

# Brand Guidelines

Introduction HARTNELL COLLEGE

The following guidelines outline **Hartnell College Community College District's** visual identity.

For Hartnell Community College District, following the guidance of the component elements and the examples of their implementation included in this document will ensure a strong brand foundation and build ongoing recognition among our audience. Furthermore, the District aims to establish a clear and cohesive identity that resonates with students, faculty, and community members by assuring that all visuals and messaging align with the brand's core values and look and feel.

All content provided in this document has been approved and is ready for implementation.

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### Brand Story

### Our Mission

Focusing on the education and workforce development needs of communities in the Salinas Valley, Hartnell College strengthens communities by providing opportunities for students to reach career and/or academic goals (baccalaureate degrees, associate degrees, certificates of achievement, and transfer to four-year institutions) in an environment committed to student learning, achievement and success.

### Our Vision

Hartnell College students will be prepared to contribute as leaders to the intellectual, social, cultural, and economic vitality of our communities and the world.

O1. Brand Story

## Our ideals & beliefs

Equity

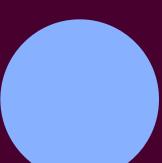
Innovation

Empowerment

Community

Purpose

Inclusivity



**01.** Brand Story

# Knowledge grows beyond barriers.

Hartnell Community College District is dedicated to the transformative power of education and its profound impact on students and the wider community.

Our primary mission is to assist students in achieving academic success while equipping them with the tools necessary for success beyond the classroom.

We are fully committed to creating a brighter future for all, firmly believing that education is the driving force that will help us achieve this goal.

With knowledge by our side, our students can grow beyond barriers.



# Tone of Voice

O2. Tone Of Voice

HARTNELL COLLEGE

### MAIN PRINCIPLES

### Inclusivity

Understand your audience and communication goals

### **Clarity**

Don't overcomplicate what can be simple

### Words we like

Support

Learning

Goals

Students

Innovation

Opportunities

Community

Accessible

Collaboration

Empowerment

Purpose

Growth

Knowledge

Education

Success

**02.** Tone Of Voice

## Headline examples

Together we learn. Together we grow.

Purposeful learning, accessible to all.

Knowledge grows beyond barriers.

We believe in the power of inclusivity.

Building a better community together.

02. Tone Of Voice

IMAGERY **USAGE** 

## We are together and it shows.

When it comes it imagery, let's aim for showing **groups of people** whenever it's possible.

This helps us to keep reinforcing **community** at Hartnell College.





### LOGO Usage

### LOGO VARIATIONS COLOR





HARTNELL COLLEGE





**HARTNELL COLLEGE** 

### **B&W VARIATIONS 1 INK**





HARTNELL COLLEGE





HARTNELL COLLEGE

### LOGO VARIATIONS 1 INK





### HARTNELL COLLEGE





HARTNELL COLLEGE









### Incorrect Usage

Do not use stroke



Do not rotate



Do not apply gradients



Do not use drop shadow



Do not change proportions

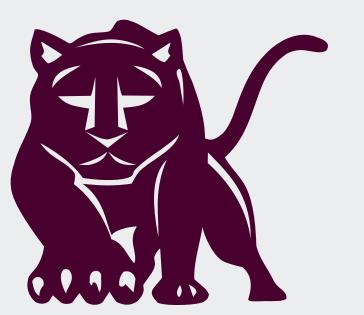


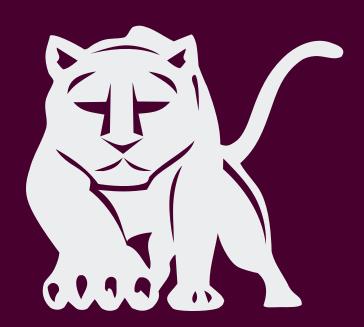
Do not place against dark colors



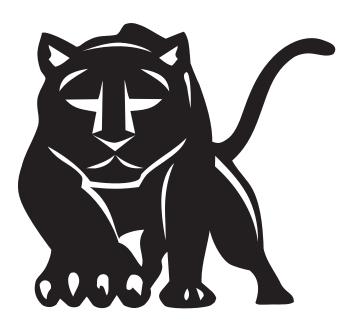
### The Panther

When there's limited space, it's best to use the panther as a logo in these color combinations. If you use it, make sure not to put it too close to the text or other content.









### LOGO HARTNELL COLLEGE SEAL

The Hartnell College Seal is the official, formal mark of the College and should only be used for special occasions, ceremonies, and official documents.

All other uses require prior approval from the communications office.





### LOGO HARTNELL COLLEGE FOUNDATION

### **B&W VARIATIONS 1 INK**





















JOINT BRANDING

### LOGO OTHER APPROVED



































### LOGO HISPANIC SERVING INSTITUTION





### LOGO HARTNELL COLLEGE ATHLETICS







LOGO **DO NOT USE** 









## Logo Placement

Please follow the references for logo placement, avoid any overlap of shapes and improper logo usage.

