

BRAND STANDARDS



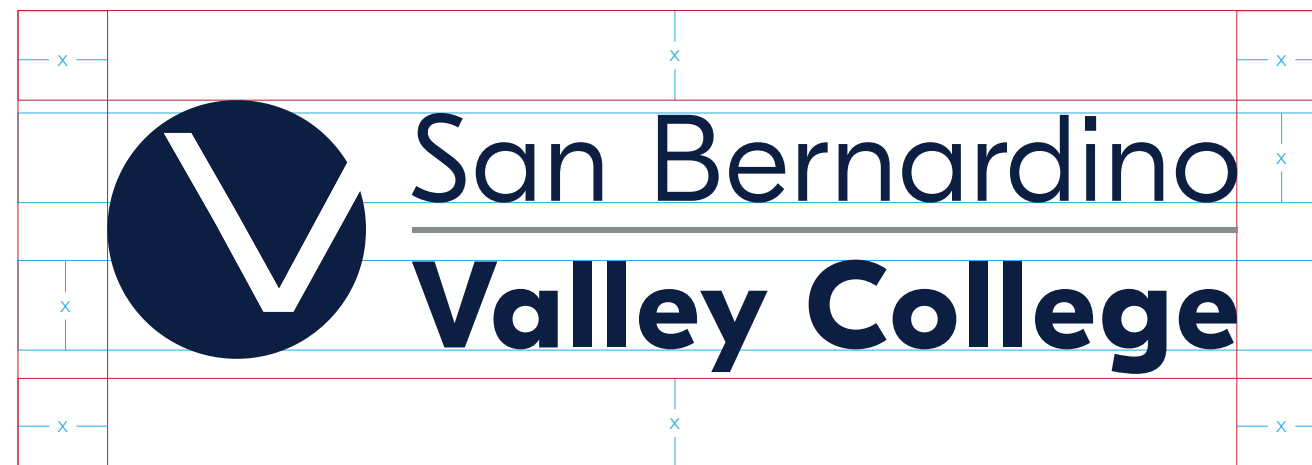
VISUAL IDENTITY

SBVC Logo

The **SBVC logo** is our official visual identifier. It should be applied consistently and appropriately across all digital and printed college collateral to maintain a recognizable and unified institutional identity.

The SBVC logo may not be manipulated or have its elements isolated, nor may it be recolored or filled with color.

It may not be combined with other logos or design elements, other than those reviewed and approved by the office of Marketing, Creative Services & Public Affairs.



● Valley Blue ● Valley Gray ○ White

SBVC LOGO CLEAR SPACE

Logo clear space is the defined distance existing between the logo and other graphic elements. No graphic or visual elements should impede upon this space.

The logo clear space is equal to the cap height (**x**) of the word mark.



○ White

SBVC LOGO COLOR ALTERNATIVE

The **SBVC reversed logo** may be used on a dark background when only one color is available for printing.




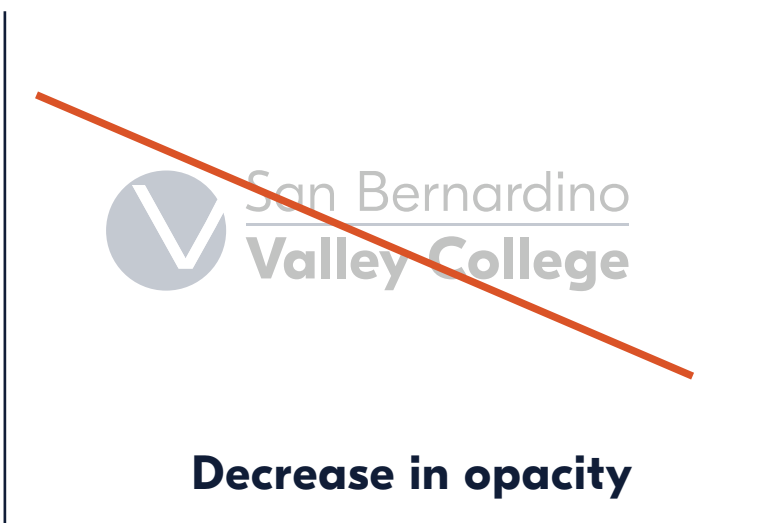



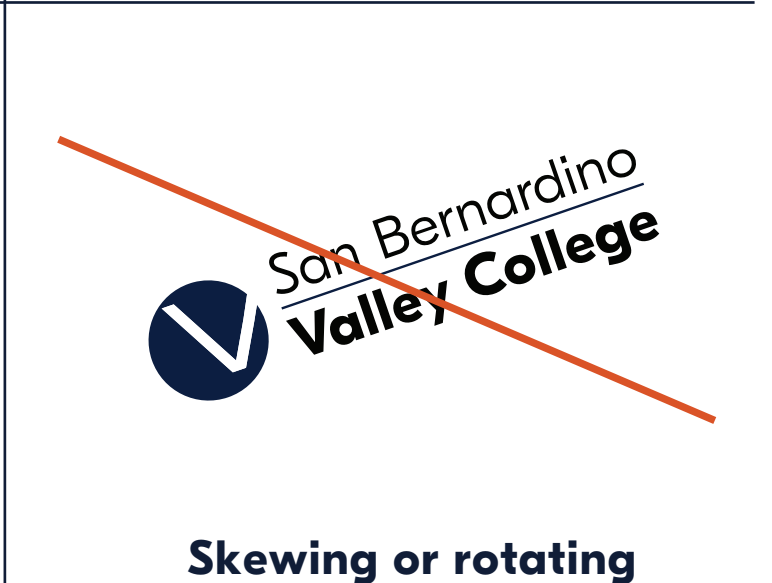
The reversed logo may only be used against a solid color background and must be set apart from other graphic elements by the logo clear space.

