



BERKELEY CITY COLLEGE

1974

TRANSFORMING LIVES

2018 Style Guide

Developed for Berkeley City College



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LOGO

OUTSIDE THE CIRCLES



2013 LOGO DESIGN

The logo designed for BCC in 2013 utilized a book motif for the college icon and a two color (gold and teal) theme. The original logo resided inside of a solid teal circle with a ring of gold around it, trapping the logotype and icon inside. This design did not lend itself well to current digital media mediums and restricted usable space and visibility.

To update this logo, while utilizing its original elements, the circles and borders were removed and the logotype was unstacked. The gold dividing line between the college name and tagline was chosen to replace the circular elements and provide a space to include the college's establishing date. Taking into consideration the various ways that the logo will be used, three versions of the logo have been developed (see next page) to meet size/dimension needs.



BERKELEY CITY COLLEGE

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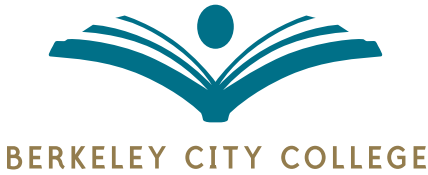
TRANSFORMING LIVES

2018 REDESIGN





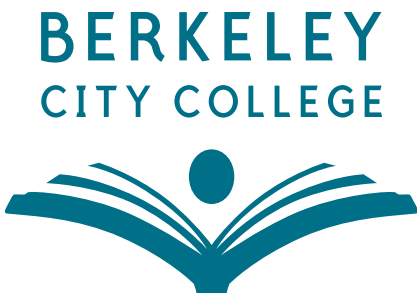
LOGO VERSIONS



For general purposes, this version with the BCC book icon and college name can be used for most publications. With the establishing date and gold lines removed it is easier to resize.



The full logo includes the BCC book icon, college name, establishing date, and the college's tagline. This version should be used for official materials when the original logo/seal is not utilized.



This version of the logo fits into a square and fits into compact spaces, while the main logo fits best horizontally. It is only to be used for casual projects or as a watermark.





LOGO

LIGHT/DARK BACKGROUNDS

Since the BCC logo will be used on different backgrounds (light/dark; patterns, photographs, et cetera . . .) two color, white, and white with gold accent versions of the logo have been developed. Additionally, there is a black and gray scale version of the logo available to use for projects printed without color.



BCC Logo - 2018 - with tagline and est date - Gray.ai

BCC Logo - 2018 - with tagline and est date - CMYK.ai



BCC Logo - 2018 - with tagline and est date - White - gold lines.ai

BCC Logo - 2018 - with tagline and est date - White.ai





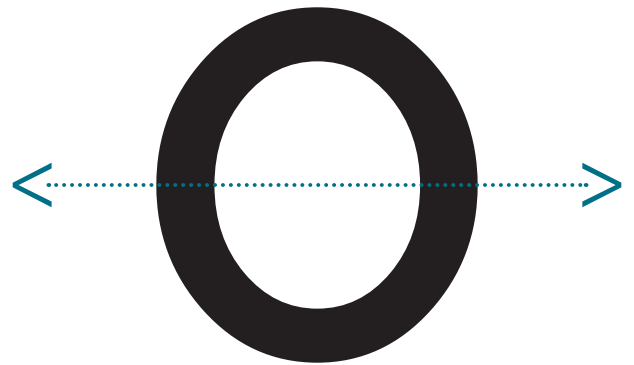
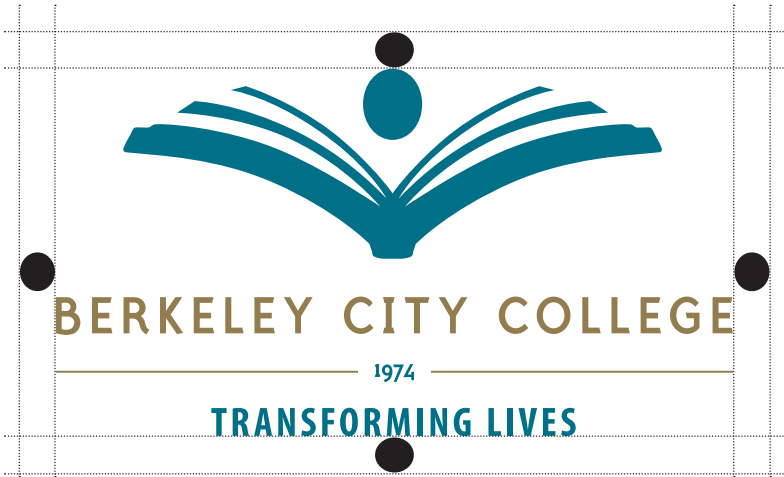
BERKELEY CITY COLLEGE

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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.





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LOGO

MINIMUM SIZE



BERKELEY CITY COLLEGE

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At full size, the establishing date, 1974, is 12pt. To ensure legibility, the logo cannot be rendered any smaller than 50% of its full size, 1.75 inches wide (which would make the establishing date 6pt.)



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Minimum size for logo (50% of original size, 1.75 inches)

BERKELEY
CITY COLLEGE



The stacked version of the logo can be scaled to 25% of its original size and retain legibility, 0.75 inches wide.

