BRAND IDENTITY STANDARDS MANUAL

Message from Chancellor Diana Z. Rodriguez

For 100 years, the San Bernardino Community College District has helped people in the Inland Empire learn new skills, earn a degree, and build a better life close to home. Our visual identity reflects that purpose. It brings Crafton Hills College, San Bernardino Valley College, and KVCR Public Media together as one trusted public brand that serves students and families with clarity and pride.

The arrowhead in our mark reflects the natural formation in the San Bernardino Mountains, recognized by Native Americans long before our valley became what it is today. We acknowledge it as part of our shared landscape and heritage. In our identity, it simply marks a welcoming message: opportunity is here. The yellow band circles it like a community coming together and reminds us that opportunity is open to everyone. These design choices show who we are. Welcoming. Rooted in place. Focused on helping students move forward. That is why our brand is built to be bold and easy to understand. Type you can read at a glance. Clean layouts that keep the focus on useful information. Colors that guide instead of distract. Clear design helps every student find what they need without barriers.

This guide helps us share that promise wherever SBCCD is seen. Thank you for using these standards to show who we are: a trusted, community-centered district that keeps education affordable, practical, and within reach for every student who walks through our doors.

DIANA Z. RODRIGUEZ, ED.D.
CHANCELLOR

OVERVIEW

OUR PHILOSOPHY

MISSION

SBCCD positively impacts the lives and careers of our students, the well-being of their families, and the prosperity of our community through excellence in educational and training opportunities.

VISION

Inspiring possibilities for bright futures and a prosperous community

VALUES

- Accessibility
- Inclusion
- Integrity
- Courage
- Collaboration
- Excellence

GOALS

1. Eliminate barriers to student access and success
2. Be a diverse, equitable, inclusive, and anti-racist institution
3. Be a leader and partner in addressing regional issues
4. Ensure fiscal accountability/ sustainability

ACCESSIBILITY

We believe that higher education ignites the potential of our students and transforms our community. Everything we do and say reflects our determination to ensure that the opportunity of a satisfying career and meaningful life is accessible to all.

INCLUSION

We believe that students, employees, and guests of all backgrounds thrive when they feel welcomed, respected, and valued by our college district. We promote a sense of community by pursuing equity-minded policies and practices, and by facilitating social and intellectual exchange among people of diverse races, genders, ages, sexual orientations, cultures, political affiliations, socioeconomic status, religions, and physical abilities.

INTEGRITY

Because students and families trust us with their education and career training, we have an essential responsibility to help them grow personally and professionally. This means we must always do what is right for our students by upholding ethical, uncompromising standards in our approach to administration and excellence in our curriculum, teaching methods, and educational initiatives.

COURAGE

Moving the needle on student outcomes — whether a degree, certificate, transfer, or specific skill set — requires risk, innovation, and acceptance that failures will sometimes happen. We move forward with a solution-oriented mindset to ensure students have the resources and support to achieve their goals.

COLLABORATION

We are the community's college. We teach and learn by doing, exploring, and working together. We foster a culture of collaboration and meaningful engagement with our students, faculty, staff, alumni, industry, K-12 schools, four-year universities, government, arts, civic organizations, and other diverse groups that have the potential to enhance our educational mission

EXCELLENCE

At the heart of our mission is our commitment to deliver excellent customer service, academic and career training programs that are at the forefront of their respective fields. We develop students to excel in their academic and career pursuits by compassionately providing the support needed to assure their success.

BRAND IDENTITY

PRIMARY IDENTITY

The primary identity for the San Bernardino Community College District is a clean and straightforward logo consisting of a wordmark and a symbol.

The logo is made up of the historic San Bernardino arrowhead, encircled in a yellow band, with the name of the district to form a cohesive brand.

The primary visual identity has two unique logos—each designed with intention to be used individually in a designated size or with a description line. These options should provide flexibility to meet most of your graphic requirements.

Note: This lockup should not be used smaller than 1.5 inch.

PREFERRED USAGE STACKED

OFFICE OF
THE CHANCELLOR

PREFERRED USAGE HORIZONTAL
FLUSH LEFT | 2 LINE

OFFICE OF THE
CHANCELLOR

PRIMARY IDENTITY APPROVED LOCKUP

Adding text next to the primary San Bernardino Community College District logo is restricted to the Office of the Chancellor and the Board of Trustees.

Customized logos for departments and entities within San Bernardino Community College District shall not be created.

Note: This lockup should not be used smaller than 1.5 inch.

SECONDARY IDENTITY

The secondary identity logo should be used in place of the primary logo if a the size falls below one inch.

The symbol is never to be used without descriptive text. It is always used in a context with descriptive type defining the San Bernardino Community College District.

Note: This symbol can be used larger, but the primary identity is preferred in those cases.

