

/San Diego Continuing Education

STYLE GUIDE/ NOVEMBER, 2016

SAN DIEGO
CONTINUING
EDUCATION



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2



3



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SAN DIEGO CONTINUING EDUCATION

5

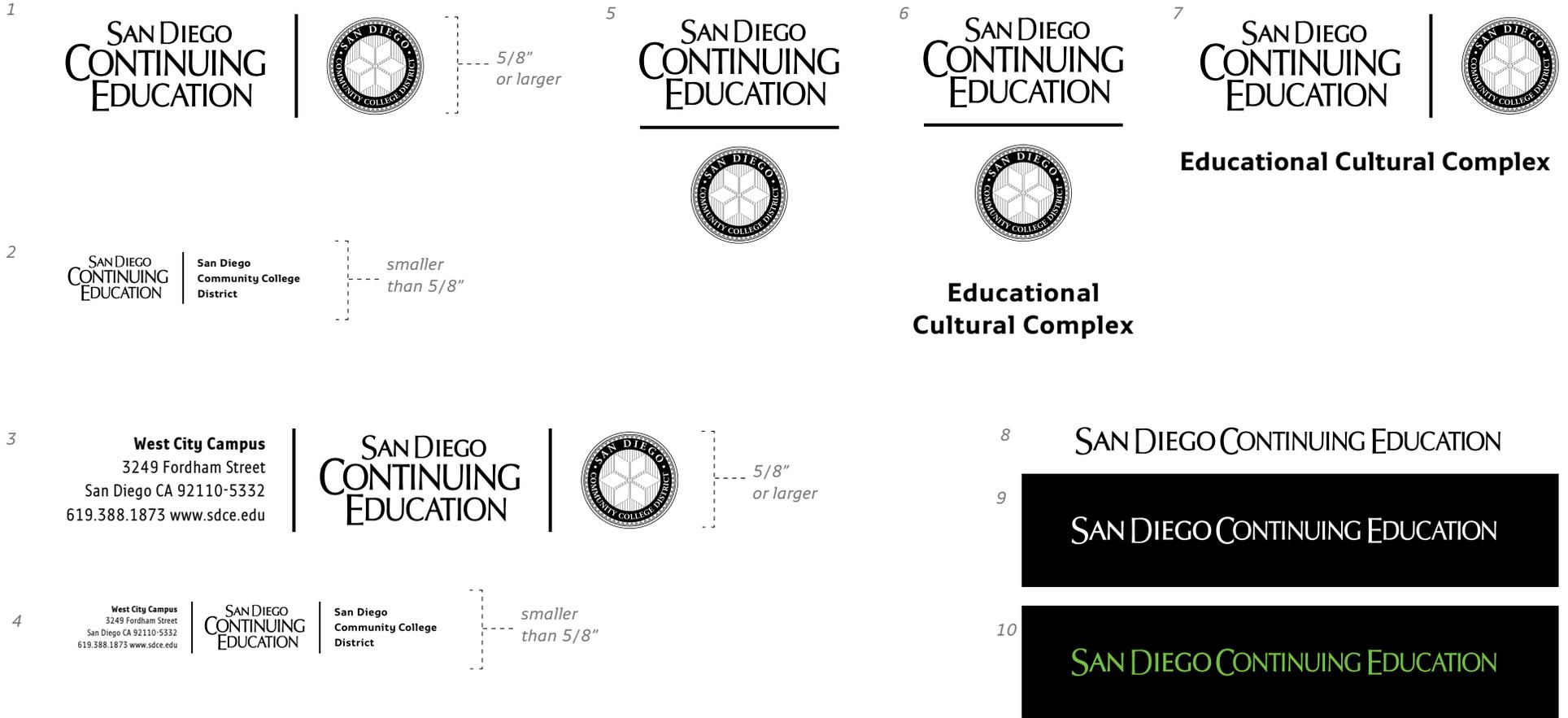


6



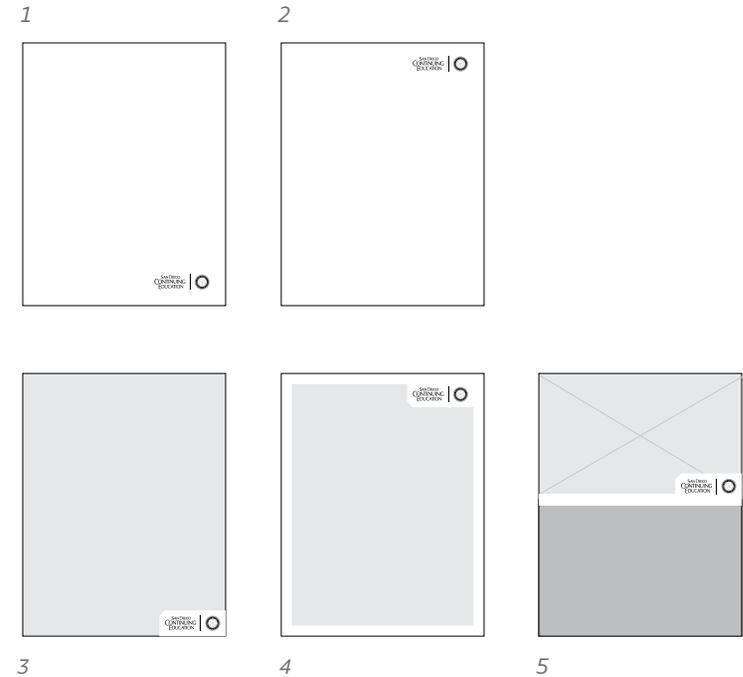
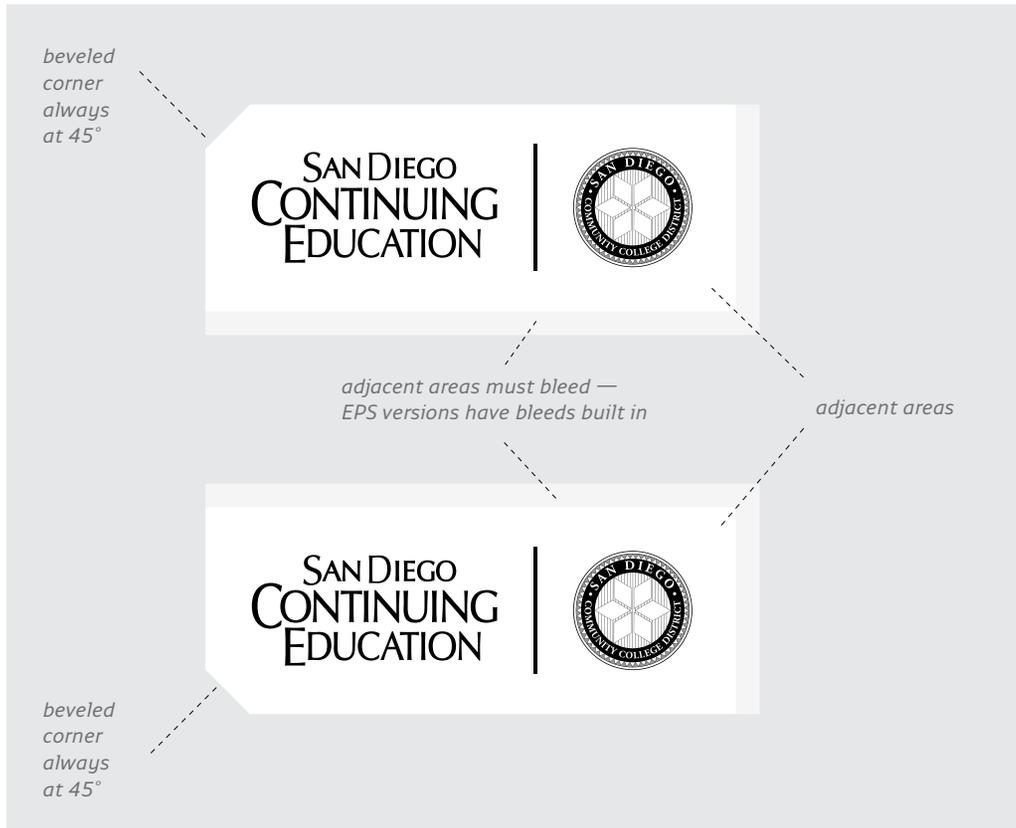
1. The preferred logo for Continuing Education is using the SDCCD seal and the fully spelled-out version of Continuing Education in all black. The proportion of the seal vs. the words Continuing Education should always stay the same as in this example. Avoid using the words Continuing Education alone; always combine them with the SDCCD seal. The black logo is always placed on a white background.
2. Spacing parameters: use a cushion of at least one horizontal diamond on the right and left side of the logo, and at least one vertical diamond on the top and bottom. Horizontal diamonds in the center of the logo describe the measured spaces.
3. Use the appropriate white version of the logo when placing on a colored background. Do not place this logo on top of a photo or illustration, unless it is placed in a white beveled box, see page 1:3.