Minimum size for logo (25% of original size, 0.75 inches wide)





LOGO

INCORRECT USES

The logo icon and type has been developed to deliver a consistent and recognizable brand for the college.

Please follow guidelines below:

- Do not change the colors of the logo beyond the approved BCC teal and gold, specified gray, or black/white
- Do not rearrange the logo/icon stacking order or position of the logo and type
- Do not substitute or recreate the typefaces in the logo or the design of the icon
- Do not bevel and emboss the logo
- Do not squish/stretch the logo... even if it makes the logo "fit" (see "Image Ratios", p26)





BERKELEY CITY COLLEGE
1974
TRANSFORMING LIVES

LOGO

BLACK & WHITE / GRAYSCALE



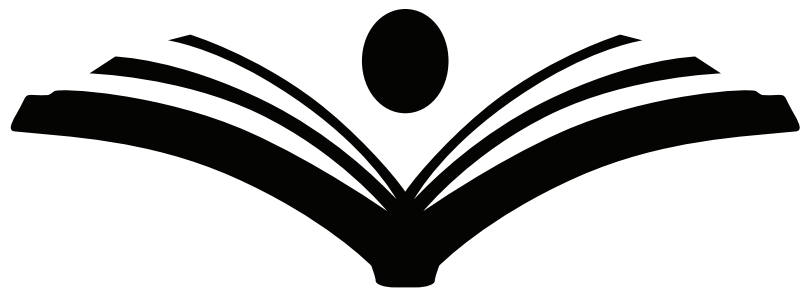
Black, White, and Grayscale options for the logo are located in the Logo folder.

THE GRAYSCALE VERSION USES:

