



SAN JOAQUIN
DELTA
COLLEGE



BRAND STANDARDS

for SAN JOAQUIN DELTA COLLEGE



Introduced Spring 2017
Last Updated: January 2024



SAN JOAQUIN **DELTA COLLEGE**

Enhanced Logo

Logo (for light background)



Primary Logo



Secondary Logo



Primary Logo



Secondary Logo

Logo (for dark background)



Logo variation for full-width documents

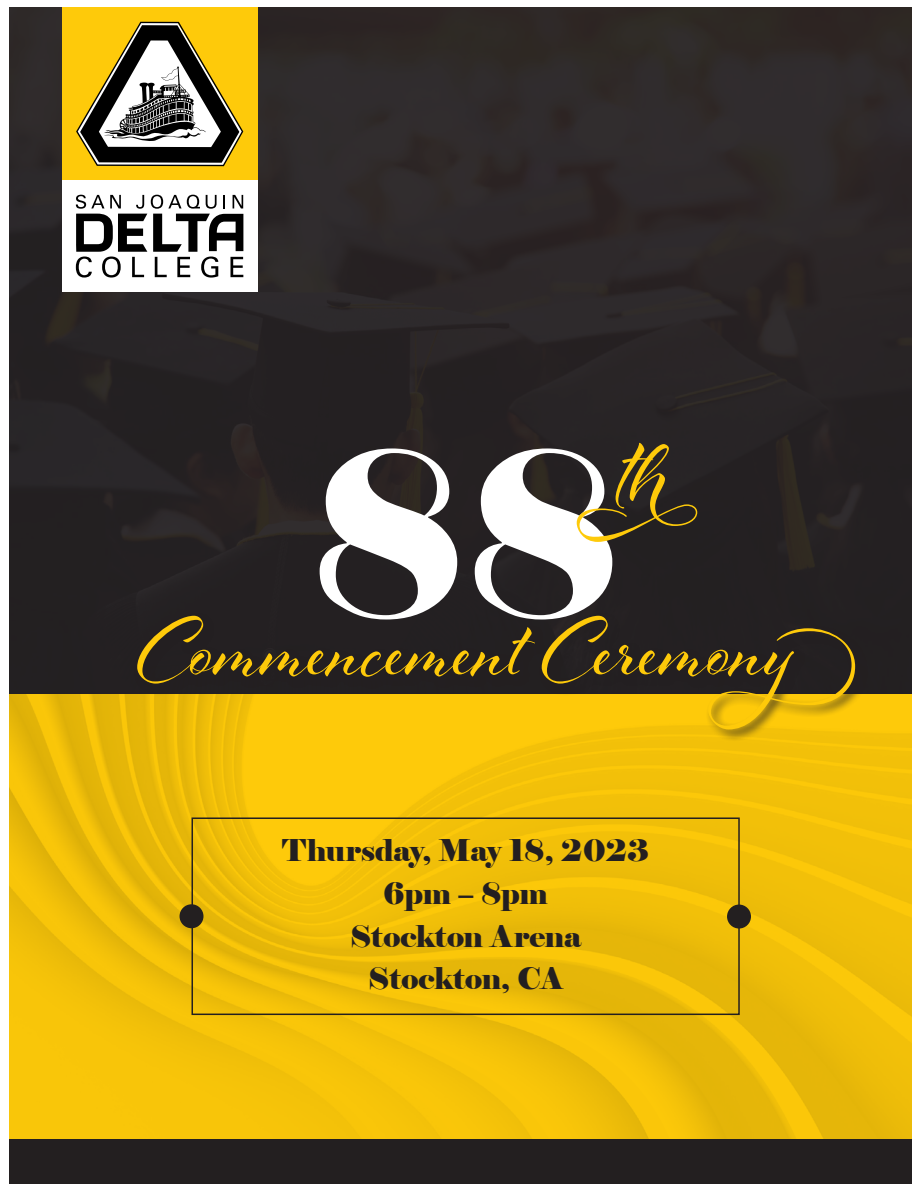
This full-width brand asset may replace the regular logo for memos, letterheads, brochures, PPT templates, reports, event programs, and other marketing materials.



SAN JOAQUIN **DELTA COLLEGE**

Logo variation for full-bleed (margin-less) printing

Graphic design staff reserve the right to design a material that places the logo on the edge of the page for margin-less printing, as seen in the example below.





