SANTA ANA
C O L L E G E

Graphic Standards Manual

From the President

Santa Ana College (SAC) is a community gem that will soon celebrate 100 years of excellence in academic achievement and community partnerships. Our students come to us with varied academic goals. Whether it is for university transfer preparation, career training, or personal development, we give them the best of ourselves to ensure their success. By helping to improve the futures of our students, we improve the quality of life for everyone in the community.

SAC has a reputation for excellence and is continually ranked a state leader for the number of students who transfer each year to a university. And we are repeatedly ranked among the "Top 100" community colleges in granting associate degrees to minority students. We are a top-of-mind choice when it comes to career preparation in fields that are in high demand such as nursing and fire technology.

As we move into our next 100 years, it is important that we adopt a visual identity that reflects our history, integrity, excellence, and vision, while reinforcing our enduring commitment to our students and the community. These graphic standards encompass the visual message for the college. Consequently, it is critical that we present a unified image that reflects our dedication and vision.

To ensure that our image is consistent, it is essential that these graphic standards be followed carefully and implemented college-wide. This manual offers useful guidelines for incorporating our visual image in a wide range of situations and environments. Please ensure that these guidelines are adopted to help facilitate a consistent, up-to-date, and appropriate image to the public that we serve.

Whenever in doubt on graphic standards and to obtain an updated logo, please consult with our Graphic Communications professionals.

Erlinda J. Martinez, Ed.D.
President

Introduction

This guide is designed to help all members of the campus community to better understand Santa Ana College's core symbols and their appropriate use. In the following pages you will find guidelines for using the college logo, college seal, and the athletics logo. These Santa Ana College logos serve as readily identifiable symbols that reinforce the college's reputation and give a sense of unity to our publications, stationery, website, merchandise, and other forms of communication. These standards have been created to assist offices and departments college-wide in strengthening the Santa Ana College message and graphic identity.

Graphic Identifiers

These graphic identifiers may not be used by off-campus groups, or for business or fundraising purposes, without permission. Contact the Office of Public Affairs and Publications at 480-7503 for more information. These graphic identifiers are official logos of Santa Ana College. These are the only logos that should be used to represent the institution's programs and services. Offices and departments at Santa Ana College are asked not to create their own visual identifiers nor should they alter the approved logos in any way.

The Meaning of the Logo Icon

The icon in the logo is a building evoking the college's historical roots in the community with a sun to symbolize hope, optimism and warmth. Unless special permission is received from Graphic Communications, the logo icon is not to be used alone. It is to be used in tandem with the Santa Ana College wordmark.

Obtaining the Logo

To ensure quality, the logo should be obtained in electronic form from Graphic Communications or the Public Affairs office and not copied from existing uses. The logo should not be copied from webpages because the relatively low resolution of web graphics will cause the logo to look fuzzy and unsharp when copied to printed publications.

Official Santa Ana College Logo

This is the updated college logo that is mandated for use in printed or electronic publications with the exception of athletic applications, signage, and academic circumstances when the seal is appropriate.

The College Seal

The Santa Ana College seal is used for formal and official applications such as commencement materials, official certificates, diplomas and transcripts.

SAC Icon

This icon is for use on campus singage only. This does not replace the Santa Ana College mission logo.

The Athletics (Don) Logo

The Kinesiology and Athletics Department have adopted an athletics logo to be used on intercollegiate athletic publications, signage and clothing/gear. The logo is only used in association with athletics and should not be used with any other college programs or services.
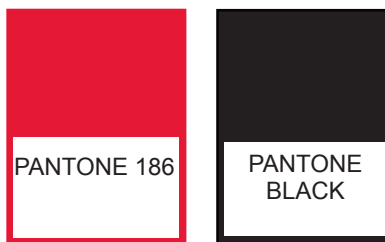

SAC DONS ATHLETIC LOGO

Official Colors

The official colors for Santa Ana College are:
- Pantone (PMS) 186
- Pantone (PMS) Black

The official colors are the preferred choices for all publications and documents. There are situations in which these colors are not possible and it is acceptable to substitute other color choices.

