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OUR HISTORY – THEN

“Admit that you don’t know all the answers and recognize that everyone has limitations. Practice tolerance. Avoid prejudice.” — Belle Cooledge

Sacramento City College is the seventh oldest college in California, and has a proud history as a pioneer in the region for diversity, quality education and community partnership. Founded by a woman (Belle Cooledge) and with an all female class as its first graduates, the college began with the spirit of inclusion. First known as Sacramento Junior College, Cooledge founded the college to provide a safe, welcoming place for students to learn the basics for a college education, and to be a gathering spot for extra-curricular activities that would bring the community together. With this founding principle, Sacramento Junior College opened in 1916 on the top floor of Sacramento High School with 46 students and 16 part-time instructors.

The college eventually gained its own campus at the corner of Sutterville and Freeport where it opened its doors to students in 1926. The campus consisted of just two buildings at the time, and since then has grown in leaps and bounds. Now known as Sacramento City College, and nearly 100 years later, SCC has evolved with the times, but at its heart the college vision remains the same: to create a learning community that celebrates diversity, nurtures personal growth and inspires academic and economic leadership.

The top floor of Sacramento High School was home of Sacramento Junior College when it opened in 1916.
NOW

Since 1916, Sacramento City College has continued to provide outstanding academic and vocational training. SCC’s main campus is located in the heart of Sacramento, and now with outreach centers in Davis and West Sacramento. Today, the college enrolls a diverse community of nearly 22,000 students and offers multicultural activities throughout the academic year.

While the main campus location is the same, and its vision and values have not wavered, SCC has certainly progressed with teaching, learning and technological innovations. The college now boasts a vast array of opportunities for students of all backgrounds, including 212 certificate and degree programs, online courses and services, outreach center locations and specialized student success support programs to choose from. SCC also has many newly renovated and modernized teaching and learning facilities, including the environmentally friendly Davis Center, the state of the art Performing Arts Center and the iconic Hughes Stadium.

True to its history, Sacramento City College continues to blaze trails in higher education. While the college has retained its tradition of excellence, innovation, and accessibility, it bravely forges ahead in new frontiers such as environmental and social responsibility and social media and online communication. No matter the horizon, SCC embraces new challenges and opportunities at every turn with a focus on student success to contribute to the intellectual, cultural and economic vitality of the community.
OUR BRAND, OUR PROMISE

Our brand is more than a logo or seal. It’s more than a set of rules and guidelines. It’s our reputation. It’s our promise to our students and visitors about the experience they can consistently expect to have when they interact with our college. Our brand is the way we look, behave and speak. It expresses the essence of this institution. It explains what we are all about. When we live up to our brand—our promise—we give everyone we engage with a clear message of who we are and what we stand for.

A unified campus community with a consistent brand strengthens the college. A clear message and consistent visual identity reflect our diverse, but unified, organization. Each of us has a responsibility to ensure that the Sacramento City College brand and imagery are used appropriately by all.

In expressing a brand there is a thought process behind each decision you make in visual, written, or verbal communications.

The SCC Style Guide is the foundation you need to begin to make those decisions. It reflects the thought process that went into creating the brand and provides guidelines for expressing the brand in alignment with the entire college.

Remember, guidelines cannot cover every possible combination of situations or elements. In the case that a specific document or communication is not explicitly outlined in this style guide, use your best judgment or contact the Public Information Office for advice.
VISION

Sacramento City College seeks to create a learning community that celebrates diversity, nurtures personal growth and inspires academic and economic leadership.

MISSION

Sacramento City College is an open-access, comprehensive community college, serving a diverse student population. We provide a wide range of educational opportunities and support services leading to transfer, career advancement, basic skills development, and personal enrichment. Our commitment to continuous improvement through outcome-guided assessment, planning, and evaluation promotes student learning. Through these efforts, we contribute to the intellectual, cultural, and economic vitality of the community.

VALUES

Working together
Pursuing excellence
Inspiring achievement
OUR NAME

Some call us Sacramento City College or Sac City, and others prefer SCC. We are happy to be known as all three, but here are some guidelines for when to use each.

Our official name—Sacramento City College—should always be used in signatures and address blocks, and when the college is mentioned for the first time in body copy.

Our informal names—Sac City and SCC—can be used in body copy after the first use of the official college name. The informal names may not be used in headlines. Exceptions can be made when appropriate and must be vetted through the PIO.

“City College” may not be used in print publications at all. Please note: There are no periods in SCC.

OUR ELEVATOR SPEECH

An elevator speech is what we call the eleven second description you can pull out of your memory with ease and use to share with others. It’s a tool. And since this style guide is now your toolbox for communicating the SCC brand, here is the elevator speech you can use when you are sharing about our college.

