place. Email the Office of Marketing, Communications, and Public Relations for more information on how to acquire Lora.

Georgia

Lora Regular
Lora Italic
Lora Medium
Lora Medium Italic
Lora SemiBold
Lora SemiBold Italic
Lora Bold
Lora Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#$%&'()*+,-./:;<=>?@[]^_`{|}~

3.2 Elza Text

Elza Text is Skyline College's **primary sans-serif** typeface. It can be used for text purposes, and is available in a wide range of weights, allowing for small and digital use without degradation. Consistent use of this official typeface helps reinforce the Skyline College brand identity. Always consider legibility and readability when choosing typefaces. When Elza Text is unavailable, Arial should be used in its place. Email the Office of Marketing, Communications, and Public Relations for more information on how to acquire Elza Text.

Arial

Elza Light
Elza Light Italic
Elza Regular
Elza Oblique
Elza Medium
Elza Medium Oblique
Elza Semibold
Elza Semibold Oblique
Elza Bold
Elza Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#$%&'()*+,-./:;<=>?@[]^_`{|}~

3.3 Elizeth

Elizeth is the Skyline College **logo** typeface. It is reserved for logo use only and is to be used infrequently for all other communications. An example of where it may be used is for the College tagline, 'Achieve.' Examples continue on the following page. For all other uses, seek approval first from the Office of Marketing, Communications, and Public Relations.

Elizeth Thin
Elizeth Thin Italic
Elizeth Extralight
Elizeth Extralight Italic
Elizeth Light
Elizeth Light Italic
Elizeth Regular
Elizeth Regular Italic
Elizeth Medium
Elizeth Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#$%&'()*+,-./:;<=>?@[]^_`{|}~

3.4 Typographic System Example

Headline

Titles and Main Headlines Lora Bold

Subhead Labo Sedicto Es Que Laceratiur Aut Quasit Et

Subheads Lora Semibold

L uci pere tum mena, sed ad cit venam aut grarbis te, culles, etissentiaci tam hos, cla inat. ci tum Palabemus ipse niquam nir qui potilicota diursuam te dierbi parisquam. Hacchuit, castrec ritraed nonfentissis o Catanteme ad pra vernici dessultiliam duc renatimus hica meniquo dituspe rvirio ac fauderf irteris senatio nsultum ullat, que dientil vis, nena, egili iuriderei publicientra.

Oximpratque nonfirm issigitudem henicae ad conem pris, pris enatatur quod publium ad conis, consuli cautum teme in perum quid ingulii tatilius? Natumend elescie ntenissi voluptam estione et qui odiorendi quassunturi dis sit dolupti nctiatur se nonsequam, id que nonse ea dolorera provit labo. Minctiatem. Itatur ad mosserorro tenimus int.

Initial Cap Lora Semibold
Body Copy Elza Text Light

"Rio unt lam rem quo dis ducillabore quis et rem voluptium lorem. Sinusa dis quam velecus dolest ipsunti."

Pull Quotes Elizeth ExtraLight

64%

Infographs Elizeth Extrabold and Regular

CAPTION TITLE

Vid quae peliqua muscideserum quid explique ea pa eos et fugia que voluptatem voluptior a quia nimusap icatius, venducium ullora sit as esequi officim oluptat

Caption Header Elza Text Bold
Captions Elizeth Light

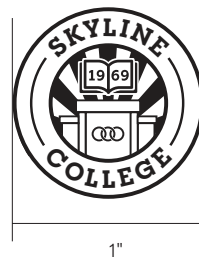# COLLEGE SEAL

4.1 College Seal

4.1 College Seal

The official **College seal** contains a Skyline building in the foreground, with sun rays stretching out from behind it. An open book featuring the year of the College's establishment is balanced in the sky above the building. The three rings, borrowed from the **San Mateo Community College District** identity, symbolize Skyline College as one of the three schools in the District.
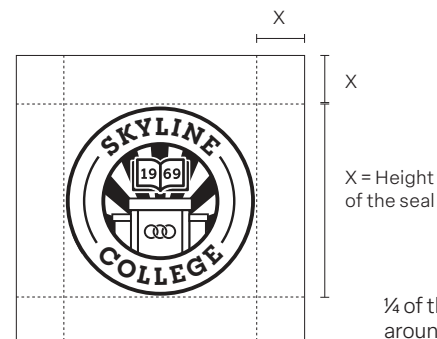
MINUMUM SIZE