PANTONE 186   PANTONE BLACK

OFFICIAL INK/COLORS

The CMYK (four-color printing) equivalents to the above colors are:
- C/100 M/68 Y/0 K/54 (red)
- C/0 M/10 Y/0 K/100 (black)

The RGB (web/electronic use) equivalents to the above colors are:
- R/0 G/45 B/98 (red)
- R/255 G/210 B/0 (black)

When using the college logo in two colors, it must be the red and black version. When printing the logo in one color, the logo should be printed in black (for printing on light backgrounds), or white (for dark backgrounds). In instances where school colors are not utilized for very specific reasons, the logo should be printed in the darkest color that is being used. Consult with the college graphic designer or the RSCCD Public Affairs office in special cases like these.

Official SAC Typefaces

PRIMARY FONT
- The principal font for Santa Ana College is a classic, serif typeface called ITC Baskerville. It is to be used in any official document/publication as the primary font.

USAGE EXAMPLES
- The primary college font comes in different weights, which are used for particular applications. The specific font used in the body copy of official publications is ITC Baskerville Regular.

ITC BASKERVILLE REGULAR

- The font used for headings or subheadings of official publications is ITC Baskerville Semi Bold.

ITC BASKERVILLE SEMI BOLD

- ITC Baskerville Bold is to be used only in the college logo.

ITC BASKERVILLE BOLD

- ITC Baskerville Regular, Semi Bold and Bold all come in italic versions, to be used if and when appropriate.

SECONDARY FONT
- Neutra Text is a modern, sans-serif typeface that is used to compliment and contrast with ITC Baskerville, the college's primary font. Neutra Text not intended for everyday usage by college staff; it is to be used only at the discretion of the college graphic designer.

  Like ITC Baskerville, Neutra Text comes in several weights, and in italics.

NEUTRA TEXT LIGHT
NEUTRA TEXT BOOK
NEUTRA TEXT DEMI
NEUTRA TEXT BOLD

OTHER FONTS
- Specialized marketing and public relations pieces designed in the Graphic Communications office may utilize specialty fonts at the discretion of the graphic designers.

Alteration of the Logo/Colors/Fonts

The alteration of the Santa Ana College identity–logos, colors, fonts, etc.–is not permitted.

Minimum Size

The logo should always be used as shown in examples. The logo should not be smaller than one inch in width due to impaired legibility of the words. Promotional materials may use forms of the logo at smaller sizes.

Clearspace Around Logo

To provide a cushion of empty space around the logo, no item can be closer to the logo than a distance equal to the height of the text in the logo. The cushion improves the look of the logo and allows it to stand out from surrounding text and graphics.

X **SANTA ANA COLLEGE** **X**

ALLOW A CUSHION AROUND THE LOGO EQUAL TO X

Icon Version

The icon-only version of the logo can be used in a piece already containing the SAC logo as a design element and additional visual reference, such as on the spine of a book or as a roll-over icon on a webpage. If intending to publish the icon on its own without a full version of the SAC logo in the same piece, consult with the Public Affairs and Publications Department.

ICON VERSION OF THE LOGO

SAC Logo A

SAC Logo B

SAC Logo C

SAC Logo D (Business Card Only)

Grayscale Versions

Grayscale versions of the logo can be used in a piece that prints using black ink only.

SANTA ANA
C O L L E G E

SAC Logo A

SANTA ANA COLLEGE

SAC Logo B

SANTA ANA COLLEGE

SAC Logo C

Alternate Versions of the College Logo

When using the logo against a dark background it is acceptable to use the reversed version as shown.

SAC Logo A

SAC Logo B

SAC Logo C

Alternate Versions of the College Logo

When using the logo against a dark background it is acceptable to use the reversed version as shown.

SAC Logo A

SAC Logo B

SAC Logo C

Unacceptable Alterations of the College Logo

To ensure quality, the logo should be obtained in electronic form from Graphic Communications or the Public Affairs office and not copied from existing uses.

