Table of Contents

Section 1
Guiding Principles
1.01 Background
1.02 Culture and Values
1.03 Why is this Style Guide Important?
1.04 Branding Principles

Section 2
Logo
2.01 West Valley College Logo
2.02 Vertical Logo Usage
2.03 Horizontal Logo Usage
2.04 Stacked Logo Usage
2.05 Reverse Logo
2.06 Logo Usage Examples
2.07 Incorrect Logo Usage
2.08 Vertical Logo Signature Position and Usage
2.09 Horizontal Logo Signature Position and Usage
2.10 Symbol Usage

Section 3
Seal
3.01 Seal and Usage

Section 4
Slogan, Tagline
4.01 The West Valley College Slogan
4.02 Slogan Used as a Tagline

Section 5
Typography
5.01 Sans Serif Typeface
5.02 Serif Typeface
5.03 Alternative Typeface
5.04 Type System Example

Section 6
Writing Style and Publication
6.01 Writing Style Guide
6.02 Punctuation, Numbers and Word Usage
6.03 Publication Content Guide
6.04 Keywords for Online Search
6.05 Keywords for Branding

Section 7
Color System
7.01 Color System
7.02 Color System in PMS
7.03 Color System in CMYK
7.04 Color System in RGB

Section 8
Department Identity
8.01 Logo and Department Name

Section 9
Athletics Identity
9.01 Vikings Mascot
9.02 Vikings Color
9.03 Other Athletics Graphic Assets and Usage

Section 10
Photography, Graphics
10.01 Photography Style
10.02 Create Your Future Photographs
10.03 Photography Examples
10.04 Portrait Guidelines
10.05 Graphic Assets
10.06 Element Field

Section 11
Design Applications
11.01 Business System
11.02 Class Schedule and Catalog
11.03 Full Page Brochure
11.04 Half Page Brochure
11.05 Tri-fold Brochure
11.06 Print Advertising
11.07 Poster and Flyer Examples
11.08 Web
11.09 Presentations
11.10 Social Media
11.11 Video and Multimedia
11.12 Signage
11.13 Location Tags

Section 12
508 Language
12.01 What is 508?

Section 13
Reference
1. Guiding Principles

1.01 Background
1.02 Culture and Values
1.03 Why is this Style Guide Important?
1.04 Branding Principles
1.01 Background

Create Your Future

The future of higher education in California will demand a much more focused academic offering, higher academic standards, a seamless transition from high schools to four-year institutions, and a more cost effective and efficient method of content delivery. Due to a growing student population and budget cuts at the four-year institutions, the community colleges will have a much greater role in facilitating this new reality.

To meet the demands and challenges of the future, West Valley College has initiated an introspective look at how it will serve the community and a platform for re-inventing itself to fulfill this role. No longer able to support the position of providing “everything to everyone,” West Valley College will be focusing on its academic excellence in transfer programs and career programs that meet the needs of the growth markets while providing personalized guidance and attention to support the students of tomorrow. This is the new college of the future. 🍁
1.01 Background

Create Your Future – the new position
West Valley College has issued a bold statement, a challenge to educators and students alike that declares “education is the key to creating your future”, and that West Valley College holds that key. With its outstanding faculty and staff, nurturing environment and the integration of new technology, West Valley College will lead the way to sustaining excellence in education in the Valley.

West Valley College’s position is symbolized by its new logo and slogan, designed to unify the college around this core message.

The Identity Standards Guide is a collection of guidelines and recommendations that will assist the college marketing staff in the development of a unified branding and marketing program to strengthen its brand. It presents the fundamental elements of the system and recommendations for use in applications such as flyers, brochures, web content, posters, banners, signage, advertising and so on. We’ve also included design tips and suggestions for those of you who find yourselves in charge of producing a publication but don’t have training or experience. We hope this gives you the confidence to create attractive communications that convey a strong, positive and professional personality. If you do have design training, we hope the guidelines will make your lives a bit simpler.
1.02 Culture and Values

Culture and Values of West Valley College

West Valley College prides itself in being a caring and welcoming institution where everyone is given the opportunity to pursue their dreams and “create their future”. Set in the west foothills of the Santa Clara Valley, West Valley College is a serene sanctuary of creeks, fields and trees, a haven for academic learning at its best. Known for its excellent faculty and programs, West Valley College provides guidance and the academic rigor for students pursuing a career degree or transferring to a four-year institute.

1.03 Why is this Style Guide Important?

A strong coherent visual identity is critical to West Valley College’s public image

As a goal of West Valley College is to set the standards for academic excellence, its public image needs to reflect that goal. The purpose of this manual is to provide guidelines that help you develop a consistent and cohesive visual identity within West Valley College’s various departments and programs. It also provides guidance and recommendations when developing marketing communications tools targeting the general public. The consistent use and thoughtful application of these guidelines on every form of official communication reinforces awareness of West Valley College, increases the College’s visibility, promotes its premier academic reputation, and builds brand loyalty. Working together, we can achieve these goals.
1.04 Branding Principles

**Brand**
Fundamentally, a brand is the market’s perception of an individual, organization or company and the qualities and values it brings to the market. A positive brand will differentiate West Valley College (WVC) from all the other colleges and institutions and help build loyalty.

**Branding**
“Branding” is the on-going process of creating a favorable perception of WVC in the eyes of the market and community. From marketing and public relations efforts, to buildings, signage, civic engagement and policies, the branding process is essential to unify all aspects of the WVC experience.

**Brand Identity**
A “Brand Identity” is the symbol that represents the brand and thus becomes an important asset of the organization. The logo, along with the slogan, color, typography and brand graphics are the building blocks of the brand identity system.

**Brand Position**
The perception or idea your target audience has about your organization compared to your competitors. Brand position is often aspirational and something your organization is striving toward.
2. Logo

2.01 West Valley College Logo
2.02 Vertical Logo Usage
2.03 Horizontal Logo Usage
2.04 Stacked Logo Usage
2.05 Reverse Logo
2.06 Logo Usage Examples
2.07 Incorrect Logo Usage
2.08 Vertical Logo Signature
   Position and Usage
2.09 Horizontal Logo Signature
   Position and Usage
2.10 Symbol Usage
A logo is a visual representation of West Valley College comprised of the name and the graphical elements that appear with the name. The graphical elements include typeface, symbol and color of the logos.

The West Valley College logo has a fresh, look appropriate for a college on the rise. The oak leaf, an indigenous element of the West Valley College environment, symbolizes growth and inspiration. The “leaf of knowledge” emanates from the “W”, a classical serif type font. The cap “W” is designed with a secondary “V” element, which together represent “West Valley”. The logotype for West Valley College logo is Hoefler Text.

Used consistently as part of the overall system, it will further West Valley College’s brand recognition. The following section outlines basic uses of the logo, including configuration and color use. You can download it at: _____
2.02 Vertical Logo Usage

Usage
To achieve maximum brand visibility, this logo configuration should be used as the official college signature on every piece of communication.

Clear Space
Never crowd the logo with other visual elements. Use the width X as the base unit of measure. You must allow space at least 1X deep around an imaginary box that fits around all the logo elements. Never place the logo over a background with patterns or images that inhibits the legibility or integrity of the logo. If the WVC logo appears with other organization logos, a minimum of “W” space needs to be observed.

Color Options
We have designed three color options for the logo. It can be Pantone 356, black or gray (66.5% black). Please choose the color scheme that will create the most contrast with the background. And please don’t introduce new color schemes.

Minimum Size
To maintain legibility and design integrity, never make the logo smaller than 5/8 of an inch or 16 millimeters, in width.

Applications
The vertical logo format is the formal presentation of the West Valley College logo.
2.03 Horizontal Logo Usage

Usage
The horizontal configuration of the logo can be used as an alternative college signature when the space doesn’t allow the vertical format.

Clear Space
Never crowd the logo with other visual elements. Use the width X as the unit of measure. You must allow space at least 1X deep around an imaginary box that fits around all the logo elements. Never place the logo over a background with patterns or images that inhibits the legibility or integrity of the logo.

Color Options
We have designed three color options for the logo. It can be Pantone 356, black or gray (66.5% black). Please choose the color scheme that will create the most contrast with the background. And please don’t introduce new color schemes.

Minimum Size
Never make the logo smaller than 1.5" or 38 millimeters, in width.
2.04 Stacked Logo Usage

Usage
This logo configuration may be used as an alternate college signature where space is an issue.