SECONDARY IDENTITY SPECIAL SINGLE LINE | 1 LINE

SAN BERNARDINO ⬤ COMMUNITY COLLEGE DISTRICT

SECONDARY USAGE STACKED

SAN BERNARDINO
COMMUNITY COLLEGE
DISTRICT

SECONDARY USAGE HORIZONTAL
FLUSH LEFT | 2 LINE

SAN BERNARDINO
COMMUNITY COLLEGE DISTRICT

SECONDARY USAGE HORIZONTAL
FLUSH LEFT | 3 LINE

SAN BERNARDINO
COMMUNITY COLLEGE
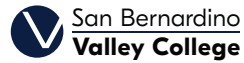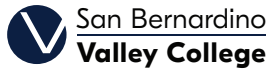DISTRICT

The secondary identity for the San Bernardino Community College District is used when the primary logo is too complex at a size smaller than one inch to be legible.

The examples shown are the approved lockups for the San Bernardino Community College District.

CAMPUSES IDENTITY SINGLE LINE | 1 LINE

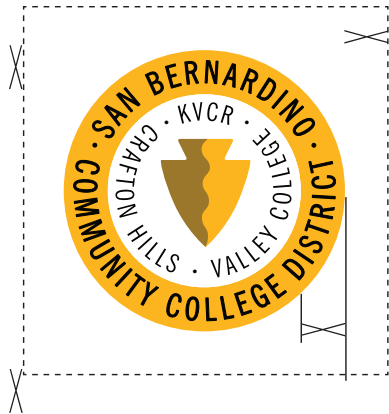CAMPUSES IDENTITY CENTERED STACKED



SBCCD | CAMPUS IDENTITY LOCKUP

The approved campus identity lockup unites all SBCCD entities under a cohesive visual system. Each logo retains its individual campus or station identity while maintaining alignment through consistent spacing, scale, and visual balance.

This lockup reinforces the collective strength of the District's colleges and media partners while preserving their unique brands.

PRIMARY IDENTITY

PRIMARY IDENTITY HORIZONTAL 1

OFFICE OF THE
CHANGELLOR   2X
                HEIGHT
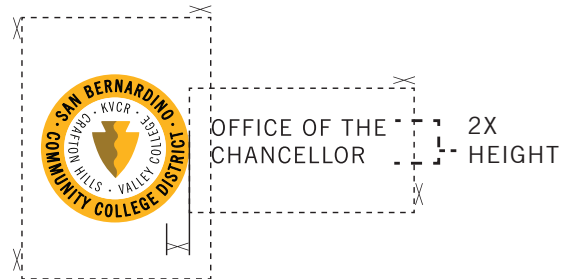
PRIMARY IDENTITY CENTERED

OFFICE OF
THE CHANCELLOR   2X
                    HEIGHT

CLEAR SPACE

In order to maintain the clarity and impact of the identity a minimum clear space must surround the San Bernardino Community College District logo. No other design elements should be positioned within this space.

Clear space equal to the width of the circle, measured by the "X", of the San Bernardino Community College District logo must be used at all times. No other graphic elements should appear within this space.

The secondary logo can be accompanied by no less than two and no more than three lines of descriptive text. This text can be used in order to specify the use and context of the logo. Shown here with the example of the "Office of the Chancellor"

PRIMARY IDENTITY
1.5 INCHES (144 PIXELS)

PRIMARY IDENTITY
1.5 INCH (144 PIXELS)

OFFICE OF
THE CHANCELLOR

SECONDARY IDENTITY
3/8 INCH (36 PIXELS)

PRINT | DIGITAL MINIMUM SIZE

To preserve the integrity of the San Bernardino Community College District logos, it is important to ensure that the symbol with the typography is always recognizable and legible.

The minimum allowable reproduction size for the primary logo is based on the diameter of the yellow circle. It should never be reproduced at a scale smaller than 1.5 inch (144 pixels) to preserve legibility.

The secondary logo should never be reproduced at a scale smaller than 3/8 of an inch (36 pixels).

The minimum allowable print reproduction size is based on the legibility of the type.

The minimum allowable digital reproduction size is based on the legibility of the type and can also depend on the quality of the monitor.

Note: Although the type can always be larger, each external line of type should be no smaller than the measure of X.
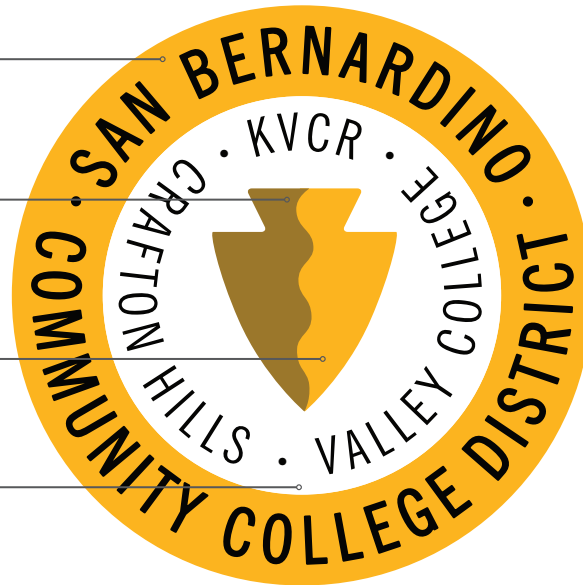
Circle
Pantone 1235 C
CMYK: 0c 31m 96y 0k
RGB: 252R 181G 32B
#fcb520

