



**MISSION
COLLEGE**
SANTA CLARA

Brand Identity Style Guide



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Mission Statement

Mission College serves the diverse educational needs of our student population by providing equitable access and support towards completing associate degrees and certificates aligned with transfer and career pathways to meet educational and personal goals as well as the workforce demands of the city of Santa Clara and Silicon Valley.

Vision Statement

Empowering every student to find their mission.

Our Value Statements

At Mission College, we value:

- | | | |
|----------------|----------------|-------------|
| Social Justice | Integrity | Curiosity |
| Equity | Sustainability | Inclusivity |
| Community | Excellence | Innovation |

These guidelines are designed to ensure Mission College and its brand present a unified message to our community.

**Questions? Please contact the Marketing and Public Relations office:
408.855.5127 or marketing@missioncollege.edu**

Brand Voice

Our personalities are what make us unique. The same goes for our brand. The Mission College brand personality has attributes that are integral in how we communicate – **welcoming, inclusive, compassionate, innovative** and **instructive**.

These words characterize how students, faculty, and employees describe their interactions and feelings about Mission College.

Which characteristic is most prominent in the moment changes on who we're talking to and where. Use the examples to ensure the tone of the message matches the inflection of the place it will reside.

Avoid a formal tone in written copy. Examples of formal writing include research papers or legal documents. Marketing copywriting featured on brochures, flyers, webpages, or in marketing emails uses active voice.

It is written in second person tense, and uses 'you' instead of 'the student' or 'they'. Exceptions may apply when referring to someone who uses 'they/ them' pronouns. Also, whenever possible, copywriting should avoid complicated or dense academic language. This is so our readers and future students can scan our website, flyers, brochures, and signs and immediately get the point.

Website

Tone example:

Get ahead, receive hands-on training, launch a new career, or upskill for a higher salary at Mission. Visit the Career Center today.

▶ *Information is offered up in an assertive and straightforward voice on the website. All content is written using second person tense, using 'you' instead of 'the student' or 'they'.*

Marketing Materials

Tone example:

Mission College prides itself on understanding that your financial situation should not be a barrier to receiving an education. We are committed to providing opportunities so you can achieve your goals in higher education by offering grants, scholarships and more.

▶ *For collateral materials, the approach is about the student's progress. Inspiring them to seek the opportunities of higher education and evoke the feeling of being a part of the overall community.*

Recruitment

Tone example:

Affordable Online Degrees (Only \$46 per Unit!). Attending a two-year college is a smart move when it comes to saving dough. At \$46-per-unit, Mission College has some of the lowest fees in the nation. Furthermore, online degree programs make community college even more attainable for working students and professionals.

▶ *Recruiting is about sharing inclusiveness, being compassionate about the student goals, and providing awareness into the instructive, collaborative and knowledgeable environment.*

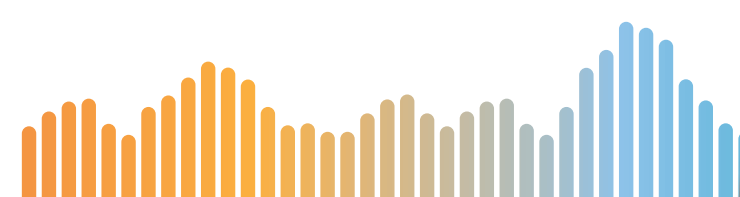
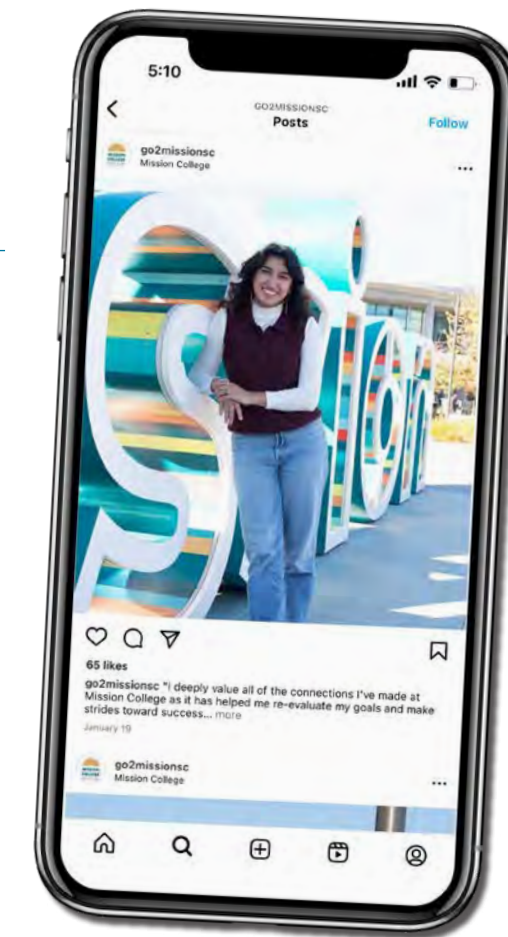
Social Media

Tone example:

Mission College has given me opportunities to both meet people and expand my research experience. I deeply value all the connections I've made here that have helped me re-evaluate my goals and help me make strides toward success. I feel more prepared to take on new endeavors.