Clear Space
Never crowd the logo with other visual elements. Use the width X as the unit of measure. You must allow space at least 1X deep around an imaginary box that fits around all the logo elements. Never place the logo over a background with patterns or images that inhibits the legibility or integrity of the logo.

Color Options
We have designed three color options for the logo. It can be Pantone 356, black or gray. Please choose the color scheme that will create the most contrast with the background. And please don’t introduce new color schemes.

Minimum Size
Never make the logo smaller than 1” or 25 millimeters, in width.

This version is the base art for applications other than printing, ie: embossing, die-cutting, as well as faxes and ink stamps.

The all green version can be used when 1 color printing (green) is used.

The 1 color black version includes a screen tint symbol to simulate the 2nd color may be used in black and white ads.
2.05 Reverse Logo

A “reverse” is when the logo, rather than sitting on a white background, is on a dark background or photo. When floating over a dark background you often have to reverse the colors, i.e., make the logo color white. The key to using the reverse logo is contrast.

**Single color reverse**
These are the official and preferred ways of reversing the logo out of a dark color in a single color application.
2.06 Logo Usage Examples

**Logo on a color background**
We recommend that the background color should be a 10% tint value or less in order to maintain the legibility and integrity of the logo.

Certain colored backgrounds may be used in full value, but the usage depends upon the contrast and compatibility with the logo color.

In the instance of using a dark color as the background, the logo color can be reversed to increase the contrast of the logo and background. The objective is to maintain the legibility and integrity of the college signature. For reverse usage, we recommend that the background color should be a 50% tint value or more in order to maintain the legibility and integrity of the logo.

**Logo usage with photography and patterns**
In order to maintain the legibility and integrity of the college signature, the rule of thumb is to choose images or section of images that will contrast well with the logo and do not visually conflict with the logo. Where appropriate, darkening the background photo or pattern (in Photoshop), or adding an additional drop shadow behind the logo may enhance the legibility.
Misuse of the Logo

The correct use of the logo is important in communicating the integrity of brand identity. Inconsistent and misuse of the logo will result in a negative and confusing image. The WVC logo is not to be re-created, re-drawn or distorted in any way. Below are some common misuses.

• Do not stretch the logo horizontally or vertically.
• Do not position the logo at an angle.
• Do not use gradations of color within the logo.
• Do not add outline to the logo.
• Do not change the relative size or proportions of the elements.
• Do not substitute any typeface or use all caps in place of the logotype.
• Do not place the logo over a patterned background.
• Do not add other elements to the logo.
• Do not alter the proportions of the individual elements.
• Do not rearrange the logo elements.
• Do not create patterns with the logo.
• Do not use tints of the approved colors on the logo.
• Do not use elements near the logo that would be misconstrued as part of the logo.
2.08 Vertical Logo Signature Position and Usage

We are recommending two positions on a printed document for the primary logo signature, the upper left corner or the bottom right corner of a document. When a major message or image needs to be the primary focus, the logo can be used in the lower right position in the primary colors, or reversed out of a background color or photo, with the additional of the vertical rule.

The addition of the (or reversed) vertical rule to the left of the WVC logo will give it a more formal look and emphasis on the page. We recommend that the rule bleed off the page from the bottom. (The vertical rule subliminally suggests “growth, pointing up, positive”, all reinforcing the “Creating Your Future” brand message).
2.09 Horizontal Logo Signature Position and Usage

Alternatively, the horizontal secondary logo signature may be used in the upper left position or the bottom right position. When the logo is used in the bottom right position, the vertical rule does not bleed off the page.
2.10 Symbol Usage
(without the college name)

**Usage**
The symbol may be used as an alternate signature. It may be used in situations when repeating the school name is redundant because it is already stated or known, such as on campus signage, an ink stamp or seal, page dividers, etc. The symbol can also be used as a decorative element, such as background pattern. Caution: the same principals of the logo usage apply in regard to legibility and integrity.

**Clear Space**
Never crowd the symbol with other visual elements. Use the width “x” as the unit of measure. You must allow space at least “1/5w” deep around an imaginary box that fits around all the logo elements. Never place the symbol over a background with patterns or images that inhibits the legibility or integrity of the symbol.

**Color Options**
We have designed three color options for the symbol. It can be in Pantone 356, black or gray. Please choose the color scheme that will create the most contrast with the background. And please don’t introduce new color schemes.

**Minimum Size**
Never make the logo smaller than 3/8 of an inch or 9 millimeters, in width.
3. Seal

3.01 Seal and Usage
3.01 Seal and Usage

The College Seal is not a logo. Unlike the logo, the College Seal is not for everyday use. It should not be used on stationery or brochures as the college signature. Generally, it should be reserved for use at official and ceremonial functions. It is reserved for formal documents, i.e., on diplomas or other official administrative communications emanating from the President’s Office or the Board of Trustees. The seal is also used for official ceremonial functions such as Commencement and may appear on approved plaques, signs, flags, or furniture.

When used on official documents, it may be used as a gold or bronze foil stamp or blind embossed. When printing offset using thermography, it may be printed in black, or a PMS color to simulate the metal foil, such as PMS 872.

The College Seal is not for general print or online use. Contact the marketing department for an official version of the seal and permission to use it. Tel: (408) 741-2647. Email: marketing@wvm.edu
4. Slogan, Tagline

4.01 The West Valley College Slogan
4.02 Slogan Used as a Tagline
4.01 The West Valley College Slogan

The West Valley College slogan is a fundamental element for the new brand identity. It is the positioning statement that embodies the West Valley College mission. Like the college logo, it is a key element to help shape a positive perception of West Valley College in the community and to its current and prospective students.

Headline of a campaign
As a primary message of the college, the slogan “Create Your Future” can be used as a headline in a campaign or as an adjunct subhead to a primary headline. It can be set in whatever font the designer considered appropriate. (Please see the FONT section for a library of approved fonts). However, we recommend using Italic font styles to reinforce the sense of “future and forward motion” as well as initial CAPS of each word for emphasis. The slogans to the right are examples.

You may use the slogan apart from the college name and in any communications that represent the college as a whole, such as administrative documents or recruiting materials.

The same objectives of the logo, maintaining legibility and integrity, apply.
4.02  Slogan Used as a Tagline

To further enhance the official college signature, the slogan can be used as a tagline juxtaposed to the logo and name. These examples show the variations of the official logo with the slogan. “Create Your Future” is set in Helvetica Neue Light Italic, initial caps. It is meant to be subordinate to the logo and college name.

Beside connected usage, the slogan can be used separately in the same document but still show a synergistic relationship.

You can download these examples at:______ for use in printed documents.
5. Typography

5.01 Sans Serif Typeface
5.02 Serif Typeface
5.03 Alternative Typeface
5.04 Type System Example
Primary Sans Serif Fonts

Standardizing type family usage helps maintain a unified and consistent look and feel across all campus media.

In general, sans serif fonts are best used as headlines, subheads and display settings. They are also commonly used for captions. Many people object to using sans serif fonts for body copy or running text as serif fonts help lead the eye across the page and thereby reduce fatigue and increase reading speed and comprehension. That said, san serif fonts may be appropriate for certain applications to give a more modern feel or to be consistent with the overall design of the piece.

Please set text in Helvetica Neue sans serif at 9 points or larger, with generous space between the lines of text. The rule is that the space between the lines must be greater than the spaces between the words to help lead the eye across the page.

If Helvetica Neue is not available, use Helvetica or Arial.

5.01 Sans Serif Typeface

<table>
<thead>
<tr>
<th>Typeface</th>
<th>Sample Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica Neue Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890!@#$%^&amp;*()_+</td>
</tr>
<tr>
<td>Helvetica Neue Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890!@#$%^&amp;*()_+</td>
</tr>
<tr>
<td>Helvetica Neue Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890!@#$%^&amp;*()_+</td>
</tr>
<tr>
<td>Helvetica Neue Condensed Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890!@#$%^&amp;*()_+</td>
</tr>
</tbody>
</table>
Primary Serif Fonts

Serif fonts are generally best for use in large blocks of running text, whether flush left, justified or centered, at sizes between 9 and 12 points. They are appropriate for narrative, humanistic, and social content. Serif fonts used in body copy reduce eye fatigue and increases reading speed and comprehension. They are also effective for pull-quotes at sizes between 14 and 20 points. Used with discretion, they can be very effective at ultra-large sizes.

Italic serifs are good for marginal comments or for calling attention to special content. They have a slightly more antique character and can be very effective at large sizes because of their peculiar grace. Italics tend not to look great in centered settings and are particularly offensive on curved baselines, where their asymmetry becomes jarring.