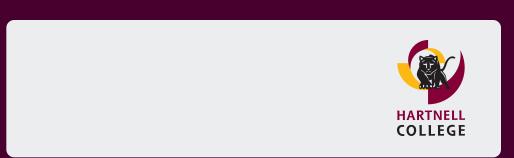
### VERTICAL & SQUARE LAYOUT





### HORIZONTAL **LAYOUT**





### MOBILE & ADS LAYOUT (SMALL LAYOUTS)







### SAFE **AREA**

## Logo on Photography

- Create a white, safe area using the brand device in a solid white color to apply the logo in full color, or a solid color to apply the one-ink logo.
- When working with photography, you have the option to overlay a solid color with some opacity to make the logo stand out more. Alternatively, you can place the logo in the darkest or most solid-colored part of the image.



### OVER **PHOTOGRAPHY**







### Typography

# 

**04.** Typography

Inter Legible, modern, Clean, Simple versatile.



Inter

# Regular

**04.** Typography

TYPOGRAPHY **USAGE** 

Headline: Inter Light & Bold

## Inter Bold & Inter Light for Headlines

**Subhead: Inter Bold** 

Inter bold for subtitles

**Body copy: Inter Light** 

Inter is a highly versatile typeface designed for extended text, with its notable benefits lying in its exceptional readability and adaptability. This font offers exceptional clarity, thanks to its balanced design that ensures every character is distinct and legible. Whether on a screen or in print, Inter remains equally effective, making it a fantastic choice for a wide range of media. Its well-proportioned letters and spacing enhance reading comfort, significantly reducing eye strain and enhancing the overall reading experience, particularly for long texts. Inter's extensive character set also provides multilingual support, accommodating various languages and special characters seamlessly. Its modern aesthetics further contribute to its popularity, making Inter a top choice for designers and content creators aiming to deliver a clear and comfortable reading experience.

**CTA Buttons: Inter Regular** 

Join Us

Join us

O4. Typography

TYPOGRAPHY **USAGE** 

Signage:

## Shannon Book & Shannon Bold

All permanent Hartnell Community College District signage and wayfinding must use Shannon font.



# Color Palette

### Main Colors

Color adds personality and instant recognition to a brand, making it a vital component to consider. For our brand, each color plays an important role in our visual identity and its application.

Our primary color palette consists of Burgundy, Red and Light, serving as the foundational elements of Hartnell's visual identity. Gold and Blue are typically used as accents, while charcoal is primarily used for body copy.

