Board Workshop – February 27, 2024

AGENDA

- Executive Session
- Finance and Facilities Committee Report
    - 2024-2025 Operating and Capital Budget Presentation
- Educational Presentation
    - Marketing & Communications: New Logo, Brand Development and Implementation
- Liaison Report
    - DCC Foundation
    - DCC Association
    - ACCT National Legislative Summit Report

Dutchess Community College

New Logo, Brand Development and Implementation

New Logo & Brand Development: Why Now?

- Aligns with adoption of new strategic plan
- Reflects new look of website and marketing materials
- The opening of our second Center of Excellence
- New programs being introduced:
  - Cannabis Retail Management
  - Direct Support Professional
  - Mechatronics Industry Training
- There is a lot of “BUZZ” and “Momentum” surrounding DCC
- Increase in enrollment for first time in 12 Years
- Supporting the growth of the DCC Foundation’s assets

New Logo & Brand Development: Why Now?

It’s about time!

SUNY ADIRONDACK
UNIVERSITY AT ALBANY
State University of New York
Alfred University
New York State College of Ceramics at Alfred University
ALFRED STATE COLLEGE
STATE UNIVERSITY OF NEW YORK
BINGHAMTON UNIVERSITY
STATE UNIVERSITY OF NEW YORK
SUNY BROCKPORT
SUNY BROOME
University at Buffalo
The State University of New York
BUFFALO STATE
The State University of New York
SUNY CANTON
CAYUGA
COMMUNITY COLLEGE
State University of New York
CLINTON
Community College
SUNY Cobleskill
COLUMBIA GREENE COMMUNITY COLLEGE
CornellCALS
College of Agriculture and Life Sciences
Cornell University
New York State College of Human Ecology at Cornell University
ILR School
Cornell University
New York State College of Veterinary Medicine at Cornell University
SUNY CORNING
COMMUNITY COLLEGE
SUNY Cortland
SUNY Delhi
DOWNSTATE
HEALTH SCIENCES UNIVERSITY
DUTCHESS
COMMUNITY COLLEGE
EMPIRE STATE
UNIVERSITY
ESF
State University of New York
College of Environmental Science and Forestry
SUNY ERIE
State University of New York
Farmingdale State College
State University of New York
FIT
State University of New York
FingerLakes
COMMUNITY COLLEGE
FREDONIA
STATE UNIVERSITY OF NEW YORK
SUNY FMCC
SUNY GCC
Genesee Community College
GENESEO
THE STATE UNIVERSITY OF NEW YORK

Herkimer
THE STATE UNIVERSITY OF NEW YORK
Hudson Valley Community College
JCC
JAMESTOWN COMMUNITY COLLEGE
SUNY
STATE UNIVERSITY OF NEW YORK
JEFFERSON
MARITIME COLLEGE
STATE UNIVERSITY OF NEW YORK
MVCC
MOHAWK VALLEY COMMUNITY COLLEGE
MCC
Monroe Community College
STATE UNIVERSITY OF NEW YORK
EST. 1908
SUNY MORRISVILLE
NCC
NASSAU COMMUNITY COLLEGE
New Paltz
STATE UNIVERSITY OF NEW YORK
NIAGARA COUNTY COMMUNITY COLLEGE
NCCC
STATE UNIVERSITY OF NEW YORK
NC
NORTH COUNTRY COMMUNITY COLLEGE
THE STATE UNIVERSITY OF NEW YORK
SUNY OLD WESTBURY
SUNY ONEONTA
ONONDAGA
COMMUNITY COLLEGE
STATE UNIVERSITY OF NEW YORK
COLLEGE OF OPTOMETRY
SUNY ORANGE
OSWEGO
STATE UNIVERSITY OF NEW YORK
STATE UNIVERSITY OF NEW YORK
PLATTSBURGH
Potsdam
STATE UNIVERSITY OF NEW YORK
Purchase College
STATE UNIVERSITY OF NEW YORK
RCC
Rockland Community College
STATE UNIVERSITY OF NEW YORK
SUNY
SCHENECTADY
COUNTY COMMUNITY COLLEGE
Stony Brook University
Suffolk
COUNTY COMMUNITY COLLEGE
SUNY SULLIVAN
SUNY POLYTECHNIC INSTITUTE
TOMPKINS CORTLAND
COMMUNITY COLLEGE
SUNY Ulster
Ulster County Community College
UPSTATE
MEDICAL UNIVERSITY
SUNY
WESTCHESTER
COMMUNITY
COLLEGE

DUTCHESS
COMMUNITY COLLEGE

Where community meets opportunity

Concept Development & Phase I

October 2022 – September 2024

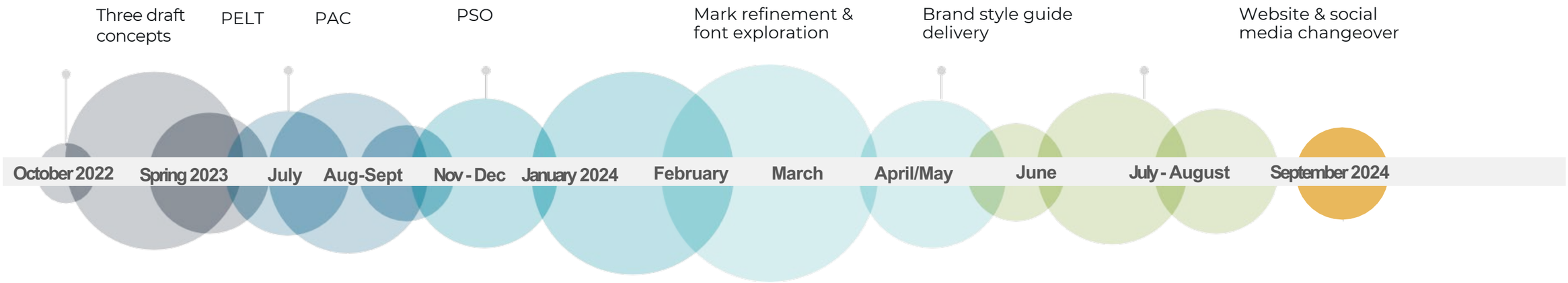
Discovery
New logo discussions begin

Stakeholder discussions

Develop brand rollout plan & costs

Phase I

Signage implementation



Logomark Concepts

Logo 1

Dutchess Community College

STATE UNIVERSITY OF NEW YORK

Logo 2

Dutchess

COMMUNITY COLLEGE

STATE UNIVERSITY OF NEW YORK

Phase I: May 2024 – September 2024

- Logo & Style Guide Development
- Signage Implementation
  - 8 Monument Signs on Main Campus
  - Exterior Wall Sign at Aviation Center
  - 2 Fishkill Exterior Signs
- Merchandise Rebranding
- Digital Presence