5.02 Serif Typeface

Times New Roman Regular
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Times New Roman Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Times New Roman Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Times New Roman Bold Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+
5.03 Alternative Typeface

These fonts are intended to be used as an alternative to the standard font for either headlines and subheads. There are subtle differences between display fonts and text fonts that enhance their legibility at the appropriate size, (optimally larger than 14 points).

Hoefler Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

Hoefler Text Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

Hoefler Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

Optima
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

Gill Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

Impact
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+
5.04 Type System Example

To give the designer a variety of options when creating a communications piece, the display fonts and body copy may use either serif or sans serif fonts. Consistent use of a font system within a piece or campaign must be maintained. It is important to define the hierarchical styling of fonts at the onset of designing to maintain consistency throughout the piece.

Example: type system with both serif and san serif typefaces

Display Type
30–72 point, Initial Caps, serif type, bold, regular or light.

Subhead

Body copy
9–14 point, set in upper and lower case with a minimum of plus 3 leading. The example to the left is plus 4 leading. The column width for text should be about 36 characters. If you need to set a wider column, consider adding a point or two to the leading.

This column is roughly 40 characters wide. Text margins are generally flush left, ragged right. Use block paragraph style, without indents.

Captions
7–10 point, upper and lower case, with a minimum of plus 2 leading. Set flush left or flush right, with the flush margin next to the margin of the image.

* For non-designers, "plus 3 leading" means you set the spacing between lines of text by adding 3 points to the point size of the type. For 36 point type, the leading is 39 points. At larger sizes, you’ll add to the leading until the white space between the lines is wider than the spaces between words in a line.

Top 10 reasons to attend West Valley College

From your college, department, or organization

West Valley College is a public California Community College located on the west side of Silicon Valley, in the foothills of the Santa Cruz Mountains, 50 miles south of San Francisco.

West Valley College is a public California Community College located on the west side of Silicon Valley, in the foothills of the Santa Cruz Mountains, 50 miles south of San Francisco. Continuing a nearly 40 year tradition, West Valley College offers 18 dynamic career programs, professional certificates, and degree programs with exceptional preparation for transfer to four-year colleges and universities.

West Valley College is a public California Community College located on the west side of Silicon Valley, in the foothills of the Santa Cruz Mountains. West Valley College is a public California Community College located on the west side of Silicon Valley, in the foothills of the Santa Cruz Mountains.
5.04 Type System Example

Example: type system with only the san serif typeface

Display Type
30–72 point, Initial Caps, serif type, bold, regular or light.

Subhead

Body copy
9–14 point, set in upper and lower case with a minimum of plus 3 leading. The example to the left is plus 4 leading. The column width for text should be about 36 characters. If you need to set a wider column, consider adding a point or two to the leading.

This column is roughly 40 characters wide. Text margins are generally flush left, ragged right. Use block paragraph style, without indents.

Captions
7–10 point, upper and lower case, with a minimum of plus 2 leading. Set flush left or flush right, with the flush margin next to the margin of the image.

* For non-designers, “plus 3 leading” means you set the spacing between lines of text by adding 3 points to the point size of the type. For 36 point type, the leading is 39 points. At larger sizes, you’ll add to the leading until the white space between the lines is wider than the spaces between words in a line.

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Top 10 reasons to attend West Valley College

From your college, department, or organization

*West Valley College is a public California Community College located on the west side of Silicon Valley, in the foothills of the Santa Cruz Mountains, 50 miles south of San Francisco.*

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West Valley College is a public California Community College located on the west side of Silicon Valley, in the foothills of the Santa Cruz Mountains.
6. Writing Style and Publication

6.01 Writing Style Guide
6.02 Punctuation, Numbers and Word Usage
6.03 Publication Content Guide
6.04 Keywords for Online Search
6.05 Branding Keywords
Style consistency ensures effective communication and enhances the image of the college. This section was created to help maintain editorial consistency in print and electronic publications. Editorial style includes the consistent use of spelling, punctuation, capitalization and abbreviations as well as the selection of headings and the use of numbers.

**Abbreviations & Acronyms**
Abbreviations require periods, acronyms do not. Unless the abbreviation or acronym is very familiar to the audience, spell out the word(s) in the first reference and follow with the abbreviation or acronym in parentheses: West Valley College (WVC). Always use abbreviations and acronyms with consistency.

**Abbreviations usage in academic degrees**
The following are some basic rules for abbreviations usage in academic degrees:
1. Avoid an abbreviation and use instead a phrase such as: John Smith, who has a doctorate in economics, is the newest committee member.
2. Use an apostrophe when describing a degree: e.g. bachelor’s degree, master’s degree, etc.
3. When abbreviating degrees, use periods: A.A., A.S. West Valley College awards the Associate in Arts Degree and Associate in Science Degree.
4. Use such abbreviations as B.A., M.A. and Ph.D. only after a full name. When used after a name, an academic abbreviation is set off by commas: e.g. Allen Jones, Ph.D., spoke.
6.01 Writing Style Guide

**Capitalization**
Proper nouns are capitalized. Words derived from proper nouns or associated with them are lowercased without loss of clarity or significance (as in the Department of History, but the history department, or the department).

**Example of capitalization usage**
1. Academic terms and class standing use uppercase for seasons, academic terms: Fall Quarter, Winter Quarter, Spring Quarter. Use lowercase for class standing: freshmen, sophomores, juniors and seniors. Also upper division and lower division.

2. Academic titles
Capitalize and spell out formal titles such as professor, chancellor, chairwoman, etc., when they precede a name: West Valley College President Lori Gaskin, Ph.D. Use lowercase for titles in all other situations: e.g. Lori Gaskin is the president of West Valley College.

3. Course listings/titles
Refer to specific courses only by their official identification: use abbreviation and course number. Capitalize, no quotation marks: e.g. ENGL 001, POLIS 055, HIST 155 (not English 1, Poli Sci 55, or History 155). When using the course number and name write it as CNSL 50: Introduction to College. (See examples in current West Valley Course Catalog.)

4. Programs, Departments, Majors
Capitalize when using the official name of specific college, department, school, office or committee, but lowercase any second references. Do not capitalize the names of disciplines, majors, or programs unless they are proper nouns, derivatives of geographical references, or part of a designated degree.
• The Business & Social Sciences Division offers courses in history, accounting and philosophy.
• astronomy program, courses in history; art major; English major; courses in American history;
• the Admissions & Records Office; the admissions office
6.02 Punctuation, Numbers and Word Usage

Dashes, em and en
The en dash (–) is one-half the length of an em dash (—) and is longer than the hyphen (-). When writers refer to a dash they generally mean an em dash, which is used to denote an abrupt change in thought in a sentence, to mark empathic pause or to set off a series of words separated by commas. The en dash is used primarily to indicate continuing, or inclusive, numbers such as dates or times: e.g. 1 a.m. – 2 p.m.

Dates
Capitalize months of the year in all uses and spell out when they are used alone or with a year alone. When used with a specific date abbreviate the following months, Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Figures/ Numbers
1. Use figures for numbers 10 or greater, including ordinal numbers: e.g. “There are at least 10 good reasons to get an education.” Spell out zero through nine: e.g. “There were zero cookies and four pears.”
2. Use figures for days of the months: e.g. “Oct. 18, Nov. 2”. Do not use “st, nd, rd, and th” superscript.
3. Use figures for sums that are cumbersome to spell out; however, spell out the words million and billion: e.g. “5.75 million”.
4. Use figures for measurements: e.g. “4 feet; 10 cubic centimeters; 6 inches”; but spell out percent: e.g. “39 percent, not 39%”.
5. Use figures for ages: e.g. “The average student age is 26; the student’s child is 4 years old; that 14-year-old graduate student has genius qualities.”
6. Numbers less than 100 should be hyphenated when they consist of two words: e.g. “One thousand people; thirty-nine West Valley students; Two-thirds of the voters”.
7. Use the standard phone number configuration e.g. “(408) 741-2647” for optimal clarity.

Time
Use figures except for noon and midnight: e.g. “7 p.m. or 7:30 a.m.” (never 7:00 p.m. or 7:00 a.m.)

Money
Use figures for amounts of money with the word cents or with the dollar sign: e.g. “$3, $5.09, $1 million or 77 cents”. Do not begin a sentence with numerals; supply a word or spell out the figures.

