

Brand Guideline

2025
Brand Guideline Official Version 1

Berkeley City College



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01

The Brand

01.1 Mission

Mission

Berkeley City College Transforms Lives.

Berkeley City College's mission is to create a learning environment that inspires transformation in the lives of its students, faculty, classified professionals, and administrators. This shared commitment reflects the profound journey of growth and learning for every member of our campus community. Students pursue their passions through innovative academic programs, faculty inspire critical thinking, and administrators and classified professionals offer vital guidance. Together, we create a dynamic and diverse environment that supports students in earning associate degrees and certificates, preparing them for successful careers and transfer to university.



Vision

Berkeley City Colleges Vision explains the guiding principals for the college to achieve its Mission of Transforming Lives.

Envision.

Engage.

Excel.

Values

Berkeley City Colleges Values are the actionable principles of how Berkeley City College achieves its Mission and Vision.

Equity: providing fair access to resources, opportunities, and support for all students, regardless of their background, identity, or life circumstances. Addressing and removing barriers that might prevent certain groups from succeeding, so everyone has an equal chance to thrive.

Diversity: Supporting of a wide range of perspectives, experiences, and identities within the college community. Celebrating differences, including race, ethnicity, gender, age, socioeconomic status, disability, sexual orientation, and more. Fostering an inclusive environment where everyone feels valued and respected.

Academic Excellence: Maintaining high standards of learning and achievement. Promoting rigorous academic programs that challenge students and encourage them to reach their full potential. In all things, reflect the college's commitment to providing quality education and preparing students for success in their chosen fields.

Innovation: Encourage creativity, forward-thinking, and the adoption of new ideas, technologies, or teaching methods. Stay adaptable and open to change in order to meet the evolving needs of students and the workforce. Innovation helps the college stay relevant and prepares students for future challenges.

Community: Maintain an intentional focus on building a supportive and inclusive environment where students, faculty, staff, and the surrounding local area feel connected and engaged. Create a sense of belonging and support each other's growth and well-being, both within and outside the classroom.

Collaboration: Emphasize teamwork, communication, and the sharing of ideas and resources. Work together across departments, with other institutions, or with local organizations to improve the educational experience and outcomes for students.

Respect: Value and treat all members of the college community with dignity. Foster an environment where people listen to each other's ideas, perspectives, and concerns, and where differences are appreciated rather than dismissed.

02

Logo

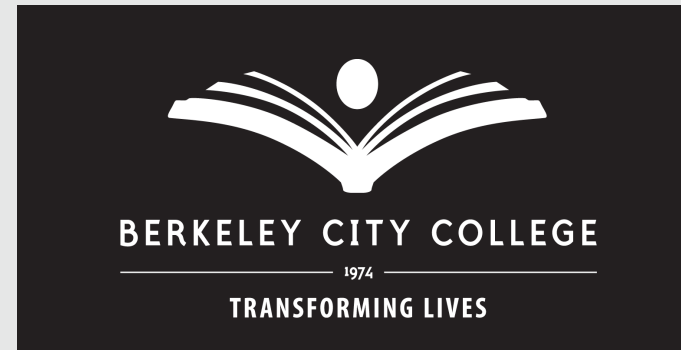
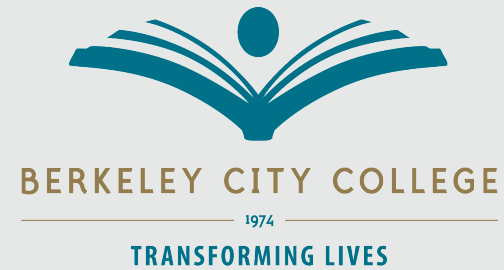
02.1 Primary Logo

Primary Logo

The Primary Berkeley City College contains the book graphic, name of the institution, founding date, and college motto. This logo should be the first choice for all applications. Secondary logos can be used for size and space concerns.

Consistent application of visual identity (commonly called the logo or mark) is the cornerstone of a consistent brand. Berkeley City College's identity system is limited to just a few variations to make it easy to follow.

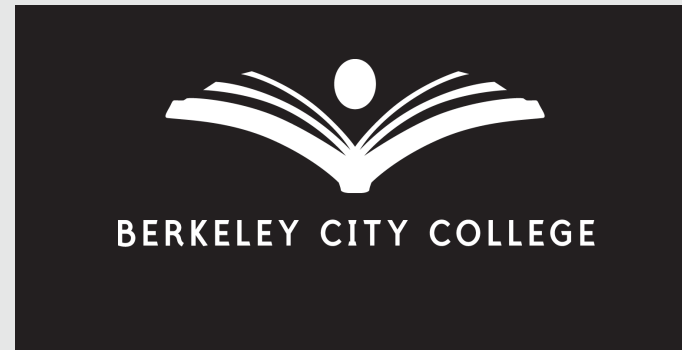
Specifications for the visual proportions, spacing, and alignment of the elements in the logo have been predetermined and should not be altered. There are no exceptions to these specifications.



