IDENTITY
STANDARDS

Irvine Valley College

INTRODUCTION

The Irvine Valley College (IVC) Identity Standards manual establishes guidelines for the consistent use of the college's visual brand identity. A cohesive brand, used both on and off campus, elevates IVC's reputation, increasing its ability to recruit outstanding students, faculty and staff. Adhering to these guidelines will increase the quality, efficiency and effectiveness of the college's communication efforts.

These standards apply to all graphic and written communications created by and for the college, both internally and externally. These include but are not limited to brochures, flyers, posters, digital monitors, ads, postcards, newsletters, catalogs, programs, invitations, stationary, business cards, promotional items, social media, emails, and webpages. Consistency in design and application instills and reinforces a strong brand identity.

The manual is intended to educate and assist IVC employees and vendors in ensuring the college's image is projected in a clear, professional and unified manner. Consistent graphic elements are critical components of all print and digital publications.

This is a living document. As technology changes and IVC grows, so too will its brand.

OFFICE OF MARKETING AND CREATIVE SERVICE

- Please submit your Marketing requests at: link.ivc.edu/mkt-requests
- If you need assistance or have any questions, please visit or contact us at:
  – Web: ivc.edu/mcs
  – Phone: 949-451-5426
  – Office: B 327

COLLEGE SEAL

The IVC seal is used solely for formal occasions, such as diplomas, certificates, and graduation announcements. It is not interchangeable with the logo. The logo is appropriate for the majority of uses. For help discerning which to use, contact the Office of Marketing and Creative Services.

The IVC seal is a stylized orange tree with an open book at its base and the Latin phrase "A posse ad esse," which translates to "From possibility to actuality," in a scroll below. It includes the year (1985) that the college first received its independent status, not its founding date (1979).

The orange tree represents IVC's past, as the college was built on an orange grove.

The seal may be either IVC Blue or Silver, but never both, unless done in foil. It may not be recolored or filled with color, nor may its elements be isolated or manipulated.

IVC LOGO

The IVC logo is the college's official visual identifier. It should appear on all print and digital communications and signage. It is important to apply this logo consistently and properly across all collateral to maintain a unified identity. The orange branch graphic and/or "Irvine Valley College" cannot be separated, nor used as a standalone element. Do not alter or attempt to recreate these elements in any way.

PRIMARY LOGO
This primary logo is the preferred application in the majority of uses.


STACKED VARIATIONS
These stacked variations may be used as alternatives to the primary logo when space is limited, per the discretion of the Office of Marketing and Creative Services.

CLEAR SPACE

The visual character of the Irvine Valley College identity depends on clean and spacious layouts. Always use the recommended clear space, as shown below. Placing any element too close to the logo diminishes the logo's importance.

- Generous clear space and consistent placement are essential for maintaining the integrity of the logo.
- The clear space is measured by the height of the uppercase "I" in the wordmark, as indicated in the diagram. The minimum clear space must always be at least the height of the letter "I" on all sides of the wordmark. No typography or design element may be placed within this area.

Distance should match the letter "I" in the logo.
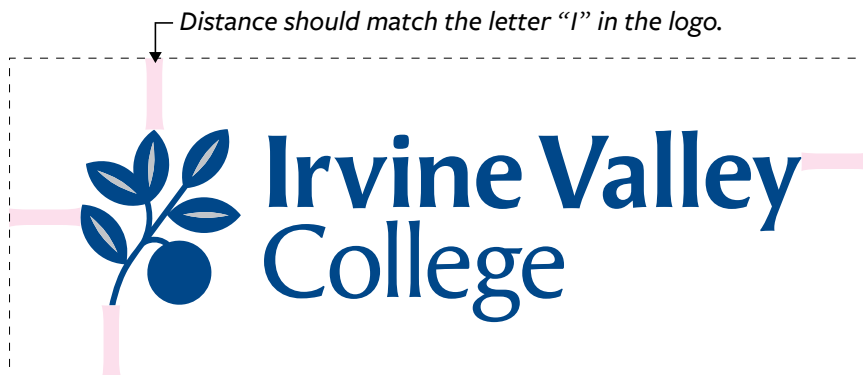
MINIMUM SIZE

To ensure legibility, the logo should never be reduced smaller than 1.5" inches wide for print, or 115 pixels wide for digital, without contacting the Office of Marketing and Creative Services for appropriate sized graphic.

