SAN MATEO COUNTY
COMMUNITY COLLEGES
FOUNDATION

Branding Guidelines

External

12.08.2025

Table Of Contents

Brand guidelines provide the established official policies and standards for the foundation's visual identity. It is applied to all materials, whether print or digital.
It includes guidelines on the proper use of the foundation's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the foundation are accurate and stay on-brand.

Our identity is one of our most powerful assets. By consistently applying all the elements of the San Mateo County Community College District Foundation (SMCCCF) visual identity across every touchpoint, we build and maintain a strong brand that reflects who we are, the character we embody, and the value we bring to our community.

This document establishes standards and guidelines for the use of the SMCCCF logo and other visual components. It also outlines the usage of supporting graphic elements, color palettes, typography, photography style, tone and writing, and layout principles. These standards should be applied consistently **across all branded platforms and materials,** including advertising, print collateral, presentations, and digital media.

A creative strategy distills the heart of the Foundation and the key qualities that define it. It informs how SMCCCF communicates—visually (through logos, design, and brand assets) and verbally (through tone, messaging, and voice)—across all channels.

Using the creative strategy as a lens for communication ensures that SMCCCF **maintains a unified identity and speaks with clarity and consistency.** This coherence strengthens our story, helps us stand out in the philanthropic and educational space, and builds lasting engagement with our key audiences.
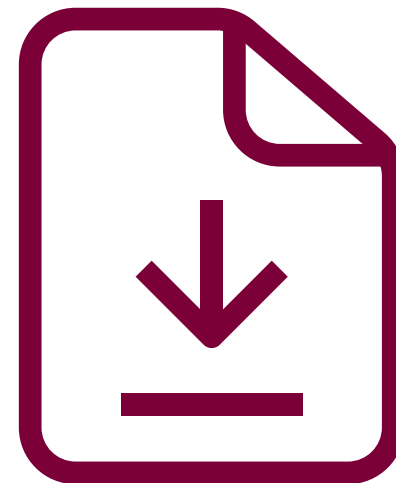
A well-defined creative strategy:

- Clarifies what makes SMCCCF unique and essential to the community
- Differentiates SMCCCF from other foundations and educational partners
- Inspires students, faculty, and staff to engage with our mission
- Motivates partners and donors to invest in our long-term success
- Encourages alumni and supporters to remain connected and contribute
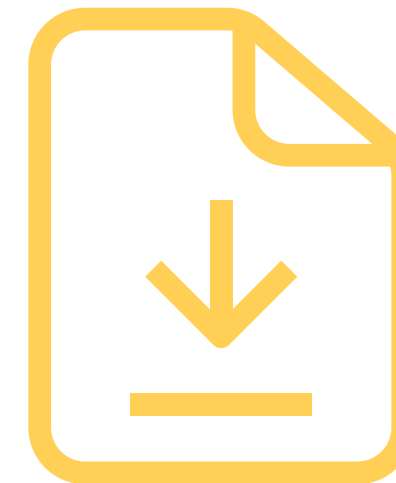- Raises awareness in our local community and beyond about our role and impact

All logos, document and powerpoint templates, fonts, signatures and more can be downloaded/accessed at:
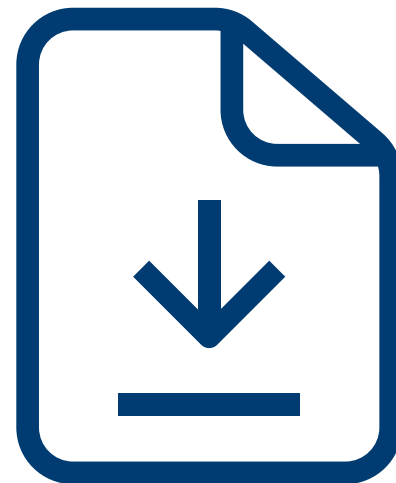
<u>Microsoft OneDrive</u>　　　<u>Google Drive</u>　　　<u>Dropbox</u>

Logos

1.0

The following logos are the foundation of SMCCCF's brand identity. They may be used individually or in approved combinations. They have been created in various file types (see page 13). Always use approved artwork files.

The **.eps/.svg** and **.pdf** identity files are vector-based and should be used whenever possible. They generally can be enlarged and reduced without diminishing image quality. Any printing jobs should use these files. The **.jpeg** and **.png** files are pixel-based and should only be used when **.eps/.svg** or **.pdf** is not applicable.

Full color is the preferred colorway and should be used whenever possible.

Download logos

VERTICAL LOGO

PRIMARY LOGO

SOLO ICON

BACKGROUND LOGO

The **primary logo** is the main logo of the SMCCCF identity system. It should be used most often. The primary logo serves to visually capture the foundation's mission and vision uniquely.

The depiction of a circle of leaves emphasizes unity and eternity between the three San Mateo County Community Colleges—College of San Mateo, Skyline College, and Cañada College.