02.2 Secondary Logos

"Sans Motto" Logo

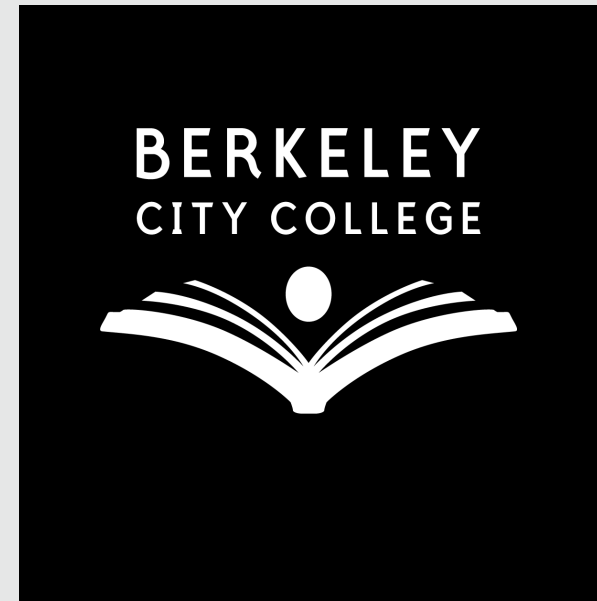
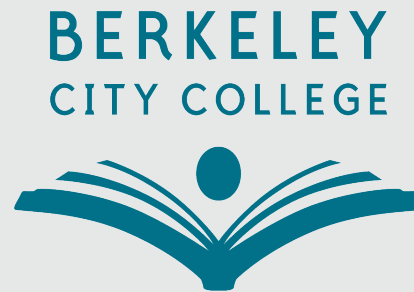
The "Sans Motto" logo removes the founding date and motto. This logo can be used on lower resolution materials when the founding date and motto would be illegible.



02.3 Condensed Logos

Condensed Logo

The Condensed Logo is oriented in a square shape and features the college name stacked on top.



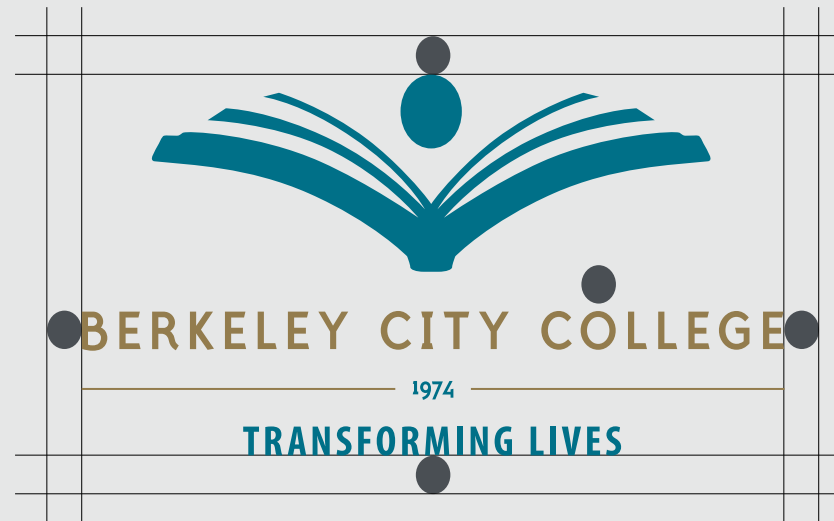
02.4 Logo Clear Space

Logo Clear Space

In order to ensure the logo remains unobscured, clear space for all versions of the logo should be equal to the width of the capital "O" in COLLEGE on all sides of the logo.

A minimum amount of space around the logo is to be left clear of text, symbols, logos and other extraneous graphic elements.

The safety zone specifications are proportionate to the logo and are derived from the height of the top and bottom line of type. The only exception to this is the departments that have approved established sub-logos.



02.5 Specialty Logos

Specialty & Department Logos

Some student and community programs have unique logos created to better help individualize them for marketing purposes. While they may contain unique graphical elements and font styling, these logos must adhere to the standards developed.

Individual programs **MAY NOT** create their own logo for official use without approval from the Public Information Office.

Here are some examples of approved specialty logos.



02.6 Mascot

Ollie the Owl BCC Mascot

Meet Ollie the Owl, our new school spirit mascot!

Ollie the Owl is the official mascot of Berkeley City College, symbolizing wisdom, knowledge, and intuition. As a reflection of BCC's institutional vision—Envision. Engage. Excel.—Ollie represents the college's commitment to academic growth, community connection, and student empowerment. Though not tied to athletics, Ollie plays a vital role in fostering school spirit, at events, campaigns, and campus life moments to inspire pride, unity, and a sense of belonging among students, faculty, and staff.

The Owl is not a substitute for the College logo.