“Since 1916, Sacramento City College has provided outstanding academic and vocational training, with 212 degree and certificate programs. SCC’s main campus is located in the heart of Sacramento, with college outreach centers in Davis and West Sacramento. The college enrolls a diverse community of nearly 22,000 students and offers multicultural activities throughout the academic year. SCC is committed to fostering a learning community that celebrates diversity, nurtures personal growth, and inspires academic and economic leadership.”
WHAT IS A STYLE GUIDE AND HOW IS IT USED?

The SCC style guide has been developed to enable all college offices and individuals to consistently and professionally represent Sac City in all formal and informal communications, web, advertising and marketing, and other promotional materials. This style guide is designed to support and strengthen SCC’s graphic presence, which is imperative to the college’s success.

This style guide must be used by everyone who produces SCC materials. While implementing SCC’s brand standards doesn’t mean that all materials must look the same, it does mean they must look like they belong to the same family of materials, with logos, fonts, colors, and correct grammar and messages used consistently. All materials must adhere to the standards contained in this style guide in order to maintain a high-quality SCC look and feel.

SOME EXAMPLES OF MATERIALS THAT FALL UNDER THE GUIDELINES OF THE SCC STYLE GUIDE ARE, BUT NOT LIMITED TO:

- Letters
- Brochures
- Flyers
- Fact sheets
- Publications
- College website pages
- Advertising
- Digital media
- Banners and posters
- Social media
- Stationery and business cards
- Indoor and outdoor signage
- Promotional items and merchandise

The SCC Public Information Office is available to provide guidance to college personnel for print, web, and multi-media communication. We are the college’s resource for ensuring design and writing quality and consistency. For questions about the style guide standards and implementation, contact the Public Information Office at 916-558-2441 or SCC-PIO@scc.losrios.edu.
OUR LOGO

The logo visually references the historic and widely recognized architectural detail of the Rodda buildings on campus. It was designed to echo the architectural design of these and many other buildings on campus, which have become iconic hallmarks of the college. The logo symbolizes the foundation and gateway to higher education that SCC offers students in the region and beyond. It has a traditional feel and exemplifies excellence—SCC’s tradition of excellence.

This logo package can be downloaded from the SCC Website at: http://www.scc.losrios.edu/pio/scc-brand/
LOGO GUIDELINES

DESIGN  Our LOGO is made up of two distinct elements: the SYMBOL and the WORDMARK. Each iteration of the logo is a carefully balanced combination of the two elements. The various iterations are mostly interchangeable and can be used in a variety of ways, but should never be altered or changed. Never change the positioning, sizing or spacing of the wordmark in relation to the symbol.

CLEARSPACE  An Exclusion Zone (the minimum unobstructed area around the logo) has been developed to make sure that the logo is sufficiently prominent. The Exclusion Zone for the Primary logo is equal to the capital O of the Wordmark. The Zone for the three other logos is equal to the height of the capital C in “City” or “SCC.”

COLOR / REVERSE  All versions of our logo may be reproduced on white or light grey backgrounds in either the color, black, or red versions (See page 14 for full explanation of the brand color scheme). They may be reproduced in white on a black, SCC Cardinal Red or other appropriate dark background. Over SCC Gold or other appropriate light colored backgrounds, the logo must only be printed in black. The color version of the logo cannot be printed on black or dark colored backgrounds.

See page 13 for examples of incorrect color and logo uses.
SUPPORTING LEGACY MARKS

The OFFICIAL SCC SEAL is only to be used as a secondary mark to reinforce the official brand on core materials (e.g. catalog, diplomas). There should be no other supporting logo marks used on the core set of materials. The seal should not be used as a replacement for the logo. The seal should not be used for marketing purposes (e.g. event flyers, brochures).

The SCC seal can be used in black, embossed or watermarked. Permission to use the seal may be obtained by making a request to the college Public Information Office.

The “Sketch SCC” typographic mark will continue to be available for selected uses. It will not be used on official college publications. However, it may be used on department, service or program-specific print materials as desired. The typographic mark should not be used in conjunction with any other college mark.

The typographic mark may be used in black, SCC Cardinal Red (Pantone 202), and white (for dark color backgrounds).

IMPORTANT NOTE:
The Sketch SCC Mark has been updated to reflect the new SCC Brand typography. The “Sacramento City College” is now in Futura Medium. Do not use the older version of the mark with the Optima font (sample below).
INCORRECT USES

Using our logos and marks correctly and consistently ensures that the Sacramento City College brand becomes better understood and recognized. Please use the logos and marks only as outlined.

Check with the Public Information Office if you have questions or to obtain digital files of the artwork. The office has the authority to approve or disapprove uses of all the components of SCC’s brand identity.

