

Cañada College

Style **GUIDE**

COMPLETE MARKETING, COMMUNICATIONS, AND DESIGN STYLE GUIDE
CAÑADA COLLEGE | REDWOOD CITY, CA

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IDENTITY GUIDELINES AT CAÑADA COLLEGE

A brand represents a promise to its customers. It presents a standard of quality and a point of comparison with other products or services. While our brand perception is created from the sum of all interactions with Cañada College, including the use of our site, advertising, word-of-mouth, and press reports, it is the identity that must verbally and visually represent the brand. Given the importance of the brand, we have created usage standards that must be followed when using our identity, whether on-line or off-line, in any use. Please refer to the guidelines that follow for the proper standards.

The style guidelines of the Cañada College seal and logos must be adhered to strictly. Approved artwork must be used and the design cannot be altered in any way. No variations, adaptations, or new logo units should be created without prior consultation with the college's Director of Marketing and Visual Communications Coordinator.

We believe the positive attributes of the Cañada College identity—smart, dynamic, thought-provoking, and objective—will truly add value to your marketing and business efforts.

Thank you for your cooperation.



LOGO USAGE, PROPER FONTS, AND APPROVED COLORS

USE OF THE COLLEGE NAME IN TEXT

The word “Cañada” is pronounced *cahn-YAH-duh*. The origins of the word are Spanish, and it means a small canyon, glen or ravine. The proper use of our college name is vital to our representation of our mission and branding. **Please, do not:**

- use the college name in plural form
- hyphenate or dissect the name in any form
- combine the name with other words to form new names

Properly typing and writing our name is the most important aspect of differentiating our college and brand from other entities. **ALWAYS** be sure to use a tilde (~) over the “n” or “N.”

Cañada College | CAÑADA COLLEGE

Shortcuts for the tilde:

How to type “ñ” on a PC: hold “**ALT + 0241**” | How to type “Ñ” on a PC” hold “**ALT + 0209**”

How to type on a Mac: hold “**Option + N**” then either **lowercase n** for “ñ” or **capital N** for “Ñ”

EXCEPTION: The website URL is a single word, and **DOES NOT USE A TILDE**. In order for our web addresses to display correctly, our home page and **ALL** interior pages should appear, and be created, in lower case letters:

canadacollege.edu | canadacollege.edu/marketing | canadacollege.edu/marketing/styleguide.php

OUR COLLEGE LOGO AND ITS PROPER USE

Our logo is the key to properly representing Cañada College. We must ensure proper usage.

The college logo should be used on all outdoor and indoor signage and marketing collateral such as brochures, website, advertisements, training materials, and event-related materials.

Please observe the clear space that is around the logo. Nothing should intrude this specific area. When in doubt, please leave enough room around it. The preferred logos are the college green, black, or white logos over simple, solid backgrounds. It is also okay to simply use “Cañada College” in the college font.



The logo consists of a custom tree illustration, a set of lines in offset strokes, and the name of the college in upper and lower case letters, written in ITC Garamond font.



OUR COLLEGE SEAL AND ITS PROPER USE

Our college seal is mainly used by the Office of the President and the Marketing Department.

The Cañada seal should only be used on all official documents such as transcripts, diplomas, and the President's communications such as the newsletter.

Please **ALWAYS** use the college logo and **NOT** the seal. If the seal needs to be used for a specific material or website, please contact the Marketing Department.

Please observe the clear space that is around the seal. Nothing should intrude this specific area. The preferred use is our green logo on a white/light background.



