The DVC logo must ALWAYS be the DVC green, black, or white on colored background. No “creative” exceptions.

These colors can be used to compliment the primary colors.

INTEREST AREAS

https://www.dvc.edu/about/governance/committees/gps/pdfs/Interest-Area-Chart.pdf
Below are the different ways the college logo is allowed to be used.

The logo without the “swish” is the official logo and should be the primary logo to be used on posters, postcards, flyers.

The logo with the “swish” is an optional part of the logo, designed to add style to documents that do not have many design elements (such as letterhead, envelopes, and signatures in emails.)

Okay to use “DVC” without the Diablo Valley College portion when it’s not possible to use the entire logo.

The DVC logos are available in eps, ai, jpg, or png formats.

EPS FORMAT: needed for high resolution printed materials (banners, full color printing)
AI FORMAT: native illustrator file - some vendors request this (t-shirts, pens)
JPG FORMAT: Okay for lower resolution uses and all digital files (flyers, web pages, online files)
PNG FORMAT: allows user to place the logo over a background - ideal for emails, web work.
The visual strength stems from using a limited family of fonts consistently across the brand, making the brand more recognizable.

The main DVC font that should be used whenever possible is:

**AVENIR**
- Avenir Light
- Avenir Light It
- Avenir Regular
- Avenir It
- Avenir Semibold
- Avenir Semibold It
- Avenir Bold
- Avenir Bold It
- Avenir Black
- Avenir Black It

Secondary font:

**PALATINO**
- Palatino Regular
- Palatino Regular It
- Palatino Bold
- Palatino Bold It

Accent font:

**NORTHWELL**
- Northwell
**GRAPHIC ELEMENTS & PHOTOGRAPHY**

**Icons**

Our ultimate goal is to increase clarity by standardizing the use of icons.

Three different icon styles (solid, outlined, and two-toned) are encouraged.

![Icon Examples](image)

**Photography**

Use real people. Showcase the one-of-a-kind community of students, faculty and staff that live and breathe DVC from day to day. Only use stock photography when completely necessary.

Quality image. Photos must be in focus, crisp and clear. We start with high resolution (at least 300 dpi).

There are several factors that make up a great image:

1. **Background:** Move the subject away from buildings and trees – the fewer distractions in the background.
2. **Focus on a single subject.** Even when taking a photograph of a group, find a way to highlight an individual for your audience to focus on. Images should convey students who are happy, proud, or content.
3. **Pay attention to detail.** Keep an eye on what subjects are wearing or holding. Avoid corporate or other university logos, as well as branded packaging (ie: food or beverage containers).