

# BRAND GUIDE





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## MISSION STATEMENT

**The Crafton Hills College mission is to change lives.** We seek to inspire our students, support our colleagues, and embrace our community through a learning environment that is transformational. Crafton Hills College welcomes everyone and is committed to working with students from diverse backgrounds. The College has an exceptional learning environment built on a tradition of excellence, a talented faculty, a driven student body, a committed staff, with passionate leadership and community support.

## VISION STATEMENT

To empower the people who study here, the people who work here, and the people who live in our community through education, engagement, and innovation.



## INSTITUTIONAL VALUES

We rely on the following values to support our vision and mission:

- Respect:** To champion active listening and open dialogue within our community.
- Integrity:** To uphold honesty in our interactions and academic pursuits and maintain community collaboration.
- Diversity & Inclusion:** To promote a welcoming environment through equitable and antiracist practices in all aspects of our work.
- Innovation:** To actively grow and adapt to support our mission and vision through a willingness to embrace new perspectives and new ideas.
- Leadership:** To develop and inspire current and future leaders through professional development, mentorship, education, and experience.
- Sustainability:** To be a leader in our community by reducing environmental impact with practices that meet the needs of the present without compromising the future.

# PRIMARY LOGO

The Primary Logo is best suited for outside print and advertising purposes where the full name needs to be shown.



# LOGO CLEARANCE & MINIMUM SIZE

The clearance space is for legibility and to make sure the logo stands out. The space around the logo should be no less than the height of the small caps, the N can be used for reference.



The recommended minimum size for the logo is 1" in width, but never less than 3/4".



Actual Size for reference



# LOGO USAGE & COLORS



The Primary Logo should be placed over white for legibility. Below are alternate ways of showing the logo. Reversed with the hills in CHC Yellow can be placed over other CHC colors except for CHC Yellow. The fully reversed logo can be placed over a monochrome or duotone photo, or over any CHC color except CHC yellow. Solid black or reversed over black is recommended when printing in grayscale.



The Primary Logo should not be shown in one color, with the exception of black. If a one color logo is needed, use the Word Mark.



Never place reversed logo, sub marks or other graphics over yellow with low contrast to remain ADA compliant.



Never use color logos or submarks over colors with low contrast.





# SUBMARKS

## SECONDARY LOGO

This is a compact version of the logo. Because of the horizontal nature of the Primary Logo this submark can be used in tight places that would otherwise compromise the legibility of the logo. This submark is great for internal designs where people are familiar with the brand, on the app or other digital applications.



## DEPARTMENT LOGOS

Department logos display the department name under the primary logo.



## WORD MARK

The Word Mark can be used in one color and when it needs to read clearly in the design. The lack of the “hills” makes this submark a clean and legible option, especially when shown in other colors.



## ALTERNATIVE MARK

This submark is made to be very versatile. It can be used in areas where it will appear with the Primary Logo without feeling repetitive. It can be used with blending modes making it a great option to be used as a sub graphic or seal. Example shown on the bottom right with overlay blending mode at 50%.

In addition, there are variations of the Alternative Mark that make use of the tagline in different languages.



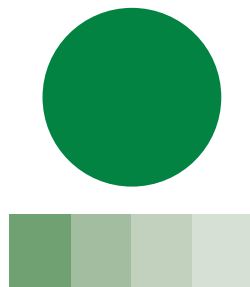
# COLOR PALETTE

## COLORS

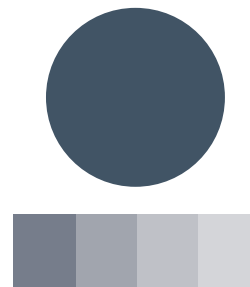
Varying percentages of each color can be used when needed, but should be used sparingly.

### PRIMARY COLORS

CHC Green should be used as the main color in a branding design as well as headlines when applicable. Dark Gray can be used for, but not limited to subheads, text and text boxes.



