Cypress College

Identity Guide

Cypress + SEM

Amanda, '17 Biochemistry

VISUAL IDENTITY IS MORE THAN JUST A LOGO.

We encourage everyone to use photography, design, and narrative to express your uniqueness. This guide aims to help you do so effectively while maintaining our brand integrity, built over a 50-year history.

Cypress College — Primary Logo Usage

The logos shown below are the primary logos for use on Cypress College documents. Single-color versions and usage guidelines are shown on the following page. Other acceptable uses of the logo, along with other campus marks, are also illustrated on the following pages. The college name must be in close proximity to the logo, if it is not already included as part of the logo. Note the depreciation of "Minds. Motivated." with the logo.

Logo

Stacked Logo

Base Logo

Alternate Logo (a.k.a. "swirls")

Cypress College — Single-Color Logo Usage

The logos shown below are for single-color usage. Primarily this should be in a solid black ink, screened blacks (i.e., watermarks), or the Cypress College blue or gold Pantone colors in a solid ink or a percentage of that ink to form a screened image.

Logo

Logo (White)

Stacked Logo

Stacked Logo (White)

Cypress College — Modern/Digital

The items below are modern versions of the college logo, with updated colors and shading. These are ideal for digital uses, such as websites and social media. They may also be used in less-formal documents. Also shown is the modern color pallet.

Modern/Digital Logo

Modern/Digital Logo (Alternate)

This alternate version of the logo may be used without the college name attached as long as the name appears in close proximity, such as in a social media profile-photo location.

Modern/Digital Logo (Wide)

The logos appearing above are derivatives of the college's 50th Anniversary logo. 50th Anniversary logos were designated for use during the 50th Anniversary year. New use of the 50th Anniversary logo reached sunset on June 30, 2017.

Cypress College — Campus Seal

This is the campus seal. Its use connotes a measure of formality. It is used on documents such as the degree. The campus seal was revised in 2010 to depict the Student Center. Use caution to avoid the previous version that shows a view of the piazza and the Cypress College Complex (then the Library/Administration Building) which no longer exists. The former seal is shown at the bottom for reference.

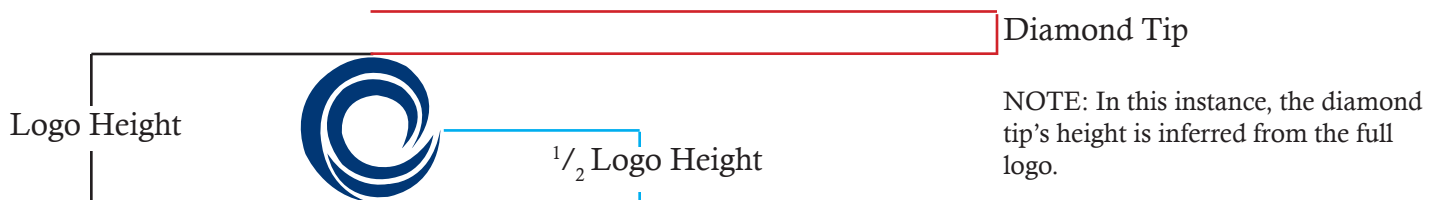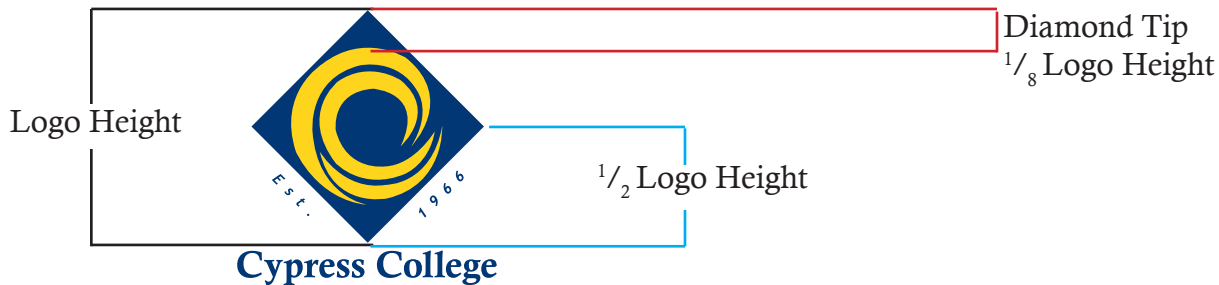## Cypress College Seal
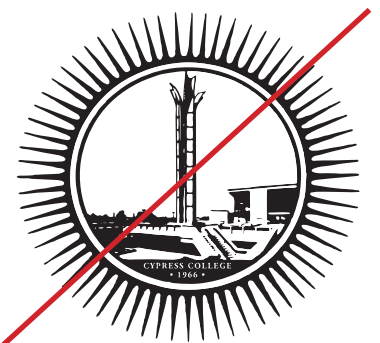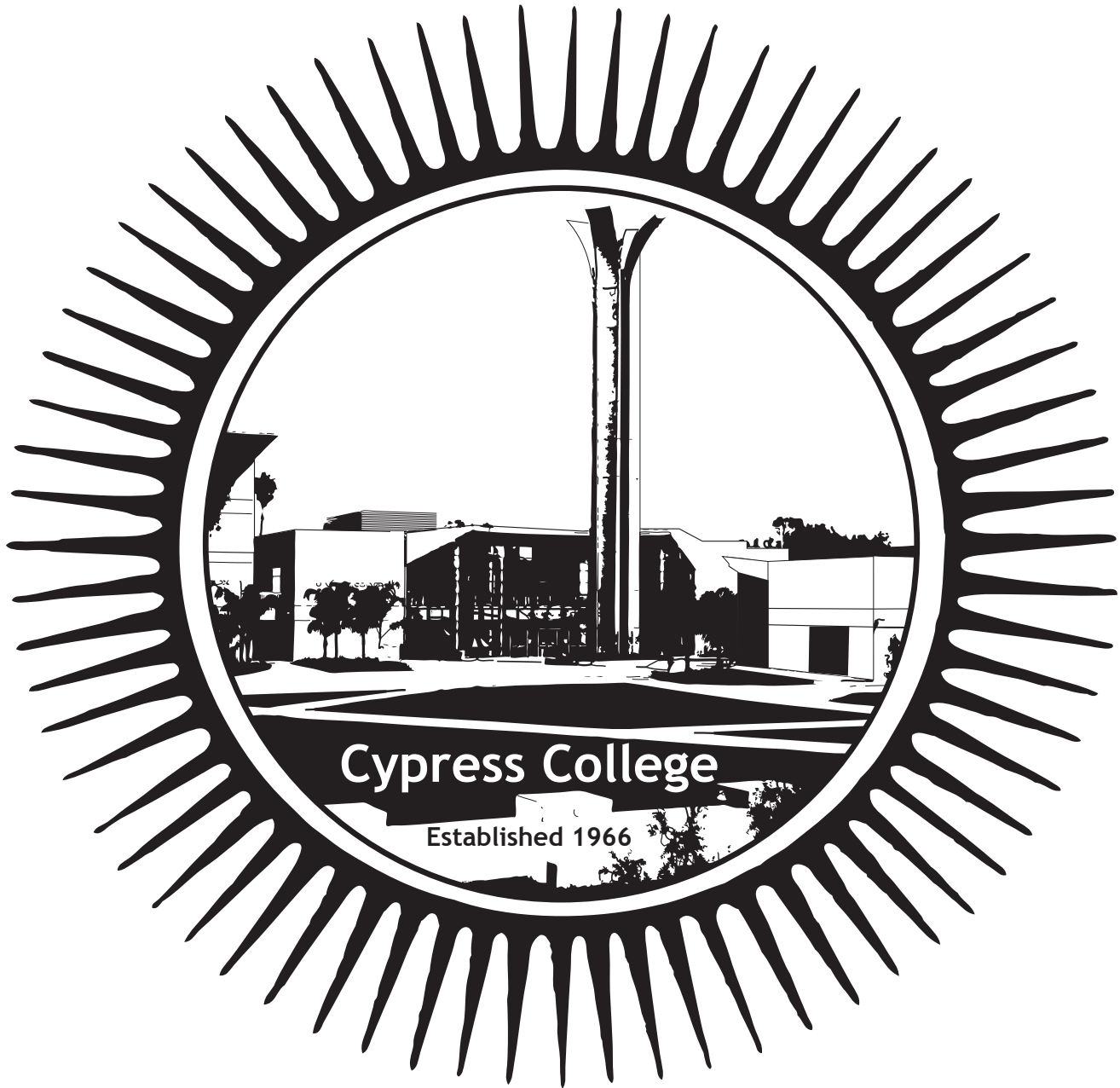
Former campus seal

Clear Space for Logo Usage

The guiding principle for providing clear space around the logo is to ensure the logo and associated text remain readable and recognizable. This section's intent is to ensure that the logo is utilized at an appropriate size in a prominent location on all campus documents. This section also primarily references printed uses of the logo. Web and electronic presentations (such as PowerPoint, video, etc) should adhere to the intent of this section, even if technical specifications vary.

The logo should always appear in the proportions shown below. That is, it should be scaled evenly to ensure it is not squished or stretched.

The logo may be placed on top of photographs, but both the logo and the college name must remain readable. If placement diminishes readability of the logo, the Office of Campus Communications should be consulted for options to resolve the concerns.

