



Visual Identity and Graphic Standards Guide

Introduction

Yakima Valley Community College has created a *Visual Identity and Graphic Standards Guide*. This guide is designed to assist the college in utilizing consistent logos, colors selections, and graphic elements in creating a visual identity for YVCC.

Included are logos available for download, samples of how to best make color selections, and the rules and regulations around publications for print and web. This guide also outlines the YVCC policies and procedures around these topics.

File Formats

JPEG: For use in programs such as Word, PowerPoint, or Publisher. Most photographs are saved in this file format. Note the files quality degrades with each save. Please return here to download a new file for each use.

EPS: For use by designers and printers with graphics software such as InDesign, Illustrator, and Photoshop. This is a high quality format which can be changed in size easily and without distortion. Most outsourced printers can use this file format.

PNG: A loss less file format, doesn't lose quality after each save. PNG can be used on the web as well as for print. PNG has a transparent background and is a good choice for dark backgrounds when using a white logo. PNG files cannot be enlarged, however they can be reduced to increase quality and resolution. PNG files can be used in programs like PowerPoint and Word as well as Fireworks graphics software.

PSD: For use by designers and printers with graphics software such as Photoshop. PSD format is normally used with photographs and is composed of pixels. This format cannot be enlarged too much without the appearance of a grainy image.

Additional questions regarding this guide may be directed to: publications@yvcc.edu

Published by: Community Relations
Revised: 6/10/2011

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I. College Seal



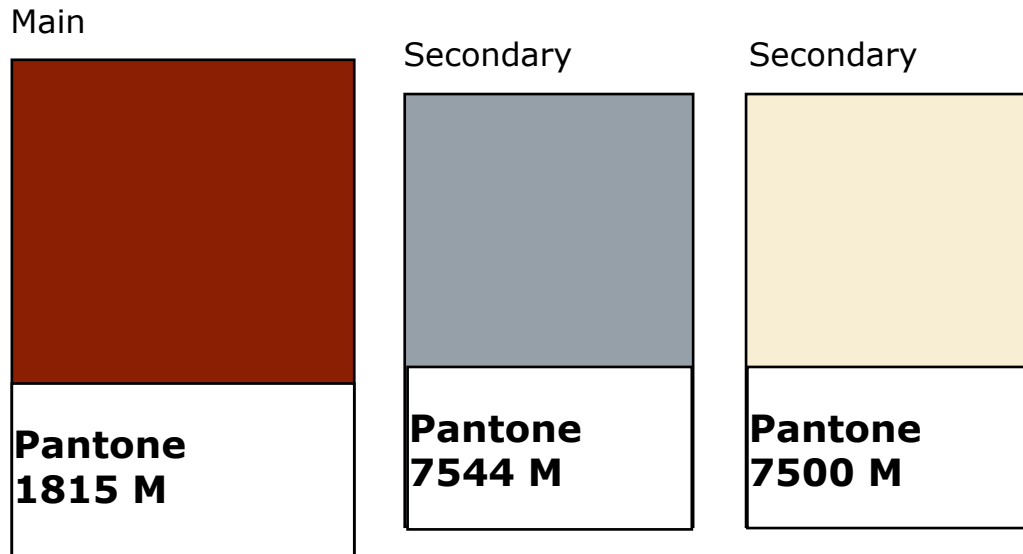
The College Seal




The college seal is reserved for the Office of the President and for formal documents such as diplomas, official certificates, and publications relating to commencement. It is also used as a graphic element in the official YVCC website; however it is not to be used for general purpose communications or promotional materials.



The college seal may appear in black, white (with transparent background) to be placed over a dark background, or in pantone 1815 ink only.

II. Standard College Colors



	4-color process	PMS Spot Color	Hexadecimal	RGB
	0c, 90m, 100y, 51k	1815 M	8A1F03	138r, 31g, 3b
	10c, 1m, 0y, 40k	7544 M	95A0A9	149r, 160g, 169b
	0c, 2m, 15y, 3k	7500 M	F7EED4	247r, 238g, 212b

The main color of the college is pantone 1815. Secondary colors include pantone 7544 and pantone 7500.

