These guidelines help make it a little easier to establish a consistent identity for our website, brochures, flyers, posters, catalog, advertising and all the other marketing projects we work on every day.

If you need clarification on any points within these guidelines, please contact the Public Relations|Marketing Department and talk to Kerrie Cassidy, (916) 660-7275 or kcassidy@sierracollege.edu, and she'll be happy to offer suggestions and guidance in the application of our style.

www.sierracollege.edu
SIERRA IDENTITY

Our branding is more than you see in these pages. It is more than pretty colors, correct typefaces, logos and clean design. Brand is ideas, a thought process, a personality. And we are always evolving, to keep Sierra College more creative and alive.

Branding starts from the inside out: we are the best Sierra brand ambassadors.

Our brand is a promise.
Dream. Learn. Do.
COLORS

The College decided on a set of colors to establish the identity. They can be used in any combination that is appealing… we are conveying friendly, institution, history and a little bit of fun.

• Colors are determined for uncoated and uncoated paper, and also for Pantone and 4-color process printing.
• All colors can be used as a percentage tint except for the cardinal. Tinting that is not recommended, as it becomes too pink.

pms uncoated

| black | 1805 U | 404 U | 534 U | 383 U | 158 U |

pms coated

| black | 484 C | 404 C | 534 C | 384 C | 158 C |

hexadecimal

| 000   | b72126 | 948d87 | 3c5177 | 9cb227 | f7941d |

tints

| 100 k | 75 | 50 | 25 |

| 20c 100m 100y 10k | 75 | 50 | 25 |

| 0c 5m 10y 50k | 75 | 50 | 25 |

| 70c 50m 10y 40k | 75 | 50 | 25 |

| 30c 0m 100y 20k | 75 | 50 | 25 |

| 50m 100y | 75 | 50 | 25 |
LOGO USAGE

• The Sierra College logo proportions should not be altered. Do not use a typeface for the logo, use the logo itself.
• When an address line is needed below the logo, set the address in Formata Regular. Use Expert numbers when appropriate.
• We would also like to establish the Sierra College website as a permanent part of all branding. It is best placed used in all lowercase, on the front page of printed material. See Layout page for more examples.

Logo:

Sierra College

when address is used:

Sierra College
5000 Rocklin Road, Rocklin, CA 95677-3397

website address:

www.sierracollege.edu
TYPOGRAPHY

A major part of our campaign for Sierra College resides in typography—the choice and use of type or “font” styles. Here are some guidelines:

Typefaces

The following typefaces should be used for headings and display use:

• Formata Light, Regular, Medium and Bold
• Formata Light Condensed, Condensed, Medium Condensed, Bold Condensed
• Adobe Caslon Regular
• If you do not have these options available, please use Times and Arial. These are both readily available on most computers and are clean and simple typefaces. Please try to follow the rest of the guidelines, as they apply to any font choice.

Body text—the following typefaces should be used for body text:

• Adobe Caslon Regular. Best size for text is 10.5 or 11.
• Formata Regular, Condensed (for sidebars or short informational sections)

Type size

• Type should never be artificially condensed, expanded, bolded or italicized. The typefaces were chosen for their many versions.
• Headline, subhead and body copy type sizes should be visually different but extreme variety should be avoided.
• Body copy should be set in Adobe Caslon Regular. Caslon Italic, Semibold, Semibold Italic, Bold and Bold Italic should be used for emphasis only. Caslon Swash, Small Caps and Expert typefaces should only be used sparingly and appropriately. Body copy can also be set in Formata Regular or Condensed, but only for sidebars or short informational sections.

Spacing

• Leading should be at least 2 points greater than the typeface size (e.g., 11/13)
• The longer the line, the more space you need between the lines to improve legibility.
• A ragged right margin is preferable to a justified margin. Ragged right is more informal and has better letter-spacing, though please watch for hyphenation (no more than 2 in a row). Justified margins are more formal, but can cause some uncomfortable spacing, and is not good for short line length.
• Letterspacing should be set at the font’s default (zero) for Caslon at all times. Letterspacing is occasionally appropriate for headlines and subheads. The use of Formata all caps should use letterspacing, though all caps should be used sparingly. Letterspacing should not be so great as to be detrimental to readability.

Contrast

• In all cases, body text must have good contrast against its background. This usually requires black type on a white background, but other colors can be used as long as readability and a clean look is maintained

Apostrophes and quotes

• Use proper apostrophes and quotation marks: ‘ ’ “ ” Foot and inch marks are different: ’ ”

Other Display typefaces

Occasionally the need for other typefaces will be necessary. A “Fun” headline or “Elegant” script (for example) may be needed for emphasis. P22 Cezanne is an approved script typeface. Please use your best judgement to keep the look clean and consistent, and use the display typeface sparingly.
When a new logo is needed, the Marketing department can help! Here are some samples of a few new logos, keeping with the look and feel of the rest of the College’s materials. The department or program logo must always be used in conjunction with the Sierra College logo on promotional materials.
LAYOUT

Here are a few samples to showcase the projects we can create. There are many products that will be branded, and examples for all cannot be shown. Here are just a few to showcase the general idea for clean and simple typography and colors.

• Leave plenty of white space. Make sure margins and gutters are wide and open. This increases readability and keeps the eye moving around the page.

• Do not introduce too many design elements. Most marketing materials need a logo, headline and photo on the cover, and a few nicely placed pictures/art on the inside. Stay away from photo collages, lots of images in boxes and dated line art. The look we are going for is really best reproduced with large, clear, current photos when possible.
NEW PAYMENT/DROP POLICY
COMING SUMMER SEMESTER
www.sierracollege.edu/cte
• Research education options
to meet with local industry experts.

*QR codes can be read by most smart phones with the right software or app.
or go to http://lrc.sierracollege.edu/library/mobile/index.html
scan this QR code* and access the
Sierra College Library mobile web site!

All lectures are Fridays at 7:30pm
Nevada Weather and Cultural Historian
The Raymond A. Underhill Memorial Lecture
Friday, January 29, 2010
the Sierra Nevada
Aspen Trees of

iPhone users can search the iPhone Apps Store for QR readers
For software choices, go to www.mobile-barcodes.com/qr-code-software/

Sierra College Rocklin Campus
Students and Seniors $2 | Museum members Free
Tickets are available at the door. Admission: General $5
David Wyatt, Professor of Biology and Field Ecology,
The Fascinating World
Ecology: Survival of the Ringtails
Friday, November 20, 2009
Sierra College Rocklin Campus
5000 Rocklin Road, Rocklin, CA
Steve James, Professor of Biology and Marine
The Natural History
of Baja
Friday, March 26, 2010

Alicia Meade, Aleksandr Postelnyak,
Jessica Ramsay and Giavanna Scicluna
Featuring this year's recipients of the annual scholarship:
Football
2007 Pepsi NATYCAA Runner Up National Champions
2004 Pepsi NATYCAA National Champions
Sierra College Athletics
The Associated Students are p
september–december 2010
roud sponsors of Wolverine Athletics
0 ASSC Sticker
www.sierracollege.edu

First Year Experience
INTRODUCTION TO COLLEGE
Visit us
gtutoring
arn scholarships
uild community
ave fun!

First Year Experience
Student Guide

The Natural History of Baja