Style Guidelines

Version 1.2 - 9.9.2021

Identity guidelines are always a work-in-progress.
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Skyline College opened in 1969 as part of the San Mateo County Community College District. Located on an 111-acre site overlooking the Pacific Ocean just south of San Francisco, Skyline College offers world-class educational opportunities to residents from North San Mateo County and beyond in a culturally rich environment. Over 16,000 students annually enroll in a broad range of affordable day, evening, weekend and online courses. Students complete lower division general education requirements to transfer to four-year colleges and universities to earn a bachelor’s degree. Other students graduate and achieve an Associate in Arts (A.A.) or Associate in Science (A.S.) degree. A Bachelor of Science in Respiratory Care has been offered since fall 2016. Skyline College offers the latest in career education through such nationally acclaimed programs as Automotive Technology, Network Engineering Technologies, Business, Cosmetology, Massage Therapy and Allied Health programs such as Respiratory Care and Anesthesia Technology.
MISSION - VISION - VALUES

The Mission-Vision-Values at Skyline College are guided by our Institutional Learning Outcomes. Upon completing an A.A./A.S. degree and/or transfer preparation, students will show evidence of ability in several core competency areas including Critical Thinking, Effective Communication, Citizenship, Information Literacy, and Lifelong Wellness.

Mission
To empower and transform a global community of learners.

Vision
Skyline College inspires a global and diverse community of learners to achieve intellectual, cultural, social, economic and personal fulfillment.

Values
Education is the foundation of our civilized democratic society. Thus we value:

Social Justice: We are committed to a comprehensive diversity framework that promotes social justice throughout all policies, procedures, and practices of the College.

Campus Climate: We value a campus-wide climate that reflects a ‘students first philosophy’ with mutual respect between all constituencies and appreciation for diversity. Both instruction and student services are dedicated to providing every student with an avenue to success.

Open Access: We are committed to the availability of quality educational programs and services for every member of our community regardless of level of preparation, socio-economic status, cultural, religious or ethnic background, or disability. We are committed to providing students with open access to programs and responsive student services that enable them to advance steadily toward their goals.
Student Success and Equity: We value students’ success in achieving their goals, on-time, and strengthening their voices as they transform their lives through their educational experience. We aim to close gaps that result in inequitable outcomes by ensuring that each student has the opportunity to succeed.

Academic Excellence: We value excellence in all aspects of our mission as a comprehensive community college offering preparation for transfer to a baccalaureate institution, workforce and economic development through career technical education programs and certificates, Associate of Arts and Associate of Science degrees, basic skills development, and lifelong learning. We are committed to academic rigor and quality with relevant, recent, and evolving curriculum and well-equipped programs that include new and emerging areas of study. We are dedicated to an educational climate that values creativity, innovation and freedom of intellectual exploration, discovery, thought, and exchange of ideas.

Community Connection: We value a deep engagement with the community we serve and our role as an academic and cultural center for community including business, industry, labor, non-profits, government and the arts. We are dedicated to maintaining a college culture and institutional climate that is warm and welcoming to all.

Participatory Governance: We value just, fair, inclusive, and well understood, transparent governance processes based upon open and honest communication.

Sustainability: We value an institutional culture that represents a strong commitment to environmental sustainability and justice. We are committed to the tenets of sustainability “To meet present needs without compromising the ability of future generations to meet their needs.”
The Office of Marketing, Communications and Public Relations

Marketing, Communications and Public Relations Office
The Skyline College Marketing, Communications and Public Relations (MCPR) office is committed to ensuring that all college representative materials are consistent in illustrating the appropriate style and message for our campus. To do so, the office provides a full array of editorial, graphics, web and general marketing services for all departments on behalf of the college. For departments who wish to design their own marketing collateral, please adhere to the Skyline College brand guidelines outlined throughout this document. However, prior to printing and distribution, all marketing materials (flyers, postcards, videos for promotion, etc.) must be approved through MCPR.

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College Publications

The Skyline College Office of Marketing, Communications and Public Relations (MCPR) coordinates the production of the following publications and college marketing collateral:

- **ANNUAL PUBLICATIONS**
  - Catalog
  - Class Schedules - Fall, Spring, Summer
  - Fact Sheet
  - Skyline College Annual Report
  - Student Handbook - Online
  - Viewbook

- **ANNUAL EVENT PROGRAMS**
  - Opening Day
  - President’s Breakfast
  - Student Scholarship Awards Ceremony
  - Commencement
  - Middle College Graduation

- **AS NEEDED**
  - Administration or Department Handbooks
  - College Planning Documents
  - Departmental and Program Brochures
  - Event or Departmental Advertising Materials - Flyers, Newsletters, Postcards, Posters, Programs, Rack Cards, Signage
  - Print and Online Advertisements to drive enrollment
Design Services

MCPR can assist you in designing, writing, editing, printing and producing communications. Review the checklist below and contact MCPR to schedule an appointment or complete the MCPR Request Form available at http://skylinecollege.edu/mcpr/marketingservices.php and submit your pdf request via email to skypio@smccd.edu or the via online form on https://smccd-cqfop.formstack.com/forms/mcpr_request_for_services.