MISSION STATEMENT

To promote student success and program innovation by soliciting and receiving gifts and administering funds.
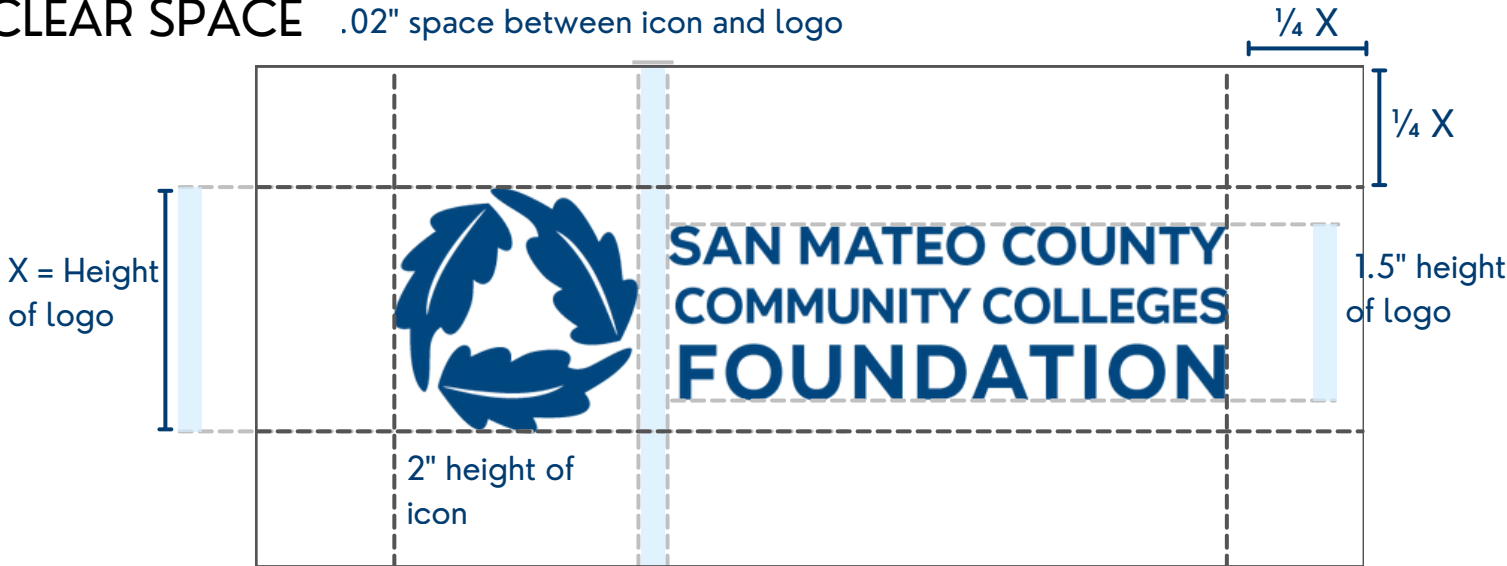
VISION STATEMENT

We invest in dreams, foster social mobility, and empower donors to make a lasting impact now and in perpetuity.

Download logos

MINIMUM SIZE

0.75"

No maximum usage restriction.
Minimum usage is 0.75 inches wide.

CLEAR SPACE   .02" space between icon and logo

¼ X

¼ X

X = Height of logo

1.5" height of logo

2" height of icon

¼ of the height of the primary logo lockup is used to create the **clear space** around the mark. Nothing should be placed in this area.

Download logos

The **vertical logo** is an iteration of the primary logo that takes into account the size. It may be used interchangeably with the primary logo.
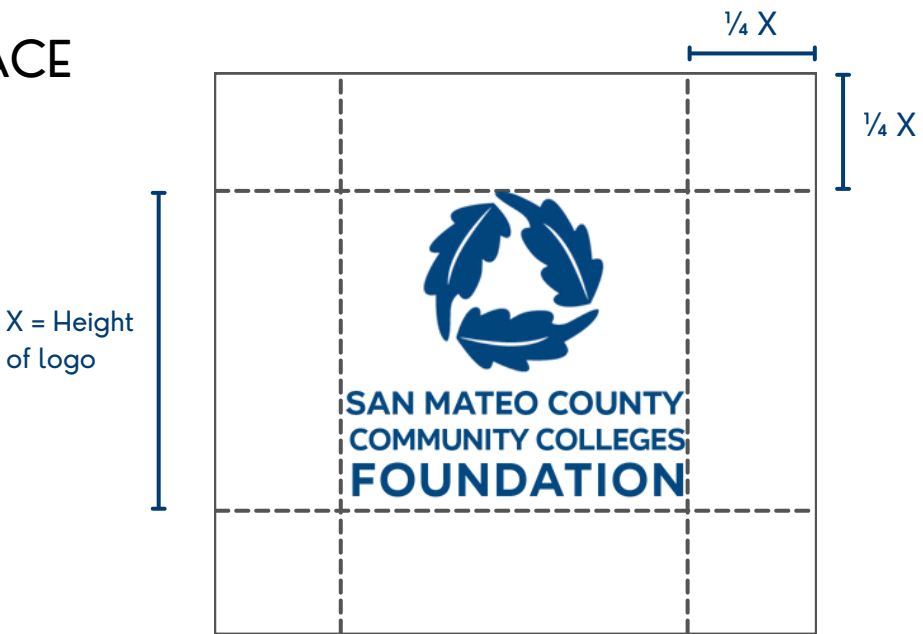

MINIMUM SIZE

0.5"

No maximum usage restriction.
Minimum usage is 0.5 inches wide.

CLEAR SPACE

¼ X

¼ X

X = Height of logo

1/4 of the height of the primary logo lockup is used to create the **clear space** around the mark. Nothing should be placed in this area.

MINIMUM SIZE

CLEAR SPACE

1.2"

X = Height of logo

No maximum usage restriction.
Minimum usage is 1.2 inches wide.

The height of the one line logo is used to create the clear space around the mark. Nothing should be placed in this area.

Download logos

The **tagline logo** is the secondary logo of the SMCCCF identity system. The tagline logo serves to convey the mission and vision of the foundation: **investing in dreams.**

Download logos

MINIMUM SIZE

1.5"

No maximum usage restriction.
Minimum usage is 1.5 inches wide.

CLEAR SPACE

X = Height of logo

The height of the one line logo is used to create the clear space around the mark. Nothing should be placed in this area.

The **longline header** is the letter header
logo of the SMCCCF identity system. This
contains the address of the district.
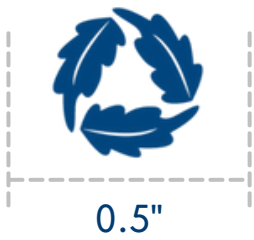
Used sparsely for printed materials.

SAN MATEO COUNTY
COMMUNITY COLLEGES FOUNDATION

3401 CSM DRIVE • SAN MATEO, CA 94402

SAN MATEO COUNTY
COMMUNITY COLLEGES FOUNDATION

Download logos

MINIMUM SIZE

0.5"

No maximum usage restriction.
Minimum usage is 0.5 inches wide.

