LOGO USAGE GUIDE

Fall 2025

OVERVIEW

This document serves as a guide to the brand identity of Citrus College.

The Citrus College Branding Project began in 2024 and was initiated in alignment with the college's Educational and Facilities Master Plan. Under the leadership of a Branding Task Force and in partnership and collaboration with GradComm and the college's strategic communications, marketing and public affairs office, a new Citrus College logo became the first major milestone of this project. Thanks to the work of our Task Force, with generous feedback from college constituents and our board of trustees, the new logo is the culmination of data and input from many students, faculty, staff and alumni of Citrus College.

The Citrus College Office of Strategic Communications, Marketing and Public Affairs (*previously known as Communications and External Relations, External and Government Relations, and Publications and Student Recruitment*) is responsible for communicating brand standards and supporting their adoption across the college. The office is led by an executive director who reports directly to the superintendent/president, with a team that includes a communications supervisor, two communications specialists, two senior graphic designers and an administrative secretary. The office is located on the first floor of the Administration Building, rooms 120–129.

If you have any questions about the college's brand identity, contact Lisa McPheron, executive director of strategic communications, marketing and public affairs, at lmcpheron@citruscollege.edu, or Doug Schultz, communications supervisor, at dschultz@citruscollege.edu. Strategic communications, marketing and public affairs uses Zendesk, a simple online tool that makes it easy to request services and track progress. To submit a request, visit http://tiny.cc/citrusdesignrequest.

PRIMARY LOGO

The Citrus College logo is the institution's most important visual identifier. It creates an immediate association with the college and establishes a lasting impression.

The primary logo (pictured right) is dark blue and orange (see page 12 for specific color codes) with a transparent background. Alternate orientations of the logo are featured on page 5.

Note: Black-and-white and inverse options may be used in special circumstances (e.g., a grayscale document, a publication that requires high contrast, etc.).

ALTERNATE LOGO ORIENTATIONS

Alternate logo orientations, including stacked and horizontal (pictured right), are allowed. These logos are also available in black-and-white and inverse options.

For most uses, however, the primary logo should be used, including in memos, letterhead, business cards and email signatures.

Note: Do **not** attempt to recreate any of the college's logos – use only approved artwork. If you need a custom file type, please reach out to strategic communications, marketing and public affairs.

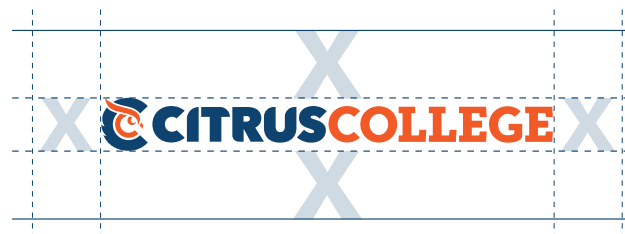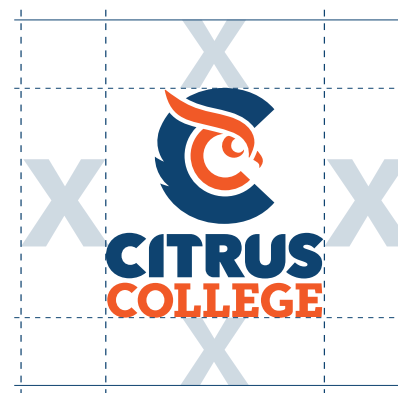**Stacked**

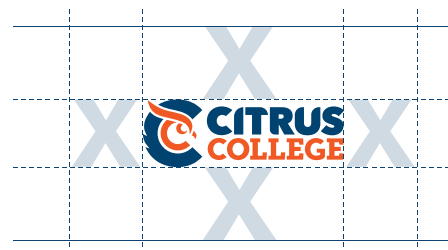**Horizontal**

LOGO USE, CLEAR SPACE

The logo is available in all file types (e.g., JPG, PNG, etc.), including vector (e.g., AI, EPS and PDF).

It should be used on all marketing collateral (e.g., flyers, brochures, posters, bookmarks and booklets) for events and activities that are directly sponsored, co-sponsored and/or hosted by the college. Additional items include, but are not limited to, advertisements, indoor and outdoor signage, training materials, and promotional products.

Clear space requirements

Ideally, there should be no secondary imagery or graphics behind the logo. If the logo is placed over a picture, please ensure that the background is "clean" and not too busy (e.g., a clear blue sky).