IMPORTANT: All marketing materials, including ads, brochures, flyers, videos, etc., must be approved through MCPR prior to printing and distribution.
EASY STEPS TO CREATING YOUR MARKETING MATERIALS
We can help you along every step of the way in creating your marketing materials.

Step 1: IDENTIFY THE NEED
Step 2: PLANNING
Step 3: CONSULTATION
Step 4: CONTENT
Step 5: DESIGN
Step 6: FEEDBACK AND PROOFING
Step 7: PRINTING
Step 8: DELIVERY AND DISTRIBUTION
Step 1: IDENTIFY THE NEED
• Who is your target audience?
• Is your audience best reached through print or online or both?
• What would be the most effective print piece to use with your audience?
• Has your website been updated?

Step 2: PLANNING
• What’s your timeline?
• Do you have a deadline by which you have to have the piece?
• Does this replace a printed piece currently in circulation?
• How many copies are needed?
• How will it be distributed?

Step 3: CONSULTATION
We will talk about:
• General goals of the project
• Style guidelines, including appropriate use of the logo
• Communicating using research-driven methods
• Project management so that your piece is delivered on time

Step 4: CONTENT
• Obtaining photography that best illustrates your subject
• Creating compelling text
• Text should be finalized and approved by Dean and/or supervisor before sending to designer
Step 5: DESIGN
We will help you by:
• Designing a piece in-house or choosing a designer to work with you
• Communicating your ideas to translate them effectively to visual media

Step 6: FEEDBACK AND PROOFING
• Drafts are circulated for review; please allow ample time for this important step
• All involved persons and others, such as deans, department heads and your Vice President should review and approve

Step 7: PRINTING
We will help you:
• Explore printing options, including Skyline College Graphic Arts and Production (SkyGAP)

Step 8: DELIVERY AND DISTRIBUTION
• How will you get your publication out?

TIMING
Since MCPR works with a variety of departments and organizations, it is crucial to prioritize projects. Projects that are crucial to the college’s mission (such as course schedules, catalogs, etc.) will receive first priority, as well as materials for events that have been scheduled. Planning ahead will allow us to devote the time and attention to your project that it deserves and reduces the risk of errors caused by rushing.
The Skyline College colors are Black, Red and Gold. Based upon output (print or electronic listed to the left of each chart), use the color charts below to achieve the official College colors.

**PANTONE**
A largely standardized color matching system used by print industry.

- **Black C**
- **1795 C**
- **130 C**
- **7627 C**

**PROCESS COLOR (CMYK)**
A subtractive color model used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black).

- **0:0:0:100**
- **0:94:100:0**
- **0:30:100:0**
- **22:99:93:13**

**RGB (RED, GREEN, BLUE)**
An additive color model used to display images through electronic media.

- **0:0:0**
- **238:52:36**
- **253:184:19**
- **173:31:35**

**HEX CODE (WEB COLORS)**
Colors used in designing web pages, and the methods for describing and specifying those colors.

- **#000000**
- **#FF0006**
- **#FFA900**
- **#AD0200**
The Skyline College logo is composed of three parts: the logomark (squares), the logotype ("Skyline College") and the tagline ("Achieve"). Specifications for the visual proportions, spacing, and alignment of the three elements in the logo have been predetermined. There are no exceptions to these specifications. When applying the logo in any context, never attempt to create a different version or modify in any way the elements or their predetermined configuration.
SEPARATING THE LOGO ELEMENTS

There are two cases in which the logomark, logotype, and tagline can be separated and used independently. The logo type can be used without the logomark when space or other considerations warrant a type-only solution. The logo can be printed without the tagline if it’s being reproduced at an extremely small size. A version of the logo without the tagline exists for use in these situations.

Tip: Consistent use of the logo will result in increased recognition and communicate Skyline College’s qualities and values to all audiences.
SPACE AROUND THE LOGO

To avoid clutter and give the logo prominence, always separate it from other text and graphic elements by a minimum distance of the size of one square of the logomark as shown below. You may, of course, always use more than the minimum clear space.

