

# Be a Brand Champion

# Not the Brand Police

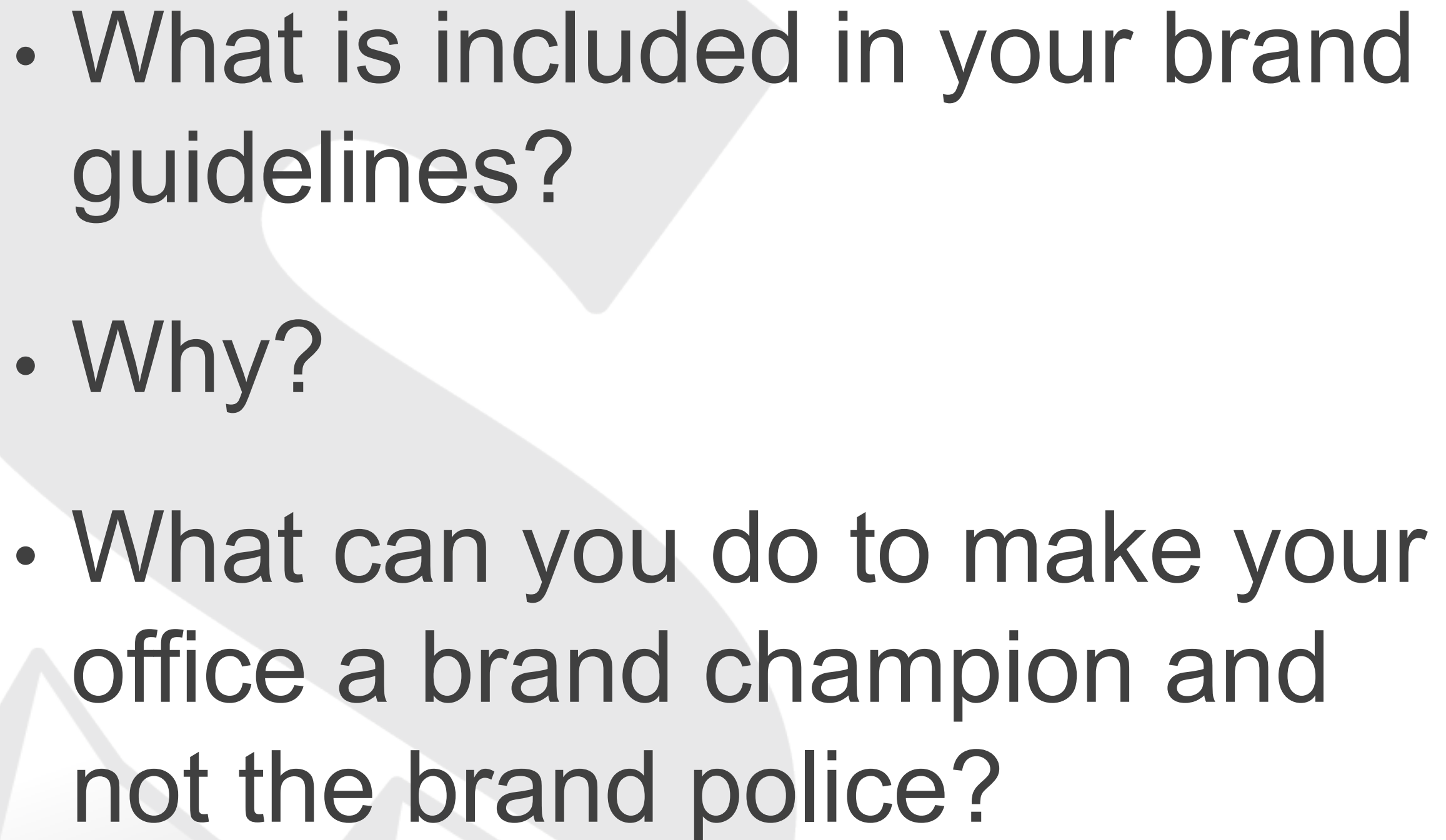
CCPro 2024

Josh Morgan

Director, Marketing and Community Relations, PIO



**SIERRA**  
COLLEGE

- 
- What is included in your brand guidelines?
  - Why?
  - What can you do to make your office a brand champion and not the brand police?

