INTRODUCTION

This manual was created to provide a clear direction to all Saddleback College employees to follow when producing any materials in their print and electronic communications so that the college’s logo, mascot, and colors are properly used to uphold brand integrity.

The role of Saddleback College public relations, marketing, and graphics staff is to ensure that the college’s image is positively promoted in our community. Through our work, we protect the college’s brand.

What is Branding?

Branding is the practice of creating a name, symbol, or design that differentiates a product from other products. Branding is most effective when such names, symbols, and designs are used consistently. The college’s logo, colors, and fonts must be consistently used to improve brand recognition.

It is important to remember that even though we all work in different divisions, departments, and programs, we all work at Saddleback College. Divisions and departments should refrain from developing and using their own logos, which dilutes the Saddleback College brand and can cause confusion in our community.
THE SADDLEBACK COLLEGE NAME

To ensure the consistent use of the Saddleback College name, Saddleback College must always be written as “Saddleback College,” or in more informal communications as “Saddleback.” “Saddleback Community College” should never be used.

COLLEGE COLORS

Saddleback College’s colors are cardinal and gold. Below you will find the correct color breakdowns for Pantone, CMYK, RGB, and web colors.

<table>
<thead>
<tr>
<th>PANTONE 201</th>
<th>PANTONE 142</th>
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<tbody>
<tr>
<td>C M Y K</td>
<td>C M Y K</td>
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<tr>
<td>0 100 63 29</td>
<td>0 28 76 0</td>
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<td>R G B</td>
<td>R G B</td>
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<tr>
<td>179 8 56</td>
<td>253 190 87</td>
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<tr>
<td>Web #b30838</td>
<td>Web #fdbe57</td>
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THE SADDLEBACK COLLEGE LOGO

The Saddleback College logo is the only logo that should be used on any materials distributed by the college and its divisions and departments. This is the correct Saddleback College logo:

Correct Logos

The logo may be used in the colors shown here or in all black or cardinal. In certain circumstances when materials are designed by the Saddleback College graphics department, another color may be used to match the colors in the design, though these instances should be kept to a minimum.

Like many logos, the Saddleback College logo has evolved over the years. Please ensure that the logo you are using is the current Saddleback College logo and not an outdated one.

Do not stretch or modify the logo in any way (e.g., change colors, elongate or widen). Do not download and use low-resolution versions of the logo from the web. Do not add borders to the logo. Do not put anything inside of the logo.

To ensure you have the correct logo download the Saddleback College Logo Kit on the Graphics Department page at www.saddleback.edu/graphics or contact Public Information & Marketing at www.saddleback.edu/pio
INCORRECT COLLEGE LOGO SAMPLES

DO NOT change the fonts of the logo

DO NOT stretch, squeeze, skew, or rotate the logo.

DO NOT download and use web logos, and or other Saddleback web images in college documents.

DO NOT change the color, add borders or backgrounds to the logo.

DO NOT separate the logo into sections to use on college documents.
To maintain a consistent brand, individual divisions and departments should refrain from designing their own logos. However, divisions and departments may promote brand identity by using the Saddleback College logo, with the name of the division or department written to the right in Helvetica Neue bold font. Please use the assistance of the college’s graphics department to have such a design created for you.

MATRICULATION

SADDLEBACK COLLEGE FOUNDATION

SADDLEBACK COLLEGE FOUNDATION
THE SADDLEBACK COLLEGE SEAL

The Saddleback College seal is used on some certificates, publications, and special event pieces. Please do not use in place of the Saddleback College logo.

The college seal is usually black or cardinal (Pantone/PMS 201) in color. The seal needs to retain its original round shape. While sizing on computer, please keep proportions true to the original.
THE SADDLEBACK COLLEGE MASCOT

The college may be updating its mascot.
STATIONERY

Saddleback College stationery is available in the following formats for purchase. Please contact the Graphics Department to order business cards and notepads. Letterhead, envelopes, and notecards may be ordered through ‘Stores’ in the College Warehouse.

- Business Cards
- Letterhead
- Notepads
- Envelopes
- Note cards

These are made to match one another in style and color.

Business Cards

Saddleback College business cards are designed by the Graphics Department and are printed by an approved off-site printer. To maintain consistency throughout the college, they should never be produced or printed outside of these departments. Exceptions may not be made to the design of the cards.