Phase I: Logo & Style Guide Development

Logo Refinement

- Consultant develops three distinct logotype design options from the one chosen mark concept provided by DCC
- Refinements to color, scale and shape
- Accessibility review
- Deliver digital files of logomark and logotype(s) in approved configurations

Phase I: Logo & Style Guide Development

Style Guide

- Primary logotype with horizontal and stacked variations
- Guidelines for usage
- Primary and secondary color(s) and reverses
- Typography for related text and department/office names
- Placement guidelines

Phase I: Logo & Style Guide Development

Business Suite

- New Business Suite
  - Stationery
  - Business cards
  - PPT
  - Letterhead
  - Email signature
- Print and Digital Templates
- Banner Samples

Total Cost: $28,970

El Camino College Logo Usage Policy

Version 1.0 2021

El Camino College Logo Guidelines

Introduction

Everyone at El Camino College becomes responsible for building trust in the college. As stewards of the visual identity for El Camino, we build trust and brand equity as we use the graphic identity system consistently, repeatedly, and with confidence. The purpose of this policy is to help you do just that. This document provides invaluable resources and essential guidelines to ensure all of our marketing and communications materials reflect the professionalism and commitment of El Camino.

Use this manual as a reference and a resource. Understand the reasoning behind the identity guidelines and ask for help or clarification as questions arise.

For more information about El Camino College's brand, design, and logo policies contact:
Office of Marketing and Communications. 310-660-3406
marcomm@elcamino.edu

About the Logo

There are two versions of the El Camino logo. Both are equal in importance—one is not preferred over the other. It is comprised of a wordmark and a symbol .

Using the symbol portion of the logo (without the wordmark) is limited to situations where it is the only reasonable solution. Use it as a last resort only.

The original logo was created by former El Camino staff member Mick Moyer and has been in use for more than 30 years. In 2021 subtle adjustments were made and a stacked version of the logo was created. Please use only these new versions going forward.

All versions of the logo are in digital format only. These files are not intended to be edited in any way. Fonts used in the creation of the logo have been "expanded" or "outlined" meaning there are actually no fonts remaining. Do not attempt to recreate the logo in any manner.

Logo Versions

Vertical Version

The logo labeled “Vertical” is the same as the horizontal version but has been reconfigured with the name stacked on two lines. It is left aligned and the bell icon is tucked into the lower right space to form an overall compact and centered rectangular shape.

This option is designed for spaces such as web “skyscraper” digital ads, a lightpole banner, or admissions college fair pop-up banner.

Horizontal Version

The logo below, labeled “Horizontal,” is one of two marks for the college. The full name is spelled out on one long line. Use it on all official materials when the horizontal orientation fits or looks best. This logo version should be used when its horizontal orientation works cohesively with surrounding graphics and information. Its shape also fits in horizontal applications, such as a web banner ad or an imprint on pen.

Use this logo in El Camino Blue or reverse white only

El Camino College

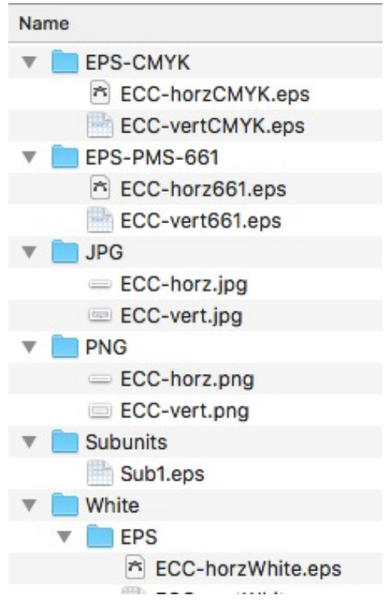
Full Logo Vertical

El Camino College

Full Logo Horizontal

Bell Icon

All versions of the logo are available in vector (eps) and raster (png, jpg) formats. These files should not be edited in any way.



Subunit Logos

Subunit Logos
The School or Department Logo, sometimes called a lockup or signature, combines the primary logo with the name of department. Always use the logo artwork created for you by the Office Marketing and Communications.

Choose the Best Version

Choosing the right version of the logo

How do you choose which version of the logo to use? Choose the logo which best fits the space while making the right statement. Bigger is not always better but optimal placement and fit can have a big impact.

This illustration shows the same space on an application using the two logo options.

The solution on the right uses the stacked version logo. Because the proportions of the logo relate to the space in which it's placed, it fits better and can be used much larger. The result is a more impactful logo and balanced overall look.

In this weaker scenario, the horizontal logo is too constrained and has less impact.

Better

This example uses the vertical (or stacked) logo and fits nicely within the space. It's used large but allows a large margin of space surrounding the logo for a balanced appearance.

Examples

Letterhead

El Camino College

Lite cor am et accus

Quassunt ligendae

Contact info aligns flush left with wordmark in all instances

sit quaecte moditiori

simi, audam et atectur asi reperis cus ea viderfero quosam quos quibus intempelendi aut ulluptium la necerum quo con rem vel int ipid quunt et eaque offic tem errum rerupis volorrorro blate nis ut illandae rehendae rem iunt, te quisciis delendici delita volupta sseque volupta erovitas volut rerit offic tem expelit deleser natent, aliquiae nis enti omnia intia arunt laboresti berferfero blaborum doluptat officium secus, a nonsequam, ventur, sum nobiscia del ipsa vel molupta temporisit volut eaquam, is quidust faccae volorpo rehentiundia desequi illenihic to volorec torruptium coria esti demod moles aut maximusa quam apero vendio inverum vellabor atiis pro od quo quat voluptaepuda evel iliatati omnis aut qui tor sandis nemporae sus nem velestiis et harum et doluptati a si que ipienim ande ex eum deris maios aut et qui ut exerumquis et lande eaquas ante parunt re sedia deria adita porit harum alia de cum qui ipici quatquam enihilia volore voluptatist la dolorer erferum ex eost ius.