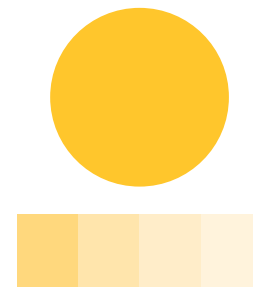
CHC GREEN  
PMS 348  
100.0.85.24  
0.131.69  
#008345



DARK GRAY  
PMS 7545  
23.2.0.63  
65.83.100  
#415364

### ACCENT COLOR

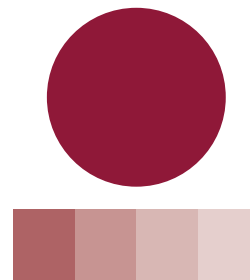
CHC Yellow should be used sparingly and as an accent only. It should never take more 10% of a design. Text should never be placed over or shown in CHC Yellow. No graphic or text should be reversed over CHC Yellow for the purpose of being ADA compliant.



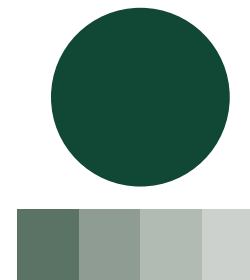
CHC YELLOW  
PMS 123  
0.24.94.0  
255.198.41  
#FFC629

### SECONDARY COLORS

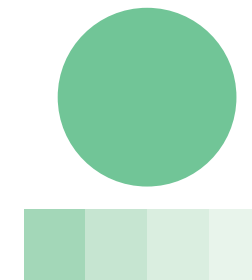
Secondary colors can go hand in hand with the primary color. These colors can also be used as background colors or in text boxes to add variety to a design.



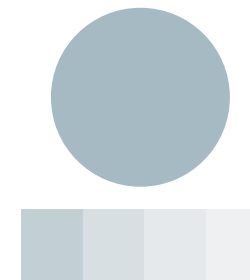
MAROON  
PMS 1955  
29.100.70.27  
142.21.55  
#8E1537



DARK GREEN  
PMS 3435  
87.45.78.49  
18.71.52  
#124734



LIGHT GREEN  
PMS 346  
56.0.53.0  
108.202.152  
#6CCA98



GRAY  
PMS 7542  
10.0.3.16  
163.187.195  
#A3BBC3

# PATHWAYS

Crafton Hills College has organized the degree and certificate programs into five Career and Academic Pathways (CAPS) and created an Exploratory CAP for students who are undecided and/or wanting to explore their options at Crafton.

Each Pathway has its own name, color, and icon set. When making designs talking specifically about a pathway, their respective colors should be used along with their icon.

- BUSINESS & INDUSTRY**
- CREATIVE ARTS, COMMUNICATION, & DESIGN**
- PUBLIC SAFETY & HEALTH SERVICES**
- SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS**
- SOCIETY, BEHAVIOR, & CULTURE**
- EXPLORATORY (UNDECIDED)**

Here we show two examples of website banners showcasing a pathway. Each banner uses graphic elements in their respective color and backgrounds that relate to each pathway.



# TYPOGRAPHY

The Jaegar Daily News font family is used primarily for headlines and on occasion for subheads.

**Headlines** should be in bold with at least 40pt tracking for breathing room and legibility. Headlines should be shown in all caps. Other typefaces can be used for emphasis.

Headline example shown with 40pt tracking.

**BUILD A BETTER LIFE  
FOR YOU AND YOUR FAMILY**

Gill Sans font family can be used for subheads and body copy. This font should be used when it needs to stand out against the Jaegar Daily News Font.

**Body copy** should be in regular typeface. Bold and italics should be reserved for emphasis only.

**Call to action** (CTA) should be shown in semi-bold or bold. Whenever possible the CTA should be framed by yellow lines as shown below. The space between the lines and the CTA should be equal to the x height of the CTA.

**Talk to us about your eligibility, education, and expectations. We're here to help you build a better life.**

## JAEGAR DAILY NEWS FAMILY

Jaegar Daily News Regular

*Jaegar Daily News Italic*

Jaegar Daily News Medium

*Jaegar Daily News Medium Italic*

Jaegar Daily News Bold

*Jaegar Daily News Bold Italic*

## GILL SANS FAMILY

Gill Sans Regular

*Gill Sans Italic*

Gill Sans Light

*Gill Sans Light Italic*

**Gill Sans Heavy**

***Gill Sans Heavy Italic***

**Gill Sans Bold**

***Gill Sans Bold Italic***



## TAGLINE

# LET'S GO!

By itself, the tagline can be a call to action and comfortably adapts to whatever meaning we apply to it. The “us” in the contraction makes it about student and school. We have multiple versions of the tagline for when it is translated into other languages.