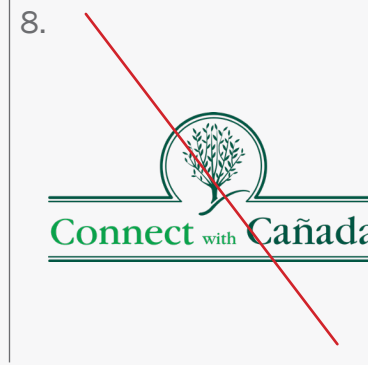
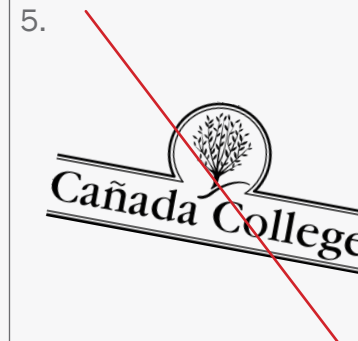
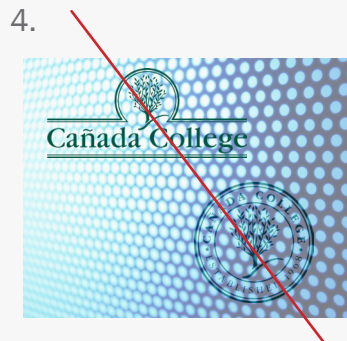
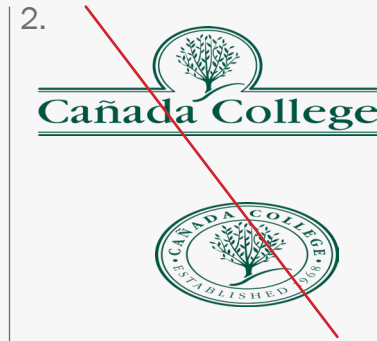
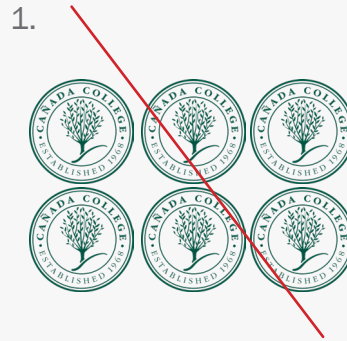
The Cañada College seal consists of a custom tree illustration in the middle of a set of three concentric circles, the college name and the words "Established 1968", all in upper case letters. The typeface used is ITC Garamond.



INCORRECT LOGO AND SEAL USAGE

For all college logos and college seal, **DO NOT**:

1. Print in a repeat pattern
2. Alter or stretch disproportionately
3. Change the authorized colors
4. Use patterned backgrounds behind the logo
5. Change the orientation
6. Add extra effects. This includes but is not limited to: bevel, emboss, shadows, glow, etc.
7. Attempt to recreate the logo
8. Make alterations, additions, or substitutions to the words
9. Display the logo on busy photography



APPROVED TYPOGRAPHY

Please do not attempt to recreate the logos or seal—use only the approved artwork and fonts. The typeface used in the seal and logos is ITC Garamond, which you may use for text and headlines when working on a printed material. If ITC Garamond is unavailable, please use the font

Adobe Garamond Pro.

When a sans serif typeface is desired for print, use Franklin Gothic.

For the web, Arial is the preferred font.

ITC Garamond:

Garamond Light

Garamond Light Italic

Garamond Book

Garamond Book Italic

Garamond Bold

Garamond Bold Italic

Franklin Gothic:

Franklin Gothic Book

Franklin Gothic Book Italic

Franklin Gothic Medium

Franklin Gothic Medium Italic

Franklin Gothic Demi

Franklin Gothic Heavy

APPROVED COLORS

The logos and seal may only be reproduced in black, white, and the specific Pantone dark green.

When designing print or digital materials, the college green should always be the primary color, while the yellow is an accent color and should be used sparingly in lines, strokes, details, headers, footers, or against dark, solid-colored backgrounds. Please try and approximate as much as possible.

Cañada Primary Colors:



Pantone 554 C
Pantone 342 U
CMYK: 80, 16, 72, 51
RGB: 32, 92, 64



Pantone 107 C
Pantone Yellow U
CMYK: 0, 10, 100, 0
RGB: 251, 225, 34

Complimentary Colors:

Colt Green	Lime Green	Bright Green	Forest Green	Famous Yellow	Dream Orange	Light Grey	Dark Slate
Pantone 356 C Pantone 356 U CMYK: 91, 0, 100, 26 RGB: 0, 122, 51	Pantone 369 C Pantone 369 U CMYK: 58, 0, 100, 4 RGB: 100, 167, 11	Pantone 375 C Pantone 342 U CMYK: 80, 16, 72, 51 RGB: 32, 92, 64	Pantone 625 C Pantone 625 U CMYK: 66, 21, 49, 22 RGB: 80, 127, 112	Pantone 135 C Pantone 135 U CMYK: 0, 18, 72, 0 RGB: 255, 198, 88	Pantone 7406 C Pantone 7406 U CMYK: 0, 13, 100, 1 RGB: 241, 196, 0	Pantone 428 C Pantone 428 U CMYK: 21, 13, 8, 0 RGB: 193, 198, 200	Pantone 431 C Pantone 431 U CMYK: 63, 45, 34, 25 RGB: 91, 103, 112

SUGGESTED COLOR COMBINATIONS

Here are some sample color combinations that address the message and tone of college materials. Black and white are also accepted colors for materials or accent colors.