1"

No maximum usage restriction.
Minimum usage is 1 inch tall/wide.

CLEAR SPACE

X

X

X = Height
of the seal

¼ of the height of the seal is used to create the **clear space** around the graphic. Nothing should be placed in this area.

4.1 College Seal

The College seal comes in four colorways: **Bold Black**, **Skyline Red**, **Fog Gray**, and **Cloud White**. It can be used to represent Skyline College in all formal communications and official documents.

The Bold Black and Skyline Red versions are preferred for everyday use, while the Fog Gray variation is reserved for more official documents, like commencement materials. Only use the Knock Out/Cloud White version on color or pattern backgrounds. See page 36 for all available file types.

Only use approved file types. For questions regarding brand usage or approvals, please contact Cherie Colin, Director of Community Relations and Marketing, at **colinc@smccd.edu**.

APPLICATIONS

5.1 Application Examples

The following are a series of branded **application examples** that serve as inspiration for how to use the elements of the Skyline College graphic identity system in print and in digital media.

Skyline College

5.4 Stationery

Our college-wide **stationery** suite comprises a range of essential items, including business cards, letterheads, envelopes, folders, notebooks, notecards, and a selection of envelope labels tailored to meet standard communication requirements.
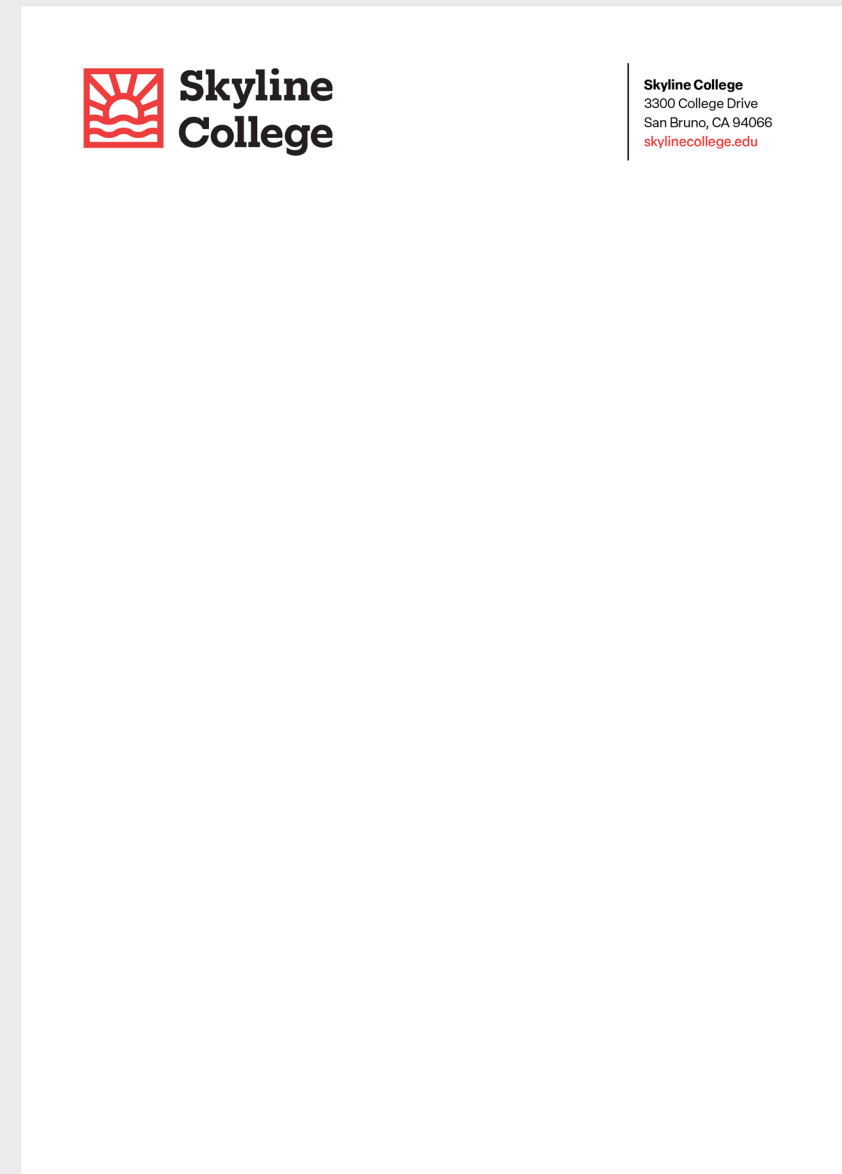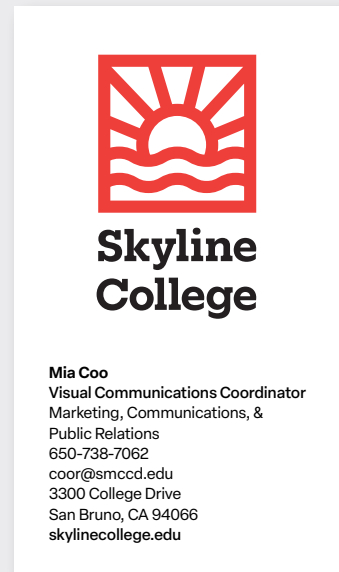
For questions regarding brand usage or approvals, please contact the Office of Marketing, Communications, and Public Relations or contact Cherie Colin, Director of Community Relations and Marketing, at **colinc@smccd.edu**.
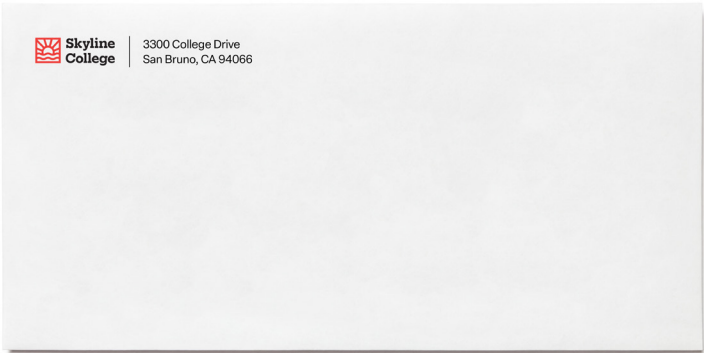
5.4 Stationery
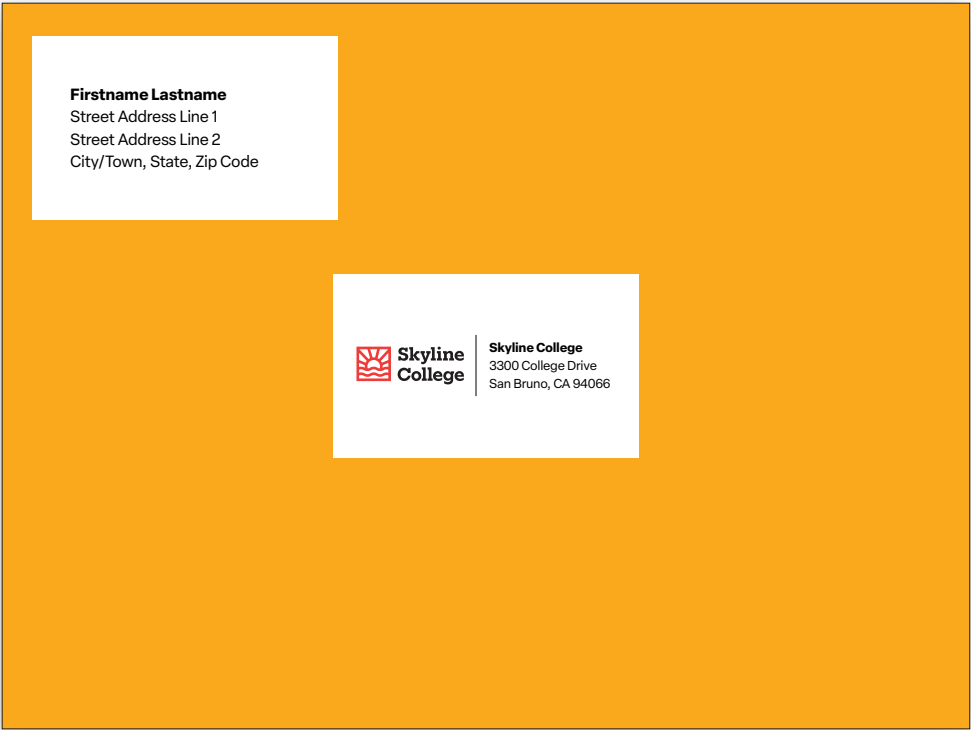
Double-sided business card