1.5" in

115 px

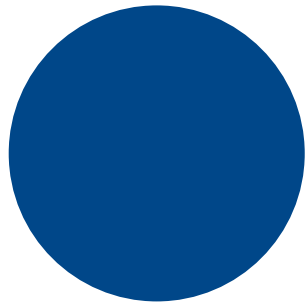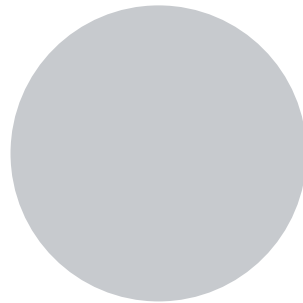# COLOR PALETTE

PRIMARY BRAND COLORS

The main branded color is IVC Blue, a classic deep blue, with a modern IVC Silver serving as a support color. These are the core colors of the IVC identity, are used in the IVC logo, and should be prominently featured.
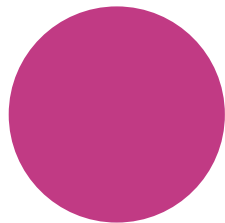
IVC BLUE
PANTONE 2154 C
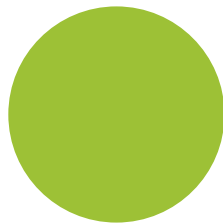CMYK: 100 68 0 26
RGB: 0 71 137
HEX: #004789

IVC SILVER
PANTONE 428 C
CMYK: 2 1 0 25
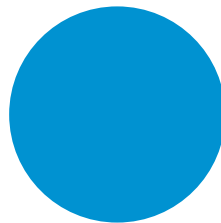RGB: 199 202 206
HEX: #C7CACE

SECONDARY COLORS

A secondary set of colors has been selected to complement the IVC Blue and Silver. These colors must be paired with the primary brand colors and cannot be used alone, and should not overpower the brand colors.
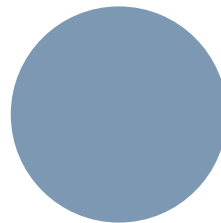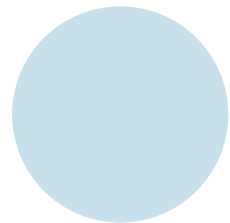
MAGENTA	GREEN	BRIGHT BLUE	BLUE DUST	LIGHT BLUE
CMYK: 16 92 0 0	CMYK: 37 1 100 2	CMYK: 90 16 0 0	CMYK: 34 12 0 20	CMYK: 14 0 0 7
RGB: 193 58 132	RGB: 157 193 54	RGB: 0 146 209	RGB: 124 152 179	RGB: 192 217 232
HEX: #C13A84	HEX: #9DC136	HEX: #0092D1	HEX: #7C98B3	HEX: #C0D9E8

TERTIARY COLORS

These tertiary colors may be used as accents; however, they should be used minimally.
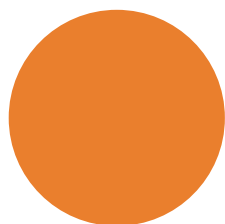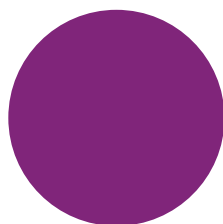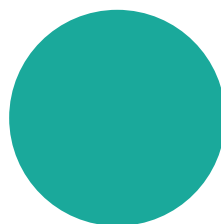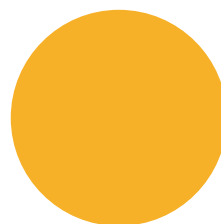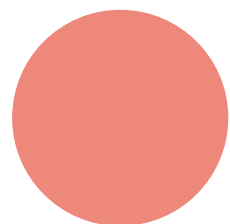
ORANGE	PURPLE	TEAL	YELLOW	SALMON
CMYK: 5 61 96 0	CMYK: 61 100 2 0	CMYK: 77 9 47 0	CMYK: 2 33 95 0	CMYK: 3 57 46 0
RGB: 234 127 45	RGB: 128 37 122	RGB: 26 169 155	RGB: 247 178 44	RGB: 237 136 122
HEX: #EA7F2D	HEX: #80257A	HEX: #1AA99B	HEX: #F6B128	HEX: #ED887A

LOGO COLOR USES

FULL–COLOR LOGO

Use the full-color logo for white, IVC Silver at 40% tint, or light backgrounds.