*Tip: The logo should always be separated from headlines, text copy, images, and other graphics.*

LOGO VARIATIONS

There are three color and all black versions of the Skyline College logo available for regular usage. They include: the logo with the tagline, the logo without the tagline and the horizontal logo. All of the logos are available for download on the MCPR website at:

[www.skylinecollege.edu/mcpr/styleguidelogos.php](http://www.skylinecollege.edu/mcpr/styleguidelogos.php)
**USAGE EXAMPLES**

**Examples of Correct Usage:**

The logo should be reproduced in its three color format or in solid black only on an all white background.

![Correct Usage Example 1](image1)

The white logo may be used on the official Skyline College background red, gold or black colors; the logo must still maintain one square space perimeter.

![Correct Usage Example 2](image2)
Examples of Incorrect Usage:

Do not use the color logo against a color background.

Do not enclose the logo inside a confining shape. Place the logo in an area large enough to be perceived as a general background, not a confining shape.

Do not place logo against a busy background.
PERSONALIZING THE LOGO

In the past, some organizations and departments altered the college logo to specifically identify that group. In order to maintain its integrity as an identifier for the college, the logo should not be altered in any way. However, if a specific department identifier is needed for use with the logo, it can be done in the format exemplified by the samples below. Likewise, organizations, divisions, departments, programs, offices, et al. cannot create their own logo. They are instead encouraged to use a personalized logo to strengthen the Skyline College brand.

One line

Skyline COLLEGE Achieve

LIBRARY

Two lines

Skyline COLLEGE Achieve

SOCIAL SCIENCE/CREATIVE ARTS

Three lines

Skyline COLLEGE Achieve

MARKETING, COMMUNICATIONS & PUBLIC RELATIONS

Four lines

Skyline COLLEGE Achieve

STRATEGIC PARTNERSHIPS & WORKFORCE DEVELOPMENT
Space on either side of dividing line & dividing line weight

The dividing line should be thin and delicate so as not to compete with the weight of the text, and should extend slightly beyond the top and bottom edges of the logo.

Space above and below division/program event name

Whether the division/program/event name takes up one, two, three, or four lines, the following rules apply:

1. The space above and below it should be equal.
2. The leading (space between each line) should be equal to the font size, e.g., if font size is 12 pt., leading should be 12 pt., too.
3. All text should fall within the space defined by the blue dotted lines, which are in turn determined by the top and bottom edges of the logo.

Typeface/Font

Typeface: Avenir LT Std 85 Heavy in all caps.
GRAPHIC FORMATS

Which file format should you use? In general, there are graphics formats suitable for printing and those for on-screen viewing. Use GIF and JPG for on-screen viewing. On the web, the Skyline College logo should be displayed as a GIF file, while photographic images should be viewed as JPGs. Use EPS and TIFF for print publishing. EPS files are used to print flat (non-photographic) artwork such as the Skyline College logo, whereas TIFF files are used to print photographic imagery. If you have trouble using an EPS file, you can work with a TIFF file instead—just be sure that it is used at 100% size and that the original file was saved at 300dpi or higher.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DESIGNED FOR</th>
<th>IDEAL USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPS</td>
<td>Printing</td>
<td>High resolution printing of illustrations, logos and artwork</td>
</tr>
<tr>
<td>GIF</td>
<td>Screen display, web</td>
<td>On-screen viewing of images</td>
</tr>
<tr>
<td>JPEG/JPG</td>
<td>Screen display, web</td>
<td>On-screen viewing of photographic images</td>
</tr>
<tr>
<td>PNG</td>
<td>Screen display, web</td>
<td>On-screen viewing of photographic images with transparent background</td>
</tr>
<tr>
<td>TIFF/TIF</td>
<td>Printing</td>
<td>High resolution printing of photographic images</td>
</tr>
</tbody>
</table>
Advertising & Promotions

MCPR can advertise/promote your event around campus and within the community through means listed and explained below.

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**EVENT CALENDAR**

The [online calendar](#) allows the campus community to easily list their events for students and the public to see and find. To include an event on the event calendar, submit your entry on the [online submission page](#), which is available on the front page of the calendar. Training on submitting events is not required, but an [FAQ](#) is available.

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**CAMPUS ANNOUNCEMENTS (EMPLOYEE EMAILS)**

*Provide the email content (text and images) through the [request form](#) at least 4 business days in advance.*

The Campus Announcement is an email sent out by MCPR to Skyline College employees. Distribution is scheduled so as not to overload employee inboxes on any one day and to encourage reading of the emails.

