



BRANDING GUIDE



2024-2025

OUR IDENTITY & BRAND

Maintaining a consistent and recognizable image is essential to building a strong identity for San Bernardino Valley College. By presenting the college consistently across all platforms, we establish an instantly recognizable presence and strengthen our connection with our audience.

To ensure consistency, only official campus departments and recognized student organizations are permitted to use San Bernardino Valley College's name, logos, and other trademarks. Any external entity must obtain express written consent from the Marketing, Creative Services & Public Affairs department prior to using SBVC trademarks.

This guide outlines the visual identity standards for San Bernardino Valley College, including logo usage, color palettes, typography, and other design elements across various mediums. It provides clear examples of appropriate branding applications to help maintain the integrity of our image.

For any questions regarding these branding guidelines, please contact the Department of Marketing, Creative Services & Public Affairs.

The most up-to-date version of this guide is available at valleycollege.edu/Marketing.



LOGO & COLORS

The SBVC logo is our official visual identifier. It should be applied consistently and appropriately across all digital and printed college collateral to maintain a recognizable and unified institutional identity. Consistent and intentional use of SBVC's colors strengthens our visual presence and ensures clarity across digital and print platforms.

Access SBVC logos at valleycollege.edu/logo

COLOR PALETTE

Color is a vital element of San Bernardino Valley College's visual identity, reinforcing brand recognition and consistency across all communications. SBVC's color palette consists of primary colors, which serve as the foundation of our brand and are used in official logos, signage, and key materials. Neutral colors provide balance and enhance readability. Secondary colors may be incorporated to complement the primary palette and add versatility while maintaining a cohesive look in marketing and design.

Primary Color

VALLEY BLUE

#0F2045

 CMYK: 100/90/42/47

Primary Color

VALLEY GRAY

#A9A9A9

 CMYK: 35/29/29/0

Neutral Color

BLACK

#000000

Neutral Color

WHITE

#FFFFFF

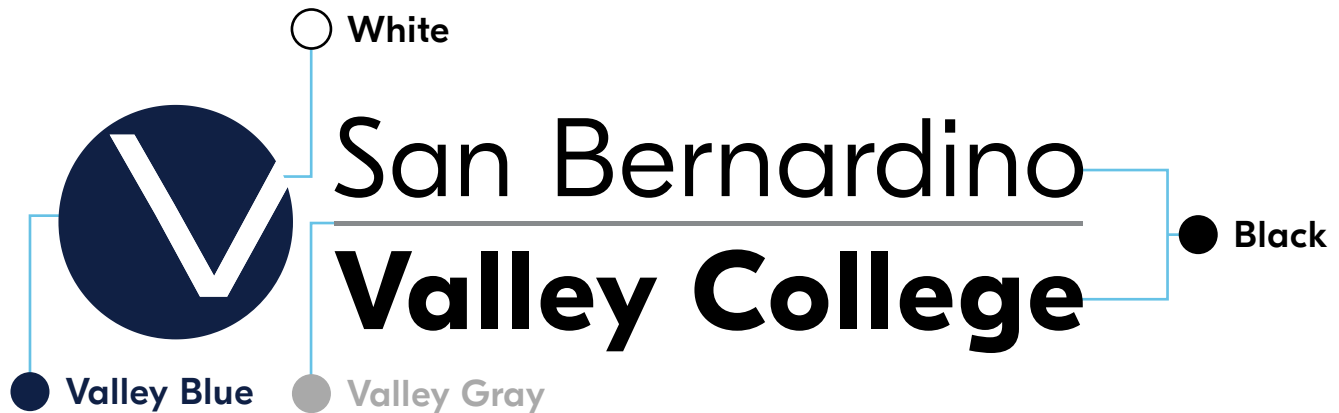
Not all color codes are the same: It is important to use the correct color code and value for the medium that you are designing for. This will ensure that the SBVC branding is executed correctly across multiple channels.

RGB: Digital Graphics | LAB: Web Design | CMYK: Print

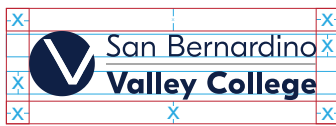
PRIMARY LOGO

The primary logo serves as the official and recognizable representation of our institution and should be used in all formal communications and materials.