02.6 Mascot Size & Clearance

Mascot Size & Clearance

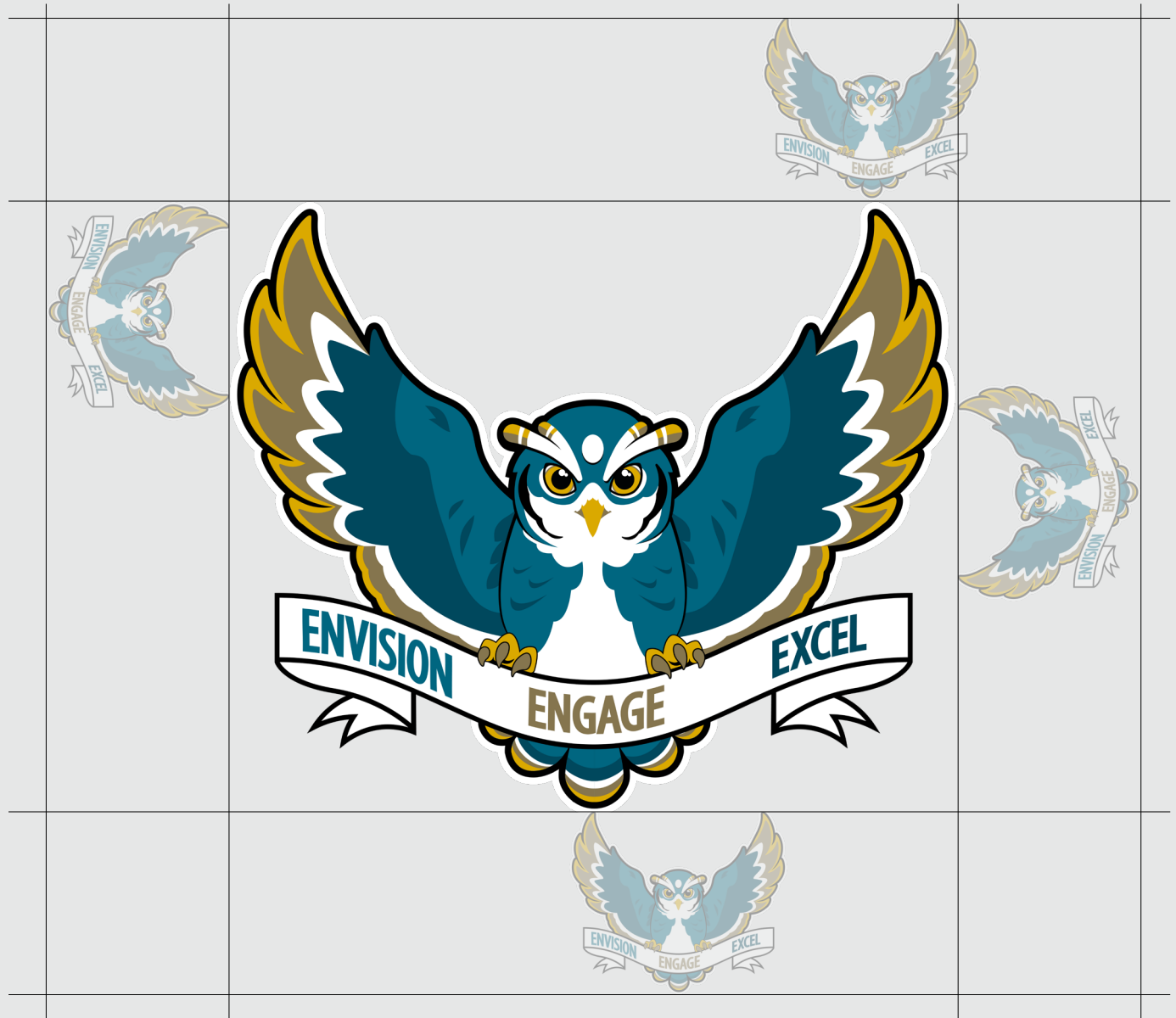
It's important to protect the space around the Owl in order to retain its impact. The minimum clear space must be used and maintained throughout all applications!

Logo Clearance

Use 30% the size of the Owl from the bottom Tail feathers to the top tips of its wingspan when measuring for the proper clear space. This measuring tool is always in relation to the size of the Owl on the page. Please apply the 30% rule on the other variants of the mascot logo.

Minimum Size

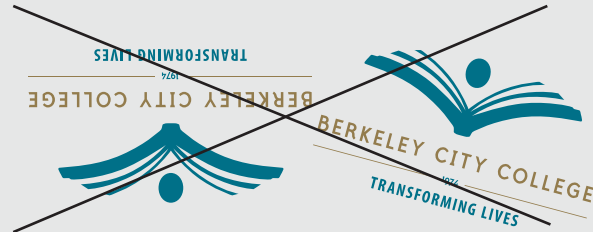
Never reproduce the logo smaller than one inch wide. There is no maximum size limit, but use discretion when sizing the logo



Logo Misuse

The standard logo should always be produced exactly as shown in full-color applications, or within the authorized color variations shown on the preceding pages.

Otherwise, coloring, type fonts and proportions of the mark should never be altered, nor should extra words or design elements be added.