- CMYK: 0, 0, 0, 49
- RGB: 153, 153, 153
- Hex: #999999



BERKELEY CITY COLLEGE

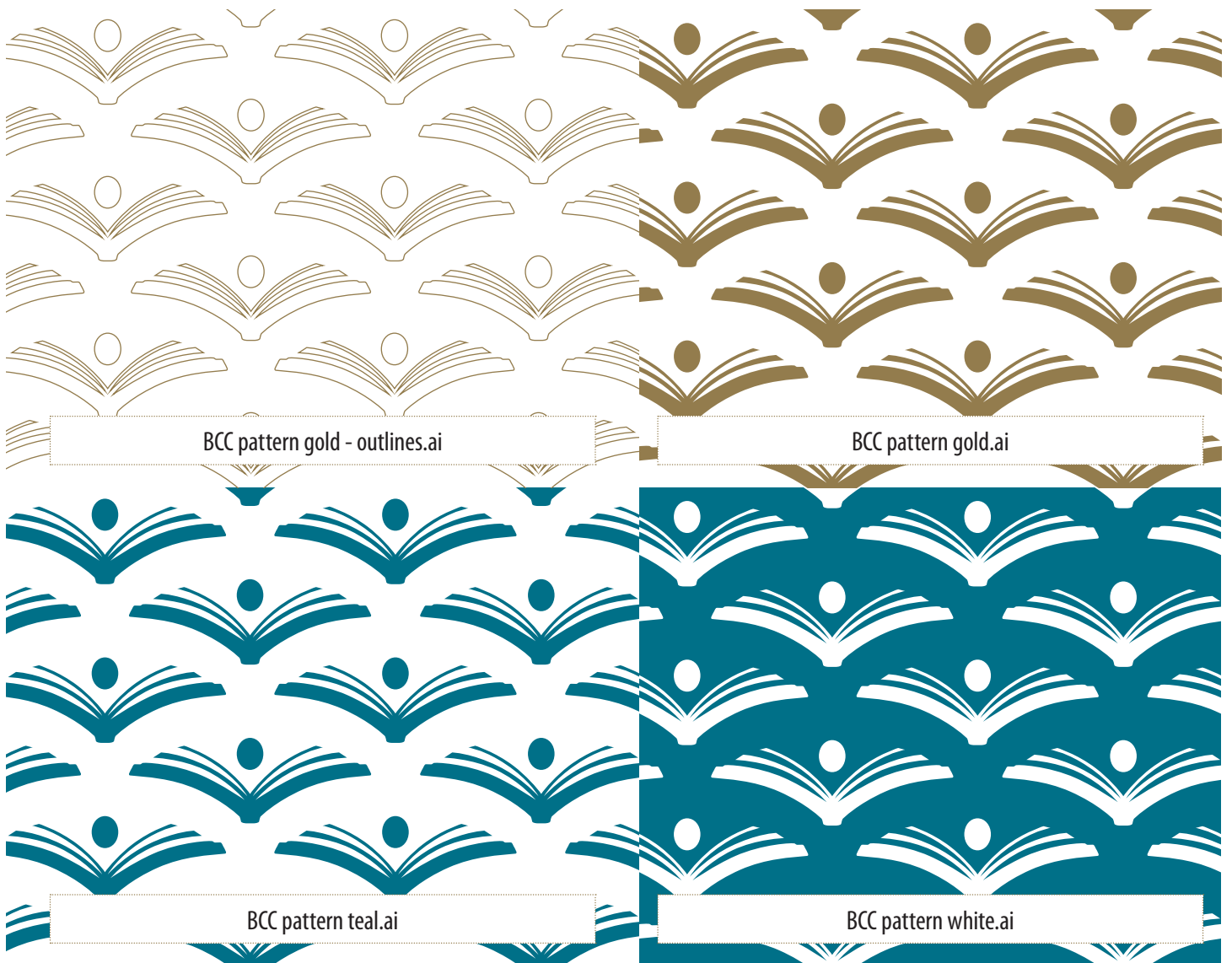


BERKELEY CITY COLLEGE



LOGO ICON REPEATING PATTERN

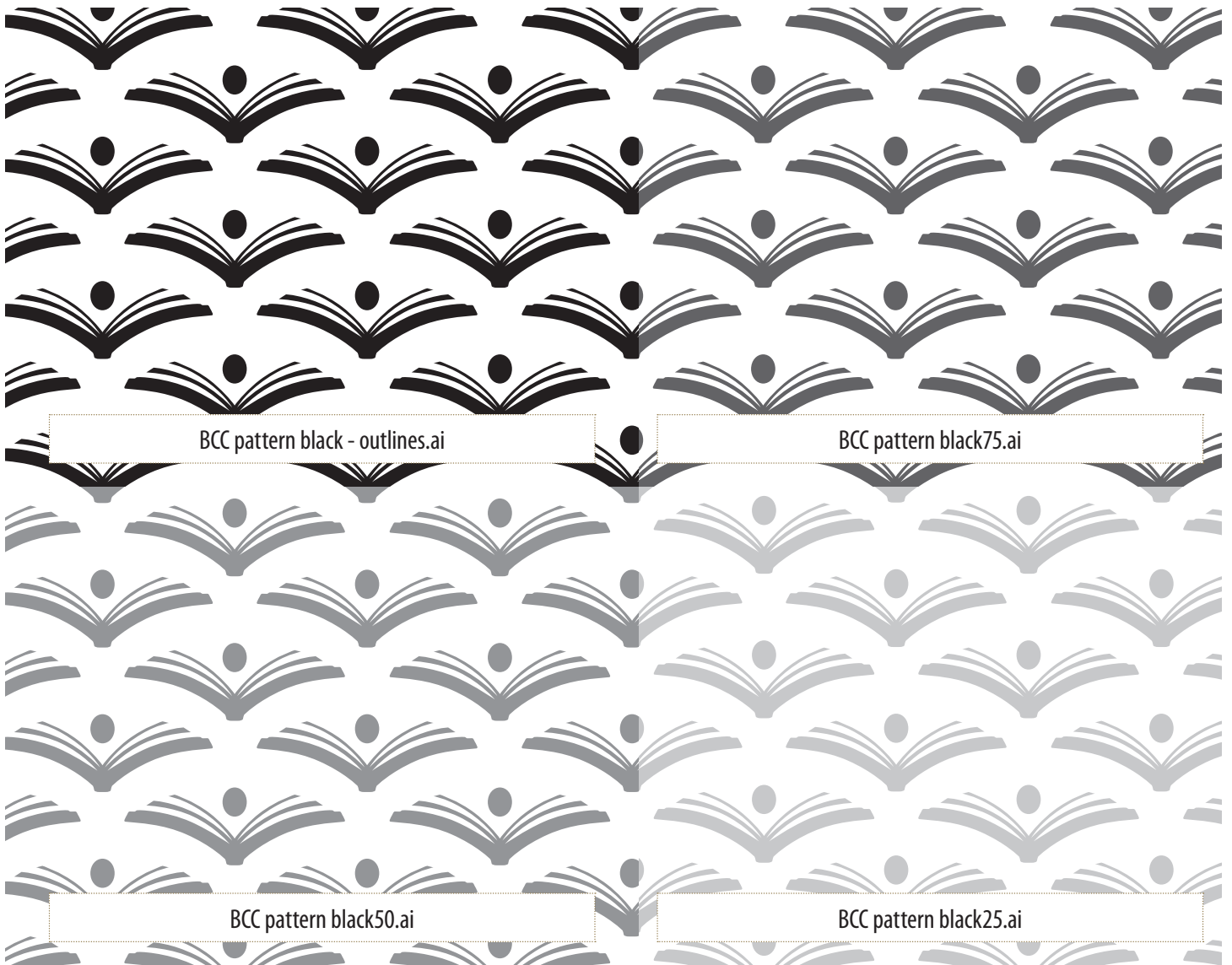
Using the book icon from BCC's logo, the following pattern was developed for use in backgrounds or graphic elements. The files were developed in Adobe Illustrator and can be found in this style guide's accompanying folder.





LOGO ICON REPEATING PATTERN

Grayscale versions of the pattern can also be used. The files were developed in Adobe Illustrator and can be found in this style guide's accompanying folder.





