

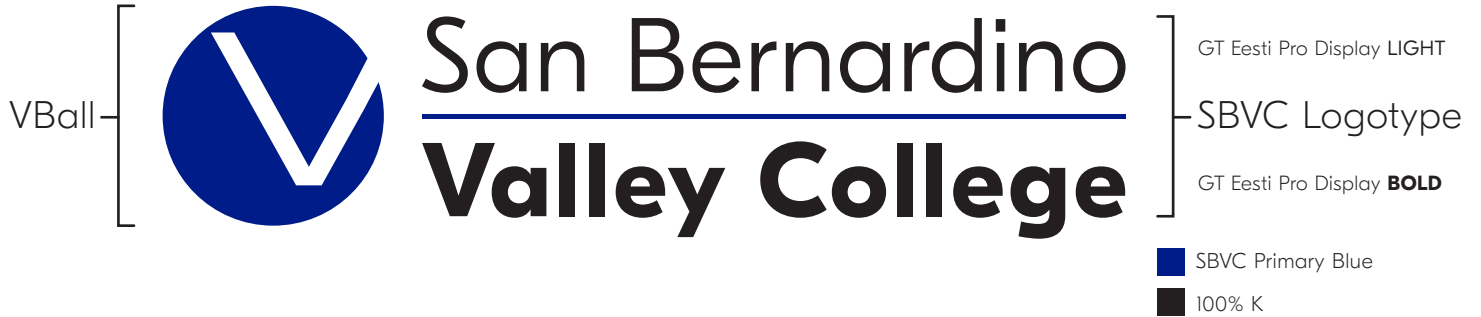


San Bernardino

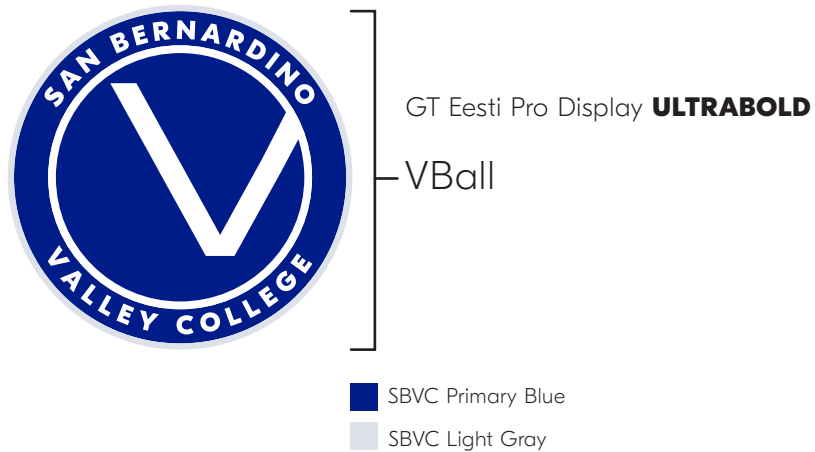
Valley College

BRANDING GUIDE

PRIMARY LOGO



SEAL LOGO



COLOR

SBVC Primary Blue



*PMS Reflex Blue

C 100 **M** 93 **Y** 14 **K** 12



L 15 **A** 32 **B** -67



Hex#25347a



SBVC Royal Blue



C 94 **M** 67 **Y** 1 **K** 0



L 40 **A** -11 **B** -36



Hex#005faa



SBVC Dark Gray



C 49 **M** 39 **Y** 39 **K** 4



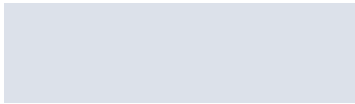
L 63 **A** -0 **B** -0



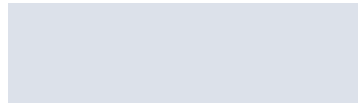
Hex#979899



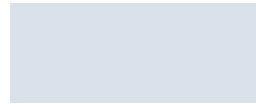
SBVC Light Gray



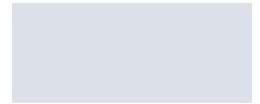
C 13 **M** 7 **Y** 4 **K** 0



L 89 **A** -1 **B** -5



Hex#dae1e9



LOGO VARIATIONS



San Bernardino

Valley College

■ SBVC Primary Blue

■ 100% K



San Bernardino

Valley College

■ K 100%



San Bernardino

Valley College

SEAL LOGO

SBVC Seal Logo



- SBVC Primary Blue
- SBVC Light Gray

SBVC Reversed Seal Logo



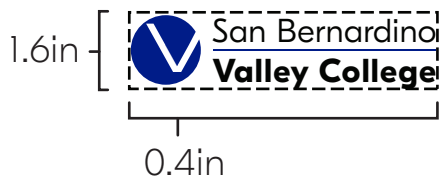
□ C 0% M 0% Y 0% K%

LOGO MINIMUMS

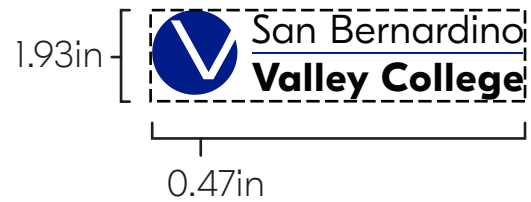
Spacing



Print Minimum



Digital Minimum



TYPEFACE

GT EESTI PRO DISPLAY

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Variation 2

ULTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Variation 2

TEXT STANDARDS

NAME

San Bernardino Valley College

ABBREVIATION

SBVC

*Never use Valley College, as there are many Valley Colleges in the country.

URL

valleycollege.edu

*Always lowercase, never use prefix "www."

ADDRESS

701 South Mount Vernon Avenue San Bernardino, CA 92410

ADDRESS ABBREVIATION

701 S. Mt. Vernon Ave. San Bernardino, CA 92410

*Never mix abbreviated spelling with full spelling. Always punctuate after abbreviated words.

PHONE

(XXX) XXX-XXX