# VISUAL IDENTITY GUIDELINES

SOUTHWESTERN COLLEGE

NOTE:
Please be advised this document will be updated periodically in order to provide the most current and updated versions of the official Southwestern College Visual Identity Guidelines and Design Elements.

This document may not be reproduced, duplicated or used as a template, whether partially or in it's entirety.

For questions regarding Visual Identity Guidelines, logos, graphics, mascot usage or their application, please contact Brenda Mora, Publications Associate at bmora@swccd.edu or at (619) 421-6700 ext. 5213 at the Office of Communications, Community and Government Relations, Room 12-102

# TABLE OF CONTENTS

# INTRODUCTION

## What are Visual Identity Guidelines and why are they important?

Visual Identity Guidelines consist of procedures and guidelines that pertain to all elements that make up the visual voice of Southwestern College (SWC).

The visual identity of SWC is comprised of the official college logos, colors, mascot, fonts, marks and design elements. This guide is to be used by anyone who produces SWC materials, in order to maintain consistency throughout district-wide messaging and enhance the colleges' overall communication efforts.

Educating and empowering each other is essential and vital in reaching institutional goals, marketing goals and all around professional and personal goals. The goal of providing you with the following Visual Identity Guidelines is not to limit your creativity, but to inform our end-users of the benefits of following these guidelines and the impacts one has on the brand when working independently without adhering to them.

Working collaboratively towards a unified and structured visual message and purpose, enables clear messaging, saves time and reduces duplicated efforts within departments. It also gives room for proper execution, and collaboration which results in producing quality materials we can all be proud of.



**SWC**
SOUTHWESTERN COLLEGE

**Get your first 2 years of college FREE**

**Southwestern College**
**Promise Program**

For more information:
**www.swccd.edu/promise**
Open to high school graduates who have never attended college.

*The goal of providing you with the following Visual Identity Guidelines is not to limit your creativity, but to inform our end-users of the benefits of following these guidelines and the impacts one has on the brand when working independently without adhering to them.*

## What is the role of the Office of Communications, Community and Government Relations (CCGR)?

With so many new faces joining Southwestern College, it is vital to share with you what the role of the Office of Communications, Community and Government Relations (CCGR) is when it comes to Visual Identity. CCGR is responsible for approving and overseeing the visual identity of the college and it's corresponding design elements. It is imperative that external departments, vendors and consultants work with us collaboratively and adhere to these guidelines.

The visual voice, messaging, accuracy of elements, impacts not only our brand and messaging, but can take a farther reach into Accreditation, as CCGR is responsible for the accuracy and consistency of the College's communication efforts and materials produced for our public.

In an effort to better serve you, we ask that you please take a moment to review these guidelines, begin to implement and adhere to them, and share or discuss with your teams and colleagues.

**Lastly, know that we're here to help you—your success is our success!** Working collaboratively, asking for assistance, seeking guidance or simply inquiring what support we can offer can go a long way. Doing so allows us to be a resource for colleagues, opens up the possibilities for providing creative direction and cost-savings ideas, prevents duplicated efforts, and also allows you see the possibilities and potential in your efforts and goals.

We look forward to working with you and thank you in advance for your support and adherence to our Visual Identity Guidelines.

# OUR **VISUAL IDENTITY**

The Southwestern College (SWC) name, logo, mascot, color palettes and official marks are what make up the college's visual identity and what identify us amongst our audience and community—they are a means of recognition and part of our visual voice and brand.

How each of us apply and use these elements in the materials we create plays an important role and impacts how our audience and community perceive our institutional identity. Whether used collectively or individually, these elements represent the college and convey a focused and consistent message in visual form when used appropriately and in-line with design standards.

These guidelines have been developed for all SWC employees, student organizations, clubs, and external vendors as a reference when developing materials for internal and external audiences. We ask that you refer to these guidelines when referencing the college or using any official college logos, mascots, marks or design elements to ensure a unified, professional and cohesive visual message and application.

The Office of Communications, Community and Government Relations (CCGR) recognizes that there are many variables for different projects and items may at times reflect their own distinct characteristics. However, it is critical  for all visual identity guidelines to be followed and applied across all mediums.

*The Southwestern College (SWC) name, logo, mascot, color palettes and official marks are what make up the college's visual identity and what identify us amongst our audience and community—***they are a means of recognition and part of our visual voice and brand.***

# THE **OFFICIAL COLLEGE NAME** AND **ACRONYM**

The official district name, college name and acronym are as follows:

**OFFICIAL DISTRICT NAME:**
Southwestern Community College District (SCCD)

**OFFICIAL COLLEGE NAME:**
Southwestern College

**OFFICIAL COLLEGE ACRONYM:**
SWC

The official district name, college name and acronym are not to be abbreviated or modified in any way, regardless of intended use. It is not to be modified for any publications, uniforms, promotional items, signage, logos, communications, college merchandise, etc.

**The following names or acronyms are NOT approved for District or College wide use.** Any production of items reflecting acronyms listed below are not permitted.

