

# BRANDING GUIDELINES

January 19, 2017



**SIERRA**  
COLLEGE



# Letter from the President



Ask almost anyone about Sierra College and you'll hear how much we have meant to generations of students, families and to our partners in business. We have become an integral part of the communities we serve. Because of our diverse and innovative culture, we are often the first in the State to adopt new technologies and change to meet evolving needs. Sierra College always rises to meet the challenges we face.

That's what we are known for—it's our identity, our brand, and our image. With re-engineering of the college soon at hand and in realizing that we have had the same logo since the 1970s, we set out to rebrand the college and refresh our identity. This effort ensures that all of our communications, from forms to the website, consistently reflect who we are and where we're going,

This effort involved the direction of a committee representing all campus stakeholders, comprehensive research and countless hours of refinement completed by our Marketing staff. Contained within the following branding and identity document you'll find our new logo, color palette and precise usage guidelines. Please carefully review the guidelines; it will take all of us using the new branding in the same way to ensure success.

If you have any questions, please contact our Marketing and Public Relations Department for guidance.

With Kind Regards,

A handwritten signature in black ink, appearing to read 'William H. Duncan IV'.

William H. Duncan IV  
Superintendent/President



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# SIERRA si·er·ra

A long jagged mountain chain.



# WHY IDENTITY AND BRAND MATTER

A strong, branded identity is a kind of shorthand for all of Sierra College's elements: promise, personality, look, voice, service, attributes and history. It embodies who we are, helps individuals know us at a glance and gives students, alumni, employees and community members a way to visually convey their identification and pride at being associated with us.

# Our Brand Message

Sierra College offers a broad, rigorous and evolving education; top quality faculty and a supportive environment at a great value. The sum of these elements empowers students to pursue their dreams and build a pathway to their future.



# Brand Attributes

After comprehensive research as to what words best describe Sierra College, the following rose to the top:

**Innovative**—Sierra College fosters innovative and entrepreneurial thinking.

**Inclusive**—Sierra College is open to all people.

**Empowering**—Sierra College empowers its students and employees to build the future of their dreams.

**Community Focused**—Sierra College is committed to the communities we serve.

**Supportive**—Sierra College provides opportunities for students and employees to thrive.

**Energetic**—Our campuses have positive energy and ongoing activities designed to engage students.

**Leader**—Sierra College is a leader in higher education and workforce innovation.

# Use of College Name

In formal, official communication, it is important to use the whole name—Sierra College. Since the word “Sierra” is used for so many other things (ski resorts, locations, etc.) we always want to confirm our brand and use our official name.

In informal communication, such as social media, where the voice is more personal the use of just “Sierra” is acceptable providing you are using an official Sierra College profile.

# LOGO OVERVIEW

## Sierra Rising.

Our namesake mountain range that dominates the region has a strong, firm and broad base that supports dramatic peaks reaching for the sky. The Sierra Nevada can be seen by every community we serve. The mountains symbolize the journey of our students as they reach for their goals. Our commitment is to help them build a solid foundation and provide pathways to the summit. Timeless and enduring, Sierra College continues to rise.

# Our Logo

Our logo is the core of our brand. The Sierra College logo is the main graphic for our campuses, programs and general use. The Sierra College logo is designed for use in print, web, video and all other uses.



## Logo Components

The Sierra College logo has two main elements: the bold S rising from the mountain range, and the custom designed logotype. The logo is BOTH the logotype and S together.

Our logo must appear on all printed materials, videos and campus websites. (Events use a different logo, please see page 3.9.)

- Do not separate the logo from the S. The S symbol may not be used on its own. There are limited exceptions (use may be permitted on merchandise).
- Do not change the typeface: it has been custom designed and cannot be substituted.
- Do not stretch or change the logo proportions or add other graphic elements
- See page 2.6 for additional usage details

### Clear Space

The Sierra College logo requires the use of space around it. The clear space around the logo should be a minimum of the capital letter S in the logotype. No other graphics, text or other elements should crowd this space.



### Logo Size

The Sierra College logo has two main elements: the bold S rising from the mountain range, and the custom designed logotype. The logo is BOTH the logotype and S together.

The S and logotype must be used together in the same size proportion. The minimum size for print is .75 inches wide. The preferred size is 1.25 inches wide. This may vary when used or especially large or small projects.