The boxes below indicate the height of the logo. In most cases, the clear space around the logo should be equal to at least half the height of the logo, indicated in light blue. This means that no other objects should intrude on the buffer. In no instance should any other elements be closer than a diamond tip, indicated in red below.

Diamond Tip
$^1/_8$ Logo Height

Logo Height

Cypress College

$^1/_2$ Logo Height

Diamond Tip
$^1/_8$ Logo Height

Logo Height

$^1/_2$ Logo Height

Cypress College

Diamond Tip

Logo Height

$^1/_2$ Logo Height

NOTE: In this instance, the diamond tip's height is inferred from the full logo.

Cypress College — Program-Specific Logo Usage

The logos shown on this page to illustrate program-specific marks that are tied to the college's identity. Below, both print and social-media versions are show. On the following two pages are usage examples for existing program-logos that are currently in use.

Cypress College
Disability Support Services

Cypress College
Business and Computer Information Systems

Cypress College
Science, Engineering, and Math

Cypress College
Kinesiology

Financial Aid

Fine Arts

Print ↑
Social →

As part of Cypress College's comprehensive identity program, the Office of Campus Communications provides these logo variations for the use of divisions, departments, programs, and other individual areas of the campus. These designs provide flexibility for individual identity while ensuring a family look consistent with other components of the identity program.

The designs across the top row of this file are intended for use in print and digital display. The designs at the right are provided specifically for use as social media icons, both square (middle row) and circle (bottom row). The use of the college logo by itself as a social media icon is reserved for the college's primary social media accounts only. This connotes heirachy to users.

Cypress College
Career Center

Cypress College
Human Services

Cypress College
L/LRC

Cypress College
Associated Students

Cypress College — Program-Specific Logo Usage

Cypress College

Legacy

Cypress College

(STEM)^2

LEGACY PROGRAM CYPRESS COLLEGE

est. 2000

Strengthening Transfer Education & Matriculation

(STEM)^2

in Science Technology Engineering & Mathematics

This page applies to grandfathered program logos for Legacy, Puente, and (STEM)^2. For these uses, the college logo with the program name appears at the top of the page, while the program-specific logo appears at the footer. The program-specific logo has the following size restrictions: vertical orientation — is no larger than 50% of the height of the college logo; horizontial orientation — is no larger than 75% of the width of the college logo.

Cypress College — Program-Specific Logo Usage

Cypress College
Legacy

100%

Cypress College
Puente

100%

LEGACY PROGRAM CYPRESS COLLEGE
est. 2000

50%

75%

P U E N T E

This page applies to grandfathered program logos for Legacy, Puente, and (STEM)². For these uses, the college logo with the program name appears at the top of the page, while the program–specific logo appears at the footer. The program–specific logo has the following size restrictions: vertical orientation – is no larger than 50% of the height of the college logo; horizontial orientation – is no larger than 75% of the width of the college logo.

Cypress College — Colors

These are the specifications and callouts for color usage in Cypress College documents, publications, digital platforms, signs, etc. This color information is important to printers and other vendors.

PMS: Pantone Matching System, generally used for promotional merchandise
CMYK: Four-Color Process (Cyan, Magenta, Yellow, Black), generally used for print products
RGB: Digital Color Model (Red, Green Blue), generally used for web
HEX: Hexadecimal, generally used for web

OFFICIAL COLORS

Premier Gold and Charger Blue are the two official colors of Cypress College and are used in the official college logo. Most marketing, promotional, outreach, informational, etc. materials should use these as the base colors in a color scheme and should be reproduced as accurately as possible in all applications.

Premier Gold

PMS	116 CV
CMYK	0-15-94-0
RGB	254-212-31
HEX	#FED41F

Charger Blue

PMS	281 CV
CMYK	100-72-0-38
RGB	0-56-118
HEX	#003876
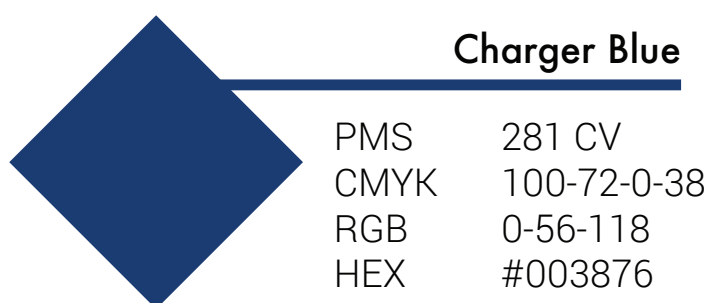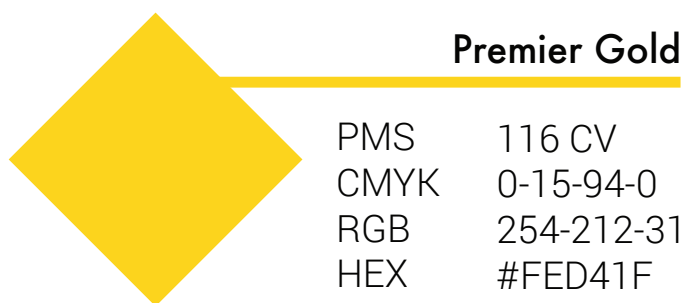
ALTERNATE MODERN COLORS

The following four colors compose the college's alternate modern color palette, calling from the college's modern logo. They may be used in lieu of or in conjunction with Premier Gold and Charger Blue, particularly for digital and less formal purposes. These colors were also incorporated into the publication templates designed and provided by the Office of Campus Communications.

Modern Gold

PMS	1365 C
CMYK	0-25-85-0
RGB	251-176-64
HEX	#FBB040

Modern Cyan

PMS	2995 C
CMYK	100-0-0-0
RGB	0-174-239
HEX	#00AEEF

Modern Yellow

PMS	803 C
CMYK	0-0-100-0
RGB	255-242-0
HEX	#FFF200

Modern Blue

PMS	7461 C
CMYK	85-50-0-0
RGB	28-117-188
HEX	#1C75BC
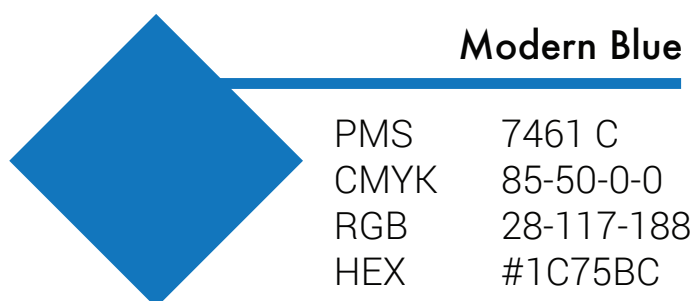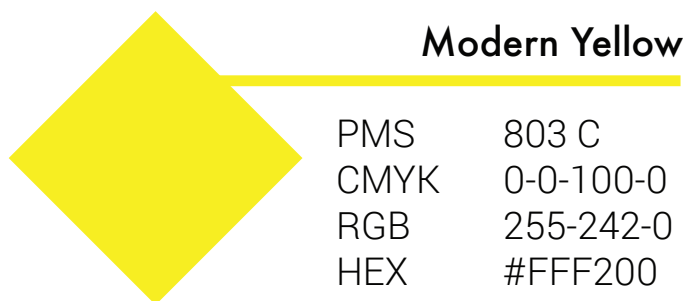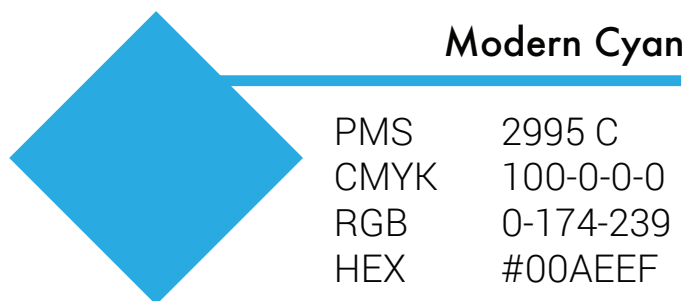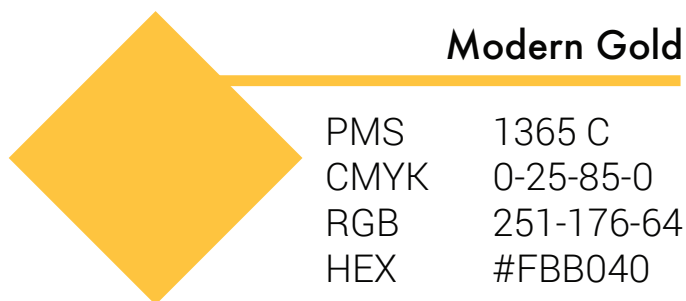
ACCENT COLORS

These accent colors are taken from notable elements of the Cypress College campus environment. These colors should complement the base gold/yellow-blue combination being used, and should mainly be used for elements like line rules, borders, and other small accent shapes.