# BRANDING GUIDELINES

January 19, 2017



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# Our Logo

Our logo is the core of our brand. The Sierra College logo is the main graphic for our campuses, programs and general use. The Sierra College logo is designed for use in print, web, video and all other uses.



## Logo Components

The Sierra College logo has two main elements: the bold S rising from the mountain range, and the custom designed logotype. The logo is BOTH the logotype and S together.

Our logo must appear on all printed materials, videos and campus websites. (Events use a different logo, please see page 3.9.)

- Do not separate the logo from the S. The S symbol may not be used on its own. There are limited exceptions (use may be permitted on merchandise).
- Do not change the typeface: it has been custom designed and cannot be substituted.
- Do not stretch or change the logo proportions or add other graphic elements
- See page 2.6 for additional usage details



# General Logo Usage

## Clear Space

The Sierra College logo requires the use of space around it. The clear space around the logo should be a minimum of the capital letter S in the logotype. No other graphics, text or other elements should crowd this space.



# Athletics Special Usage

Sierra College Athletics has special needs for the logo, and is allowed, in limited use, to use the bold S rising from the mountain range on its own.

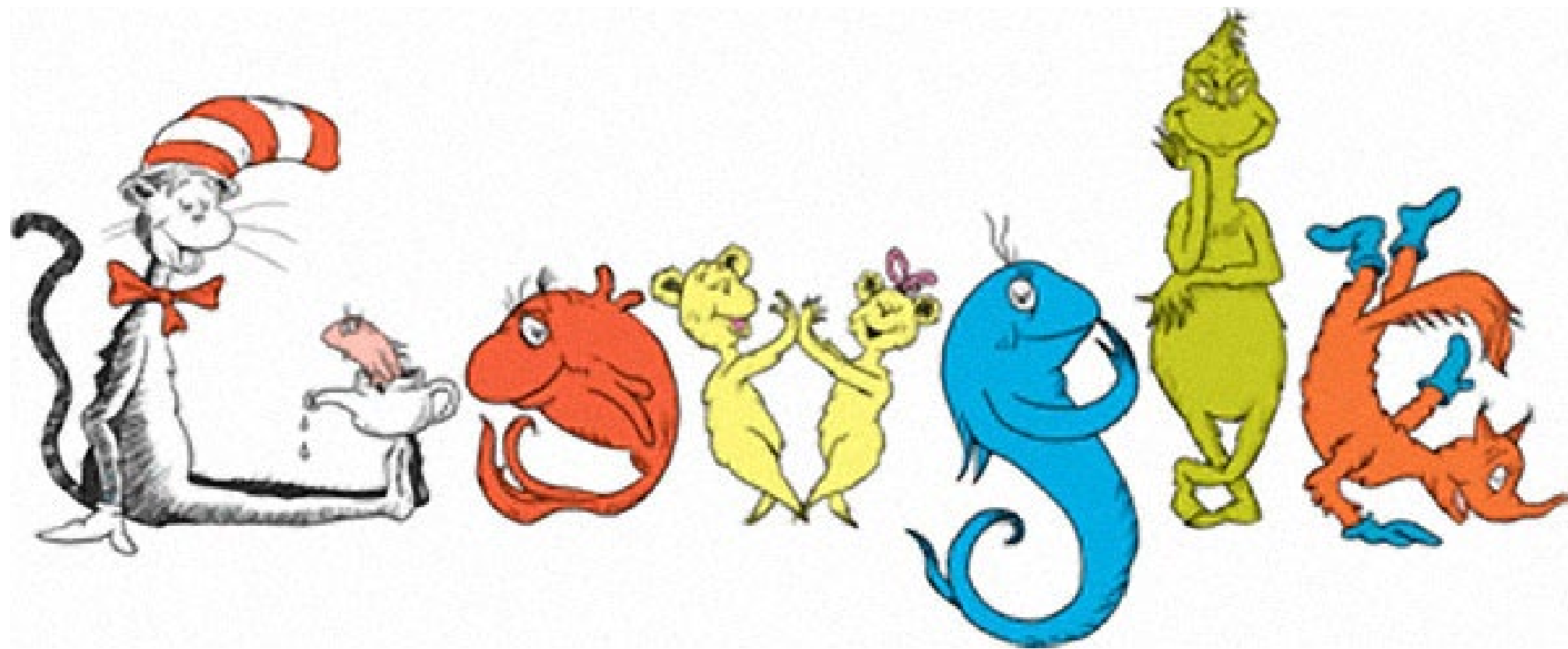
This usage should be limited to practice wear, hats, and other items where the complete logo would not fit.