Web
The suggested abbreviated url, westvalley.edu may be used in certain print publications where space is an issue. At minimum, the url www.westvalley.edu should be used especially in digital files in order to embed the link. Where appropriate, the full url: http://www.westvalley.edu should be spelled out to insure accuracy.
West Valley College should be spelled out and appear in all publications. The use of “WVC” may appear subsequently in the same text once the college name is fully spelled out.

Publications must include the college signature. Use of the college colors is strongly encouraged.

Our web address and/or individual or department E-mail addresses should be included as contacts for more information. Our web address is: http://www.westvalley.edu

Publications should also have contact telephone numbers for those without access to computers.

All fliers, announcements, invitations, etc. should include date, time, location, college address, and parking and regional transit information when appropriate.

Photographs of people who are clearly distinguishable require a photo release.

Photographs should reflect the diversity of our college community.

If you are designing a publication for the web or one that may eventually be posted on the web, please contact our Marketing Department.

The Non-Discrimination Policy should be included in all official college publications.

Use of the college mission statement is strongly encouraged.

The ADA statement should be included in any publication that invites the community to participate in services, activities and programs: WVC publications should not violate penal or civil law, including trademarks. Copyrighted material requires written consent for use before publishing.

The publication author will be responsible for making sure all information is accurate and current. As updated versions are published, the campus community should be notified to discard old versions.

6.03 Publication Content Guide
6.04 Keywords for Online Search

Keywords are essential for search results on Google and other search engines. When developing copy content for web landing pages, it is important to include the proper keywords that will help raise the search results. The keywords at right are examples of keywords to be that may be used in web copy.

Continuing to add and test keywords on the WVC website is an ongoing process and will help improve the performance of your site.

- Higher education
- College
- Community college
- Junior college
- Transfer programs
- Santa Clara county
- Career programs
- Silicon Valley
- San Jose
- Campbell
- Saratoga
- Los Gatos
- 85 Fruitdale Avenue
- Leigh High School
- Saratoga High School
- Los Gatos High School
- West Valley
### 6.05 Keywords for Branding

Certain keywords should be utilized within West Valley College print and web publications to further strengthen the West Valley College identity. With the “Create Your Future” slogan in mind, here is a list of words that may be used to enhance the West Valley College experience.

Continuing to add and refine the keyword list is an ongoing process and integrating them into all college communications will help strengthen the brand.

<table>
<thead>
<tr>
<th>Seed</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree</td>
<td>Merit</td>
</tr>
<tr>
<td>Leaf</td>
<td>Achieve</td>
</tr>
<tr>
<td>Inspiration</td>
<td>Goals</td>
</tr>
<tr>
<td>Create</td>
<td>Path</td>
</tr>
<tr>
<td>Future</td>
<td>Success</td>
</tr>
<tr>
<td>Growth</td>
<td>Welcome</td>
</tr>
<tr>
<td>Progress</td>
<td>Diverse</td>
</tr>
<tr>
<td>Advance</td>
<td>Opportunity</td>
</tr>
<tr>
<td>Focus</td>
<td>Bridge</td>
</tr>
<tr>
<td>Nature</td>
<td>Field</td>
</tr>
<tr>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>Atmosphere</td>
<td></td>
</tr>
<tr>
<td>Essential</td>
<td></td>
</tr>
<tr>
<td>Hidden Gem</td>
<td></td>
</tr>
</tbody>
</table>
7. Color System

7.01 Color System
7.02 Color System in PMS
7.03 Color System in CMYK
7.04 Color System in RGB
7.01 Color System

Primary Colors
Our primary colors are green and black. Where possible the corporate signature (logo, college name) should be used in the primary colors to enhance the brand identity. These colors may also be used in graphics and other elements to unify the communications piece. Caution should be applied as to not overuse the colors as it may dilute the focus on the corporate signature.

Secondary Colors, Shades, Tints and Neutrals
The secondary colors are compatible colors that can be used with the primary colors. Shades are colors with varying percentages of black added. The tints are colors that have varying screen percentages. We have added a range of neutrals that you can use extensively and expansively—over broad areas of a page, or even filling a page within the standard margins. These colors work well as background colors or texture fields and will allow the primary colors to give focus and emphasis to the message or graphics.

Accents
Accent colors may be used to give vitality and contrast to the piece. They can be used to emphasize certain areas of communication or create a subsystem of identification. We have also included the athletics colors, orange and blue, as a part of the accent color palette. Please do not use them extensively or as a primary focus (unless the communication is about athletics). While they might fill a title block, for instance, they should never fill a page. These colors should never be used in the college signature.
A Note on PMS Inks
Most commercial printers use a color system called PMS or Pantone Matching System. PMS has designed ink formulas for thousands of colors so you can specify a color and be confident that the printer will mix the ink correctly.
7.02 Color System in PMS

**Accents**

- 803
- 396
- 122
- 142
- Orange021
- 1655
- 7466
- 165
- 485
- 202
- 257
- 2573
- 513
- 648
- 520
- 2593
- 344
- 375
- 583
- 7489
- Blue072

**Tints**

- 100%
- 90%
- 80%
- 70%
- 60%
- 50%
- 40%
- 30%
- 20%
- 10%
CMYK Formulas to Match PMS Colors

CMYK is the standard for four color process printing. We use CMYK (Cyan, Magenta, Yellow and Black, the “K” refers to black) inks to match a PMS color as close as possible. Please use these formulas to specify solid color areas in your document.
7.03 Color System in CMYK

Accents

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 0 70 0</td>
</tr>
<tr>
<td></td>
<td>11 0 94 0</td>
</tr>
<tr>
<td></td>
<td>0 17 80 0</td>
</tr>
<tr>
<td></td>
<td>0 28 76 0</td>
</tr>
<tr>
<td></td>
<td>0 53 100 0</td>
</tr>
<tr>
<td></td>
<td>0 63 91 0</td>
</tr>
<tr>
<td></td>
<td>70 0 23 0</td>
</tr>
<tr>
<td></td>
<td>0 73 89 0</td>
</tr>
<tr>
<td></td>
<td>0 95 100 0</td>
</tr>
<tr>
<td></td>
<td>0 100 61 43</td>
</tr>
<tr>
<td></td>
<td>14 34 0 0</td>
</tr>
<tr>
<td></td>
<td>30 43 0 0</td>
</tr>
<tr>
<td></td>
<td>44 83 0 0</td>
</tr>
<tr>
<td></td>
<td>100 62 0 52</td>
</tr>
<tr>
<td></td>
<td>64 100 12 0</td>
</tr>
<tr>
<td></td>
<td>61 89 0 0</td>
</tr>
<tr>
<td></td>
<td>27 0 23 0</td>
</tr>
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<td></td>
<td>41 0 78 0</td>
</tr>
<tr>
<td></td>
<td>23 0 100 17</td>
</tr>
<tr>
<td></td>
<td>60 0 80 7</td>
</tr>
<tr>
<td></td>
<td>100 88 0 5</td>
</tr>
</tbody>
</table>

Tints

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>71 0 75 21</td>
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<tr>
<td></td>
<td>59 0 63 18</td>
</tr>
<tr>
<td></td>
<td>48 0 50 14</td>
</tr>
<tr>
<td></td>
<td>36 0 38 11</td>
</tr>
<tr>
<td></td>
<td>24 0 25 7</td>
</tr>
<tr>
<td></td>
<td>12 0 13 4</td>
</tr>
</tbody>
</table>
7.04 Color System in RGB

RGB Formulas to Match PMS Colors

Computer monitors use RGB (Red, Green and Blue, the component colors of light) to mix colors in your onscreen palettes to match PMS colors as accurately as possible. The numbers refer to the amount of red, green and blue that is used to create a particular color.

