OUR BRAND

Our brand is more than our logo. It’s the experience people have with our institution and the voice we use to share our stories to make an impact for Christ. Our brand guidelines are the tools we use to create those stories and reinforce those experiences; they are the operating manual for looking, speaking, and acting as one.

We all play a role in strengthening our brand. You can help by incorporating these guidelines into the marketing and communications materials you create. The tools are flexible enough to help you create a full range of expression for your specific audience, while still allowing our shared strengths and aspirations to shine. Through consistent use, these guidelines will amplify the impact of our brand.

INSTITUTIONAL LOGO

The distinctive type of the San Diego Christian College institutional logo has been structured in such a way as to allow for clean positioning and reproduction in many types of media. Along with the official colors and the specified typeface, this combination mark plays an important role in the identity of San Diego Christian College.

SDC approved logos can be found in the Shared Drive under “Templates & Logos.”

No attempt should be made to recreate or alter any logo artwork unless approved or requested by the Marketing Department. Use the two-color logo, if not possible, use one-color (solid) navy or black. Solid white is only acceptable on dark backgrounds. The logo should not appear smaller than 0.375 inches tall in print.
OUR LOGO
From a design perspective, it’s clean, classic, and understated. Our signature mark is a quick communicator of our nearly 50-year history, communicating commitment to truth and excellence in its simplicity. The swooping letters symbolize our drive to move forward as an institution and in our education.

USING OUR LOGO
THE CLEAR SPACE RULE

Our logo is one of our most visible and valuable assets. Please respect it.

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo’s visibility and legibility.

The minimum clear space for the San Diego Christian logo is defined as the height of logo itself. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

MINIMUM SIZE
When reproducing our logo, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than 1/2” tall in printed materials, and no less than 36px tall in the digital realm.
LOGO GUIDELINES

IN TEXT
In text, San Diego Christian College should appear as four words in upper-case with a capital "S" and "D" for San Diego, a capital "C" for Christian and a capital "C" for College. In sentences, the San Diego Christian College logo is never to be used in place of text. These same rules apply for the signatures for schools, colleges, institutes, and programs.

PROPER USE
The San Diego Christian College logo is our most valuable brand asset.

IMPROPER USE:
The logo is our most valuable brand asset.

DO THE RIGHT THING
The San Diego Christian College logo has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

DO:
1. Use this logo when communicating anything about SDC

DO NOT:
1. Alter the marks in any way.
2. Use any part of the marks as part of another word.
3. Redesign, redraw, animate, modify, distort, or alter the proportions of the marks.
4. Surround the marks with—or place in the foreground over—a pattern or design.
5. Rotate or render the marks three-dimensionally.
6. Add words, images, or any other new elements to the marks.
7. Replace the approved typeface with any other typeface.
8. Enclose the marks in a shape or combine it with other design elements or effects.
9. Modify the size or position relationship of any element within the marks.
10. Add additional copy to the marks.
EXAMPLES OF MISUSING OUR LOGO:

- Do not retypew text
- Do not stretch
- Do not distort
- Do not add stroke
- Do not alter color
- Do not add shadow
- Do not add graphics
ACCEPTABLE FORMATS (PROVIDED ONLINE):

NAVY AND GOLD:
To be used on light backgrounds.

WHITE AND GOLD:
To be used on dark backgrounds.

ALL WHITE:
To be used on dark backgrounds when one color only can be used.
ALL BLACK:
To be used on light backgrounds when one color only can be used.

ALL NAVY:
To be used on light backgrounds when one color only can be used
**SEAL**

The Official College Seal was revised and approved by the Cabinet and Board of Trustees in January 2012. This seal can be used on diplomas, commencement programs, commencement invitations, presidential reports and other formal institutional documents.

SDC is founded upon core beliefs, and the seal is intended to represent those beliefs through the symbols that have been chosen.

**The Bible** represents our dedication to the absolute integrity of the Holy Scriptures and the recognition that our founders established our institution upon Truth.

**The Cross** represents our recognition of the sinful state of man and the need for the forgiveness Christ brought when He sacrificed his life for our sins so that we might have eternal life; it is also a reminder of our dedication to the purpose of the cross.

“**BY HIM ALL THINGS CONSIST**” is acknowledgment of God as the Creator and Sustainer of the universe and remains one of the foundational elements of our institution and educational purposes.

The following scriptures provide a foundational basis for the development and content of the seal:

- **Genesis 1:1** In the beginning God created the heavens and the earth.
- **Matthew 28:18-20** Then Jesus came to them and said, “All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.”
- **John 3:16** For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life.
- **Colossians 1:16-17** For by him were all things created, that are in heaven, and that are in earth, visible and invisible, whether they be thrones, or dominions, or principalities, or powers: all things were created by him, and for him: And he is before all things, and by him all things consist.
- **2 Timothy 3:16-17** All Scripture is God-breathed and is useful for teaching, rebuking, correction and training in righteousness, so that the servant of God may be thoroughly equipped for every good work.
INSTITUTIONAL COLORS

Color displayed on monitors, laser or ink jet printers will vary. The goal is to reproduce the SDC navy and gold as close as possible when not using specific Pantone® inks.

Microsoft® Office products allow you to create custom colors using the Hex values listed below. Microsoft® Office products allow you to create custom colors using the Hex values listed below.