▶ *Social media posts should focus on inspiring students with the possibilities for life after college. The tone of voice should be friendly, welcoming, and inclusive on personal goals when sharing information.*

Brand Voice



Campus Logo

The Mission College logomark (logo) should feature prominently on all communications unless a specialty logo is required.

The following usage applies to the standard logo, alternate versions and all department logos.

- Logo should appear on backgrounds that provide strong contrast.
- The divider lines should be a shape and not a stroke.
- Provide ample clear space surrounding the logo with a minimum 'N' space.
- Standard versions should not be printed smaller than 1-inch width.
- Horizontal versions should not be printed smaller than 1½-inch width.
- Horizontal and vertical (standard) versions should not be altered or modified than what is shown on pages 6 & 8.
- Use only the color options shown on pages 6 & 8. For primary color builds, see page 12.



Standard logomark and preferred color usage



Horizontal logomark and preferred color usage



Minimum 'N' space surrounding logo



Campus Logo

It is imperative the logomark is not altered to ensure brand consistency.

- Do not manipulate with shadows, glows, or 3D effects.
- Do not rotate, distort or skew to alter the composition of the logo.
- Do not separate the elements of the logomark apart, i.e. removing the symbol from the wordmark.
- Do not include additional elements to the logo.
- Do not include additional colors. The logo consists of primary teal and orange, black only, and white only.
- Ensure that the logo has the proper level of contrast against its background. See ADA section on page 15.

Campus Logo Versions

If contrast and color are limited, the logo is available in alternate versions.

The campus logomark in black and white versions can be used. One color usage can only be in black or white. The color must not be changed.



Use this logomark in horizontal applications. One color usage can only be in black or white, and not another color.



The Mission College wordmark may be used when space impairs readability of the logomark. One color usage is in primary teal, black or white.

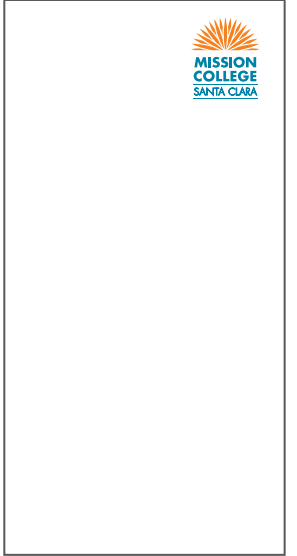


Campus Logo Placement

The logo should be noticeable and intentional with its position on all communications. See the examples below for guidance.



Flyer / Letter



Pull-up banner / Signage



Event Signage / Envelope

For print applications, the logo should not be printed smaller than 1-inch width.

For digital applications, the logo should not appear smaller than 72 pixels wide (1-inch equivalent).



Web



Banner ad

Department, Program and Committee *Logos*

All departments, programs and committees have a preapproved logo ready for use.

No other logo/icon should be used to represent your department or program. This guideline will ensure that all of our departments are unified within the Mission College brand identity.

If you are in need of a department, program or committee logo, please contact the Marketing and PR department at marketing@missioncollege.edu with questions.



Department, program and committee names can be navy or gray (80% black).



Specialty *Logos*

There are special circumstances when the Mission College logo is modified for inclusion and representation. The examples below illustrate a few exceptions including Hispanic Heritage Month, Black History Month, and Pride Month. If your event wants a specialty logo, contact Marketing office. Not available to be made by individual areas.

Specialty logos must be developed by Marketing office. The symbol (sunburst) and wordmark (name of college) should not be modified without permission.



Brand Colors

The brand **primary colors** should feature prominently in all communications. To align with accessibility requirements, Mission Orange may not be used as body text.



MISSION TEAL

CMYK 100.43.25.0
RGB 12.119.153
Pantone 314 C
Hex 0C7799
HSL 194.85%.32%



MISSION ORANGE

CMYK 0.60.100.0
RGB 234.115.11
Pantone 151 C
Hex EA730B
HSL 28.91%.48%

The **secondary color palette** can be used in combination with primary colors to strike a mood or relate to another group. To align with accessibility requirements, only navy can be used as text color.