III. College Logotype



The College Logotype

The official college logo should be included on all stationary, print, web, and marketing materials sent out by the college. The logo should not be distorted, stretched, or modified in any way. It may appear in black, white (with transparent background) to be placed over a dark background, or in pantone 1815 ink only.



[Download YVCC Logos](#)

III. College Logotype

Sample of incorrect use:



stretched



distorted



nontransparent
background



unauthorized
color

IV. Nondiscrimination Statement & Logo Blocks

Nondiscrimination Statement

All documents produced by the college that are distributed to students or the general public need to include the official YVCC logo and the nondiscrimination statement.

The full statement, as required by the Office of Civil Rights, can be found in YVCC Policy [4.37 Nondiscrimination Statement](#).

For use in advertisements and promotional materials two shortened statements are acceptable:

- **Yakima Valley Community College is an Affirmative Action/Equal Employment Opportunity Institution.**
- **YVCC is an AA/EEO Institution.**

For easier use of combining these elements:



YVCC is an Affirmative Action/Equal Employment Opportunity Institution.



YVCC is an AA/EEO Institution.

Spanish translation of the shortened statement:

- **Yakima Valley Community College es un empleador con igualdad de oportunidades y acción afirmativa.**

[Download Logo Blocks](#)

V. Hispanic-serving Institution Statement

Since 2002, YVCC has been designated as a Hispanic-serving Institution by the United States Department of Education based on the high percentage of students who are low-income and of Hispanic decent. The grants allow the college to strengthen the institution for all students and faculty.

Optional statement to include in publications can be written:

- **YVCC is designated by the US Department of Education as a Hispanic-serving Institution.**

For easier use of combining these elements:



YVCC is an Affirmative Action/Equal Employment Opportunity Institution.
YVCC is designated by the US Department of Education as a hispanic-serving Institution.

YVCC is an Affirmative Action/Equal Employment Opportunity Institution.
YVCC is designated by the US Department of Education as a hispanic-serving Institution.

Font: Verdana

[Download Logo Blocks](#)

VI. Perkins Grant Statement

The purpose of the Perkins Act is to prepare students to enter the workforce with the academic and vocational skills needed to compete successfully in a knowledge and skills-based world economy. Perkins supports career and technical education that prepares students both for further education and the careers of their choice. Perkins funds help ensure that career and technical programs are challenging and integrate academic and technical education to meet the needs of business and industry.

The following statement is required to appear on all materials purchased with Perkins Grant funds:

- **The contents and/or printing of this publication were developed with funds from the Carl D. Perkins Act.**

VII. SBCTC

State Board for Community and Technical Colleges: Creating Opportunities

As one of the 34 community and technical colleges in Washington State YVCC supports the State Board's communication and marketing efforts. Therefore when space is available on documents distributed to student and the local community to promote YVCC programs and activities, the Creating Opportunities logo should be included.

Guidelines:

- The logo is intended to communicate the benefits of the Washington community and technical college system.
- Do not stretch or distort the logo proportions. Do not add or alter the structure or elements.
- The logo may appear in black, white (with transparent background) to be placed over a dark background, or in pantone 287 ink only.



transparent for dark background

[Download SBCTC Logos](#)

VIII. Logo Blocks



YVCC is an Affirmative Action/Equal Employment Opportunity Institution.



YVCC is an Affirmative Action/Equal Employment Opportunity Institution.