- SC
- S.C.
- S.W.C.
- South Western College

SC is used for: University of Southern California merchandise (SC Trojans); South Carolina (SC); Other out-of-state Southwestern Colleges; etc. **Please discontinue any "SC" use or references immediately.**

*IMPORTANT: If you have developed items which include any of the names or acronyms that are **NOT approved for District wide use**, we ask that you begin using the official name and acronym, and **discontinue production of materials** that are not in line with the visual identity guidelines and Official District wide names and acronyms.*

# THE **OFFICIAL COLLEGE LOGO**

The official Southwestern College logo is the most important element of our visual identity. **The logo is comprised of three elements:**
**ACRONYM, SUN MARK** and **WORDMARK**

The wordmark is comprised of the words "Southwestern College" and is displayed using the font Handel Gothic. Although Handel Gothic is an essential element in our visual identity, the Handel Gothic font it is **NOT** approved for use in our headlines or body copy. **This font is only to be used as part of our official college logos and campus wide signage.**

## PRIMARY LOGO

**All College/District materials should include the primary college logo**. In instances where the primary logo is directly next to or above a header reflecting the Southwestern College name prominently, the secondary logo may be used.

ACRONYM
SUN MARK
WORDMARK
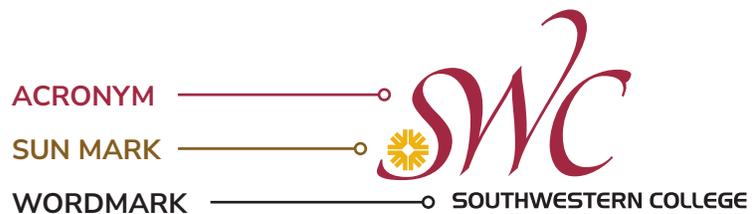
## SECONDARY LOGO

The Secondary logo **does not** include the "Southwestern College" **wordmark**. This logo is acceptable for use on materials where it is directly next to or above a header which include the words Southwestern College. If applying this logo to any materials, please ensure that the words "Southwestern College" in your headline or header are large and prominent to allow for clear name recognition.

ACRONYM
SUN MARK

*Remember, less is more.*
*When you create any college materials, the best practice is to only include **ONE** logo—the official Southwestern College logo.*

Although various departments and programs currently have individual logos, using them in addition to the official SWC logo, or in combination with a multitude of logos often times confuses brand recognition and creates a busy layout instead of a clean, simplified, focused design. It also conveys a message of disorganization and lack of unity amongst our institution.

**Use of the SWC logo on it's own is best practice,** however there are exceptions from time to time when additional logos are required. An example of such exceptions are when Partner or Sponsor logos are **required** on certain materials.

## USE OF PARTNER OR SPONSOR LOGOS

Use of partnership or sponsorship logos may be required from time-to-time. Please consult with CCGR when use of additional logos are required in materials.

When working collaboratively with CCGR, it ensures proper adherance to **external** branding guidelines are met. This allows for accurate representation of your partner/sponsor logos and brand.

**WORKING INDEPENDENTLY AND USING EXTERNAL LOGOS WITHOUT APPROVAL, MAY SUGGEST ENDORSEMENT OF SERVICES, OPINIONS, PRODUCTS, ETC. ON BEHALF OF THE DISTRICT OR COLLEGE.**



*Sample of primary logo usage with accompanying logo*

# USING THE **COLLEGE LOGO**



### <<< LOGO SAFE SPACE

**As a rule of thumb, allow for a minimum ¼" of safe space all around the primary OR secondary college logo.** This ensures that all other accompanying elements on your materials do not interfere or take away from logo and name recognition. No additional text or elements are permited within the 1/4" safe space.
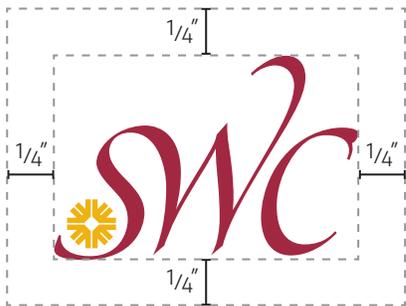




<<< **When using the secondary logo, apply the same safe space rules as mentioned above.** If using the secondary logo, please ensure that it is used in close proximity to a header that reflects the Southwestern College name to ensure name recognition. If your header will not include the college name, please use the primary logo.



*Actual smallest size*

<<< To ensure legibility and recognition on materials, logo must not appear smaller than.75".

Reducing the logo to less than the minimum .75" high will result in an illegible sun mark and wordmark.

**If use of the college logo is required at a smaller scale for a special project, please contact CCGR for further assistance.**
EXCEPTIONS MAY BE MADE, HOWEVER PROPER ADJUSTMENTS, MODIFICATIONS AND APPROVAL THROUGH CCGR ARE REQUIRED.

