

Foothill College

STYLE GUIDE

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INTRODUCTION

Foothill College was founded in 1957 as the first of two colleges in the Foothill-De Anza Community College District. The 122-acre campus in the city of Los Altos Hills, serves the communities of Los Altos, Mountain View and Palo Alto. The college is known for its award-winning architecture, designed by architect Ernest Kump and landscape architect Hideo Sasaki.

Students can choose from 74 associate degree programs, 94 certificate programs and a dental hygiene bachelor's degree, or choose to take classes in preparation for transfer to another college or university. Each year, the college awards more than 400 associates degrees and 200 career certificates, and in the past five years alone, more than 3,000 Foothill students have transferred to the CSU and UC systems.

The Foothill College brand is rooted in four core values: equity, student success, trust, and sustainability. Our branding is essential to the Foothill College experience and ensures a consistent look and feel across all touch points. This guide is provided to keep the brand focused and unique.

The Foothill brand is broken into two groups: academic and student life/ outreach. Please note that though there are two distinct styles for each group, there is still only one overall brand.



LOGO

Official Foothill College Logo

The Foothill College logo is the most prominent representation of our campus, staff, and students. It is a valuable asset that should be used consistently in the proper, approved forms. The “acorn” is the official logo for all outward-facing, academic outreach, and student services-related materials.

“For every mighty oak there was a nut that stood its ground.”

The logo’s acorn shape symbolizes new beginnings, rebirth, and the potential for growth. Foothill College is the seed of change in every student. The shield-shaped icon features a modern flat design and the acorn cap serves as a reference to our innovative Asian-Pacific architecture. Bold uppercase typography conveys a strong, confident presence. It features the college font, Brandon Text, which was chosen for its superior legibility in both print and digital formats, as well as its distinguished character. To make it truly unique, it is customized with soft squared serifs for a prestigious and academic spirit.

Main



Stack



Long



LOGO

Athletic and Student Event Logo

Footsie the Owl is the official Foothill College mascot. The owl logo should be used for sports teams and student clubs only. Student clubs and sports teams may choose to personalize the Foothill College logo by adding their club name below the owl logo. The sport or club name should be Brandon Text Medium font, center-aligned, and in Rick Black.



Club Examples



BUSINESS CLUB



ULTIMATE FRISBEE

LOGO

Do:

- For white backgrounds, default to the black and red, main logo
- For color or black backgrounds, default to the white, main logo
- Use the horizontal logo with address when the piece is for external audiences and does not already list the address
- Use the owl logo for athletic and student events ONLY

Don't:

- Alter logo colors, position of elements or typeface
- Skew the logo
- Add accessories, such as a hat or glasses
- Use a drop shadow
- Combine with another logo
- Use the logo as a repeated pattern
- Separate the acorn from the Foothill College text
- Use the logo on a background that doesn't give it contrast



LOGO CLEAR SPACE

Please observe the clear space around the logo to maximize the visual effectiveness. Nothing should intrude into the clear space. Clear space is developed from the height of the acorn, as indicated by the “x.”



LOGO

Department and Program Logos

College departments and programs may choose to personalize the Foothill College logo by adding their department/program name below or to the side of the horizontal acorn logo. Department/program name should be Brandon Text Medium font, flushed left, all caps, and in Foothill Red.

If you would like to have a department or program logo created, please contact the Marketing Department.

Examples



LOGO

President's Seal

The president's seal logo should be used on official academic materials only (e.g. transcripts, diplomas, etc.). There are no exceptions.



COLOR

Color is a vital element of our brand identity. The Foothill College color palette includes primary, secondary and tertiary palettes. The primary color of our brand, Foothill Red, is our most significant visual identifier. Use the tertiary colors sparingly.

Primary Colors

Foothill Red

PMS 187
CMYK 7, 100, 82, 26
RGB 166, 30, 47
#A61E2F

Black

100% K
RGB 0, 0, 0

Foothill Yellow

PMS 123
CMYK 0, 19, 89, 0
RGB 255, 200, 46
#FFC82E

Secondary Colors

Gray

PMS Cool Gray 2
CMYK 5, 3, 5, 11
RGB 208, 209, 206
#D0D1CE

Cream

PMS 7501 25%
CMYK 0, 3, 14, 5
RGB 242, 231, 209
#F2E7D1

Orange

PMS 152
CMYK 0, 57, 100, 0
RGB 229, 114, 0
#E57200

Tertiary Colors

Blue

PMS 2925
CMYK 70, 30, 0, 0
RGB 68, 149, 209
#4495D1

Green

PMS 369
CMYK 68, 0, 100, 0
RGB 88, 185, 71
#58B947

COLOR

Outreach

Marketing materials that are intended for outreach to external audiences should mostly use the Foothill Red and Foothill Yellow. This palette is warm, cheery and inviting to potential students and community members.