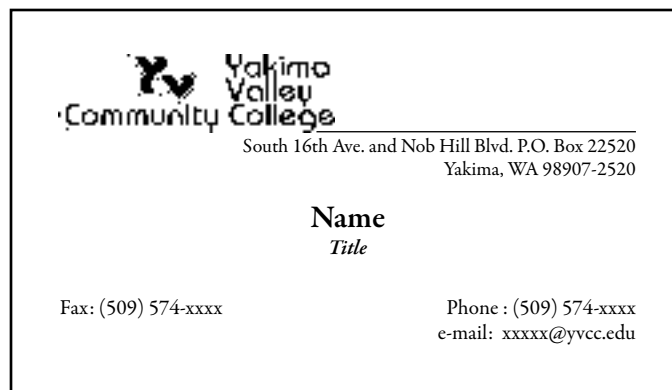
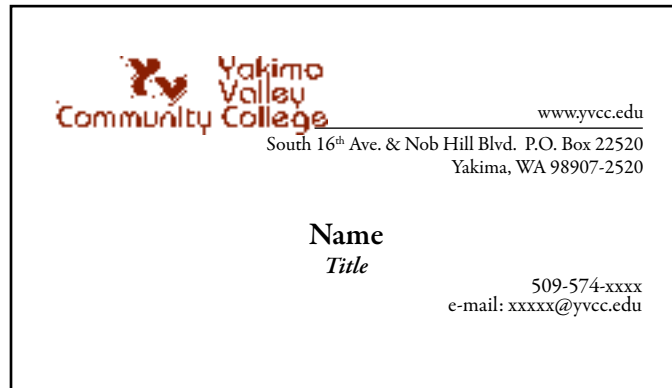


YVCC is an Affirmative Action/Equal Employment Opportunity Institution.
YVCC is designated by the US Department of Education as a hispanic-serving Institution.

Font: Verdana

[Download Logo Blocks](#)

IX. Business Cards



Please contact the YVCC Print Shop for business card orders.
YVCC logo is available in black or pantone 1815.

Print Shop: 509.574.4680

X. Letterhead



Grandview Campus



Yakima Campus

South 16th Avenue & Nob Hill Boulevard
P.O. Box 22520, Yakima, Washington 98907-2520
Phone (509) 574-4600 • Fax (509) 574-6860 • www.yvcc.edu

Please contact the YVCC Print Shop for letterhead orders.
The YVCC logo is available in black or pantone 1815.

Letterhead is available for Yakima Campus, Grandview Campus,
or by specific department.

Note: Letterhead is available with or without Learning
Center sites listed in the footer.

Print Shop: 509.574.4680

Yakima Campus
16th & Nob Hill Blvd.
Yakima, WA 98902

Yakima Campus
16th & Nob Hill Blvd.
Yakima, WA 98902

Ellensburg Learning Center
401 East Mountain View
Ellensburg, WA 98926

Sunnyside Learning Center
2590 Yakima Valley Highway
Sunnyside, WA 98944


Toppenish Learning Center
516 West First Avenue
Toppenish, WA 98948-1564

XI. Envelopes


Please contact the YVCC Print Shop for envelope orders.
YVCC logo is available in black or pantone 1815.

All bulk mailing needs to have the YVCC PO BOX address listed on the envelope.
General correspondence envelopes can be department specific.

Print Shop: 509.574.4680



Yakima Valley
Community College Yakima Campus
South 16th Avenue & Nob Hill Boulevard
PO Box 22520
Yakima, WA 98930-1284



Yakima Valley
Community College Grandview Campus
500 West Main Street
Grandview, WA 98930-1284

XII. Secondary College Logos

Note: All logos should not be distorted, stretched, or modified in any way. They may appear in black, white (with a transparent background), to be placed over a dark background, or in pantone 1815 ink (if applicable) or color specific to the logo as shown below.