Hartnell Red Hartnell Gold Hartnell Blue Charcoal Hartnell Light

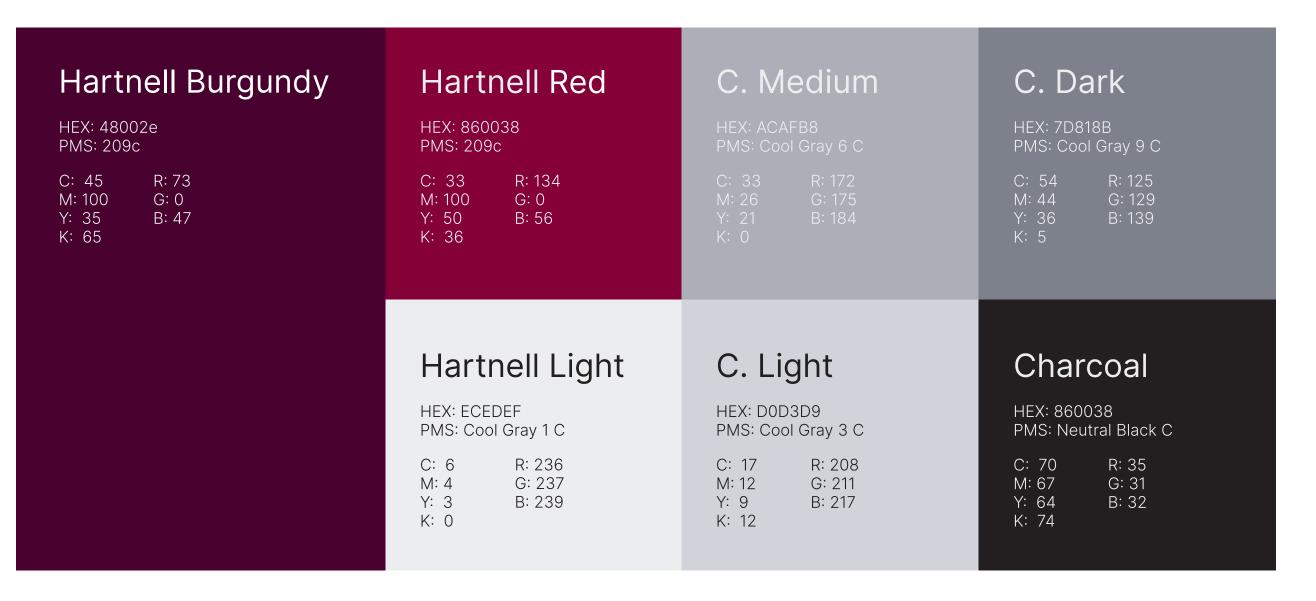
Hartnell Burgundy

O5. Color Palette

## Color Proportions

- Use primary colors as main for background and headlines
- Body copy should be used in charcoal
- Do not use secondary colors as backgrounds
- Avoid the usage of Hartnell blue in copy

### PRIMARY COLORS



### SECONDARY COLORS



### Red Shades

• Use red shades only when using them together.

100%

80%

40%

10%

### Charcoal Shades

Charcoal tints may be applied to the website, app, graphs, diagrams, infographics, illustrations, and background colors when needed.

100%	50%	30%	10%



### Brand Device

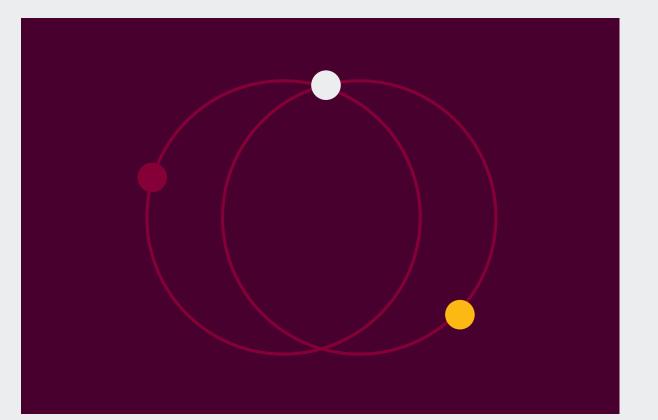


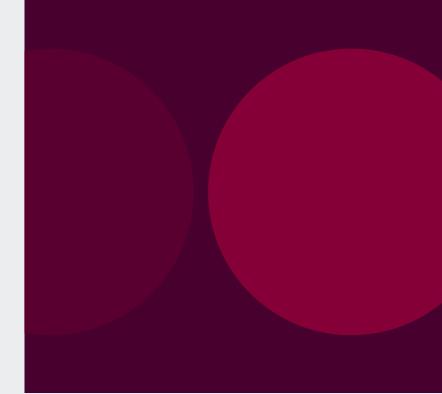




### Brand Device

Drawing inspiration from the panther's strength in the logo and the symbolic power of the circular shapes surrounding it, the visual system infuses the panther's fierce spirit and overlapping shapes with the dynamism of the circles, symbolizing unity and inclusivity.



