



Your Community, Your College

Adopted by the WCC College Council on 2/15/2008

Official Publication/Graphic Standards for WCC

Following are the minimal standards on all printed communication pieces circulated within the campus community and to the external community. These standards are intended to assist and guide you on the appropriate identity of WCC. The Public Information Office is available to assist you further on formatting your document, flyer, college form, brochure, invitations, etc.

The minimum requirements for printing a WCC communication piece are as follows:

WCC LOGO:

All documents must have the WCC logo. Each communication piece must be clearly identified as a Woodland Community College publication. The logo should be a minimum of one inch by two inches. Ideally, it should be the first item on the top left/right corner of the publication. Placing the slogan of "Your Community, Your College" is optional, but it should be used when possible and placed immediately below the logo. The slogan should start on the second "L" of the word "College" on the WCC logo. (All partnership communication pieces that will include the College as a partner of an event/document must be approved by the WCC President.)

YCCD DISTRICT LOGO:

All documents must have the Yuba Community College District logo. The district logo shall be a minimum of one inch by one inch. The logo should be placed on the document, especially a brochure or a long-term information/communication piece that will be distributed district-wide.

PHONE NUMBERS:

All documents shall include a general contact phone number. If the publication is for a specific event, program, or department, then those phone numbers must be included on the document. A direct contact number must be made available for the public to have access to specific information about a specific program or department. If applicable, the fax number must also be included, specifically where individuals would need to respond to the publication, such as an application process or survey.

ADDRESS:

The entire WCC address, including street, city, state and zip code, must appear on the publication. It is important for individuals to be able to quickly locate the campus in Woodland. This will enable the reader to find directions to the campus quickly and efficiently.

WEBSITE:

WCC's website address must be on all college publications (www.woodland.yccd.edu). It is important to give the campus community/public an avenue to find out more information about the college and district.

E-MAIL ADDRESS:

All documents shall include an appropriate “yccd.edu” e-mail address.

USAGE OF DATES/TIME:

Check dates and times for accuracy. If a communication piece is printed on a semester or yearly basis, it is important to add the month and year to ensure appropriate shelf life. All long term communication pieces should be revised/updated once a year.

FONTS AND SIZE:

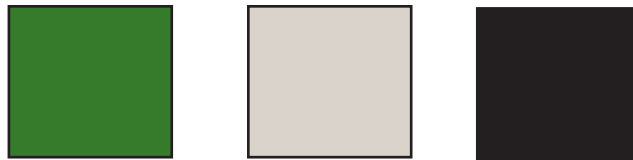
It is extremely important to have a clear and legible font in each communication piece. This could be one of the most important aspects to your publication. Always consider your audience and where this piece will be distributed. For example, it is important to have a large/clear font for a document that will be posted on bulletin boards for individuals to view while passing.

IMAGES/PHOTOGRAPHS:

All communication pieces must have clear images and/or photographs. The photograph should be appropriate for the subject matter or event. The photo should be compelling and simple. This is one of the most important components of any communication piece. Photos with people should reflect the College’s cultural diversity.

COLORS/MASCOT:

The official WCC colors are green, silver, and black. Promotional items or giveaways will be restricted to the official WCC colors. Maintaining the use of college colors will remain the priority; however, additional colors may be used for different communication pieces when appropriate. With the adoption of the WCC colors, the WCC logo will be limited to black only. The mascot of WCC will be the Eagle. Once the image is adopted by College Council, the Eagle will be used as often as possible in all communication materials. A sample of our colors is below:



The Review and Approval Process

1. Please obtain proper approval from your Supervisor or Dean.
2. Consult the Official Publications/Graphics standards for minimum requirement standards and information.
3. Submit the approval form to Public Information Specialist.
4. The Public Information Specialist will either return the document with advised changes/ corrections or forward to print shop.

Should you have any questions regarding the process or the proper usage of the WCC logo, please don’t hesitate to contact Public Information Specialist, Art Pimentel, at 530-661-5731 or by e-mail at apimente@yccd.edu.

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