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Aximusc iisciat

Name

optatur sus.

Department of Lorem Ipsum
Office 34 Administration bldg
16007 Crenshaw Blvd
Torrance, CA 90506

866-352-2646
LoremIpsum@elcamino.edu

Dotted line graphic used in brand campaign and website shown here in El Camino Bright Blue

Contact info should always remain at this fixed position at the bottom. Info should grow (or shrink) from the top.

Card

Gabriella Hernadaz-Johnson Ed.D.
Executive Director, Lorem Ipsum dolar guptho

Department of Lorem Ipsum dolar guptho
Office 34, Administration bldg
16007 Crenshaw Blvd
Torrance, CA 90506

866-352-2646
LoremIpsum@elcamino.edu

El Camino College

Brand campaign card version
8/9
Libre Franklin
Semi Bold/Light
Flush left

Together. *Unstoppable.*

#10 Envelope

El Camino College

Department of Lorem Ipsum
16007 Crenshaw Blvd
Torrance, CA 90506

9/10
Libre Franklin
Semi Bold/Light
Flush left

Identity Examples

Stationery is one of the most basic and common applications of the El Camino identity. While there are applications of an identity which get more exposure, stationery shows how to organize varied informational content in a clear and functional way.

Color Palette

El Camino Blue

PMS: 661

C: 100
M: 89
Y: 0
K: 0

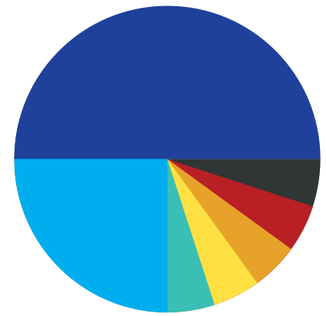
R: 32
B: 65
G: 154

Hex: 204194A

Color Palette

The Primary El Camino College color is blue as specified here. This blue and white are the only colors that the logo should ever appear in. Blue is the color which should be the color El Camino is recognized by.

Shown below are accent colors which can be used in a conservative secondary role and should be used to a much lesser degree than the El Camino Blue. The chart below is an attempt to illustrate the weight which should be given to the secondary colors. The secondary colors should be used only to add energy and interest to marketing materials and not compete with El Camino Blue.



Accent Colors

C: 100 M: 89 Y: 0 K: 0	C: 72 M: 62 Y: 62 K: 57	C: 0 M: 0 Y: 2 K: 20	C: 100 M: 0 Y: 0 K: 0	C: 68 M: 0 Y: 36 K: 0	C: 64 M: 0 Y: 75 K: 0	C: 0 M: 9 Y: 84 K: 0	C: 9 M: 39 Y: 97 K: 0	C: 19 M: 100 Y: 14 K: 0
R: 32 B: 65 G: 154	R: 49 G: 53 B: 53	R: 210 G: 210 B: 207	R: 0 G: 174 B: 239	R: 59 G: 190 B: 180	R: 94 G: 189 B: 114	R: 255 G: 224 B: 67	R: 230 G: 162 B: 41	R: 49 G: 79 B: 42
Hex: 204194A	Hex: 313535	Hex: d2d2cf	Hex: 00B1EC	Hex: 3bbeb4	Hex: 5ebd72	Hex: ffe043	Hex: ega229	Hex: cb0076
PMS: 661								