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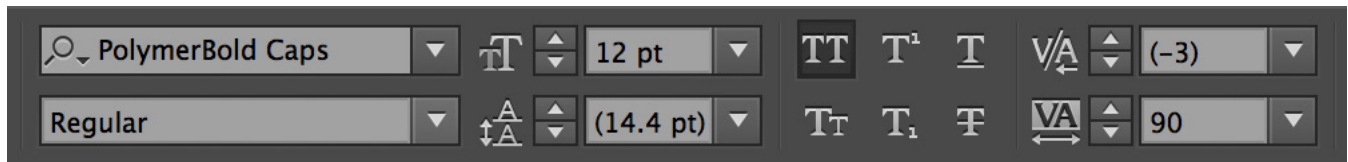
TYPOGRAPHY

LOGOTYPE POLYMER BOLD CAPS & MYRIAD PRO BOLD CONDENSED

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LIVES

Berkeley City College's main logotype is **POLYMER BOLD CAPS** (all caps +90 tracking) and **Myriad Pro Bold Condensed** (all caps +90 tracking). Most projects utilize Myriad Pro Bold Condensed (or Myriad Pro Condensed) instead of Polymer to keep the college's name distinct and unique. However, since there could be instances where the materials may need the logotype, it has been included here with details on how it is used.

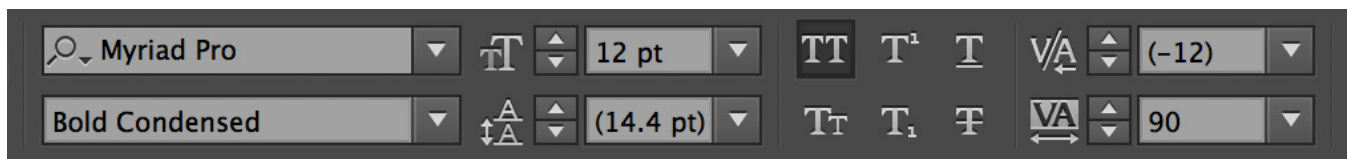
The logotype for **BERKELEY CITY COLLEGE** is the typeface Polymer, weight is Bold Caps, set to all caps, tracked to 90. The establishing year, **1974**, is also Polymer Bold Caps, but it is *not* tracked (it's tracking remains at 0).



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The logotype for **TRANSFORMING LIVES** is the typeface Myriad Pro, weight is Bold Condensed, set to all caps, tracked to 90.





TYPOGRAPHY

FONT FAMILIES

To ensure consistent branding, please adhere to the font families outlined on page 9 for general purposes and projects that represent your department and offices in an official capacity. The use of other font families is acceptable for casual or informal/special print and digital projects, though review of the following guidelines is highly recommended.

Check in with the Public Information Office for questions regarding typography and font family installations on your work stations.

Primary

Secondary

Myriad Pro Font Family

Myriad Pro is the typeface used for TRANSFORMING LIVES in the logo. It is also the primary family used for publications when a sans-serif font is required.

Adobe Garamond Pro Font Family

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

These fonts are available on both Mac and PC computers by default.

Helvetica Font Family

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

Century Gothic Font Family

If Myriad is not available, Century Gothic can be used as another secondary option.

Adobe Caslon Family

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





BERKELEY CITY COLLEGE

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BRAND COLORS

PRINT

The colors for Berkeley City College are Pantone® 315 U (teal) and Pantone® 871 U (gold). For non-spot color printing (process) we use the converted CMYK values outlined below.

PANTONE®



BERKELEY CITY COLLEGE



Pantone® 315 U



Pantone® 871 U

CMYK/PROCESS



BERKELEY CITY COLLEGE



C: 100

M: 5

Y: 20

K: 40



C: 0

M: 17

Y: 55

K: 50





BERKELEY CITY COLLEGE
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TRANSFORMING LIVES

BRAND COLORS

SCREEN

For screen use, Pantone®315 U & 871 U are converted to the following RGB and Hex colors:





BRAND COLORS

COMPLIMENTARY COLORS & GRAY

Gray

Pantone®
Cool Gray 8
CMYK
0, 0, 0, 50
RGB
153, 153, 153
Hex
#999999

Secondary Colors

Pantone®
649U
CMYK
6, 5, 10, 0
RGB
237, 234, 225
Hex
#edeae0

Pantone®
609U
CMYK
6, 9, 58, 0
RGB
242, 221, 133
Hex
#f2dd85





BRAND COLORS

TERTIARY COLORS

Tertiary Colors

Pantone®
7737U

CMYK
56, 13, 94, 0

RGB
127, 174, 74

Hex
#7FAE4A

Pantone®
325U

CMYK
67, 5, 21, 0

RGB
5, 184, 200

Hex
#41B8C8

Pantone®
Med. Purple

CMYK
70, 84, 0, 0

RGB
108, 65, 174

Hex
#6C41AE

Pantone®
1807

CMYK
4, 82, 66, 11

RGB
174, 74, 77

Hex
#AE4A4D





BERKELEY CITY COLLEGE
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TRANSFORMING LIVES

BRANDING

DEPARTMENT & BUILDING CO-BRANDING



BERKELEY CITY COLLEGE

1974

DEPARTMENT OR BUILDING NAME

Example of layout and use:



BERKELEY CITY COLLEGE

1974

PUBLIC INFORMATION OFFICE





BERKELEY CITY COLLEGE

1974

TRANSFORMING LIVES

SOCIAL MEDIA

ICONS & HASHTAGS

#GoToBCC

#WeAreBCC

Social media icons and platforms go through periodic changes to their icons and marketing materials, however, as of mid-2018, these are the most current icons being used by Facebook, Twitter, and Instagram. Links to the main download pages for these platform's marketing downloads are also located in this style guide's accompanying folder.