Google











# SIERRA COLLEGE ATHLETICS BRANDING GUIDELINES





 **SIERRA COLLEGE**



## Job Description

**JOB TITLE:** Director of Marketing and Community Relations

**PAY GRADE:** CS24

**LAST REVISED:** July 2019

### SUMMARY DESCRIPTION

Sierra College has committed to foundationally re-engineer its programs and services and eliminate equity and achievement gaps using the Guided Pathways framework. Under the direction of the Superintendent/President, the Director of Marketing and Community Relations plans organizes and implements a comprehensive marketing and community relations program to support the District's vision, mission and strategic plan; serves as the District's representative and spokesperson to various news media; serves as the chief spokesperson for the district during emergencies; provides highly complex professional assistance to the Superintendent/President's Office, and other management and District staff in the areas of marketing, public relations and communications; fosters cooperative working relationships with District divisions and departments, public, private, intergovernmental and regulatory agencies and the public; supervises the Marketing Project Manager and Office of Marketing and Community Relations.



## **Marketing**

16. Develops and oversees implementation of a comprehensive marketing plan using an equity mind-set to support the District's brand, vision, mission, strategic plan, enrollment and retention goals.
17. Creates equity-minded strategic plans for new marketing initiatives, including budget allocation, message development, creative direction, target audiences, timelines, and/or other related issues.
18. Develops and oversees the district's brand and creative strategy; establishing standards to protect them and oversees their implementation in all district mass communications.
19. Develops advertising campaigns representative of diverse faculty, staff and student demographics to promote and support District outreach and new student enrollment, and to engage and retain currently enrolled students; evaluates and adjusts methodologies to ensure campaign effectiveness.
20. Ensures ongoing marketing and demographics research and analysis in accordance with District strategic enrollment initiatives.

# Typography—PF DIN Text

PF Din Text is a strong, sans serif typeface. Its lines and curves have a warm, modern flare.

PF Din Text is suitable for use in large headlines and banners, as well as small body copy. It comes in a wide variety of weights. Sierra College branding will use PF Din Text as its exclusive sans serif typeface.

PF Din Text (Standard) is available for purchase from myfonts.com. We are unable to provide the font due to licensing restrictions. If you cannot obtain a license for PF Din Text, Arial is accepted as a substitute, though not preferred.

PF DIN Text—Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+

*PF DIN Text—Thin Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+*

PF DIN Text—Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+

*PF DIN Text—Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+*

**PF DIN Text—Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+**

***PF DIN Text—Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+***

PF DIN Text Cond—Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+

PF DIN Text Cond—Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+

**PF DIN Text Cond—Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#%&^\*()-=\_+**

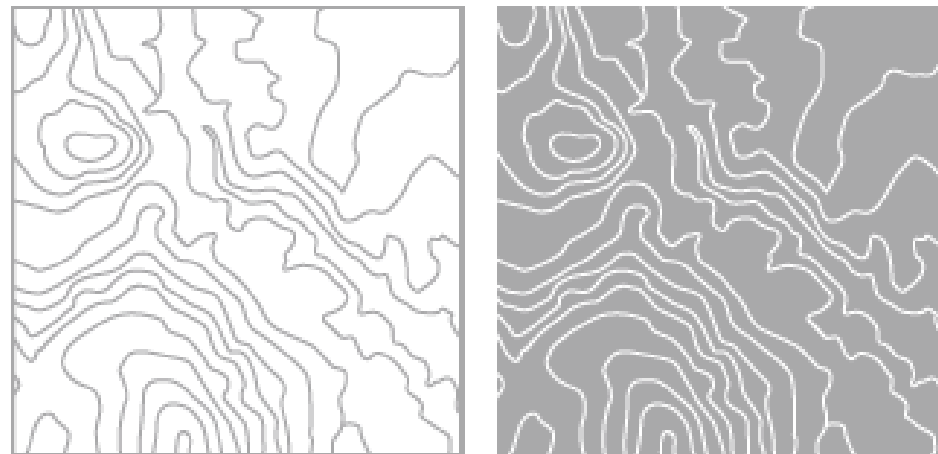


# Graphic Elements

Patterns are another element to support our branding.