Phase I: Signage Implementation

Main Campus Monuments

Phase I: Signage Implementation

Main Campus Monuments

Phase I: Signage Implementation

Main Campus Monuments

- 3 Wedge-Style Monument Signs
- 2 Single Monument Signs

Total 8 Signs and Installation: $45,300

Phase I: Signage Implementation

Aviation Center Wall Sign

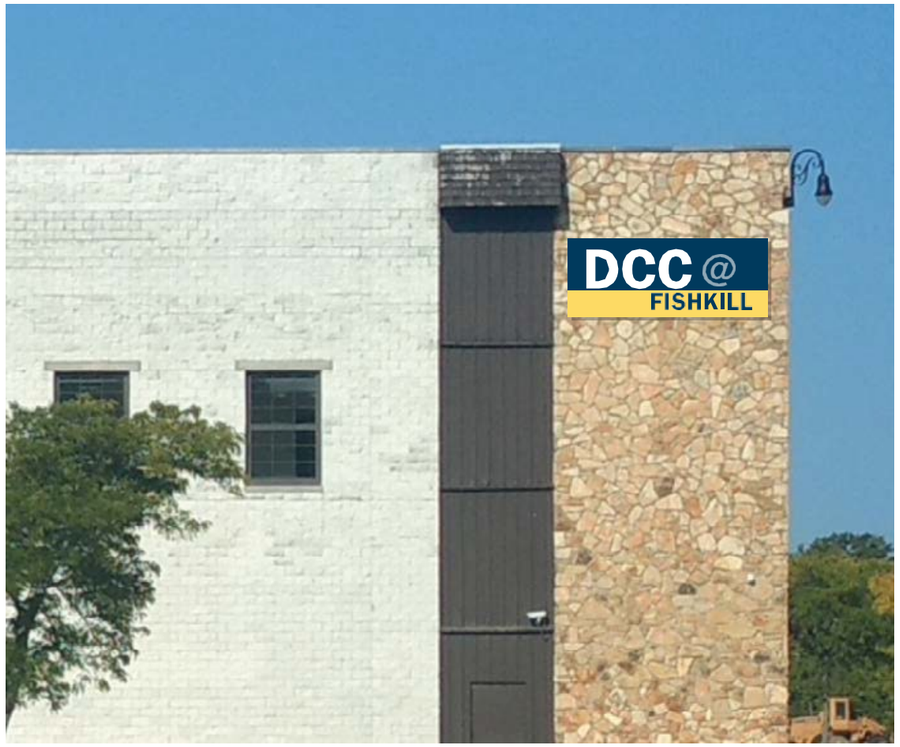
Phase I: Signage Implementation

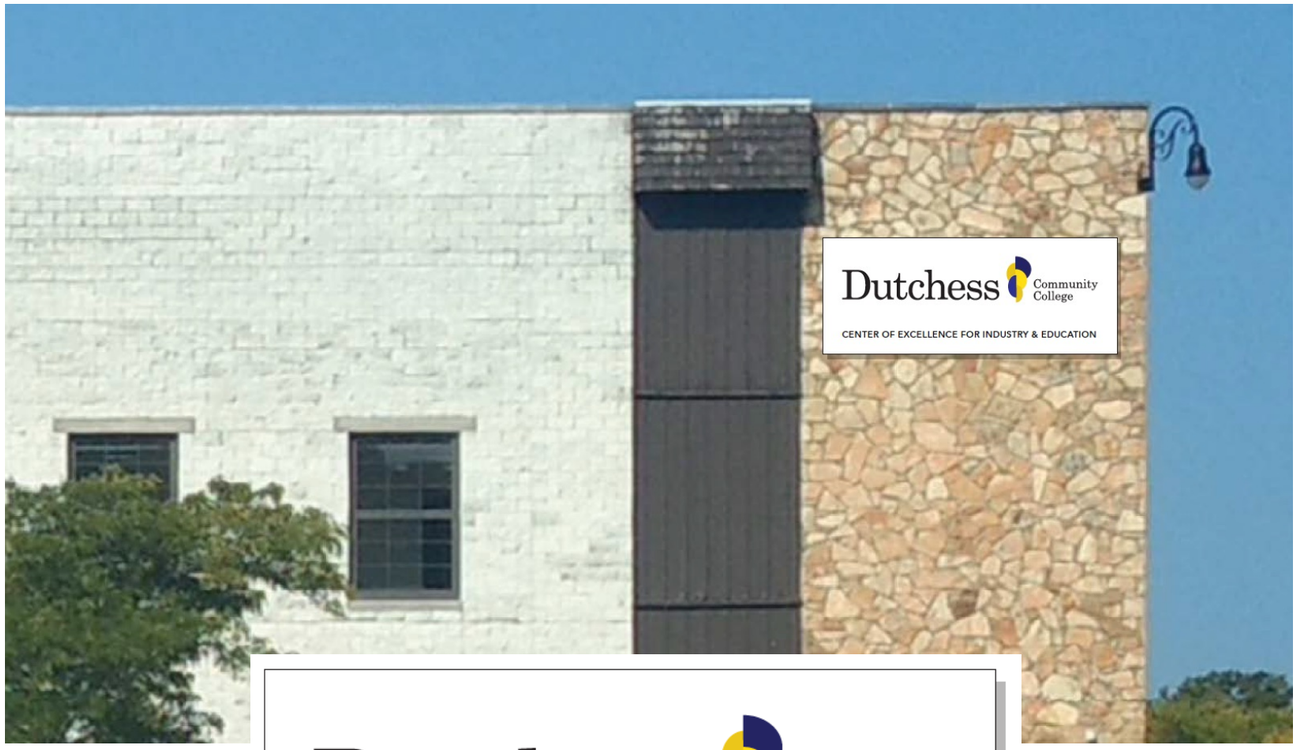
Aviation Center Wall Sign

Total Cost, Including Installation: $16,793