Some examples of what to avoid are shown here.

The logos and marks cannot be recreated with any font, re-sized or rearranged for any reason.

The old Sketch SCC Typographic Mark using Optima font for the college name should not be used. Use the updated version (see facing page)

Do not rearrange the positioning or sizing of the Symbol and WordMark.

Do not use the Symbol or the Wordmark by themselves. They should only be used together in the approved combinations.

Do not recreate the Logo in a different font or type style.

Do not stretch, squash or distort any of the logos in any way.
COLOR SCHEME

The official colors of Sacramento City College are SCC Cardinal Red and SCC Gold. These colors may be tinted for contrast and complemented with tints of neutral grey. Other than black and white, no other colors should be used in official marketing or branded materials.

**SCC CARDINAL RED**
PANTONE 202
CMYK 9 100 64 48
RGB 137 32 52
HEX # 892034

**SCC GOLD**
PANTONE 116
CMYK 0 16 100 0
RGB 255 206 0
HEX # FFCE00

**NEUTRAL GREY**
CMYK 0 0 0 40
RGB 153 153 153
HEX # 999999
Welcome to Sacramento City College

Welcome to the Davis Outreach Center

OUR VISION

Sacramento City College seeks to create a learning community that celebrates diversity, nurtures personal growth and inspires academic and economic leadership.
Until the introduction of the new college visual brand and this style guide, Sacramento City College has never adopted an official set of typefaces. This has resulted in many random and inconsistent typographic uses throughout our marketing and signage over the years. However, there is some consistency on most of our campus building signage in the use of various modernist sans serif typefaces such as Helvetica, Eurostile and Neutraface. With this in mind, another modern sans serif—Futura—was chosen to connect this campus feature to a visual brand and new logo. Likewise, because our newest monument signs use the typeface Times, it was chosen to be our primary serif typeface.

**LOGO FONT**

The Sacramento City College Wordmark is adapted from the typeface Futura and Futura Medium. Always use the approved logo and wordmark, do not recreate it using the Futura family or any similar typeface.

**TYPOGRAPHIC STYLES**

All official Sacramento City College marketing materials must use either the Futura or Function Pro type families as the primary brand typefaces for headlines, subheads, and body copy. Futura and Function Pro are nearly identical.

Due to licensing, the Futura family is not officially available to all SCC faculty and staff. However, Function Pro is available to all SCC faculty and staff upon request from the PIO. Both families contain a variety of weights and oblique (italics) faces. In general no more than two or three different weights should be used within a particular design to create hierarchy and order of information.

Additionally, the Times family can be used as a complementary serif typeface for subheads and body copy. Times should not be used in headlines for official marketing materials. If Times is not available, a classic serif face such as Goudy or Clarendon is an acceptable replacement. However, only one serif family should be used within a particular design.

Oblique (italics) faces may be used for emphasizing words and secondary elements such as subheads, captions and pull quotes, but should not be used in headlines or titles.
## FONT FAMILIES

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Code</th>
<th>Code with Oblique</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUTURA LIGHT</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUTURA LIGHT OBLIQUE: AaBbCcDd...</td>
</tr>
<tr>
<td>FUTURA BOOK</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUTURA BOOK OBLIQUE: AaBbCcDd...</td>
</tr>
<tr>
<td>FUTURA MEDIUM</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUTURA MEDIUM OBLIQUE: AaBbCcDd...</td>
</tr>
<tr>
<td>FUTURA HEAVY</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUTURA HEAVY OBLIQUE: AaBbCcDd...</td>
</tr>
<tr>
<td>FUTURA BOLD</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUTURA BOLD OBLIQUE: AaBbCcDd...</td>
</tr>
<tr>
<td>FUNCTION PRO LIGHT</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUNCTION PRO LIGHT OBLIQUE: AaBbCc...</td>
</tr>
<tr>
<td>FUNCTION PRO BOOK</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUNCTION PRO BOOK OBLIQUE: AaBbCc...</td>
</tr>
<tr>
<td>FUNCTION PRO MEDIUM</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUNCTION PRO MEDIUM OBLIQUE: AaBbCc...</td>
</tr>
<tr>
<td>FUNCTION PRO DEMI</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>FUNCTION PRO DEMI OBLIQUE: AaBbCc...</td>
</tr>
<tr>
<td>TIMES</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>TIMES ITALIC: AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
</tr>
<tr>
<td>TIMES BOLD</td>
<td>AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
<td>TIMES BOLD ITALIC: AaBbCcDdEeFfGgHhlijKkJkliMMmNN 0123456789 !@#$%^&amp;*?</td>
</tr>
</tbody>
</table>
Below are a few examples of how our brand typefaces may be used together and formatted to create strong visual hierarchy, contrast and order.

