BRAND MESSAGING

Introduction

The objectives of this graphics standards manual are to provide guidelines for implementing and maintaining the Crafton Hills College branding program. It is important to follow these standards so the value and integrity of our identity are maintained.

College Name

The legal name of the college is Crafton Hills College. It is also proper to use Crafton or Crafton Hills as a secondary reference. The acronym CHC can also be used in subsequent references.

Philosophy

Successful brands articulate a strong vision through verbal and visual traits that are consistent with the brand’s image and relevant to the audience. A great brand is more than simply a great marketing campaign or product or service. Brands reflect the deeper personalities, culture, and behaviors of the academic institution. By using a more powerful approach to brand perceptions and using cues that automatically trigger perceptions that are relevant to your audience, true brand identity is established that differentiates your academic institution from the competition.

The following brand positioning statement, developed by the college constituents, will guide the graphic design and branding for Crafton Hills College:

Crafton Hills College is a growing regional resource for life-changing educational and career opportunities. Our beautiful hilltop campus is home to supportive faculty and staff who are dedicated to the continued success of our students and the diverse communities we serve.

Policy

Crafton Hills College conveys its identity as a leader in education through printed and visual materials that must follow the specific graphics standards set forth in this manual. All communications intended for external audiences must use the logo and brand as specified in this manual.

Procedures

Procedures are explained in specific sections of the Graphics Standards Manual. The Crafton Hills College Marketing Director and the SBCCD Print Shop have been designated to assist others in applying the graphics standards as described in this manual.

Implementation of the branding program will be administered by the CHC Marketing Office, with assistance by the SBCCD Print Shop. Questions concerning the branding or this Graphics Standards Manual should be directed to the marketing director at 389-3209.
LOGO USAGE

Official Logo
The Crafton Hills College logo is a direct link between Crafton and the people we serve. Consistent use of the logo increases brand awareness and recognition of the college. The logo must be used according to these standards and be placed prominently on all external materials, preferably in the lower right hand corner.
LOGO USAGE

Department Logo
Standardized unit logos convey the College’s academic quality and further its visual identity. As such, the Crafton Hills College may include the name of a department, office or organization, but only as shown.

[Logos of Office of Instruction, Admissions & Records, Counseling, and Veterans Center]
LOGO USAGE

Collegiate Logo

The CHC “collegiate” logo is designed as a secondary logo for promotional use, not official college communications. It may be used on apparel and other promotional items.

LOGO COLOR VARIANTS ON GREEN

LOGO COLOR VARIANTS ON YELLOW
LOGO USAGE

Clear Space
Please allow a $\frac{1}{4}$ inch spacing around the logo, with no other elements infringing on that space. The logo must not be redrawn, re-proportioned, or modified in any way. To avoid a stretched appearance, please maintain the aspect ratio when re-sizing the logo.

Logo Backgrounds
The logo is meant to have a transparent background, not a white box around it. If your background is too dark for the color version, please use a reverse option (white, gold, or green).
COLOR USAGE

Color Palette
The official Crafton Hills College logo colors are green (PMS 348) and gold (PMS123). To complement the logo, primary and secondary palettes of colors are indicated. These colors represent an updated and clean look for CHC that correlate with the brand positioning statement.

Please note that these colors may look different on a computer screen and the actual Pantone colors may look different on different color printers. When working with a vendor, always ask to see a print-out that has been calibrated to the right colors.

Primary Palette - Identity/Institutional Use

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 348c</td>
<td>0, 135, 81</td>
<td>#008751</td>
</tr>
<tr>
<td>PMS 123c</td>
<td>255, 198, 30</td>
<td>#FDB827</td>
</tr>
</tbody>
</table>

Secondary Palette of Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 639c</td>
<td>9, 160, 196</td>
<td>#00AOC4</td>
</tr>
<tr>
<td>CYAN</td>
<td>0, 174, 239</td>
<td>#00AEEF</td>
</tr>
<tr>
<td>PMS 7664c</td>
<td>101, 50, 121</td>
<td>#653279</td>
</tr>
</tbody>
</table>

Tertiary Palette of Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 420c</td>
<td>209, 204, 191</td>
<td>#D1CCBF</td>
</tr>
<tr>
<td>PMS 423c</td>
<td>150, 147, 142</td>
<td>#96938E</td>
</tr>
<tr>
<td>PMS 167c</td>
<td>188, 79, 7</td>
<td>#BC4F07</td>
</tr>
</tbody>
</table>
Fonts

College Fonts
The following fonts are used to communicate our brand:

Serif:
(Jaeger) Daily News Regular
Daily News Bold
Daily News Italic
Additonal fonts from the Daily News family.