Phase I: Signage Implementation

Fishkill Signage



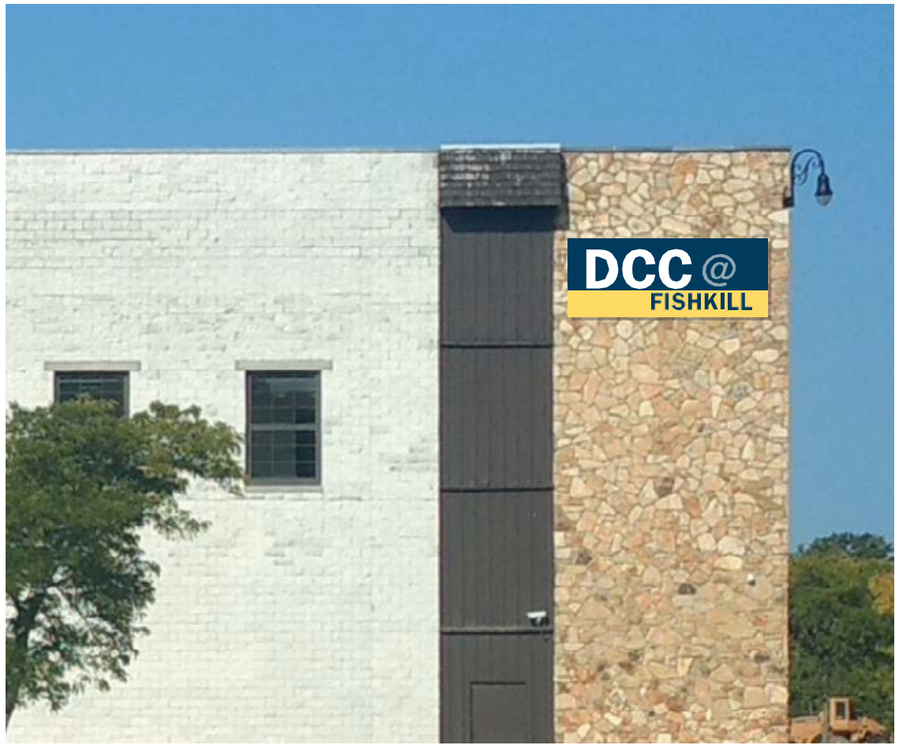


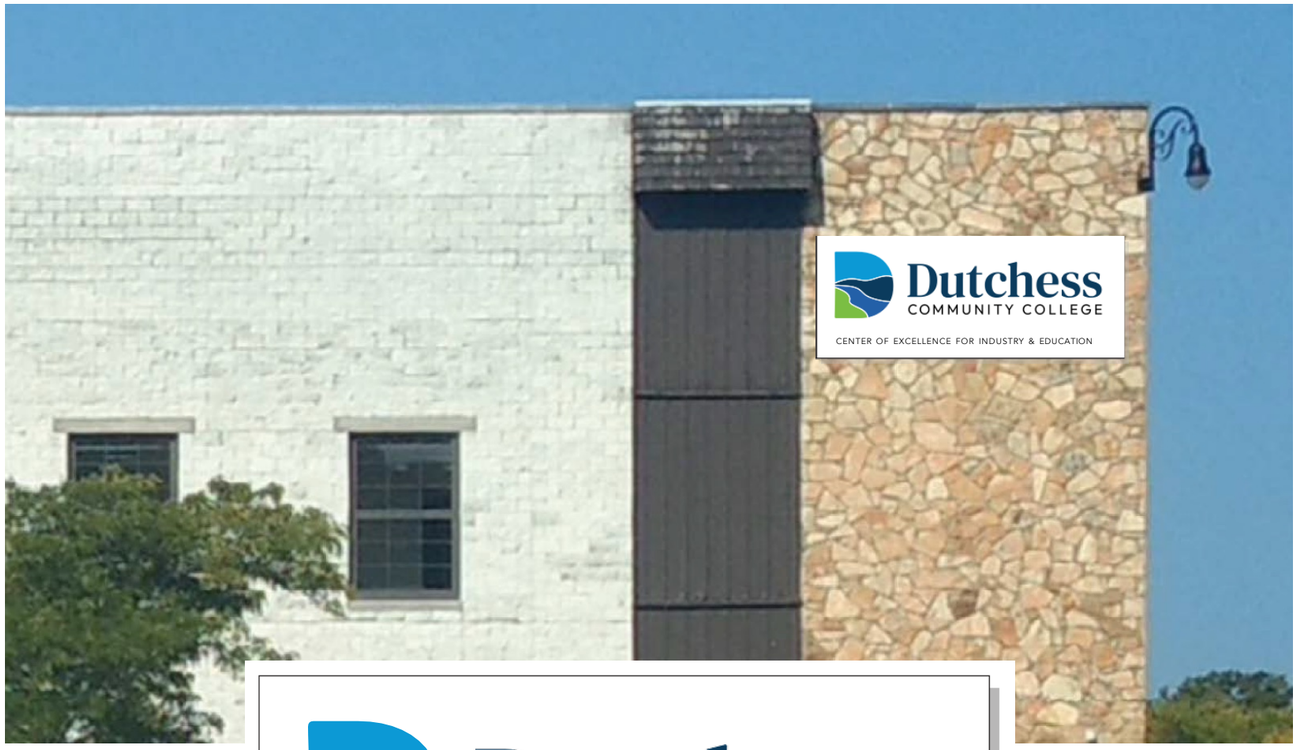
Dutchess Community College

CENTER OF EXCELLENCE FOR INDUSTRY & EDUCATION

Phase I: Signage Implementation

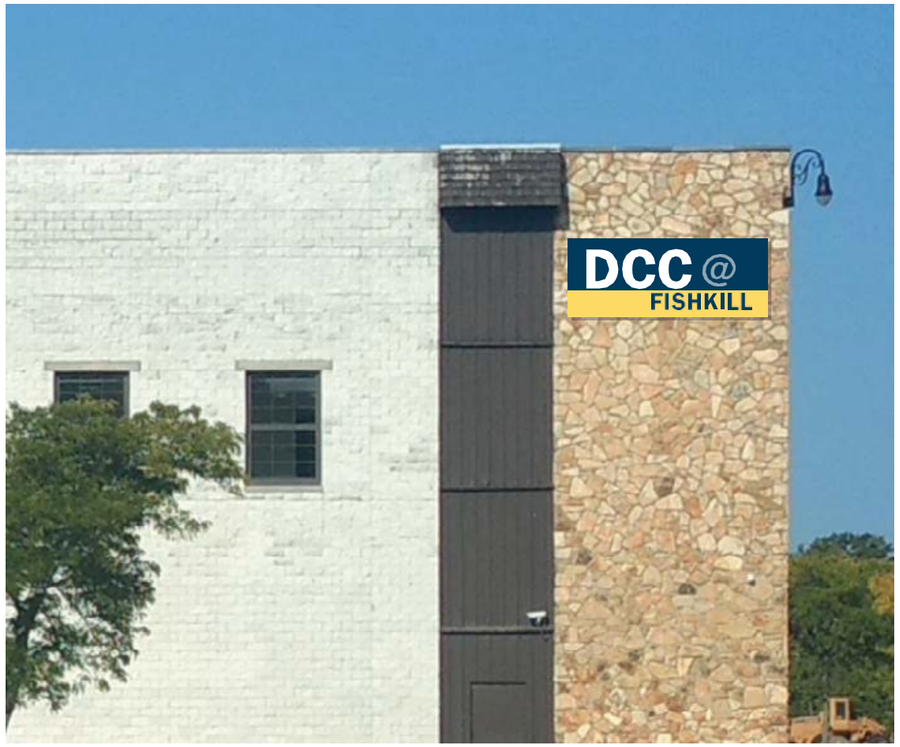
Fishkill Signage

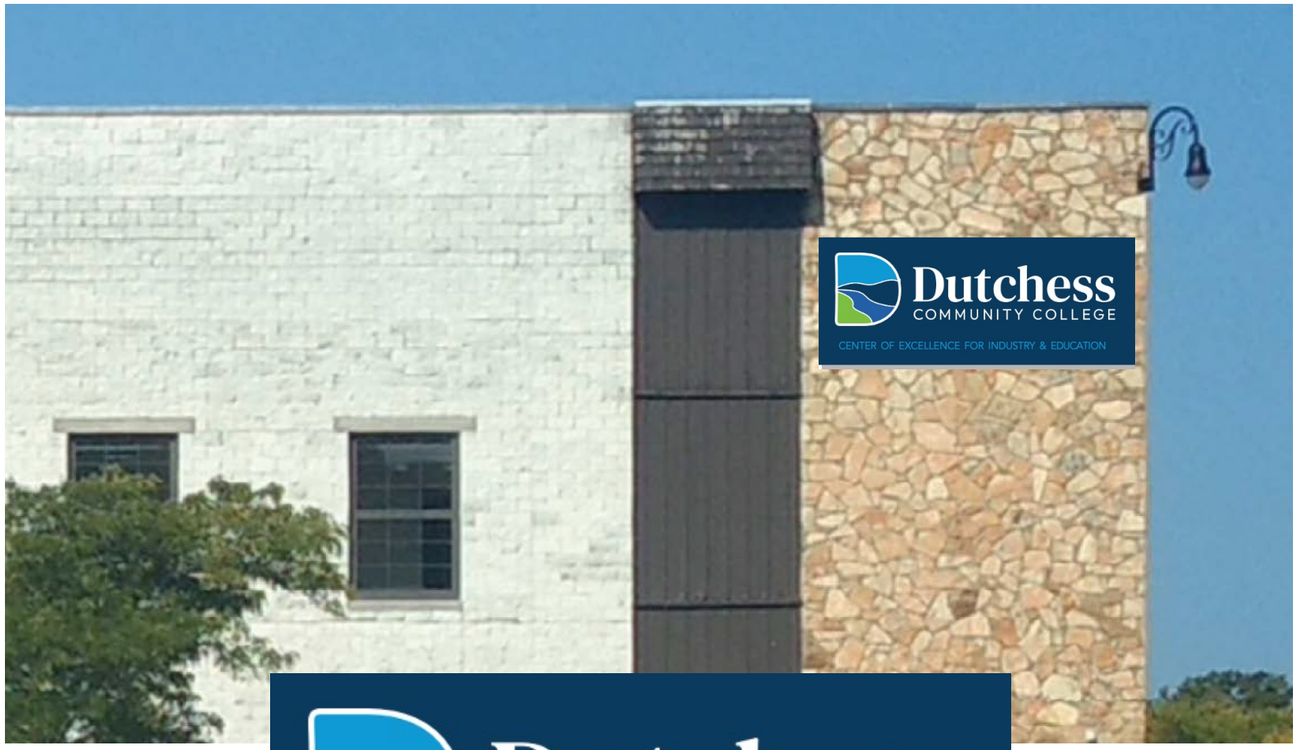




Dutchess
COMMUNITY COLLEGE
CENTER OF EXCELLENCE FOR INDUSTRY & EDUCATION

Phase I: Signage Implementation
Fishkill Signage





Total Cost, 2 Signs, Including Installation: $3,700