Tile Red

PMS
CMYK   0-100-100-0
RGB   237-28-36
HEX   #ED1C24

Tile Brown

PMS
CMYK   45-65-100-45
RGB   97-66-25
HEX   #614219

Cement Gray

PMS
CMYK   30-25-35-0
RGB   182-178-163
HEX   #B6B2A3

Nature Green

PMS
CMYK   80-35-100-25
RGB   54-107-52
HEX   #366B34

Piazza Blue

PMS
CMYK   75-50-30-5
RGB   79-114-143
HEX   #4F728F
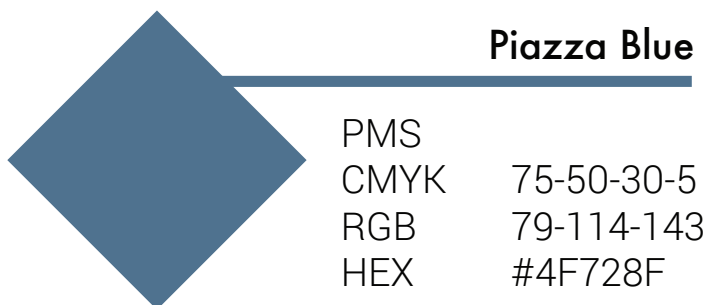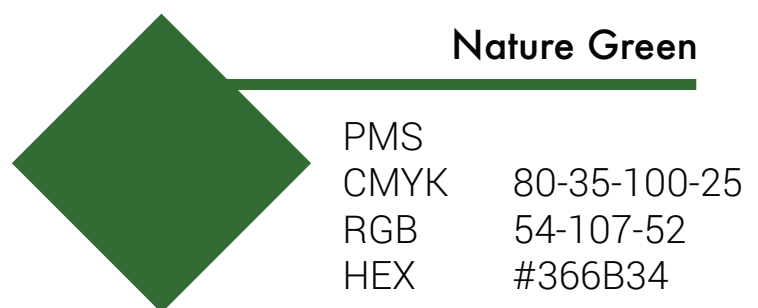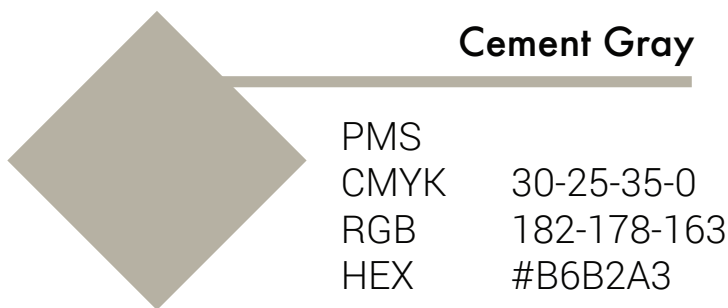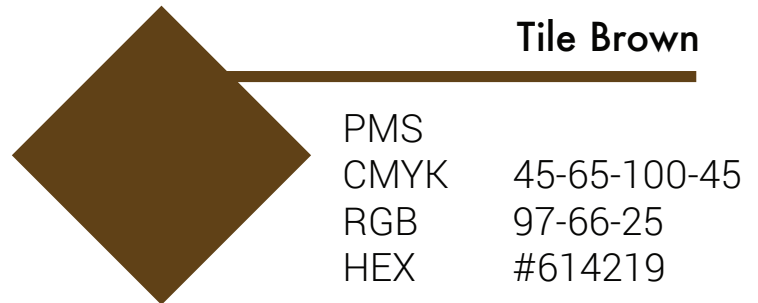
COLOR COMBINATIONS TO AVOID

The following color combinations should be avoided as much as possible to avoid confusion with other local higher education institutions.
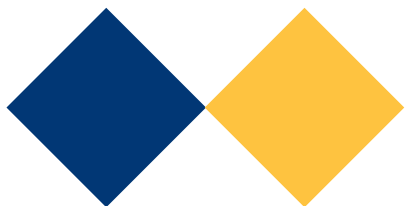
Combining Charger Blue
and Modern Gold looks too
similar to Orange Coast
College and CSUF colors
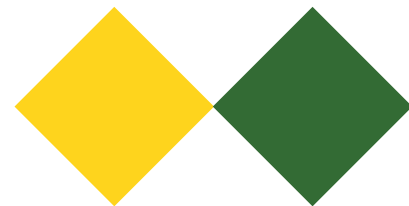
Combining Premier Gold
and Nature Green looks too
similar to Golden West
College colors

SUGGESTED COLOR COMBINATIONS

These are some suggested three- and four-color combinations using either the two official college colors or two of the alternate modern colors as a base, and then accenting with one and/or two alternate modern colors or accent colors. Please refrain from using more than four colors in a single scheme.

Premier Gold Charger Blue	+	Tile Red and/or Modern Blue
Premier Gold Charger Blue	+	Modern Cyan and/or Piazza Blue
Premier Gold Charger Blue	+	Tile Brown and/or Piazza Blue

Premier Gold Charger Blue	+	Modern Blue and/or Cement Gray
Modern Yellow Modern Cyan	+	Tile Brown and/or Tile Red
Modern Yellow Modern Cyan	+	Modern Gold and/or Modern Blue
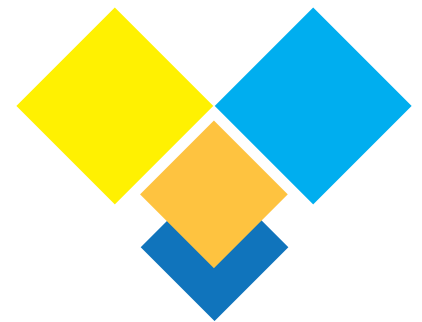
Cypress College — Typefaces

Typefaces are an important component of design and can help to highlight, reinforce, and enhance the purpose of design materials; likewise, using visually displeasing or inappropriate typefaces or typeface combinations can distract and detract.

Calisto MT and Trebuchet MS are the **two primary font families** the college uses, particulary in the official Cypress College logo and supplemental identity system incorporating department and office names in the logo. Both font families are commonly available on most computer systems, ensuring consistency in our printed documents.

Calisto MT
Calisto MT Regular
> ABCDEFGHIJKLMNOPQRSTUVWXYZ
> abcdefghijklmnopqrstuvwxyz
> 1234567890

Calisto MT Bold
Calisto MT Italic
Calisto MT Bold Italic

Trebuchet MS
Trebuchet MS Regular
> ABCDEFGHIJKLMNOPQRSTUVWXYZ
> abcdefghijklmnopqrstuvwxyz
> 1234567890

Trebuchet MS Bold
Trebuchet MS Italic
Trebuchet MS Bold Italic

These are the **three alternate font families** the college uses. They are well-suited for both print and digital uses, such as on flyers, brochures, the marquee, and electronic reader boards. Roboto is used in the college's modern logo.

Futura
Futura Medium
> ABCDEFGHIJKLMNOPQRSTUVWXYZ
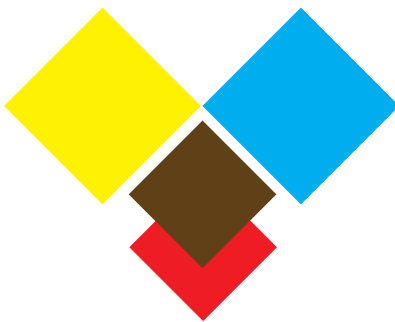> abcdefghijklmnopqrstuvwxyz
> 1234567890

Futura Bold
Futura Medium Italic
Futura Condensed Medium
Futura Condensed Extrabold

LEMON/MILK
LEMON/MILK REGULAR
> ABCDEFGHIJKLMNOPQRSTUVWXYZ
> (NO LOWER CASE)
> 1234567890

LEMON/MILK LIGHT ITALIC
LEMON/MILK REGULAR ITALIC
LEMON/MILK BOLD

Roboto
Roboto Regular
> ABCDEFGHIJKLMNOPQRSTUVWXYZ
> abcdefghijklmnopqrstuvwxyz
> 1234567890

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

Although we highly encourage using typefaces from the two primary or three alternate font families in college-related publications and other informational materials, other typefaces are permissible depending on the application.

Cypress College — Typefaces

These are some things to keep in mind when selecting typefaces:

- There are four main kinds of typefaces: **serif** (with strokes at the ends of letters, like Calisto MT); **sans-serif** (no strokes and clean edges, like Trebuchet MS); **script** (cursive with joined letters or calligraphic, like *Alentino*); and **decorative** (wide range of fonts used mainly for headers/titles, rarely used for large blocks of text, like RUSTICO).

- Serif typefaces tend to evoke feelings of formality, classicality, and elegance. They are often used in body text and are noted for their ease of readability. They may also be used for display purposes.

- Sans-serif typefaces are generally viewed as more modern, clean, and minimal. They are often used for display purposes, but may also be used as body text, particularly on the web.

- Script and decorative typefaces can vary widely and are thus usually reserved for display purposes to grab people's attention and set a tone. Please refrain from using such fonts in large bodies of text.

- When pairing fonts, using a serif with a sans-serif is a generally fool-proof combination.

Typefaces

Typefaces are an important component of design and can help to highlight, reinforce, and enhance the purpose of design materials; likewise, using visually displeasing or inappropriate typefaces or typeface combinations can distract and detract.

(Display: Futura Medium, 18 pt; Body: Calisto MT Regular, 12 pt)

Typefaces

Typefaces are an important component of design and can help to highlight, reinforce, and enhance the purpose of design materials; likewise, using visually displeasing or inappropriate typefaces or typeface combinations can distract and detract.