Arrowhead
Shadow
Pantone 126 C
CMYK: 35c 48m 100y 14k
RGB: 156R 119G 44B
#9C772C

Highlight
Pantone 1235 C
CMYK: 0c 31m 96y 0k
RGB: 252R 181G 32B
#fcb520

Inner Circle
White

Type
Black

SAN BERNARDINO • COMMUNITY COLLEGE DISTRICT •
KVCR • CRAFTON HILLS • VALLEY COLLEGE
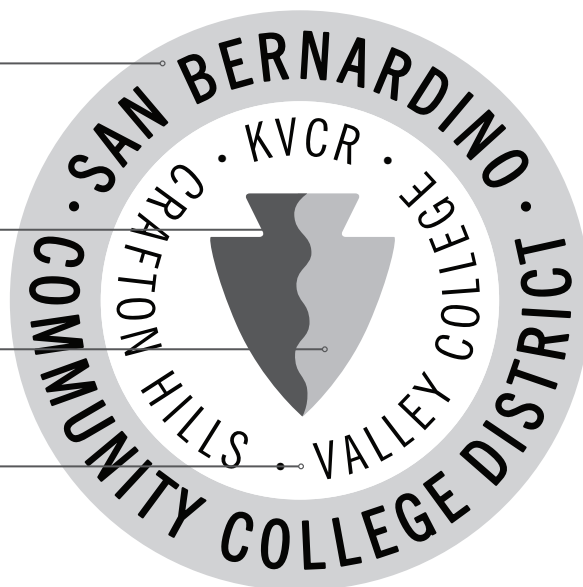
OFFICE OF
THE CHANCELLOR

Circle
Light Gray
CMYK: 0c 0m 0y 30k
RGB: 209R 211G 212B
HEX: #D1D3D4

Arrowhead
Shadow
CMYK: 0c 0m 0y 80k
RGB: 88R 89G 91B
HEX: #58595B

Highlight
CMYK: 0c 0m 0y 30k
RGB: 209R 211G 212B
HEX: #D1D3D4

Inner Circle
White

Type
Black

SAN BERNARDINO · COMMUNITY COLLEGE DISTRICT

KVCR · CRAFTON HILLS · VALLEY COLLEGE

OFFICE OF
THE CHANCELLOR

Circle
Black
CMYK: 0c 0m 0y 100k
RGB: 0R 0G 0B
HEX: #000000

Arrowhead
Shadow
CMYK: 0c 0m 0y 100k
RGB: 0R 0G 0B
HEX: #000000

Highlight
CMYK: 0c 0m 0y 30k
RGB: 209R 211G 212B
HEX: #D1D3D4

Inner Circle
White

Type
Black

SAN BERNARDINO · COMMUNITY COLLEGE DISTRICT
KVCR · CRAFTON HILLS · VALLEY COLLEGE

OFFICE OF
THE CHANCELLOR

Circle
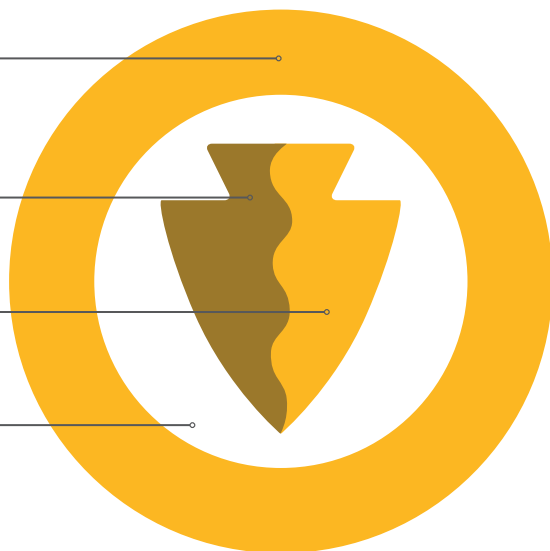Pantone 1235 C
CMYK: 0c 31m 96y 0k
#fcb620

