

HOW WE LOOK.

BRAND STYLE GUIDE

COLOR PALETTE

PRIMARY // SECONDARY & SUPPLEMENTAL

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.

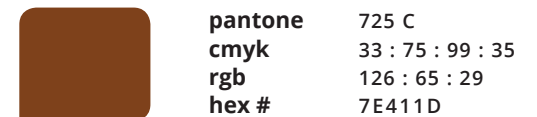
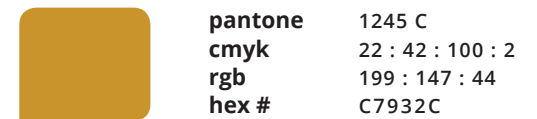
Color Palette // Primary

These are the primary colors for the logo.



Color Palette // Secondary & Supplemental

These are secondary and supplemental colors for backgrounds and supporting graphics.



FONTS

TRADITIONAL // MODERN // WEBSITE

There are three alternate fonts for SJECDD materials. For materials where a traditional style is desired, Trajan Pro Bold is used for headlines and Minion Pro for body text. For materials where a more modern style is desired, Open Sans Bold is used for headlines and Open Sans for body text. On the SJECDD website, Lato is used for both headline and body text.

Headline Fonts // Traditional

AA

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

Trajan Pro // Bold

Body Copy Fonts // Traditional

Aa

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

Minion Pro // Regular

Headline Fonts // Modern

Aa

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

Open Sans // Bold

Headline Fonts // Modern

Aa

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

Open Sans // Regular

Headline Fonts // Website

Aa

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

Lato // Bold

Body Copy Fonts // Website

Aa

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

Lato // Regular

LOGO

SYMBOL // WORDMARK // VARIATIONS

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

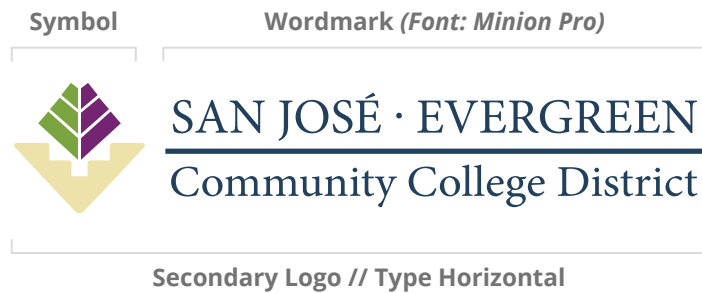
Primary Logo // Small Symbol



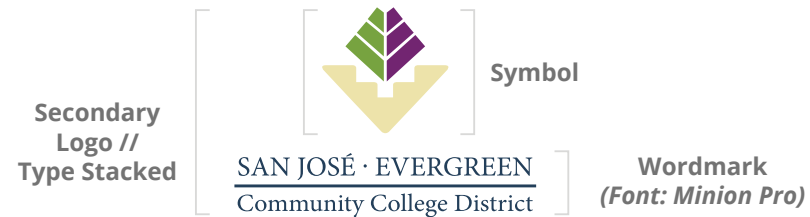
Primary Logo // Large Symbol






















Secondary Logo // Type Horizontal



Secondary Logo // Type Stacked



Logo // Symbol	Primary Logo // Small Symbol	Primary Logo // Large Symbol	Secondary Logo // Type Stacked	Secondary Logo // Type Horizontal	
					<p>Full Color</p>
					<p>Dark</p>
					<p>Reverse Application // Color Symbol</p>
					<p>Reverse Application // Full White</p>