Front of card (below is back of card)

Tod A. Burnett
President
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Mission Viejo, CA 92692
949.582.4722
Fax 949.347.0438
tburnett@saddleback.edu
www.saddleback.edu

OUR VISION
Saddleback College will be the first choice of students who seek a dynamic, innovative, and student-centered postsecondary education.

OUR MISSION
Saddleback College enriches its students and the south Orange County community by providing a comprehensive array of high-quality courses and programs that foster student learning and success in the attainment of academic degrees and career technical certificates, transfer to four-year institutions, improvement of basic skills, and lifelong learning.
STATIONERY

Letterhead

The approved Saddleback College letterhead is available for use by all divisions and departments in the college. Please use this letterhead and do not create letterhead for correspondence.

Electronic letterhead is also available for electronic correspondence. Please do not create electronic letterhead for correspondence. Download electronic letterhead at the Graphics Department website.

The names of the President, Chancellor, and Board of Trustees must be included on the footer of all letterhead.

Please use fonts on the Saddleback College letterhead that are universally considered to be professional, such as Calibri, Cambria, Garamond, Arial, or Times New Roman, and not unusual, informal and/or playful fonts such as Comic Sans.

Envelopes

Envelopes were designed to match the college’s letterhead and should not be altered in any way. For envelopes in different sizes, please contact the Graphics Department for exact sizes and prices.
ELECTRONIC COMMUNICATIONS

The style guidelines outlined in this manual relate to both print and electronic communications. Electronic communications include power point presentations, web pages, and social networking.

POWER POINT PRESENTATIONS

The college graphics department has designed PowerPoint templates to use in Saddleback-branded power point presentations. It is recommended that these slides be used when making presentations to community members, both on and off campus. Please use Cambria font on PowerPoint presentations. For Additional information on proper fonts and colors, please contact the Office of Public Information and Marketing. The templates are available for download on the Graphics Department website.

Different panels to choose from for building Saddleback College presentations.
WEB PAGES

The Saddleback College website, www.saddleback.edu, was designed to have a consistent look and feel on all web pages to maintain the college’s brand. Colors and logos are pre-approved and included on the web pages.

Use and standards for the college website and sub pages can be found in the website **Standard Operating Procedures**.

All college web pages are created by the college webmasters and/or approved ITC staff. All departments and/or divisions may appoint content managers to publish web page content. To create new web pages, please contact ITC.

Artwork and images from the Saddleback College website, including the logo, should not be copied and pasted onto printed materials. Website content is low resolution and is intended for Internet use only.
SOCIAL NETWORKING SITES

The Saddleback College marketing department manages the college’s facebook page and twitter feed, as well as the alumni facebook page and LinkedIn network. To have information posted on these pages, please contact the marketing department.

Other campus departments are encouraged to use these social networking tools for their programs. Please contact the marketing department for ideas to use these tools to effectively communicate with your audience.
The Office of Public Information and Marketing oversees marketing and public relations activities for the college and helps promote college programs and events through press releases, media interview coordination, social networking, campus announcements (college-wide emails, website and MySite announcements, electronic marquee announcements), and marketing and public relations planning and consultation.

The types of publicity available include:
- Press Releases
- Marquees
- Lariat
- Channel 39
- KSBR
- College-wide announcements
- College website and MySite announcements
- Social networking sites

COMMUNICATING WITH THE MEDIA

The Office of Public Information and Marketing is the first point of contact for the media. We work to respond promptly to media requests and research issues when necessary so that we can always promote the college in the best possible light. If media requests pertain to your area of expertise, we will contact you to ensure the information we provide to the media is accurate or coordinate with you for the media interview. If you are contacted by the media (excluding the Lariat and KSBR), please contact our office immediately so that we can help you prepare for your interview and track any and all mentions of the college in the media.
The college graphics department provides design services to the college. Design services include:

- Publications such as the student handbook
- Fliers, posters, and postcards
- Print and web advertisements
- Invitations and programs
- Signage
- Banners
- Brochures and newsletters
- Letterhead and business cards
- Other print materials

The graphics department is made up of professionals who effectively design materials for their intended audiences. In all cases it is highly recommended that materials are designed by the graphics department to ensure that all printed and electronic materials look professional and maintain brand integrity.

The graphics department web page www.saddleback.edu/graphics includes the work request form and guidelines including information on timelines and fees.
CONTACT INFORMATION

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