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**GWAMAIL (STUDENT EMAIL COMMUNICATION)**

*Provide the email content (text and images) through the [request form](#).*

GWAMAIL is an email delivery system used by the district to email students about events, workshops, important programs, services or deadlines. Promotional messages are set in newsletter format 1-2 times per week. Volume and frequency of emails sent to students are moderated to avoid overloading students with information.
ELECTRONIC SCREENS

Use the request form to let us know you want to advertise on the electronic screen.

Electronic screens provide up-to-the-minute information to faculty, staff and students on events, activities and opportunities while simultaneously providing news and weather updates. MCPR is responsible for the content displayed on the Electronic Screens in each building on campus.

1 - Welcome to Skyline College, directional information for the respective building, and the time/date.

2 - Ads

3 - Weather

4 - Upcoming events

5 - Scrolling RSS feed from media outlets such as CNN and ESPN

SOCIAL MEDIA

Use the request form to let us know you want your event featured as a post on social media.

Official Skyline College accounts on Facebook and Instagram are managed by MCPR.

SKYLINE SHINES

Submit your article and accompanying image by Thursday, 2 p.m. to skyshines@smccd.edu for inclusion in the current week's issue.

Skyline Shines is a weekly newsletter distributed via email to faculty and staff on Fridays during the spring and fall semesters. To view archived editions of the Skyline Shines blog, visit: http://www.skylinecollege.edu/skylineshines/.
MEDIA RELATIONS GUIDELINES

The office of Marketing, Communications & Public Relations is available as a resource to assist faculty and staff with media inquiries as well as to assist with promotion of programs, services and activities at the College.

If you are contacted by the media to answer questions and/or conduct an interview, it is a good idea to:

1. Gather information about the nature of the interview so that you can properly prepare.
2. Set a later time to answer the reporter’s questions if you are not ready to speak at that time.
3. Gather basic details including the reporter’s name, media outlet, phone number and deadline.
4. When the media is looking for an official college response on an issue, the official spokesperson/Public Information Officer is Cherie Colin. Please refer media inquiries of this nature to her.

The College is committed to continuing to be transparent, open and honest with the media. These media relations guidelines were developed with that goal in mind.

If you have any questions, the office of Marketing, Communications and Public Relations is available to assist.
PRESS RELEASES

The Marketing, Communications and Public Relations office is available to assist in developing, writing and distributing press releases and calendar listings to appropriate local media outlets.

Press Releases are a great tool to “pitch” the media on a possible feature story you’d like them to consider writing an article about, but should not be used to publicize a specific event when there is no feature story being proposed.

If you wish to connect with the media to promote your program, service or event, please contact the MCPR office, which will distribute the release on your behalf.

CHERIE COLIN
Director of Community Relations & Marketing
(650) 738-4346
colinc@smccd.edu

CONNOR FITZPATRICK
Communications Manager
(650)738-7087
fitzpatrickc@smccd.edu
Website

All divisions and programs, which are representative of the College, will be displayed on the website, adhere to the College brand guidelines, and use the established College template.

To create a new webpage for your division or program, or to request changes to an existing webpage, please work with the College Web Programmer Analyst.

OmniUpdate Campus is the content management system used to update, edit, and maintain the Skyline College website. College employees who frequently need to make edits to website content can be trained to use the tool. Please reach out to the Marketing Office and the College Web Programmer Analyst to schedule a training.

KEEPING WEBSITE CONTENT UP-TO-DATE

It is critical that all information presented on the website be kept current and accurate to ensure a positive user experience and to avoid presenting inaccurate or outdated information.

Employees should regularly review the website content related to their respective business areas and communicate inaccurate or outdated information immediately to the Marketing Office and the College Web Programmer Analyst. Users who have been trained in OmniUpdate can make corrections independently.
Additional Guidelines & Information

**BOARD OF TRUSTEES INFORMATION**

The Board of Trustees, Chancellor and President must be listed on all college-wide publications for public distribution with the exception of one-page event fliers, postcards or other small publications less than one page front and back. The current information to be used is:

**San Mateo County Community College District Board of Trustees**

Thomas A. Nuris, President
Richard Holober, Vice President-Clerk
Maurice Goodman, Trustee
Lisa Petrides, Trustee
John Pimentel, Trustee
Ashley Garcia, Student Trustee

Michael Claire, District Chancellor
Melissa Moreno, J.D., President, Skyline College

**BUSINESS CARDS**

Business cards are available for full-time employees and/or upon the discretion of your supervisor. They may be ordered online at [http://skylinecollege.edu/mcpr/marketingsservices.php](http://skylinecollege.edu/mcpr/marketingsservices.php).
EMAIL FOOTERS

The standard treatment of the College email footer should be as follows:

Dr. Melissa Moreno
President
Skyline College
3300 College Dr.
San Bruno, CA 94066
(650) 738-4100
www.skylinecollege.edu
morenomelissa@smccd.edu

Mission Statement:
To empower and transform a global community of learners.