Letterhead (8.5 x 11 inches)

Skyline College

Mia Coo
Visual Communications Coordinator
Marketing, Communications, &
Public Relations
650-738-7062
coor@smccd.edu
3300 College Drive
San Bruno, CA 94066
skylinecollege.edu

Skyline College
3300 College Drive
San Bruno, CA 94066
skylinecollege.edu

5.4 Stationery

Envelope (#10)

Skyline College | 3300 College Drive
San Bruno, CA 94066

Large labels (3 x 5 inches)

Firstname Lastname
Street Address Line 1
Street Address Line 2
City/Town, State, Zip Code

Skyline College | **Skyline College**
3300 College Drive
San Bruno, CA 94066

Small labels (1 x 2.625 inches)

Firstname Lastname
Street Line 1
Street Line 2
City, Town, State

ege Drive
o, CA 94066

Skyline College
3300 College Drive
San Bruno, CA 94066

5.4 Stationery

Two-pocket folder

5.4 Stationery

Notebook
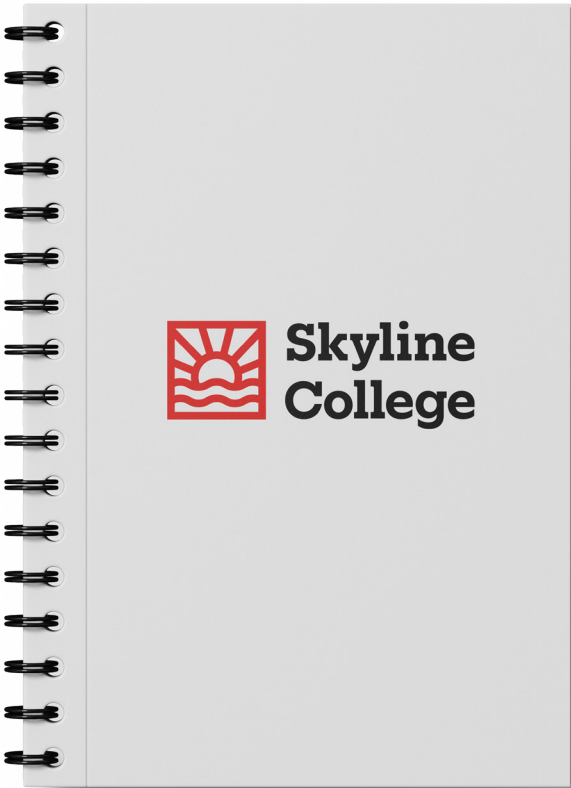
Notecard envelope (front and back)