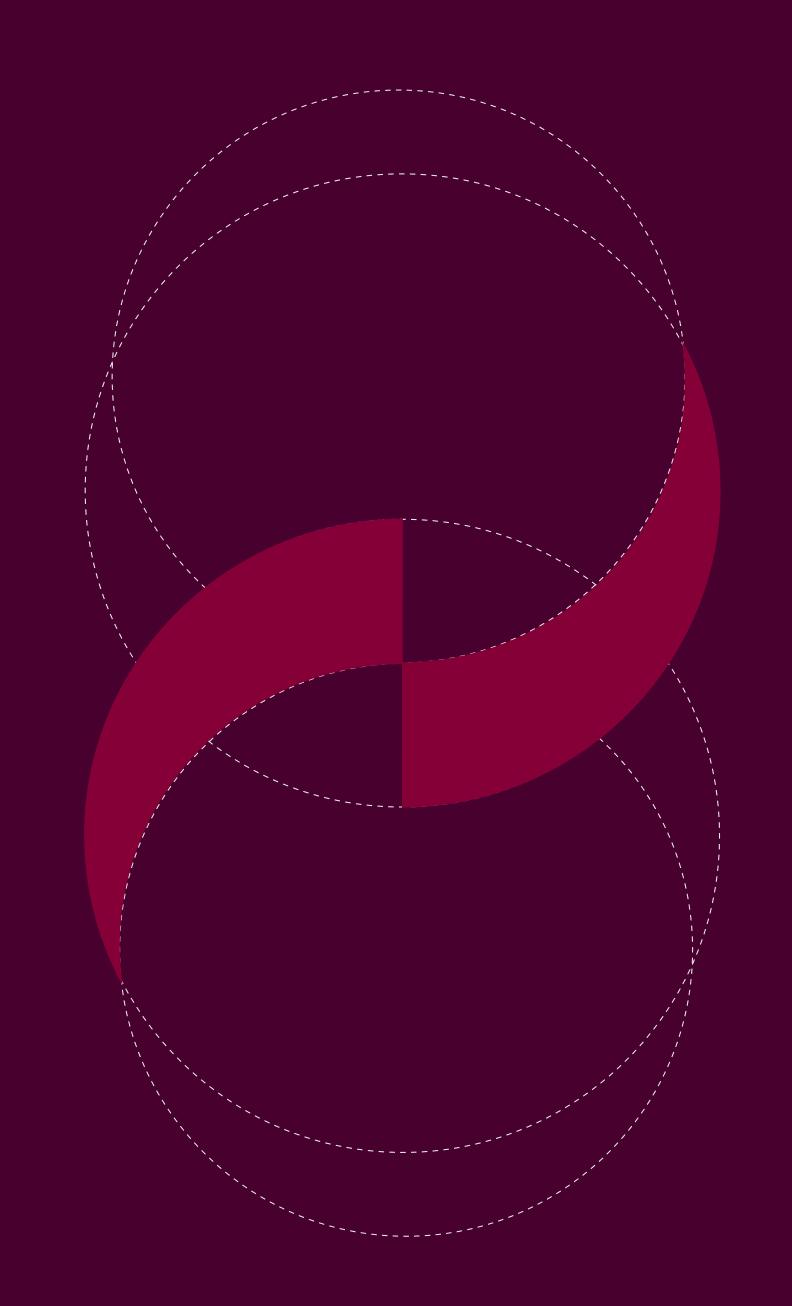


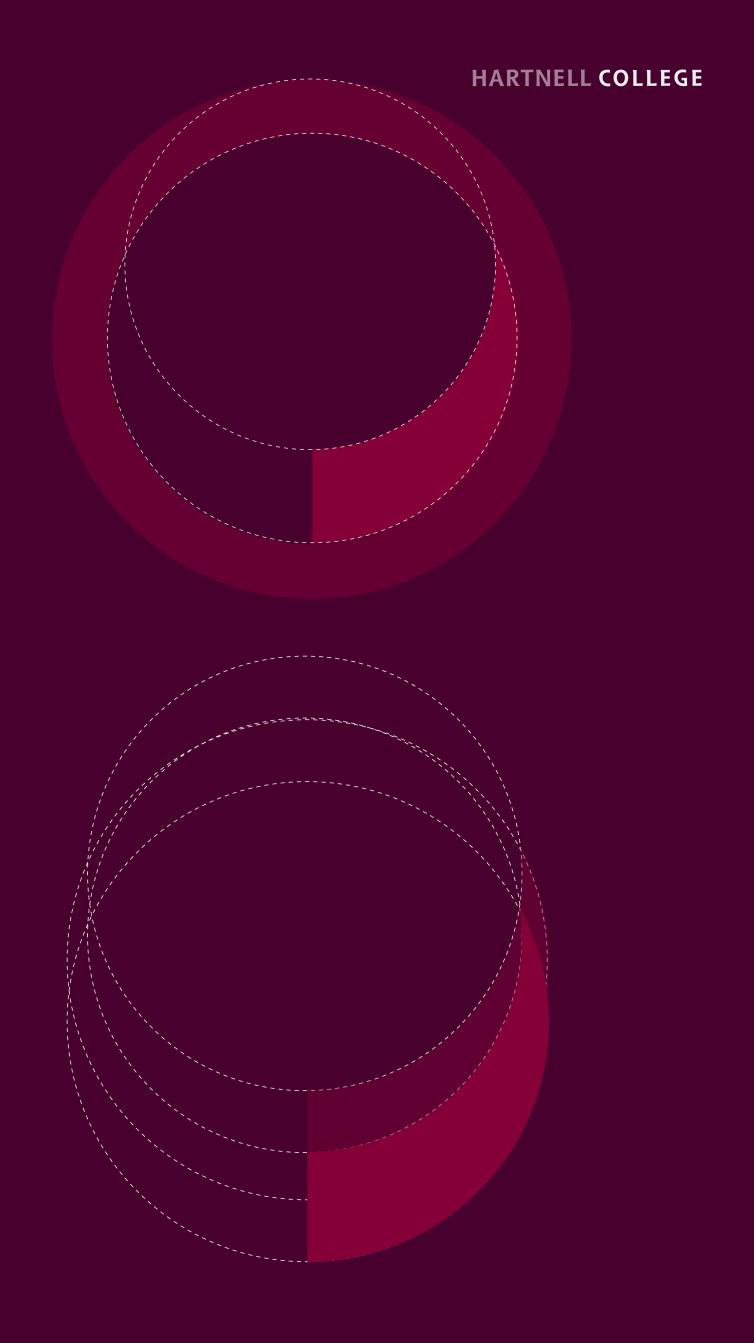




# The Panthers

Resembling cuts, these circular elements not only add depth but also offer a flexible framework for the logo's evolution. They reflect Hartnell College's adaptability and forward-thinking approach in an engaging and friendly manner