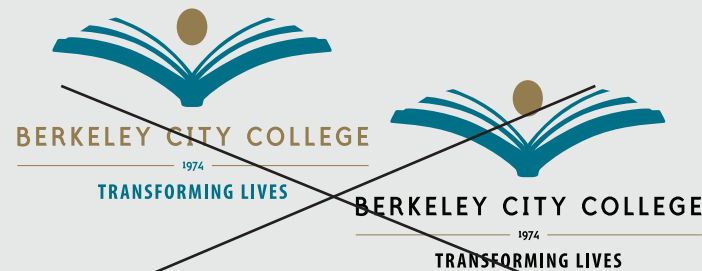
Do Not Rotate or flip the Logo



Do not squish or stretch the logo



Do not isolate elements from the logo



Do not alter or change color proportions



Do not revert back to legacy design


Naming Convention

In colloquial speech, it has become common practice for some people to refer to the name of the College by shortening it simply to “BCC”.

While this is fine for informal conversation, when presenting speeches or other formal verbal communication on behalf of the College, faculty, staff, students and administrators should always refer to it by its proper name, “Berkeley City College.”

Formal: Berkeley City College

Casual: “BCC”

 03

Color Palette

03.1 Brand Colors

Brand Color

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces.

To maintain visual consistency across all college materials, it's important to use only the colors outlined here. For professional printing, it's best to use spot color whenever possible; if you can't, please consult the four-color process builds here, as they have been optimized to match our spot colors as closely as possible.

PMS 315 C Dacnis	CMYK 100, 46, 38, 13
	RGB 0, 101, 128
	HEX #006580
PMS 110 C Gold Finch	PMS 7540 C Osprey
CMYK 16, 31, 100, 0	CMYK 0, 100, 68, 35
RGB 218, 169, 0	RGB 165, 0, 52
HEX #daa900	WEB #a50034

03.2 Secondary Colors

Secondary Colors

Our secondary palette adds balance and flexibility to our communications, while keeping the brand fresh for internal audiences.

They are generally intended to accent our primary palette, and should only appear separate from Berkeley City College's teal and gold in particular communications, such as Academic Career Community (ACC) Guided Pathway materials, interior pages of publications, internal communications, and back pages or content below the fold on websites.

PMS 158 C Oriole CMYK 3, 66, 99, 0 RGB 238, 118, 35 HEX #ee7623	PMS 171 C Cara Cara CMYK 0, 78, 81, 0 RGB 255, 92, 53 HEX #ff5c35	PMS 241 C Grenadier CMYK 31, 100, 9, 0 RGB 179, 25, 131 HEX #b31983
PMS 269 C Nightingale CMYK 81, 96, 26, 13 RGB 82, 45, 109 HEX #522d6d	PMS 328 C Albatross CMYK 100, 31, 64, 17 RGB 0, 113, 103 HEX #0071673	PMS 370 C Turaco CMYK 66, 26, 100, 9 RGB 99, 140, 28 HEX #638c1c
PMS 479 C Thrasher CMYK 30, 51, 61, 7 RGB 173, 127, 102 HEX #ad7f66	PMS 660 C Kingfisher CMYK 76, 47, 0, 0 RGB 61, 124, 201 HEX #3d7cc93	PMS 871 <i>(Metallic)</i> C Roadrunner CMYK 44, 45, 75, 17 RGB 133, 117, 78 HEX #85754e

03.3 Color Distribution

The 60-30-10 Rule

Effective color schemes are essential for maintaining visual harmony and brand consistency in any design project. The 60-30-10 Rule is a key guideline for achieving this balance.

Primary Color (60%):

Dominates 60% of the design space, setting the overall tone.

Secondary Color (30%):

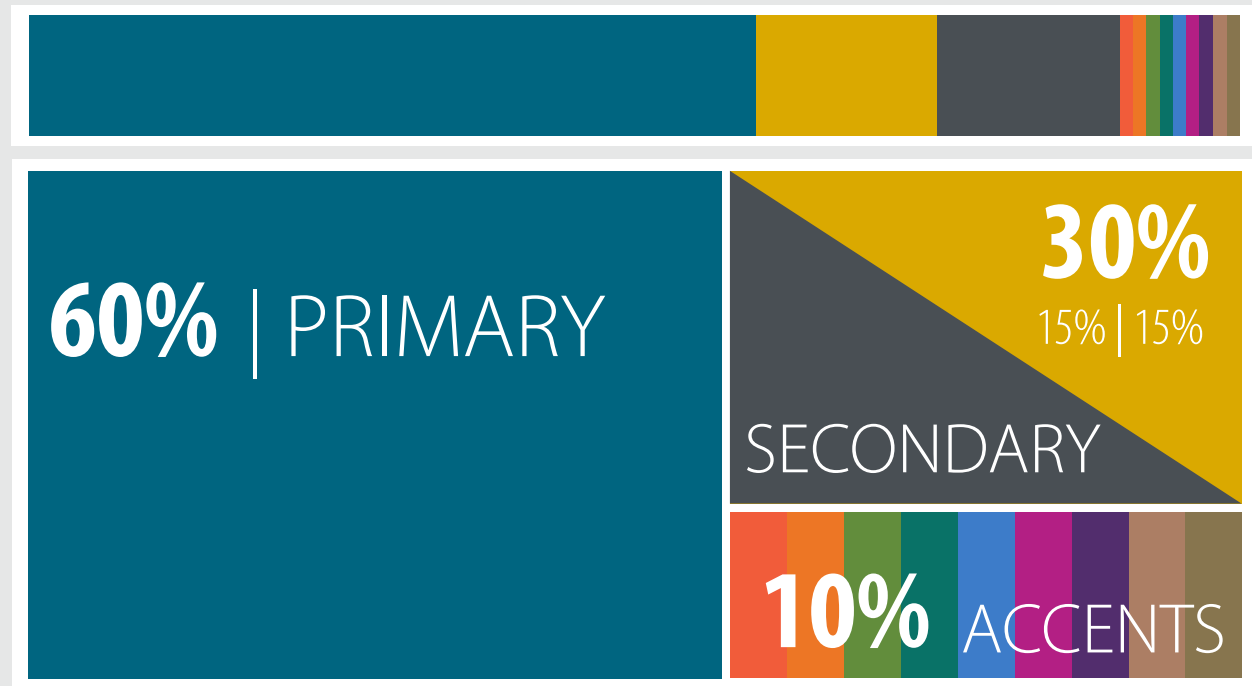
Covers about 30% of the visual field, complementing the primary color.