The tagline should always be displayed with bold Jaegar Daily News and in all caps. Because we want the connection to be with the message of a design and not just the college, the tagline should be placed at the bottom of headlines.

Make use of the yellow lines to frame the tagline. The space between the lines and the tagline should be equal to the cap height of the tagline, as indicated below.



ENGLISH **LET'S GO!**

SPANISH **¡ADELANTE!**

TAGALOG **TARA NA!**

VIETNAMESE **ĐI NÀO!**

**LET'S GO!**

# PATTERNS & GRAPHICS

Patterns can be used anywhere. These Patterns can be used to complement or frame designs, lead the eye through content, and reinforce the branded look and feel of graphic communications without detracting from the message.

## TAGLINE PATTERN



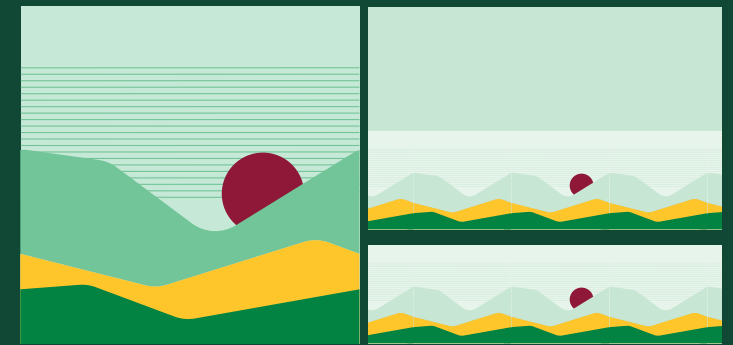
The Tagline Pattern is made up of the tagline in different languages with the main 4 standing out the most. This pattern can be used over different brand colors with the color of the words being a percentage of the background color. Shown here with a percentage of 70% but it can vary to stand out more or less depending on the design.

## HILLS PATTERN



The Hills Pattern is made up of a stylized version of the hills found in the Primary Logo. This pattern can be used as a border or to add some color to a piece. The pattern can be zoomed into or zoomed out. The pattern should not make the overall design feel busy or take away from the main message.

## SUNRISE PATTERN



The Sunrise Pattern is different in that it is only seamless horizontally. It is recommended to be used at the bottom of designs. The light green can be extended up if it needs to fill space. When extending it horizontally the "sun" should not be repeated along the pattern, instead it should only show once to minimize busyness as shown above.

## ARROW GRAPHIC

The Arrow graphic is inspired by CHC's mission to change lives and provide the pathways for that change. It can be used as a background for design, or a container for text or other graphics and images. The use of this graphic is to make something stand out or to lead the eye.



## MOUNTAINS GRAPHIC

The Mountains graphic is perfect for framing images. It can be placed in front of or behind graphics and images of students to add depth to a design. The bottom of the mountains can be bled into white for better incorporation into a piece.



## ICONS

Icons should follow the style of the Pathways icons; line icons with a circle reversed version. Icons can be used as graphic elements in backgrounds or inside text boxes.



# PHOTOGRAPHY

The imagery used for CHC should feel genuine and diverse. That means using actual photos of students and the campus. Stock photography should be avoided whenever possible.

**Students** should be cut out for easy placement into the design. When talking about a specific pathway or academic program the appropriate student should be used or someone generic.

Students should be named whenever possible, using first name and last name initial as long as there is room in the design and the text is legible at actual size.



Andrew M.



**Campus photography** should be used in a clear and readable way. It can be specific to the academic program or it can be generic depending on the design. Campus photography can be used as monochrome or duotone backgrounds with text and/or student photography over it.



## USAGE EXAMPLES

### YUCAIPA'S LAUNCHING PAD

LET'S GO!