## COLOR VARIATIONS

**Please use the full-color logo when possible.** If the color logo is not an option for the project at hand, the logo may be used as: **all black, all burgundy (PMS 194),** or **all white.** Do **NOT** use the logo in gold (PMS 124). This color is not recommended as it can create readability and accessibility issues. **>>>**

## LOGO APPLICATION AGAINST BACKGROUNDS

When a colored background is used, it is recommended that it be light or subtle in color. Any background colors that are too similar may compromise accessibility requirements, visibility of elements, name recognition and reproduction quality. The sample to the right provides proper contrast both in digital format and also when reproducing as a printed piece. **>>>**

## LOGO APPLICATION DON'TS

Do not place the logo against colors that are dark or close to the logo colors, as this will compromise legibility. **>>>**
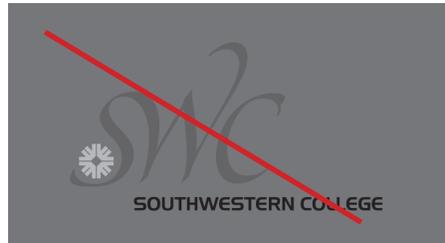
Reproduction will be compromised as black and white copies will reproduce as shown above.

Do not place a logo with a white box around it. **Use the transparent GIF version of the logo to prevent this.**

## BLACK AND WHITE LOGO

The above application guidelines of logo also apply to both the black and white versions of the logo.

Use white logo against backgrounds that are darker and provide contrast.

Do NOT use white logo against light backgrounds.

Do NOT use black logo against dark backgrounds that compromise legibility.

# LOGO DON'TS

***All logos are a representation of the District and College. Independently working on logos and proceeding with distribution for any department, school, center, office, etc. is NOT permitted.*** *All logo development, modifications or versions must be produced and approved by CCGR.*

- **Do NOT** attempt to modify, create, or recreate **ANY COLLEGE LOGOS**. Independently working on logos and proceeding with distribution for any department, school, center, office, etc. is **NOT** permitted.

  All logo development, modifications or versions must be approved and produced by CCGR.

- **Do NOT** modify any logo elements, including wordmark text. The wordmark "Southwestern College" must remain as is and is not to be replaced with your department, office or center name.

- **Do NOT** place logos on top of or behind any other text.

- **Do NOT** place logos on top of busy backgrounds which may impact logo recognition and legibility.

- **Do NOT** use logos as watermarks.

- **Do NOT** overlap logo with harsh lines or objects in background.

- **Do NOT** recolor the logo

- **Do NOT** stretch, squeeze vertically or skew the logo

- **Do NOT** combine official logos, mascots or symbols with any other logos or symbols in an effort to create your own.

- Logo should not be framed by a box of any color, including white.

- **Do NOT** use old versions of the logo. The SWC logo changed and retired its former colors many years ago. Although the difference is subtle, the retired colors were a darker hue of of maroon and a darker hue of the gold. If you currently use a version of the SWC logo that is not representative of the Official SWC logo, please replace with the official SWC logo. Download here.

Do not change the logo colors **>>>**

Do not create your own logo **>>>**

MY OFFICE NAME

MY OFFICE NAME

Do not break the wordmark "Southwestern College" into two lines.

The wordmark must be displayed as one line, not two. **>>>**

Do not alter the alignment of the "Southwestern College" wordmark.

Left or right justification is NOT permitted. **>>>**

# THE **OFFICIAL COLLEGE COLORS**

The official college colors are:
   **BURGUNDY** (PMS 194)
   **GOLD** (PMS 124)

In order to maintain ink and color matching standards, the matching system used is the Pantone Matching System (PMS). PMS colors are standardized and provide a specific color number for each color to ensure accurate color matching at output, similar to how one selects a paint swatch to ensure accurate colors.

The way we see color on our monitors will not always be what you expect to see for final output. Monitors vary in calibration and display colors in Red, Green and Blue (RGB), while printers use Cyan, Magenta, Yellow and Black (CMYK) inks.

To ensure accuracy and proper color matching, we ask that you refer to the following color guide when working on your next project. Our color guide consists of our **Primary Color Palette** (the official college colors) and a **Secondary Color Palette** (complimentary and accent colors). It is recommended that the secondary color palette be used sparingly and as an accent. Do **NOT** use secondary colors in place of the official colors.

## PMS 194 C
### Burgundy

| | | |
|---|---|---|
| **CMYK >>>** | C | **2** |
| | M | **97** |
| | Y | **43** |
| | K | **33** |
| **RGB >>>** | R | **155** |
| | G | **39** |
| | B | **67** |
| **HEX Code >>>** | # | **9B2743** |

## PMS 124 C
### Gold

| | | |
|---|---|---|
| **CMYK >>>** | C | **0** |
| | M | **29** |
| | Y | **100** |
| | K | **1** |
| **RGB >>>** | R | **234** |
| | G | **170** |
| | B | **0** |
| **HEX Code >>>** | # | **EAAA00** |

## TYPES OF COLORS AND WHEN TO USE THEM

**CMYK:** Cyan, Magenta, Yellow and Black (CMYK) colors are used for any items that are intended for print.

**RGB:** Red, Green, Blue (RGB) colors are used for any images that are intended only for digital use and digital viewing.

**HEX Code:** HEX Codes are intended for website use and provide accurate color matching to the official college colors.

**PANTONE MATCHING SYSTEM (PMS) COLORS:** Pantone colors provide the most accurate color matching when printing materials.