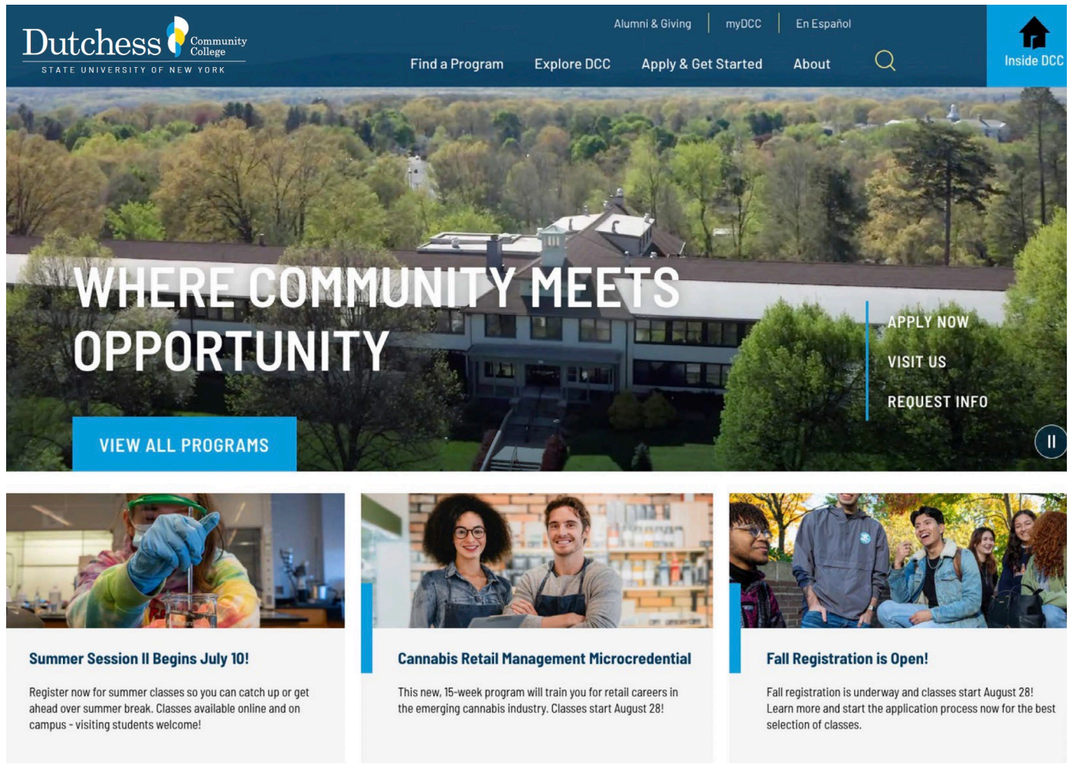
Dutchess
COMMUNITY COLLEGE
CENTER OF EXCELLENCE FOR INDUSTRY & EDUCATION

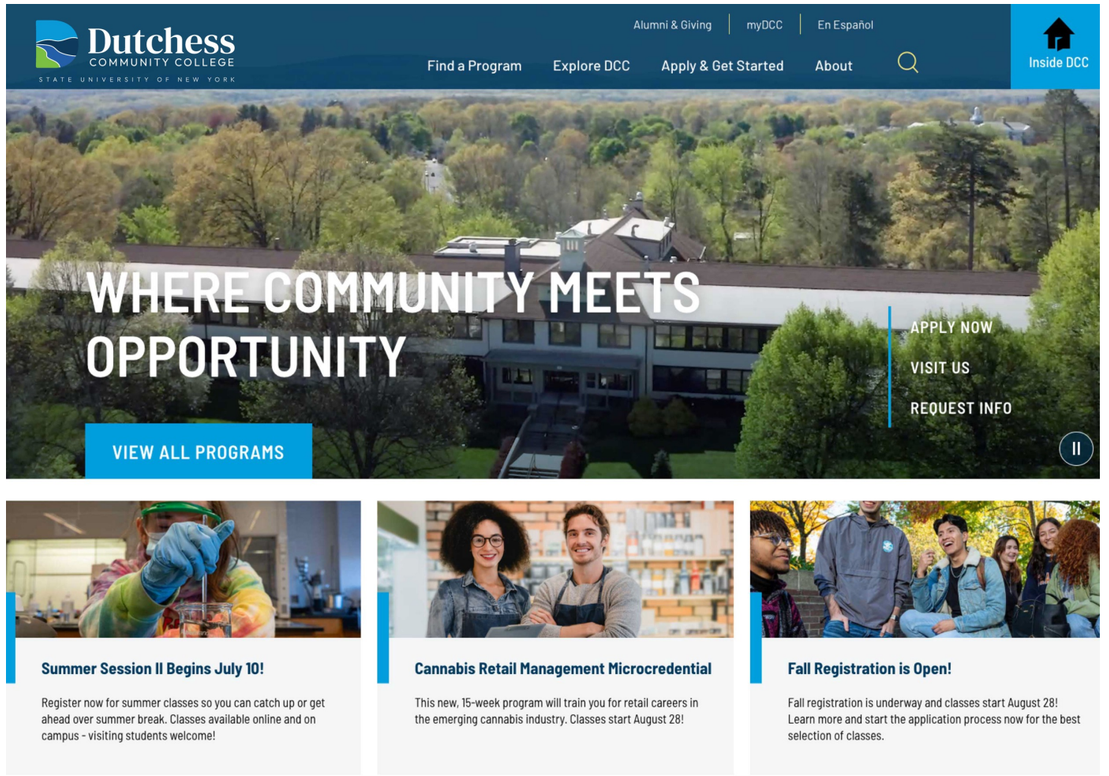
Phase I: Merchandise Rebranding

- **No cost** for creating new graphics for merchandise
- **No additional cost** for 3 colors, considered minimal with today's printing systems
- **No additional costs** to customers, pricing will remain the same, will apply when college requests
- Follett is responsible for selling old merch