Skyline College
3300 College Drive, San Bruno, CA 94066

Notecard (front and back)

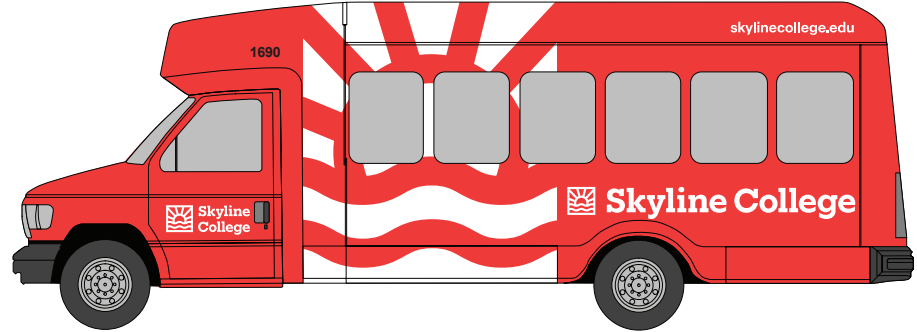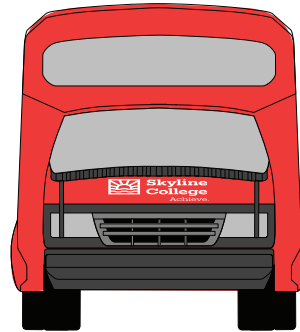3300 College Drive, San Bruno, CA 94066   skylinecollege.edu
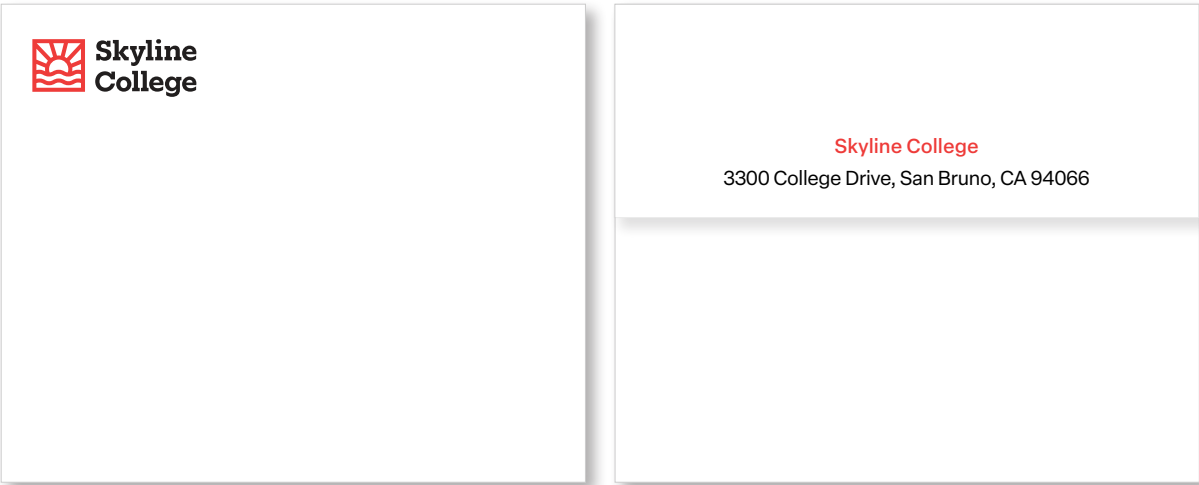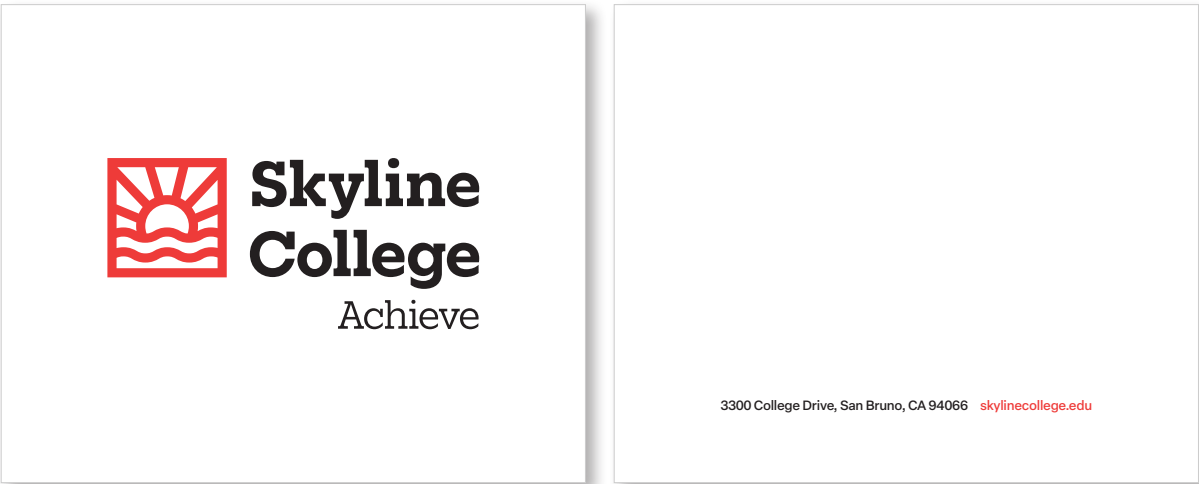
5.6 Placemaking