## SECONDARY COLOR PALETTE

The secondary pallete is meant to be used as a means of accenting materials. It is not meant to replace the official college colors.

| PMS 454 | PMS 448 | PMS 322 | PMS 405 | PMS 405 |
|---------|---------|---------|---------|---------|
| CMYK | CMYK | CMYK | CMYK | CMYK |
| (21, 18, 36, 0) | (56, 58, 80, 51) | (100, 35, 50, 13) | (56, 52, 59, 25) | (23, 20, 25, 0) |
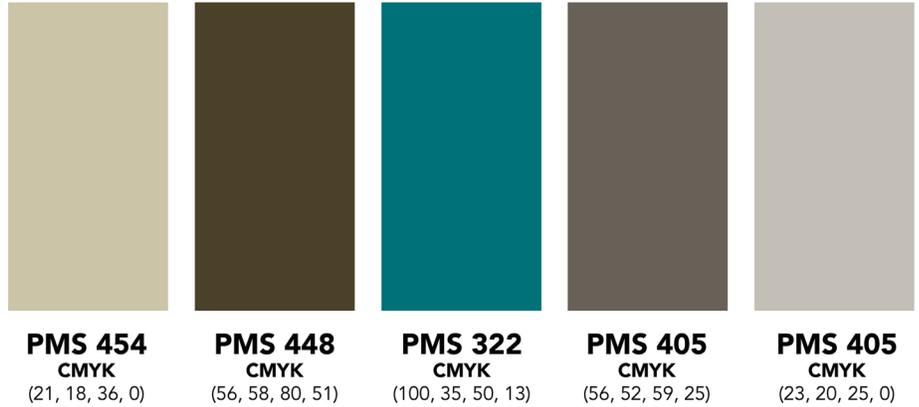
# THE **OFFICIAL COLLEGE MASCOT**



The **Official Southwestern College Jaguar Mascot** is one of the main identifiers and symbols of the college amongst our community.

The mascot is a symbol that has been a part of our visual identity for many years, and one that you will find throughout our institutional signage, landmark buildings, materials, merchandise, and more.

Although the Jaguar mascot may be used as a stand-alone graphic for approved projects, it is not meant to take the place of our college primary identifier—the college logo. When using the college mascot, you must also use the SWC logo on your materials to provide official college name recognition. If designing any collateral materials, you must use the logo and mascot within your design but they should not be placed together, overlapping or manipulated as to merge them. These elements are to be placed separate from one another.
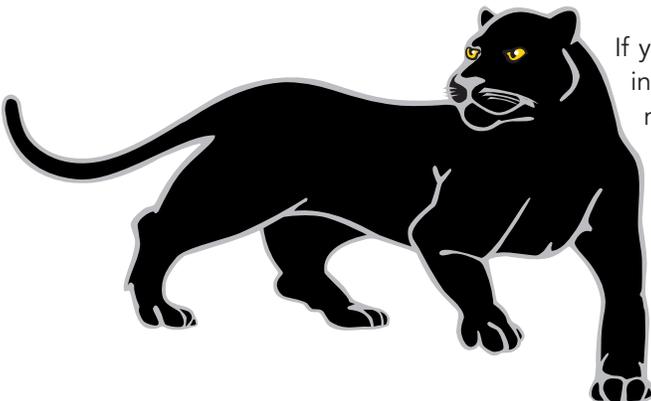
If your materials are limited in space, the mascot may be cropped as demonstrated to the right. >>>
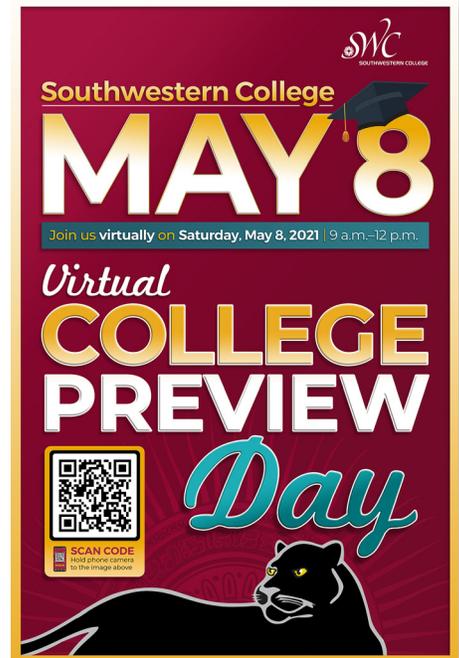
*The Jaguar Mascot is an official symbol that represents both the District and the College.*

*Independently modifying or using any other Jaguar graphic or mascot to represent the College, District, department, school, center, office, etc. is NOT permitted.*

*Any special projects requiring special use of the Jaguar mascot must be produced and approved through CCGR.*

## MASCOT DO'S



When using the Jaguar,
it is recommended to use the full-body version.



If space is limited, cropping the Jaguar is permitted.