This is a Headline
This is the subhead to the story. This is the subhead to the story. This is the subhead.

Opta dolupta volupti berorestrum ea nonsequis exeriaspis exeroid magni dunt quam qui volorae conseque doluptatur simaio eicit voloreh endiorios int quaepta quam expe sanditatatur am, corepel endandu cipsaec turis enda inim fugitibeat quati site magniber molorerae voluptatium fugit erro que laut aut

This is a HEADLINE
This is the subhead to the story. This is the subhead to the story. This is the.

• OPTA dolupta volupti brestrum
• EANONS equis exeriaspis exeroid magni
• DUNT quam qui volorae conseque

“This is a pull quote that might be inserted into a column of text.”
—Someone Said
SCC professor

This is a photo caption
**INCORRECT USES**

While we encourage the use of only the SCC brand typefaces of Futura, Function Pro and Times Roman as the best practice, it is understood that in certain circumstances these fonts may not be available.

In these cases, contemporary standard sans serif fonts such as Helvetica, Arial, Myriad Pro, or Gill Sans could be substituted for Futura and Function Pro. For Times Roman, a traditional serif font such as Garamond, Minion Pro, or Cambria could serve well.

When using a substitute, please do NOT choose an overly stylized, script, or hand drawn-style font. Use of these types of fonts appears unprofessional, overly casual and dramatically de-values the hard work and care that has been put into the SCC visual branding.

**PROHIBITED TYPEFACES**

Below are some examples of common, and generally overused, typefaces and typographic styles that should NEVER be used in official SCC brand and marketing materials:

- Comic Sans
- Papyrus
- Zapf Chauncery
- Impact
- Birch
- Brody
- Brush Script
- Hobo
- Mistral
- Typewriter
- Tekton Pro
- Rosewood
- Playbill
- Monospace
BUSINESS SYSTEM

The core elements of the Sacramento City College business system include letterhead, business cards and envelopes. These elements of the business system are available to you for purchase and use through the Reprographics Office on campus.
MARKETING MATERIALS

The core materials for Sacramento City College are: the viewbook, student services one-sheet, folder, catalog, student guide, City Advantage and telephone directory.

Other marketing materials, such as tri-fold brochures and fliers, are shown to the right to demonstrate how the college brand may be executed on such materials.

Materials shown here are only examples of possible future designs, these are not actual printed pieces.
CO-BRANDING

In order to properly present your department, division or program of Sacramento City College, it is important to maintain consistency with the college branding. Co-branded logos are an excellent way to visually communicate the relationship between the college and your area.

The approved co-branding logo uses the primary logo (either in black, white or color), a horizontal rule, and the name of your area. The line weight of the rule should be equal to the horizontal stroke of the logo typography. The area name is set in all caps Futura Medium, letter-spaced to justify the text to the length of the rule. Two-line names should be set with line spacing (leading) set to 1 pt more than the font size. With the primary logo at full size, the area name should be set at 36 pt type on 37 pt leading.

If you have need for a new co-branded logo contact the Public Information Office.
PHOTOGRAPHY

All photographs used in Sacramento City College’s communications should express the core values, mission and vision of the college that are inherent within the SCC brand. SCC is a student-centered institution, focused on supporting and fostering student success. To that end, photos used for college and program area marketing materials should include students. At SCC, students are at the very heart of what we do, and photography that represents the college visually should reflect that approach to teaching and learning.

Photos of students interacting with faculty and staff, or with each other, are highly encouraged. Photos that show students’ enthusiasm, dedication and enjoyment at SCC are also excellent to use in marketing the college. Using photos of students, as well as faculty, staff and administrators helps put a face to the institution.

Photos of people may only be used for marketing once the individual(s) pictured have signed a model release form that grants SCC rights to their image. This model release form may be obtained from the Public Information Office, or on the Public Information website.

SCC’s picturesque campus and facilities are iconic in the Sacramento region. To that end, photos of the college buildings and facilities are also excellent for marketing purposes.

Be sure to use only high-resolution photos with good lighting. Using quality photography will reflect the quality of the college. In contrast, using grainy, dark or low-resolution photos can be counter-productive to communicating the excellence of the institution and the services we provide.

STOCK PHOTOGRAPHY

If you must use stock photography (used widely by creative professionals in need of ready-made images that illustrate a particular lifestyle, mood, scene or process), please use photos that relate directly to the core values, mission and vision of the college such as diversity, academic excellence, economic vitality, inspiring achievement and nurturing personal growth. Images should focus predominately on faces and diversity, and the background should be generic enough to relate to the SCC campus.
EDITORIAL STYLE

SCC’S TOP TEN

1. PRESIDENT Always capitalize the word “President” when referring to the college President.

2. COLLEGE Do not capitalize “college” unless it is used at the beginning of a sentence, or in the name of a college (e.g. Sacramento City College).