Phase I: Digital Presence

Web and Social Rebranding





Phase I: May 2024 – September 2024

▪ Logo & Style Guide Development	$28,970
▪ Signage	
▪ 8 Monument Signs on Main Campus	$45,300
▪ Exterior Wall Sign Aviation Center	$16,732
▪ 2 Fishkill Exterior Signs	$3,700
▪ Merchandise Rebranding	No additional cost
▪ Digital Presence	No additional cost
Total Cost	**$94,702**

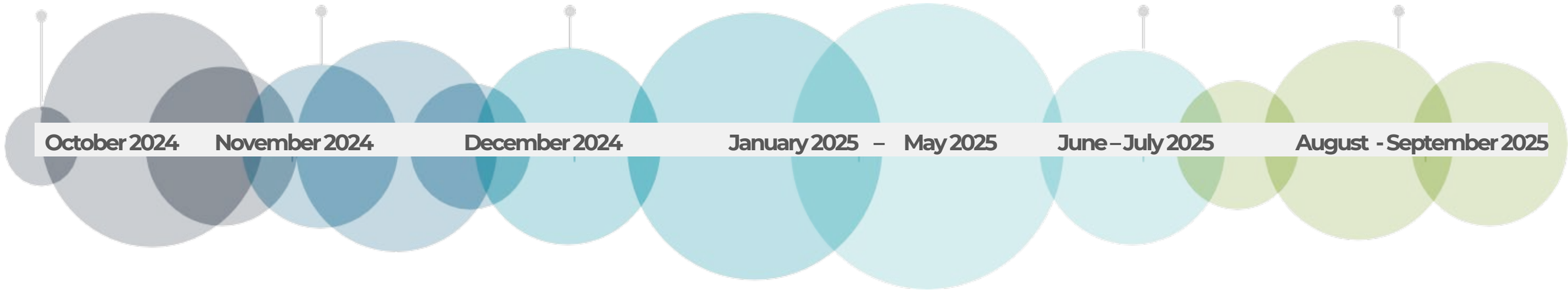
Phase II: October 2024 – September 2025

Implement Main Campus Pole Pocket Banners

Implement Main Campus Directional Signs

Room Sign Changeover

Interior Vinyl at Fishkill



Letterhead/ Business Card Changeover

Family Partnership Vinyl

Interior Vinyl at Airport

Departmental Pull Up Banners

Phase II: October 2024 – September 2025

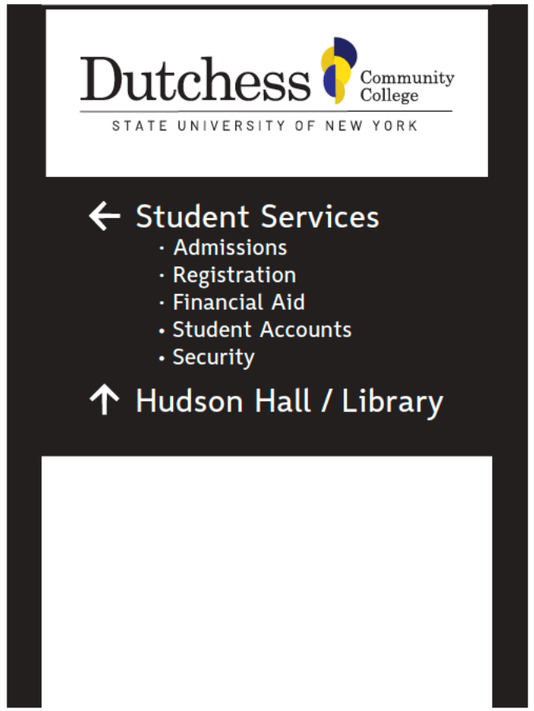
- Main Campus Pole Pocket Banners
- Main Campus Directional Signs
- Main Campus LED Digital Sign
- Letterhead & Business Card
- Family Partnership Vinyl Signs
- Room Sign Changeover
- Interior Graphic Update Aviation Center
- Interior Graphic Update Mechatronics Lab
- Departmental Pull Up Banners

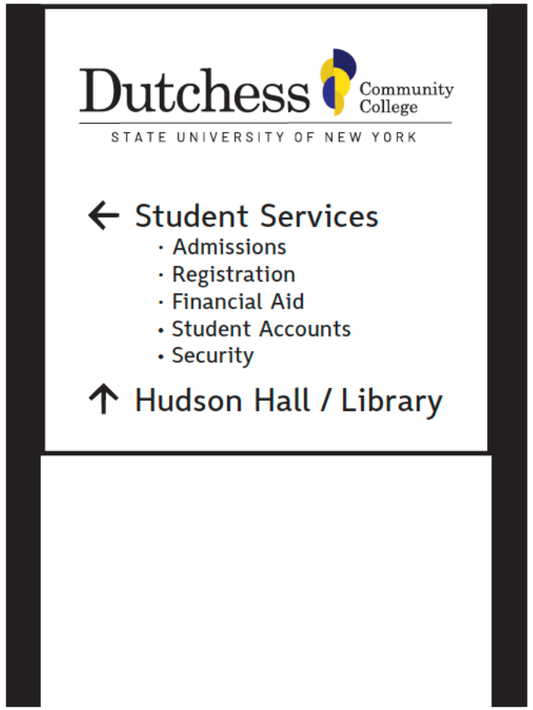
Phase II: Main Campus Pole Pocket Banners