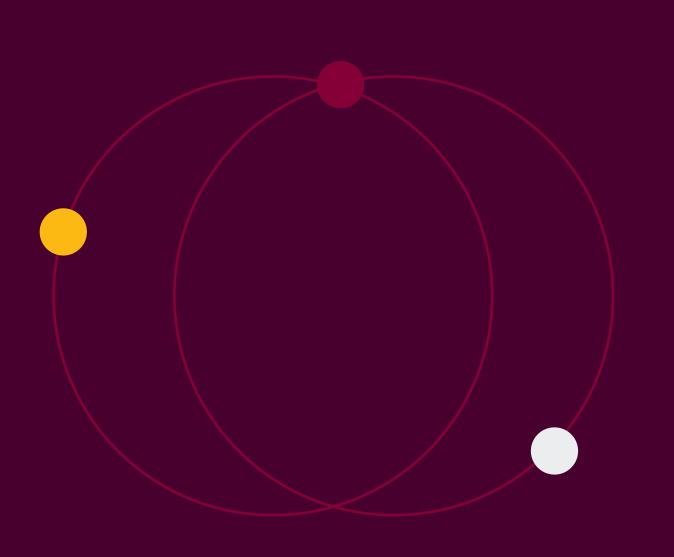


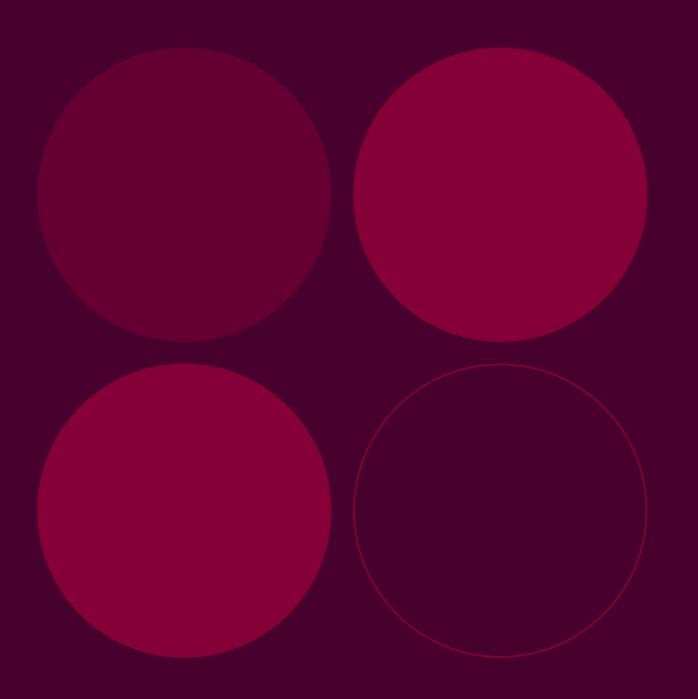


**06.** Brand Device

### CirclesHub

The evolution of the logo and its simplicity lead us to the circle as a visual device that represents our community, while also acknowledging all the individuals around and connecting them.





**06.** Brand Device

RULES OF USAGE

## Do not Mix

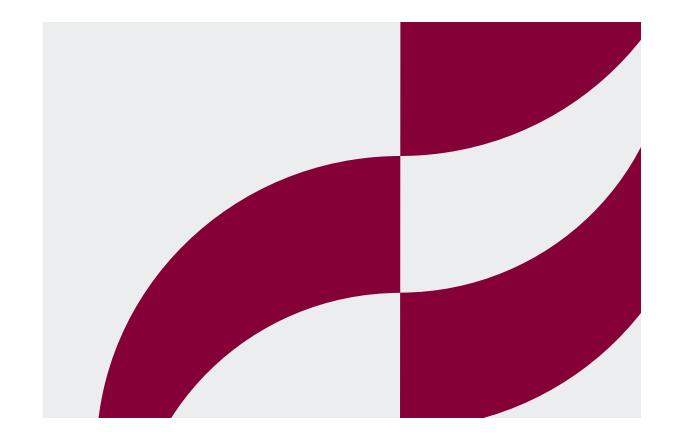
Do not mix brand device elements and keep proportions as indicated.

## Do not Distort

Do not use ovals or make changes in the original shapes of the device. Keep in mind the original proportions and change the scale 1x1.