## MASCOT DON'TS

Do not merge with any logos
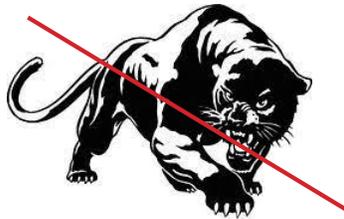
**MY OFFICE NAME**

Do not add any text
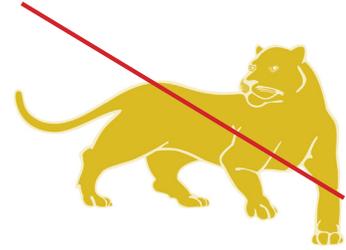
Do not modify color

Do not modify, or add any graphics or icons to the mascot.

Do not flip the mascot vertically or horizontally.

*Do not use any other Jaguar on any materials or communications that is not rerepresentative of the official Southwestern College Jaguar Mascot.*

# THE **BALL MARKER**
## EL MARCADOR DE PELOTA

The architecture of Southwestern College displays Mayan influence throughout hieroglyphs and design elements. The Mayan Ballmarker design, featured on the Southwestern College Student Center, is symbolic of intellectual preparation for the rigors of a competitive changing world. The Mayan cultures played a serious ball game called tlachtli where the players successfully completed their bargain with the universe. The objective of the game—an allegory for the continuation of life—was to keep the ball in motion. Individuals who played the game were required to work collaboratively.

The glyphs surrounding the Ballmarker, El Marcador de Pelota, represent the movement and the passage of time. If the game were played correctly, the order of the universe would be maintained and the success of the Mayan world secured. The Ballmarker assured that all who stepped into the court were mentally, spiritually, physically, and intellectually prepared. The standards and expectations were exceedingly high.

The Maya excelled in the sciences, developed advanced calendar systems and used the mathematical concept of pi to calculate movement of the stars and to design their cities. Mayan hieroglyphs make up one of only five independent writing systems ever developed. They reveal the sophistication of the culture, which was the largest in all Central America.

## BALLMARKER DO'S

- The ballmarker may be used as a watermark
- The ballmarker may be cropped if necessary
- The ballmarker may be used with a solid color. NO gradients are permitted.

## BALLMARKER DON'TS

- **Do NOT** modify or alter the ballmarker

- **Do NOT** overlap logo with harsh lines or objects in background.

- **Do NOT** stretch, squeeze vertically or skew

- **Do NOT** combine official logos, mascots or symbols with the ballmarker.

- **Do NOT** use gradients as a color selection. A solid color must be used throughout.

# THE **SUN MARK**

As with the college logo and mascot, the sun mark is one of the most recognized design elements of the colleges' visual identity. As a symbol used throughout our buildings, wayfinding signage, logos, and more, it is a symbol that is to be used as it stands—**connected and inclusive of all four sections.**
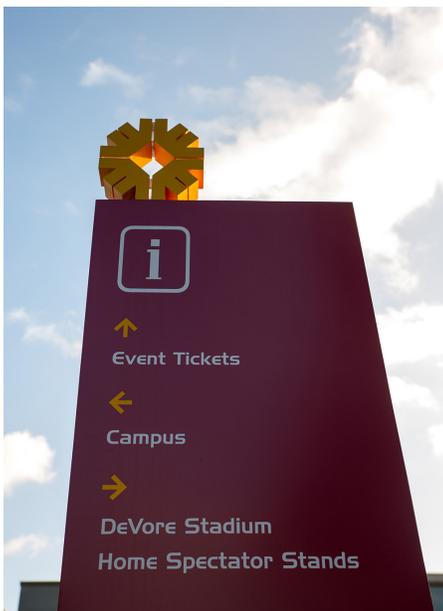
## SUN MARK DO'S

- The sun mark must be used as whole symbol, not partial.
- The sun mark must be used in GOLD (PMS 124)
- The sun mark must be used as a stand alone symbol (CCGR may make exceptions for special projects)

## BALLMARKER DON'TS

- **Do NOT** use as a watermark
- **Do NOT** change the color of the sun mark (use of multiple fill colors, gradients, textures is not permitted)
- **Do NOT** overlap sun mark with harsh lines or objects in background.
- **Do NOT** stretch, squeeze vertically or skew
- **Do NOT** combine official logos, mascots or symbols with the sun mark.
- **Do NOT** crop the sun mark. The sun mark must be displayed in it's entirety as a complete symbol.

MY CREATION
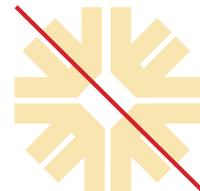
# THE **COLLEGE LETTERHEAD**

The Office of Communications, Community and Government Relations has designed and approved the official college letterhead for official business use by college employees.

The college letterhead is designed for one or more pages. If producing a letter that is more than one-page, page numbering and footer application on additional pages will be applied automatically.

Each individual may modify the college letterhead to reflect corresponding employee information. **Approved elements which may be modified on the letterhead are:** individual name, title, and corresponding school or department. The current listed phone numbers are the colleges main lines. You may change them to reflect your corresponding phone numbers or they may remain as is.