Accent Color (10%):

Provides a 10% color pop, drawing attention to key elements.

Practical Application

Using the 60-30-10 Rule prevents designs from becoming cluttered. Start with a three-color scheme for your brand. Include a “signature color” if you have one, and assign primary, secondary, and accent roles.



Extending the Color Palette

If more colors are needed, split the primary or secondary colors into lighter or darker shades, maintaining the overall percentage. Avoid splitting the accent color to retain its impact.

Application in Design

Primary Color (60%): Backgrounds, color blocking, large text. Secondary Color (30%): Headlines, sidebars, highlights. Accent Color (10%): Call-to-action areas, buttons, links.

Following the 60-30-10 Rule ensures cohesive, professional designs that align with your college's brand identity.

03.4 All Colors

Color Set

 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 16, 31, 100, 0 RGB 218, 169, 0 HEX #DAA900</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 3, 66, 99, 0 RGB 238, 118, 35 HEX #EE7623</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 0, 78, 81, 0 RGB 255, 92, 53 HEX #FF5C35</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 31, 100, 9, 0 RGB 179, 25 131 HEX #B31983</p> 
<p>PANTONE 110 C GOLD FINCH</p>		<p>PANTONE 158 C ORIOLE</p>		<p>PANTONE 171 C CARACARA</p>		<p>PANTONE 241 C GRENADIER</p>	
 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 81, 96, 26, 13 RGB 82, 45, 109 HEX #522D6D</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 100, 46, 38, 13 RGB 0, 101, 128 HEX #006580</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 100, 31, 64, 17 RGB 0, 113, 103 HEX #007167</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 66, 26, 100, 9 RGB 99, 140, 28 HEX #638C1C</p> 
<p>PANTONE 269 C NIGHTINGALE</p>		<p>PANTONE 315 C DACNIS</p>		<p>PANTONE 328 C ALBATROSS</p>		<p>PANTONE 370 C TURACO</p>	
 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 30, 51, 61, 7 RGB 173, 127, 102 HEX #AD7F66</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 76, 47, 0, 0 RGB 61, 124, 201 HEX #3D7CC9</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 44, 45, 75 17 RGB 133, 117, 78 HEX #85754E</p> 	 <p>BERKELEY CITY COLLEGE</p>	<p>CMYK 69, 59, 52, 33 RGB 74, 79, 84 HEX #4A4F54</p> 
<p>PANTONE 479 C THRASHER</p>		<p>PANTONE 660 C KINGFISHER</p>		<p>PANTONE 871 (METALLIC) ROADRUNNER</p>		<p>PANTONE 7540 C OSPREY</p>	



04

Typography

04.1 Primary Typeface

Primary Typefaces

Below are approved fonts to use for marketing collateral

Myriad Pro is the primary family used for publications when a sans-serif font is required. Myriad Pro Bold Condensed is the typeface used for **TRANSFORMING LIVES** in the logo. Bold Condensed should only be used as a document header.

Adobe Garamond Pro is the typeface used when a serif font is required.

Myriad Pro Family

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Family

Adobe Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typefaces

Secondary fonts are used when a designer does not access to an Adobe license. These fonts are available on both Mac and Windows computers by default.

If Myriad is not available, Helvetica can be used as a secondary option.

If Adobe Garamond Pro is not available, Times New Roman can be used as a secondary option.

Helvetica Family

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Italic (Oblique)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold Italic (Oblique)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Family

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



05

Imagery

05.1 Image Direction

Image Direction

Our brand imagery focuses primarily on our people, especially our students.

Our Photos, graphics and images should reflect the modern, dynamic, multicultural and multidisciplinary nature of our college.