Our three campus locations are important to our identity, so a topographic map from each campus has been incorporated into one pattern. This can be used as a background element to provide texture.

The only part of the logo that can be used separately is the mountain background element shown here. It is to be used only on official projects and only as a background/watermark image.



Campus topography—use as a background element to provide texture.



Mountain screened—only for official use









WARNING - NOT FOR PRIVATE USE  
UNITED STATES  
POSTAL SERVICE  
FOR MAIL ONLY

All items subject to loss  
All items subject to loss  
All items subject to loss

# Campus Department Logos

When our separate academic or support departments and programs need to identify themselves, the logo at preferred size can include the department or program in title case, 11pt, PF Din Regular, Granite Gray, with a .75 line in Cool Gray below the logo.



Department/Division/Office names in Title Case, PF Din Regular, Granite Gray





### Proportions

The logo must appear in the proportions shown. Do not stretch, distort, redraw or type text.



✓ Keep proportions



✗ Do not stretch



✗ Do not compress



✗ Do not redraw or retype the custom lettering

### Legibility

Please place the logo where it can be easily read. Do not place on busy or unreadable backgrounds.



✓ Do place on a readable background



✗ Do not place on unreadable or non-college colors



✗ Do not place on busy photo background

### Other Elements

Do not add other elements, drop shadows, modify or retype the logo.



✗ Do not add elements



✗ Do not add text or drop shadows



✗ Do not rearrange, resize or recolor



✗ Do not retype or use the Rising S as an initial or separate element







# The University of Arizona **LGBTQ+**



The University of Arizona  
**BLACK HISTORY**  
*Month*

- |   |  |  |   |   |  |  |  |   |
|---|--|--|---|---|--|--|--|---|
| <br>Afro pick          | <br>All Black Lives Matter | <br>Alpha Kappa Alpha | <br>Alpha Phi Alpha  | <br>Basketball         | <br>Book              | <br>Branch                      | <br>Brush                 | <br>Buffalo Soldier  |
| <br>Delta Sigma Theta | <br>Djembe Drum            | <br>Eighth Note      | <br>Elaborate       | <br>Equation          | <br>Family           | <br>Football                   | <br>Hot Comb             | <br>Iota Phi Theta  |
| <br>Jazz Drums       | <br>Juneteenth           | <br>Kappa Alpha Psi | <br>Kente Cloth    | <br>Mud Cloth Arrows | <br>Mud Cloth Lines | <br>Mud Cloth Long            | <br>Mud Cloth Triangles | <br>Multitone Fist |
| <br>Omega Psi Phi    | <br>Peanut                | <br>Pen             | <br>Phi Beta Sigma | <br>Saxophone        | <br>Sigma Gamma Rho | <br>Solid Fist                | <br>Star Flower         | <br>Three Notes    |
| <br>Track Shoe       | <br>Traffic Light         | <br>Trumpet         | <br>Ubuntu         | <br>X Flower         | <br>Zeta Phi Beta   | <br>The University of Arizona |  |   |