Arrowhead
Shadow
Pantone 126 C
CMYK: 35c 48m 100y 14k
#9b772b

Highlight
Pantone 1235 C
CMYK: 0c 31m 96y 0k
#fcb620

Inner Circle
White

Type
Black
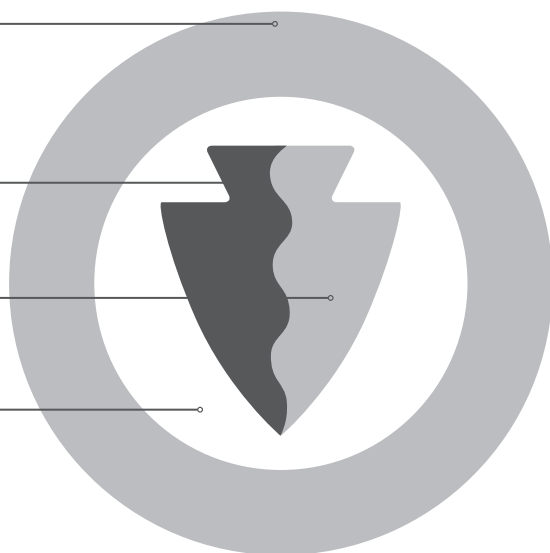
SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

Circle
Light Gray
CMYK: 0c 0m 0y 30k
RGB: 209R 211G 212B
HEX: #D1D3D4

Arrowhead
Shadow
CMYK: 0c 0m 0y 80k
RGB: 88R 89G 91B
HEX: #58595B

Highlight
CMYK: 0c 0m 0y 30k
RGB: 209R 211G 212B
HEX: #D1D3D4

Inner Circle
White

Type
Black

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

Circle
Black
CMYK: 0c 0m 0y 100k
RGB: 0R 0G 0B
HEX: #000000

Arrowhead
Shadow
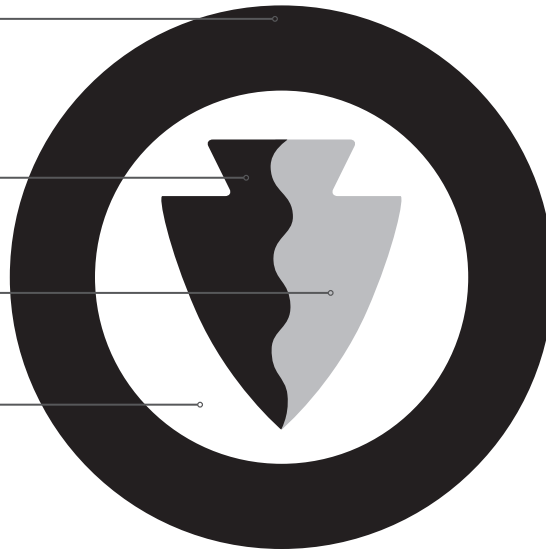CMYK: 0c 0m 0y 100k
RGB: 0R 0G 0B
HEX: #000000

Highlight
CMYK: 0c 0m 0y 30k
RGB: 209R 211G 212B
HEX: #D1D3D4

Inner Circle
White

Type
Black

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT
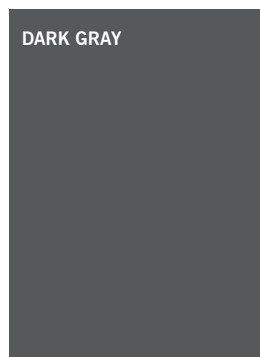
**SECONDARY IDENTITY
HIGH CONTRAST
GRAY SCALE SCHEMATIC**

SAN BERNARDINO YELLOW

BLACK

PANTONE 1235 C
PANTONE 116 U
CMYK: 0C 31M 96Y 0K
RGB: 252R 181G 32B
HEX: #FCB520

CMYK: 0C 0M 0Y 100K
RGB: 0R 0G 0B
HEX: #000000

LIGHT GRAY

DARK GRAY

SAN BERNARDINO BROWN

CMYK: 0C 0M 0Y 30K
RGB: 209R 211G 212B
HEX: #D1D3D4

CMYK: 0C 0M 0Y 80K
RGB: 88R 89G 91B
HEX: #58595B
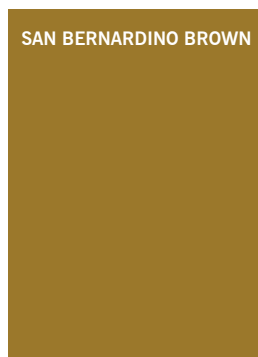
PANTONE 126 C
PANTONE 126 U
CMYK: 35C 48M 100Y 14K
RGB: 156R 119G 44B
HEX: #9C772C

PRINT | DIGITAL COLORS

Colors are an essential element for the San Bernardino Community College District identity. This palette provides a foundation for color consistency across diverse types of media.

These colors are used throughout the identity system. Use these colors in the visual identity with absolute consistency whenever possible.

Pantone Colors
An acronym for Pantone Matching System®, this color system is also often referred to as "spot" colors. This color system is for print jobs when an exact color match of yellow is necessary.

CMYK Colors
CMYK (or "process") refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the colors system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB colors
RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX Colors
Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

San Bernardino Brown
San Bernardino Brown should always be paired with SBCCD Yellow to maintain visual balance and brand consistency. This color is intended to serve as a complementary or accent tone, not a primary one. Do not use San Bernardino Brown as a standalone color in any design or application.