PRIMARY COLORS

<table>
<thead>
<tr>
<th>COLOR</th>
<th>CMYK Values</th>
<th>Hex Code</th>
<th>Pantone Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAVY</td>
<td>C - 100, M - 86, Y - 42, K - 44</td>
<td>#002649</td>
<td>PANTONE 289 C</td>
</tr>
<tr>
<td>GOLD</td>
<td>C - 39, M - 47, Y - 74, K - 14</td>
<td>#937851</td>
<td>PANTONE 873</td>
</tr>
</tbody>
</table>

SECONDARY COLORS

<table>
<thead>
<tr>
<th>COLOR</th>
<th>CMYK Values</th>
<th>Hex Code</th>
<th>Pantone Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>LT BLUE</td>
<td>C - 41, M - 11, Y - 0, K - 0</td>
<td>#8FC3E9</td>
<td></td>
</tr>
<tr>
<td>TEAL</td>
<td>C - 59, M - 9, Y - 18, K - 29</td>
<td>#498D9B</td>
<td></td>
</tr>
<tr>
<td>OCEAN</td>
<td>C - 83, M - 53, Y - 27, K - 6</td>
<td>#376B8F</td>
<td></td>
</tr>
</tbody>
</table>

TYPE FACES (FOR DESIGN PURPOSES)

OSWALD (HEADERS)

Mission Gothic
(body copy)

Times New Roman
(for formal documents)
LOGOS AND MARKS

INSTITUTIONAL SEAL

ATHLETIC LOGO AND MARKS EXAMPLES

INSTITUTIONAL LOGO

ADDITIONAL LOGOS AND MARKS EXAMPLES

PROGRAM AND DEPARTMENT LOGO EXAMPLES

*All logos must remain intact, and in the same orientation shown in the Brand Guide unless otherwise authorized. Contact the Marketing Department with any questions concerning logos, colors, or text.
**EMAIL**

**BACKGROUND**
The standard white background should be used for all emails sent on behalf of SDC. Please refrain from using colored backgrounds, pictures, patterns, and decorative motifs, which detract from a professional impression and may make the email difficult to read.

Personalization of emails may add to an email’s file size, increase the traffic load on the email servers, display as an attachment in the recipient’s inbox or may cause email to be non-deliverable.

**GRAPHICS**
Only preapproved graphics should be implemented within an email sent on behalf of SDC. Please contact the Marketing Department about inserting a photo or graphic into an email.

**FONT**
Acceptable fonts are Arial, Times New Roman (or similar) in a 10-12 point size. Uncommon fonts do not always translate to the recipient as intended.

**SIGNATURE**
Please only use the provided email signature from marketing. Do not alter it or add to it in any way. Do not add quotes or links.

**EMAIL ETIQUETTE**
Review your message for accuracy in spelling and punctuation. Avoid any of your own backgrounds, stationery, or graphics. Use appropriate grammar. Do not use all capital letters or all lower case. Use punctuation. Also note that even one email represents SDC and requires as much care as printed documents.

**EXTERNAL EMAILS**

**EMAIL COMMUNICATION TOOL**
If a department would like to send a mass email to an external audience, the email must be approved by the Marketing Department and be branded appropriately. External audience includes parents, alumni and constituents.

**SOCIAL MEDIA & DIGITAL MARKETING**

**PERSONAL USE**
San Diego Christian College encourages staff and faculty to participate in their own social media. Content posted or contributed by the user is the opinion of the user and does not represent San Diego Christian. Staff and faculty should neither claim nor imply that they speak on behalf of the institution, however, please keep in mind that you are a representative of SDC and the content you post could be used to represent SDC. Use discretion with what you post.

Any postings on the internet should not disclose any information that is confidential or proprietary to SDC or to any third party that has disclosed information to the institution. Internet postings must respect all copyright, privacy, fair use, financial disclosure, or any other applicable laws.

**SDC ACCOUNTS**
The Marketing Department is responsible for all SDC social media accounts. All new accounts that represent an SDC group or program must be approved by the marketing department before it is created and login information must be shared with the Marketing Department. Marketing will hold trainings for those who are interested in running an account for their SDC group or program.
EXTERNAL MARKETING

The Marketing Team works hard year-round to effectively market SDC through internal and external marketing. Strategies such as mailout campaigns, billboards, and tv and radio marketing will intentionally target and bring in new students. Before putting together materials that will be seen in the public, communicate with the Marketing Team and Marketing Director to assure brand identity and awareness.

PREFERRED VENDORS

The Marketing Department will work with you to go out to bid to vendors on behalf of your department.

INTERNAL MARKETING

POWERPOINT SLIDES

The standard white background should be used for all powerpoint slides, with the branded modern wave aligned to the very top of the page. Please refrain from using colored backgrounds, patterns, and decorative motifs, which detract from a professional impression, unless otherwise given authority.

The wave with the older gold stripe is permissable but the new modern blue wave is preferred. Both versions are in the Shared Drive under Templates and Logos, both with and without our logo in the top left corner.

TV MONITORS

All monitor images are created and approved by the Marketing Department. These images and graphics will be seen by all students, staff and faculty but will also be seen by any visitors, including potential donors and students. We ask that any events or announcements that need to be made via TV monitor be run through Marketing where we will create a slide for you.

OTHER DEPARTMENT SPECIFIC MATERIALS

The Marketing Department will work hard and gracefully with you and your team to create lasting and effective materials for any event or purpose you have in mind.
San Diego Christian College exists to educate and inspire students through the truth of Scripture and the development of competencies that prepare graduates whose purpose is to impact the world.