Primary Color

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>0 133 63</td>
</tr>
<tr>
<td>Black</td>
<td>35 31 32</td>
</tr>
</tbody>
</table>

Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy</td>
<td>0 69 107</td>
</tr>
<tr>
<td>Midnight</td>
<td>0 104 146</td>
</tr>
<tr>
<td>Purple</td>
<td>85 98 147</td>
</tr>
<tr>
<td>Dark Teal</td>
<td>0 106 113</td>
</tr>
<tr>
<td>Teal</td>
<td>0 89 88</td>
</tr>
<tr>
<td>Medium Teal</td>
<td>93 135 161</td>
</tr>
</tbody>
</table>

Neutrals

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gray</td>
<td>113 112 116</td>
</tr>
<tr>
<td>Gray</td>
<td>128 127 131</td>
</tr>
<tr>
<td>Gray</td>
<td>161 160 164</td>
</tr>
<tr>
<td>Gray</td>
<td>190 192 194</td>
</tr>
<tr>
<td>Gray</td>
<td>231 232 233</td>
</tr>
<tr>
<td>Gray</td>
<td>239 240 240</td>
</tr>
<tr>
<td>Gray</td>
<td>179 165 159</td>
</tr>
<tr>
<td>Gray</td>
<td>187 176 163</td>
</tr>
<tr>
<td>Gray</td>
<td>218 211 204</td>
</tr>
</tbody>
</table>
7.04 Color System in RGB

**Accents**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color</th>
<th>Color Code</th>
<th>Color</th>
<th>Color Code</th>
<th>Color</th>
<th>Color Code</th>
<th>Color</th>
<th>Color Code</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>255 245 110</td>
<td>Yellow</td>
<td>235 231 41</td>
<td>Light Yellow</td>
<td>255 210 79</td>
<td>Light Orange</td>
<td>253 190 86</td>
<td>Orange</td>
<td>247 143 30</td>
<td>Coral</td>
</tr>
<tr>
<td>244 125 48</td>
<td>Peach</td>
<td>31 190 202</td>
<td>243 112 51</td>
<td>Light Red</td>
<td>238 50 36</td>
<td>Light Pink</td>
<td>212 174 210</td>
<td>Light Purple</td>
<td>178 149 198</td>
</tr>
<tr>
<td>154 77 158</td>
<td>Violet</td>
<td>0 52 104</td>
<td>124 43 131</td>
<td>Light Purple</td>
<td>124 65 153</td>
<td>Light Blue</td>
<td>186 224 205</td>
<td>Light Green</td>
<td>160 206 103</td>
</tr>
<tr>
<td>175 189 34</td>
<td>102 179 96</td>
<td>28 63 148</td>
<td>52 153 95</td>
<td>Light Green</td>
<td>90 165 115</td>
<td>Light Green</td>
<td>119 179 138</td>
<td>Light Green</td>
<td>149 194 161</td>
</tr>
<tr>
<td>181 212 189</td>
<td>Light Green</td>
<td>213 229 216</td>
<td>213 229 216</td>
<td>Light Green</td>
<td>213 229 216</td>
<td>Light Green</td>
<td>213 229 216</td>
<td>Light Green</td>
<td>213 229 216</td>
</tr>
</tbody>
</table>

**Tints**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color</th>
<th>Color Code</th>
<th>Color</th>
<th>Color Code</th>
<th>Color</th>
<th>Color Code</th>
<th>Color</th>
<th>Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 153 95</td>
<td>Green</td>
<td>90 165 115</td>
<td>Light Green</td>
<td>119 179 138</td>
<td>Light Green</td>
<td>149 194 161</td>
<td>Light Green</td>
<td>181 212 189</td>
</tr>
</tbody>
</table>
8. Department Identity

8.01 Logo and Department Name
Together, all the departments and programs make West Valley College the great institution that we are, but the college as a whole is the most important aspect of our identity. We designed a system using the West Valley College logo and symbol in conjunction with the academic and administrative units.

The department name is set in upper and lower case Helvetica Regular type. When used in conjunction with a program, the program should be set in Helvetica Bold, approximately 50% larger than the department name. (see example).

When used with the West Valley College name, the department, program or administrative unit should be subordinate to the college name.

Please set text in Helvetica Neue sans serif at 9 points or larger and proportional to the West Valley College logo. If Helvetica Neue is not available, use Helvetica or Arial.

Do not place department name across the vertical line or underneath the symbol as the logo. Do not use the department name and the college symbol together as this will diminish the integrity of the brand identity.

8.01 Logo and Department Name

Correct Usage Example

Business Administration

Business Administration
Small Business Certificate

West Valley College
Admissions & Records

Court Reporting and Related Technology Department

Incorrect Usage Example

West Valley College
Court Reporting and Related Technology

English Department
9. Athletics Identity

9.01 Vikings Mascot
9.02 Vikings Color
9.03 Other Athletics Graphic Assets and Usage
9.01 Vikings Mascot

As the overall goal is to unify the West Valley College identity, we recommend the integration or addition of the WVC logo where appropriate for any WVC athletics activities, communications, or identifying graphic applications.

On the right is the WVC Athletics Department mascot (Vikings symbol). The orange and blue colors have been used since the inception of the mascot. You may use this symbol in WVC Athletics Department materials, such as uniforms, banners, and flags. Never use the Vikings symbol to replace the official college logo. You may use the Vikings symbol and West Valley College logo together where appropriate. See examples.

Further study regarding the unification and integration of the WVC institute identity and the Vikings symbol and graphic system is needed.

If you have questions about using Vikings athletics symbol, graphic elements and system, please contact the marketing department. Tel: (408)741-2647. Email: marketing@wvm.edu
The primary colors of WVC Athletics Department are blue and orange, PMS Blue 072 and PMS 165. The blue should be the dominant color and the orange should be the subordinate color. The secondary color is cool gray, PMS Cool Gray 4.

**Color usage on uniforms and signage**

Due to limited color availability from various material manufacturers for uniforms, banners, signage, etc., the exact color match may not be available. It is up to the designers to use their discretion to choose the closest colors.
9.03 Athletics with Logo Usage

Recommendation

In order to unify the overall West Valley College experience, we recommend the inclusion of the West Valley College logo or the West Valley College symbol on all athletic department graphic applications. The WVC logo may be used in a subordinate position to the Viking symbol, but legibility and integrity must be maintained. The WVC logo must never be integrated into another symbol, graphic or icon. It should never be used in colors other than the college primary colors. It may be used reversed out of the athletics colors as long as it maintains legibility and integrity. When spelling out “Vikings” or “West Valley College Vikings” in text, we recommend using Helvetica Bold or Helvetica Bold Condensed.

DO

• Add WVC logo to unify the West Valley College experience (maintain legibility and integrity).

• Add the school name where appropriate (in Helvetica Bold or Helvetica Bold Condensed).

• Use reverse white college logo for orange and blue background material.

DON’T

• Alter WVC logo to the athletics colors.

• Never use the Vikings symbol to replace the West Valley College logo.

• Never use the Vikings symbol in conjunction with the WVC symbol. School identity through the use of the name must be communicated.

If you have questions about using Vikings athletics symbol or graphic elements, please contact the marketing department. Tel: (408) 741-2647. Email: marketing@wvm.edu
10. Photography, Graphics

10.01 Photography Style
10.02 Create Your Future Photographs
10.03 Photography Examples
10.04 Portrait Guidelines
10.05 Graphic Assets
10.06 Element Field
10.01 Photography Style

The use and style of photography will go a long way to enhance the West Valley College brand and experience. Whether black and white or color, photography should of the highest quality and represent the total WVC experience.

As the college’s reputation is based on the high caliber faculty and staff, it is recommended that faculty be photographed in their environment (classroom, lab, working with students, lecturing, etc.). Staff could be interacting with students one on one or in a group, ideally outdoors in the WVC environment. The photos should reflect the personable, friendly, and approachable nature of the faculty and staff as well as the diversity.

Photographs of the students should represent a diversity of ethnicity, gender, age and physical ability. Photographing the subjects in a particular environment helps to communicate a bigger story, i.e.: a “head-shot” of a student in a chemistry lab or outdoor patio communicates more about the person and what the person is doing than just a “head-shot” in a studio. Photographing students interacting with one another tells a bigger story than a photograph of one person. Ideally capturing the “eye-to-eye contact” between the subject and the camera will make for a much more engaging photo. The goal is to get the best (positive) expression from each subject.

Photography is the medium most used to illustrate the people, processes and facilities of the West Valley College. As such, it is very important that the style consistently adheres to our communication goals. We have four basic categories of photos:

- **Portraits**
  Formal and informal portraits put subjects in environments that reflect their specialty and/or personality. Stress is still placed on subjects having eye contact with the camera and capturing expressions that underscore their humanity.

- **Candid Groups**
  Candid situations strive to convey interaction between subjects, highlighting the casual, personal and personable nature of the educational environment at West Valley College.

- **Facilities/Technology**
  Extremely important to the brand, the new state-of-the-art facilities such as the Fox Center need to be prominently featured on the web and in print publications. These facilities will become the image that the public recognizes and communicates the direction the college is going in regard to the integration of technology to facilitate the delivery of education.