BCC's social media handles are @berkeleycc for Facebook and Twitter, and @berkeleycitycollege for Instagram (@berkeleycc currently belongs to Berkeley Country Club).

Hashtags used for BCC's social media campaigns are **#WeAreBCC** for alumni stories/outreach, and **#Go2BCC** for recruitment/new student outreach.

#WeAreBCC



@berkeleycc



@berkeleycitycollege



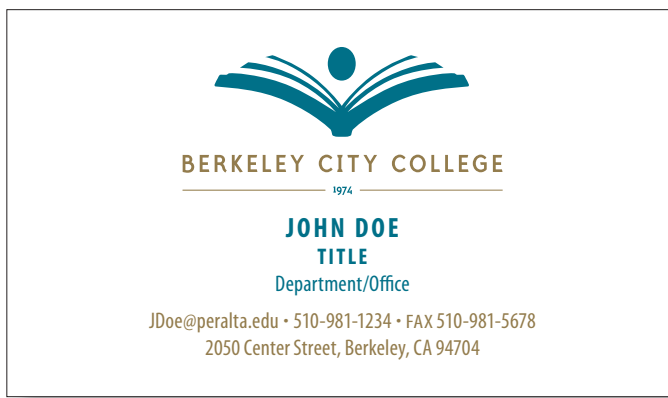
@berkeleycc



STATIONARY

BUSINESS CARDS

This business card layout is simplified for easy use. Both sides of card are utilized to maximize information. There is room allowance for department or office name.





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STATIONARY

LETTERHEAD & ENVELOPES

Letterhead can be modified to accommodate customization for your department or office. Double click header in Microsoft Word to make changes to header. Linen stock stationary can be obtained from the Public Information Office for small printing amounts.

The image displays three overlapping boxes representing stationery templates. The largest box on the left shows a full letterhead page with the Berkeley City College logo at the top, followed by the text "BERKELEY CITY COLLEGE", "1974", "TRANSFORMING LIVES", and a horizontal line with the placeholder "OFFICE / DEPARTMENT NAME". The middle box shows a smaller letterhead page with the logo, "BERKELEY CITY COLLEGE", "1974", and the address "2050 CENTER STREET, BERKELEY, CA 94704". The bottom-right box shows an envelope with a small logo on the flap. At the bottom of the largest box, there is contact information: "2050 CENTER STREET, BERKELEY, CA 94704 - PHONE (510) 981-2800" and "BERKELEYCITYCOLLEGE.EDU".

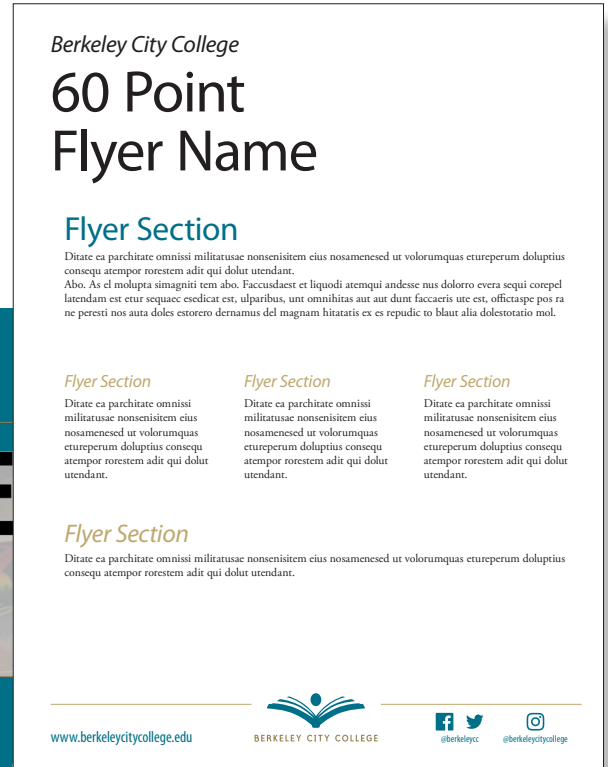
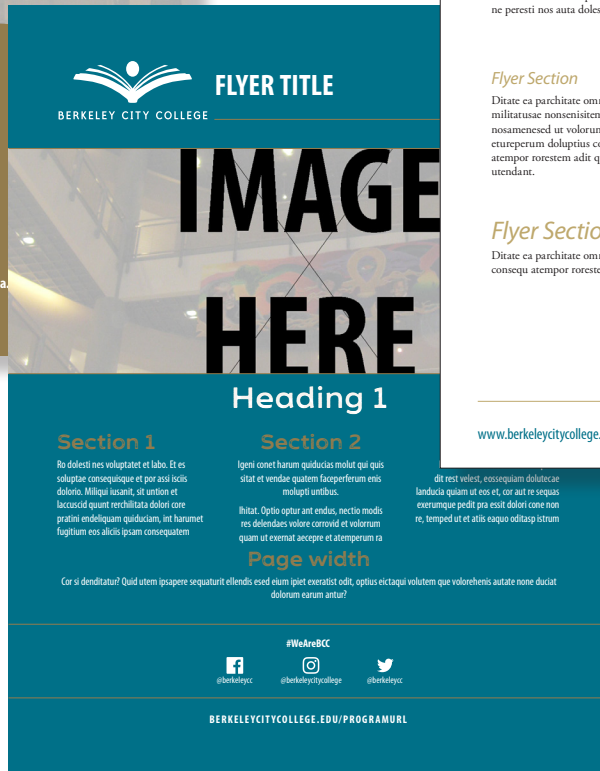




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STATIONARY FLYERS

There are two different template files available for flyers. One is an InDesign files and the other is Microsoft Word. These two version are provided for quick flyer design and level of software competency with any given program, in addition to layout options. If you have any question or need assistance, please contact the Public Information Office.