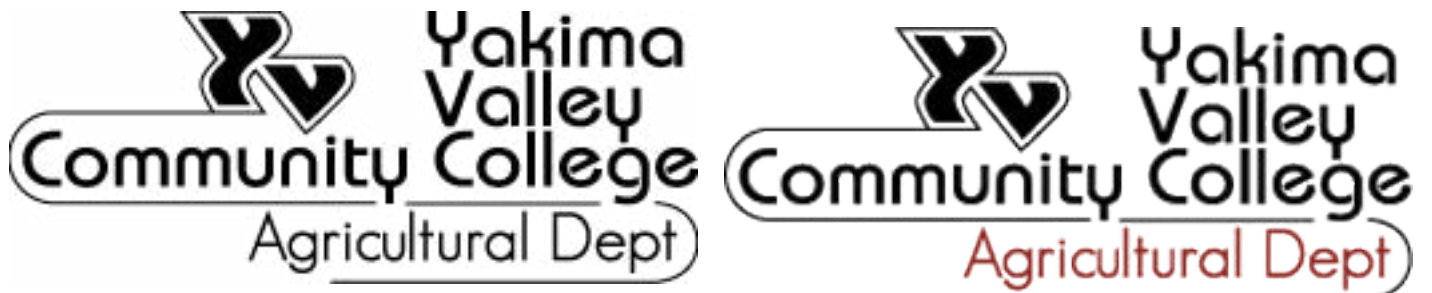
transparent for dark background



transparent for dark background

[Download Yak Logo](#)

XII. Secondary College Logos



transparent background



transparent background

[Download Agricultural Logo](#)

XII. Secondary College Logos

Athletics

Coming Soon...

XII. Secondary College Logos

XII. Secondary College Logos

XII. Secondary College Logos



transparent background

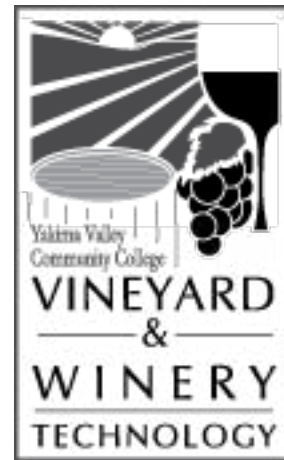
[Download Engineering Logo](#)



transparent background

[Download Tech Prep Logo](#)

XII. Secondary College Logos



*due to white background
logo can be used on
dark surfaces without
the need for a
transparent background*



transparent background

[Download Vineyard and Winery Technology Logo](#)

XII. Secondary College Logos



transparent background



[Download ISP Logo](#)

XII. Secondary College Logos

STUDENT RESIDENCE CENTER



STUDENT RESIDENCE CENTER

STUDENT RESIDENCE CENTER

transparent for dark background



STUDENT RESIDENCE CENTER

transparent for dark background



transparent for dark background



transparent for dark background

[Download SRC Logo](#)

XIII. Center of Excellence Logo



EPS format PNG format JPEG format



EPS format PNG format JPEG format



PSD format PNG format JPEG format



transparent background
EPS format PNG format

[Download Center of Excellence Logo](#)

XIV. Outside Agency Logos

Achieving the Dream

Achieving the Dream logos may be used in conjunction with the YVCC official college logo when appropriate.



transparent for dark background

[Download Achieving the Dream Logo](#)

XV. Rules and Regulations

Design Requirements

The YVCC logo and shortened version of the nondiscrimination statement are required on printed and electronic publications. You are also encouraged to use the State Board for Community and Technical Colleges Creating Opportunities logo when appropriate.

Publications and Promotional Materials

Reference: YVCC Administrative Procedure

[2.09 College Publications and Promotional Materials](#)

Promoting Campus Events

Reference: YVCC Administrative Procedure [2.15 Posting and Publicity](#)

To publicize an event submit an [Event Promotion Form](#) to the Community Relations Office. Once facility reservations have been approved, divisions or departments should plan to contact the Community Relations Office to discuss what is needed within available budgets; including but not limited to advertising, posters, posting on the reader board, posting on the YVCC website, calendar listings, and press releases. Allow sufficient time to process these requests. Advance planning is critical; estimate at least a month to promote events.

Advertising

Reference: YVCC Administrative Procedure [2.01 Advertising](#)

Strict state guidelines apply to advertising college programs. Allow sufficient time to plan for advertising in local media outlets. Many local papers are published on a weekly basis, making the deadline for artwork submission up to two weeks in advance. Allow time for design and content editing prior to the deadline. As a general rule, YVCC may only advertise within our service district unless permission is obtained from the district in which you wish to advertise. All advertising must be cleared through the Community Relations Office.