SIZE, SCALING

Size requirements

The minimum permissible width of the **primary** logo is 1 inch at 300 dpi.

The minimum permissible width of the **stacked** logo is .625 inches at 300 dpi.

The minimum permissible width of the **horizontal** logo is 1.5 inches at 300 dpi.

Scaling requirements

The logo can be scaled to a desired size; however, it must be scaled proportionally and maintain its aspect ratio. Likewise, high resolution must be maintained to avoid interpolation (i.e., pixelization or a blurry or fuzzy appearance).

If the logo needs to be scaled for a banner or large sign, a vector file can be provided by strategic communications, marketing and public affairs.

1"

.625"

1.5"

SUB LOGO

A sub logo, also known as a submark, is a simplified, alternate version of the full logo designed for smaller applications, including social media icons, favicons and watermarks. It distills key elements from the full logo, omitting text while maintaining brand recognition and consistency in various contexts where the full logo cannot fit or would not be legible.

WORDMARKS

The Citrus College logo stands alone.

College programs, departments, divisions and offices may request a custom wordmark. Strategic communications, marketing and public affairs can provide a wordmark featuring the primary logo along with text next to (horizontal orientation) and/or below (vertical orientation) the logo identifying the program, department, division or office.

Note: While the official Citrus College logo should be used in nearly all applications, exceptions may be made on rare occasions for student affinity programs and for initiatives that carry established branding from a partner organization. In these cases, custom or co-branded logos may be approved through strategic communications, marketing and public affairs to ensure consistency and alignment with the college's overall brand identity. For more information, email lmcpheron@citruscollege.edu.
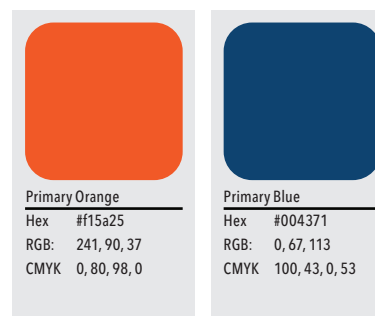
COLORS

The color palette presented here is based on Microsoft standards. Colors will vary depending on the program, such as Adobe Creative Cloud apps, as well as the physical material on which it is printed, such as paper, vinyl, fabric or plastic.

If you exprience noticeable color variances, consult with strategic communications, marketing and public affairs to ensure an authentic color match.
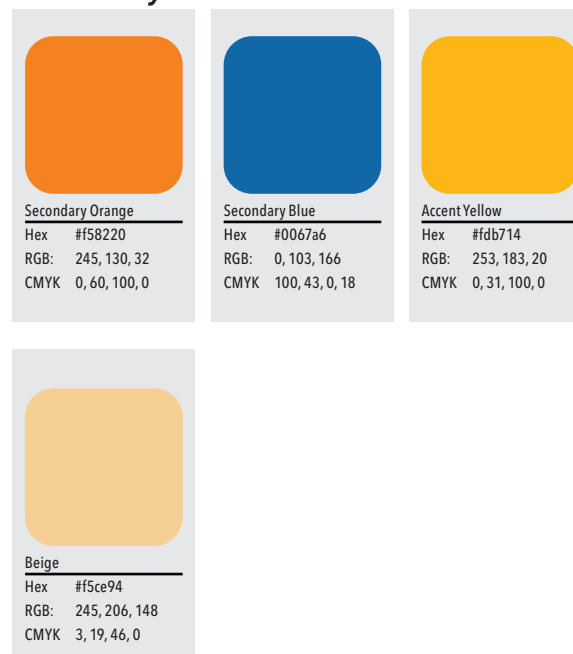
Note: The orange featured in the logo is a vibrant, bold and vivid hue, which is meant to make the logo "pop" and stand out. It should be used sparingly in other uses, including supporting elements (e.g., background boxes) of marketing materials.

All of the other colors, including the dark blue featured in the logo, are acceptable to use in all applications.

Logo colors:

Primary Orange
Hex   #f15a25
RGB: 241, 90, 37
CMYK   0, 80, 98, 0

Primary Blue
Hex   #004371
RGB: 0, 67, 113
CMYK   100, 43, 0, 53

Secondary colors:

Secondary Orange
Hex   #f58220
RGB: 245, 130, 32
CMYK   0, 60, 100, 0

Secondary Blue
Hex   #0067a6
RGB: 0, 103, 166
CMYK   100, 43, 0, 18

Accent Yellow
Hex   #fdb714
RGB: 253, 183, 20
CMYK   0, 31, 100, 0

Beige
Hex   #f5ce94
RGB: 245, 206, 148
CMYK   3, 19, 46, 0

COLOR ACCESSIBILITY

Citrus College makes every effort to comply with readability guidelines established by the Americans with Disabilities Act (ADA) Standards for Accessible Design. The examples to the right show which font (14 point for print and 18.5 pixels for web) and color combinations are accessible and which are not.