Phase II: Main Campus Pole Pocket Banners

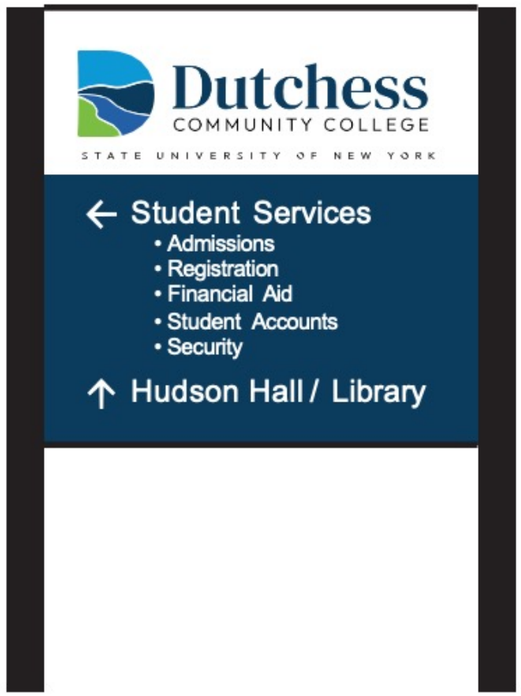
Total Cost, 12 Pole Banners & Brackets: $5,940

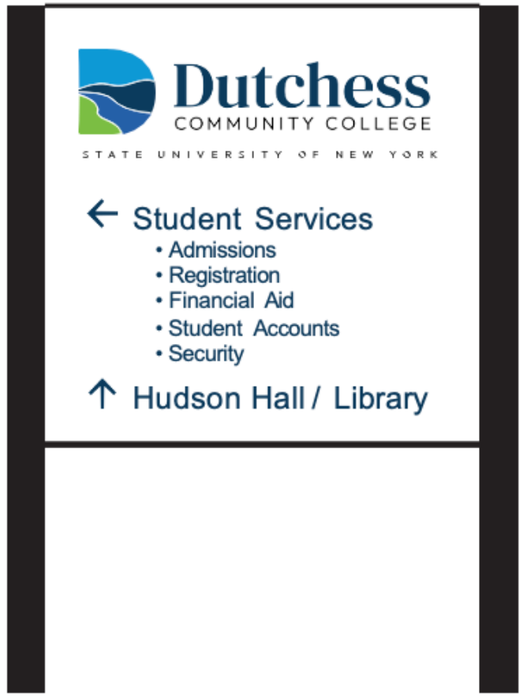
Phase II: Main Campus Directional Signage





Phase II: Main Campus Directional Signage



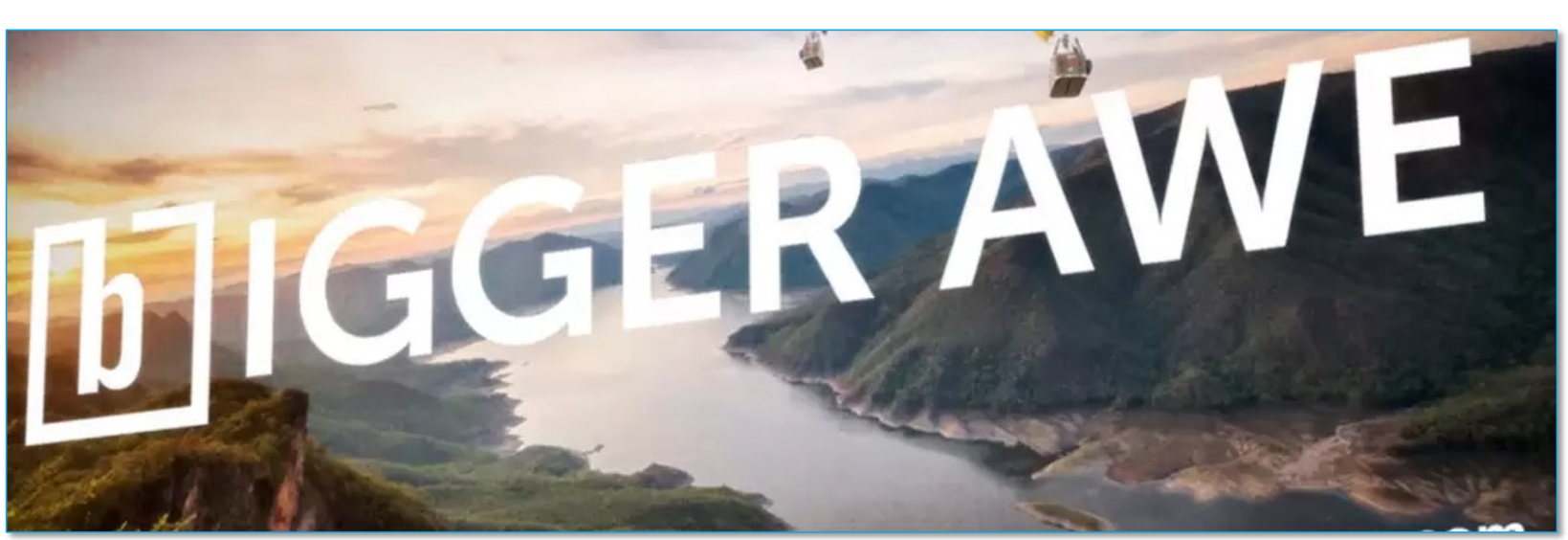


Total Cost, 18 Sign Panels: $9,900

Phase II: Main Campus LED Digital Sign

- 4’ x 8’ Single Sided LED: $42,000
- Installation Including Power: $10,000

Total Cost: $52,000



Phase II: October 2024 – September 2025

▪ Main Campus Pole Pocket Banners	$5,940
▪ Main Campus Directional Signs	$9,900
▪ Main Campus LED Digital Sign	$52,000
▪ Letterhead & Business Card Rebranding	No additional cost
▪ 3 Family Partnership Vinyl Signs	$3,300
▪ Room Sign Changeover	No additional cost
▪ Interior Graphic Update Aviation Center	$2,300
▪ Interior Graphic Update Mechatronics Lab	$2,300
▪ 20 Departmental Pull Up Banners	$2,800
Total Cost	**$78,540**

New Logo, Brand Development & Implementation

- Phase I Total: $94,702
- Phase II Total: $78,540

Total Cost: $173,242

DUTCHESS
COMMUNITY COLLEGE

Thank you.