Photos are available for use in the BCC Media library. Contact the Public Information Officer for access to the media library.

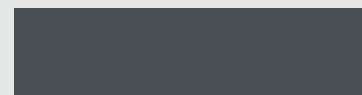
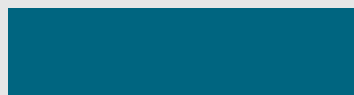
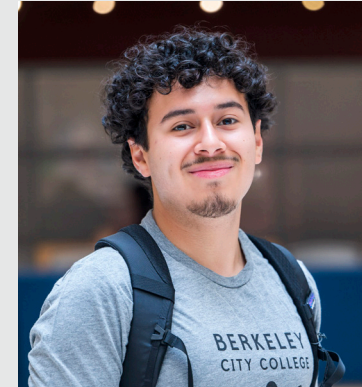


Photo Directives

DOs

- Use a single subject or point of focus.
- Use a shallow depth of field (blurred backgrounds) for lifestyle
- Photos and a deep depth of field for architectural photos (whole subject in focus).
- Use natural lighting whenever possible.
- Leave extra space around the subject to offer flexibility when cropping the image.
- Left- or right- align subjects to leave space for text when needed.
- Shoot spontaneous, candid campus activity.
- Use simple or out of focus background for portraits.
- Use visibly staged, posed, or unnatural lighting only when required for portraits.

DO NOTs

- Stock or staged photography that appears forced.
- Photography that does not have a single point of focus.
- Faked/forced shallow depth of field.
- Forced concept/overused visual metaphors.
- Over-saturated photos.
- Flash for outdoor/candid photography.

05.3 Model Releases

Model Releases


Photo releases are required for all photos published in official College publications or on the Web

Written permission is required from the photographer and from the subjects of the photo. Never use any photos of children under 18 without express written permission from their parents or guardians.

Completed release forms are on file at the College.

Blank photo release forms for groups and individual models can be found on the District Marketing, Communications and Public Relations website, in the side menu on the right-hand side:

<https://www.peralta.edu/mcpr>



MODEL, EXTRA, ACTOR RELEASE
AUTHORIZATION TO REPRODUCE PHYSICAL LIKENESS

For valuable consideration, I hereby irrevocably consent to and authorize reproduction by the Peralta Community College District, Department of Public Information, Communications and Media and/or Peralta TV, the producer, the photographer or anyone authorized by Peralta of any and all video tape, film or photography which has been taken of me, negative or positive, proof, outtakes or otherwise, for any purpose whatsoever without further compensation to me or my heirs. All negatives and positives shall be property of the Peralta Community College District, Department of Public Information, Communications & Media, Peralta TV and/or its assignees solely, in perpetuity throughout the universe.

Agreed:
PRINT NAME: _____
SIGNATURE: _____
DATE: _____

If under age 18 Parent/Guardian Name/Signature
PRINT NAME: _____
SIGNATURE: _____
DATE: _____
ADDRESS: _____


E-MAIL: _____
TELEPHONE: _____

WITNESSED BY: _____
(Print Peralta Employee Name)

SIGNATURE: _____
DATE: _____

My signature above indicates that I agree to receive the following form of compensation and no other:

Version 2, Rev. 7/15/08



MODEL, EXTRA, ACTOR RELEASE
AUTHORIZATION TO REPRODUCE PHYSICAL LIKENESS

For valuable consideration, I hereby irrevocably consent to and authorize the use and reproduction by the Peralta Community College District, Department of Public Information, Communications and Media and/or Peralta TV, the producer, the photographer or anyone authorized by Peralta of any and all video tape, film or photography which has been taken of me, digital file, negative or positive, proof, outtakes or otherwise, for any purpose whatsoever without further compensation to me or my heirs. All digital files, negatives and positives shall be property of the Peralta Community College District, Department of Public Information, Communications & Media, Peralta TV and/or its assignees solely, in perpetuity throughout the universe.

My signature below indicates that I agree to receive the following form of compensation (if any) and no other:

Agreed on this DATE: _____

PRINT NAME: _____	SIGNATURE: _____
E-MAIL: _____	TELEPHONE: _____

PRINT NAME: _____	SIGNATURE: _____
E-MAIL: _____	TELEPHONE: _____

PRINT NAME: _____	SIGNATURE: _____
E-MAIL: _____	TELEPHONE: _____

PRINT NAME: _____	SIGNATURE: _____
E-MAIL: _____	TELEPHONE: _____

PRINT NAME: _____	SIGNATURE: _____
E-MAIL: _____	TELEPHONE: _____

WITNESSED BY: _____ (Print Peralta Employee Name)
SIGNATURE: _____

Version 3, Rev. 1/2/2014 Executive Producer



06

Applications

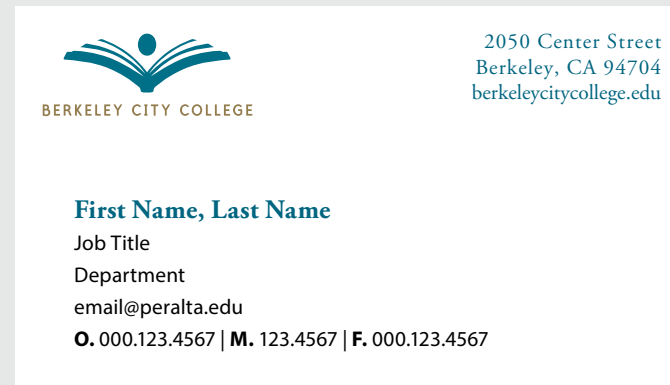
06.1 Business Cards

Business Card

College business cards have been designed to make a strong impression of the college, its brand and identity.