Navy
CMYK 100.75.23.37
RGB 0.55.98
Pantone 2955 C
Hex 003762
HSL 206.100%.19%



Teal Gradient
 Use Mission Teal color specs with navy color specs to blend.



Yellow
CMYK 0.20.100.0
RGB 255.203.5
Pantone 116 C
Hex FFCB05
HSL 48.100%.51%



Orange Gradient
 Use Mission Orange color specs with yellow color specs to blend.
Cannot add other colors to gradients.



Green
CMYK 29.0.100.0
RGB 193.242.0
Pantone 376 C
Hex C1F200
HSL 72.100%.47%



Purple
CMYK 75.97.1.1
RGB 100.48.145
Pantone 267 C
Hex 643091
HSL 272.50%.38%

Green and purple are complementary colors and should only be used as accent. Limit use to special occasions (i.e. parade and events). Colors cannot be used more than 10% of the colors on the page.

Web color palette – to align with accessibility, use these colors to provide contrast that meets WCAG guidelines (*see pages 14-15 for guidance*).

Teal - Hex 0C7799
Navy - Hex 003762
Purple - Hex 643091

Orange - Hex EA730B
Yellow - Hex FFCB05
Green - Hex C1F200

Do not use these as text colors as they do not meet requirements. Can be utilize as secondary color graphic accents.

Brand Typography

Headline design should be impactful.

From headlines, to subheads, calls-to-action and body copy, all information must be set in Mission College brand fonts.

Headlines in **Futura** may appear in a range of colors from the Mission College brand colors.

Futura Light
 Futura Medium

Futura Heavy
 Futura Bold

Body copy and captions are set in **Avenir Next** and should appear primarily in black, 80% shade of black (gray), teal, or white over dark backgrounds.

Avenir Next Light
 Avenir Next Light Italic
 Avenir Next Medium
 Avenir Next Medium Italic

Avenir Next Demi
 Avenir Next Demi Italic
 Avenir Next Bold
 Avenir Next Bold Italic

When Futura or Avenir Next fonts are not available, use **Arial as the substitute font**. Arial is readily available on PC and Mac desktops.

Arial Regular
 Arial Italic

Arial Bold
 Arial Bold Italic

The accent font, **Rosseville**, is used to draw attention to key words or phrases in headlines. To prevent crowding, it is possible to set custom kerning (tracking between characters) and leading (space between lines) at different sizes.

Rosseville

Rosseville is free for commercial and personal use. For information on licensing, click on the link at right.

[Download Rosseville for free](#)

ADA Compliance

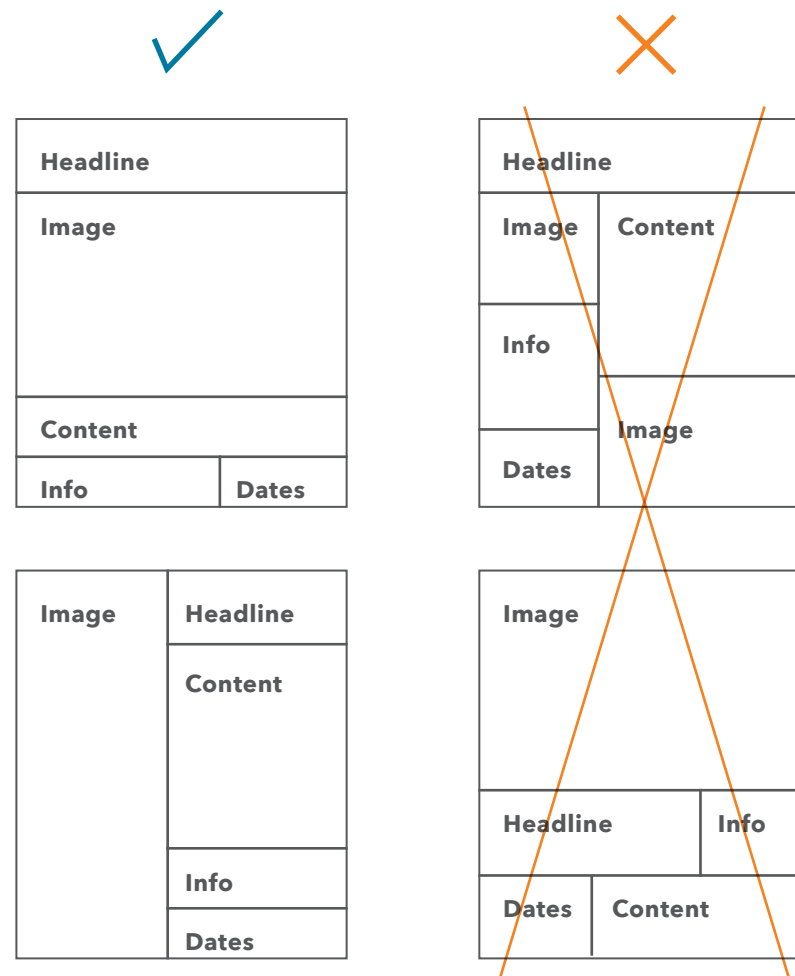
Americans with Disabilities Act (ADA) Compliance is important to ensuring the Mission College message reaches all students and employees.