ONE–COLOR LOGO

Use the one-color logo for white or light backgrounds when only one color is available for printing.

REVERSED (WHITE) LOGO

Use the reversed logo for dark backgrounds.

WORDMARK

A wordmark is a distinct text-only typographic treatment of an institution used for purposes of identification and branding. The IVC wordmark consists of the college name "Irvine Valley College." It is used when space is limited or when the IVC logo does not fit within the overall design, per the discretion of the Office of Marketing and Creative Services.

Irvine Valley College

LETTERMARK

The college lettermark is the abbreviated identifier for IVC. As an acronym, it is often used to identify Irvine Valley College in a variety of applications, such as printed materials and merchandise. The orange branch graphic and/or "IVC" cannot be separated, nor used as a standalone element, without the approval of the Office of Marketing and Creative Services. Do not alter or attempt to recreate these elements in any way. The lettermark does not replace the logo.

IVC LOGO EXTENSIONS

The logo extension provides an identifiable mark for a campus unit that is consistent with the Irvine Valley College brand. The name of an IVC school, department, program, or service may be added to the IVC logo as an extension. In all cases, the correct name of the unit must be used. The logo extension can be configured either horizontally or stacked to satisfy the specific application requirements.

To request the official logo extension artwork for your unit, submit a Marketing project request or contact the Office of Marketing and Creative Services.

TYPOGRAPHY

Freight Sans Pro

HEADERS / BODY COPY — PRINT & DIGITAL APPLICATIONS

Freight Sans Pro is IVC's **primary typeface for both print and digital applications.** This versatile sans-serif font is clean, modern, and highly legible across a vareity of applications. A range of multiple weights, widths, and optical sizes are avialble; however, we traditionally use the following weights (along with its companion italics):

Freight Sans Pro Light	1234567890
Freight Sans Pro Book	1234567890
Freight Sans Pro Medium	1234567890
Freight Sans Pro Semibold	**1234567890**
Freight Sans Pro Bold	**1234567890**
Freight Sans Pro Black	**1234567890**

IVC COLLATERAL

BUSINESS CARDS
IVC offers business cards for employees upon request. Cost and quantities vary. Business cards include the employee's name, official title, department or school, email, and phone number.

Laser Smith
Program Coordinator
Languages and Learning Resources

T: 949-451-5000
lsmith@ivc.edu | ivc.edu
5500 Irvine Center Drive, Irvine, CA 92618

South Orange County Community College District

NAME BADGES
Name badges may only be ordered for college faculty and staff. Departments may choose to display either the employee's title or the department's name underneath the employee's name.

Laser Smith
Languages and Learning Resources

LETTERHEAD
IVC letterhead is used for formal letter writing. For example, the letterhead should be used for letters that are mailed out to the community or to students. The IVC letterhead is not intended to be used for meeting agendas, student applications, etc. Printed letterhead can be ordered, and a Word template is available to download at ivc.edu/mcs/resources.

5500 Irvine Center Drive, Irvine, CA 92618 | 949-451-5100 | ivc.edu

ENVELOPES
IVC offers envelopes that complement the IVC letterhead.

5500 Irvine Center Drive, Irvine, CA 92618

To order any IVC collateral, submit a Marketing project request or contact the Office of Marketing and Creative Services.

APPAREL & PROMO ITEMS

Please submit a Marketing project request for all promotional items, including apparel, that have the Irvine Valley College name, logo, or branding on it. IVC branded artwork must be sent to vendors by the Office of Marketing and Creative Services (MCS).

LEAD TIME

Keep in mind that some promotional items are produced overseas and require additional time for shipping. In general, please allow for **1-2 months** lead time for promo items. Please contact MCS if you have a time-sensitive request.

APPROVAL OF PROMO ITEM PURCHASE ORDER

District Purchasing requires that the artwork from MCS be included with the requisition request. District Purchasing sends ALL purchase order (P.O.) requests for promo items to MCS for approval. Any items with IVC artwork that was not provided by MCS will be declined and will further delay your order.

Please note that the vendor cannot move forward with an order until they have received the P.O. from District Purchasing.

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