CLEAR SPACE

¼ X

¼ X
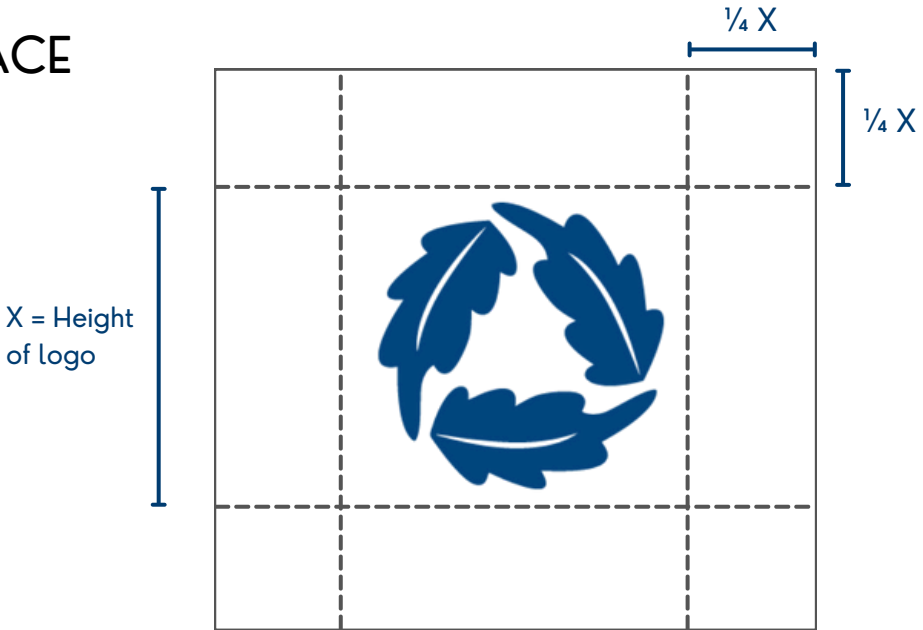
X = Height of logo

1/4 of the height of the primary logo lockup is used to create the **clear space** around the mark. Nothing should be placed in this area.

Download logos

Primary logo:

- Default digital presence (website header, email signatures)
- Branded merchandise (mugs, tote bags, pens)
- Internal documents and presentations

Why: Clean, recognizable, and versatile—anchors visual identity and works well in most contexts without additional messaging.

Tagline logo:

- Donor-facing materials (impact reports, campaign brochures, fundraising decks)
- Event signage and banners
- Social media graphics promoting mission-driven initiatives

Why: Adds emotional resonance and reinforces your purpose. Ideal to deepen connection and inspire action.

Vertical logo:

- Mobile-first layouts (app splash screens, vertical banners)
- Narrow print formats (flyers, bookmarks, name badges)
- Social media avatars or stickers

Why: Optimized for tight or tall spaces where horizontal logos feel cramped or unreadable.

Logo with background:

- Website footer or navigation bar
- Branded video overlays or intros
- Digital ads and sponsored content

Why: High contrast and polished—great for dark mode environments or when you need the logo to pop against busy backgrounds.

Longline header logo:

- Letterhead, envelopes, and formal correspondence
- Annual reports and board packets
- Press releases and policy briefs

Why: Professional and space-efficient—designed to sit neatly atop documents without overwhelming the layout.

In order to maintain consistency and a strong brand identity, the following alterations to the logos should be avoided. **Each of these rules applies to all of the logo options.**

Correct and consistent use of the Primary logo is an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.

Do not alter, redraw, or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.

Do not add a drop shadow or any other effects to the Primary logo.
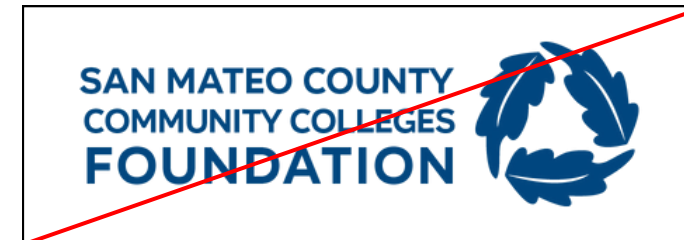

Do not remove the leaves icon from the Primary logo.

Do not place the logo in a container shape of any type.

Do not use unapproved color configurations of the Primary logo.

Do not alter the composition of the lockup.

Do not place the Primary logo on a color that does not provide sumicient contrast.

Do not add additional information to the Primary.

Do not change the typeface of any part of the Primary logo.

Do not place the Primary logo on visually distracting background or faces.

The logo is available in a variety of electronic file formats, each intended for a particular use depending on the media for which it will be reproduced. Selecting the correct file format will ensure that the logo is reproduced in the appropriate manner and will maintain the brand identity.

File formats:

- **EPS/SVG –** vector files are for use in professional printing applications. It prints in the highest resolution, is scalable, and has a defined color model such as CMYK or Spot Color.

- **JPG –** are bitmap images with RGB color. This has an opaque background and is suitable for use in online and screen-based applications, such as email and PowerPoint.

- **PNG –** are bitmap images with RGB, have a transparent background, and should only be used for PowerPoint or email.
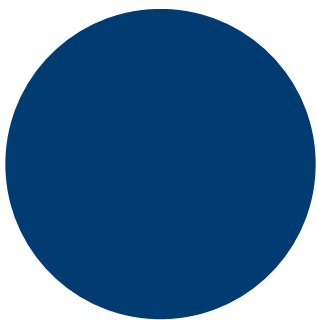
Color

2.0

The color palette establishes a visual tone for the Foundation's brand and can foster strong brand recall when associated with the Foundation.
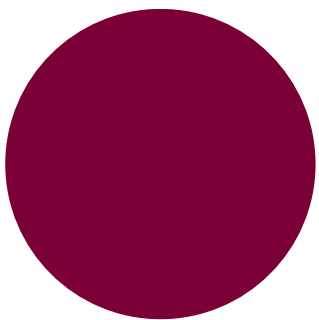
NOTE: The secondary color palette may be used to complement the primary palette, but never to substitute.