Use this visual guide for a quick check and click links below for more information on verifying PDF files for accessibility and ensuring contrast meets Web Content Accessibility Guidelines (WCAG).

[Adobe Acrobat Accessibility Checker](#)

[Web Contrast Checker](#)

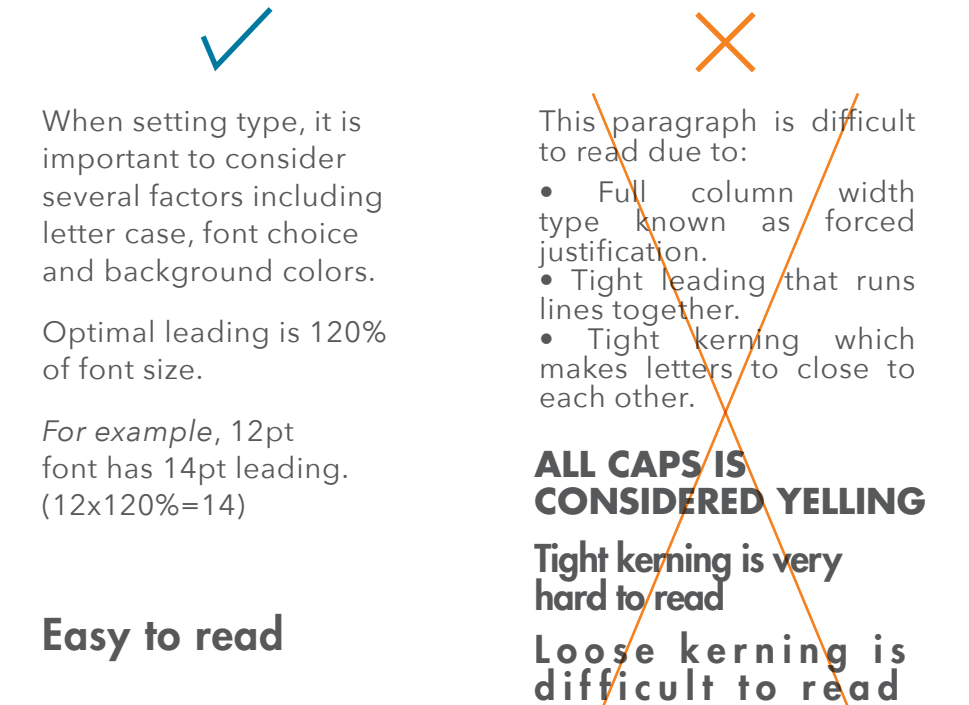
Layout composition should have information clearly defined in its informational hierarchy. Structure the content for ease of consuming the material.



Colors should have a strong contrast for ADA compliance. (See *Web Contrast Checker* on page 14).



Copy must be readable. Small point sizes should be bolder in font selection and apply dark colors for contrast from the background. Consider kerning or tracking (space between letters) and leading (space between lines) when writing copy for legibility.



Consider typeface and point size when text is over colored backgrounds.



Brand *Photography*

Our photography communicates our core brand attributes.

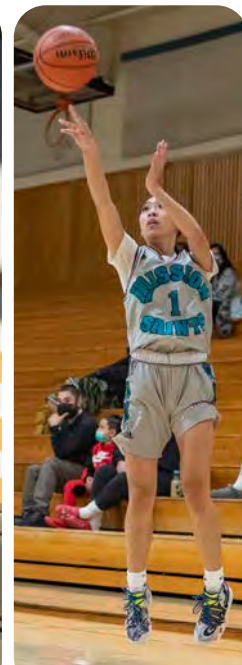
Welcoming: photo subjects hold eye contact with the camera and smile.

Inclusive: a diversity of race, age, and genders are represented.

Compassionate: the interaction between the subjects and photographer evokes a feeling of friendliness.