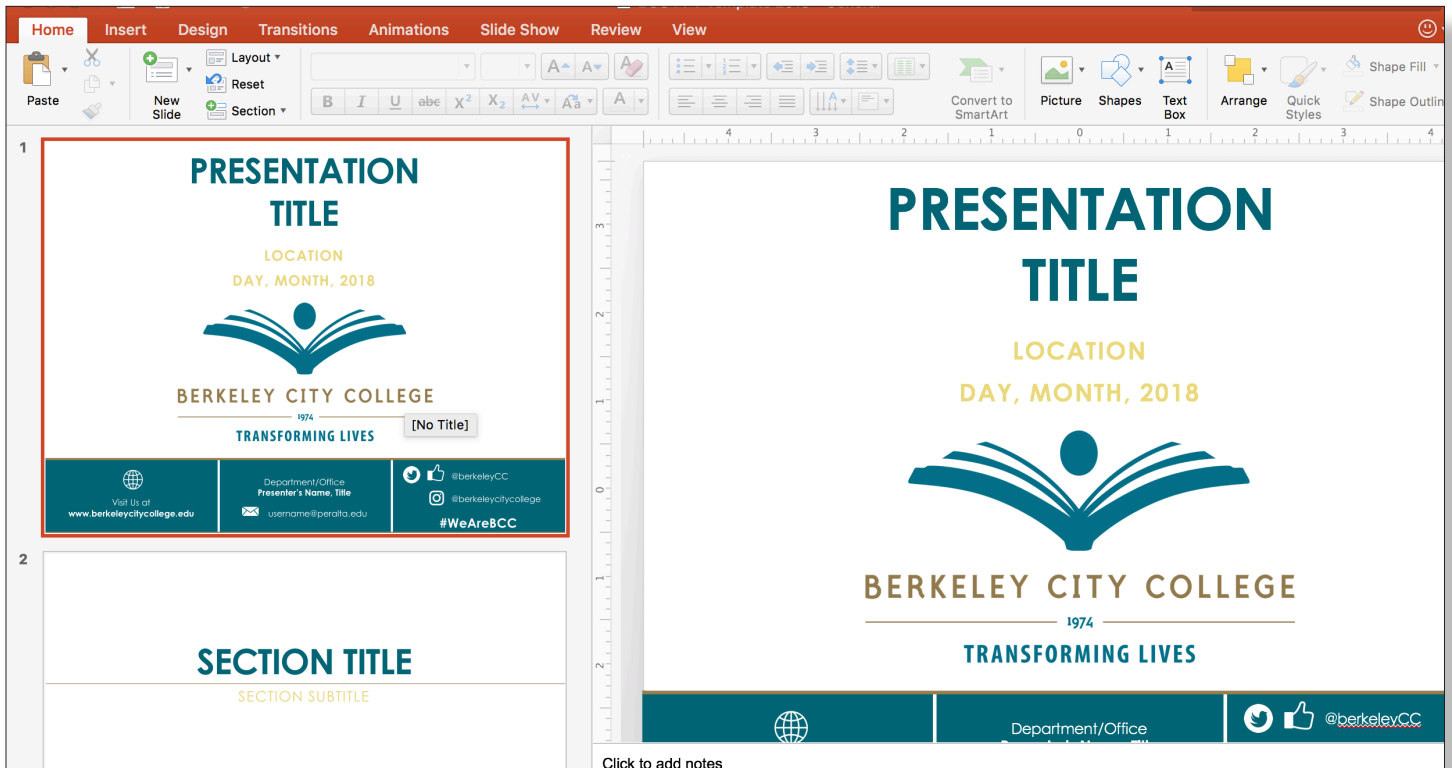




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STATIONARY POWERPOINT TEMPLATE

The flowing PowerPoint Master template is available for your use. Download the template here.



PHOTOGRAPHY

RECOMMENDATIONS & GUIDELINES



Photography of and for Berkeley City College should focus on highlighting what brings the college to life: our students. While the architecture of the 2050 Center Street building may also be used for branding and identification purposes, remember to, when possible, utilize images that focus on the energy and diversity of the students, faculty, staff, administrators, and community that illustrates the importance of those who walk through our doors.

To assist with collecting photographs for BCC publications, the following recommendations and guidelines have been compiled for acquiring/using images:

- Use images that are 300dpi, 1440 x 900 pixels, or higher for print projects
- Use high quality photographs with good lighting to represent our work at BCC
- Keep an original size and large, medium, and small size of the images on hand
- If possible, use a camera that shoots in RAW format so micro adjustments can be made in a photograph editing program in post-production for photographs that will be re-used or placed prominently in publications
- Keep the ISO as low as possible for the clearest photographs (non-grainy)
- Crowd source photographs when possible from students, faculty, staff, and community



When taking photographs of other people, remember to have a photo release signed so images can be used in publications! The photo release can be attained from the Public Information Office and PIO website.