NAVY

PANTONE 2187 C
CMYK: 100C 47M 0Y 48K
RGB: 0R 70G 119B
HEX: #004677
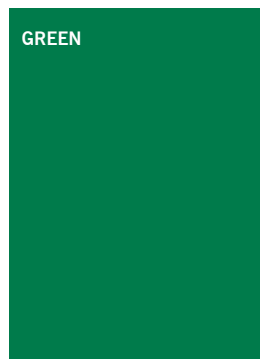
GREEN

PANTONE 7726 C
CMYK: 100C 0M 93Y 29K
RGB: 0R 123G 75B
HEX: #007B4B

CITRUS

PANTONE 144 C
CMYK: 0C 51M 100Y 0K
RGB: 237R 139G 0B
HEX: #ED8B00

TERRACOTTA

PANTONE 7608 C
CMYK: 0C 76M 72Y 31K
RGB: 164R 73G 62B
HEX: #A4493D
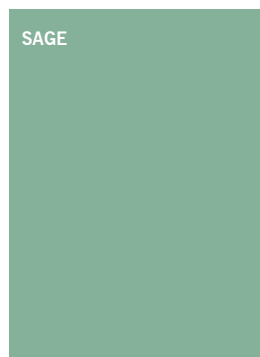
SAGE

PANTONE 557 C
CMYK: 44C 4M 37Y 10K
RGB: 133R 176G 154B
HEX: #85B09A
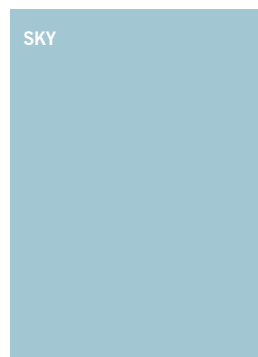
SKY

PANTONE 551 C
CMYK: 35C 3M 8Y 7K
RGB: 163R 199G 210B
HEX: #A3C7D2

EXTENDED PALETTE

A companion color palette has been developed to complement the official SBCCD colors.

The companion color palette can be used individually or in combinations to add choice and variety to designs, although using more than two companion colors in designs is not recommended.

These colors are for temporary use, such as event posters, sandwich boards, and other short-term installations and communications.

LOGO REPRODUCTION

The preferred expression of the visual identity for the San Bernardino Community College District is in the 2-color version.

The 2-color version of the logo consists of the San Bernardino Community College District yellow and brown.

Note: Positive reproduction of the logos can be on white or black backgrounds.

COLORED BACKGROUND REPRODUCTION

When an occasion requires the logo to be used against a black or dark background the basic system still applies.

Special Note: On the occasion when the new brand is positioned on the golden rod yellow background, the black band should be substituted as shown.

1

2

3

4

OFFICE OF THE CHANCELLOR

5

SBVC Science Dept
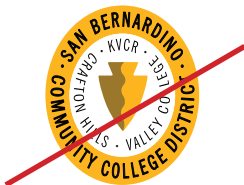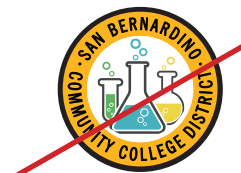
6
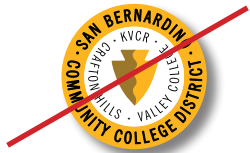
7

8

9

INCORRECT LOGO USAGE

The success of the San Bernardino Community College District identity system depends on consistency and usage of the logo. This means using it consistently and never jeopardizing its integrity with alternate solutions.

These examples illustrate unacceptable uses that should be avoided at all cost.

DO NOT:

1. Make any alterations to the identity horizontally.

2 Make any alterations to the identity vertically.

3. Set the identity at an angle.

4. Reproduce the logo with any colors other than those specified.

5. Alter the lock-up in any way.

6. Add anything to the symbol or outline the identity.

7. Add a shadow, border, or other Graphics to the identity.

8. Change the color of the logo background.

9. Alter the prescribed shape of the identity.

10
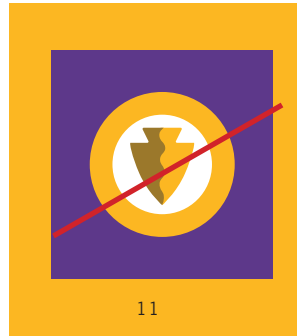
11

12

13
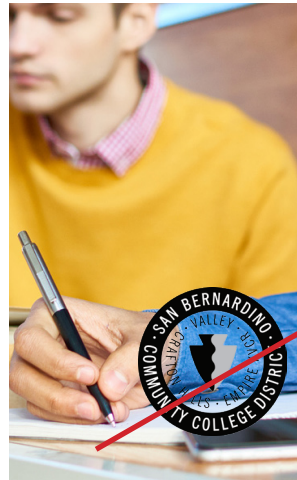
14

15

16

17

18

INCORRECT LOGO USAGE

DO NOT:

10. Place the identity inside a white box.

11. Place the identity inside a colored box.

12. Change the font style of the identity.

13. Use the identity on a similar colored background.

14. Make the center of the identity transparent.

15. Make the identity transparent.

16. Customize the identity to a department and abbreviate the district name.

17. Reproduce the identity in gold, metallic or glitter.

18. Reverse the ring colors

HEADLINE TYPEFACE - NEWS GOTHIC BT BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

BODY TYPEFACE - NEWS GOTHIC BT ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890&!?