# Alternate Logo

Sometimes there is not enough room for a square logo shape. In these **limited** instances, the Sierra College horizontal logo can be substituted.

**The main logo is always the preferred choice.** All other logo rules are the same, see page 2.6.



## Clear Space



## Logo Size

In the Sierra College logo horizontal alternate, the S and logotype must be used together in the same size proportion. The minimum size for print is 1.5 inches wide.

minimum  
1.5" wide



# Logo Color and Usage

The Sierra College logo can be used on a variety of backgrounds. There are two-color and one-color options available. If the background color is a solid color, use the version which is the most readable. Some layouts are structured on their photos. If the Sierra College logo needs to be on a background photo, place the logo in a clear location or place in a box, using the clearspace area.



## Logo Color and Usage continued...

### Proportions

The logo must appear in the proportions shown. Do not stretch, distort, redraw or type text.



✓ Keep proportions



✗ Do not stretch



✗ Do not compress



✗ Do not redraw or retype the custom lettering

### Legibility

Please place the logo where it can be easily read. Do not place on busy or unreadable backgrounds.



✓ Do place on a readable background



✗ Do not place on unreadable or non-college colors



✗ Do not place on busy photo background

### Other Elements

Do not add other elements, drop shadows, modify or retype the logo.



✗ Do not add elements



✗ Do not add text or drop shadows



✗ Do not rearrange, resize or recolor



✗ Do not retype or use the Rising S as an initial or separate element



# Campus Location Logos

Usually we like to present Sierra College as a whole, unified district. But when our separate campuses need to identify themselves, the logo at preferred size can include the location in all caps, 11pt, PF Din Bold, Cardinal Red, with a .75 line in Cool Gray below the logo.



campus location names  
in PF Din Bold, all caps,  
Cardinal Red



# Campus Department Logos

When our separate academic or support departments and programs need to identify themselves, the logo at preferred size can include the department or program in title case, 11pt, PF Din Regular, Granite Gray, with a .75 line in Cool Gray below the logo.



Department/Division/Office names in Title Case, PF Din Regular, Granite Gray



# Partner Logo Co-Branding

Sierra College has wonderful partnerships with many businesses and institutions. When arranging the logos together in a shared sponsorship line, logos should match heights when possible, with the clear space between a minimum of two capital letter S in the logotype. This will give all logos enough space for legibility.





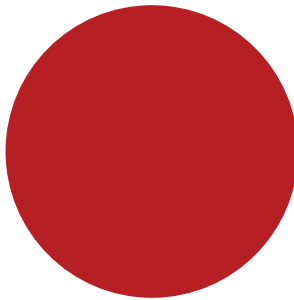
# BRAND ELEMENTS

## Beyond the Logo

A true brand identity permeates the organization: business cards, the website, signage, emails, posters, letterhead and yes, even forms. Defining our logo, color palette, type, voice and graphic elements is just the beginning. When and how to use these elements is key to ensuring our brand becomes consistently experienced across the entire district.

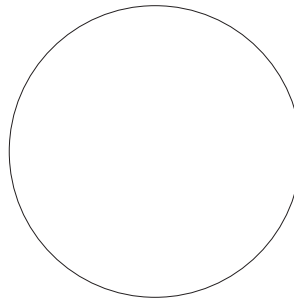
# Color Palette—Primary

Sierra College's Primary colors are our official school colors: Cardinal Red and White. Cool Gray and True Black support these colors. These colors are to be used for official communications, signage and other permanent graphics.



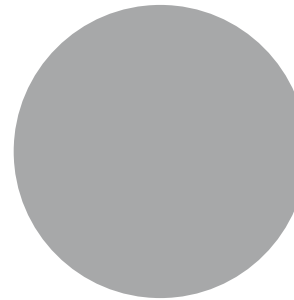
## **Cardinal Red**

C 20 M 100 Y 100 K 10  
Pantone 484 C  
Pantone 1805 U  
RGB 175 33 36  
Hex AF2124



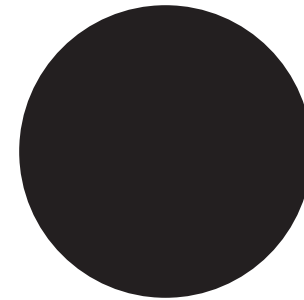
## **White**

C 0 M 0 Y 0 K 0  
Pantone —  
Pantone —  
RGB 255 255 255  
Hex FFFFFFFF



## **Cool Gray**

C 5 M 5 Y 5 K 35  
Pantone Cool Gray 6C  
Pantone Cool Gray 6U  
RGB 157 157 157  
Hex 9D9D9D