Consistent use is important.

Primary palette

Foundation Blue
#003C71
PMS 541-C
0R 60G 113B
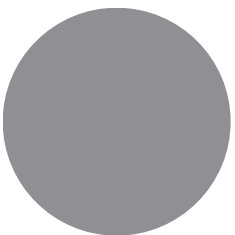100C 47M 0Y 56K

Jazzberry Jam
#7A0037
PMS 208-C
122R 0G 55B
0C 100M 55Y 52K
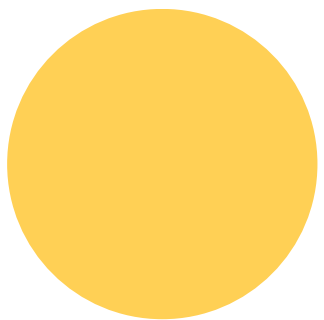
Sunglow
#FFD055
PMS 122-C
255R 207G 87B
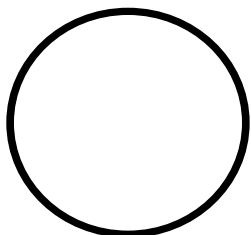0C 18M 67Y 0K

Secondary palette

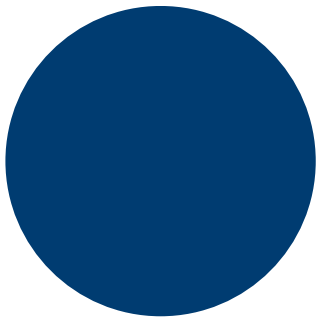Silver Snippet
#909094
PMS 877 C
144R 144G 148B
0C 0M 0Y 4K

White Smoke
#F4F4F4
PMS P 179-1-C
245R 245G 245B
0C 0M 0Y 4K

Old Lace
#F7F3E3
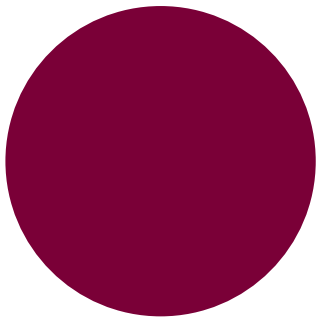PMS P 1-2-C
247R 243G 227B
0C 2M 8Y 3K

Snow White
#FFFFF
PMS 11-0602 TCX
255R 255G 255B
0C 0M 0Y 0K

Primary color: Foundation Blue #003C1

- Core brand elements (logo, headers, buttons, navigation bars)
- Anchor color for web and print layouts

Why: Brand's visual foundation—it conveys stability and depth, ideal for mission-driven messaging.

Jazzberry Jam #7A0037

- Emotional storytelling (quotes, impact stats, donor highlights, underlining points)
- Campaign graphics and event materials
- Accent borders or section dividers

Why: Bold and expressive—adds warmth and passion without overpowering. Great for drawing attention to values and community impact.
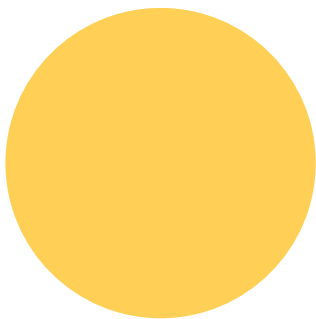
Sunglow #FFD055

- Call-to-action highlights (donate, subscribe, learn more)
- Highlights and icons (bullets, infographics, hover states)
- Visual contrast in charts or data visualizations

Why: Bright and uplifting—injects energy and optimism. Balances the seriousness of Foundation Blue with a sense of possibility.
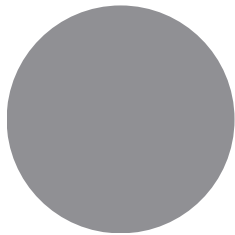
Silver Snippet #909094

- Subheadings, metadata, or footnotes
- Divider lines and subtle UI elements
- Accessible contrast for body text on light backgrounds

Why: Helps maintain hierarchy and readability

White Smoke #F4F4F4

- Backgrounds for cards, modules, or content blocks
- Hover effects and soft shadows
- Light mode web layouts

Old Lace #F7F3E3

- Warm overlays or section backgrounds
- Accessible contrast for tinted panels
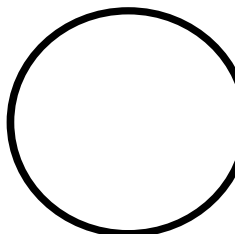
Snow White #FFFFF

- Universal background color
- Text contrast on dark elements
- Clean space in print and digital assets

Foreground	Background	Contrast Ration	WCAG Level
Foundation Blue #003C71	Snow White #FFFFFF	12.6:1	AAA
Jazzberry Jam #7A0037	Snow White #FFFFFF	9.3:1	AAA
Foundation Blue #003C71	Old Lace #F7F3E3	8.1:1	AAA
Silver Snippet #909094	Snow White #FFFFFF	5.9:1	AA
Jazzberry Jam #7A0037	White Smoke #F4F4F4	5.4:1	AA
Foundation Blue #003C71	**Sunglow #FFD055**	4.6:1	AA

Typography
3.0

Georgia

Georgia is the Foundation's **primary serif** typeface. It is available as a free Google Font download, and can be used for display or text purposes. Georgia is a variable typeface and offers a wide range of weights, allowing for small and digital use without degradation.

This typographical choice serves to bolster our brand identity and should be consistently applied across all communication channels.

Always consider legibility and readability when choosing typefaces.

Download font

Aa

Georgia

abcdefghijklmn
opqrstuvwxyz12
345&%$#@!~

Italic — *abcdefghijklmnopqrstuvwxyz*

Reguler — abcdefghijklmnopqrstuvwxyz

Bold — **abcdefghijklmnopqrstuvwxyz**

Aptos

Aptos is the Foundation's **primary sans-serif** typeface. **This is for documents/typed deliverables only.** It is available as a free Microsoft Font download, and can be used for display or text purposes. Aptos is a variable typeface and offers a wide range of weights, allowing for print use without degradation and clarity.