3. AREA NAMES When naming a specific area, capitalize the area name and “office”, “department”, “center”, or “division” when it follows the name of the area. When standing alone, do not capitalize.

4. JOB TITLES In general, confine capitalization to formal titles used directly before an individual’s name (e.g. Dean Pat Jones, Vice President Chris Smith).

5. BUILDINGS AND ROOM NUMBERS Use identifying terms (“hall”, “building”, “center”, “gym”, “gallery”) as appropriate to identify facilities. After the name of the building use a comma and list the word “room” and number (e.g. Technology Building, room 105).

6. DISTRICT Always capitalize the word “District” when referring to the Los Rios District.

7. CHANCELLOR Always capitalize the word “Chancellor” when referring to the Los Rios Chancellor.

8. EMAIL AND PHONE NUMBERS For email, first and last initials should be capitalized in all email addresses. For phone numbers, use two dashes, and no parenthesis.

9. THINK ABOUT YOUR AUDIENCE Is your brochure intended for high school students? Donors? Alumni? Business partners? For marketing purposes? Be sure to write in a voice and style that is appropriate to effectively reach your target audience. Being brief, conversational and accurate are usually good approaches as a general rule.

10. EDIT, EDIT, EDIT! Misspelled words, misplaced punctuation, lengthy sentences and paragraphs, inaccurate information or silly typos can weaken the credibility and effectiveness of any message or communication. Be sure to edit your writing for content and accuracy. Also, be sure to edit for style. Did you get right to the point and present the most critical information first? Have you removed unnecessary details or information to keep the message succinct and to the point? Having another person edit your writing is highly recommended to help you catch these mistakes that would otherwise dilute your message.

Sacramento City College refers to the Associated Press Stylebook (AP Stylebook) for written communication guidelines. Please refer to the AP Stylebook for more detailed and specific punctuation, format, grammar and writing style issues.
PUBLICIZING YOUR EVENT, HONOR/AWARD OR NEWS ITEM
The Public Information Office is available to publicize information to the campus, District and the broader Sacramento community. To request that your event or news item be publicized, please go online to www.scc.losrios.edu/pio/publicity-request-form. Requests are required to be submitted two weeks in advance of the date that you would like the publicity to begin. There are several methods of publicity that you may request listed on the online form.

GETTING YOUR NEWS ON THE COLLEGE WEBSITE HOME PAGE
Use the Publicity Request Form to request that your item be added as a story on the college home page. You will also need to submit an appropriate photo to accompany your story that is at least 1440 x 900 pixels. Identifiable individuals in photos must sign a release form to be submitted along with the photo to the Public Information Office. Faculty and staff must also sign release forms.

PRODUCING BROCHURES, FLIERS, HANDBOOKS, GIVEAWAYS AND OTHER PUBLICATIONS
Be sure to submit your materials to the Public Information Office for review prior to completion of the project. The PIO exists as a resource to you in creating marketing or communications materials and publications. The office is also responsible for maintaining a consistent look and feel to all SCC publications and materials. If you are producing a brochure for your program, for example, contact the PIO for advising with regard to the design, writing style and format.

MEDIA RELATIONS
The Communications and Public Information Officer is the official college spokesperson. It is important to the college as a whole that media activities are coordinated under the direction of the Communications and Public Information Officer to put the college’s best face forward to the public. Before responding to any media or reporter inquiries or requests for interviews, please contact the Communications and Public Information Officer directly. The CPIO will be able to provide you with media training and tips, and act as a resource for media in general.
The new Sacramento City College website was launched in March 2014. The website is tightly integrated with, and representative of, this new brand image. In fact, much of the typography, color, imagery and visual tone presented in this Style Guide was developed during the design phase of the new website.

The website is created and managed in WordPress — an open-source and widely used content management system (CMS). The site is built around a set of customized templates and format styles designed to effectively represent the college’s many programs, communicate written and visual information in a memorable way, deliver a consistent user experience, and promote our brand image.

Though there is some room for unique self-expression within the various program sub-sites, following consistent standards regarding page structure, text formatting and use of graphics and images, is necessary to ensure consistency and quality.

This Style Guide section introduces the main concepts all site developers, editors, authors and contributors should be familiar with.

**TYPOGRAPHIC STYLES**

The primary website typefaces are the **Function Pro** and **Source Sans Pro** type families. Function Pro is used for headlines, titles, subheads, and navigation. Source Sans Pro is used for text and listings.

These are both licensed Web-based and hosted fonts, neither viewers nor content authors and editors need to have these fonts installed on their computers—they are built in to the WordPress CMS.