OPPORTUNITY IS HERE
Real skills. Real opportunities

Written communications are an essential tool in the San Bernardino Community College District identity. Consistent typography plays a significant role in achieving this goal.

Primary Typeface
As the typography on the logo is News Gothic BT Bold Condensed and News Gothic BT Roman, it is also used as the primary typeface throughout the branding program to create a consistent look and feel. News Gothic BT Bold Condensed is a geometric sans serif typeface that has a wide family of varying weights which can be used in multiple communications.

Kerning
When using News Gothic BT Bold Condensed and News Gothic BT Roman, set the kerning to 20pt. to ensure consistent spacing and balanced letterforms. Proper kerning maintains visual harmony and enhances legibility, especially in headlines and taglines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890&!?

SERVING OUR
COMMUNITY

—

MAKING THE INLAND EMPIRE
STRONGER

—

150

ACADEMIC & CAREER
TRAINING PROGRAMS

20,000

SBCCD STUDENT POPULATION

140+

ACADEMIC AND CAREER
EDUCATION PROGRAMS

DISPLAY TYPOGRAPHY

It is beneficial to have complimentary type to contrast a sans serif typeface with a serifed typeface. Each of these secondary typefaces help to distinguish the sans serif logo. We have picked these clearly distinctive faces to balance the News Gothic.

Display Typeface
Alfa Slab One is the secondary typeface. It should be used to add visual contrast to communication pieces. It can be paired with News Gothic BT Bold Condensed to provide a wider range typographic hierarchy.

Kerning
When using Alfa Slab One, set the kerning to 40pt. to ensure consistent spacing and balanced letterforms. Proper kerning maintains visual harmony and enhances legibility, especially in headlines and taglines.

Leading
When setting a tagline that uses News Gothic and Alfa Slab One, set the leading to 45pt. to maintain proper spacing and visual balance between the two typefaces. Consistent leading ensures readability and a cohesive appearance across all applications.

Headline
News Gothic
Condensed BT Bold
(Uppercase)

Subhead
News Gothic BT Roman

Body Text
News Gothic BT Roman

Body Text Subhead
News Gothic BT Bold
(Uppercase)

OPPORTUNITY IS HERE

Real skills. Real opportunities

Founded in 1926, the San Bernardino Community
College District is the home of Crafton Hills College,
San Bernardino Valley College and Empire KVCR
91.9 FM and TV Channel 24. We provide access
to quality affordable higher education and career
training to more than 20,000 students each year.

HIGHLY ACCREDITED. HIGHLY RESPECTED.
In 2021, Crafton Hills College and San Bernardino
Valley College received the highest level of
accreditation from the Accrediting Commission for
Junior and Community Colleges for our educational
quality and the caliber of our people. For our
students and graduates, this means that their
education and career training will be respected
wherever they go.

OPPORTUNITY IS HERE

Real skills. Real opportunities

Founded in 1926, the San Bernardino Community
College District is the home of Crafton Hills College,
San Bernardino Valley College and Empire KVCR
91.9 FM and TV Channel 24. We provide access
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accreditation from the Accrediting Commission for
Junior and Community Colleges for our educational
quality and the caliber of our people. For our
students and graduates, this means that their
education and career training will be respected
wherever they go.

TYPESETTING

Good typesetting is the invisible
thread that holds a brand's
voice together—shaping clarity,
consistency, and character in every
word. Thoughtful spacing, alignment,
and hierarchy don't just make text
readable; they make it memorable,
turning ordinary messages into
refined expressions of brand identity.

Notes: Be sure to use white text on a black or
dark background sparingly. Use only to emphasize
short forms of copy.

PATTERNS

Good typesetting is the invisible thread that holds a brand's voice together—shaping clarity, consistency, and character in every word. Thoughtful spacing, alignment, and hierarchy don't just make text readable; they make it memorable, turning ordinary messages into refined expressions of brand identity.