- **Campus Scenery and Environment**
  One of the most outstanding features of West Valley College is its beautiful campus setting. It is important to capture people in the environment, whether walking, congregating in small groups, meeting, studying or just relaxing. The landmark WVC “Oak Tree” should be featured in as many communications as possible. Often times the “scenery” photos can be used as a “background texture” with people photos overlaid as a collage. Close-up, detail images of trees, leaves, ground cover, soil, flowers, etc., are also excellent for background texture in layouts and photo collages.
10.02 Create Your Future Photographs

Contribute your photos of how West Valley College helps you “Create Your Future”. In order to build a library of photos for marketing communications usage, we are instituting an outreach program asking students to contribute their photos of the West Valley College experience, whether of students, faculty, staff, activities, events, buildings, signage, or the environment. A link to an ftp site will be provide to facilitate ease of uploading the images. The images will be reviewed and approved by marketing staff before it is available for the various departments to use. Contact the marketing department Tel: (408) 741-2647 and email: marketing@wvm.edu for more information.
10.03 Photography Examples

Follow these rules for effective photography.

1. Reject photos that are fuzzy, insufficient resolution and poorly composed. Photo should be taken with quality lighting. It's better to do without than to publish poor quality ones.

2. Think about your audience before you select an image. What interests them? A picture of your building won’t impress potential donors as much as images of the results of your work.

3. One large photo is much more effective than several small ones.

4. Unusual angles and points of view create more interest than straight-ahead, eye-level shots.

5. Close up shots of even ordinary items can look very dramatic and sculptural.

6. If you do use small photos, crop them to focus on the key image.

7. If you must use multiple photos on a page, try to select photos with similar colors, or convert them to black-and white, duotone, or monotone.

8. If you use multiple or small images, be wary of the “spotted” look—images with lots of tiny things in them.

9. When you use images of people, strive to reflect our diverse community in terms of ethnicity, gender, age, and physical ability. Choose shots of active people spontaneously engaged with each other.
10.04 Portrait Guidelines

Be Aware of Model Releases

Any time you take a picture of someone that may be used in a publication, you must, by law, get written permission. Carry model release forms with you. To sidestep this issue you can make the person unidentifiable by excluding faces, or catching them in movement with your camera set to a slow speed (such as “portrait,” “night interior,” etc.) to create a blur. You can download model release forms at www.________

Good Portraits

It’s hard to get good portraits. After all, most of us don’t look like movie stars. Lighting is key.

Here are some tips:

1. Think cover shot, not passport photo.
2. Move around people to find attractive angles.
3. Shoot in black and white…that almost always looks artistic.
4. Shoot in soft light, without a flash—harsh light exaggerates skin flaws.
5. Communicate with your subject. Get them to relax. Try to “play” with the person until they start to laugh naturally. A good rapport with the subject will always result in a better expression and therefore a better photo.
10.05 Graphic Assets

Official Graphic Elements
To enhance the visual identity of WVC, we suggest implementing various elements to a design to create patterns, backgrounds and textures.

The West Valley College “Leaf” element (independent of the WVC symbol) is a versatile element that can be used in a variety of applications to help reinforce the brand identity. It is not a substitute for the college logo.

Other Graphic Examples
We encourage students, faculty and staff to contribute graphical elements that would contribute to the brand identity and that can be used in college publications and marketing material. An ftp site will be set up to upload graphics and the marketing department will review and approve the graphics for publication.

Here are some suggestions to grow the library:

- Other leaf images
- Oak tree silhouette
- Other tree images
- Seeds
- Ground cover
- Plants
- Flowers
- Buildings
- Animals
10.06 Element Field

The graphic elements and the logo can be used as a pattern or field for design treatment. Note: If type is to be printed or reversed out of the element field, make sure the graphics do not obscure the message.
11. Design Applications

11.01  Business System
11.02  Class Schedule and Catalog
11.03  Full Page Brochure
11.04  Half Page Brochure
11.05  Tri-fold Brochure
11.06  Print Advertising
11.07  Poster and Flyer Examples
11.08  Web
11.09  Presentations
11.10  Social Media
11.11  Video and Multimedia
11.12  Signage
11.13  Location Tags
11.01 Business system

Business cards

The information on cards always follows the same sequence and must include all of the below:

1. Your name and honorary degrees, set in Helvetica Neue Bold.

2. Your title, followed by your department or administrative unit. The card will accommodate up to three lines of information. If your information exceeds three lines please contact the marketing department for guidance.

3. The college address, Helvetica Neue Regular.

4. Your phone numbers. The card can accommodate two numbers. Do not include a fax number unless it is essential to your work.

5. Your official campus email address:

   first.last@westvalley.edu

   No other email addresses are permitted.

6. Your specific URL beginning with “www” unless your site requires “http://” to launch. All URLs must point to a West Valley domain, preferably westvalley.edu.

7. Optional QR code.

8. You can order your cards through the Marketing Department.
11.01 Business system

Letterhead

The contact information always follows the same sequence:

1. Your college slogan is set in 12 point Helvetica Neue Light Italic.

2. Your street address, telephone numbers and website, set in 10 point Helvetica Neue Italic.

3. Optional “W” leaf watermark, print in 5% PMS 356

Second Sheet

Second sheets are plain, with no logo or other information.
11.01 Business system

Envelopes
These are the examples of the standard college envelope designs. Alternatively the envelopes can be printed in black only. You can order your envelopes from the Marketing Department.

Mailing Labels
Please use #5264 Avery mailing labels (3 1/3" by 4"). When you type in the address, please align the left margin with the left margin of the return address, and set it low on the label, with more space above than below. You can order your labels from the Marketing Department.

Mailing Signature
This is the standard format for the college symbol and name that can be used on brochures, mailers, postcards, etc.

You may use a reversed version if the design requires.
Fax Cover Sheet

We use a single fax cover sheet design for the entire college, just to keep things simple. You’ll enter your department or organization information in the relevant spaces. Download the fax form from _______________
11.02 Class Schedule and Catalog

Class Schedule

Besides the West Valley College website, the Class Schedule has the most visibility in the community out of all WVC marketing material. The Class Schedule is printed two times per year: the Winter/Spring edition and the Summer/Fall edition. As WVC’s goal is to increase its brand awareness in the market, we have established a format that if used consistently, will help achieve those goals.

We suggest having a consistent look for the Class Schedule and Catalog each semester yet allow for new messages and campaigns to be featured.

As one of the goals is to increase the visibility of West Valley College, we have incorporated the college name into the masthead using Helvetica type. The WVC symbol is positioned in the “signature” position. This format allows the designer the maximum area for creativity without destroying the branding system.

For the initial launch campaign, we suggest using the “Create Your Future” as the main message on the front of the schedule. Photo images should reflect the diversity and positive spirit of the student population.

Class Schedule and catalog templates can be used in subsequent editions to give maximum flexibility in terms of design and layout, but still reinforces the brand identity. Consistent usage of the branding graphics is important to maintain a unified design. The same principals as in the primary class schedule apply.

West Valley College Catalog

The West Valley College Catalog is a comprehensive overview of all academic offerings and is printed once per year in a more limited run. It is a companion piece to the Class Schedule and therefore should have a synergistic relationship, yet clearly be identified as the catalog.

Similar to the Class Schedule we have created several formats that integrates the name West Valley College into the title or masthead. The West Valley College symbol is positioned in the signature blog. The primary “green” color is recommended be used on all catalogs.

For the initial launch, we are recommending using the “Create Your Future” slogan as the main message on the cover. Photo images should reflect the diversity and positive spirit of the student population.
11.02 Class Schedule and Catalog

West Valley College Winter/Spring 2012

Schedule

4-week Winter Session
starts January 9 and ends January 25

18-week Spring Semester
starts February 2 and ends May 30

Catalog
11.02 Class Schedule and Catalog
11.02 Class Schedule and Catalog
These are examples of a standard size brochure (8.5x11 page size) showing how the body copy can be used in a 2-column format, 3-column format, or 4-column format.

The WVC logo is used in the upper left corner signature position and the main headlines are in the Helvetica Bold italic. Body copy is Helvetica set at 11pt type with auto leading. Note, you may used the headlines and subheads in color using the secondary color palette (see section 7). The photos of students, faculty and staff should represent the diversity on campus and showcase the various academic disciplines. In addition, where possible, the photos should showcase the WVC campus environment including buildings, trees, creeks, and other amenities.
These are examples of a smaller 6”x9” brochure (6”x9” page size) showing how the body copy can be used with a 2-column format, 3-column format or 4-column format. The same design principals in terms of typography, headlines, body copy, color, photo usage and college signature apply.
Register Now!