Always consider legibility and readability when choosing typefaces.

Download font

Aa

Poppins

a b c d e f g h i j k l m n o
p q r s t u v w x y z 1 2 3
4 5 & % $ # @ ! ~

Italic   *abcdefghijklmnopqrstuvwxyz*

Reguler   abcdefghijklmnopqrstuvwxyz

Bold   **abcdefghijklmnopqrstuvwxyz**

Poppins

Poppins is the Foundation's **secondary sans-serif** typeface. **Used for graphic design purposes only.** It is available as a free Google Font download and can be used for display or text purposes. Poppins is a variable typeface and offers a wide range of weights, allowing for all digital use without degradation.

This typographical choice serves to bolster our brand identity and should be consistently applied across all communication channels.

Always consider legibility and readability when choosing typefaces.

Download font

Aa

Poppins

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 & % $ # @ ! ~

Italic   *abcdefghijklmnopqrstuvwxyz*

Reguler   abcdefghijklmnopqrstuvwxyz

Bold   **abcdefghijklmnopqrstuvwxyz**

Avenir Next World

Avenir Next World is the Foundation's **logo** typeface. It is reserved for **logo use only** and is to be used infrequently for all other communications. **Avenir Next World extra-bold** is the preferred typeface.

Similar font: Fira Sans

Note: "Investing in dreams" tagline is in Roboto - Light Italic

Download font   Download font

Aa

Avenir Next World

abcdefghijklmnop
qrstuvwxyz12345
&%$#@!~

Italic   *abcdefghijklmnopqrstuvwxyz*

Reguler   abcdefghijklmnopqrstuvwxyz

Bold   **abcdefghijklmnopqrstuvwxyz**

Georgia Font

- Formal communications (letters, board packets, donor acknowledgments)
- Long-form content (impact reports, blog posts, policy briefs)
- Print materials where warmth and credibility matter
- Pull quotes

Why: Georgia's classic serif styling conveys professionalism and legacy. It's highly readable in print and lends emotional weight to storytelling—perfect for donor narratives or mission-driven messaging.

Aptos Font:

- Web content (body text, navigation, accessibility-compliant layouts)
- Presentations and internal documents
- Email campaigns and newsletters

Why: Aptos is clean, neutral, and optimized for digital readability. It bridges technical clarity with a friendly tone—ideal for inclusive, accessible communication across devices.

Poppins Font:

- Campaign graphics and social media assets
- Event branding (posters, signage, digital ads)
- Infographics and visual storytelling

Why: Optimized for tight or tall spaces where horizontal logos feel cramped or unreadable.

Title

Georgia Pro in Bold, 60 pt

Subtitle

Georgia Pro, 40 pt

Quote

Georgia Pro Italics, 38 pt

Heading

Poppins in Bold, 45 pt

Subheading

Poppins, 35 pt

Body

Poppins, 26 pt

Caption

Poppins, 18 pt

Headline

Titles and Main Headlines Georgia Pro Bold

Subhead Labo Sedicto

Subheads Georgia Pro

"Rio unt lam rem quo dis ducillabore quis."

Pull Quotes Georgia Pro Italics

Subsection Headline

Section Header Poppins Bold

Subheaded subhead

Section Subhead Poppins

Muci pere tum mena, sed ad cit venam aut grarbis te, culles, etissentiaci tamci i ci tum Palabemus ipse niquam nir qui potilicota diursuam te dierbi parisquam. Hacchuit, castrec ritraed nonfentissis o Catanteme ad pra vernici.

Initial Cap Georgia Pro Black
Body Copy Poppins

Vid quae peliqua muscideserum quid

Caption Poppins

Templates

4.0

ZOOM AND TEAMS VIRTUAL BACKGROUND IMAGES

SAN MATEO COUNTY
COMMUNITY COLLEGES
FOUNDATION
Investing in dreams.

SAN MATEO COUNTY
COMMUNITY COLLEGES
FOUNDATION

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FOUNDATION

**Download
backgrounds**

Canva Image Resizing Templates

Use these templates and Canva to adjust images to some commonly used sizes.

Click the image type for the link:

PLACE IMAGE HERE
(1920x1080)

Video Image Resizing Template

PLACE IMAGE HERE
(1080x720)

Drupal Image Resizing Template

PLACE IMAGE HERE
(1200x675)

Facebook/LinkedIn/Twitter Image Resizing Template

PLACE IMAGE HERE
(1080x1080)

Instagram Post Image Resizing Template

PLACE IMAGE
(1080x1920)

Instagram Story Image Resizing Template

#1

#2
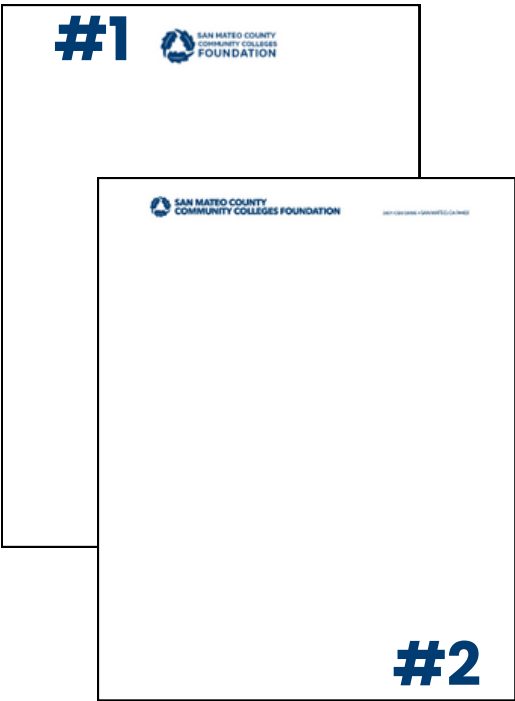
Branded blank document

⬇ **Download #1**
Download #2

#3
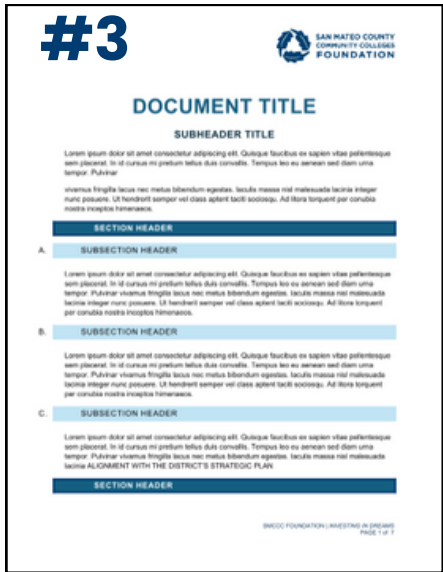
Branded Report Template
⬇ **Download #3**