(Display: Calisto MT Bold, 18 pt; Body: Trebuchet MS Regular, 12 pt)

These are the typefaces used in specific college branding and marketing campaigns, and should be used mainly for these and related purposes, except for Lemon/Milk.

Alentino   *Buen Cypress!*

RUSTICO   WE TAKE THIS JOURNEY TOGETHER

LEMON/MILK   **#CYPROUD**

F u t u r i s t   F i x e d - W i d t h   C y p r e s s   +

Attractive   Cypress +

Bodoni 72   Back of Cypress + Card

INDULGENCE CAPS   MY CYPRESS STORY

Cypress College — Athletics

The Cypress College athletics — or "horse head" — mark is used **exclusively for the college's intercollegiate athletics teams**. These logos were created for Cypress College. Any adaptation must by approved in advance by the Office of Campus Communications. The examples below and on the following page are incorporated directly from the official Charger Athletics ID Manual and are abridged for this document.

All Black

All Charger Blue

All Charger Gold

2-Color

3-Color

4-Color

Charger Blue, Charger Gold

Charger Blue, Charger Gold, Charger Light Blue

Charger Blue, Charger Gold, Charger Light Blue, Charger Grey

Cypress College Charger

Shown here are approved color variations for the Cypress College Charger logo. The Cypress Charger logo should only be used in the variations shown and not used in any other color combinations without prior approval from Public Information Office.* The Cypress Charger logo may not be used with other words or other layouts or compositions without prior approval. *The Office of Campus Communications was the Public Information Office when the Charger Athletics ID Manual was created.*

All Black

All Charger Blue

All Charger Gold

2-Color

3-Color

4-Color

Charger Blue, Charger Gold

Charger Blue, Charger Gold, Charger Light Blue

Charger Blue, Charger Gold, Charger Light Blue, Charger Grey

Cypress Chargers Banner Wordmark

Shown here are approved color variations for the Cypress Chargers Banner wordmark. The Cypress Charger banner wordmark should only be used in the variations shown and not used in any other color combinations without prior approval from Public Information Office.* The Cypress Chargers Wordmark may not be used with other words or other layouts or compositions without prior approval.

4-Color

Charger Blue, Charger Gold, Charger Light Blue, Charger Grey

* The Office of Campus Communications was the Public Information Office when the Charger Athletics ID Manual was created.

Cypress Chargers Secondary Banner Wordmark

Shown here are approved color variations for the Cypress Chargers Banner secondary banner wordmark.

3-Color

Charger Blue, Charger Gold, Charger Grey

2-Color

Charger Blue, Charger Gold

All Black

All Charger Blue

All Charger Gold

Available Tagline Text

Athletics, Baseball, Basketball, Golf, Soccer, Swim & Dive, Tennis, Softball, Volleyball, Water Polo, Training, Sports Info. Any other taglines must be approved prior to use.

NOTES:
- Additional color options may exist.
- Clear space, placement, and minimum-size restrictions are different for the athletics marks than for the college logo.
- The "available tagline text" listed above is complete. Any deviation from this list must be approved in advance by the Office of Campus Communications.
- **In no instance** is the college name "Cypress College" acceptable in conjunction with the horse head. "Cypress Chargers" is used to emphasize the tradition of intercollegiate athletics.
- Proportions, clear space, and minimum sizes for the athletics logo are defined on Page 7 of the Charger Athletics ID Manual.

Cypress College — Letterhead, Envelopes, Business Cards

Official Cypress College letterhead, envelopes, and business cards are produced exclusively by the North Orange County Community College District's Printing and Design Department. A sample of the letterhead is below.

Cypress College

Minds. *Motivated.*

Marc S. Posner
Director, Campus Communications

Size reduced to fit this page

9200 Valley View St
Cypress, California 90630-5897
Phone (714) 484-7006 • Fax (714) 484-7404
North Orange County Community College District
mposner@CypressCollege.edu • www.CypressCollege.edu

Cypress College — Approvals

The Cypress College logo, seal, 50th anniversary logo, and athletics marks are the copyrighted property of Cypress College and the NOCCCD. Approval for their use is authorized by the Cypress College President as delegated through the Office of Campus Communications.

All print requests sent to District Printing and Design must meet the requirements set forth in this abridged document and in the full document, which is available from the Office of Campus Communications. District Printing and Design is the primary source for all printed documents in the NOCCCD. **In accord with the CSEA contract, requests for printing and/or design work must be submitted through the Cypress College Office of Campus Communications to District Printing and Design.** If they are unable to accommodate the request, District Printing and Design may recommend engagement of an outside vendor. Any such work must have prior approval. Retroactive requests for reimbursement won't be authorized.

Projects completed outside the District must contain the following wording in "item text" on RQs:

> *Attention buyer, please add this wording to purchase order: Vendor will produce finished items that are compliant with the Cypress College Identity Guide, available from the Office of Campus Communications.*

Vendors must work in conjunction with the Office of Campus Communications to ensure compliance.

Cypress College — Approvals

Production Approval Guidelines
For Materials to be Printed at District Production Center

1   Approval process and accountability:
With the exceptions noted below, all printing projects must be approved in the following manner using the revised (2001) Production Request Form
   •   A completed form with a copy/sample/draft/mock-up attached must be approved by the immediate management supervisor. This signature indicates the content, format, and graphics are correct and appropriate, and that no copyright infringement has occurred.
   •   The completed form must be approved by the Vice President Emily Day. Alternate approver: Vivian Gaytan. This signature insures that the assigned budget number is correct and that funds are available, if pricing is provided on the form.
   •   The completed form with a final copy/proof of the project attached must be approved by the Director of Campus Communications, Marc Posner. Alternate Approver: Marcie Kagawa. This signature indicates that the material meets the printing standards of the college and the District, i.e., use of a color correct reproduction of the Cypress College logo, inclusion of the anti-discrimination clause, and inclusion of the list of Board of Trustees.

   No material will be printed without these three signatures.

   This procedure applies to all promotional material for the college, its programs, and its events and any forms or documents which are printed at the District Production Center.

   Exceptions:
   •   Standard reproduction (paper copying) of fliers and instructional materials, using the campus Production Center
   •   Printing projects which are standard printing templates, e.g., business cards, memo pads, letterhead, envelopes.

2   All brochures are to follow these guidelines:
   •   A color-correct reproduction of the Cypress College logo is to be displayed along with the school address, phone number (either general or specific to the particular division, department or program), and general Web site address (CypressCollege.edu).
   •   All brochures being distributed in bulk (i.e. via mail) must have the Board of Trustees and the anti-discrimination clause printed on the back cover or an acceptable prominent location.
   •   The paper stock to be used for all brochures printed at DEC Production is to be a minimum of 80 pounds. Pre-printed brochure templates are available in a lighter-weight paper to accommodate the needs of desktop printers and copy machines.

   The Office of Campus Communications is the campus resource for questions about all printed materials. The staff is available and willing to help with all projects and can provide a variety of solutions.

3   When design work is developed in consultation with one of the District graphic designers, a final copy/proof must accompany the production request when it is submitted for campus approval.

Cypress College — Template Guidelines

These templates are for individual program and event use. The following guidelines are meant to bring consistency and accessibility to Cypress College marketing materials without requiring prior approval from the Office of Campus Communications if completed in-house at the college or with District Printing and Design. In lieu of approval from the Office of Campus Communications, templates are to remain unmodified, should follow all guidelines on this and subsequent pages, and require approval of the appropriate dean; they are not to be used without any approval.

Use of these templates requires *at minimum* basic knowledge of Adobe InDesign (or Adobe Illustrator for banners). Each template file includes a Notes section. Please read this prior to using a template.

Elements on the locked layer (Background (Permanent)) of all templates may not be modified, masked over, or otherwise altered.

All templates include necessary margins (0.125"), gutters (0.125"), and bleeds (0.25") for professional printing. Trifolds and quadfold are already formatted to correct column widths. Do not alter line guides.

Please refer to the Cypress College Identity Guide (included) to ensure compliance with logo clear space requirements, acceptable CMYK color values, alternative acceptable fonts, etc.

Provided Templates:
    Design 1 - Tile Cascade
        Trifold Brochure (.indd and .idml)
        Quadfold Brochure (.indd and .idml)
        Flyer (.indd and .idml)

    Design 2 - Diamond Bar
        Trifold Brochure (.indd and .idml)
        Flyer (.indd and .idml)

    Header-Footer (.indd and .idml)
   Banner (.eps)

NOTE: All print requests sent to District Printing and Design must meet the requirements set forth in the Cypress College Identity Guide, which is available in this bundle, as well as from the Office of Campus Communications. District Printing and Design is the primary source for all printed documents in the NOCCCD. **In accord with the CSEA contract, requests for printing and/or design work must be submitted through the Cypress College Office of Campus Communications to District Printing and Design.** If they are unable to accommodate the request, District Printing and Design may recommend engagement of an outside vendor. Any such work must have prior approval. Retroactive requests for reimbursement won't be authorized.