### Be Aware

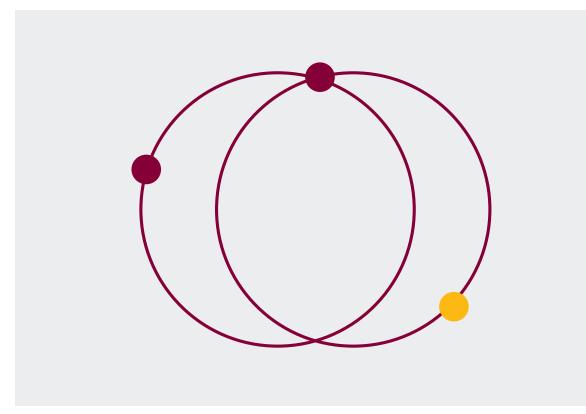
When using colors and gradients, device elements can only utilize the approved brand colors and the specified shades.

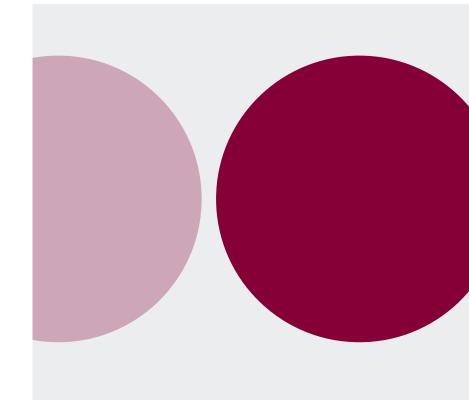


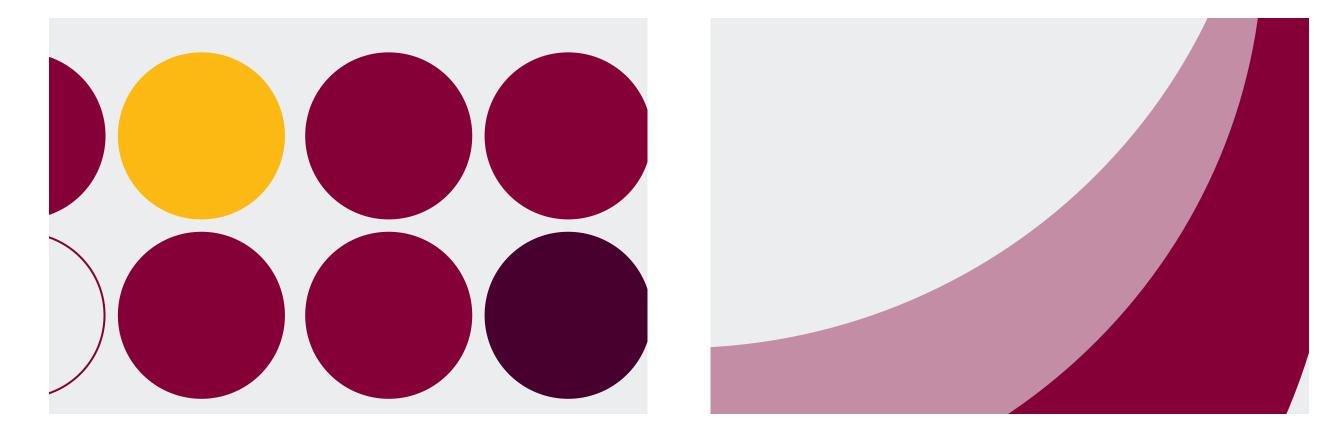












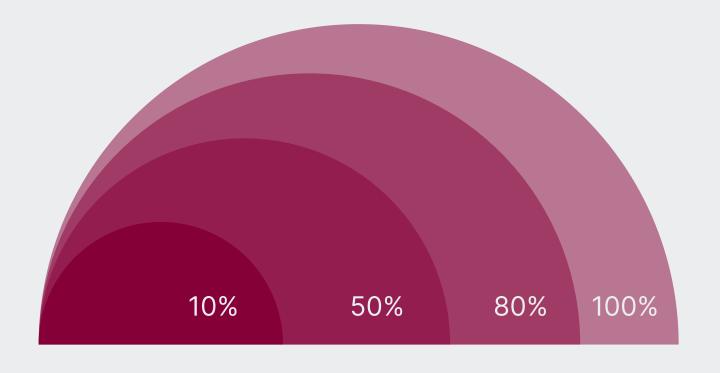