Because most SCC web pages are template-based, and the text formatting utilizes pre-defined style sheets, web content authors and editors will not need to make many typeface, color or formatting decisions.
COLOR SCHEME
The primary global design elements of the website utilize the SCC brand color scheme with the additional use of various tints of grey and gold to complement the Cardinal Red and Gold of the banner navigation, footer and formatted typographic elements.

HEADER AND FEATURE IMAGES
The front page images and header image of all top level pages (About Us, Current Students, etc.) and administration sites (President, VPs, PIO) are to be in full color. All other sites (services, divisions, departments, etc.) have gold-tinted images on their front page and red-tinted images on all lower level pages. (See sidebar for color adjustment settings.)

Home page headers are to be 1440px wide by 400px high (with some exceptions that will be 300px high). Home page headers consist of a Meta Slider (plug-in) of 4-6 relevant images. (See sidebar for settings.) Lower level page headers are to be 1440px wide by 250px high with the name of the site in all caps Futura Bold, right aligned with the top navigation bar. These headers consist of 3-8 images loaded into the WordPress Headers section and set to randomly rotate.

Featured Images, used in the middle of some Area and Department template pages (see Financial Aid page above) use the same gold tint as the home page headers.

META SLIDER SETTINGS
When creating a home page Meta Slider, under the Settings area, use the Flex Slider format, 1440px width, 400px height, Effect: Fade, Theme: Default, Arrows: Off, Navigation: Hidden.

In the Advanced Settings area, choose Auto Play, Smart Crop, Random and Hover Pause. Slide Delay should be set to 6000 and Animation Speed is 600.

All other settings can be left to default.

IMAGE COLOR ADJUSTMENTS
The gold and red tinted images are achieved through a pre-arranged set of adjustment layers in Adobe Photoshop. If you have images you would like used in the header and do not know how to use Photoshop, you should contact the webmaster for assistance.

Your file should be in RGB image mode. These three adjustment layers should be placed above color header images, from top to bottom:

PHOTO FILTER: Color set to Hex #951919 (red) or Hex #f6b007 (gold) with 95% density, and Preserve Luminosity On.

HUE / SATURATION: Set Saturation to -100.

CURVES: Depending on the shadow and highlight values of the image, you may use this to reduce or increase contrast or midtone values for best results.
SOCIAL MEDIA

As an institution of higher learning, Sacramento City College – by its very nature – embraces the free and open exchange of ideas. To that end, the college is committed to the SCC community’s First Amendment rights and the core values of free speech. The emphasis for all participants – including site administrators – should always be transparency, honesty, respect and civility.

Additionally, it is important that members of the SCC community become familiar with Facebook’s Statement of Rights and Responsibilities, the Twitter Help Center’s policies, YouTube’s Policy and Safety topics and similar support sites for social media.

All content, information and views expressed on social media belong to the individuals posting the content, and do not necessarily reflect the official policies or positions of Sacramento City College. The college is not responsible for unanswered posts or inaccurate information posted by others.

The following are guidelines for engaging in SCC social media platforms:

• Be respectful of the rights and opinions of others. Be willing to agree to disagree and move on.

• Stay on topic. SCC social media sites are established as forums for the open and honest discussion of matters and developments related to – and limited to – the college’s mission.

• Be transparent and honest.

• Add value: Be part of the conversation but don’t take it over.

• Avoid hateful speech, personal attacks, “flaming,” profanity, vulgarity, pornography, nudity and abusive language.
• Keep personal information (e.g. your phone number and address) out of your posts.

• Think before you write/post: Almost everything you write or post to a social media site is public or can be discovered. If you post anything on any SCC site, you are giving consent for the potential publication of the content, and waive any privacy regarding the post.

On SCC’s Facebook, Twitter and YouTube pages and other social media platforms, the college’s goal is to post interesting, entertaining and educational content. Civil and respectful conversation and dialogue are encouraged. SCC page administrators review posts and comments regularly to ensure any issues or concerns are addressed in a timely manner.

We reserve the right to determine and remove from SCC social media sites any of the following:

• Comments, links, images or videos that are illegal or encourage illegal activity, or are obscene, defamatory/libelous/slanderous, indecent, lewd, lascivious, sexually harassing or explicit in nature, or pose risks to the health or safety of individuals.

• Comments that personally attack or threaten any person.

• Successive off-topic posts by one or more individuals or groups.

• Repetitive posts copied and pasted or duplicated by one or more individuals or groups.

• Solicitations or advertisements.

• Any materials that infringe upon the intellectual property or other rights of any third party.