Projects completed outside the District must contain the following wording in "item text" on RQs:
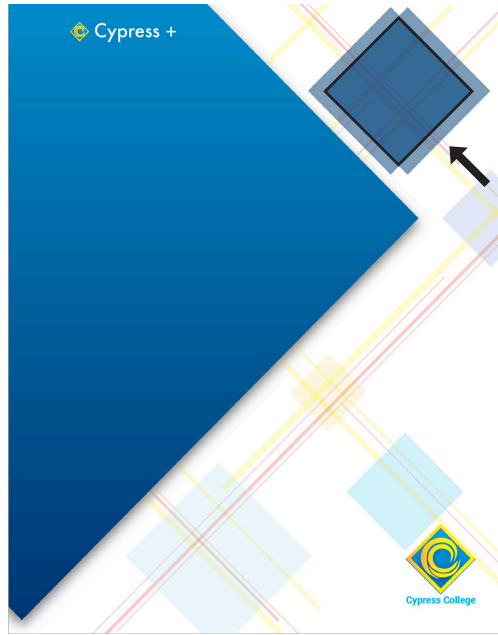
Attention buyer, please add this wording to purchase order: Vendor will produce finished items that are compliant with the Cypress College Identity Guide, available from the Office of Campus Communications.

Vendors must work in conjunction with the Office of Campus Communications to ensure compliance.

IMAGES
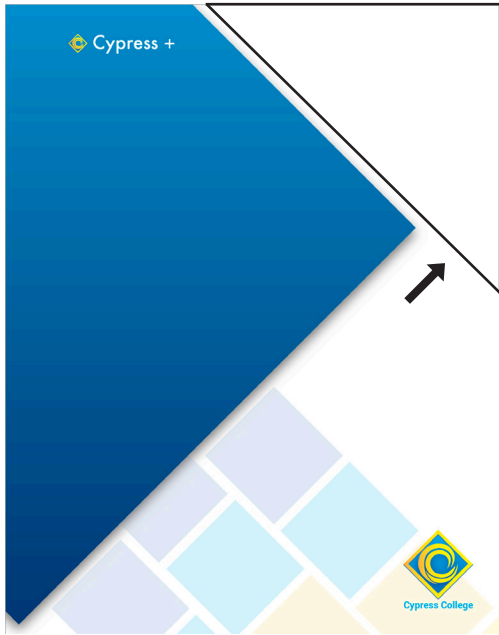
Flyer Design 1

Flyer Design 2, Photo Top
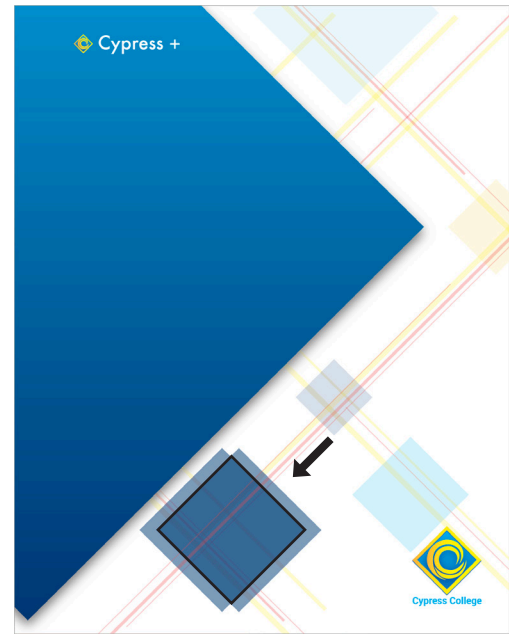
Flyer Design 2, Photo Bottom

A photo may be placed in the black-outlined spaces indicated with an arrow. These spaces are already designated in the InDesign file with diamond-shaped frames. To insert photos into the spaces, either drag a photo directly into a frame or, while a frame is selected, go to "File" --> "Place" and choose a photo. Photo information for the Trifold Outside (both designs) appears on the next page.

On these five pages, it is recommended to refrain from placing photos elsewhere in the template to maintain a clean, simple design.

Remember: resize your images proportionately (generally, hold down "shift" while resizing). Do not stretch or compress.

Trifold Design 1, Inside
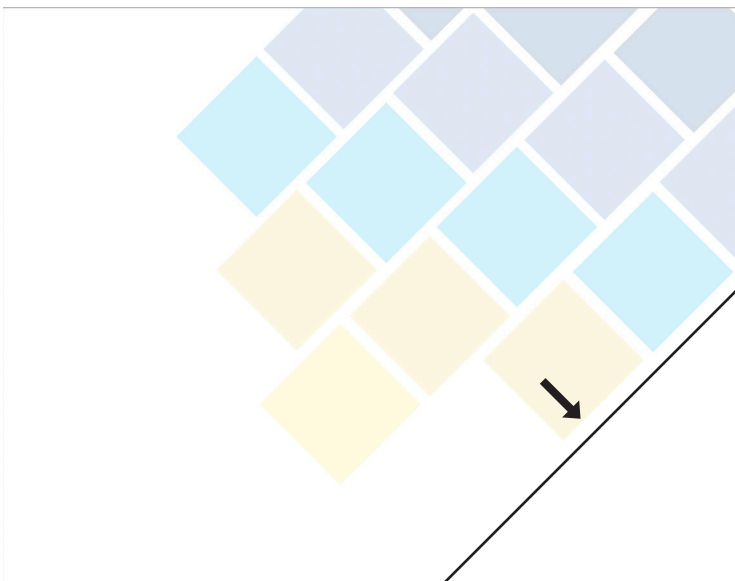
Trifold Design 2, Inside

Remember, this column is the first thing readers will see when opening the trifold.

It is recommended that this space be used for a student feature with corresponding photo (frame not placed in ID file).

Buen Cypress!

WE TAKE THIS JOURNEY TOGETHER

This space should remain blank aside from contact information (text box provided in ID file). Please do not place an image here.

◎ **Cypress +**

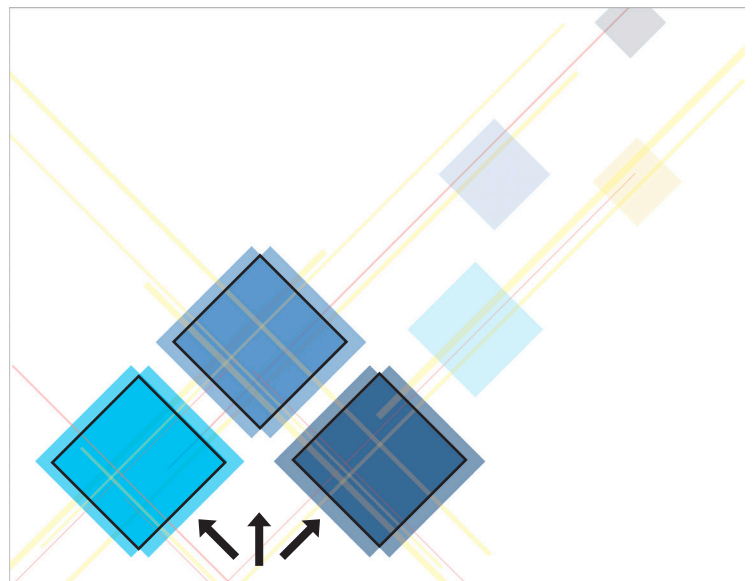Image may be incorporated into this space, and should be blended (feathered, edges not defined) and confined to the blue gradient space of just this front column.

Cypress College

cypresscollege.edu

#CYPROUD

To read more about outstanding Cypress College students and alumni, please visit cypresscollege.edu/cyproud.

This space should only be used for text. Please keep it simple (e.g. individual program names/majors/highlights, etc.)

An additional template has been developed in Microsoft Word. Because of the limited feature set in Word, this template lacks the aesthetic appeal of the InDesign templates. As a result, this template should be used only to address immediate or low-volume needs.

Cypress College — Identity

Cypress College is esteemed as one of the very best community colleges in California. As we evolve and expand, our challenge is to mirror this recognition by strategically telling who we are and why we matter.

Part of this is a function of narrative — visual or written — celebrating, cheerleading, and championing our many stories of success; part is cohesion in messaging. Our voices should be unified, distinctive, and engaging. This document establishes a foundation for how we do that.

While it may sound theoretical, this exercise is important to us all in practice. What reflects as more premier to you: saying that we're cheap, open to all and "fun" OR showing why we're premier, how we're a pathway to possibility and why we're a financially savvy route to our nation's best universities and most rewarding careers?

A key goal is to move toward greater unity of messaging, which is not the same as conformity. Each of us is a communicator. We serve different needs, use many media, and reach a variety of distinct audiences. With a shared vision, shared vocabulary, and shared way of detailing what sets us apart, we can amplify our essence and trajectory of success.

Five themes — premier, possible, smart, engaged, and diverse — repeat throughout the narrative of Cypress College's story. The overarching goal is positioning the college as premier. This is an outgrowth of conversation among faculty as the mission and vision statements were considered for revision. The outcome was a stated desire for the college to both be and aspire to be premier in all it does. These themes are explored on the following pages.

COLLEGE VISION

A premier learning community recognized for supporting student success and enriching society.

MISSION STATEMENT

Cypress College enriches students' lives by providing premier educational opportunities including transfer to four-year institutions, associate degrees, certificates and a baccalaureate degree. The college offers comprehensive career technical education programs, basic skills and lifelong learning. Multiple educational-delivery methods meet the varied needs of our students. The College is dedicated to supporting the success of our students, fostering diversity, enriching society, and contributing to the economic development of our community and beyond.

CORE VALUES

Excellence. Integrity. Collegiality. Inclusiveness.

◊

Following these stated purposes, it is then the responsibility of the Office of Campus Communications to:

1) **Celebrate** — the successes of our students and employees.

