San Diego Community College District

City College · Mesa College · Miramar College · College of Continuing Education

Phase 2: LOGO DEVELOPMENT

March 2024

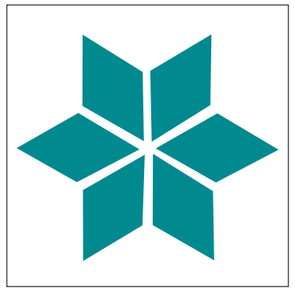
Selbert Perkins Design.

DISTRICT	COLLEGES
• Findings suggest the stakeholders would like to see changes that will **update and modernize** the SDCCD logo and **connect** it visually to the college logos. • A **new color** should be developed for the District identity that is different from Miramar College to **eliminate confusion**. • A **tag line** should be developed to clearly communicate the **values, mission and goals** of SDCCD.	• Findings suggest current four **college colors are well liked**. • Font and type composition could be improved to **increase legibility**.

New logo for SDCCD

TYPEFACES

- Refine typeface to feel contemporary, timeless
- Better legibility
- Consistent usage
- Should connect the District logo and the College logos



IMAGES & ART

- Iconography should be intentional and meaningful
- Companion to brand language to celebrate regional connectivity
- Imagery should feel like it belongs to San Diego and Colleges
- Circles have a holistic approach and aligns with past branding
- Should have a sense of community and growth
- Symbol of four colleges creating a form together

COLOR

- Keep college colors
- Subtly modernize - more vibrant and vivid
- Help eliminate confusion between colleges
- Should feel harmonic and coherent overall

Diverse

Collaborative

Welcoming

Transformational

Student Centered

Life Changing

Heartfelt | Hopeful | Unified | Life changing | Modern | Timeless | Iconic | Future Driven

Ever-Evolving | Quality | Excellence | Supportive | Centralized | Hub | Accessible | Proud

LOGO CONCEPTS

Derived from Nature

Derived from **Nature**

Growth
Lush landscapes
Belonging
Transformation
Trees
Sun
Seaside Daisy (Greg Smith reference)

SPD.