DO NOT USE THE OLD SANTA ANA COLLEGE LOGO

DO NOT SQUEEZE THE LOGO IN A WAY THAT DISTORTS THE IMAGE AND TEXT

DO NOT CHANGE THE ORDER OF THE LOGO TYPE AND ICON

DO NOT EXPAND THE LOGO IN A WAY THAT DISTORTS THE IMAGE AND TEXT

DO NOT CONFUSE THE OFFICIAL SANTA ANA COLLEGE SEAL WITH A LOGO. THE SEAL IS FOR DIPLOMAS, CERTIFICATES AND TRANSCRIPTS ONLY

DO NOT SCREEN BACK THE LOGO OR PLACE IT BEHIND TEXT OR GRAPHICS

Logo Extensions and Academic Branding

To ensure consistency of the school brand, all academic entities must use their name with the wordmark. The logo should remain locked as a group and should not be disconnected. Department names should only be combined below the college logo as a sub-heading. If your department/ division does not have a logo extension, and wants one, please contact graphic communications.

Subsidiary Logos

SAC has developed the following subsidiary logos, and these subsidiary logos incorporate the college logo into the design. Departments and programs may use a separate logo only if they have a unique need and special approval has been made by the Graphic Communications or the Public Affairs office. Below are the only approved subsidiary logos at this time. When a subsidiary logo appears with the SAC logo, its size should be relatively equal to the SAC logo, except on college webpages, where subsidiary logos are typically larger.

Stationery

All stationery is printed by or through the District Publications unit. Information about ordering business cards, letterhead, envelopes and other stationery can be found on the publications webpage – www.rsccd. edu/publications.

Business Card

Business cards must be ordered through Publications as outlined below.

SIZE

"2 x 3.5"

QUANTITY

The standard order is 250 business cards. Because readability and consistency are primary consideration, there are limits to the amount of information that may be placed on the cars. Graphic standards do not permit variations in type size or additional lines of typography.

If you already have a business card, please request new cards directly from Publications by submitting your old business cards to District Publications.

If you do not already have a Santa Ana College business card, please complete a business card request form. This must be approved by the Human Resources Department before it will be processed by the District Publications unit. For more information, visit www.rsccd.edu/publications or call (714) 628-5951.

Letterhead

College letterhead is ordered through District Publications and printed by an outside vendor.

• SAC letterhead is stored and distributed through Quick Copy at the college.

SIZE
Standard letterhead, 8.5" x 11"

COLOR
Pantone (PMS) 186
Pantone PMS) Black

1 3/4 inch top and bottom margins (line 8 in a Word document.)

Left and right margins should be set for 1 1/4 inches.

Ragged right margins with left justified is the accept able standard for correspondence, as this increases readability.

Paragraph is should be set in block style with a line separating each paragraph.

When needed, matching second page letterhead is available and is the acceptable standard for all correspondents. Regular bond (20lb.) for printed material that exceeds the first page should not be used.

Bottom margin should be set for less than 1/2 inch from printed text (line 44 in a Word document).

Business Envelope

College business envelopes are ordered through District Publications and printed by an outside vendor.
- SAC business envelopes are stored and distributed through Quick Copy at the college.

SIZE

Standard #10 Business Envelope, 4 1/8" x 9.5

ADDRESS POSITION

Align first line of address approximately 4" from left edge of envelope with address lines starting 2" from the top. Standards for addressing change with postage payment options. Check with mail room personnel for specific requirements.

First line of address 4" from left edge

2" from the top

RANCHO SANTIAGO COMMUNITY COLLEGE DISTRICT

SANTA ANA COLLEGE
Department Name Here
1530 W. 17th Street
Santa Ana, CA 92706-3398
www.sac.edu