2) **Cheerlead** — the work that takes place on campus and that of our alumni as they progress in their studies and careers.

3) **Champion** — causes and efforts important to the success of our students, employees, and the institution as a whole.

Cypress College — "Buen Cypress"

Our promise: We take this journey together.

Cypress College exists for all students who can benefit from instruction. We strive to offer all students a pathway to their future. We are a community — one connected by the possibility of a brighter future for all. Our faculty teach because their purpose is to inspire. Our staff and administrators serve because they're passionate about helping students succeed. Cypress College is a place where people say hello and the smiles are genuine. We are stewards of the collaborative environment created by our founding faculty. Buen Cypress is our acknowledgment of the honor to carry that tradition forward.

Origin:

At Opening Day 2017-2018, Dr. Schilling coined the term Buen Cypress, as an acknowledgement of the shared journey we take with our students as we support them on their path to completion. Buen Cypress is our commitment to helping our students reach their goals, something every member of the campus community plays a role in, each and every day. We take this journey, each of us, with one another and with our students each step of the way

The concepts connoted in "Buen Cypress" were lauded by our past two accreditation teams as our "espirit de corps." Because of this connotation, the phrase "Buen Cypress" evokes our core values of excellence, integrity, collegiality, and inclusiveness.
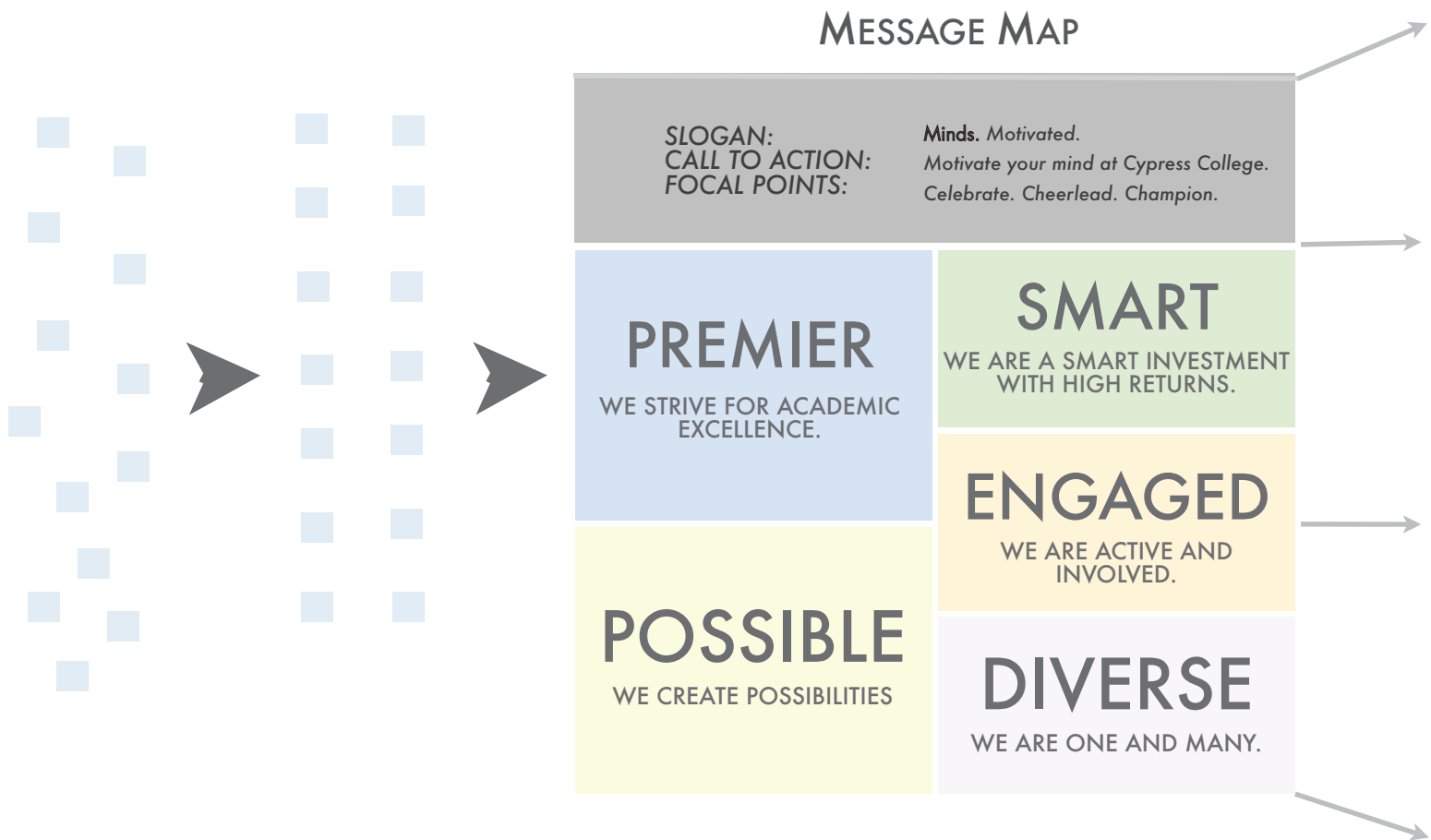
With this deep meaning, "Buen Cypress" becomes more than a friendly greeting — it is an articulation of the shared values and beliefs of the Cypress College family.

Education matters. You matter, our students matter. We Take This Journey Together.

Who We Are

REFLECT OUR CULTURE IN STYLISTIC CHOICES

How do we capture our spirit of academic excellence? What does "premier" sound like? How is possibility represented? What about diversity? Here are some suggestions for making our culture come to life through our style of communication.

MESSAGE MAP

SLOGAN:
CALL TO ACTION:
FOCAL POINTS:

Minds. Motivated.
Motivate your mind at Cypress College.
Celebrate. Cheerlead. Champion.

PREMIER
WE STRIVE FOR ACADEMIC EXCELLENCE.

SMART
WE ARE A SMART INVESTMENT WITH HIGH RETURNS.

ENGAGED
WE ARE ACTIVE AND INVOLVED.

POSSIBLE
WE CREATE POSSIBILITIES

DIVERSE
WE ARE ONE AND MANY.

EACH DAY THERE ARE THOUSANDS OF MESSAGES COMPETING FOR OUR ATTENTION SIMPLE, CONSISTENT, AND TIMELY MESSAGES WILL HAVE THE BEST CHANCE OF SUCCESS HERE ARE SOME STRATEGIC POINTS TO ENHANCE STICKING POWER:

Clear
Prioritize your information from most important to least important.

Consistent
Use similar designs and writing styles so your audience learns to recognize your communications.

Coordinated
Be respectful of your audience's time and deliver just the right amount of information.

Creative
Work with our District designers or a skilled design student and channel their creativity to communicate effectively.

MESSAGE ESSENCE

STYLE SUBSTANCE

PREMIER.

WE STRIVE FOR ACADEMIC EXCELLENCE.

ENABLING STUDENTS TO "GO PLACES" IS THE REASON, PURPOSE, AND MISSION OF THE COLLEGE. FACULTY AND STAFF ARE HERE BECAUSE THEY ARE COMMITTED TO STUDENT SUCCESS.

Academic excellence does not mean stodginess or arrogance. Academic excellence suggests clarity and confidence, using stronger verbs, shorter sentences, and fewer overall adjectives.

POSSIBLE.

WE CREATE POSSIBILITY.

THE CULTURE AT CYPRESS IS INSPIRATIONAL AND FORWARD-THINKING. FACULTY BELIEVE IN THE POWER OF THE STUDENT-TEACHER CONNECTION AND ARE DRIVEN TO MAKE A DIFFERENCE. STUDENTS ARE HERE TO MAKE THEIR DREAMS REALITY, TO PROGRESS IN THEIR ACADEMIC AND PROFESSIONAL PATHS.

Talking about possibility is not as effective as showing possibility. Personal narratives and visuals bring concepts to life and have emotive value. Consider putting a face to a name and a story behind a face. Your program will benefit, as will our institutional brand value.

SMART.

SMART INVESTMENT, HIGH RETURNS.

NOT ONLY ARE WE OF HUGE FINANCIAL SAVINGS IN COMPARISON WITH 4 YEARS, WE ALSO PROVIDE MANY STUDENTS WITH A STRONGER EDUCATIONAL BASE. LOW STUDENT-TO-FACULTY RATIOS AND HIGHER UNIVERSITY GRADUATION RATES FOR TRANSFERS HELP ILLUSTRATE WHY.

Smart = Savvy. People don't want to be sold to. Less institutional speech, more conversational tone. We want to project openness, not insularity. Try writing copy with a specific audience and objective in mind. Also, positive language, example "Get ahead" rather than the negative "don't get left behind," is generally a better approach to tone.

ENGAGED.

WE ARE ACTIVE AND INVOLVED.

WHETHER VIA ACADEMICS, ATHLETICS, THE ARTS, OR SERVICE, WE ARE AN ENGAGED COMMUNITY BOTH ON CAMPUS AND OFF. WE TAKE PRIDE IN THE MISSION-DRIVEN PURPOSE OF OUR DAILY WORK AND COLLABORATIVE PARTNERSHIPS.

People who are engaged have a full agenda. This suggests brevity. Let's get to the point (while maintaining warmth!). Be clear, brief, warm.