Innovative: the subjects feel natural and are not distorted in proportion. Too high an angle can result in making the person too small-too low can overpower the viewer. Having a photo subject in central focus conveys a sense of inspiration and achievement. Avoid photos that feel too staged or phony. While a photo might feature a student looking directly in the camera, they should still look natural and relaxed.

Instructive: when showing a speaker, make sure that their face isn't obstructed. Include the audience members whenever possible, and if applicable, any corresponding presentation slides that are displayed behind them.



Brand *Photography*

Look for action/interaction in people or group shots. Avoid imagery when the main subjects are not engaged in the photo and avoid odd expressions on faces (*headshots excluded*).

This interaction can be with the camera or with each other.

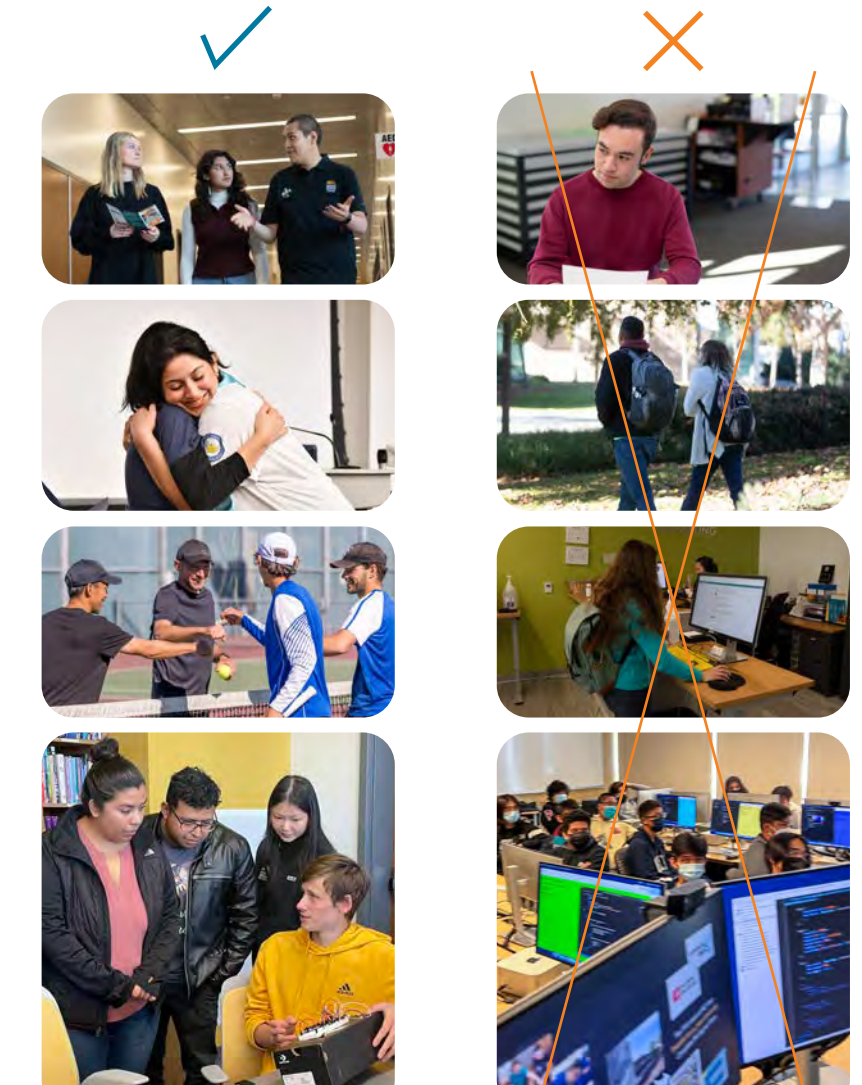
Images can be selected from our photo library to ensure best possible representation. Selections should be comprised of our people doing real things.

To access [Mission College's flickr page](#), [click here](#).



Photos may be stylized in the following ways:

- Tint primary colors or gradients.
- Turned into black and white photos.
- Crop out backgrounds so the subject can stand out.
- Cropped or framed uniquely, rounded corners as an example, for interest.
- Collaged together.
- Use brand energy elements for emphasis (*see page 19*).