## **True Black**

C 0 M 0 Y 0 K 100  
Pantone Black C  
Pantone Black U  
RGB 0 0 0  
Hex 000000

*Color Palette—Primary, in use*



# Color Palette—Inspiration

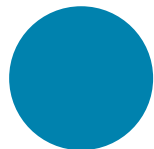




# Color Palette—Secondary/Neutral

Our Primary colors are excellent, but we all need a little variety. The Sierras, the natural environment, and history all inspired the Secondary and Neutral color palettes. The Secondary and Neutral colors work well together and also support the Primary colors. These colors are for temporary use, such as event posters, sandwich boards, and other short-term installations and communications.

## Secondary



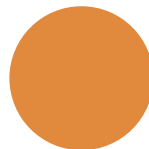
### Mountain Blue

C 80 M 10 Y 0 K 30  
Pantone 7469 C  
Pantone 7468 U  
RGB 71 130 168  
Hex 4782A8



### Nature Green

C 50 M 5 Y 80 K 10  
Pantone 7490 C  
Pantone 7490 U  
RGB 126 174 90  
Hex 7EAE5A



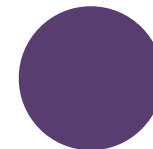
### Pistache Orange

C 5 M 50 Y 85 K 5  
Pantone 716 C  
Pantone 152 U  
RGB 223 138 60  
Hex DF8A3C



### Poppy Yellow

C 0 M 20 Y 85 K 5  
Pantone 7406 C  
Pantone 7406 U  
RGB 242 194 62  
Hex F2C23E



### Twilight Purple

C 60 M 75 Y 10 K 35  
Pantone 669 C  
Pantone 519 U  
RGB 89 61 110  
Hex 3F2A56

## Neutral



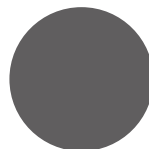
### Acorn Brown

C 40 M 50 Y 70 K 30  
Pantone 7505 C  
Pantone 7505 U  
RGB 123 99 72  
Hex 7B6348



### Wolverine Tan

C 0 M 5 Y 20 K 8  
Pantone 7501 C  
Pantone 7501 U  
RGB 236 222 193  
Hex ECDEC1



### Granite Gray

C 10 M 10 Y 10 K 70  
Pantone Warm Gray 10 C  
Pantone Warm Gray 11 U  
RGB 97 96 97  
Hex 616061

# Typography—PF DIN Text

PF Din Text is a strong, sans serif typeface. Its lines and curves have a warm, modern flare.

PF Din Text is suitable for use in large headlines and banners, as well as small body copy. It comes in a wide variety of weights. Sierra College branding will use PF Din Text as its exclusive sans serif typeface.

PF Din Text (Standard) is available for purchase from [myfonts.com](https://myfonts.com). We are unable to provide the font due to licensing restrictions. If you cannot obtain a license for PF Din Text, Arial is accepted as a substitute, though not preferred.

PF DIN Text—Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+

*PF DIN Text—Thin Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+*

PF DIN Text—Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+

*PF DIN Text—Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+*

**PF DIN Text—Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+**

***PF DIN Text—Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+***

PF DIN Text Cond—Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+

PF DIN Text Cond—Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+

**PF DIN Text Cond—Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+**

# Typography—Sabon

Sabon is a classic serif typeface, with a wide variety of typographic characters, evenly-designed serifs and great readability in all weights.

Sabon is suitable for use in large sections of body copy, as well as more formal applications. It comes in a variety of weights. Sierra College branding will use Sabon as its exclusive serif typeface. Sabon is not the best option for large headlines, where PF Din is more easily readable and more representative of the college branding.

Sabon Linotype is available for purchase from [myfonts.com](http://myfonts.com). We are unable to provide the font due to licensing restrictions. If you cannot obtain a license for Sabon, Times is accepted as a substitute, though not preferred.

Sabon LT—Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+

*SabonLT—Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+*

**SabonLT—Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+**

***SabonLT—Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()-=\_+***

Sabon LT—Expert

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

# Graphic Elements

Patterns are another element to support our branding.