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Vestibulum tempus enim ut velit luctus tellus ac pretium orci.
3. Ut ac nisl lacinia, velit molestie fringilla, ut nunc.
4. Sed in nunc eu tellus, vulputate luctus at, facilisis at.
5. Nunc bibendum nunc eget eros blandit vel mollis turpis tempus.
6. Mauris aliquet lectus id ipsum rutrum lobortis.
7. Nullam bibendum nunc eget eros blandit vel mollis turpis tempus.

Who we are

West Valley College is a public California Community College located at the west side of Silicon Valley, in the foothills of the Santa Cruz Mountains, 30 miles south of San Francisco. Combining a century of tradition, West Valley College offers a wide variety of programs, including associate degrees, transfer to four-year colleges, and certificate programs.

We offer options!

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Vestibulum tempus enim ut velit luctus tellus ac pretium orci.
- Ut ac nisl lacinia, velit molestie fringilla, ut nunc.
- Sed in nunc eu tellus, vulputate luctus at, facilisis at.
- Nunc bibendum nunc eget eros blandit vel mollis turpis tempus.
- Mauris aliquet lectus id ipsum rutrum lobortis.
- Nullam bibendum nunc eget eros blandit vel mollis turpis tempus.

Duis id mauris in urna suscipit mollis id eget augue. Nam turpis nunc.

2-column format 3-column format 4-column format
These are examples of a tri-fold brochure (3.66"x8.5" page size) showing how the body copy can be used with a 1-column format or a 2-column format. The same design principals in terms of typography, headlines, body copy, color, photo usage and college signature apply.
CSU Transfer Course

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Vestibulum tempus enim ut velit luctus iaculis suscipit orci cursus.
- Ut ac mi lectus, vel molestie eros.
- Ut non enim eu turpis imperdiet condimentum.
- Fusce sed dolor commodo arcu commodo facilisis.
- Nullam bibendum neque eget eros blandit vel mollis turpis tincidunt.
- Mauris aliquet lectus id ipsum rutrum lobortis.
- Nullam bibendum neque eget eros blandit vel mollis turpis tincidunt.
- Mauris aliquet lectus id ipsum rutrum lobortis.
- Nullam bibendum neque eget eros blandit vel mollis turpis tincidunt.
- Ut non enim eu turpis imperdiet condimentum.
- Fusce sed dolor commodo arcu commodo facilisis.

Interior Design
2-year/3-year Certificate

Required Course
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis lacus uma.

Course Description
Duis id mauris in magna suscipit mollis id eget augue. Nam turpis nunc, fermentum ut malesuada ac, facilisis nec elit.

Curabitur in diam enim, id accumsan est. In hac habitasse platea.

Course Description
Fusce sed odio commodo arcu commodo facilisis.

Curabitur in diam enim, id accumsan est. In hac habitasse platea.

Ut non enim eu turpis imperdiet condimentum.

Required Course
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Course Description
Duis id mauris in magna suscipit mollis id eget augue. Nam turpis nunc, fermentum ut malesuada ac, facilisis nec elit.

Curabitur in diam enim, id accumsan est. In hac habitasse platea.

Ut non enim eu turpis imperdiet condimentum.

Course Description
Fusce sed odio commodo arcu commodo facilisis.
As West Valley College will primarily be doing black and white ads in local newspapers, programs or schedules, the following are examples of small display ad formats following the basic design principles.

1. It is important to simplify your message as the ad will appear on a page with other competing ads and editorial information.
2. We recommend only 1 photo or graphic image as the focal point, coupled with a short, simple headline message. For maximum impact, we are showing the people outlined and the background white.
3. Where possible, include the WVC slogan.
4. In general, the goal is to "drive the audience" to the website. Rather than just the home page, we recommending a specific landing page be developed to complete the message communicated in the ad.
5. We recommend consistency in displaying the WVC signature.

Black and white ad sample
11.06 Print Advertising

Your Future Starts Now at West Valley College

University Transfer and Career Programs

Summer Semester starts August 29, 2011
Fall Semester starts June, 6, 2011

New students may apply now and register beginning May 1
Continuing students register beginning April 18

14000 Foothill Ave., Santee, CA 92071-5890
619.741.2087 • westvalley.edu/transfer

Dream it... Do it! at West Valley College

Summer Semester starts August 29, 2011
Fall Semester starts June, 6, 2011

New students may apply now and register beginning May 1
Continuing students register beginning April 18

14000 Foothill Ave., Santee, CA 92070-5890 • 619.741.2087
westvalley.edu/transfer

Black and white ad sample
11.06 Print Advertising
11.07 Poster and Flyer Examples
11.08 Web

The West Valley College web site is one of the most important vehicles for establishing the brand identity of the college. The homepage is the first impression that many will experience and needs to establish a strong image, a lively sense of campus life, and a sense of its mission. The site needs to be visually “clean”, well organized and easy to navigate.

Placement and choice of logo
Due to space limitations on a web page, we recommend using the horizontal logo configuration using the primary college colors on a white background. The logo should be placed in the upper left corner of the site to establish a corporate signature and allow for the maximum visibility of the logo. There should be ample “clear space” surrounding the logo to insure legibility, visibility and integrity.

Slogan
The slogan, “Create Your Future” should be prominently displayed in the masthead or a feature section of the page. Any associated visual images that would support the message can be used as long as it doesn’t distract from the message.

Headline message and feature image
A simple, 1-line message may be used in conjunction with the “feature” image to communicate important or timely information. The font styling should be consistent. We recommend using upper and lower case type in Helvetica Bold or equivalent. If the type is a part of the image, Helvetica or Helvetica Condensed is acceptable.
Color Usage
As it is important to establish the college identity through its color usage, we are recommending that the logo be used in its primary color on a white background. The primary colors may be used to enhance the page design as in a background color, color bars, or icons. WVC graphical elements such as the “leaf” may be used to further enhance the WVC identity. The accent colors and athletic colors may be used but should not dominate the color palette (we suggest no more than 10 percent of the overall color usage on the page).
Suggested Web Font
We recommend using Helvetica Bold or equivalent for headline fonts. (For special events, or unique applications, alternative fonts may be used as long as it maintains the legibility and integrity of the brand. To maintain searchability, fonts from the Google font library, http://www.google.com/webfonts, may be used. Alternatively, fonts may be incorporated into photos or images using Photoshop. For any questions, please contact the marketing department for clarification).

For general body copy, we recommend the consistent use of Helvetica, with Helvetica or Helvetica Bold for subheads. For design consistency, brand unification as well as legibility, we recommend using black for the body copy and the default blue and underscore for text links. (See section 12.1 for more information and recommendations regarding accessibility and section 508 legislation).

H2 text should utilize a color from the official pallette. Example shown: 26 point Helvetica Bold in #886454

H3 text should utilize a color from the official pallette. Example shown: 20 point Helvetica in #474747 with a line height of 120%

Paragraph text should be clearly legible. Example shown: 20 point Helvetica in #2a6179

Tables with color help spice up the page. Example shown: colors #9cbbcb and #dad5cf

Links should be the same color throughout body copy. Example shown: Helvetica underlined at #208caa
11.09 Presentations

PowerPoint

Microsoft Powerpoint is a powerful tool for presenting content and can reinforce the brand identity of the college. It is important to create clear, simple templates with a minimum of graphic elements to help viewers focus on the main messages.

Do not put too much information on any one slide. Ten bullet points are five too many, for instance. One pie chart is generally enough per slide, unless you need to compare two or three sets of data.

One way to minimize the complexity of a slide that has to contain a lot of information is to use builds, in which a series of slides starts with one piece of information and subsequent slides add more information, one bit at a time.

Finally, avoid “chart junk.” You don’t need drop shadows on bars or 3-D bars and wedges. You don’t need to use all the colors of the rainbow to differentiate one kind of data from another—tints and shades of one color or a palette of related colors, such as green, blue-green, green-blue and blue can work nicely.

Unification of brand identity

We recommend incorporating the primary college colors and graphic elements where appropriate to unify the presentation with the overall college system. We recommend using Helvetica for the headlines, bullets and body copy. The background could have images, graphics, and other elements as long as it does not compete with the main message.

