

# SBVC CENTENNIAL GUIDELINES AND STANDARDS



2025-2026

# APPROVED LOGO/VARIATIONS

The SBVC Centennial logo is designed to showcase the key landmarks and identifiable architecture of SBVC. The logo must not be changed or manipulated in any way to avoid inconsistent imagery of the centennial celebration.

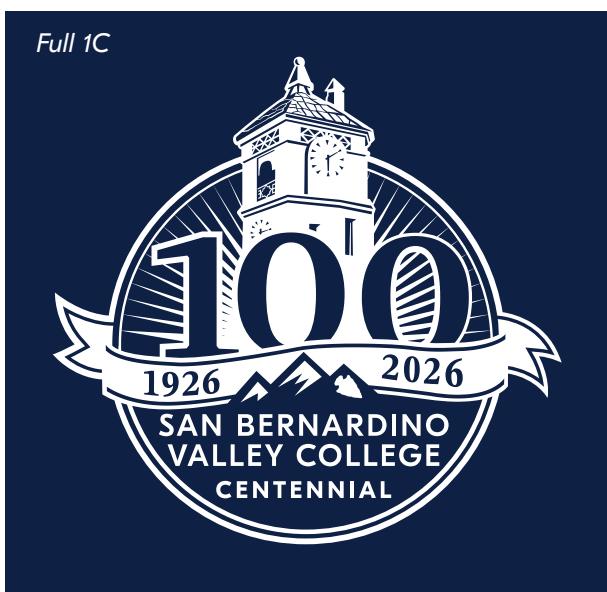
Primary Logo



Stacked Logo



Full 1C



Stacked 1C



Stacked Color Alt



# COLOR PALLETE

To celebrate the achievement of 100 years, the gold colors can be used in creative pieces to highlight the anniversary and create a more luxurious look and feel. These can be combined with the standard valley blues.

**LIGHT GOLD**

**#ECBA6B**

CMYK: 07/28/67/0

**GOLD**

**#CD9E41**

CMYK: 20/37/88/01

**COPPER**

**#A2662D**

CMYK: 29/61/95/16

**VALLEY BLUE**

**#0F2045**

CMYK: 100/90/41/46



\*These colors can be combined with the standard SBVC color palette for greater brand consistency. Please refer to the main SBVC guidelines for color information.

# MESSAGING

The messaging and terminology of the centennial campaign must be consistent to help bring home the idea of what SBVC has accomplished over the last century.

**Come with a DREAM,  
Leave with a FUTURE.**

**100 YEARS OF EXCELLENCE**

**A Century of [Insert Text]**

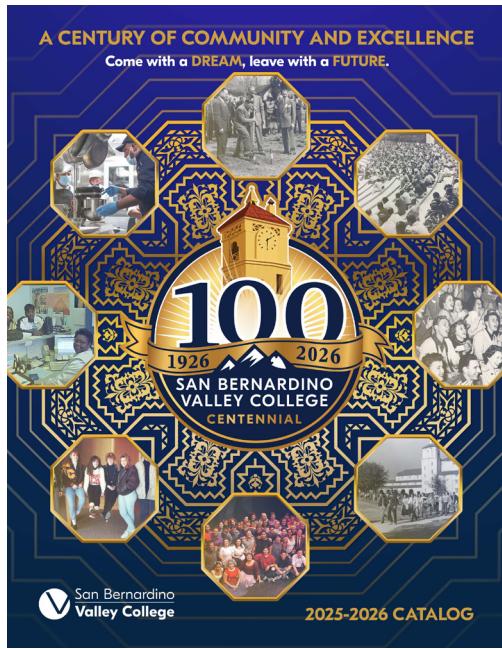
ex.

**A Century of Support**  
**A Century of Community**  
**A Century of Guidance**

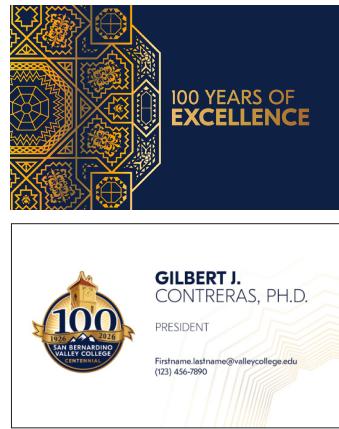
The "A Century of.." tagline can be used in conjunction with a key word to bridge different departments and campaigns to the Centennial branding. Please reach out if unsure of what words are approved for use.