PHOTOGRAPHY

PROPORTIONS & SIZING



Images are a great way to show campus life and programs at BCC. In order to best present images, please review the following guidelines for ensuring your photographs do not get distorted (~~squished~~ or ~~s t r e t c h e d~~) in your publications.

- When resizing a photograph, hold down the SHIFT key on your keyboard to maintain the proportions of your images
- Microsoft Office: Use SHIFT key when resizing images and or LOCK ASPECT RATIO (see page 26)
- Adobe InDesign: Right click the image and use “Fitting > Fill Frame Proportionally” (see page 26)

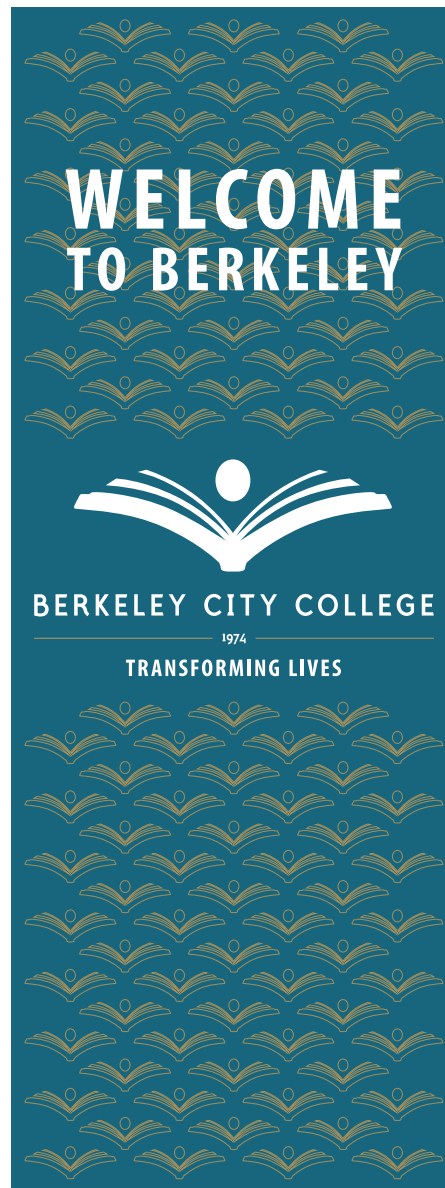
If you have questions or are in need of further assistance, please contact the Public Information Office.



SIGNAGE

OUTDOOR

The following pages demonstrate how the BCC brand can be executed on various types of signage. For example, this sign can be used as a light post banner or pull-up sign.