Cards are printed on two sides, with the College's wordmark and motto placed against back side using the college's official **PMS 315 C Teal** pantone color.

3.5 x 2 in / 88.9 x 50.8 mm



06.2 Email Signatures

Email Signatures

Do not recreate the e-signature. Contact Public Affairs for the email signature template..

DO

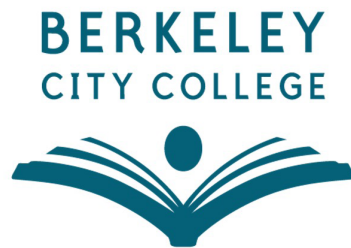
- keep it simple, including only essential information
- use **Arial or Helvetica**; other fonts may not display correctly
- include simple URLs, without "http://"

DO NOT

- delete or change the address/URL of the college in the signature

OPTIONS

- With permission from the Public Information Office, you may add one logo next to the college logo, but it may not exceed the size of the college logo.
- You may include one extra line of text below the logo (inspirational quote etc.). The additional copy may no dominate the email signature.



Name

Role/Position/Title

Berkeley City College

2050 Center Street, Berkeley, CA 94704

(510) 981-2800 | berkeleycitycollege.edu

email@peralta.edu

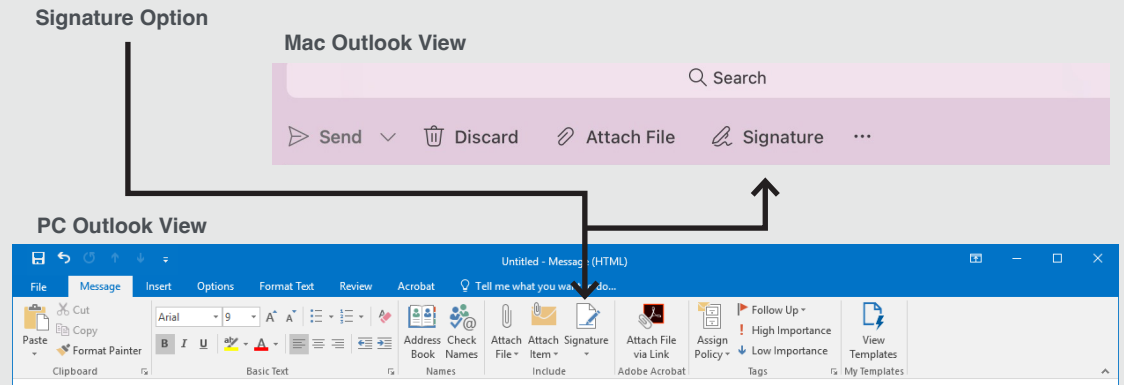
06.3 Email Signature Instructions

Signature Instructions

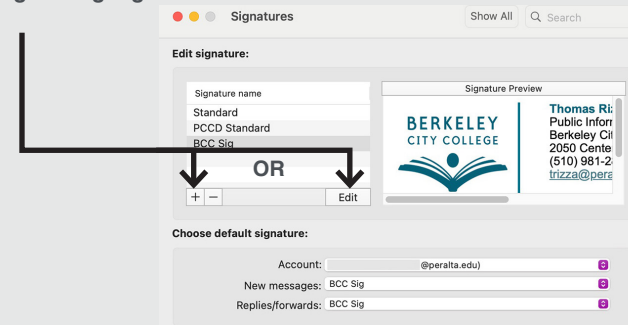
Setting up an email signature is simple once you know how.

DO

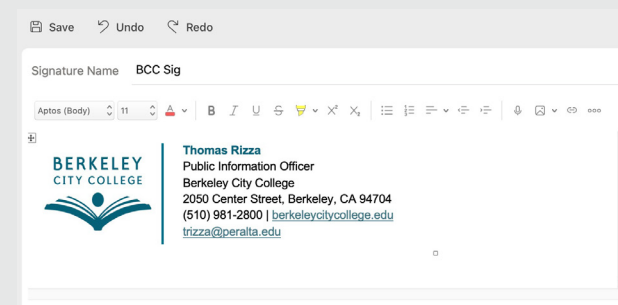
1. Request the template from the BCC Public Information Officer.
2. A file should be sent to you as an attachment. Open it.
3. Edit the default signature with your information. Unnecessary information may be deleted.
4. Once all of the default information has been changed to your information, select the whole signature and copy it.
5. In the menu bar, next to the Attach file button, should be the signature button, click on it, and select "Signatures"
6. Click on the "New" button and name your new signature.
7. In the text box below, paste the signature
8. In the top right, in the "New messages:" drop down menu, select your new signature.
9. Click "OK" and you are done.