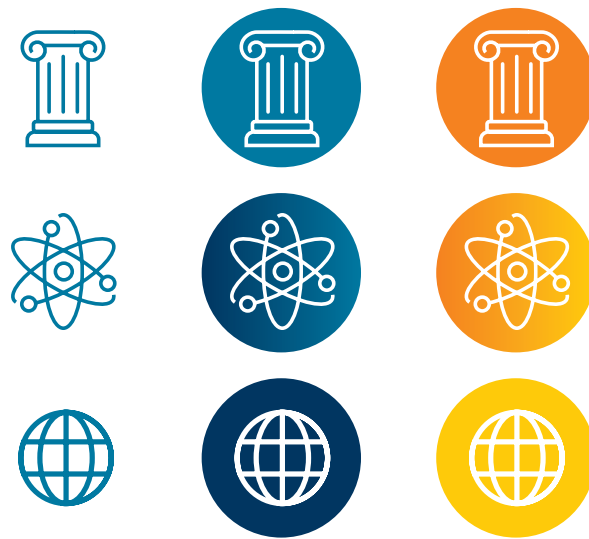


Brand *Illustrations & Icons*

Illustrations should have clean lines, solid shapes for definition and bold colors for contrast.



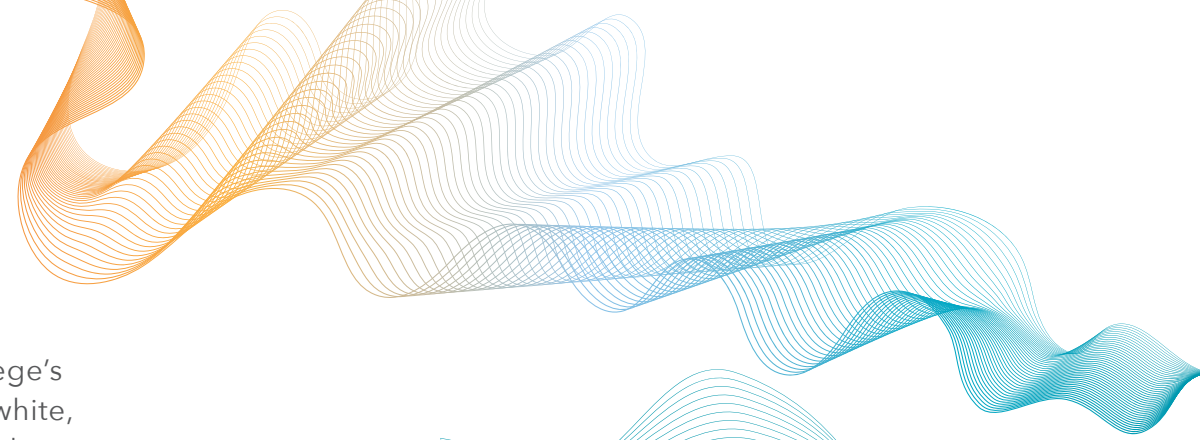
Icons are one color using Mission College's color palette. When icons are used as white, these must be in circles of the brand colors and gradients.



[@go2MissionSC](#)
[@MissionCollegeSantaClara](#)
[@go2missionsc](#) [@go2MissionSC](#)

Brand *Energy*

Visual elements, referred to as 'brand energy' in this guide, complement imagery, provide visual direction, or enhance the color and overall appeal of a design. For examples, refer to the energy waves, energy bursts, and energy ribbons next to this list.



Energy Ribbon



Energy Wave

Energy Burst



- Blend our primary teal and orange colors. These can be teal to white, orange to white, and solid white.
- The edges of the energy elements may fade or become transparent.
- Crop the elements to framing imagery and writing.
- Combine brand energy elements with photos to create an overlapped or layered effect.
- Adjust the elements for horizontal or vertical page orientation.
- Opacity of ribbon can be modified for best contrast.

Putting the brand in

real applications.



Brand Stationery

Maintaining a cohesive approach is essential to the brand. Stationery templates are available to ensure consistency.

Use the guidelines below to establish a unified look on brand stationery.

- Logo should not be printed smaller than 1-inch width.
- All letter and address copy should be set in Avenir Next Book, or Arial (substitute), at 10 pt size.
- Phone numbers are formatted 000.000.0000
- When joining two separate pieces of information on a single line use a bracket with single spaces on each side, *for example:*

Santa Clara, CA | 00000
Address | Suite

- Letter paragraphs should have hard returns between them without tab indents on the first line.
- Spell out all words unless USPS mandated, *for example:*

Highway vs Hwy
Suite vs Ste

- **Email signatures** – to align with brand consistency, follow these guidelines for signatures. Extra language (quotes, etc.) should go across the bottom.

Font should be in Avenir or (*Arial as font substitute*) and in black. No colors or other fonts. No text decoration beyond italics.