Typefaces

IMPACT | Use for Header/Subhead

IMPACT | Regular

ZURICH | Use for Header/Subhead

ZURICH | Condensed Light

ZURICH | Condensed Italic

ZURICH | Condensed Bold

ZURICH | Condensed Bold Italic

ZURICH | Roman

ZURICH | Italic

ZURICH | Bold

ZURICH | Bold Italic

ZURICH | Regular Extended

ZURICH | Bold Extended

ZURICH | Black

ZURICH | Ultra Black

OPEN SANS | Use for Body Text

OPEN SANS | Light

OPEN SANS | Light Italic

OPEN SANS | Regular

OPEN SANS | Italic

OPEN SANS | Semibold

OPEN SANS | Semibold Italic

OPEN SANS | Bold

OPEN SANS | Bold Italic

OPEN SANS | Extrabold

OPEN SANS | Extrabold Italic

ALTERNATIVE FONTS:

Myriad Pro | Use for Body Text

Arial | Use for Body Text

Typography Sample

EXPELESEQUI DOLUPTIONSED QUID

BEA NIENTE PRAT LACEAT QUATQUI

Voluptam quasperis sit est quatur? Bea **niente prat laceat quatquia cum consect ureperum rersperit**, nitaepu daeptas sae. Et lab illori ipsa demolumendam re ipsam faceatae por am quaereptio qui ducimincur?

EXPELESEQUI DOLUPTIONSED

BEA NIENTE PRAT LACEAT QUATQUI

Sa sus iditibus, inis ducid entempos ut lique que voluptam quasperis sit est quatur? Bea **niente prat laceat quatquia cum consect ureperum rersperit**, nitaepu daeptas sae. Et lab illori ipsa demolumendam re ipsam faceatae por am quaereptio qui ducimincur?

Colors

Primary Colors



CMYK: 0/20/100/0
RGB: 255/203/5
HEX: ffc005



CMYK: 0/0/0/100
RGB: 35/31/32
HEX: 231f20

Secondary / Accent Colors



CMYK: 0/0/0/90
RGB: 65/64/66
HEX: 414042



CMYK: 0/0/0/40
RGB: 167/169/172
HEX: a7a9ab



SAN JOAQUIN **DELTA COLLEGE**

Co-Branding



***PURCHASING
& CONTRACT
SERVICES***



***PURCHASING &
CONTRACT SERVICES***



Logo Misrepresentations



Do not use the symbol or the word mark by themselves. They should only be used together in the approved combinations.



SAN JOAQUIN
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Do not recreate the logo in a different font, color or style or replace any of its elements.



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SAN JOAQUIN
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COLLEGE



SAN JOAQUIN
DELTA
COLLEGE

Do not stretch, crop, or distort the logo.
TIP: To ensure that the correct logo proportion is maintained when scaling the logo, **hold the SHIFT key** while stretching the logo using the corner handles.



SAN JOAQUIN DELTA COLLEGE



Do not use white logo on white background.



Do not use black logo on black background.



Do not extend the logo using the same background color to add additional text or image.



Do not attach other images to the logo and maintain a good distance between the logo and other text or images on the page.



Do not use elements of the logo, including the delta (triangle) shape and steamboat in designing logos for departments/programs/special events, etc.



SAN JOAQUIN **DELTA COLLEGE**

Institutional Identity



SAN JOAQUIN **DELTA COLLEGE**

Letterhead



Alex Breiter
Director of Marketing and Communications

5151 Pacific Ave
Stockton, CA 95207
Administration Building, Room 110
tel. 209.954.5131

alex.breiter@deltacollege.edu

DeltaCollege.edu

SAN JOAQUIN **DELTA COLLEGE**

f t y i

Marketing and Communications
DeltaCollege.edu

Business Card



SAN JOAQUIN
DELTA COLLEGE

5151 Pacific Ave
Stockton, CA 95207

Envelope

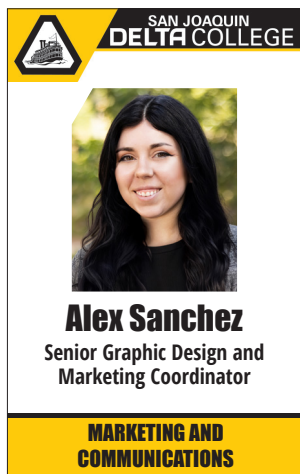
5151 Pacific Ave
Stockton, CA 95207
(Tel) 209.954.5151
(Fax) 209.954.5158
DeltaCollege.edu



