THE DVC BRAND
STYLE GUIDELINES

The Diablo Valley College Marketing and Communications Office promotes the college as a unique “brand” - distinguishing it from all other colleges in the area. Maintaining a consistent approach to using the college brand reinforces DVC's positive image in the community. It is essential that we follow style guidelines when using the college name, logo, color palette, fonts, seal, and other elements used to visually identify Diablo Valley College. This applies to marketing the college in general as well as for promoting events, programs or services within the college.

The following guidelines pertain to brochures, posters, postcards, information packets, newsletters, and branded commercial products used to promote DVC’s departments and/or programs:

1. To ensure the integrity of the DVC brand, the Marketing and Communications Office will design and create publications, postcards, brochures, posters, flyers, and any other communications or promotional materials that are mailed or otherwise distributed anywhere outside of the physical DVC campus. (This includes email, social media, webpages, and other forms of digital communication.)

2. Posters larger than 11 X 17 for on- or off-campus distribution will be designed by the marketing office according to our DVC brand standards.

3. Flyers, posters, and documents representing a department or program, intended for current students, and only for on-campus distribution, do not need to be created or approved by the marketing office, but design standards must always be followed.

4. Please note: the marketing office cannot provide support to set up files for the print shop or produce digital marketing pieces that were designed by others.

5. Students representing a student club or organization should always use the following statement when using the DVC logo, font, colors, and style elements: _______________ is an official college-sponsored student club or organization of Diablo Valley College.
INTERNAL PUBLICATION GUIDELINES

When designing internal promotional materials for departmental or on-campus distribution (as described above), the elements below must be included on all items (where appropriate):

1. DVC Logo (use ONLY approved colors and fonts or approved templates)
2. Department or sponsor(s) responsible for event
3. Contact telephone or email address for follow up information
4. Date of event
5. Start and end time of event
6. Specific campus location (not just Diablo Valley College)
7. Cost
8. Will food be provided?
9. How are you addressing an SRC/Pleasant Hill counterpart to this event?

Important: When creating flyers, posters, webpages, etc., do not use photographs or graphics that you do not have permission to use. This includes graphics downloaded from the internet. This is true even if you are the one who took the photographs but did not obtain permission from the subject(s) in the photo. Please contact the marketing office if you have questions.

Publications, reports, newsletters or booklets for internal use
To support institutional effectiveness, efficiency, and a consistent college message, the marketing office serves as the central clearinghouse for all DVC communications both internally and to the external community.

For external distribution the marketing office should help support the publication.

For internal and on-campus communications, the marketing office does not necessarily need to be involved in the development of your publication, but should be notified so that they can alert you if another department is working on a similar or overlapping concept, or if messages appear to be inconsistent.

1. Contact marketing office to notify them of your intent to create a new publication.
2. Review the DVC print style guide to ensure your publication follows the DVC style standards.
3. If cover art, photographs or other graphics are needed, please submit a service request form to the marketing office with as much advanced notice as possible. (Minimum two-weeks)
4. When your publication is complete, meet with the marketing website team to discuss where on the this document will reside and how it will be displayed. (Flip book, simple PDF, etc.)
The DVC logo must ALWAYS be the DVC green, black, or white on colored background. No “creative Exceptions".
LOGO USAGE

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 logo should never be in a color other than DVC green, black or white.

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 seal is reserved for official documents (such as diplomas, and certificates of accomplishment and achievement) and is not to be used on documents such as posters, brochures or similar materials.

The tree background is a classic design element that captures the spirit of DVC’s beautiful campus.

Available upon request.

The “swish” is a design element that represents the outline of Mt. Diablo.

Available upon request.
TYPEFACES

The official (core) typefaces for Diablo Valley College are Helvetica, Palatino, and Caflisch Script font families.

Helvetica light
Helvetica light italic
Helvetica regular
Helvetica regular italic
Helvetica bold
Helvetica bold italic

Palatino Regular
Palatino Italic
Palatino Bold
Palatino Bold Italic
Caflisch Script

Other typefaces most commonly used by the marketing department design team are Avenir and Berthold Akzidenz Grotesk. These fonts are not commonly found on all computers and are meant to be used by marketing department staff and freelance designers.

Avenir light
Avenir book
Avenir medium
Avenir bold
Avenir black

Berthold Akzidenz Grotesk light condensed
Berthold Akzidenz Grotesk condensed
Berthold Akzidenz Grotesk bold condensed
Berthold Akzidenz Grotesk extra bold condensed

Other fonts can be used in special circumstances. Please contact the marketing staff before using any fonts other than the ones listed above.

PHOTOGRAPHY

The Diablo Valley College branding relies heavily on attractive photos that depict the beautiful campus, programs, and the diverse student body.

High resolution photos can be shared via the college Flickr account upon request.
Below are a few examples of the DVC style and branding