DIVERSE.

WE ARE ONE AND MANY.

CYPRESS COLLEGE THRIVES ON THE DIVERSE BACKGROUNDS, KNOWLEDGE, AND PERSPECTIVES OF OUR COMMUNITY. OUR DIVERSITY IS THE ENGINE OF OUR CREATIVITY AND GROWTH.

People who are open-minded tend tend to reflect on commonalities instead of differences. Writing for a diverse audience should celebrate inclusivity. Stories of success must be representative of our entire community.

Cypress College — Messaging Strategy

How can we make our messages consistent in style and impact? How can we do so across an organization the size of Cypress College — the largest employer in the City of Cypress? Below is the college's messaging strategy, followed by a messaging map. These pages are intended to address the issues of consistency across a large organization. The message map offers sample wording that might even be cut-and-pasted by employees who are providing written communication directly with others outside of Cypress College.

1 FIRST, IDENTIFY YOUR PURPOSE. WHAT IS THE PURPOSE OF THIS COMMUNICATION?

Sometimes a distributed message seems to have no purpose at all. Clearly define what you need to get across and why before publishing. Let your purpose drive your choices.

2 WHO IS YOUR AUDIENCE?

Before writing, always step back, reflect, and make sure you understand what your audience needs and wants to know! Then consider how you can deliver that information in as few words as possible. Let's avoid wasting trees, money, and the reader's time in this way.

3 HOW WILL WE TELL IF THIS COMMUNICATION ACHIEVED IT'S GOALS?

Set a goal. Where do you want to move your issue? Identify your ideal final result. What metrics will you enable you to assess your impact?

MOVE TOWARD AN ENGAGING, PERSONAL TONE OF VOICE.

It is often said, "You can never over-communicate." Actually, you can. Too much information, too many words, too long a speech — these defeat the purpose of communicating. Our messages cannot be clear, consistent, and students-first if we write and speak without clarity in purpose, audience, and goals. Whatever our message, whatever the occasion, we must avoid institution-like speak and the ineffective practice of conveying too much at once. Instead, we should strive for a style that invites respectful engagement and inspires interest in our programs by being mindful of our content and messaging strategy.

YOUR CONTENT	VARIATIONS ON TONE		
TOPIC	AVOID THIS! (bureaucratic)	ASPIRE TO THIS! (Matter-of-fact)	OR — BETTER YET — THIS! (Engaging)
Creating a program	This is what we've created. Now here are a ton of uninspiring details; for example, a listing of all the courses you'll need to graduate.	Here is a program with this intention, these features and these direct benefits.	This exciting program is designed for you. Here's how it'll help you reach your goals!
Conveying timely information: i.e, free program lecture, event, deadline.	Do this, not that. For example, "This is due on the 4th of August. Without this document, you will not be eligible to graduate in the Fall."	"Graduation applications are due August 4. Turn yours in as soon as possible."	Planning on graduating in the Fall? Get a jump on your application. The final deadline for submission is August 4!
Giving a warning	As a result of your poor performance you have been placed on academic probation. Now pay attention to these details.	You have been placed on academic probation. Your success is important to us. Please contact the Counseling Office.	*The message should strike a balance between addressing the severity of the matter and ensuring the student feels cared for and is guided to the right resources.* Your success is important to us! Your placement on academic probation is designed to connect you with the resources to help you succeed. Please reach out to Jane Doe in the Counseling Office. She's your best resource.

Cypress College — Photography and Graphics

When designing informational and promotional items, individual pieces should reflect Cypress College's brand identity. Should individual pieces be used together, there should be cohesion and an obvious indication that they all represent the same institution. After all, every program, office, department, and service is a reflection of Cypress College as a whole.

Artwork should reflect the best features of the college and capitalize on top selling points. We encourage consideration of the following to guide decision-making when it comes to photography and graphic creation/selection.

Photos
- Photos of the campus should depict ideal California weather. This includes sunny, blue skies and students wearing summer-appropriate attire (avoid people in long sleeves, hoodies, beanies, etc.).
- When choosing general campus photos, consider using photos taken near the pond or campanile. Both are photogenic landmarks unique to Cypress College that help to distinguish our campus from others.
- Photos picturing textures unique to Cypress College, including the red, blue, yellow, and brown tile accents on the outside of some buildings, and the glass stairwell encasing of the Humanities Building, are also great choices.
- When using photos of people, showing some kind of action or movement is ideal if possible.

*A wide selection of academic, campus, event, program, and other photos for print and digital use are available from the Office of Campus Communications.

Graphics
- Pulling from campus designs and textures, like the mosaic tiles, makes ideal design elements.
- Consider using elements from the Cypress College marketing/outreach templates. The "red bar with diamond" is great as an accent divider, and the cascading or lined up "tiles" make a great background piece.
- Gradients using colors pulled from the college's official color palette are a great way to make even a simple design more dramatic. (See the marketing/outreach templates for an example of a gradient using the college's "Cypress Blue" and "Modern Cyan.")

Cypress College — Size & Dimensions

This guide covers required and/or minimum sizes, dimensions, and file types for college marquee and website photos, graphics, and video, as well as social media.
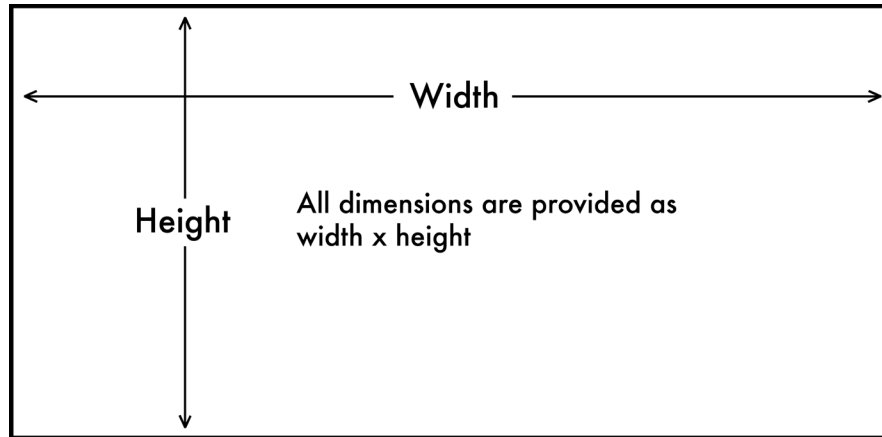
Marquee

The Cypress College marquee is located at the Valley View entrance. Important dates, campus-wide events, information about student services, and other items to be communicated broadly are posted throughout the year.
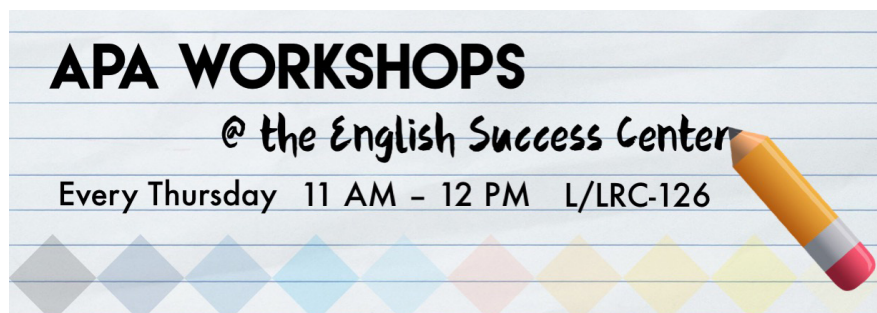
The Office of Campus Communications designs slides for the marquee, as well as maintains it. Please fill out the publicity form at cypresscollege.edu/office-of-campus-communications/publicity-form.html for marquee and other publicity consideration for your event and/or service. If approved for marquee rotation, we may ask that you provide us with a slide.