If you have a concern about any posted content, or about any content that has been removed by a site administrator, please email scc-pio@scc.losrios.edu.
**EMAIL**

**BE CLEAR**
Help effectively communicate your message by getting to your point briefly and directly.

- Place key information at the top of the email.
- Highlight key words in bold type and/or color.
- Use descriptive subheads.
- Use an informal, conversational tone and writing style; use contractions.
- Avoid using both all capitals and all lowercase.
- Title your emails with specific, descriptive subject lines.

**BE CONCISE**
Use a reader-friendly format, to include:

- Number multiple steps
- Short sentences (preferably 8-18 words)
- Clear, commonly understood language
- Sentences that are crisp, clear, and to the point
- Short paragraphs to communicate a single idea, or bulleted lists for multiple points/ideas

**BE COURTEOUS**
Send “TO” to the person/s that are expected to take action.

Send a “CC” (courtesy copy) to those who need to be informed of your request.

Generally, it’s best to address one topic per email to help in easily filing and retrieving them later. If you must cover more than one topic, use the subject line to indicate the email topics. For example, “Three campus construction project updates.”

Before forwarding an email, always consider the confidentiality of the contents. This is especially true when forwarding a one-on-one email communication to multiple colleagues or the entire college. When in doubt, ask the person who wrote the email for permission to forward the message.

**BE CAREFUL**
Emails are the legal property of Sacramento City College and the Los Rios District and are public documents. They are subject to court subpoena in legal proceedings. Remember, email is not confined to a private communication and may become widely shared or made public, so use great care and tact, and review your written communication twice (or more) before expressing yourself in a way you might later regret.
A WORD ON SIGNATURES

Your signature line communicates your identity and location within the college (job title, contact information), but it also communicates the college’s identity. Use single-spaced lines, left justified, and at minimum include your full name, title, the college name, your phone number and email. Other than black, use only approved college colors for text.

Mary Jane Doe
Administrative Assistant
Sacramento City College
916-558-1111
DoeM@scc.losrios.edu

You may also add the college logo, address, website and/or your specific area or department name. However, if you decide to use the logo, be sure you are using one of the approved official college logos provided as png files, which are available for download on the college brand page on the Public Information Office site.

ADA COMPLIANCE

Do not insert a file directly into the body of an email. Rather, type the information into the body of the email, and attach the document (flier, photo, image) to the email. Inserting a file directly into the email prevents readability for users with visual impairments.
ONLINE EDITORIAL STYLE

TEXT FORMATTING

FONTS: All SCC WordPress templates are pre-formatted to display text in either Source Sans Pro (body text) or Function Pro (headlines, subheads and various other design elements). If your text is displaying in a different font it may be because you’ve pasted it in from another source — see tip at right for instructions to correct the font.

SIZE: The correct font size is pre-formatted and in most cases should not be changed. For subheads and section titles use the Heading styles (in the Paragraph Format drop-down menu).

COLOR: The correct font color is pre-formatted and should not be changed. All text hyperlinks (links to pages or other sites) will automatically appear as bold, red text. This should not be altered. Exceptions: Applying a yellow highlighting effect to select text is acceptable in small doses.

OFFICE HOURS: Days should be spelled out, followed by a colon, then the hours. An en dash (see tip at right) with spaces before and after is preferable between days/times if possible on your keyboard. The “am” and “pm” indicators should be lower case, without periods, with a space between the hours and indicators. Top of the hour times should not include “:00” Example: Monday – Friday: 8 am – 4:30 pm

PROGRAM PAGE STYLES*

DEGREES: Associate degrees should be indicated with an AA or AS (no periods) instead of A.A. or A.S. Transfer degrees should be indicated with an AA-T or AS-T (no periods). Certificates of Achievement and Certificates should be indicated by a COA or a C respectively. Any references to higher level degrees at transfer institutions should also be without periods (MA, MS, MFA, PhD, EdD, etc.).

ACADEMIC ABBREVIATIONS*

Titles and Degree abbreviations following a faculty or staff member’s name should not include periods. Examples: PhD instead of Ph.D., MA instead of M.A.

CONTENT STYLES*

EMAIL ADDRESSES: First and last initials should be capitalized in all email addresses. Example: NameF@scc.losrios.edu OR Firstname.Lastname@scc.losrios.edu

PHONE NUMBERS: Two dashes (hyphens), no parentheses. Example: 916-558-1234
AREA NAMES
When naming a specific area, capitalize the area name and “office,” “department,” “center,” or “division” when it follows the name of the area. When standing alone, do not capitalize the word.

CORRECT:
Language and Literature Division
Resources are available in the English Department through the end of the month.
Please visit the department office for more information about the workshop.

INCORRECT:
Advanced Technology division
This poster was designed by the Graphic Communication department.
Please visit the Division Office for more information about the workshop.