Sans Serif:
Gill Sans MT - Regular
Gill Sans Bold
Gill Sans Italic
Additonal fonts from the Daily News family.

These fonts should remain a constant in all communications. However, there are two additional fonts suggested, and a script font can be used for pull quotes and phrases.

Serif:
Minion Pro
Minion Pro Bold
Minion Pro Italic
Minion Pro Med
Minion Pro Condensed
Additonal fonts from the Minion Pro family.

Sans Serif:
Optima Roman
Optima Medium
Optima Medium Italic
Additonal fonts from the Minion Pro family.
COMMUNICATION

Writing Style

CHC follows the Associated Press Style Guide in its communications. To be consistent in our communications campus-wide, the following styles should be followed:

Phone numbers:
909-389-3209 – NOT 909.389.3209
212-621-1500, ext. 2

Time:
11 a.m., 1 p.m., 3:30 p.m.
Noon – NOT 12 p.m.
9-11 a.m. – NOT 9 a.m.-11 a.m.

Locations/Buildings:
LRC-226, LADM-304
use hyphen between building acronym and room #.
MEMORANDUM

To: Dr. Cheryl Marshall
    President

From: Donna Hoffmann, Director
    CHC Marketing & Public Relations

Date: 08/17/15

Subject: New College logo

It is with great pride and excitement that I recommend the attached design for a new Crafton Hills College logo.

As part of our branding initiative, a logo redesign was completed. Taking results from the Brand Positioning workshop held on April 3, 2015, four graphic designers were tasked with creating a logo that reflects our brand positioning statement and key words (Growing, Life-Changing, Opportunities, Beautiful, Supportive, Success), and includes Crafton’s visual assets (hills or architecture).

We began with 36 designs which were vetted through CHC Managers, CHC Foundation, and at the CHC All-secretaries meeting. The designs were whittled down to 24, which were vetted at a PYSCH 101 class. There was a clear trend by then that made it easy to narrow down to 12 designs, which were voted on by CHC management. With refinements, three designs were then presented to Academic Senate (8/14) and to workshop participants on FLEX day (8/14) and In-Service Day (8/17). Well over 100 people representing faculty, staff, students and community members gave input on the logo.

From the comments garnered at the various presentations, the final logo design is attached.

I believe this design is clean and professional, accurately reflecting our Crafton hills and the College personality. It is dynamic and progressive, cementing our progress as a comprehensive college.
STEPS TO CHC LOGO REDESIGN

1. Brand Positioning Workshop on April 3, 2015 with Propeller Communications, all stakeholder represented*
2. Designs by 4 graphic artists
3. Narrow to 32 designs
4. Survey of CHC Management team, June 18, 2015
5. Survey of CHC Foundation, June 18, 2015
7. Narrow to 22 designs
8. Survey of PSYCH 101 students, July 8, 2015
9. Narrow to 12.
10. Returned to CHC Management team, narrowed to 3.
11. Presented the 3 designs to Academic Senate and to FLEX day participants, Aug. 14, 2015
12. Presented same 3 designs for feedback at In-Service Day workshop, Aug. 17, 2015
13. Finalized design and presented to President

*Workshop Participants
TEAM 1—DONNA HOFFMANN
LILLIAN VASQUEZ—Community/Alumni
SAM IRWIN—Community/Foundation
LARRY AYCOCK—Staff
DENISE ALLEN—Faculty
CHERYL MARSHALL—President
NICK LINARES—Transfer Student

TEAM 2—MICHELLE RIGGS
ROBERT LEVESQUE—Workforce Rep.
PATRICIA MENCHACA—Faculty
ANGIE NETT—Community
AFTON SNEED—Non-traditional Student
BEN GAMBOA—Staff

TEAM 3—DEBBIE CASTRO/KIRSTEN COLVEY
KEVIN SANTOYA—Current Student
ELIZABETH MEALEY—Staff
DANIEL BAHNER—Faculty
TOM SLICK—HS Counselor
DONNA FERRACONE—Board/Foundation/Community
ROBERT MCATEE—Faculty

TEAM 4—KRISTI SIMONSON
JULIE MCLAIN—Transfer Student
OLGA POLASCEK—Community
DAVID AVILA—City Council
EVAN STERNARD—Faculty