**For consistency and accuracy across all communications, we ask that you please reflect your official school or department name.** Do not revise, abbreviate or reflect a department or school name that has not been vetted for District use or in line with offical naming convention.
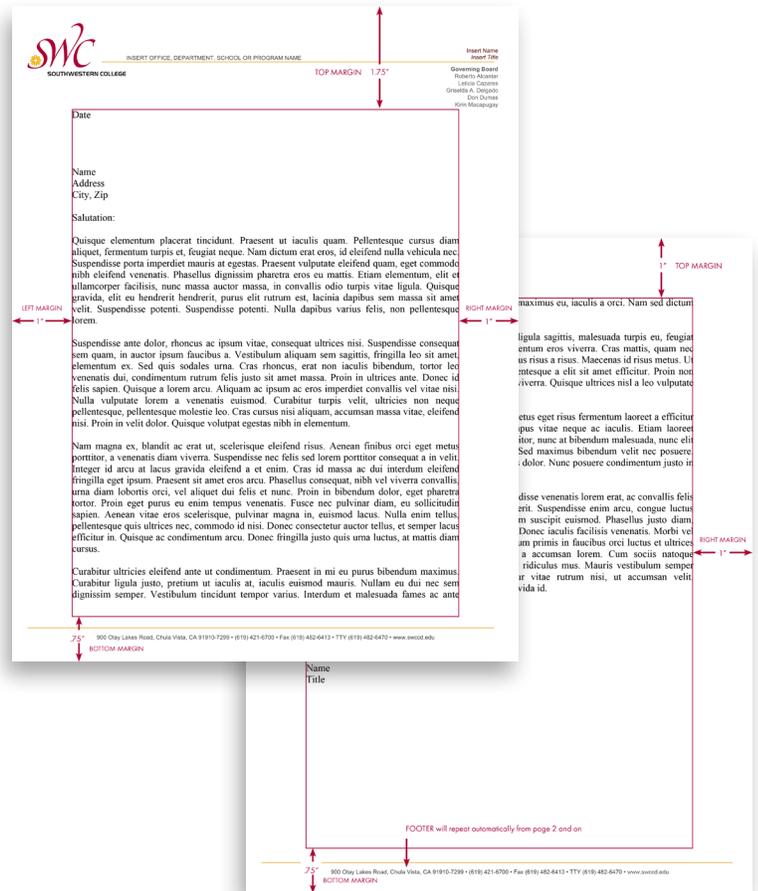
## NAME FIELD

Insert employee name (Note: Ed.D., Ph.D., etc. are allowed in the following format: Johnny Jaguar, Ph.D.)

## TITLE FIELD

Insert official title (Note: Some individual titles may be longer and may require more space. For this reason, two versions of the letterhead are available to you with the following file names:

Letterhead_ShortTitle_1Line.doc
Letterhead_LongTitle_2Line.doc

**EXAMPLES OF TITLE LENGTH VARIATIONS**

1 LINE TITLE                         Mark Sanchez, Ed.D.
                    *Superintendent/President for Academic Affairs*


2 LINE TITLE                          Christine Perri, M.A.
                    *Dean, Higher Education Center at*
                    *National City & Crown Cove Aquatic Center*

## PHONE NUMBER/FAX NUMBER/TTY

The current listed phone/fax/TTY numbers are the colleges main line and fax number. You may change them to your corresponding phone/fax/TTY number or they may remain as is.

If you wish to change any of the numbers, you must list them with parenthesis.

**CORRECT:** (619) 421-6700
**INCORRECT:** 619-421-6700 or 619.421.6700

## PHYSICAL ADDRESS AND WEBSITE

Both address and website may **NOT** be changed.

## FONT USAGE

The default recommended font to use for body of letter is Times/Times New Roman. Recommended font size is 12 points.

## MARGINS

Margins should not be modified and should remain at:
Top:   Page 1: 1.75"
            Page 2 and on: 1"

Bottom: .75"

Left: 1"

Right: 1"

## CONTINUATION PAGES

If producing a letter that will be longer than one page DO NOT modify margins OR reduce font point size. The provided letterhead allows for continuation pages that include an automatic page number located at the top left of each continuation page (See 2-page letter sample below).

## LISTING OF SCHOOLS, CENTERS & OFFICES

Please list your corresponding school/department/office with the OFFICIAL name. No abbreviations or modifications. Below are the proper spellings for all schools and centers:

- School of Arts, Communication and Social Sciences
- School of Business and Technology
- School of Counseling and Student Support Programs
- School of Language, Literature, and Humanities
- School of Mathematics, Science, and Engineering
- School of Wellness, Exercise Science, and Athletics
- School of Continuing Education and Workforce Development
- Crown Cove Aquatic Center
- Higher Education Center at National City
- Higher Education Center at Otay Mesa
- Higher Education Center at San Ysidro

**SOUTHWESTERN COLLEGE**

TOP MARGIN    1.75"

Date


Name
Address
City, Zip

Salutation:

Quisque elementum placerat tincidunt. Praesent ut iaculis quam. Pellentesque cursus diam aliquet, fermentum turpis et, feugiat neque. Nam dictum erat eros, id eleifend nulla vehicula nec. Suspendisse porta imperdiet mauris at egestas. Praesent vulputate eleifend quam, eget commodo nibh eleifend venenatis. Phasellus dignissim pharetra eros eu mattis. Etiam elementum, elit et ullamcorper facilisis, nunc massa auctor massa, in convallis odio turpis vitae ligula. Quisque gravida, elit eu hendrerit hendrerit, purus elit rutrum est, lacinia dapibus sem massa sit amet velit. Suspendisse potenti. Suspendisse potenti. Nulla dapibus varius felis, non pellentesque lorem.