Primary Logo



To maintain brand consistency and legibility, the logo must always be displayed at an appropriate size across all mediums. A clear space equal to the cap height (x) of the logo word mark must be maintained on all sides to prevent overcrowding and ensure visibility.



1.5 inch minimum
digital size

Print Materials: The primary logo must be at least 1.5 inches in width to ensure clarity and readability.

Digital Use: The primary logo must be at least 180 pixels wide to maintain on-screen legibility.

Embroidery & Specialty Merchandise: For embroidered and specialty applications, the logo should be at least 2.5 inches wide to retain detail.

LOGO VARIATIONS

Logo variations provide flexibility while maintaining a consistent and recognizable identity across different platforms and applications. Single-color or high-contrast versions of the SBVC logo may be used on dark backgrounds or when full color is not feasible, ensuring brand consistency across documents, merchandise, and digital media.

High-Contrast Logo



Single-Color Logo



LOGO DEVIATIONS

The elements of the SBVC logo should not be modified, redrawn, or have its elements isolated in a way that diminishes the visual impact of the SBVC brand identity. The logo must always be scaled proportionally and should never be distorted, stretched, or altered. Below are some examples of improper logo deviations.



Change the color of the logo



Use older versions of the logo or change the typeface



Add a dropshadow or any other background



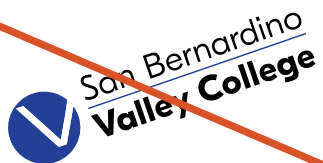
Place the logo on a busy or hard to read background



Stretch or distort the logo



Add a stroke or any other effects to the logo



Rotate or skew the logo



Lower the opacity of the logo

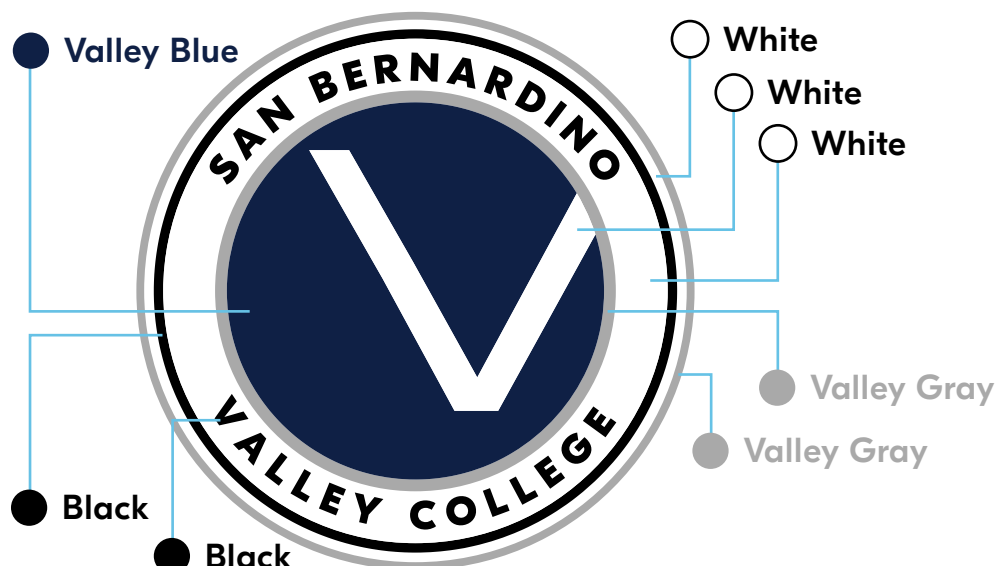


Change the order or re-arrange the marks on the logo

COLLEGE SEAL

The SBVC college seal logo is used in formal representations of the SBVC identity, such as on diplomas and certificates and is not interchangeable with the primary logo. The seal logo should be visually centered when possible in order to achieve optimal impact. It may not be reproduced in black or white, nor may it be recolored or filled with color. The seal logo may not be manipulated or have its elements isolated, nor may it be combined with other logos or design elements, other than those reviewed and approved by the office of Marketing, Creative Services & Public Affairs.

College Seal Logo



The college seal logo must always be displayed at an appropriate size across all mediums. A clear space equal to the cap height (x) of the logo word mark must be maintained on all sides to prevent overcrowding and ensure visibility.