A signature bar may be used to allow a position for the college in the bottom right corner. Presentations should have a date and author line for future references.
11.10 Social Media

Facebook

West Valley College Official Page
We suggest to use the primary WVC logo for Facebook icon because it can preserve the clean and contrast on a white facebook background.

Creating Pages for WVC Departments
To maintain the brand of WVC, all WVC-related pages need the WVC logo as their page profile image.
11.10 Social Media

**Twitter Icon**
For the WVC Twitter page, we recommend using the WVC primary logo.

**Twitter Backgrounds**
You can use a background picture or background color for the West Valley College or WVC-related Twitter accounts.

If you choose to use a background image, choose a background image large enough to fit the entire browser, at least 1024 x 768 px in 72 dpi, and preferably 1280 x 800 px or above. Do not use an image smaller than 800 x 600 px to tile the background. You may include information on the left side of the background. Be aware that due to the fluid nature of the Twitter page layout, some content may be obscured when resizing the browser window. The safe width for each side for the background is around 112 px.

If you choose to use a background color, you may choose any of the shade, tints and secondary colors from the color section.

**Twitter Color Scheme**
Our Twitter page’s custom color scheme should represent WVC’s colors. We recommend using the secondary colors, shade and tint, and neutrals found in our guide for the background and side bar colors. The college green and accent colors can be used as links and text. The key of setting up the color scheme is contrast, legibility and integrity of the WVC brand. If the particular color is not available, use the closest web safe color.
11.11 Video and Multimedia

YouTube Channel

Banner
We recommend adding a banner on the West Valley College YouTube Channel in order to enhance the brand and features of WVC. The banner can be added by joining the partner program.

Background and Color
Basically, the style for background and color of the WVC YouTube Channel follows the same rules as Twitter. The color scheme should represent West Valley College. We recommend using the secondary colors, shades, tints, and neutrals for the background color. The college green and accent colors can be used as links and text. The key to setting up the color scheme is contrast, legibility and integrity of WVC.

Logo Placement
To build brand recognition the logo should be placed at the beginning and the end of the video. The key to setting up the color scheme is contrast, legibility and integrity of WVC.

Naming System
Create a standard naming system to identify the subject matter and include the WVC name.
11.12 Signage

Signage is an important element to help build and unify the brand identity. Depending upon the specific usage, materials, location, applications, etc., we are recommending all typography to be in Helvetica whether reversed on a dark background or as a black or dark gray type on a light background. We are suggesting the WVC symbol to be used in the upper left corner or left side of the side as an accent and identifier to reinforce the brand identity. The “Leaf” graphic element may be used as a background or accent. To keep the sign “clean and simple” and minimize the elements, the WVC symbol may be used as a “tint” where applicable.
11.16 Location Tags

**QR Code and Microsoft Tag Usage**

QR Codes (short for Quick Response) is a specific matrix barcode readable by QR apps on a smart phone. When scanned using the smartphone, the scanned image will link to a specific web page designated by the designer or developer. QR codes are perfect for printed documents, exhibits, displays, signage, etc., where space is limited and additional information needs to be communicated. In addition, using QR codes can create new and creative opportunities to expand marketing campaigns. Microsoft has developed their version called High Capacity Color Barcode (HCCB) or commonly known as Microsoft Tags.

This is an example of a QR code. A QR code is a specific matrix barcode, readable by dedicated QR barcode readers and camera phones. This QR code will be linked to West Valley College website. The QR code can be posted on signage, posters, printed material, catalogs, etc.
12. 508 Language

12.1 What is 508?
12.1 What is 508?

The Section 508 legislation is an amendment to the Workforce Rehabilitation Act of 1973, signed into law by President Clinton in 1998. This amendment requires the information technology of Federal Agencies, including websites, to be accessible to those with disabilities. The burden is on the Agency to maintain the website and ensure users with disabilities have access to and use of information that is comparable to that of the general public. Essentially, while the experience may not be the same, all users must be able to access the same information, including images and media files, and complete common tasks, such as buying merchandise or filling out registration forms. Many public agencies and educational institutions are adopting the section 508 guidelines when developing content for the public.

It is the policy of West Valley College to provide access to programs and services to individuals with disabilities to the fullest reasonable extent possible, as guaranteed by Section 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990.

West Valley College recognizes that access has two distinct areas: access to technology and access to programs and courses.

I. Access to technology includes:
   a. procurement of Electronic and Information Technology,
   b. accessible Computer Stations, and
   c. access to Campus Web-Sites.

II. Access to programs and courses includes:
   a. providing access to Web Enhanced Instruction,
   b. providing access to all Informational or Instructional Video Media, and
   c. providing access with Alternate Media Formats.

In order for West Valley College to meet and exceed its responsibility, the following procedures set forth minimum standards for accessibility.

I. Access to Electronic and Information Technology
Access to technology and electronic information is comprised of three facets: (a) the purchase of products and services, (b) assistive software, and (c) accessibility of web pages.

   a. Every product that we purchase has to meet 508 standards and/or has the capability to use assistive software and hardware. Product examples include: software applications, telecommunications, videos, multimedia, self-contained closed products (e.g. ATM’s, copiers, information kiosks, fax machines), and desktop and portable computers.

   b. Student computer labs with more than ten stations shall have a minimum of 10% immediately accessible stations for students with disabilities. Computer labs with less than 10 stations will have at least one accessible station.

   c. The College’s home web page and every individual web page hosted by the college’s web site shall follow the Section 508 web standards.

II. Access to Programs and Courses
   a. Web-Enhanced Instruction
   Access to web-enhanced programs and courses includes: distance learning courses and informational presentations such as Powerpoint, streaming video and multimedia resources.

   b. Video Captioning
   All instructional and informational video media must be closed captioned. For example, closed captioning of all television broadcasts and video taped distance education course materials shall be provided to persons with hearing disabilities. In order to comply with this law, all videotapes purchased through West Valley College must be in a captioned format. See Video Ordering Procedures (PDF).

   c. Alternate Media
   Alternate Media provides the production of alternate print materials for students with verifiable print disabilities. Alternate formats include but are not limited to: Braille, electronic text, audio recording, large print, tactile graphics and captioning. See Alternate Media Guidelines.
12.1 What is 508?

**Section 508 Implementation Plan**

A. Procurement Procedures-Electronic & Information Technology (EIT) EIT equipment (includes, but not limited to printers, fax machines and copiers) and contracted services need to be accessible and usable to all individuals with disabilities.

1. Please follow the current procedures for West Valley College when requesting EIT equipment such as copiers, fax machines and other office equipment and services. The purchasing agent will ensure that the equipment/service meets with the 508 standards.

B. Campus Web-Sites

Section 508 standards require accessibility of web pages. West Valley College web standards support the principle of “Universal Design” which promotes a high degree of usability for people with visual, hearing, physical, language and cognitive disabilities. West Valley College follows the 508 standards.

1. Evaluate your sites for web accessibility using either online sources or programs available through the marketing department.

2. For step by step instructions, follow the guidelines on the Accessibility Guidelines website: [http://www.westvalley.edu](http://www.westvalley.edu)

C. Web Enhanced Instruction

1. New Online Course Requirements
   a. Complete the Course Curriculum Form D
   b. Complete the Distance Learning Course Accessibility Checklist #7
   c. Meet with the Distance Education Coordinator
   d. Submit Forms to Curriculum Committee for approval

2. Existing Course Web Sites
   a. Evaluate your sites for web accessibility using either online sources or programs available in the ________
   b. For step by step instructions, follow the guidelines on the Accessibility Guidelines website: [http://www.westvalley.edu](http://www.westvalley.edu/

D. Alternate Media

Alternate Media provides the production of alternate print materials. Alternate formats include but are not limited to: Braille, electronic text, audio recording, large print, tactile graphics and captioning. See the Alternate Media Production Guidelines.

1. All publications, brochures, handbooks, syllabi, phone directories etc. intended to convey information regarding courses, programs, or general information to students, staff or members of the public shall be made available in alternate formats. All such printed materials shall include the following statement: “Information is available in alternate media upon request at (408) 741-2647.”

Web page

A guide from the Federal Access Board is available at [http://www.access-board.gov/sec508/guide/1194.22.htm](http://www.access-board.gov/sec508/guide/1194.22.htm), and a checklist from the W3C is available at [http://www.w3.org/TR/WCAG10/full-checklist.html](http://www.w3.org/TR/WCAG10/full-checklist.html).

The issue most commonly seen is images lacking alternative text (“ALT text”). Make sure that any image on a page has alternative text that describes what is shown in the image.
13. Reference