

# HOW WE LOOK.

## BRAND STYLE GUIDE

# COLOR PALETTE

## PRIMARY // SECONDARY & SUPPLEMENTAL // DARK WITH HIGH-CONTRAST

The District colors (blue, purple, green, and beige) make up the primary color palette. The secondary and supplemental color palettes have been added to support the primary palette. A dark, high-contrast palette is also available for dark background layouts.

### Color Palette // Primary

These are the primary colors used in the logo.

 **pantone** 540 C  
**cmyk** 90 : 73 : 42 : 31  
**rgb** 39 : 64 : 91  
**hex #** 27405B

 **pantone** 7499 C  
**cmyk** 7 : 7 : 39 : 0  
**rgb** 237 : 226 : 170  
**hex #** EDE2AA

 **pantone** 255 C  
**cmyk** 64 : 100 : 22 : 9  
**rgb** 114 : 38 : 113  
**hex #** 722671

 **pantone** 377 C  
**cmyk** 60 : 18 : 100 : 2  
**rgb** 119 : 163 : 64  
**hex #** 78A240

### Color Palette // Secondary & Supplemental

These colors support the primary palette and can be used for backgrounds and supporting graphics.

 **pantone** 646 C  
**cmyk** 74 : 51 : 19 : 2  
**rgb** 82 : 116 : 159  
**hex #** 51749F

 **pantone** 7579 C  
**cmyk** 11 : 75 : 100 : 0  
**rgb** 217 : 97 : 39  
**hex #** D96127

 **pantone** 656 C  
**cmyk** 7 : 2 : 0 : 0  
**rgb** 231 : 240 : 250  
**hex #** E7F0FA

 **pantone** 7680 C  
**cmyk** 86 : 100 : 21 : 8  
**rgb** 77 : 41 : 117  
**hex #** 4D2975

 **pantone** 7443 C  
**cmyk** 9 : 8 : 0 : 0  
**rgb** 227 : 227 : 242  
**hex #** E3E3F2

 **pantone** 7731 C  
**cmyk** 86 : 24 : 91 : 10  
**rgb** 22 : 133 : 75  
**hex #** 16854B

 **pantone** 360 C  
**cmyk** 62 : 0 : 95 : 0  
**rgb** 107 : 190 : 76  
**hex #** 6ABF4B

 **pantone** 4505 C  
**cmyk** 36 : 47 : 87 : 14  
**rgb** 153 : 121 : 61  
**hex #** 99793D

 **pantone** 559 C  
**cmyk** 34 : 3 : 30 : 0  
**rgb** 171 : 211 : 190  
**hex #** ABD3BE

 **pantone** 7699 C  
**cmyk** 89 : 63 : 29 : 10  
**rgb** 43 : 92 : 130  
**hex #** 2B5C82

### Color Palette // Dark with High-Contrast

These colors support dark background layouts with high-contrast elements, primarily for PowerPoints and other digital graphics.

 **pantone** 282 C  
**cmyk** 100 : 94 : 40 : 56  
**rgb** 12 : 18 : 58  
**hex #** 0C123A

 **pantone** 2768 C  
**cmyk** 100 : 93 : 35 : 41  
**rgb** 2 : 27 : 79  
**hex #** 021B4F

 **pantone** 637 C  
**cmyk** 59 : 1 : 3 : 0  
**rgb** 77 : 197 : 236  
**hex #** 4DC5EC

 **pantone** 367 C  
**cmyk** 44 : 3 : 87 : 0  
**rgb** 155 : 198 : 85  
**hex #** 9BC655

 **pantone** 7500 C  
**cmyk** 15 : 12 : 34 : 0  
**rgb** 218 : 210 : 174  
**hex #** DAD2AE

# FONTS

## STANDARD // ALTERNATE

There are two font options for SJECCD materials, both paired with Open Sans Regular for body text. For the standard option, Open Sans Bold is used for headlines. For the alternate headline option, Bebas Neue Bold (all caps) is used for headlines.

### Font Pairing // Standard

#### Headline Font //

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!\$&@\*) 0123456789

*Open Sans // Bold*

#### Body Copy Font //

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(.,:;?!\$&@\*) 0123456789

*Open Sans // Regular*

### Font Pairing // Alternate

#### Headline Font //

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(.,:;?!\$&@\*) 0123456789

*Bebas Neue // Bold (all caps)*

#### Body Copy Font //

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(.,:;?!\$&@\*) 0123456789

*Open Sans // Regular*

# LOGO

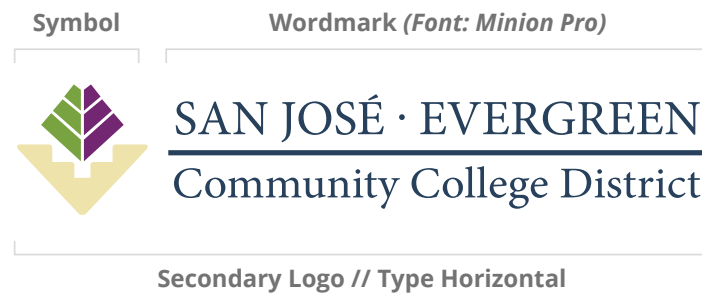
## SYMBOL // WORDMARK // VARIATIONS

The SJECCD logo is comprised of two elements: the San José – Evergreen Community College District symbol and the wordmark. There are two types of horizontal arrangements, as well as a stacked option.

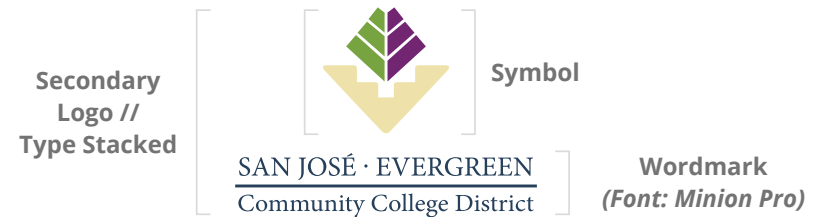
### Primary Logo // Horizontal



### Secondary Logo // Type Horizontal



### Secondary Logo // Type Stacked



# LOGO

## VERSIONS // COLOR VARIATIONS

The grid below shows approved logo versions in full color, dark, and a reverse application.  
Use the reverse application on dark backgrounds.

| Logo // Symbol                                                                      | Primary Logo // Horizontal                                                          | Secondary Logo // Type Horizontal                                                    | Secondary Logo // Type Stacked                                                        |                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------|
|    |    |    |    | <b>Full Color</b>                   |
|    |    |    |   | <b>Dark</b>                         |
|  |  |  |  | <b>Reverse Application // White</b> |