Media Relations

Reference: YVCC Administrative Procedure [2.06 Media Relations](#)

If divisions or departments have newsworthy information for public dissemination, it should be processed through the Community Relations Office. When possible, allow sufficient lead time of at least one month to process requests. The Community Relations Office will distribute the information to the appropriate media sources. The Community Relations Office will schedule interviews with media contacts and appropriate YVCC personnel. If YVCC personnel receive a request for an interview on information related to the college, the requestor should immediately be directed to the Community Relations Office for assistance. All media relations, including communication with local, state, and national media, are coordinated by the YVCC Community Relations Office. This includes working with print, radio, television, and electronic media services.

XV. Rules and Regulations

Photographs

Photographs that represent YVCC should be as varied as our student population. Images of the YVCC campuses and YVCC related individuals are to be used rather than stock photos whenever possible. Photographs should not be altered to change the original intent of the image and should represent the values and mission of the institution. Photographs should be used in place of clip art whenever possible. The Community Relations Office is available to photograph at events, activities, and during class time. Schedule a visit with a photographer to help maintain YVCC's directory of images.

Photo Directory

The YVCC photo directory is managed by the Community Relations Office. The images found in the directory are copyright of Yakima Valley Community College and can be used for educational purposes only. For additional information about college photographs, contact Niki Hopkins at nhopkins@yvcc.edu.

Photo Waivers

All subjects that are identifiable within the photograph must sign an [Information, Photo & Graphic Release Form](#). The form must be on file with the department who is using the photo and/or with the Community Relations Office. For YVCC students, Directory Information, as defined by YVCC's Enrollment Services does include a photograph release. However, if images are going to be used on marketing and promotional materials a signed release must also be on file. This includes images that will be included in print or electronic formats. All photos used must be generated or approved by the Community Relations Office and in accordance with applicable copyright law. The Information, Photo & Graphic Release Form must be kept on file for six years after the photograph is no longer in use.

Posting Information

MY YVCC announcements

All internal announcements, activities, and calendar items for YVCC employees can be posted to MY YVCC. Employees can sign up for RSS feeds or alerts through MY YVCC to receive up-to-date information posted to the portal. The portal is managed by Technology Services.

Readerboard

The electronic sign located on the corner of 16th Ave and Nob Hill Blvd. is managed by the Community Relations Office. To have a message posted, submit all details including run dates for the announcement to Stefanie Menard at smenard@yvcc.edu.

Website calendar

All events and activities for students and community members should be posted to the www.yvcc.edu/calendar. There are representatives from each division of the college appointed to maintain this site.

Note: If you have requested a press release or publicity for your event or activity through the Community Relations Office we will also post your information to the www.yvcc.edu/calendar.

XV. Rules and Regulations

Website • www.yvcc.edu

The web address for the college's public facing site is www.yvcc.edu. It is acceptable to omit the http:// prefix. Shortened URL addresses can be requested through Technology Services. These are especially helpful on department specific promotional materials.

Guidelines to follow:

- Reference the YVCC web guide on creating and maintaining web pages.
[YVCC web guide](#)
- Style guidelines are built in to page templates. Design webpages within these default suggestions.
- Font: Verdana
Size 3-4 = Header (use 3 if there is no sub header)
Size 3 = sub header
Size 2 = body of text
- When adding a page, remember to reorganize the web page side bar menu.
Directions: Go to Site Actions, Site settings, Modify all Site Settings, Navigation.
Then move up/down to organize the menu.
- Add a Contact Us page with current information.
- Remember to keep your pages visually consistent.
- Keep accessibility in mind.
Visit <http://www.usa.gov/webcontent/accessibility/> for more information.

Reference: YVCC Administrative Procedure [6.09 Web Usage](#)

The college website is edited through content managing software controlled within the specific division or department. Training and technical support is available through Technology Services. Contact the help Desk: 509.574.4717