Academic

Materials that are more academic in nature, such as promoting a specific class or reminding students to take placement exams, should have a more professional, muted tone. When selecting colors for these types of projects, stick with white backgrounds, Foothill Red and Rich Black text, and cream and gray boxes. Use Foothill Yellow only to bring attention to an important detail, but never use yellow blocks of color.

Outreach Examples



BUT WAIT...
You can pay in-state tuition (\$31/unit) regardless of your resident status

OUT OF STATE TUITION
Non-residents and non-citizens/international students
\$150/unit
Full-time student taking 12 units/quarter will pay **\$1,800** (plus \$50 student fee)

IN STATE TUITION
Citizens and California residents
\$31/unit
Full-time student taking 12 units/quarter will pay **\$372** (plus \$50 student fee)

Academic Examples



QUICK QUESTIONS
at the Counseling Center

Mondays–Thursdays, June 27–September 1
10 AM–3:30 PM | Room 8302 | Counseling Center

Get answers to your quick counseling-related questions. Counselors will answer your questions and help ensure that you're on track to achieve your educational goals.

Each session will last about 15 minutes and may include:

- Help with selecting courses for the upcoming quarter
- Answering general and brief questions

Counselors may refer students to an appointment if necessary. **First come, first served. No appointment is necessary.**

foothill.edu/counseling

Please note items such as those listed below are not suitable for Quick Questions and instead a Counseling appointment is necessary:

- Financial aid ed plan
- Academic/progress probation
- Course evaluations from multiple colleges
- Planning a year-long ed plan
 - » Schedule online at foothill.edu/counseling/counselapp or call 650.949.7423



Your Math Placement Test Level & Educational Goals

THE ACCUPLACER PLACEMENT TEST is adaptive, meaning that the questions become harder or easier as you progress through the test material, which helps us assess your skill level.

Math Placement Testing Levels:

1. College Level Math
2. Elementary Algebra
3. Arithmetic

To review each level's content, visit foothill.edu/placement/fh_mathtestlevels.pdf

In general, the Testing & Assessment Center advises students who have not taken math courses recently to determine which test level to take based on the pre-test questionnaire. However, if you are interested in placing into a certain math course, you can choose the corresponding test.

MATH PLACEMENT TEST LEVEL DESCRIPTORS

College Level Math
Students willing to place into the pre-calculus sequence (MATH 48A, 48B, 48C) or above will need to take the College Level Math test. This placement test level is appropriate for most biological sciences, physical sciences, mathematics, and engineering majors. The test will automatically drop students to the Elementary Algebra test and then to the Arithmetic test, should the placement test score(s) indicate the need to do so.

Elementary Algebra
By selecting the Elementary Algebra level placement test, the highest placement a student can receive is MATH 10: Statistics and MATH 44: Liberal Arts Math. This placement is appropriate for most social sciences, humanities and liberal arts majors. The test will automatically drop students to the Arithmetic test, should the placement test score(s) indicate the need to do so.

Have you already taken the Elementary Algebra Placement Test and successfully completed MATH 10, but now need pre-calculus (or higher) for your educational goal?

You will need to contact the Dean of Physical Sciences, Mathematics & Engineering (PSME) for authorization to take a placement test after starting the Math Course Sequence. Contact the PSME Division Office at 650.949.7259 to make an appointment with the dean. Be sure to speak with your counselor for more information.

Contact | Testing and Assessment Center
650.949.7743 Room 8212
fhtesting@fhda.edu foothill.edu/placement



TYPOGRAPHY

The Brandon Text font has been carefully selected for Foothill College print communications.

In instances where Brandon Text is unavailable, Foothill's default font is Helvetica. Helvetica should never be used in conjunction with Brandon Text and should be used only when licenses for Brandon Text are not available.

Brandon Text Light
Brandon Text Regular
Brandon Text Regular Italic
Brandon Text Medium
Brandon Text Bold
Brandon Text Black
Brandon Text Black Italic

ACADEMIC LAYOUTS

Academic print materials should have a consistent visual identity.

- Heading text should be 16-20 point, bold or black weight, and either Foothill Red, Foothill Yellow, White, or Black color.
- Subheading text should be 12-14 point, bold weight, and either Foothill Red or Black color.
- Body text should be 10-11 point, regular weight, and Black color.
- Use blocks of red color for titles, large sections of text, and dividers.
- Use blocks of grey color for additional information or contact information.
- Make the call-to-action or website URL larger and bolder than other body text.
- Stray away from round shapes. Instead, use rectangles and thick lines.
- When in doubt, align text to the left.