Notes: Be sure to use white text on a black or dark background sparingly. Use only to emphasize short forms of copy.
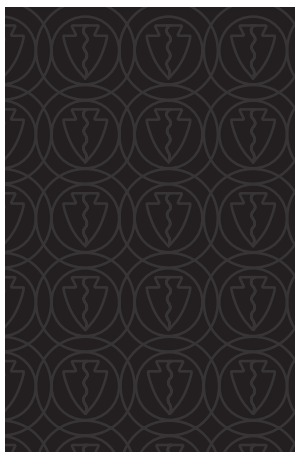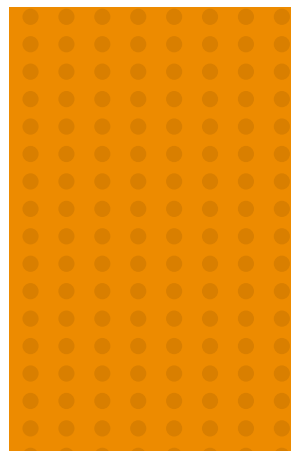
SBCCD ICONS
Large full-color

INFORMATIVE & CALL-TO-ACTION

EARNINGS/ FINANCIALS	ASK/ QUESTION	INFO/ SUPPORT	MAP/ LOCATION	TIME/ DEADLINE	DATE/ DURATION	CHECKLIST/ DEADLINE

ACADEMIC & CAREER TRAINING PROGRAM

NURSING, PARAMEDICS /EMT	FIREFIGHTING	PUBLIC SAFETY	STEM	MANUFACTURING	BUSINESS SERVICES	ENVIRONMENTAL /FORESTRY	UTILITIES

| LOGISTICS | GOVERNMENT | HEALTH AND WELLNESS | LEISURE AND HOSPITALITY | ARTS, MULTIMEDIA, AND DESIGN | EV AND TRUCK MAINTENANCE | SOCIETY, BEHAVIOR, AND CULTURE | GREEN TECHNOLOGY |

ICONS

A cohesive icon set is essential for maintaining a strong and unified brand identity. Consistent iconography enhances visual harmony, ensuring that all design elements feel connected and reinforce brand recognition.

Notes: When using an icon on a color or black background, use the alternate single color icon sets shown here.

STATIONARY

This page shows an example of the San Bernardino Community College District stationery. These represent the correct usage of the identity system and are shown to demonstrate a general guideline for the visual presentation of the identity.

Letterhead
When typing a letter, the left margin of the letter should be set to 1.625 inches. To accommodate the appropriate usage and size of the logo at a 1 inch ratio, a .125 inch space from the edge of the page to the edge of the logo should exist. The right side margin is set to 1 inch, which aligns with the address of the San Bernardino Community College District and the recipient address. The top and bottom margin should be set to .1 inch. The default type-face used for writing letters is 11pt. Times New Roman set to 19pt. leading.

#10 Envelope
When addressing a letter, the recipient should be written 2 inches from the top margin and 3.5 inches from the left margin. To accommodate the appropriate usage and size of the logo at a 1 inch ratio, a .25 inch space from the edge of the envelope to the edge of the logo should exist. The San Bernardino Community College District address should align to the edge of the logo at 1 inch from the left margin. The default typeface used for writing addressees is 11pt. Arial set to 19pt. leading.

Business Cards
Business cards can be ordered through the District's In-House Printing Services department. Visit their website to complete a print request form.

All business cards must receive approval from Human Resources (HR) before printing. When filling out the template, please ensure that all information matches what HR has on record, including your official title.

If you prefer to display a different name on your business card, please inform HR before submitting your request. This will ensure they are aware of your preference.

EMAIL SIGNATURE - ARIAL 10 PT

Your Name
Job Title
San Bernardino Community College District
Department
Street Address
City, State, Zip
(123) 456-7890
Website | LinkedIn | Facebook | Twitter | Instagram

EMAIL SIGNATURE GENERATOR:

https://doclib.sbccd.org/Files/District/District_Computing_Services/SignatureBlock/default.html

NAME BADGE

ANGEL RODRIGUEZ
Associate Vice Chancellor

SAN BERNARDINO
COMMUNITY COLLEGE
DISTRICT

PRINTING SERVICES:

https://sbccd.edu/district-services/technology-educational-support-services/departments/graphics-printing/index.php

EMAIL SIGNATURE NAME BADGE

Your email signature is a digital business card and it's an opportunity to express your professionalism and valuable contributions at San Bernardino Community College District.

All full-time and part-time employees who work in District Support Services must use this signature template for use in official email communications using the @sbccd.edu email address.

The identity, information layout, font style, and colors must remain consistent with the email signature. Making modifications by adding personal quotes or graphics, changing fonts or colors is not a proper use or reflection of San Bernardino Community College District's brand standards.

Your name should be in black color text, and your contact information should be in dark gray color text. The font style and size should be Arial 10pt.

Dark gray color formula.
CMYK: 0C 0M 0Y 80K
RGB: 88R 89G 91B
HEX: #58595B

Email Signature Setup
Visit the Email Signature Generator link to create your District email signature, then add it to your email settings.

If you need additional help, please contact the Help Desk for assistance.

Name Badge
Name badges can be requested through the District's In-House Printing Services department. Visit the link to be directed to the online request form.

VEHICLES

This page shows an example of the San Bernardino Community College District vehicles. These represent the correct usage of the identity system and are shown to demonstrate a general guideline for the visual presentation of the identity.

APPAREL

Official SBCCD apparel will be made available through the Marketing Department to ensure consistency with District brand standards. All designs, colors, and logos will align with the approved visual identity guidelines.

