



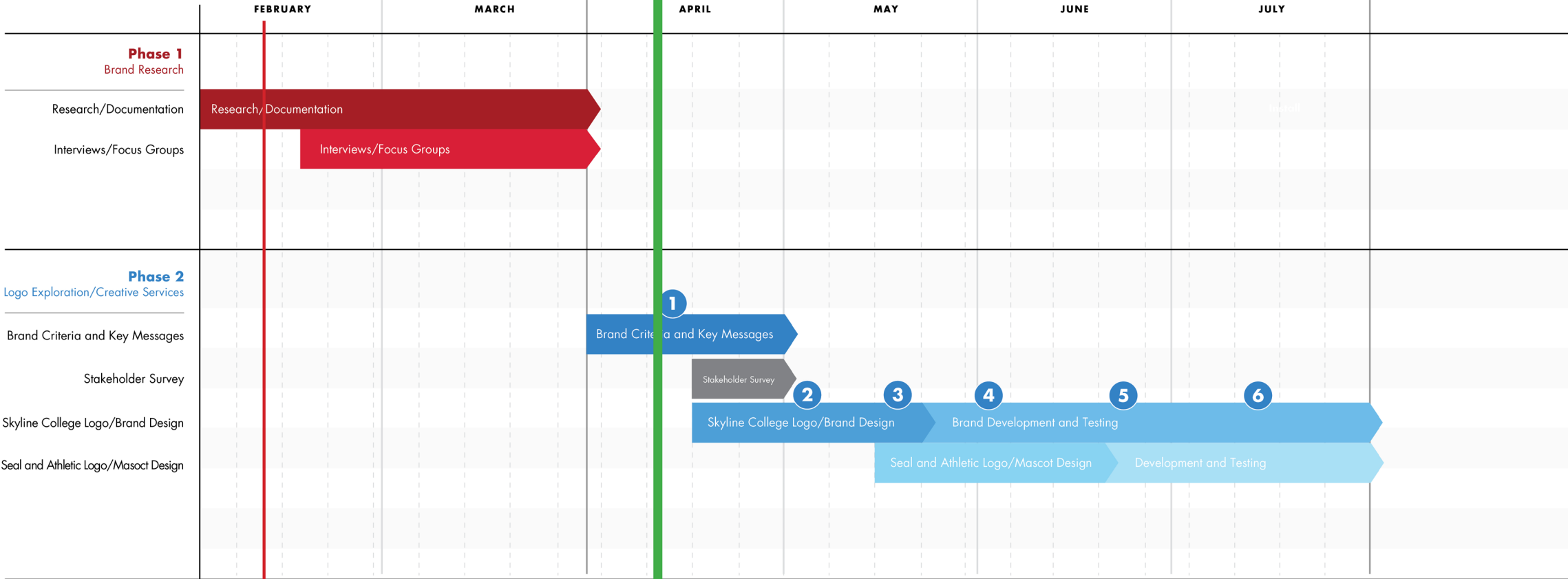
Skyline
COLLEGE

ACHIEVE

SCHEDULE

END OF PHASE 1

END OF PHASE 2



Phase 2 Meetings:

1

Brand Position

- Confirm Positioning
- Confirm Key Messages
- Define platform for Brand

April 13th

2

Brand Check-in, Survey Results

- Review preliminary brand design, key components, color.
- Present survey results

Week of May 2nd

3

Brand Selection

- Review final concepts for brand and make final selection. Refine goals for brand guide, and any final edits to logo.
- Kick off Seal & Athletic team design/development

Week of May 16th

4

Bi-Weekly Check in

- Review progress on Brand Guidelines
- Review Progress on Seal/Athletic Team

Week of May 30th

5

Bi-Weekly Check in

- Review progress on Brand Guidelines
- Finalize selection on Seal/Athletic Team

Week of June 20th

6

Bi-Weekly Check in

- Finalize all Phase 2 Scope, address any additional needs for a potential Phase 3.

Week of July 11th

CONCEPT REVIEW



Skyline
College

1 Horizon

The Horizon concept visualizes ocean waves, sun rays and a unifying horizon line. These bold, connecting linear elements, contained within a square, provide a clear through point to our current Skyline College logo.