# SAMPLE CREATIVE

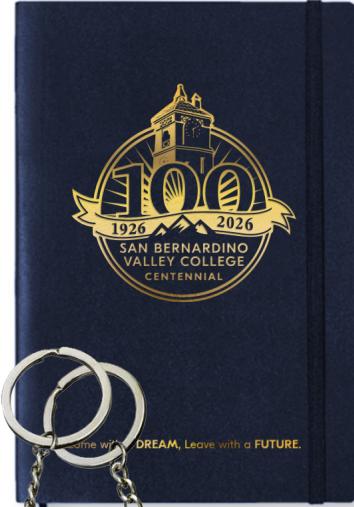
Schedule Cover



Business Cards



Notebook



Keychain



Shirts



Hats



Lanyard

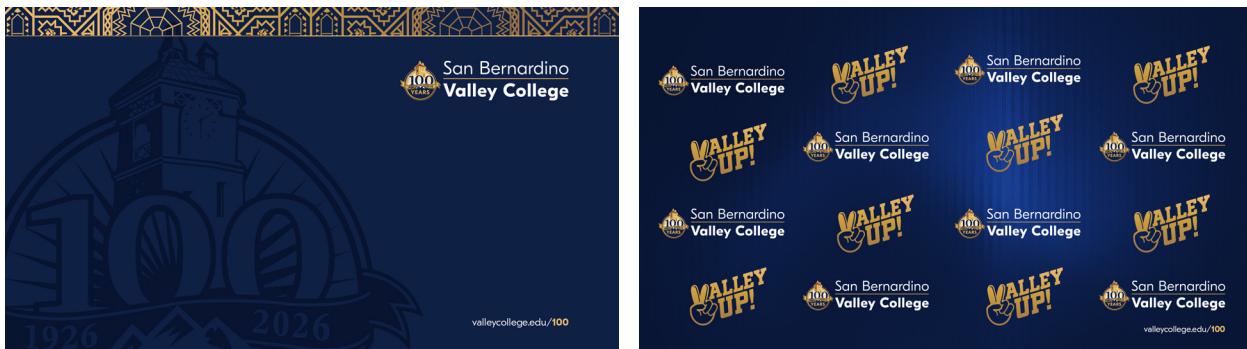


Feather Banner

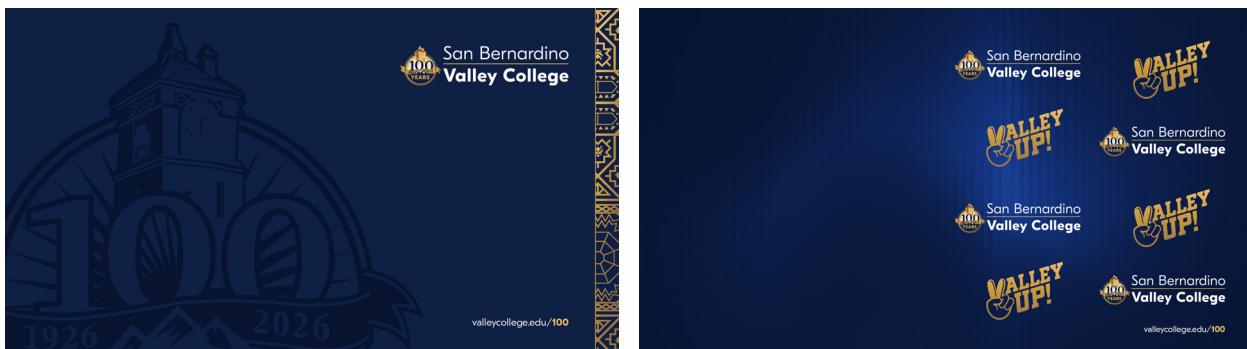


# SAMPLE CREATIVE

Zoom/Teams Background



Desktop Background





San Bernardino  
Valley College

## 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](http://valleycollege.edu/marketing)  
[pbratulin@valleycollege.edu](mailto:pbratulin@valleycollege.edu)