No more than 10 slides are posted to the marquee at any given week. Each slide remains on the marquee for five seconds in a rotation. Because of this, we suggest that no more than 15 words be included on a slide. Information should include the event name/title, date, time, and location. Please refer to the Marquee and Digital Signage Guide for specific marquee style designations.
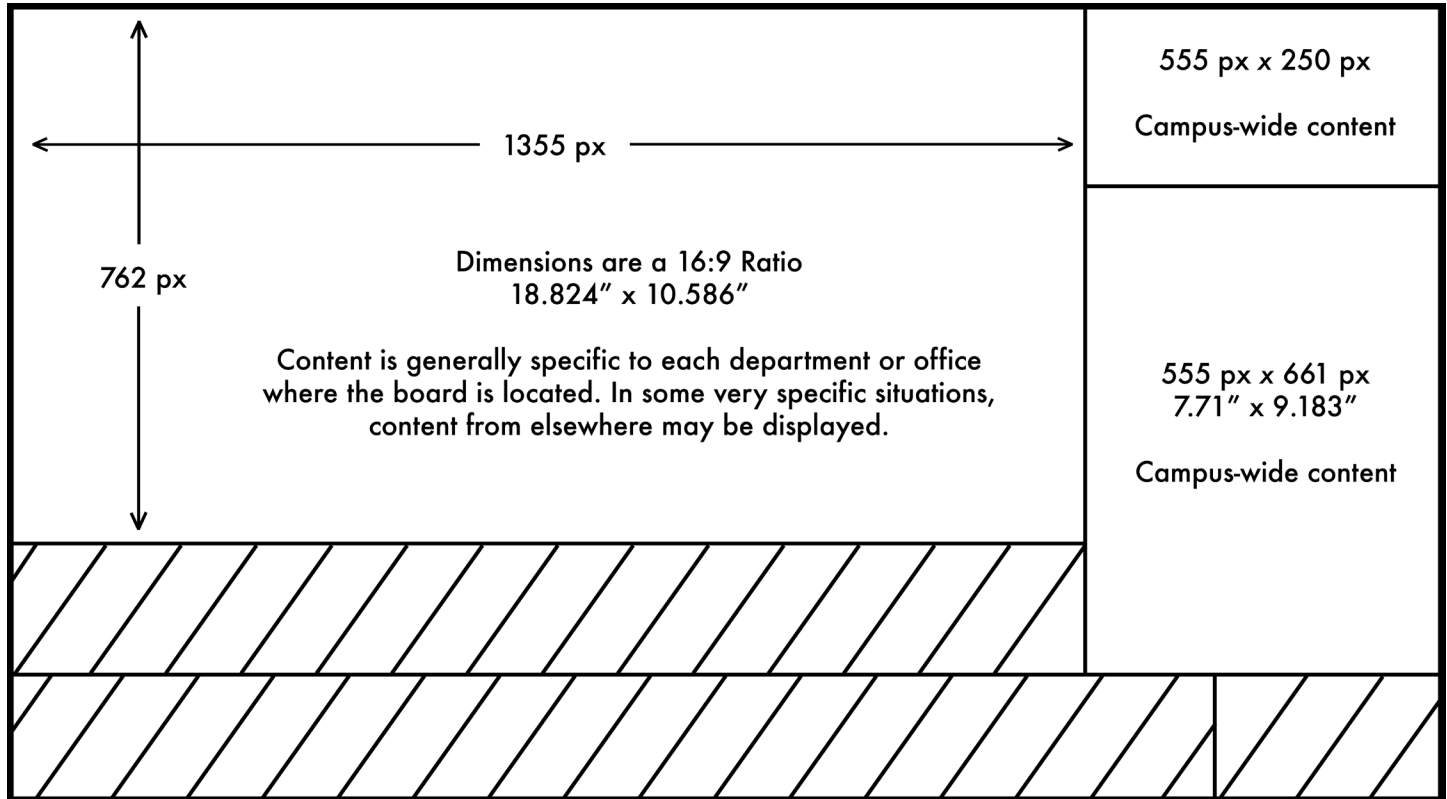
> Slide dimensions are 1232 px x 440 px
>
> Please provide file as a JPG or PNG.

Templates in PowerPoint are available through the Office of Campus Communications. Please inquire with Marcie or find them online at: cypresscollege.edu/office-of-campus-communications/project-coverage-requests. The following is a slide made in the template:

Reader Boards

Reader boards are located throughout campus in many offices and main lobbies of buildings. The Office of Campus Communications can assist with posting information to the two campus-wide sections on the right-hand side of the digital signage, and on occasion to the main area that contains mostly information specific to the division, department, or office where the board is housed.

555 px x 250 px

Campus-wide content

1355 px

762 px

Dimensions are a 16:9 Ratio
18.824" x 10.586"

Content is generally specific to each department or office where the board is located. In some very specific situations, content from elsewhere may be displayed.

555 px x 661 px
7.71" x 9.183"

Campus-wide content

Please fill out the publicity form at cypresscollege.edu/office-of-campus-communications/publicity-form. html for digital signage and other publicity consideration for your event and/or service. If approved for posting to reader boards, we may ask that you provide us with a slide.

Reader boards are relatively small and slides remain on screen for between [#] and [#] seconds at a time in a single rotation. Because of this, we suggest that no more than 15 words be included on a slide. Information should include the event name/title, date, time, and location. Please refer to the Marquee and Digital Signage Guide for specific style designations.

Templates are available through the Office of Campus Communications. Please inquire with Marcie or find them online at: cypresscollege.edu/office-of-campus-communications/project-coverage-requests.

Top-right slide should be provided as a JPG or PNG.

Middle-right slide may be provided as a
JPG, PNG, or PDF

Website
Hero Image
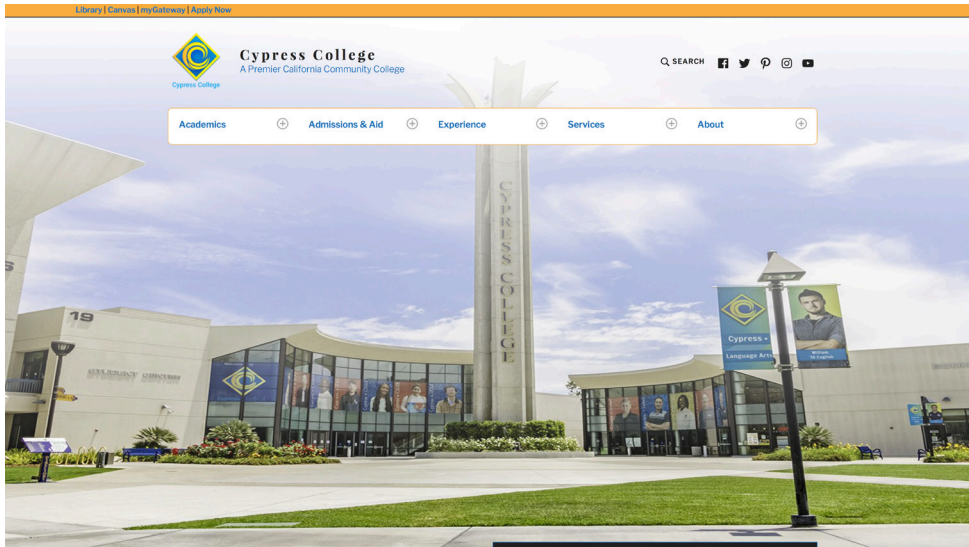
The website hero image is the large graphic at the top of the website home page. The Office of Campus Communications accepts photographic submissions for this space that depict the college environment and campus life. Please note, the website navigation cuts through the top quarter of the photo, and there is also a clear-white fade in that section, so we advise that the top third of submitted photos should be empty/neutral for best results.

> Hero image dimensions are 1980 px x 960 px
>
> Please provide file as a JPG or PNG.

Page & News Post Images
Featured images should be set for all individual pages. Other photos that enhance the content on pages are also highly encouraged to break up large amounts of text and assist with page readability.

Cypress College's 50th commencement, held May 26, 2017, attracted participation from more students than any other graduation in the college's history.

> Featured and other page photos should be 830 px x 553 px or have a 2:3 (horizontal photos) or 3:2 (vertical photos) ratio.
>
> Please provide file as a JPG or PNG.

For a half century, Cypress College has been a springboard for our students to their dreams. Alumni have gone on to become actors, athletes, doctors, executives, auto technicians, nurses, educators, pilots, and business owners.

Here you will find a premier community college that offers first-class opportunities for learning in a beautiful setting. When you decide to pursue your education, you commit yourself to building a foundation for your future. And, when you become a Charger, you elect to attend a college regarded for focusing on your needs as students. Spend a few minutes walking the campus, and you'll find people offering hellos and directions.

Social Media
Facebook

Profile photos must be at least 180 px x 180 px and should be a 1:1 ratio no matter the dimensions.

Cover photos show on screen at 820 px x 312 px. Anything less will appear stretched.

Shared images should be 1,200 px x 630 px

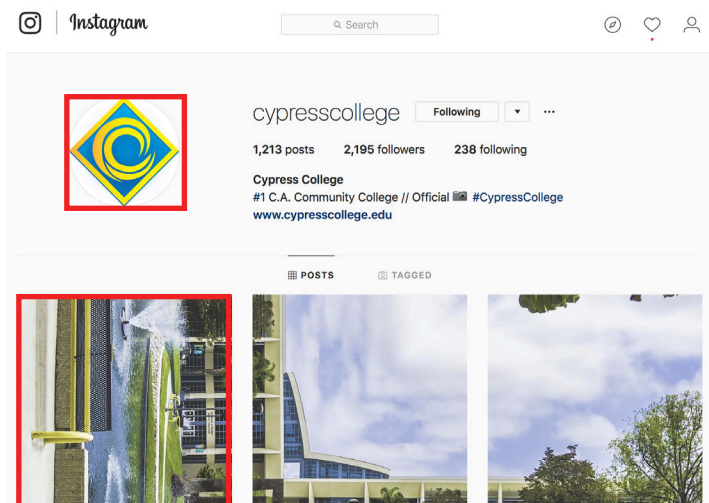All photos should be in JPG or PNG format.

Twitter

Profile photos must be at least 400 px x 400 px and should be a 1:1 ratio.

Header photos should be 1500 px x 500 px.

In-stream photos should be a minimum of 440 px x 220 px or a 2:1 ratio.

All photos should be in JPG or PNG format.

Instagram

Profile photos must be 110 px x 110 px and should be a 1:1 ratio no matter the dimensions.

Shared photos should be at least 612 px x 612 px, but are ideally 1080 px x 1080 px. Square photos are suggested over rectangular photos.

Instagram stories should be filmed at 1080 px x 1920 px, or a 9:16 aspect ratio, for best appearance. The max file size is 4 GB.

All photos should be in JPG or PNG format.