Font size also plays a part in ADA compatibility. A general rule of thumb is the larger the font, the less color contrast matters.

If you are unsure whether a color combination is ADA compatible, refer to one of the many free, online, ADA-based color checkers, such as https://webaim.org/resources/contrastchecker

Example 1 – **Do Not Use**

| Headline |
| Headline |
| Headline |
| Headline |
| Headline |
| Headline |

Example 2 – **Good Use**

| Headline |
| Headline |
| Headline |
| Headline |
| Headline |
| Headline |

MASCOT

The official mascot of Citrus College is "Hootie," an anthropomorphic great horned owl. The first appearance of an owl as the institution's mascot was in the 1916 edition of the Citrus Junior College yearbook, *La Palma*.

In 2021, the Citrus College Division of Student Affairs partnered with Street Characters, Inc., to create an updated mascot design, which includes a physical costume and simple illustrations. The Associated Students of Citrus College then provided feedback and voted on the final rendering.

The copyright for Hootie's likeness – including all renderings – belongs to the Citrus College Division of Student Affairs Division. To request use of this design, email Dr. Maryann Tolano-Leveque, dean of students, at mtolano-leveque@citruscollege.edu.

Fun fact: Hootie's birthday is Sept. 8, 1916!

ATHLETICS LOGO

The official Citrus College Athletics logo, which features a flying owl, can only be used for athletic purposes. Academic programs, student organizations, clubs, activities and events should **not** use this logo. When referring to athletics, the term "Fighting Owls" may be used.

Note: Both Hootie and the Fighting Owls are **great horned owls**, which are native to and still live in the college's district. Do not use barn owls, spotted owls, snowy owls, etc., in any college marketing and promotional material. The owl on top of the fountain in front of the library is a great horned owl.

TYPOGRAPHY

Avenir Next is the official font family of Citrus College. It is a geometric, sans-serif typeface designed by Adrian Frutiger and Akira Kobayashi and published by Linotype. The college owns a license to use this font in its marketing and promotional materials.

For a list of acceptable alternate or free fonts, please consult with strategic communications, marketing and public affairs.

For web applications, presentations or printed materials in which font options are limited or unavailable, you may use Aptos, Calibri, Arial or a similar neutral, sans-serif, web-safe font.

<u>Note</u>: The font used in the logo is a custom graphic, Because it is not a standard font file, it cannot be shared or installed like a traditional font.

ASSETS

Letterhead

Letterhead is created and maintained by strategic communications, marketing and public affairs. The letterhead is updated whenever there is a change to the board of trustees. This document is available in a variety of formats, including Word, PDF and InDesign. To request an electronic version of the letterhead, email dschultz@citruscollege.edu or visit the intranet.

eMemos

Custom eMemo banners/headers are only created for offices, as well as the executive leaders on the superintendent/president's cabinet.

Business cards and name tags

Business cards and name tags are created by reprographics (print shop). The Citrus College logo is the only logo permitted on business cards and name tags. To request a business card or name tag, visit https://citruscollege.rocsoft.com/fulfillment (intranet link).

EMAIL SIGNATURE

Email signature

At a minimum, email signatures for Citrus College employees should include name, job title, department (or equivalent designation), phone number and college website.

A downloadable PNG of the college logo is available on the intranet to place below the signature, although it is not required.

Links to the college's social media accounts is also encouraged.

The recommended font for email signatures in Microsoft Outlook is Aptos or Calibri (the default fonts for Microsoft Office applications).

Minimal signature example

> Name
> Job Title
> Department Name
> Citrus College
> Office: 626-XXX-XXXX
> www.citruscollege.edu

Full signature example

> Name
> Job Title
> Department Name
> Citrus College
> 1000 W. Foothill Blvd.
> Glendora, CA 91741
> Office: 626-XXX-XXXX
> Cell: XXX-XXX-XXXX
> emailaddress@citruscollege.edu
> www.citruscollege.edu