

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

X		X
	 San Bernardino Valley College	X
X		X

Full 1C



Stacked 1C



Stacked Color Alt





COLOR PALLETE

The 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.

Main Tagline

100 YEARS OF EXCELLENCE

A Century of [Insert Text]

ex.

A Century of Bringing Students Together

A Century of Community

A Century of Guidance & Support

Use the Ampersand Symbol (“&”) in place of the “and”

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.

College Tagline

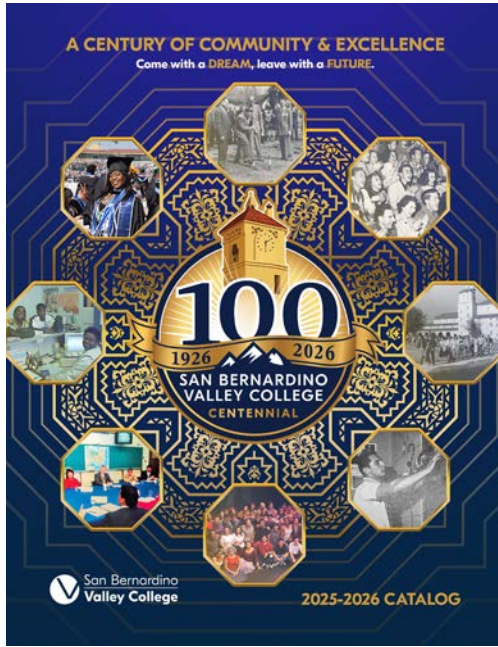
Come with a **DREAM,**
Leave with a **FUTURE.**

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

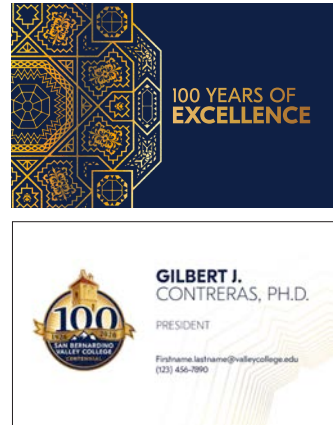
Lowercase the “L” in single-line uses.

SAMPLE CREATIVE

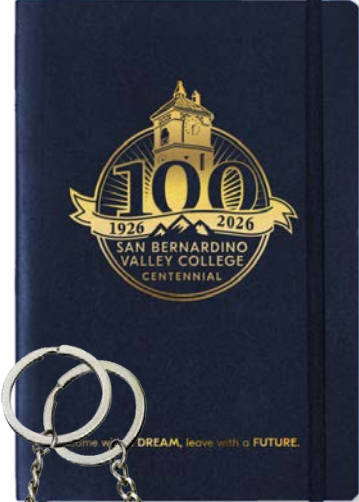
Schedule Cover



Business Cards



Notebook



Keychain



Shirts



Hats



Lanyard

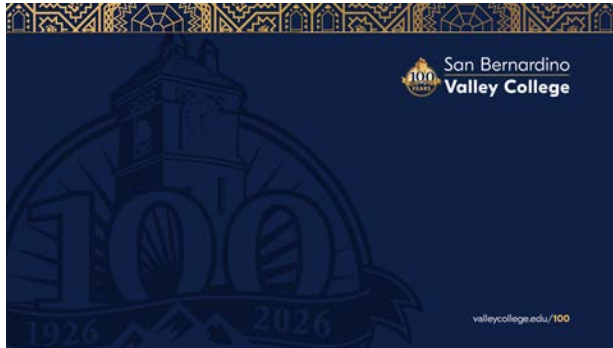


Feather Banner

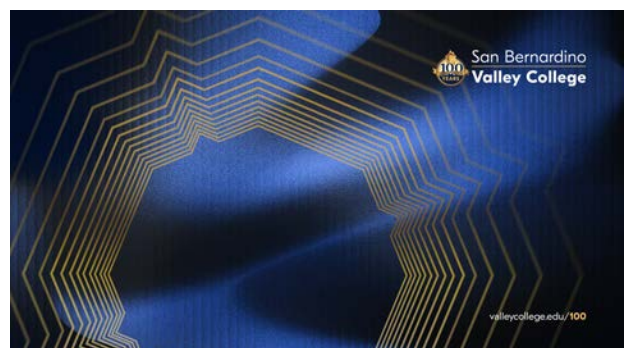
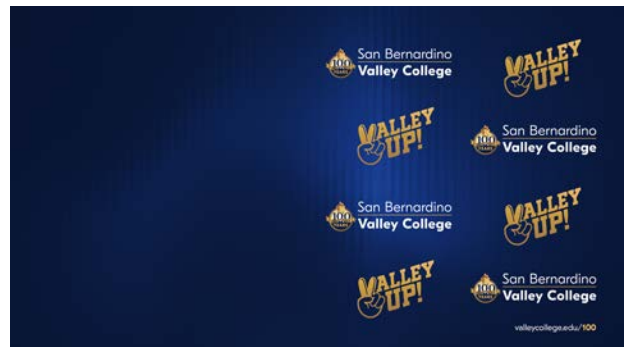


SAMPLE CREATIVE

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
pbratulin@valleycollege.edu