2 Pathways

A nod to logos of Skyline's past, the Pathways concept looks to the future. This concept is an evolution of two of Skyline's previous logo elements, an organic curving path gestures forward, contrasting clean sun rays that express a positive outlook for the future.



3 Sunburst

The Sunburst concept is comprised of rays of varying colors, which reference the College's existing brand elements. These lines are dynamic, radiating outward to form a glowing sun, evoking a sense of community.



4 The SkyLine

The biggest departure from our current logo, the SkyLine concept centers around a bold "S" perched on the horizon. The logo suggests movement, stability, and a view toward the future.



Skyline
College
Achieve.



1.6 Incorrect Logo Use

In order to maintain consistency and a strong brand identity, the following alterations to the logos should be avoided. Each of these rules applies to all of the logo options.



Don't vertically or horizontally stretch the logo.



Don't alter the logo with effects like drop shadows.



Don't use the logo in an unapproved color.



Don't rotate the logo.



Don't place the logo onto complex photos that cause legibility issues.



Don't use the logo at less than 100% opacity. Use approved colors.



Don't crop the logo.



Don't use different fonts in the wordmark.



Don't alter the composition of the lockup.



Allied Health

Healthcare is one of the hottest career growth areas today. We will provide students with the foundational knowledge necessary for a healthcare career or to transfer to a 4-year college or university. Get started with a degree or certificate from Skyline College.

Degrees & Certificates

- Surgical Technology - AS Surgical Technology
- Respiratory Care - BS, AS Respiratory Care
- Central Services Technology - Certificate
- Emergency Medical Technology - Certificate

Automotive Technology

Skyline College can help you work on cars. Our courses are in a well-equipped modern facility with a large fleet of late-model vehicles. Certificate and AS degree courses are offered during the day and evening. Including several advanced evening courses designed for working technicians and advanced-level students. Trust Skyline. Our program is nationally certified by the Automotive Service Excellence (ASE) Education Foundation.

Barbering, Cosmetology & Esthetics

Are you thinking about a career in Barbering, Cosmetology, or Esthetics? Skyline College offers three programs that provide the necessary career and technical education. Let Skyline help you get the training to be licensed by the California State Board of Barbering and Cosmetology.

Business

Kickstart your career with an associate's degree or certificate in one of several business-focused majors at Skyline College. Whether you are considering transferring to a 4-year college or university or want to brush up your skills, Skyline offers you choices.

Programs Offered

- A.S. Business Administration - Certificate
- Business Administration - Certificate
- Business Management - Certificate
- Entrepreneurship and Small Business Management - Certificate
- Office Assistant - Certificate

Psychology

Employment for psychologists is expected to grow by 8% between 2022 and 2032, growing at double the rate for all other occupations. If you want to explore human behavior, Psychology might be for you.

At Skyline College, we make it easy for you to plan your career. Skyline College offers an AA degree in Psychology; you can transfer to a 4-year college or university to complete your studies. Along with other courses, these are the Psychology courses you will take:

- Term 1:** PSYC 100 and PSYC 200 or 201
- Term 2:** PSYC 171 and PSYC 288 or 300
- Term 3:** PSYC 105 and PSYC 220
- Term 4:** PSYC elective

Could college actually be FREE?

YES! Skyline College has dropped the fees.*

Apply today. Register for Spring '24 now.

*Free college for degree or certificate seeking students who reside in San Mateo County.

54th Commencement Ceremony

SAVE THE DATE!
Friday, May 24, 2024

For more information, visit:
skylinecollege.edu/commencement

You are cordially invited to the

54th Commencement Ceremony

on
Friday, May 24, 2024
1 p.m.
at
Skyline College Track and Field
3300 College Drive, San Bruno, California

For more information, visit:
skylinecollege.edu/commencement

CAMPUS ANNOUNCEMENT

IMPORTANT COLLEGE UPDATE

MESSAGE FROM THE PRESIDENT

CONSTRUCTION UPDATE