STATIONERY

College stationery
College stationery is ordered from Graphic Arts & Production. Marketing, Communications and Public Relations must approve any variation from the standard design and copy of the letterhead, envelopes and business cards.

Electronic Letterhead Templates
Color and black and white electronic letterhead templates are available at http://skylinecollege.edu/mcpr/styleguidelogo.php. These electronic letterhead templates are for use if you want to email a document on letterhead or as a temporary measure while waiting for new letterhead.
SIGNAGE

All signs representing Skyline College should follow these guidelines:

• No handwritten or handmade signs

• Signs should never be taped to wall or glass

• Permanent signs should be manufactured on permanent or semi-permanent material

• Paper signs should only be affixed to bulletin boards and paper should be used for temporary signs only

• Similar signs should be uniform in appearance
Writing Guide

ACCREDITATION LANGUAGE

• Shared Governance should be referred to as Participatory Governance

• Balanced Scorecard (instead of Balance Scorecard or Score Card)

• Mission – Vision – Values

  Must be listed in the order above with dashes. None of the statements are to appear without
  the other two, unless being used for simply marketing purposes, e.g., Skyline Shines, email
  signature, part of the presentation not related to accreditation, etc.

• Education Master Plan (not Educational Master Plan)

• Strategic Priorities is now Strategic Goals Initiatives

• Refer to college leadership as Administration rather than Management

• Administrative Leadership & Unit Review (ALUR, annual planning document)

• College Governance Council (not College Council)

NAME CHANGES AND NUANCES

• College should always appear after Skyline whenever it is mentioned

• The Disability Resource Center is now the Educational Access Center (resource is singular)

• Fireside Dining Room is the official name for the Dining Hall in Building 6, which is referred to
  as the Student and Community Center. Please do not use the word Cafeteria.
• SparkPoint at Skyline College or SparkPoint, not SparkPoint Center

• The Business Division changed its name to Business, Education and Professional Programs

• The Learning Center instead of just Learning Center

• The Student Activities Office changed its name to Student Life and Leadership Development. It is acceptable to refer to this office as Student Life for short when the longer name cannot fit or is not necessary

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**MARKETING CONSISTENCY**

• A phone number should be written as (650) 574-6165 and not 650-574-6165 or 650.574.6165.

• Capitalization of Words in Headlines and Headings: all words should be uppercase except: a, an, and, as, at, but, by, for, if, in, of, on, or, the, to

• Capitalize “College” and “District” when referencing a specific college or district (i.e., capitalize when you can replace “College” with a college name and when you can replace “District” with a district name).

• Capitalize a department’s name when it is used as a proper noun. Do not capitalize department when it is used alone. For example, “During the monthly Math Department meetings, the department’s class offerings for the next semester are discussed.”

• Dates: Spell out days of the week where possible (Monday not Mon.)

• FAQ not FAQs: It is an abbreviation for Frequently Asked Questions (the “s” at the end is implied)

• For locations, use the following format: Building 4, Room 4-100. If the building or room has a name, use the format as follows: Multicultural Center, Building 4, Room 4-240.

• Internet should always be uppercase
• It’s B.A., B.S., A.A. or A.S. with the period after each letter

• PDF is all uppercase; an abbreviation for Portable Document Format. It is a file format that allows a document to be shared among several types of computers without losing its formatting. Example: Faculty Handbook (PDF); File requires Adobe Reader to open.

• Use only one space after a period, colon, etc., at the end of a sentence. Computers have made the use of two spaces unnecessary.
• References for specific degrees should be in caps, but the word “degree” in lower case, e.g., Associate of Arts degree, Associate of Baccalaureate Studies degree

• References to generic degrees should be lower case and includes the apostrophe ‘s’; e.g., associate’s degree, bachelor’s degree, master’s degree

• Spell numbers 1 through 9 (e.g., two) and then use number 10 or more. Use numbers 1-9 when it looks better, however. For example: Math 120: 3 units.

• Spell out names of groups and follow with acronym on first reference; use acronym alone for subsequent references.

• Use email not e-mail

• Use WebSMART and WebACCESS not WebSmart, websmart, WebAccess, web access.

• Always spell and style check.