San Diego

Community College District

San Diego
Community College District

SDCCD

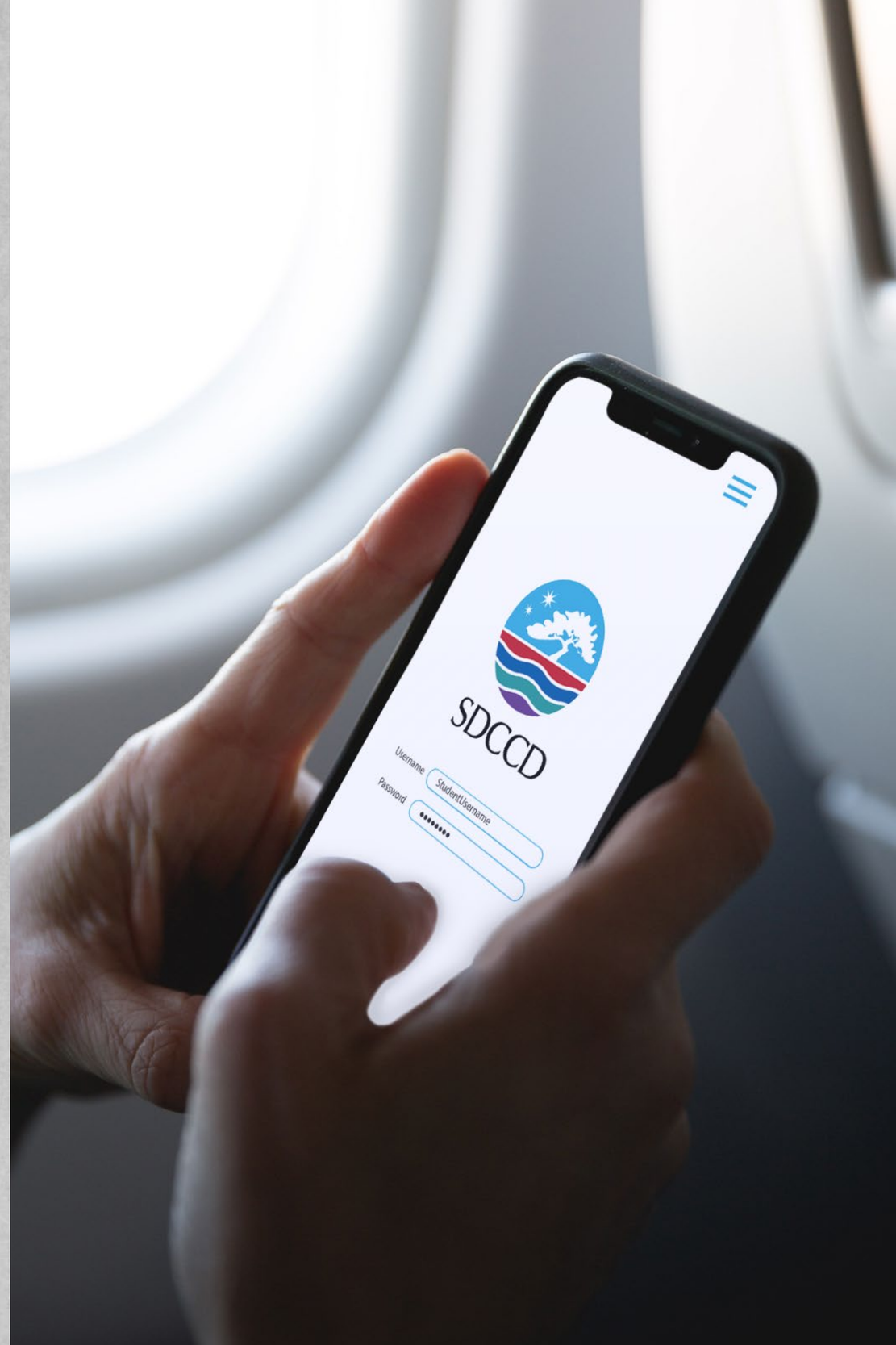
San Diego
Community College District

SAN DIEGO
Community College District

SAN DIEGO
Community College District

SDCCD

SAN DIEGO
Community College District



SAN DIEGO
Community College District

SAN DIEGO
Community College District

SDCCD

SAN DIEGO
Community College District

SDCCD
Username
StudentUsername
Password

San Diego
Community College District

1

SAN DIEGO
Community College District

2

SAN DIEGO
Community College District

3

EXISTING

DISTRICT | CITY | MESA | MIRAMAR | CONTINUING EDUCATION

District Office

Pantone PMS 321C

City College

Pantone PMS 201C

Mesa College

Pantone PMS 7686C

Miramar College

Pantone PMS 322C

Continuing Education

Pantone PMS 268C

PROPOSED

DISTRICT | CITY | MESA | MIRAMAR | CONTINUING EDUCATION

District Office

Pantone PMS 298C

City College

Pantone PMS 1805C

Mesa College

Pantone PMS 2945C

Miramar College

Pantone PMS 321C

Continuing Education

Pantone PMS 268C

EXISTING

SAN DIEGO
COMMUNITY COLLEGE
DISTRICT

Adobe Garamond
Bold

SAN DIEGO CITY COLLEGE

SAN DIEGO MESA COLLEGE

SAN DIEGO MIRAMAR COLLEGE

SAN DIEGO COLLEGE OF CONTINUING EDUCATION

Optima Regular
(Manually Manipulated)

PROPOSED

San Diego
Community College District

Museo
700

SAN DIEGO
Community College District

Optima
Regular

- Select Logos to develop for testing
- Test logo options with a survey - launch (2weeks)
- Present survey findings for preferred logo selection & approve logo
- Based on approved logo, create Brand Guide assets
- Create roll-out launch plan and schedule

Selbert
Perkins
Design.