Adding/Editing Signature



Customize Signature



06.4 US Letter

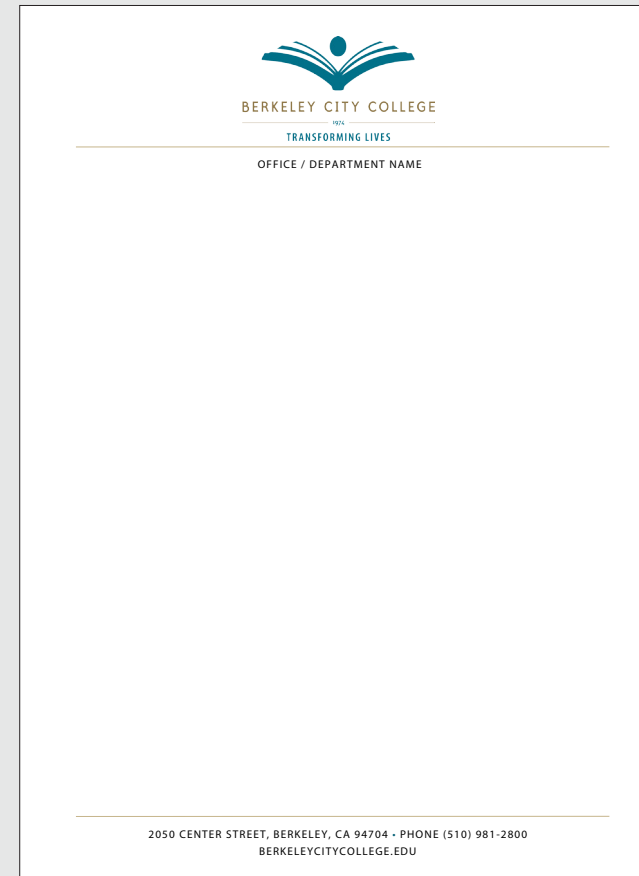
US Letter

The design provides simple branding and encourages campus units to provide only necessary contact information. Do not produce letterhead with alternate designs or with the vertical stacked logo.

The template can be located Online at

<https://www.peralta.edu/mcpr/photos-graphics-logos>

8.5 x 11 in / 216 x 279 mm



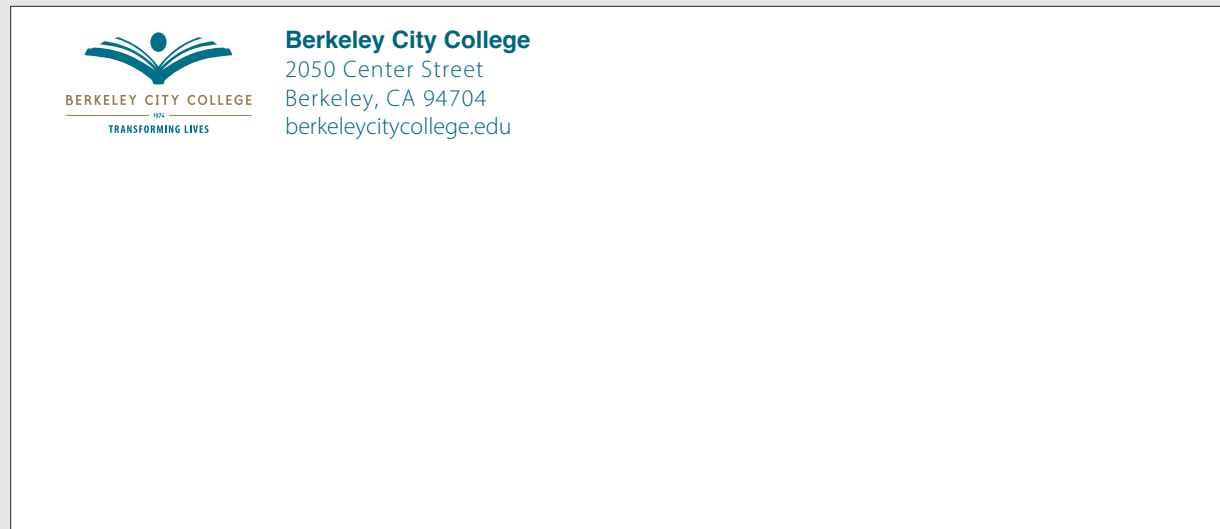
06.5 A10 Envelope

US #10 Envelope

A10 Envelope

Mailing envelopes employ the signature mark, and return address placed to the right of the mark.

4.125 x 9.5 in / 104.775 x 241.3 mm





Thank You

Berkeley City College

2050 Center St, Berkeley, CA 94704

(510) 981-2800

Questions? Email Thomas Rizza, Public Information Officer, at: trizza@peralta.edu

www.berkeleycitycollege.edu