Our three campus locations are important to our identity, so a topographic map from each campus has been incorporated into one pattern. This can be used as a background element to provide texture.

The only part of the logo that can be used separately is the mountain background element shown here. It is to be used only on official projects and only as a background/watermark image.



Campus topography—use as a background element to provide texture.



Mountain screened—only for official use

# “events @” Sierra Logo

All Sierra College campus-wide events that students and/or the public are invited to need to use the “events @” Sierra College logo. This “events @” logo should be included on all promotional materials instead of the standard logo.



minimum  
.75" wide  
on posters



# Website Address

The Sierra College website address should be used on all printed materials. It is best located at the bottom, right corner in PF DIN Bold, all lowercase, in Cardinal Red, White or True Black.

**[www.sierracollege.edu](http://www.sierracollege.edu)**

# Business Cards/Stationary

The new business card templates will be available in the Printing Department in February 2017. Cards will be available for each campus location.

Letterhead, envelopes, notepaper and notecards will also be forthcoming.



# QUESTIONS? ANSWERS.

# Frequently Asked Questions

## **Why should I care about branding?**

Branding is more than just making us all look good. It is continuing to build on our strong identity as Sierra College. Our new branding will give students, staff, the community and businesses an instantly recognizable look to an institution they already know and trust. Consistent use of the same images and colors, including the look and feel of materials and projects, will strengthen our identity.

## **Can I use the rising S without the logotype?**

No, the S is an integral part of the Sierra College logo and cannot be altered or modified to fit a design. The S symbol may not be used on its own. There are limited exceptions (use may be permitted on merchandise). Please contact [branding@sierracollege.edu](mailto:branding@sierracollege.edu) for details.

## **Where do I find the new Sierra College logo?**

Beginning in February 2017, you can download the logo from the Marketing and Public Relations page in Inside.Sierra. Additional file formats and other resources will continue to be added. If there is something in particular that you are looking for and it is not available, or you do not have access to our internal website, please email us at [branding@sierracollege.edu](mailto:branding@sierracollege.edu).

## **I want to print the new logo on a tshirt/folder/mug/bag/etc!**

Great! Each usage has some specific needs. Regular printing projects can use the .jpg and .pdf files that can be found on Inside.Sierra. Some screen-printed or embroidered projects will require a special version of the logo with a halftone screen. Let us know what your project is, and we can give you the correct logo version for that type of project.

## **I want my project to be special and unique. Is using the branding optional?**

Branding guidelines are created to help you develop materials that reinforce Sierra College's image and message. Your materials can be unique and still work within our guidelines. By using our branding guidelines you will properly coordinate your materials with the Sierra College identity. If you need help in creating those materials, please contact the Marketing Department.



## *Frequently Asked Questions continued*

### **The Sierra College official Primary color palette is limiting. Can I use other colors?**

Our official school colors are Cardinal Red and White and have been since at least 1955. The Secondary and Neutral palettes have been chosen to coordinate with our Primary colors and provide a variety of options. All these color options are available to add interest to your project.

### **How can I be sure my project reflects brand standards?**

If in doubt, the Marketing Department can help. Contact [branding@sierracollege.edu](mailto:branding@sierracollege.edu). We can review your materials, promotions or presentations to ensure they follow the new brand standards.

### **What about Athletics?**

We are currently working with the Athletic Department to develop type and graphics to coordinate with the new Sierra College logo.

### **I have more questions. How can I get answers and help?**

We are happy to help. Contact [branding@sierracollege.edu](mailto:branding@sierracollege.edu) for questions, to offer feedback on Brand Standards or to schedule a meeting.

## Contacts

We're happy to answer any questions about the new logo and these guidelines. Please contact us for logo usage, branding questions, work orders and any other concerns.

### **Sierra College Marketing Department**

location: UT

phone: (916) 660-7272

general email: [marketing@sierracollege.edu](mailto:marketing@sierracollege.edu)

brand email: [branding@sierracollege.edu](mailto:branding@sierracollege.edu)



BRANDING IS ABOUT CONSISTENCY, YET IS AN EVER EVOLVING PROCESS.

THE BRAND IDENTITY GUIDELINES IN THIS MANUAL WILL GROW AND

CHANGE WITH THE NEEDS OF SIERRA COLLEGE. VERSION 1/19/17