Acclaimed programs. Fabulous faculty. Beautiful campus.  
Crafton Hills College in Yucaipa is here to help you fulfill your dreams.

ACADEMIC PATHWAYS  
Business and Industry | Science, Technology, Engineering and Mathematics | Creative and Fine Arts, Communication and Design  
Society, Behavior and Culture | Public Safety and Health Services | Exploratory (Undecided)

[craftonhills.edu](http://craftonhills.edu) | 909.794.2161

### BUILD A BETTER LIFE FOR YOU AND YOUR FAMILY

LET'S GO!

We'll make CalWORKs work for you!

At Crafton Hills College, the CalWORKs Program focuses on providing CalWORKs students with special support services in order to assist with educational and career planning, as well as insuring compliance with the Department of Public Social Services welfare-to-work requirements. We are here every step of the way to help you achieve your academic, career, and life goals.

CalWORKs provides education, training and supportive services which include:

- Academic, career and personal counseling
- Priority Registration
- Paid part-time work-study jobs on campus (does not affect cash aid)
- Assistance in completing county paperwork for childcare and ancillary expenses
- Academic Supplies
- Transportation Assistance
- Help to maintain 20/30/35 hour Gain/Welfare to Work requirement

To enroll in the Crafton Hills College CalWORKs Program, you must be a CalWORKs/TANF Cash-Aid Recipient.

Crafton Hills College provides short-term training programs to help CalWORKs students enhance and develop new skills in order to find employment.

- Paramedic
- EMT
- Respiratory Therapist
- Radiology
- Firefighter
- Pre-school Teacher
- Prerequisites for Nursing
- Lower division requirements to transfer to a four-year university

Talk to us about your eligibility, education, and expectations. We're here to help you build a better life.

[craftonhills.edu/CalWORKs](http://craftonhills.edu/CalWORKs) | 909-389-3239

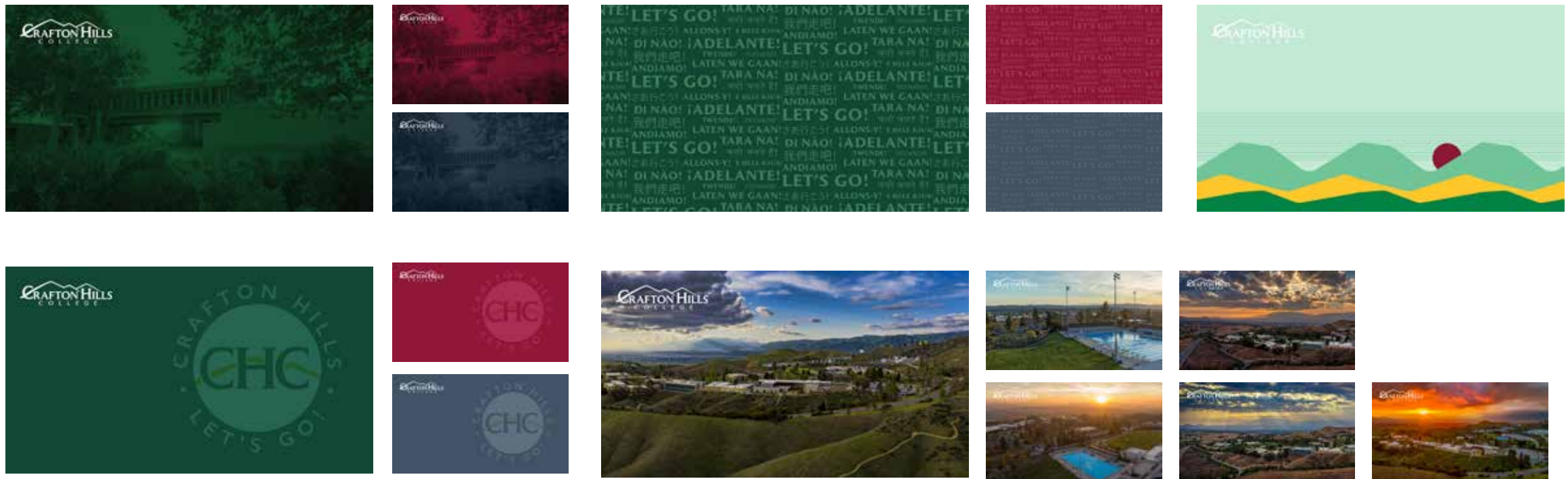
Max & Mary G.