VISUAL IDENTITY

Logo Deviations

The SBVC logo should not be altered, modified, redrawn, or have its elements isolated in a way that diminishes the visual impact of the SBVC brand identity.

Below are some examples of improper logo deviations.

 <p>Change in color</p>	 <p>Addition of drop shadow</p>	 <p>Change in composition</p>	 <p>Decrease in opacity</p>
 <p>Use of outdated version</p>	 <p>Improper scaling or distortion</p>	 <p>Addition of effect</p>	 <p>Skewing or rotating</p>

VISUAL IDENTITY

The College Seal

The **SBVC seal logo** is used in formal representations of the SBVC identity, such as on diplomas and certificates. The seal logo should be visually centered when possible in order to achieve optimal impact. It is not interchangeable with the primary logo. The seal logo is made up of the colors Valley Blue, Valley Gray, and White.

The SBVC seal may not be manipulated or have its elements isolated. It should not be reproduced in black or white, nor recolored or filled with color. The seal may not be combined with other logos or design elements, other than those reviewed and approved by the office of Marketing, Creative Services & Public Affairs.



● Valley Blue ● Valley Gray ○ White

SEAL LOGO CLEAR SPACE

The **Seal logo clear space** is the defined distance between the logo and other graphic elements. No graphic or visual elements should impede upon this space.

The seal logo clear space is equal to the cap height (**x**) of the SBVC primary logo word mark.

BRAND ELEMENTS

Color

Primary brand colors are identified below and should be used for official communication materials.

Secondary and accent colors are supplementary palette options that can be used to enhance visual brand impact. These colors should be used sparingly alongside the primary brand colors and should not be used on their own to represent the SBVC brand.



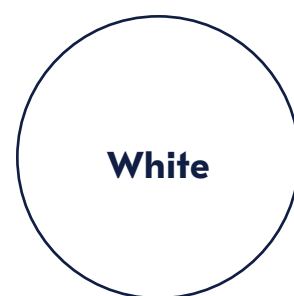
Valley Blue
PMS 2768

C 100% R 17
M 90% G 32
Y 42% B 68
K 47% #0F2045



Valley Gray
PMS 877

C 49% R 136
M 39% G 139
Y 39% B 140
K 4% #888b8c



White

C 0% R 255
M 0% G 255
Y 0% B 255
K 0% #ffffff

PRIMARY COLORS

The **primary SBVC brand colors** are **Valley Blue**, **Valley Gray**, and **White**.
The primary brand colors are used in the primary logo as well as within the seal logo.

Valley Blue is an important part of the SBVC identity and is the primary color for communication materials.

DESIGN PRINCIPLES

Typography

Consistent **typography** is essential in maintaining the SBVC branding identity throughout written communications. All SBVC communications should be set in our official typeface as outlined below.

Other fonts can be used in limited applications to add visual interest, but should not substitute our primary typeface in body text, headlines, or captions.

Primary Typeface

GT Eesti Pro Display is the primary typeface used throughout our branding.

GT Eesti Pro Display is used in Light and **Bold** type styles in the SBVC logo word mark.

GT Eesti Pro Display Bold is recommended for headlines.

GT Eesti Pro Text Regular is recommended for body text.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Secondary Serif Typeface

Lora is an approved serif font pairing for GT Eesti Pro.

Lora Bold is recommended for serif font headlines.

GT Eesti Pro Text Regular is recommended for body text.

GT Eesti Pro Display Bold is recommended for headlines.

Lora Regular is recommended for serif body text.

System Font

Century Gothic is an approved system replacement font if GT Eesti is unavailable.

Century Gothic Bold is recommended for replacement font headlines.

Century Gothic Regular is recommended for replacement font body text.

DESIGN PRINCIPLES

Text Standards

SBVC typography standards maintain a cohesive look and ensure legibility across all branding materials. **Text standards** should be followed throughout SBVC communications for branding consistency.

Name

San Bernardino Valley College *Do not shorten to "Valley College", as there are multiple Valley Colleges across the country.

Abbreviation

SBVC

URL

valleycollege.edu

Address

701 South Mount Vernon Avenue, San Bernardino, CA 92410

Address Abbreviation

701 S. Mt. Vernon Ave. San Bernardino, CA 92410

Phone

(xxx) xxx-xxxx



MARKETING, CREATIVE SERVICES & PUBLIC AFFAIRS

Marketing Requests

The SBVC marketing team is ready to support your communications and creative needs.
Please reach out with any questions or requests.

valleycollege.edu/marketing

marketing@valleycollege.edu