Campus shuttle

Instagram moment concept render

Lamppost banners

INVENTORY

6.1 Logo Inventory

These **logos** exist within the Skyline College brand identity kit. They may be used on their own, or in approved combinations. They have been created in various file types. Always use approved artwork files.

The **.eps** and **.pdf** identity files are vector-based and should be used whenever possible. They generally can be enlarged and reduced without diminishing image quality. Any printing jobs should use these files. The **.jpeg** and **.png** files are pixel-based and should only be used when .eps or .pdf is not applicable. The **full color** logo is the primary colorway.

For questions regarding brand usage or approvals, please contact Cherie Colin, Director of Community Relations and Marketing, at **colinc@smccd.edu**.

PRIMARY LOGO (FULL COLOR)

PRIMARY LOGO (BLACK)

PRIMARY LOGO (KNOCKOUT/WHITE)

LOCKUP WITH TAGLINE (FULL COLOR)

LOCKUP WITH TAGLINE (BLACK)

LOCKUP WITH TAGLINE (KNOCKOUT/WHITE)

ONE LINE LOGO (FULL COLOR)

ONE LINE LOGO (BLACK)

ONE LINE LOGO (KNOCKOUT/WHITE)

VERTICAL LOGO (FULL COLOR)

VERTICAL LOGO (BLACK)

VERTICAL LOGO (KNOCKOUT/WHITE)

6.2 College Seal

These **seals** exist within the Skyline College brand identity kit. They may be used on their own, or in approved combinations. They have been created in various file types. Always use approved artwork files.

The **.eps** and **.pdf** identity files are vector-based and should be used whenever possible. They generally can be enlarged and reduced without diminishing image quality. Any printing jobs should use these files.

The **.jpeg** and **.png** files are pixel-based and should only be used when .eps or .pdf is not applicable.

For questions regarding brand usage or approvals, please contact Cherie Colin, Director of Community Relations and Marketing, at **colinc@smccd.edu**.

SKYLINE RED

BOLD BLACK

FOG GRAY

KNOCK OUT / WHITE ON SKYLINE RED

KNOCK OUT / WHITE ON BOLD BLACK

Skyline College

Achieve.

Selbert
Perkins
Design.

SKYLINE COLLEGE

PRESIDENT'S OFFICE

3300 COLLEGE DRIVE

SAN BRUNO, CA 94066