Institutional Identity



Business Card & Letterhead



ID Badge (optional)



Marketing Materials

Department Fliers

SAN JOAQUIN DELTA COLLEGE

Horticulture

Agriculture, Science & Mathematics Division
5151 Pacific Ave. | Stockton, CA 95207
209.954.5354
DeltaCollege.edu

SAN JOAQUIN DELTA COLLEGE

Drama

Arts & Communication Division
5151 Pacific Ave. | Stockton, CA 95207
209.954.5151
DeltaCollege.edu

SAN JOAQUIN DELTA COLLEGE

Animal Science

Agriculture, Science & Mathematics Division
5151 Pacific Ave. | Stockton, CA 95207
209.954.5354
DeltaCollege.edu

SAN JOAQUIN DELTA COLLEGE

Psychiatric Technician Program

Health Science Division
5151 Pacific Ave. | Stockton, CA 95207
209.954.5454
DeltaCollege.edu

SAN JOAQUIN DELTA COLLEGE

Students in the **Horticulture program** are completing studies for various careers that play an important role in maintaining the environments in which we live. These careers can be obtained by earning certificates, AS degree or transferring to a 4-year university. Many of these careers are hands on with the benefits of working outdoors.

What are the degree and certificate options?

- Horticulture, AS
- Horticulture – Landscape Basics, C
- Horticulture – Landscape Management, C
- Horticulture – Nursery Management, C
- Horticulture – Turf Grass, C

What can I do with my degree or certificate?

Career opportunities are wide and challenging. You can work in landscaping and run your own business or work for other firms, zoos, sports facilities, landscape design or parks. Nursery production includes the growing, selling and breeding of plants. The careers in the Horticulture field keep expanding and now include the farm to fork programs.

Updated 3/2017

C = Certificate Program
AS = Associate in Science Degree

SAN JOAQUIN DELTA COLLEGE

Delta Drama is committed to fostering the creativity and aspirations of its students, allowing them to hone their skills in a supportive and inclusive environment, while pursuing their academic and career goals.

We believe that the study of theatre provides the individual with a lifelong skill set useful in a variety of career paths that demand proficiency in time management, creative problem solving, self-discipline, the ability to utilize resources, collaboration, and most importantly effective communication.

Delta Drama is invested in public and educational outreach initiatives to create a forum that encourages the interaction between students, artists and audience while reflecting on the issues and interests of our community, both locally and globally.

What are the degree and certificate options?

- Stagecraft, C
- Theatre Arts, AA-T
- Theatre Arts – Acting, AA
- Theatre Arts – Technical Theatre, AA

What can I do with my degree or certificate?

Delta Drama courses have been designed to equal courses offered in the UC and the CSU system. With this foundation, past Delta Drama alumni have worked as *professional actors, directors, technical artists, designers and teachers*. Additionally, the program contributes to the student's development of management skills and artistic aesthetics necessary for any career path.

Updated 3/2017

C = Certificate Program
AA = Associate in Arts Degree
AA-T = Associate in Arts Degree Transfer

SAN JOAQUIN DELTA COLLEGE

Students in the **Animal Science program** are preparing for a variety of careers through hands-on instruction, where they learn about the livestock industry, production, and the selection and marketing of livestock as we strive to meet the demands of feeding 9 billion people by the year 2050. Students earning a degree in animal science find rewarding careers from production to sales, and an animal science degree can lead to career possibilities in the budding agricultural biotechnology industry.

What are the degree and certificate options?

- Agriculture Business with an emphasis in Animal Science, C

New in 2017-2018:

- Animal Handling, C
- Animal Science, AS
- Animal Science, AS-T

Extra-Curricular Student Opportunities:

- Livestock Judging Team
- Livestock Show Team

What can I do with my degree or certificate?