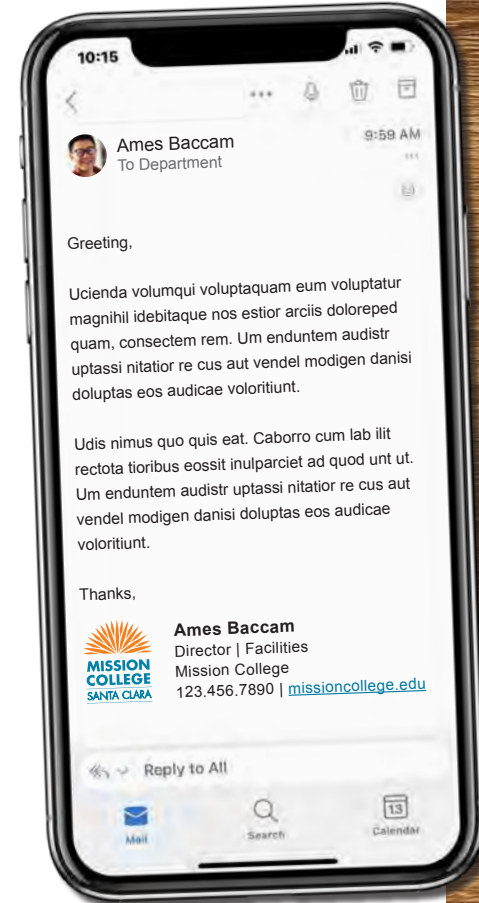


Logo set at .75" height

First Name Last Name ← 11 pt
Title | Department ← 9 pt
Mission College ← 9 pt
000.000.0000 | missioncollege.edu ← 9 pt

Color is **RGB 12.119.153**
Hyperlink must be underlined.

For ease of editing, download the file, Word template



First Name Last Name
Address Line One
Address Line Two
Santa Clara, CA | 00000

Greeting,

Ucienda volumqui voluptaquam eum voluptatur magnihil idebitaque nos estior arcis doloreped quam, consectem rem. Um enduntem audistr uptassi nitatior re cus aut vendel modigen danisi doluptas eos audicae voloritunt.

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Closing,

Signature
First Name Last Name
Title

missioncollege.edu @go2MissionSC @MissionCollegeSantaClara @go2missionsc @go2MissionSC

3000 Mission College Blvd. | Santa Clara, CA | 95054-1897



First Name Last Name
Title
Department

Phone
Email

3000 Mission College Blvd. | Santa Clara, CA | 95054-1897

#iKnowMyMission

missioncollege.edu

@go2MissionSC

@MissionCollegeSantaClara

@go2missionsc

@go2MissionSC



3000 Mission College Blvd.
Santa Clara, CA | 95054-1897

First Name Last Name
Address Line One
Address Line Two
Santa Clara, CA | 00000

Brand Collateral

Designs should be instantly recognizable as Mission College materials. Our approved colors and fonts are vital to brand unity.

Use the guidelines below to establish a uniform look and feel on brand collateral.

- Campus logo should be visible and not smaller than 1-inch wide.
- Utilize the script font, Rosseville, in headlines to bring excitement to the covers.
- Make copywriting friendly, simple, and direct. Use second-tense language to include the reader and avoid an overly-formal or passive tone."
- Remember the brand voice and attributes (*guide on page 5*) – collateral should deliver facts in an approachable way that motivates our audience.

2022 ANNUAL REPORT

MISSION COLLEGE SANTA CLARA

Shine Bright

AT MISSION COLLEGE

missioncollege.edu @go2MissionSC @MissionCollegeSantaClara @go2missionsc @go2MissionSC

ADMISSIONS AND RECORDS

How to Apply and Enroll

MISSION COLLEGE SANTA CLARA

Students start their relationship with Mission College at Admissions and Records. Everything you need to know about how to become a student is available through this office in the Student Engagement Center (SEC), Room 118.

CAREER EDUCATION

Get Real-World Experience

MISSION COLLEGE SANTA CLARA

Mission College's Career Education programs provide vital pathways to emerging professions with rewarding career opportunities. We have more than 50 in-demand programs with the resources you need to succeed.

It is our mission to help you discover and achieve your personal and career goals. Here are some of these transformational programs.

- Culinary Arts
- Early Childhood Education
- Emergency Medical Technician
- Firefighter I Academy
- Information Protection Technology
- Graphic Design
- Hospitality Management
- Nursing Assistant
- Pharmacy Technician
- Registered Nursing

2022-2023 Fact Sheet

MISSION COLLEGE SANTA CLARA

ABOUT US

Established in 1975, Mission College is a part of the West Valley-Mission Community College District. We serve the communities of Campbell, Cupertino, Los Gatos, Monte Sereno, Santa Clara, Saratoga, Sunnyvale, and San Jose.

