



Your College, Your Future/Tu Colegio, Tu Futuro

Updated: 8/26/24

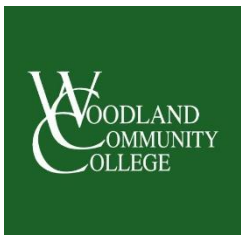
Woodland Community College Brand Standards

Purpose:

These standards outline the minimal requirements for all printed communication pieces distributed within the WCC campus community and to external audiences. Adhering to these guidelines ensures consistent and appropriate branding of WCC. The Student Marketing & Engagement Coordinator is available to assist with the formatting of documents, flyers, college forms, brochures, invitations, and other communication materials.

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

WCC LOGOS:



All documents must include the WCC logo and ideally placed in the top left or right corner of the publication. The slogan, “Your College, Your Future/Tu Colegio, Tu Futuro” is optional but encouraged. If used, it should align centered in the WCC logo. Any partnership communication pieces that include WCC as a partner must be approved by the WCC President.

YCCD District Logo:

Documents need to include the Yuba Community College District logo, particularly for long-term communication materials that will be distributed district-wide. This ensures consistent branding across all communications within the district.

Phone Numbers:

Each document should include a general contact phone number. For specific events, programs, or departments, it is important to include direct contact numbers and, where applicable, fax numbers to ensure the public has access to specific information.

Address:

All college publications should include WCC’s website, wcc.yccd.edu, to offer additional information. Additionally, include our social media handles:

Instagram – Woodland Community College

Facebook – Woodland Community College

Twitter – Woodland Community College

TikTok – Woodland Community College

E-MAIL ADDRESS:

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

USAGE OF DATES/TIME:

When it comes to dates and times, ensure accuracy by including the month and year for communication pieces with a long shelf life. These pieces should be updated annually.

FONTS AND SIZE:

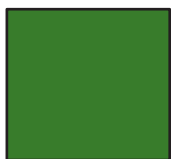
The approved fonts for Woodland Community College are Montserrat, Montserrat Thin, Lora, and Aleo. Ensuring clarity and legibility in every communication piece is crucial, as it significantly impacts the effectiveness of your publication. Always consider your audience and the distribution method when selecting fonts. For instance, documents intended for bulletin boards should use large, clear fonts to ensure visibility for individuals passing by.

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.

Primary Color System:

The primary colors for Woodland Community College (WCC) are Green (CMYK: 70, 0, 58, 62 / RGB Hex: #1d6129), Silver (CMYK: 0, 0, 0, 23 / RGB Hex: #c4c4c4), and Black (CMYK: 0, 0, 0, 96 / RGB Hex: #090909). All promotional items and giveaways must adhere strictly to these official WCC colors. While the use of these colors should be prioritized, additional colors may be used in communication materials when appropriate. The official mascot of WCC is the Eagle. Once the Eagle image is approved by the College Council, it will be prominently featured 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 Woodland Community College Brand Standards for minimum requirement standards and information.
3. Submit a draft for review to the Student Marketing & Engagement Coordinator.
4. The Student Marketing & Engagement Coordinator will either return the document with advised changes/corrections or forward it to the print shop.

Should you have any questions regarding the process or the proper usage of the WCC logo, please don't hesitate to contact Student Marketing & Engagement Coordinator, Emanuel Reyna, at 530-668-5731 or by email at ereyna@yccd.edu.

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