Creating or producing your own apparel is strongly discouraged, as it can lead to inconsistencies in branding and misuse of District logos or colors. Please contact the Marketing Department for all apparel requests or approvals.

Tote Bag

Aluminium Bottle

Mug

Pen

Diary

Mousepad

PROMOTIONAL ITEMS

This page includes examples of official San Bernardino Community College District promotional items, such as a tote bag and mug. These examples illustrate the correct usage of the identity system and serve as a general guideline for the visual presentation of the brand.

Before submitting any promotional item purchasing request, please consult with the Marketing Department. We can provide feedback, offer design suggestions, and share additional logo options to help ensure your item aligns with District brand standards.

CAMPUS
SIGNAGE AND DISPLAYS

This page shows an example of a San Bernardino Community College District campus lightpole banner and retractable banner. These represent the correct usage of the identity system and are shown to demonstrate a general guideline for the visual presentation of the identity.

The new print communication program that corresponds with the branding system has several distinctive elements. First, the brand itself with the introduction of the "badge" that incorporates all the visual and typographic elements within the logo. In addition a strong new color, golden rod yellow, brings life to the brand and can become a powerful additional element to be utilized with photographic and typographic ingredients that define the district.

MAKING THE INLAND EMPIRE
STRONGER

OPPORTUNITY IS HERE
Real skills. Real opportunities

Founded in 1926, the San Bernardino Community College District is the home of Crafton Hills College, San Bernardino Valley College and Empire KVCR 91.9 FM and TV Channel 24. We provide access to quality affordable higher education and career training to more than 20,000 students each year.

HIGHLY ACCREDITED. HIGHLY RESPECTED.
In 2021, Crafton Hills College and San Bernardino Valley College received the highest level of accreditation from the Accrediting Commission for Junior and Community Colleges for our educational quality and the caliber of our people. For our students and graduates, this means that their education and career training will be respected wherever they go.

San Bernardino Community College District | (909) 388-6900 | 550 E. Hospitality Lane, Suite 200 | San Bernardino, CA 92408 | sbccd.edu

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SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

CRAFTON HILLS COLLEGE

San Bernardino Valley College

OPPORTUNITY IS HERE
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BODY COPY SUBHEAD
Modis ex ex ent magni rehent.Volecus aut ut vere nos dolecusam ium et ratecaest aut re evel ex evernat enissi doluptatatum reperro reruptum iur?

LIST HEADING
• List Item

• List Item

• List Item

150
ACADEMIC & CAREER
TRAINING PROGRAMS

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MAKING THE INLAND EMPIRE
STRONGER

"DON'T LET WHAT YOU
CANNOT DO INTERFERE
WITH WHAT YOU CAN DO."

Student Name

BODY TEXT SUBHEAD
Udit asimi, ea volest latur sequi
sum, que rerchillut et estio. Ut
eate doluptati aut del magnihiciis
sequo estinctibus debitio reribus
eum hita et unt dolorum et liqui
adit odit, simusc.
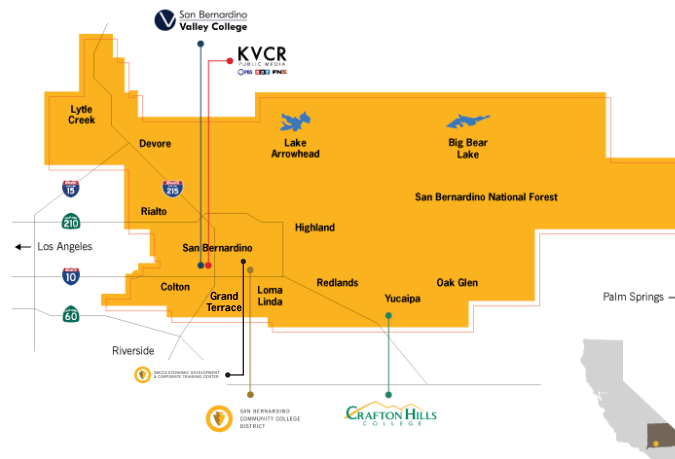
TITLE HEADLINE
Title Subhead

SOCIAL MEDIA

The District's social media program extends the established visual identity into digital platforms, ensuring a cohesive and recognizable presence across all channels. Each design maintains the integrity of the brand while adapting it for flexible and engaging use on platforms such as Instagram.

Distinctive elements of this program include the use of the Arrowhead line art logo, which functions as a unifying emblem across all social graphics, reinforcing brand recognition and consistency. The introduction of District Yellow adds vibrancy and energy to the social media palette. It serves as both a background element and an accent tone, bringing the brand to life in digital environments. Typography follows the same structure as print communication materials, Alfa Slab One for headlines, paired with News Gothic for subheads and body text—to maintain readability and stylistic unity. Layouts feature clear, confident use of type, strong color blocking, and photography that highlights authentic student and community experiences.

LEARN MORE

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SAN BERNARDINO COMMUNITY COLLEGE DISTRICT | SERVICE AREA