Mission College proudly embraces our responsibility as an economic, cultural, and civic leader. By offering a world-class education at an affordable price, we ensure that students, no matter their background, find success on our campus. Through degree completion, university transfer, certificate attainment or specialized job training, Mission College students are thriving in their careers.

We take pride in being Silicon Valley's community college and we encourage you to join us in spreading academic excellence throughout the region.

4,985 STUDENTS OF COLOR (EXCLUDES CHICKSIAN WHITE)

434 EMPLOYEES

38% ASSOCIATE & TRANSFER TO 4-YEAR COLLEGE

11% UNDECIDED ON GOAL

10% TRANSFER TO 4-YEAR COLLEGE WITHOUT ASSOCIATE

8% ASSOCIATE'S DEGREE

6% EDUCATIONAL DEVELOPMENT

4% PREP FOR NEW CAREER/JOB SKILL

56% LOW SOCIO-ECONOMIC NO

44% YES

LESS THAN 1% UNKNOWN

MORE THAN 5,800 STUDENTS PER SEMESTER (CREDIT + NONCREDIT)

MORE THAN 71% OF STUDENTS ARE UNDER 30 YEARS OLD

MORE THAN 75% OF STUDENTS RECEIVE FINANCIAL AID

55% OF STUDENTS ARE FEMALE

TOP ASSOCIATE DEGREES

- Language Arts
- Human Biology
- Health Occupations/ Nursing

TOP ASSOCIATE DEGREES FOR TRANSFER

- Business Administration
- Psychology
- Sociology

TOP SKILLS CERTIFICATES

- Data Analytics Associate
- Child Development
- Cisco Networking Academy
- Accounting
- Graphic Design

missioncollege.edu @go2MissionSC @MissionCollegeSantaClara @go2missionsc @go2MissionSC

SAVE THE DATE!

MISSION COLLEGE SANTA CLARA

All College Day!

MISSION COLLEGE - Cultivating Our Identity, Our Vision, Our Future

Join us for All College Day to receive welcomes and updates as we get ready to kick-off the spring 2023 semester together. Breakfast and lunch will be provided by the President's Office along with good music, opportunity drawings, and more!

Ricardo Vidal and Deanna Cherry facilitate participatory, inclusive conversations that support organizations in reimagining their policies, practices and approaches. They center the lived experiences, histories, cultures, strengths and needs of communities that have been historically economically exploited, politically oppressed and excluded. By improving communication, well-being and accountability Ricardo and Dee have been able to assist in cultivating more interconnected, just and rewarding workplace and school cultures.

FRIDAY, JANUARY 27

8:00 A.M. - 1:00 P.M.
BREAKFAST - 8:00 A.M. / PROGRAM - 9:00 A.M.

CHECK-IN FOR BREAKFAST - HOSPITALITY MANAGEMENT

PROGRAM - GC 103

We will be joined by leadership from R & D Facilitation to discuss the importance of our equity work and how our continued efforts will support our college culture and goal development.

R&D FACILITATION

Look forward to celebrating together as we begin the new year!

@go2MissionSC @MissionCollegeSantaClara @go2missionsc @go2MissionSC



Brand *Social Media*

Social media is an ongoing conversation with our students and community. The brand voice for social media is always welcoming and friendly.

Use the guidelines below to establish a consistent tone on social media.

- Follow photography guidelines on page 16 and color palettes on page 12 to achieve a consistent approach across all digital and print platforms at Mission.
- Our official campus hashtag is **#iKnowMyMission**. If you post on social media, remember to include it.
- If you are using your Mission College Programs social media account, make sure to tag **@missioncollegesc**

 **@go2MissionSC**

 **@MissionCollegeSantaClara**

 **@go2missionsc**

 **@go2MissionSC**



Brand *Apparel & Swag*

Mission College apparel embodies our school spirit and pride. It reflects who we are within the community.

Use the guidelines below to elevate our swag, apparel, and other promotional items.

- All printed colors must be from our official brand color palette.
- Logos must be a minimum size of two inches tall on shirts and sweatshirts.
- Event or group logos can be printed on swag with prior approval from the Marketing and PR office.
- Teal, white, navy, light heather gray, and black fabrics are recommended. Orange shirts require prior approval from the Marketing and PR office to make sure that the print colors fall within brand compliance."



These guidelines are designed to ensure Mission College and its brand present a unified message to our community.

**Questions? Please contact the Marketing and Public Relations office:
408.855.5127 or marketing@missioncollege.edu**