Suspendisse ante dolor, rhoncus ac ipsum vitae, consequat ultrices nisi. Suspendisse consequat sem quam, in auctor ipsum faucibus a. Vestibulum aliquam sem sagittis, fringilla leo sit amet, elementum ex. Sed quis sodales urna. Cras rhoncus, erat non iaculis bibendum, tortor leo venenatis dui, condimentum rutrum felis justo sit amet massa. Proin in ultrices ante. Donec id felis sapien. Quisque a lorem arcu. Aliquam ac ipsum ac eros imperdiet convallis vel vitae nisi. Nulla vulputate lorem a venenatis euismod. Curabitur turpis velit, ultricies non neque pellentesque, pellentesque molestie leo. Cras cursus nisi aliquam, accumsan massa vitae, eleifend nisi. Proin in velit dolor. Quisque volutpat egestas nibh in elementum.

Nam magna ex, blandit ac erat ut, scelerisque eleifend risus. Aenean finibus orci eget metus porttitor, a venenatis diam viverra. Suspendisse nec felis sed lorem porttitor consequat a in velit. Integer id arcu at lacus gravida eleifend a et enim. Cras id massa ac dui interdum eleifend fringilla eget ipsum. Praesent sit amet eros arcu. Phasellus consequat, nibh vel viverra convallis, urna diam lobortis orci, vel aliquet dui felis et nunc. Proin in bibendum dolor, eget pharetra tortor. Proin eget purus eu enim tempus venenatis. Fusce nec pulvinar diam, eu sollicitudin sapien. Aenean vitae eros scelerisque, pulvinar magna in, euismod lacus. Nulla enim tellus, pellentesque quis ultrices nec, commodo id nisi. Donec consectetur auctor tellus, et semper lacus efficitur in. Quisque ac condimentum arcu. Donec fringilla justo quis urna luctus, at mattis diam cursus.

Curabitur ultricies eleifend ante ut condimentum. Praesent in mi eu purus bibendum maximus. Curabitur ligula justo, pretium ut iaculis at, iaculis euismod mauris. Nullam eu dui nec sem dignissim semper. Vestibulum tincidunt tempor varius. Interdum et malesuada fames ac ante

LEFT MARGIN
1"

RIGHT MARGIN
1"

.75"
BOTTOM MARGIN

← PAGE NUMBER (Will automatically change)

1″ TOP MARGIN

ipsum primis in faucibus. Morbi dui nibh, aliquet in maximus eu, iaculis a orci. Nam sed dictum magna. Aenean sit amet consectetur arcu.

Curabitur luctus vel nisi quis volutpat. Praesent id ligula sagittis, malesuada turpis eu, feugiat urna. Nunc semper dui vel orci facilisis, vitae fermentum eros viverra. Cras mattis, quam nec ornare sodales, mi enim pharetra nisl, sed egestas purus risus a risus. Maecenas id risus metus. Ut vitae pulvinar lectus, vel iaculis eros. Aliquam pellentesque a elit sit amet efficitur. Proin non consectetur tellus. Vivamus condimentum a velit eu viverra. Quisque ultrices nisl a leo vulputate commodo. Sed dapibus bibendum ultrices.

Quisque tempus id est ac feugiat. Suspendisse non metus eget risus fermentum laoreet a efficitur neque. Maecenas pharetra est diam. Curabitur tempus vitae neque ac iaculis. Etiam laoreet lobortis dolor, ac gravida purus sodales at. Cras porttitor, nunc at bibendum malesuada, nunc elit finibus sem, sit amet convallis ipsum est nec nisi. Sed maximus bibendum velit nec posuere. Nunc in quam ullamcorper, semper lectus at, dapibus dolor. Nunc posuere condimentum justo in consectetur.

Integer nec ante non odio volutpat bibendum. Suspendisse venenatis lorem erat, ac convallis felis consectetur vel. Donec hendrerit et ipsum id hendrerit. Suspendisse enim arcu, congue luctus nulla et, efficitur commodo felis. Mauris vestibulum suscipit euismod. Phasellus justo diam, fringilla gravida diam sodales, lobortis dictum urna. Donec iaculis facilisis venenatis. Morbi vel mauris id felis convallis auctor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam id posuere nunc, a accumsan lorem. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Mauris vestibulum semper lorem, vel molestie erat hendrerit eget. Curabitur vitae rutrum nisi, ut accumsan velit. Suspendisse euismod sem orci, non mollis sapien gravida id.