Dear,

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Sincerely,

Name
Title
Department
Foothill College
email

12345 El Monte Road, Los Altos Hills, CA 94022 | 650.949.7777 | foothill.edu



Name
Title
Department

650.949.7000
email@foothill.edu

foothill.edu
12345 EL MONTE ROAD, LOS ALTOS HILLS, CA 94022

Financial Aid Drop-in Hours

Monday: 10-11 AM & 1-2 PM	Room 8100
Tuesday: 8-9 AM	foothill.edu/aid
Wednesday: 1-4 PM	650.949.7245
Thursday: 8-9 AM	fhfinancialaidoffice@foothill.edu
Friday: No drop-ins	12345 EL MONTE ROAD LOS ALTOS, CA 94022

NON-CREDIT EMR & EMT COURSES



Non-credit Emergency Medical Responder (EMR) and Emergency Medical Technician (EMT) courses are now being offered at the new Foothill College Sunnyvale Center. Pay no registration fees. Courses allow entry into the Emergency Medical Services Profession and are ideal for ESL students and are non-transferable. Successful students can take the EMT licensure exam at the end of the EMT coursework.

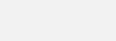
EMR 400 Emergency Medical Response
Learn how to help sustain life, reduce pain and minimize the consequences of injury or sudden illness until more advanced medical help takes over.

EMT 401 Emergency Medical Technician: Basic Part A
Includes all skills necessary for the individual to provide emergency medical care at a basic life support level with a fire department, ambulance, or other specialized service. First of two courses required to be eligible to take the California written and practical exam for certification as an Emergency Medical Technician I.

EMT 402 Emergency Medical Technician: Basic Part B
Second of two courses required to be eligible to take the California State written and practical exam for certification as an Emergency Medical Technician - I.

QUESTIONS?
Contact Charlie McKellar at
ems@foothill.edu

For more information and associated costs, visit
foothill.edu/ems

Prerequisites

In addition to completion of a high school diploma or equivalent, and a grade-point average of 2.5 or higher in all college-level coursework, you must earn a grade of C or better in the following prerequisite courses, all of which must be completed before you may apply for selective admission to the program. Prerequisite courses include:

- BIO 40A, 40B and 40C, or equivalent
- BIO 4L 45 and SB or equivalent
- CHEM 30A and 30B or equivalent
- COHM 1 or equivalent
- D H 200L
- ENGL 1A or 1AH or 151T or ESLL 26
- ENGL 1B or 1B4
- HLTH 21 or equivalent
- MATH 50, PSYC 7 or SOC 7 or equivalent
- PSYC 1 or equivalent
- SOC 1 or equivalent
- A multicultural or ethnic studies course

Additionally, you must complete the CSU General Education Breadth Requirements Pattern or the Intersegmental General Education Transfer Curriculum (IGETC) Pattern.

This is a demanding and academically challenging program. The college strongly recommends that you meet with a Foothill counselor to create a graduation plan so that you can monitor progress toward completion of your educational goals.

Selective Admission Process

There is a selective, competitive admissions process for this program. Students are admitted to the program once a year; selections are made by April 20, and applicants are notified of acceptance or non-acceptance by letter.

To be considered for program admission, you must submit a separate application packet by the deadline indicated on the program website. All academic prerequisites must be completed before starting the dental hygiene program. The application packet and admission criteria are available at foothill.edu/dentahygiene.

Admission to the program is based on criteria approved by Foothill College, state and federal law, and guidelines established by the American Dental Association. Completion of prerequisite courses and general education requirements does not guarantee admission to the program.

Dental Hygiene
Baccalaureate Degree
Entry Level



For more information, visit:
foothill.edu/dentahygiene

Dental Hygiene Clinic
Room 5312
650.949.7538

FOOTHILL COLLEGE
12345 EL MONTE ROAD
LOS ALTOS HILLS, CA 94022
foothill.edu
#iamfoothill

FOOTHILL COLLEGE

IMAGERY

Photography

Foothill College photography should have a bright, cheerful tone and must showcase an authentic, honest depiction of the campus and student life. Our brand relies on large, color-rich photos of students studying or interacting with each other.

It is important to use photos of actual Foothill students and to include a diverse student population (race, gender, style, age, etc.). Always try to stray from using imagery in which students are looking directly at the camera, unless it is for a specific use (i.e. student success stories). Photos should not look staged.

You can access a gallery of Foothill-approved photography online at foothillcollege.smugmug.com. If you would like to schedule a photo-shoot of an event or program, please contact the Marketing Department.