4. An alternate logo without the SDCCD seal is available to use. This is mainly used on SDCCD collateral where the other colleges are also being represented and the seal version of the logo becomes redundant.
5. Spacing parameters: Utilize the "N" in the logo type to measure the minimum space around the logo needed for optimal reading. See example on spacing.
6. A white version of the alternate logo without the SDCCD seal is available to place on dark-colored backgrounds.



1. There is a minimum size limitation of the SDCCD seal at 5/8". Do not use it any smaller.
 2. If the logo needs to be used smaller, an alternative version can be used, as shown.
 3. To add a campus location, four lines of right-aligned text can be added to the left of the Continuing Education logo. Use Monitor Condensed Bold and Normal at 9 points when the SDCCD seal is 5/8". Scale proportionally. Follow example above.
 4. Alternate campus version without the SDCCD seal is available if used smaller than 5/8".
 5. A stacked version of the logo is available for collateral and building signs when a vertical layout is needed. Use this version sparingly.
- 6/7. Space between the seal and text is 2/8 or .25 depth. When the seal is minimum size (5/8") the campus name is 12pt Monitor Bold. Used primarily for signs.

8. Logo use for SDCCD materials only
9. For SDCCD materials, only use the horizontal logo type version. Do not use the seal and line version.
10. When the Continuing Education logo is used in combination with other college logos, use the logo in green (PMS 368) when a color can be used.

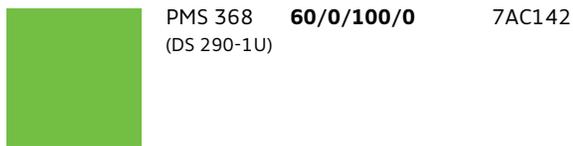


Beveled box option

The adjacent corner to the beveled corner must always be anchored to the bleed and/or an anchored white bar. New EPS files have a beveled box built in with the logo and include bleeds. The beveled box must always stay white.

Beveled corner can only be placed at the RIGHT SIDE of the layout or page as shown in examples 3, 4 and 5. Beveled corner will always be at 45°.

1. Logo without beveled box; bottom right; no bleed
2. Logo without beveled box; top right; no bleed
3. Logo in beveled box; bottom right; with bleed
4. Logo in beveled box; top right; with white margin (solution when there cannot be a bleed)
5. Logo in beveled box; anchored on white horizontal bar on the right side; with bleed.



PMS 368 (DS 290-1U) **60/0/100/0** 7AC142



Black (DS 248-2U) **100/0/0/0** 000000



White **0/0/0/0** FFFFFFFF

solid **cmYk** hex



PMS 158 **0/61/97/0** F48024



PMS 124 **0/28/100/6** FD8C11



PMS 382 (DS 302-1U) **35/0/100/0** B3D335



PMS 368 (DS 290-1U) **60/0/100/0** 7AC142



Pro. Cyan (DS 239-3U) **100/0/10/0** 00ADDD

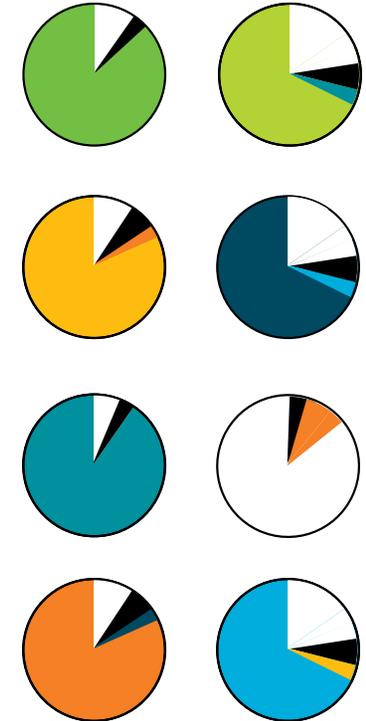


PMS 321 (DS 248-2U) **100/0/30/20** 00909F



PMS 309 **100/0/9/72** 004960

solid **cmYk (preferred)** hex



Core colors

Green (PMS 368) is the preferred primary solo color. Neutrals black and white helps balance out the colorfulness of the palette, esp when combining with primary colors. Neutrals must be included in color combinations for this reason.

Primary colors

Select one color to lead as main primary color per material/project, add up to two colors maximum to pair as accent colors.

Primary colors can also be used as tints. If a tint is used, make sure there is a high contrast between the background tinted color and the text.

Less is more

Less colors for more coverage. A main color needs to lead a design for a material/project. Besides black for text, select one primary to be 65% or more. Pair with white at about 25%, and an additional color as an accent of 10% or less. Try switching white as the main color as well.

Example color use in brochures