Sincerely,


Name
Title

LEFT MARGIN 1″

RIGHT MARGIN 1″

FOOTER will repeat automatically from page 2 and on

.75″ BOTTOM MARGIN

# IDENTITY TYPEFACES

*The primary typefaces used for Southwestern College materials are the **MONTSERRAT** typeface family and **AVENIR**. Montserrat is primarily used for headers and subheads, while Avenir is primarily used for body text.*

## MONTSERRAT FAMILY

Montserrat Regular
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Montserrat Italic*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

Montserrat Medium
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Montserrat Medium Italic*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

**Montserrat Semibold**
**Abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTU-**
**VWXYZ**
**1234567890          `-=[]\;',./**
**!@#$%^&*()          ~_+{}|:"<>?**

***Montserrat Semibold Italic***
***Abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTU-***
***VWXYZ***
***1234567890          `-=[]\;',./***
***!@#$%^&*()          ~_+{}|:"<>?***

**Montserrat Bold**
**Abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTU-**
**VWXYZ**
**1234567890          `-=[]\;',./**
**!@#$%^&*()          ~_+{}|:"<>?**

***Montserrat Bold Italic***
***Abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTU-***
***VWXYZ***
***1234567890          `-=[]\;',./***
***!@#$%^&*()          ~_+{}|:"<>?***

**Montserrat Extra Bold**
**Abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTU-**
**VWXYZ**
**1234567890          `-=[]\;',./**
**!@#$%^&*()          ~_+{}|:"<>?**

***Montserrat Extra Bold Italic***
***Abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTU-***
***VWXYZ***
***1234567890          `-=[]\;',./***
***!@#$%^&*()          ~_+{}|:"<>?***

**Montserrat Black**
**Abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTU-**
**VWXYZ**
**1234567890          `-=[]\;',./**
**!@#$%^&*()          ~_+{}|:"<>?**

***Montserrat Black Italic***
***Abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTU-***
***VWXYZ***
***1234567890          `-=[]\;',./***
***!@#$%^&*()          ~_+{}|:"<>?***

Montserrat Thin
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Montserrat Thin Italic*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

Montserrat Extra Light
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Montserrat Extra Light Italic*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

Montserrat Light
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Montserrat Light Italic*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

## AVENIR FAMILY

Avenir Light
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Avenir Light Oblique*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

Avenir Book
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Avenir Book Oblique*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

Avenir Roman
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Avenir Oblique*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

Avenir Medium
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890          `-=[]\;',./
!@#$%^&*()          ~_+{}|:"<>?

*Avenir Medium Oblique*
*Abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890          `-=[]\;',./*
*!@#$%^&*()          ~_+{}|:"<>?*

**Avenir Heavy**
**Abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890          `-=[]\;',./**
**!@#$%^&*()          ~_+{}|:"<>?**

***Avenir Heavy Oblique***
***Abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890          `-=[]\;',./***
***!@#$%^&*()          ~_+{}|:"<>?***

**Avenir Black**
**Abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890          `-=[]\;',./**
**!@#$%^&*()          ~_+{}|:"<>?**

***Avenir Black Oblique***
***Abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890          `-=[]\;',./***
***!@#$%^&*()          ~_+{}|:"<>?***

# PROJECTS AND SERVICES

The list below is intended to serve as a sample of Graphic Design services, projects and publications that are produced through the Office of Communications, Community and Government Relations.



## ADS

## BACKDROPS

## BANNERS
- Exterior Banners
- Interior Banners

## BROCHURES

## CERTIFICATES/CERTIFICATE TEMPLATES

## COORDINATION OF PRINTING

## DESIGN AND LAYOUT

## ENFORCEMENT OF VISUAL IDENTITY GUIDELINES

## EVENT COLLATERAL
- Save the Date
- Invitation
- Web Graphics
- Social Media Graphics
- Event Signage
- Poster
- Flyer

## LOGO DEVELOPMENT

## MAILERS

## MAPS
- Campus Maps
- Event Maps

## POSTCARDS

## POSTERS

## POWERPOINT PRESENTATIONS & TEMPLATES

## PROMOTIONAL MATERIAL ARTWORK

## PUBLICATIONS
- Annual Reports (SWC Annual Report; Annual Security Report; Prop R Annual Report)
- Handbooks
- Institutional Self Evaluation Report (Accreditation)
- Programs (Commencement)
- Schedules of Classes–Academic (Electronic)
- Schedule of Classes—Continuing Education (Printed and Electronic)



## RETIREMENT INVITATIONS

## SIGNAGE

## SOCIAL MEDIA GRAPHICS

## T-SHIRT DESIGNS

## VEHICLE WRAPS

## WALL WRAPS

## WEB GRAPHICS

# NEXT STEPS

### DESIGN REQUESTS

With an increase in graphic design needs throughout the college, creative design request processes are currently being revamped.

### INSTITUTIONAL LOGOS

Due to an influx of logos that have been created independently and without proper development and approval through CCGR, a secondary phase to this style guide will include review of all logos that are currently in circulation and updates.

### PRODUCTION PROCESSES

To better serve you and help you further understand the production process, upcoming updates to the style guide will include: Project Production Guide and Check-Off List.

### ACCESSING FILES

Due to the sensitive nature of official college logos and elements, the next phase will also include information on where and how to obtain these elements.

In the interim, please contact Brenda Mora, at bmora@swccd.edu for any design elements and logos.

**SOUTHWESTERN COLLEGE**