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Brand Templates

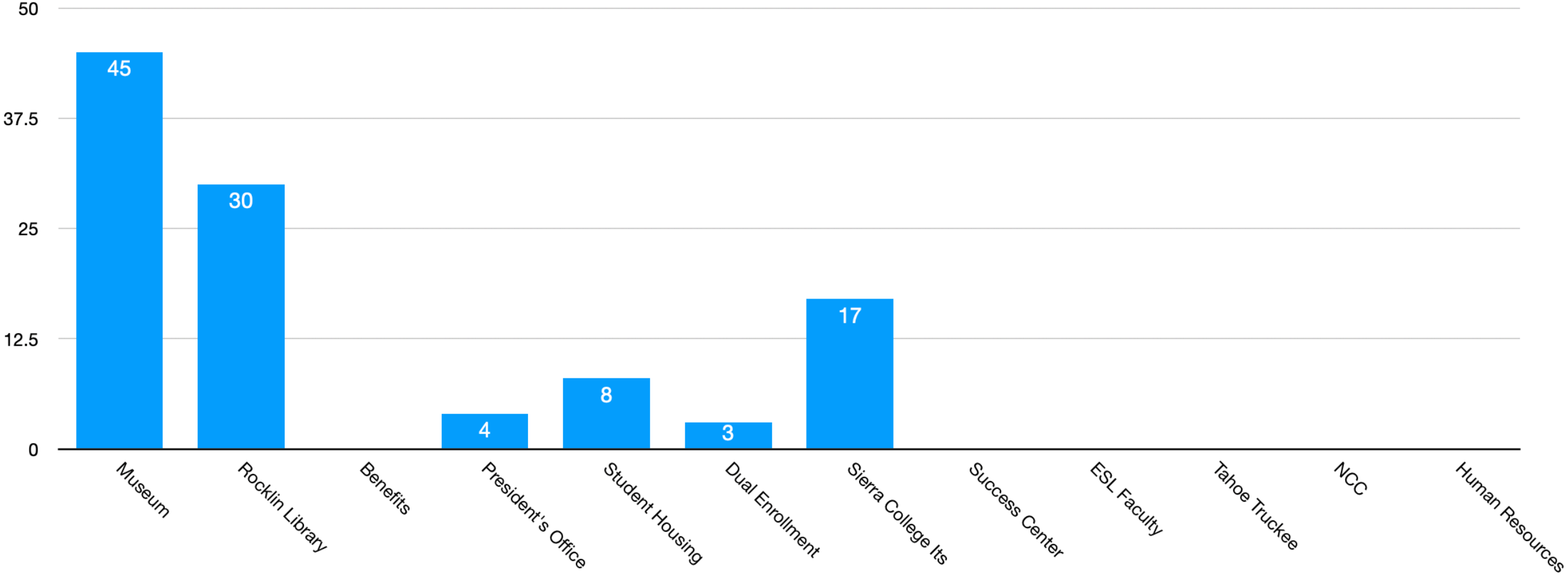
Pages 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

The image displays a grid of 30 brand templates for Sierra College, organized into three rows and ten columns. Each template is a preview of a page with various content and layout options.

- Row 1:**
  - 1. Media Pathway: Introduction to the Media Pathway, Dual Enrollment Academic and Career Pathways.
  - 2. DATE GOES XX FALL SEMESTER CLASS SCHEDULE POSTED IMPORTANT DATES.
  - 3. Half Sheet Flyer Program Header: Includes a table with columns for Program Name, Location, and Dates.
  - 4. VERY IMPORTANT NECESSARY REPORT.
  - 5. Program Information: Includes a table for Program Information and a section for Program Information List.
  - 6. Event Title Here Here: Tuesday, Month 01, 2023.
- Row 2:**
  - 7. Our Mission: Includes a table for Our Mission and a section for Department Title.
  - 8. EVENT TITLE BOLD: SIERRA COLLEGE SPONSORING DEPARTMENT.
  - 9. SPECIAL WEEK!: Includes a section for Placeholder Only.
  - 10. Add interest area icons: SIERRA COLLEGE INTEREST AREA.
  - 11. Specific Program here: Includes a section for Specific Program here.
  - 12. VERY IMPORTANT NECESSARY REPORT.
- Row 3:**
  - 13. VERY IMPORTANT NECESSARY REPORT 2023.
  - 14. Placeholder Only: Includes a section for Placeholder Only.
  - 15. Interest Area Title Here Events: Includes a table for Interest Area Title Here Events.
  - 16. Information: Includes a section for Information.
  - 17. FEBRUARY 2023: Includes a calendar grid.
  - 18. EVENT TITLE KEEP SHORT: Includes a section for EVENT TITLE KEEP SHORT.



# Use of Canva by Department





Be a Good Human  
Be a Brand Champion







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