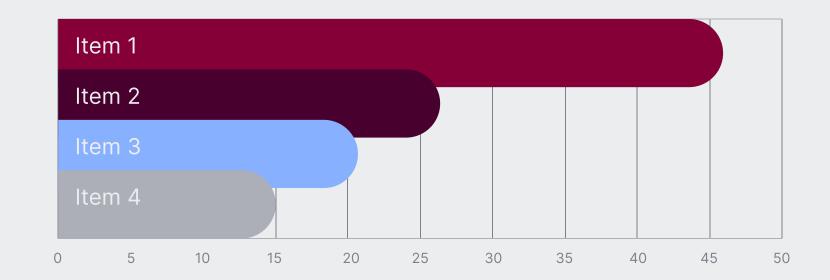


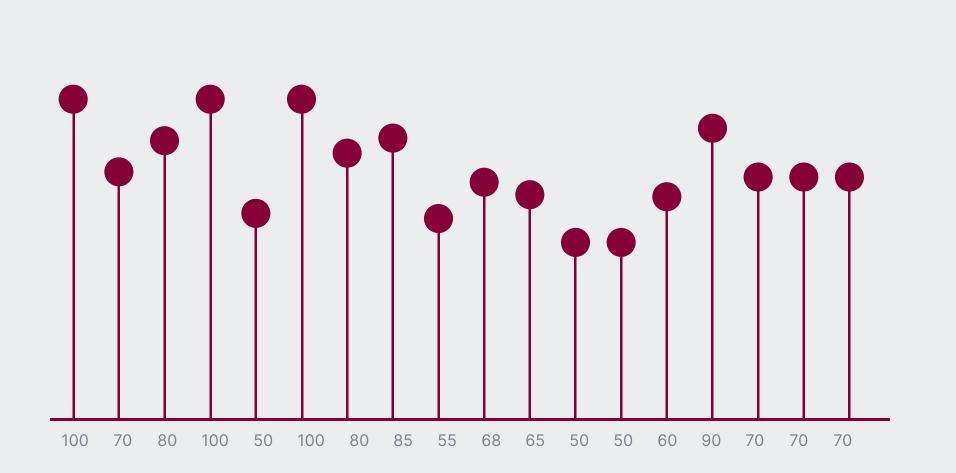
## Data Visualization

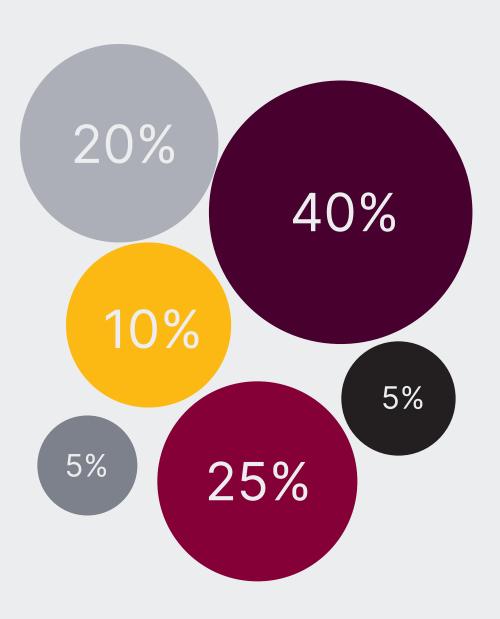
07. Data Visualization

# Charts & Graphs

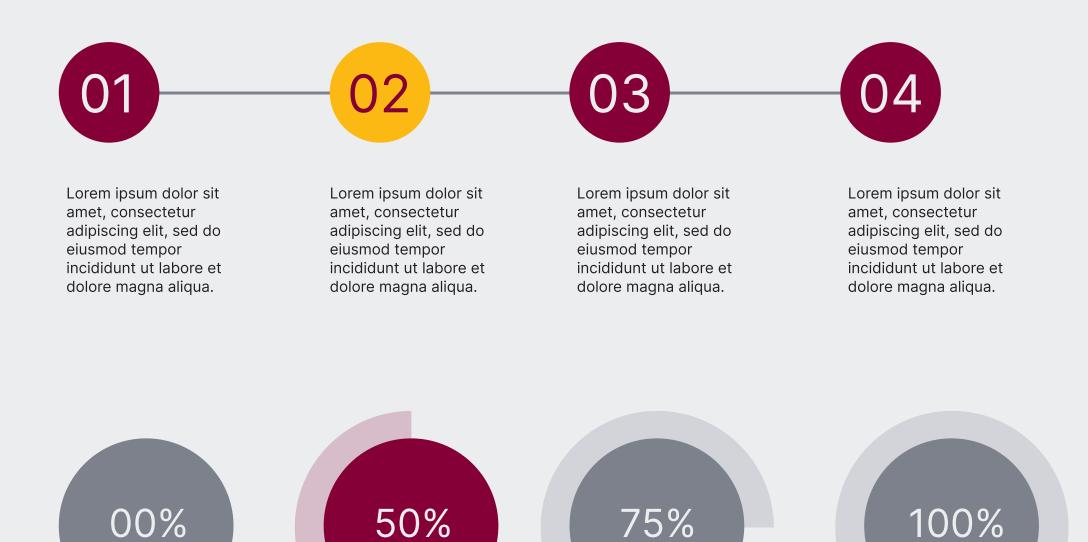








## Data Hightlight





do eiusmod tempor incididunt ut

labore et dolore magna aliqua.