#4
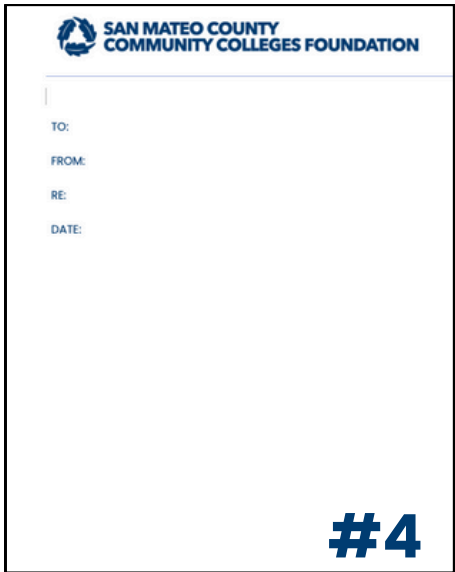
Memorandum Template
⬇ **Download #4**

#5

Board footer template
⬇ **Download #5**

#6
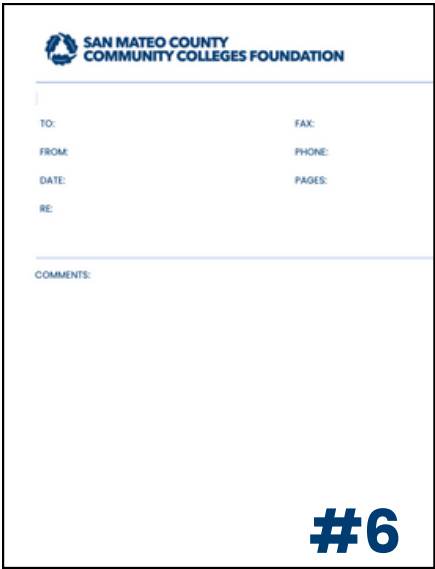
Branded Fax Document
⬇ **Download #6**

#7

Branded chart document
⬇ **Download #7**

#8

Standard Letter Template
⬇ **Download #8**

How to make a copy of templates to your Microsoft Word:

1. To make a copy in Microsoft 365/OneDrive, open the document
2. Go to File > Save As
3. Choose a new location and name for the copy
4. Alternatively, you can download a copy from Word for the Web by selecting File > Save As > Save As to save it to your computer or OneDrive

Learn more from the official Microsoft tutorial

How to save templates to your Microsoft Word:

1. To save a Microsoft Word document as a template, open the document
2. Go to File > Save As Template
3. Choose a location, select "Word Template (.dotx)" as the file type
4. click Save

Learn more from the official Microsoft tutorial

Branded Blank Template

Use for:
- Ad hoc notes, brainstorming, or meeting minutes
- Internal drafts and collaborative writing
- Flexible content that doesn't fit other templates

Why:
Provides a clean, professional starting point while maintaining brand consistency. Ideal for quick-turn or exploratory work.

Use for:
- Ad hoc notes, brainstorming, or meeting minutes
- Internal drafts and collaborative writing
- Flexible content that doesn't fit other templates

Why:
Provides a clean, professional starting point while maintaining brand consistency. Ideal for quick-turn or exploratory work.
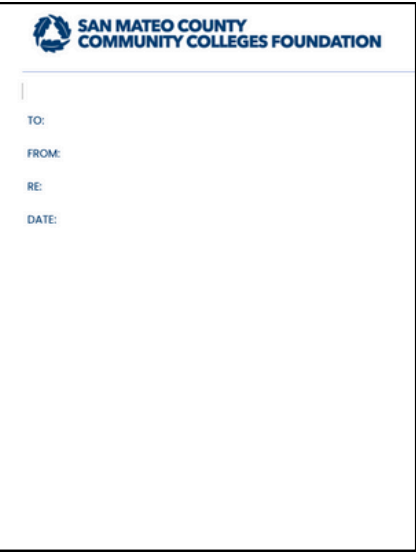
Branded Board Footer Template

Use for:
- Data visualizations for reports, presentations, or dashboards
- Impact metrics, donor trends, or financial summaries
- Lists

Why:
Provides a consistent frame for charts, ensuring accessibility and brand alignment. Great for modular reuse across assets.

Branded Chart Template

Memorandum Temp

Use for:
Formal documentation of discussions or directives

Why:
Conveys professionalism and transparency. Helps distinguish memos from casual emails or reports.

Branded Report Template

Use for:
- Donor impact reports and campaign summaries
- Strategic plans, evaluations, and annual reviews
- External-facing documents that require structure and polish

Why:
Streamlines formatting and ensures visual consistency across multi-page documents. Built for clarity, hierarchy, and storytelling.

Use for:
- Donor thank-you letters and acknowledgments - Foundant
- Formal outreach to partners, vendors, or community leaders
- Personalized correspondence with a professional tone

Why:
Balances warmth and formality. Includes logo, contact info, and signature space—ideal for print or PDF delivery.