BERKELEY CITY COLLEGE

1974

TRANSFORMING LIVES

SIGNAGE

INDOOR



BERKELEY CITY COLLEGE

1974

**EXTENDED OPPORTUNITY
PROGRAM SERVICES**



BERKELEY CITY COLLEGE

1974

OFFICE OF INSTRUCTION



BERKELEY CITY COLLEGE

1974

TRANSFORMING LIVES





BERKELEY CITY COLLEGE

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SIGNAGE

OFFICE DOOR NAME PLATES



*Current size is 4in x 2in, please resize as needed to fit





BERKELEY CITY COLLEGE

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SIGNAGE

MISCELLANEOUS & EMERGENCY



**THIS IS AN
EMERGENCY
SIGN**

INSTRUCTIONS: ADHERE TO THE INSTRUCTIONS
TWO LINES OF INSTRUCTIONS



BERKELEY CITY COLLEGE

**MISC
ANNOUCEMENT
SIGN**

OTHER
TEXT
FOR
THE
SIGN
IN
MULTIPLE
LINES



BERKELEY CITY COLLEGE



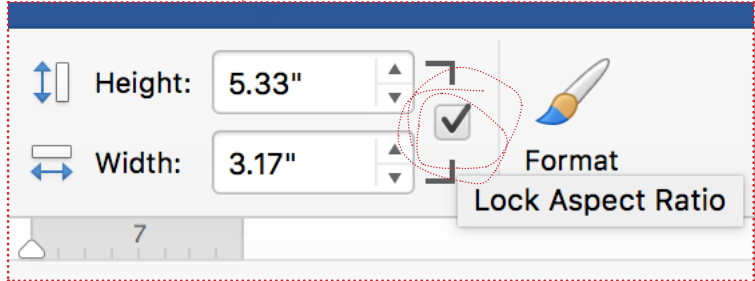
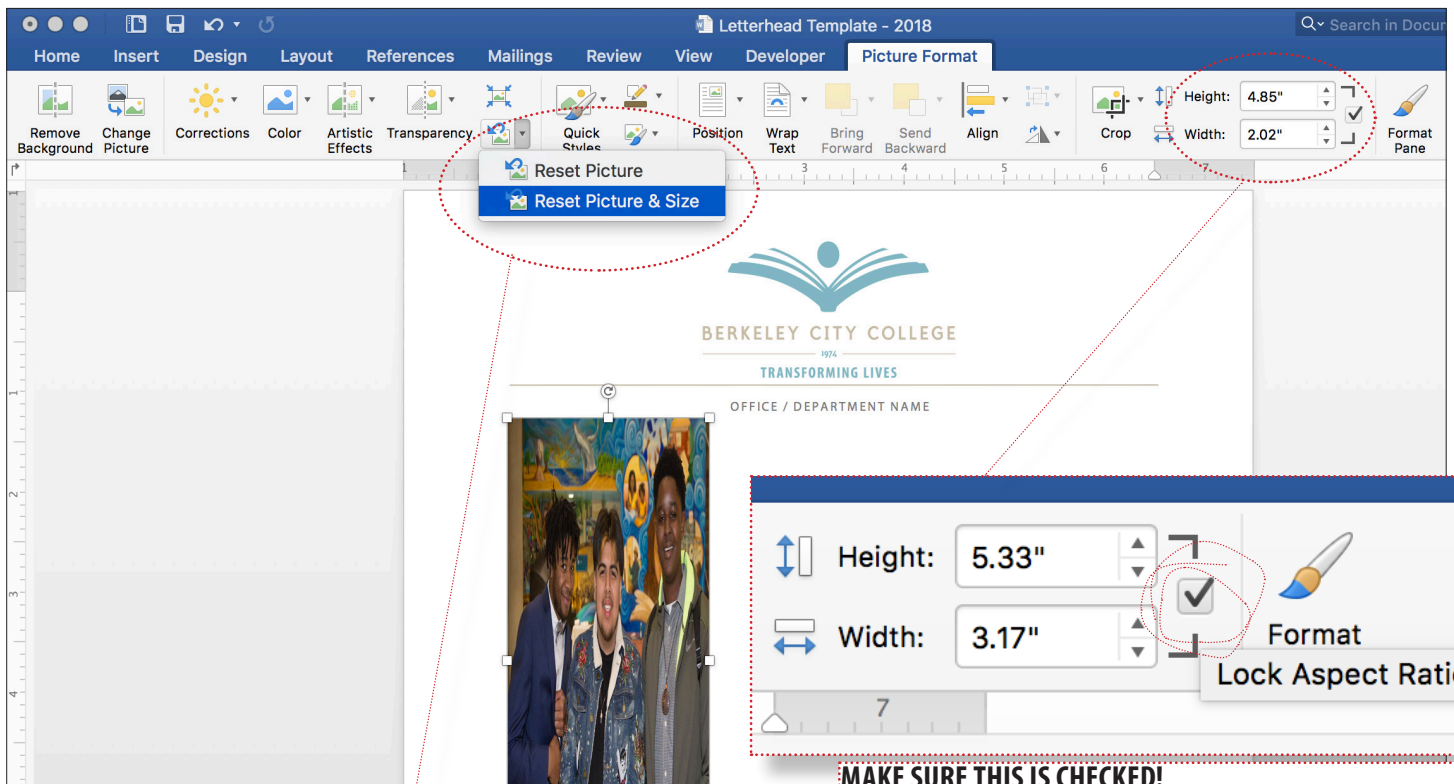


IMAGE RATIOS

MAINTAINING PROPORTIONS (FIXING STRETCHED OR SQUISHED IMAGES)

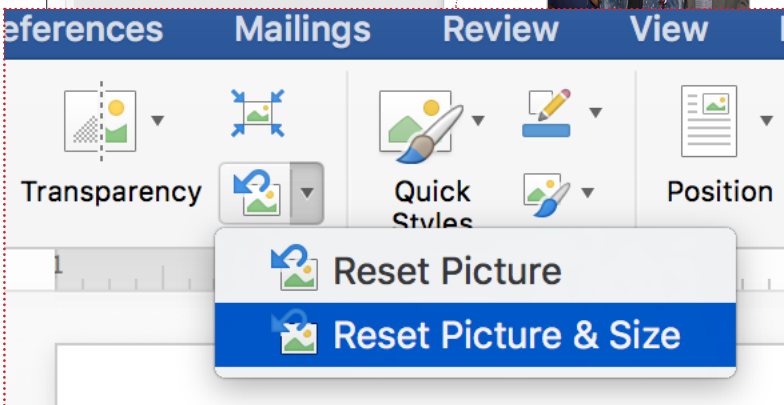
MICROSOFT WORD / POWERPOINT

The controls for images are the same in Word and PowerPoint. The two main areas to memorize are "Lock Aspect Ratio" and "Reset Picture & Size".



MAKE SURE THIS IS CHECKED!

THIS WILL ALLOW YOU TO RESIZE IMAGES FROM THE CORNERS AND MAINTAIN PROPORTIONS AUTOMATICALLY



USE THIS FEATURE TO RESET THE PROPORTIONS AND SIZE OF AN IMAGE IF YOU'VE SQUISHED OR STRETCHED IT





IMAGE RATIOS

MAINTAINING PROPORTIONS (FIXING STRETCHED OR SQUISHED IMAGES)

ADOBE INDESIGN

If you used the “Free Transform” and your image became SQUISHED or STRETCHED, you can reset it by right clicking the image, go to “Fitting” and either use “Fill Frame Proportionally” or “Fit Content Proportionally”. For more information, see the video “InDesign - Image Ratios.mov”.