02

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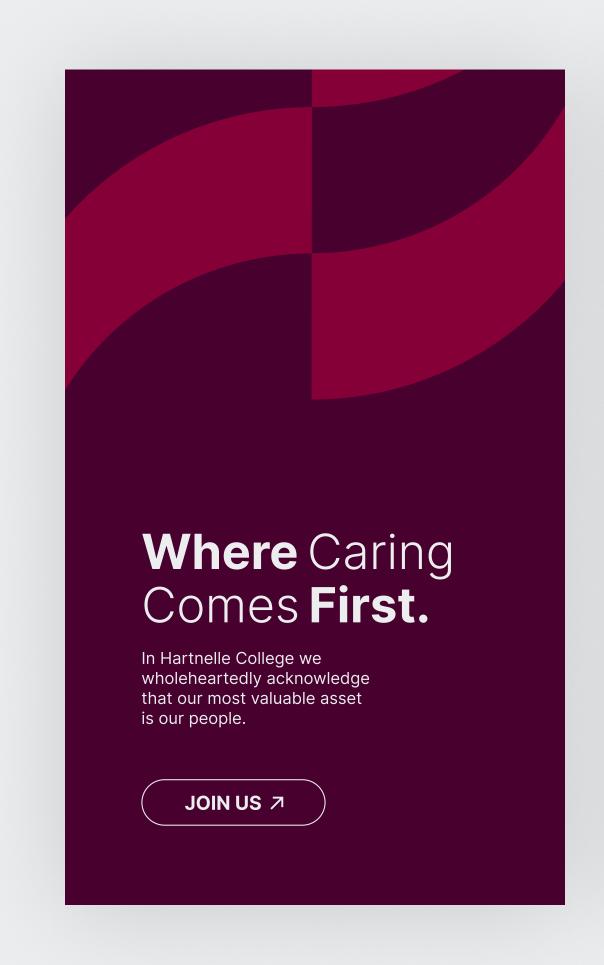
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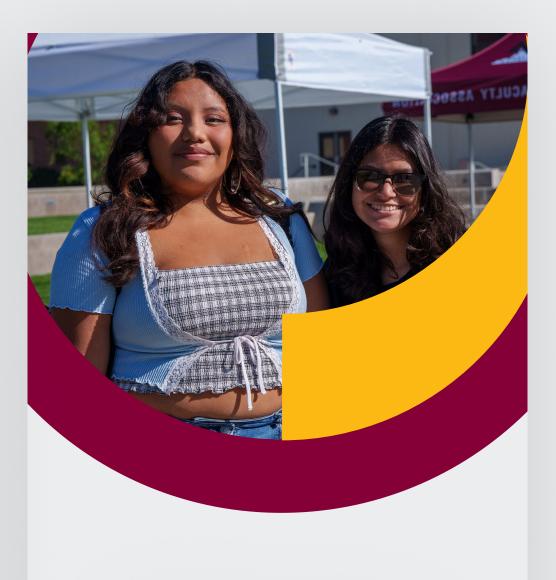


## Brand In Use









Together we learn. Together we grow.









### Where Caring Comes First.

We wholeheartedly acknowledge that our most valuable asset is our people.

JOIN US 7









## Be Strategic Be Empathic Be Hartnell

We are dedicated to providing our students with the knowledge, support, and opportunities they need to chart their path to a better future







# Social Media





#### **Facebook**

https://www.facebook.com/hartnellcollege



#### Instagram

https://www.instagram.com/hartnellcollege



#### **Twitter**

https://www.twitter.com/hartnellcollege



#### LinkedIn

https://www.linkedin.com/hartnellcollege



#### YouTube

https://www.youtube.com/hartnellcollege

# Hartnell Community College District serves a vibrant online community.

With a strong presence on social media platforms and blogs, we prioritize sharing professional, factual, and district-approved content at all times.

09. Social Media

### Guidelines

#### **New Accounts**

All new social media accounts must be created through the College's communications and marketing department.

#### **Existing Accounts**

All existing social media accounts will be "grandfathered" in and will not require the creation of a new account. All existing social media accounts will be required to add an additional administrator to avoid "ghost" accounts.

#### **Standards and Conduct**

All Hartnell Community College District related social media accounts will adhere to professional social media and blogging conduct, including state and federal regulations and laws.

#### **FERPA**

Hartnell Community College District observes the Family Education Rights & Privacy Act (FERPA). All content posted on social media accounts and blogs must not include any private and confidential information, or images of students and District staff who prefer privacy due to personal or cultural reasons.

09. Social Media

### Guidelines

#### Respect

Respectful treatment of all individuals and entities on social media and blogs is a priority for HCCD. We will not engage with negative or slanderous remarks towards the College or its staff. When necessary, the communications department will respond respectfully to address any false or slanderous comments.

#### **Permissions and Credit**

It is the responsibility of the person who is posting content to HCCD related social media channels and blogs to be informed of any rights of publicity, trademarks, copyrights when posting content not generated by the District. Reference citations and links will be provided when sourcing information that requires prior consent.