BUILDING AND ROOM NUMBERS
Use identifying terms (“hall,” “building,” “center,” “gym,” “gallery”) as appropriate to identify facilities. After the name of the building use a comma, followed by the three-character building abbreviation, a space and the room number.

CORRECT:
Rodda Hall North, RHN 258
Technology Building, TEC 105
North Gym, NOG 119
Performing Arts Center, PAC 202

INCORRECT:
Rodda North 258 or just RHN258
Technology, 105
North Gym - 119
Performing Arts Center, Room 202 or PAC-202

*There is not a universal standard regarding these specific types of styles. In the context of the SCC website the removal of the abbreviation periods improves screen readability, typographic clutter and site-wide consistency.

WORDPRESS TIP
When pasting text into WordPress from an existing document (such as Word) be sure to apply Remove Formatting by selecting all the text and clicking on the Erasure icon.

WORDPRESS TIP
To create an active link for an email or phone number in content text, select the email/number and click on the Insert/Edit Link icon. In the Link Field replace the http:// with mailto: (for an email address) or tel: (for a phone number). Note: it is recommended that you include the area code in the link, even if it does not appear in the text. Examples:
mailto:NameT@scc.losrios.edu
tel:9165581234
**JOB TITLES**
In general, confine capitalization to formal titles used directly before an individual’s name.

**LOWERCASE:** Lowercase and spell out titles when they are not used with an individual’s name: The vice president issued a statement. The supervisor gave permission to leave.

**UPPERCASE:** President, Chancellor, and District should be capitalized in all instances: The President attended a meeting last week at the District. The Chancellor advocated for college students at the conference.

Lowercase and spell out titles in constructions that set them off from a name by commas: The vice president, Nelson Rockefeller, declined to run again. Dean John Smith, the current dean, does not plan to retire.

**FORMAL TITLES:** Capitalize formal titles when they are used immediately before one or more names: Department Chair Jane Doe, Vice President John Smith, and Professor Joe Jones were in attendance.

A formal title is generally one that denotes an official job title under Sacramento City College and Los Rios Community College District.

**DAY, MONTH, YEAR**
**DAY:** Capitalize, do not abbreviate, except when needed in an unusual, tabular, or grid format (such as a calendar). In this case use the three-letter forms without a period: Mon, Tue, Wed, Thu, Fri, Sat, Sun.

Do not use rd, th, or st after dates (1st, 15th, 23rd).

**MONTH:** Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

In an unusual, tabular, or grid format (such as a calendar), use these three-letter forms without a period: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.

**This section has been adapted from the AP Style Guide.**
There are three types of dashes:

- **Hyphens** (-) are used for hyphenated words and phone numbers. Use the standard hyphen key.
- **En dashes** (–) are used to indicate duration, such as between days or times.
- **Em Dashes** (—) are commonly used in place of a parentheses in a sentence, such as “Janet Jones — an exceptional student — was always on time.”

**How to type en and em dashes:**

On a Mac: Option-hyphen (en)
Shift-Option-hyphen (em)

On a PC: Most PC keyboards and operating systems do not provide an easy way to do create en dashes, so use hyphens instead. For em dashes you can type double hyphens.

**WEBSITE / LINK FORMATTING**

When linking to a website, web page, e-mail or document, do not type the entire URL address or e-mail as a link on the page. Rather, type the NAME of the link and make that the clickable link to the URL or address.

**CORRECT:**

Please visit the **Equity Officer website** for more information.
Contact **John Smith** if you would like to attend.
Download and print the **application form** for this program.

**INCORRECT:**

Please visit the Equity Officer website ([http://www.scc.losrios.edu/equityoffice](http://www.scc.losrios.edu/equityoffice)) for more information.
Contact John Smith at **SmithJ@scc.losrios.edu** if you would like to attend.
Download and print the application form for this program: [http://www.scc.losrios.edu/studentservices/application.pdf](http://www.scc.losrios.edu/studentservices/application.pdf)

**YEAR:** Use figures, without commas: 2014. When a phrase refers to a month, day and year, set off the year with a comma. Use an s without an apostrophe to indicate spans of decades or centuries: the 1890s, the 1800s.

Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: 1976 was a very good year.

**CORRECT:**

January 2014 was a cold month.
Monday, Jan. 2, was the coldest day.
May 8 is his birthday.
She was born on April 13.
It was Friday, Dec. 3, when he died.
Feb. 14, 2015, was the target date.

**INCORRECT:**

Jan. 2014 was a cold month.
Mon., Jan. 2 was the coldest day.
May 8, is his birthday.
She was born on April 13th.
It was Friday, Dec. 3 when he died.
February 14, 2015 was the target date.
FUTURE SECTIONS
Athletics Branding
Campus Signage