TRADITIONAL LIVESTOCK PRODUCTION
Livestock Feed: production, sales, and distribution
Veterinarian/Vet Technician: practice and research
Meat, Poultry, or Dairy Foods: quality control, inspection, distribution and marketing
Livestock Promotion and Marketing: breed organizations, livestock publications, sales
Sales: feed, pharmaceuticals, livestock supplies

MANAGEMENT
Service Organizations: extension agriculture agents, 4-H leaders, FFA advisors, teachers of agriculture
Technology Development: research scientists, genetics and animal breeding, reproductive management, endocrinology, cloning, embryo technology, nutrition

Updated 3/2017

C = Certificate Program
AS = Associate in Science Degree
AS-T = Associate in Science Degree for Transfer Degree

SAN JOAQUIN DELTA COLLEGE

The **Psychiatric Technician (PT) program** prepares students with entry-level skills and knowledge to practice in the role of a licensed psychiatric technician in a variety of health care settings. Graduates receive a certificate of completion and are prepared to successfully complete the state licensing examination to obtain licensure as a Licensed Psychiatric Technician in the state of California. The program consists of one calendar year of nursing course work after completion of program prerequisite courses and selection into the program.

What are the degree and certificate options?

- Psychiatric Technology, AS
- Psychiatric Technician, C

Where can I work with my degree or certificate?

Psychiatric Technician are able to work in a variety of facilities that provide care for clients experiencing mental disorders or illnesses, or developmental disabilities. The Department of Corrections and state developmental centers actively recruit psychiatric technicians. *Graduates are actively recruited and employed by local health care facilities with starting salaries of \$20 – \$35 per hour.*

Updated 3/17

C = Certificate Program
AS = Associate in Science Degree



Marketing Materials continued

SAN JOAQUIN DELTA COLLEGE

I'm basically taking the same classes I would have at a four-year (university), but it's way cheaper. I was thinking about the long term...I don't want to be in debt and paying back student loans.
- Parmir, studying business

EARN A DEGREE WITHOUT THE DEBT

At Delta College, you can take the same classes that you would at a four-year university, for a much lower cost. In fact, two-thirds of our students get free tuition, including all first-time, full-time college students!

Get the high-quality education you deserve, without the big-time debt of a university.

SAME CLASSES

LOWER COST

ANNUAL TUITION COMPARISON

Delta College	\$0-\$1,380*
California State University	\$5,742
University of California	\$13,752
Average private university	\$52,918

*Two-thirds of Delta students pay no tuition, including all first-time, full-time college students.

5151 Pacific Avenue
Stockton, CA 95207

PRESORTED STD MAIL
US POSTAGE PAID
PSNCRS CENTER

WE OFFER:

- **Exceptional professors** who are leaders in their fields
- A **safe campus** with its own 24/7 police department
- Hundreds of **zero-cost textbook courses**
- Vibrant **campus life** with 30 clubs, 20 sports and countless activities
- **218 degrees and certificates** that can help you transfer to a university or start a new career right out of Delta
- Free or low-cost **healthcare services** at the Delta College Health Center

DeltaCollege.edu



Same Classes, Lower Cost Mailer

SAN JOAQUIN DELTA COLLEGE

Find THE PATH TO YOUR future

MUSTANGS FORWARD

SAN JOAQUIN DELTA COLLEGE

Rediscover THE PATH TO YOUR future

MUSTANGS FORWARD

Spring Ad Campaign



Branding Standards

Delta College's Brand Standards help protect the brand identity of the College. The visual representation of a brand (such as colors, logos, typefaces, symbols) is known as the brand identity. The brand identity is what makes a brand instantly identifiable to the viewer. Correct usage of the Delta College Brand Standards will ensure that the viewers will recognize the materials as coming from Delta College.

All departments and offices associated with Delta College must follow the Brand Standards. Any outside agency producing materials for Delta College programs, departments, or other entities must also follow these standards.

If you have any questions regarding the Delta College Brand Standards, please contact the Director of Marketing & Communications. If you would like to suggest a design that strays from the established guidelines, please send us the design concept for review and approval before it is produced.

Branding Contact

If you have questions or concerns regarding the San Joaquin Delta College branding standards and guidelines, please contact the Marketing & Communications Department. To access the downloadable fonts, templates and most recent Brand Standards, go to:

<https://deltacollege.edu/campus-offices/marketing-and-communications/delta-college-brand-standards>

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