Jane. Q. Public
XYZ Organization
1234 N. Main Street
Santa Ana, California 92701
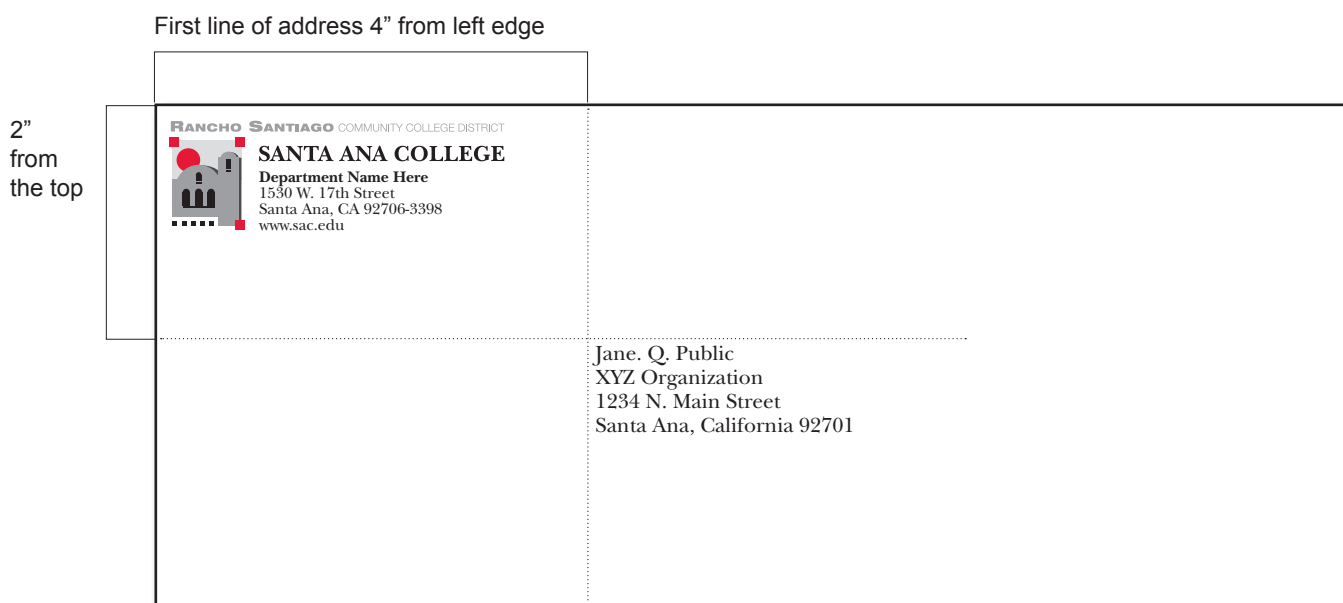
Fonts for Webpages *

The Santa Ana College Technology Advisory Committee (SACTAC) has adopted web design standards that call out the correct web colors and fonts for use on the SAC website. See www. insidesac.net.

Excerpted from the approved SACTAC policies and guidelines:

Design Standards

A consistent look and feel for the site is achieved by adherence to the standard design guidelines regarding the use of color, type font and graphics.

COLOR

The red chosen to represent the lettering of the name Santa Ana College and other titles is a Web safe color with the hexadecimal number of #CE0031 (red).

FONT

The font used throughout the top level pages is Verdana, a font found in most software programs and specifically designed to be readable at all sizes in a web environment. All text should be in upper and lower case. Use of ALL CAPS and underlines are difficult to read and detract from the consistent design standards established. Use of highly stylized fonts such as script or ornamental fonts will jeopardize the user's ability to access information and detracts from the design.

All major headlines, such as a department name, are typed in Verdana Bold, the size is equal to 14-point minimum as seen in a word processing program, and uses upper and lower case. Body text, such as a paragraph, is typed equal to 10-point minimum Verdana regular. Information items related to staff names, office hours or other important text size is equal to 10-point minimum Verdana Bold.

See International Students page for sample font sizes and styles: www.sac.edu/students/admissions/internationalstudents/

* Please note that a redesign of the SAC website is underway. The web design standards are subject to change.

Kinesiology and Athletics' Graphic Standards

ATHLETICS' SPIRIT MARK

Athletics' spirit mark is to be used solely for athletics. It can be used in the official red, black or white.

OFFICIAL BLACK

OFFICIAL RED

OFFICIAL WHITE

ATHLETICS' WORDMARK

Athletics' wordmark will be used in publications, on the Web and on uniforms/clothing. The wordmark is also to be used solely by athletics.

