PUBLICATIONS & FLIERS

The following guidelines are mostly concerned with products directed to the general public in order to retain a consistent identity—for all printed materials, displays and/or media created for SOCCCD and its departments. The district graphic designer is usually available to create most of this kind of work. Adherence to these guidelines for in-house publications is not as critical. If clarification is needed about anything contained in these guidelines, please contact the district graphic designer, Michael O’Meara, at 949.348.6044 or momeara@socccd.org.

LOGO USAGE

The shape/proportion of the SOCCCD logo should not be altered.

When an address line is needed, acceptable fonts are:
- **Copperplate Gothic Light** (as on the letterhead and business card)
- Eurostile (T1) Condensed or Eurostile Regular
- or Arial (if the others are unavailable)

Placing the address to the right or centered underneath is recommended.

LOGOTYPE

In some cases, it may be appropriate to use the SOCCCD “logotype” by itself instead of the full color logo. If, for instance a page has colorful photos or backgrounds, the use of the illustrated logo might be a distraction from the statement you want to make.

(Continued)
BLACK & WHITE LOGO

A one-color logo is available for use when color is not applicable.

ACRONYM LOGO

The acronym logo may be used when either the logo is so small that the longer name cannot be read or when the regular logo has already been established previously and the acronym is used for emphasis or as an icon at the end of an article, etc. It may also be used “screened back” as a watermark.

GOLD LOGO

For special awards or certificates of achievement, the gold logo may be used.

LOGO SIZE

It is recommended that you use a logo that is close to the size you want in your final product, rather than use a huge logo and reduce it to a very small version (or vice-versa). Logos for use in print should be 300 dots per inch (dpi). Logos and photos for use on the Web should be 72 dpi. Using large images and reducing them down on the site can consume allotted memory space unnecessarily, thereby slowing downloads and reducing the efficiency of your site, especially for users without powerful computers.

TYPOGRAPHY

To retain a consistent “family” look in all SOCCCD materials, it is important to use the same typefaces. The font for body text should be Eurostile Condensed or Eurostile. Arial is an alternative when Eurostile is not available. Occasionally the need for more decorative fonts will arise. A “fun,” or “elegant” script or “decorative” headline may be used to convey a sense of fun or impact. Please use sparingly. Employing too many different or fancy fonts tend to give a "ransom note-like" appearance.

Font size for body copy should be 10 point (give or take a point). Leading should be at least 2 points greater than the type size (i.e. 10/12).

A ragged right margin is preferable to a justified margin.

COLOR MODE

Choose a logo color mode depending on your usage. Print media uses the 4-color mode of Cyan, Magenta, Yellow and Black, known as CMYK. Computer monitors, TV screens and the Web utilize the RGB mode (Red, Green and Blue).
COLOR USAGE

When choosing colors for backgrounds, accents, graphics and type, please use colors that are consistent with SOCCC’s recent color palettes. Some departments have already chosen their own color palette to keep all their materials consistent with SOCCC but unique to their own use. Please use colors in the palette to the right or discuss your color needs with the District Graphic Designer, Michael O’Meara at 949.348.6044.

THE EVOLUTION OF THE SOCCC IDENTITY

The District has taken on as many looks as it’s taken on names. Below are some of the logos that have been used in years past.

Previous logo

In 2006, the SOCCC logo was updated to provide a more contemporary look while maintaining the tradition of the preceding identity.

QUESTIONS REGARDING IDENTITY?

If you would like a specific logo or you have a question about how to comply with SOCCC’s identity guidelines, please contact Michael O’Meara, the graphic designer, at 949.348.6044 or momeara@socccd.org 🌊