# VIRTUAL BACKGROUNDS & POWERPOINT TEMPLATES

## VIRTUAL BACKGROUNDS

Professional, Crafton Hills College-themed virtual backgrounds are available for Zoom and other video conferencing platforms.



## POWERPOINT TEMPLATES

Use the PowerPoint Templates for the creation of professional presentations representing Crafton Hills College.





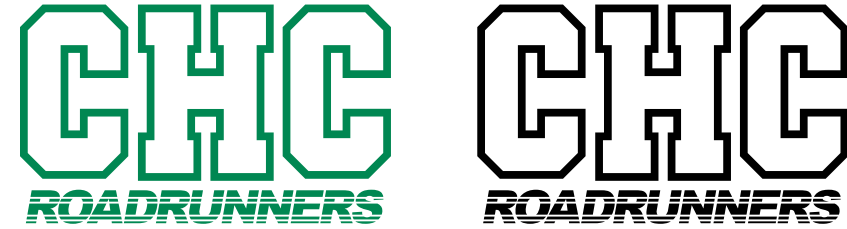
# COLLEGIATE LOGO

## LOGO

The CHC “collegiate” logo is designed as a secondary logo for promotional use, not official college communications. It may be used on apparel and other promotional items.



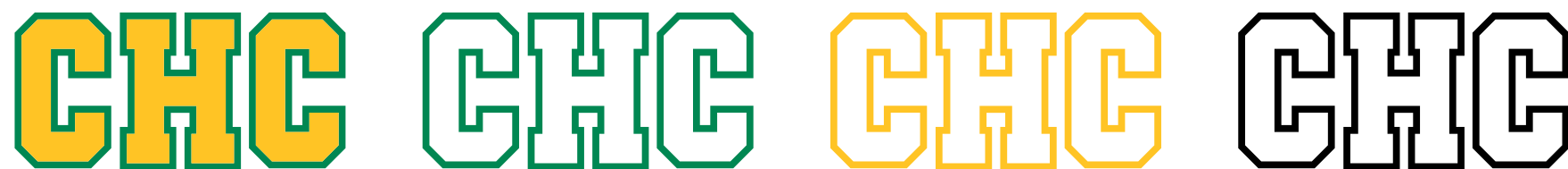
## CHC ROADRUNNERS OUTLINED LOGO



## CHC ROADRUNNERS LOGO SOLID



## CHC LOGO OUTLINED



# ROADRUNNER MARK & ROADRUNNER MASCOT

## ROADRUNNER MARK

The CHC “Roadrunners” logo is designed as a secondary logo for promotional use, not official college communications. It may be used on apparel and other promotional items.

## LOGO



## ONE COLOR LOGOS



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## ROADRUNNER MASCOT

The primary mascot design for Crafton Hills College is a roadrunner in silhouette with a transparent wing.



# ATHLETICS LOGO

The CHC roadrunner athletics mascot is designed for use with the Crafton Hills athletics program materials and merchandise.

## LOGO



## LOGO COLORS

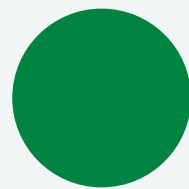
CHC GREEN

PMS 348

100.0.85.24

0.131.69

#008345



CHC YELLOW

PMS 123

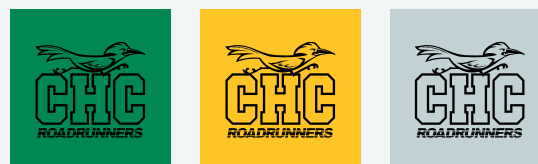
0.24.94.0

255.198.41

#FFC629



## COLOR COMBINATION EXAMPLES



Never place reversed logo, sub marks or other graphics over yellow with low contrast to remain ADA compliant.