IMAGERY

Illustrations

A unique and fun component of the Foothill College brand is the use of illustrations or “doodles.” Illustrations should be playful and used primarily for outreach materials. If you would like to incorporate illustrations into new materials, please contact the Marketing Department.



SOCIAL MEDIA

Social media should be part of a broader communication strategy. Consider the following questions, ideally before you launch a new channel, but even when it is already established:

- What do you hope to achieve?
- Who is your audience?
- What channels would reach them most effectively?
- Do you have the resources and commitment to run these channels well?
- Are other related departments already doing something similar?
- Do you need multiple channels? Would fewer, stronger channels be better?

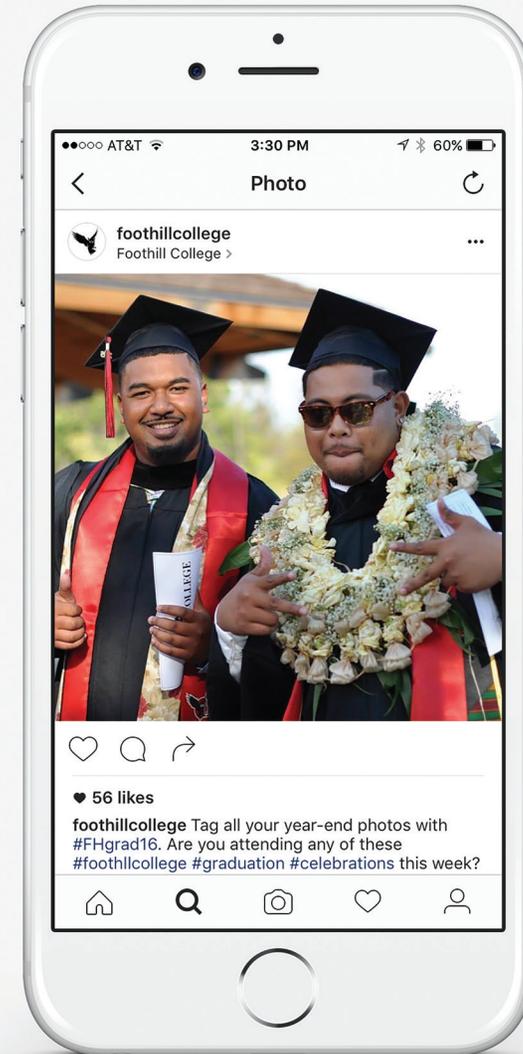
Tone

Maintain a professional tone when posting content. Post only meaningful and respectful comments. Do not write anything about a member of the college community or other schools that could be construed as slanderous or offensive. Remember that what you post on the Internet can be shared with just about anyone and will be archived for years. Carefully consider content before you post!

Write as if you are having a conversation with someone, but a professional one. Instead of, “what up peepz? partay 2nite on da library quad,” post something more along the lines of, “Hey, everyone! We’re having a party for our evening students tonight 8 p.m. – hope to see you there!” Content should be kept short and sweet, ideally one-two sentences and a link.

The tone used when posting on Facebook should be formal, yet friendly. Be approachable and responsive:

- Use inclusive language (us, we, you)
- Talk like a person, not a machine or a press release
- Be honest and sincere
- Be expressive when appropriate. (“Cool.” “Great news!”)
- Find opportunities to naturally build engagement hooks into your posts



SOCIAL MEDIA

Logo and Profiles

Use of the Foothill College logo is reserved for the official college social media pages and profiles and their respective profile images. Departments and programs are encouraged to use the logo as a profile image to increase brand awareness.

To strengthen the college's brand and identity in social media, use "Foothill College" in your profile name (i.e. Foothill College Student Government versus Student Government). Programs or clubs that are not recognized as official organizations may not use the college's name, logo or any other college marks.



SOCIAL MEDIA

Icons

Use the social media icons to the right.

Image Sizing

Facebook:

Profile 180 x 180
Cover 828 x 315
Image 1200 x 630

Instagram:

Profile 110 x 110
Upload 1080 x 1080

Twitter:

Profile 400 x 400
Header 1500 x 500
Photo Stream 440 x 220

*All sizes are in pixels



#iamfoothill

PROMOTIONAL MATERIALS

When using the Foothill College logo on promotional materials, consider the three orientations of the logo. The main logo is the default logo. However, there are situations that require use of the other two orientations.

For example, use the stack logo on square and round objects, such as buttons or T-shirts. Be sure to center this logo. Use the long logo on elongated, thin objects, such as pens.



QUESTIONS?

Visit foothill.edu/marketing