1.5 inch minimum digital size

Print Materials: The college seal logo must be at least 1.5 inches in width to ensure clarity and readability.

Digital Use: The college seal logo must be at least 180 pixels wide to maintain on-screen legibility.

Embroidery & Specialty Merchandise: For embroidered and specialty applications, the college seal logo should be at least 2.5 inches wide to retain detail.



BRAND ELEMENTS

A consistent approach to typography and graphic elements are crucial in establishing a unified visual presence. Visual branding elements work together to convey professionalism, trustworthiness, and personality. Adhering to branding guidelines ensures that every interaction — whether digital or print — feels cohesive and aligned with the SBVC's core message, enhancing our credibility and visual presence.

MASCOT & VISUAL IDENTITY

Blue the Wolverine is the official mascot of San Bernardino Valley College and the visual representation of our identity as the San Bernardino Valley College Wolverines. Consistent use of Blue the Wolverine in marketing and branding reinforces our unique college identity and fosters a strong sense of unity. As key elements of our visual identity, Blue the Wolverine and the wolverine pawprint reflect the dynamic energy of our campus community and are featured in official athletics branding, promotional materials, and campus community initiatives.



"Blue" the Wolverine was introduced as the SBVC mascot in 2019.

SECONDARY BRAND COLORS & APPLICATIONS

Primary colors should be used for official communication materials. Secondary and accent colors are supplementary palette options that can be used to enhance visual brand impact. These colors should be used sparingly alongside the primary brand colors and should not be used on their own to represent the SBVC brand. Historical brand colors represent the spectrometer values of blue seen throughout the iconic V-Ball sculptures on campus, as well as those used historically in SBVC's branding history.

V-Ball Highlight

REFLEX BLUE #1F31A1

V-Ball Lowlight

V-BALL BLUE #011173

Historical Color

ROYAL BLUE #1157A1

Historical Color

LIGHT GRAY #DAE1E9



The following is an example of SBVC secondary brand colors utilized on the homepage of valleycollege.edu.

**Your Dream. Your Future.
Your Move.**

It's Summer and Fall 2025 Registration Season! Priority Registration from 4/7 to 4/24. Save on textbooks with the BookSaver program.

[View Open Classes](#)

[Apply Now](#)

TYPOGRAPHY & APPLICATIONS

Typography is a key component of our visual identity, ensuring consistency and readability across all official publications. Our primary typeface is GT Eesti and emphasizes a modern, clean, and versatile design. Consistent font usage strengthens brand recognition and professionalism across print, digital, and marketing materials. Other fonts may be used in limited applications to add visual interest, but should not be used as a substitution for our primary typeface. Century Gothic is an approved system replacement font if GT Eesti is unavailable. When applying typography guidelines, always adhere to the specified sizes, weights, and spacing guidelines to preserve a polished and unified visual appearance. Below are guidelines for utilizing appropriate font weight, size, and spacing.

GT Eesti Display Bold for Headings

GT Eesti Display Medium for Subheadings

GT Eesti Text Regular for Body Text

GT Eesti Text Light for Captions or Footnotes or *GT Eesti Text Italic*

Line Spacing 1.2x-1.3x font size	[Headings 24-36 pt
		Subheadings 18-22 pt
Line Spacing 1.4x-1.6x font size	[Body Text 10-12 pt for print or 14-16 pt for digital
Line Spacing 1.3x-1.4x font size		Captions or Footnotes or <i>GT Eesti Text Italic</i> 8-10 pt

TERMINOLOGY & STYLE

Content should maintain a consistent terminology and style to adhere to SBVC branding guidelines.

Name

San Bernardino Valley College

Abbreviation

SBVC

Titles

Marketing, Creative Services & Public Affairs

Utilize the ampersand (&) in titles of departments and programs.

URL

valleycollege.edu

Address

701 South Mount Vernon Avenue, San Bernardino, CA 92410

Address Abbreviation

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

Phone

(xxx) xxx-xxxx



Marketing, Creative Services & Public Affairs

Marketing Requests

The SBVC marketing team is ready to support your communications and creative needs. Please reach out with any questions or requests.

valleycollege.edu/marketing
pbratulin@valleycollege.edu