SANTA ANA COLLEGE

SANTA ANA COLLEGE

SANTA ANA

DONS

DONS ATHLETICS

DONS FOOTBALL

DONS BASEBALL

DONS GOLF

DONS BASKETBALL

DONS SOFTBALL

DONS CROSS COUNTRY

DONS SOCCER

DONS
SWIMMING

DONS
WRESTLING

DONS
TRACK & FIELD
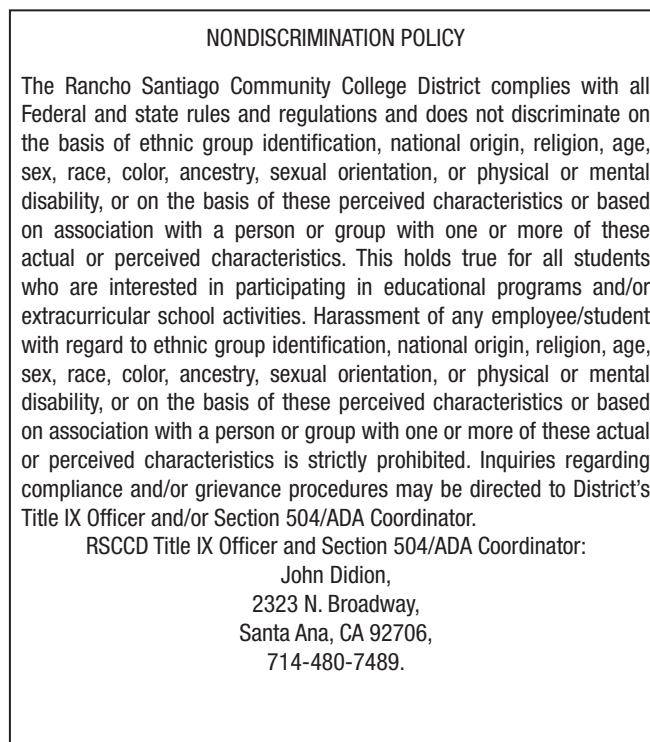
DONS
VOLLEYBALL

DONS
WATER POLO

Postal Indicia

An indicia is the imprinted designation used by the U.S. Postal Service on bulk mail pieces that denotes the method of postage payment. Consult with RSCCD or college Mail department staff to ensure the postal requirements are met prior to setting up your initial publications planning meeting with us.

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Non-Profit
Organization
US Postage
PAID
Permit N0. 134
Santa Ana, CA
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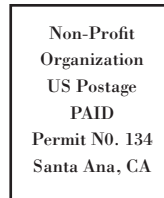
Nondiscrimination Policy Statement

Publications that are distributed to the general community and/or directed to potential students must carry the official Office of Civil Rights Non Discrimination Policy statement as shown. The statement has been translated into both Spanish and Vietnamese for the publications that are targeted to non-English- speaking audiences and is available under Public Affairs on the Employee Intranet.

NONDISCRIMINATION POLICY

The Rancho Santiago Community College District complies with all Federal and state rules and regulations and does not discriminate on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, or physical or mental disability, or on the basis of these perceived characteristics or based on association with a person or group with one or more of these actual or perceived characteristics. This holds true for all students who are interested in participating in educational programs and/or extracurricular school activities. Harassment of any employee/student with regard to ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, or physical or mental disability, or on the basis of these perceived characteristics or based on association with a person or group with one or more of these actual or perceived characteristics is strictly prohibited. Inquiries regarding compliance and/or grievance procedures may be directed to District's Title IX Officer and/or Section 504/ADA Coordinator.

RSCCD Title IX Officer and Section 504/ADA Coordinator:

John Didion,

2323 N. Broadway,

Santa Ana, CA 92706,

714-480-7489.

Who To Contact
If you have questions about graphic standards, content, printing, etc., the Graphic Communications and district Public Affairs team is available to assist you with your needs.
- SAC Graphic Designer: 564-6726
- District Communications & Publications Director: 480-7503

Board of Trustees
All college district and campus communication tools, including postcards, special purpose brochures, schedules, catalogs, and other promotional tools, will carry the current listing of the Board of the Trustees. The Board members will be listed according to their elected positions on the Board- with the president cited fist, followed by the vice president, clerk and members listed in alphabetical order. To obtain a current listing of the Board of Trustees, contact Graphic Communications and/or the Publications unit.

Chancellor
The chancellor will be listed, along with the Board of Trustees, on all official documents and communication tools produced by the college district. It is not necessary to list the chancellor on college communications tools.

College President
The college president will be listed on all campus communication tools and publications produced to promote the campus, classes, programs and services.