Branded Letter Template

Use for:
- Legacy communications with institutions or vendors still using fax
- Formal submissions requiring fax transmission
- Archival or compliance-related correspondence

Why:
Ensures brand presence even in low-tech formats. Includes required fields (sender, recipient, date) in a clean layout.
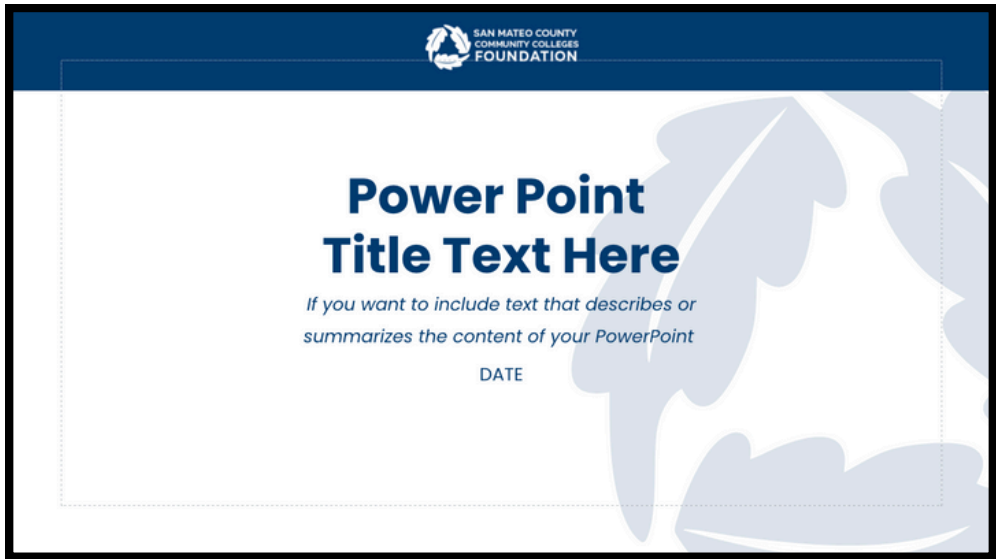
Branded Fax Temp

People-centric PowerPoint

Use: Student, Donor, and Employee presentations; People-focused presentations; When requesting funding from potential donors

Icon backdrop PowerPoint

Use: Professional presentations, Report-outs, Metric Reviews, end-of-year summaries, and Presentations to ex-officio, presentations to SMCCCF board

Simple PowerPoint

Use: Clean, clarifying presentations, internal team presentations, other SMCCCD Teams, Fiscal reports

Download Copy Google Slides

Download Copy Microsoft PowerPoint

Download Copy Canva Presentation

Download Copy Google Slides

Download Copy Microsoft PowerPoint

Download Copy Canva Presentation

Download Copy Google Slides

Download Copy Microsoft PowerPoint

Download Copy Canva Presentation

Photography
5.0

Photographs are a great way to show the life of students within the district.

This can be photos of students in action, the faculty and staff, as well as activities or events.

To provide consistency, photos will be provided by each of the schools, the district, or will be taken in-house.

1. **Please** use the entire photo whenever possible and refrain from cropping.

2. **All** photos have already been through post-processing.

3. **Please** do not treat with filters or editing unless given prior approval.

4. **Do not** flip the photos.

Like all elements in the SMCCCF brand toolkit, photography must be considered at all points to convey a consistent brand message. Specific photo styles have been selected to properly reinforce the bold, ambitious, "in-the-moment" tone of the SMCCCF brand.

These photographic styles include people-focused, unstaged moments, motion, and stylized portraits.

The photography should represent the spirit of the message strategy and **demonstrate how the SMCCCF community leverages relationships within San Mateo County**, which enhance the academic experience and create unique opportunities that lead to successful outcomes.

USAGE

Color-washed images are used to allow the information of a creative piece to stand out and to provide a cinematic depth that draws the reader in.

These photos should capture epic environments and sweeping wide-angle shots so that when the viewer is drawn into the piece, it takes on a new and stronger meaning.

Color-washed images can also be used as a textural element, allowing information on a piece to stand out. The content of the image should be directly related to the content of the piece and provide further context, strengthening the piece overall. **When to use color-wash images is at the discretion of the designer, but it should be used primarily for website parent pages, large-scale creative pieces, and content-rich pieces**.

The color of the image should be chosen in conjunction with the color palettes in the color section. To add emphasis to specific parts of photos, grayscale photography can be used with color added to these specific parts.
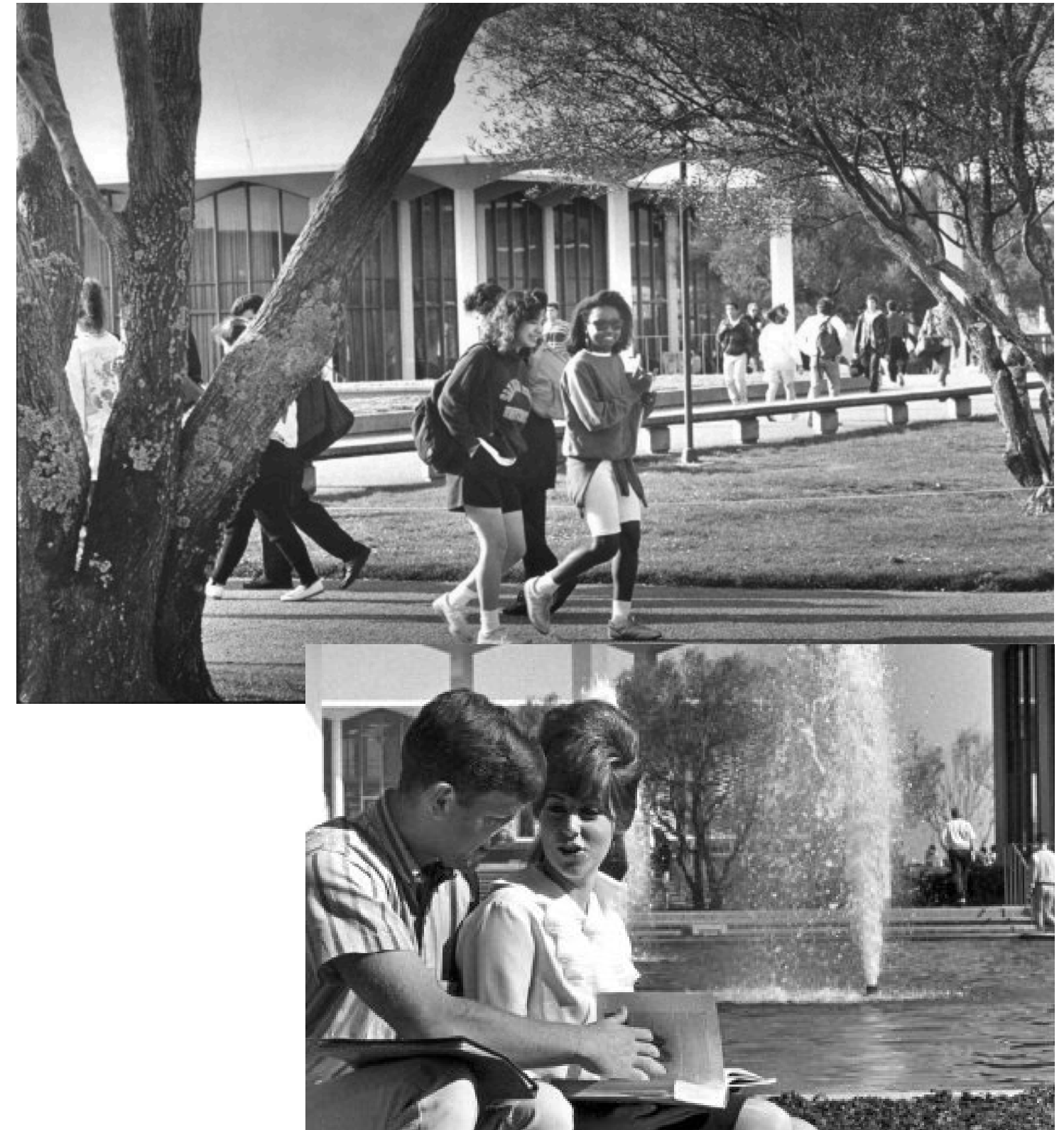
Writing
6.0