## SUBMARKS



MASCOT



MASCOT HEAD SHOT



MASCOT IN CIRCLE

## ATHLETIC SUBMARKS



# CRAFTON HILLS COLLEGE FOUNDATION

## FOUNDATION LOGO

The clearance space is for legibility and to make sure the logo stands out. The space around the logo should be no less than the height of the small caps, the N can be used for reference.



The Foundation Logo should be placed over white for legibility. Below are alternate ways of showing the logo. Reversed with the hills in CHC Yellow can be placed over other CHC colors except for CHC Yellow. It can also be placed over a monochrome or duotone photo. Solid black with the sun in grayscale gradient is recommended when printing in black and white.





# TAGLINES



The hope tagline graphic can be used as a call to action or to bring attention to how donations can make a difference.

## LET'S GIVE

This tagline can be used as a replacement of the Let's Go! tagline when talking about the foundation.

The tagline should always be displayed with bold Jaegar Daily News and in all caps. The tagline can be placed by the foundation logo or on the donation forms.

Make use of the yellow lines to frame the tagline. The space between the lines and the tagline should be equal to the cap height of the tagline, as indicated below.



## USAGE EXAMPLES

**CRAFTON HILLS COLLEGE FOUNDATION**  
11711 Sand Canyon Road  
Yucaipa, CA 92399

**LET'S GIVE**

**Michelle,**  
We're reaching out to you in the hope you'll help make a difference. The Crafton Hills College Foundation is a nonprofit devoted to raising funds for CHC students and programs that can't be funded through other means. It can offset licensing, registration, and certification fees for students graduating from our EMT or Fire programs. It can help with veteran services and our honors program. Your assistance can help put books in students' backpacks and technology in their hands. How much we can do depends on the generosity of former Crafton Hills students like yourself.

**Thank you for considering a gift to support your Roadrunner family.**

**YOUR HELP IS THEIR HOPE**

Every day the Foundation helps students like Rubin Valverde. He almost lost his life, but now, thanks to people like you who donated, he's training to save them. Scan the QR code to hear more of his story or donate.

**craftonhills.edu/donate** The Crafton Hills College Foundation is a 501(c)(3) organization and donations are tax deductible. Consult with your accountant or tax preparer for more information.

**CHC ALUMNI TO THE RESCUE**

**CRAFTON HILLS COLLEGE FOUNDATION**

**CRAFTON HILLS COLLEGE FOUNDATION**  
**YOUR HELP IS THEIR HOPE**

Crafton Hills College Foundation  
11711 Sand Canyon Rd  
Yucaipa, CA 92399

**CRAFTON HILLS COLLEGE FOUNDATION**

Over 60% of Crafton Hills College students need financial assistance. Donations to the CHC Foundation helped make this happen for Rubin. Your donation can make it happen for someone else.

**YOUR HELP IS THEIR HOPE** Join the CHC Foundation to help reduce financial barriers for students and give them what they need to persevere and thrive.

**LET'S GIVE**

First and Last Name \_\_\_\_\_ Email \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**YES! I want to donate \$ \_\_\_\_\_ to the Crafton Hills College Foundation!**  
Gifts of \$1000.00 or more qualify for annual membership in the President's Circle.

**MY DONATION IS**  Monthly  One-Time

I have enclosed my check  
 Charge my credit card (fill in card information below)  Visa  MC  DISC  AMEX  
Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_  
Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

I have requested a Charitable Distribution check to be sent directly to the CHC Foundation from my IRA

**PLEASE CONTACT ME BECAUSE**

My employer will match my gift  
 My gift is stock - I need transfer instructions  
 I am interested in making a gift from my estate bequest, charitable gift annuity, life insurance policy, charitable remainder trust, etc

Check here if you would like to opt out of future mailings and we will remove you from the list.  
Tax ID 33-7314077. The Crafton Hills College Foundation is a 501(c)(3) organization. All donations are tax deductible to the full extent of the current tax laws. Please discuss with your tax advisor for more information.

**SCAN TO DONATE ONLINE**

# POP UP TENTS

Pop Up Tents



Table Cover



# PROGRAM/DEPT FLAG/SAIL SIGNS



Flag/Sail Sign  
Logo printed on  
both sides

- Pantone 348
- Pantone 123





**CRAFTON HILLS**  
COLLEGE