To maintain a consistent and credible voice across all communications, the Foundation adheres to the following grammar and style standards:

Associated Press (AP) Style is the official reference for grammar, punctuation, capitalization, and abbreviation.

When AP Style does not address a specific usage, default to Merriam-Webster's Collegiate Dictionary (American English).

American English is required across all materials. Avoid British spellings (e.g., "centre," "programme") and idioms unfamiliar to U.S. audiences.

AP STYLE CHEAT SHEET

Inclusive language: Inclusive terminology (e.g., "students experiencing homelessness" rather than "homeless students")

Titles & honorifics: Use formal titles only when relevant (e.g., Dr., Professor) and avoid unnecessary capitalization.

Acronyms: Spell out on first reference with acronym in parentheses (e.g., San Mateo County Community College District (SMCCCD)); use acronym thereafter.

FOR THE FOUNDATION: Spell out on the first reference with acronym in parentheses, e.g., San Mateo County Community Colleges Foundation (SMCCC Foundation). The 'F' in 'Foundation' **must** be written out entirely.

Foundation naming: Always refer to the organization as "[Full Foundation Name]" on first mention, then "the Foundation" thereafter.

Donor language: Use active, aspirational language that emphasizes impact (e.g., "Your gift empowers students to thrive").

District language: Capitalize "District" on every proper noun use. Capitalize "Foundation" on every proper noun use.

Headlines: Sentence case unless otherwise specified.

Dates: Write out month (e.x., "August 18, 2025" not "Aug. 18th").

Time: Use figures and lowercase a.m./p.m. (e.g., "10:30 a.m.").

Numbers: Spell out one through nine; use numerals for 10 and above.

Lists: Use parallel structure and consistent punctuation.

Bullets vs. Dashes: Use bullets for unordered lists; dashes for emphasis or interruption.

Alumnus is masculine singular.
Alumna is feminine singular.
Alumni is plural, mixed gender.
Alumnae is feminine plural.
Alum(s) is an informal way to refer to a graduate(s) of any gender

Academic Titles
Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere. Lowercase modifiers such as department in department Chairman Jerome Wiesner.

Academic Degrees
If mentioning degrees is necessary to establish someone's credentials:
- Use an apostrophe in bachelor's degree, a master's, etc.
- Use such abbreviations as B.A., M.A., LL.D., and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.
- Use these abbreviations only after a full name, never after just a last name.
- Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree

Tips

7.0

Do's

✓ **Use Official Color Palette**

Please ensure the utilization of the brand's designated colors in all assets.

✓ **Typography Consistency**

Make sure all written communication follows brand guidelines for fonts and styles.

✓ **Follow Imagery Style**

Utilize photography and illustrations that align with the brand's aesthetic.

✓ **Consistent Messaging**

Ensure that the conveyed message aligns with our brand values.

Don'ts

✗ **Modify the Logo**

Please avoid changing logo colors without permission.

✗ **Misuse Design Elements**

Avoid using the brand's graphic elements inconsistently with the guidelines.

✗ **Inappropriate Color Usage**

Please avoid using colors outside the official brand palette for representation.

✗ **Conflicting Messages**

Avoid communications that contradict or obscure our brand message.

Legal protection is crucial for brand strength and reputation. Essential legal principles require strict adherence.

01 **Copyright**

Materials associated with the brand are protected by copyright. Permission is required before using third-party materials.

02 **Trademark**

When using trademarks like logos and slogans, follow guidelines for ™ and ® symbols.

03 **Licensing**

It is crucial to follow the terms of specific licenses for assets, including usage guidelines, attribution requirements, and restrictions.

04 **Unauthorized Use**

Avoid the unauthorized or potentially brand-damaging utilization of our brand assets.

05 **Objections and Violations**

Promptly report any objections or violations concerning our brand.

06 **Marketing Material Approval**

Marketing materials require further approval to ensure compliance with guidelines and regulations before distribution.

Questions?

Contact: Mila Yoch

Email: yochm@smccd.edu

Phone: 650-787-6381 (cell)