Classic Cañada:



You Can Go Anywhere:



Colt Athletic Pride:



Spark of a Dream:



Science and Technology:



Down to Business:



LOGO AND SEAL SIZES

Minimum Sizes for Print:

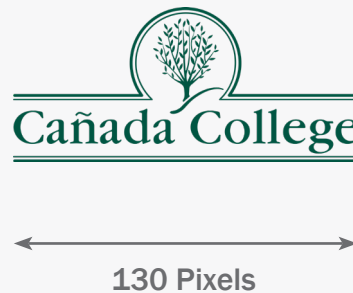
Never print the College logo and seal or the Athletic logo smaller than three-quarters of an inch across.



Minimum Sizes for Web:

On the web, never use the College logo less than 130 pixels across. Never use the College seal and Athletic logo smaller than 70 pixels across.

For more information on Athletics logo usage and style guide, visit the Athletics Department website.



STATIONERY

Always use the stationery with the appropriate logo or seal as described on pages 6 and 7. Align the letter and address as shown below and optically center the address side-to-side on the envelope. The letter template with logo can be found here: canadacollege.edu/marketing/logos.php



A photograph of a modern interior space, likely a library or study area. In the foreground, there is a light-colored wooden bench with a built-in backrest. The bench is situated on a blue and green patterned carpet. In the background, there is a large mural of Earth from space, showing a bright horizon and a dark, starry sky. To the left of the mural, there are silhouettes of three people standing against a light-colored wall. The ceiling is white with recessed lighting. A semi-transparent green box with white text is overlaid on the upper part of the image.

PRINT MATERIALS, WEB/DIGITAL CONTENT, AND TEMPLATES

CAMPUS BANNERS, POSTERS, AND FLIERS

There are various ways to get your message heard, your class promoted, or event noticed. Brochures, posters, fliers, digital ads, social media graphics, and more can help get your point across. Please make sure to try and approximate the suggestions throughout this style guide.

Posting guidelines for back entrance banners (Cañada Road), event banners (bridge between buildings 17 & 18), and club/program materials (building 9) on campus

IMPORTANT: Please allow **10 business days** before your ideal posting date to have your banner processed and displayed. Banners are hung on a first-come, first-served basis and must not exceed 4 feet x 14 feet. A club/program banner may be hung for a period of at least **one month** and can stay longer pending other requests to ensure that each on-campus club/program has equitable posting time. An event banner may be hung for a period of no longer than **5 business days** before the event.

Posting of Banners: To post, please bring your banner to the Marketing Department (Building 8, Rooms 111/112) for banner review and approval. Once the banner is approved by the Marketing Department, Marketing will work with Campus Facilities to schedule a date to install the banner. When the banner is ready for removal, Facilities will remove and return the banner to the club/program within two business days after the event date.

Posting of Printed Materials on Campus: All materials (posters, fliers, etc.) to be posted on campus must be approved and date stamped by the Center for Student Life and Leadership Development. The campus posting policy can be found at canadacollege.edu/studentlife/posting.php.

COLLEGE ENTRANCE DISPLAY BANNERS

The Marketing Department coordinates with campus Facilities to arrange for banners to be displayed at the Main Entrance (Farm Hill Boulevard) of campus. Please send requests to the Marketing Department at canmarketing@smccd.edu.

IMPORTANT: To post a banner, the event must be a Cañada College event, hosted, coordinated or sponsored by a college division, program, or organization. All banners are required to be reviewed and approved by the Marketing Department before being displayed. Banners must be double-sided, in good condition and cannot have tape, or other corrective materials, on it. Please include the event name, date and contact (website or phone number for more information). Banners need to be a dimension of at least 2 feet x 12 feet (suggested size: 3 feet x 12 feet) with grommets around at least all four corners (extra grommets along every 2 feet, and slits for wind, is recommended). The college is not responsible for damaged banners, including damage due to inclement weather. One banner will be displayed at a time for no more than 5 days. Please place your request at least **2-3 weeks** before desired posting date to ensure availability.

NOTE: If you need assistance from the Marketing Department to design a banner, please complete the Marketing request assistance request form. A lead time of **2-3 weeks** before the desired posting date is preferred. Please fill out the entire form at: canadacollege.edu/marketing/requestform.php

TEMPLATES, HEADERS, AND FOOTERS

In order to facilitate your design time, there are Cañada College templates, headers and footers within the Marketing website. The template sizes and designed footers and headers can all be found on this web page: canadacollege.edu/marketing/print.php

Templates: For print ease-ability, please try to design in the following sizes: 8.5"x11", 11"x17", 18"x24", and 24"x36". Place a header and/or footer if needed. Footers are always preferred in any design.

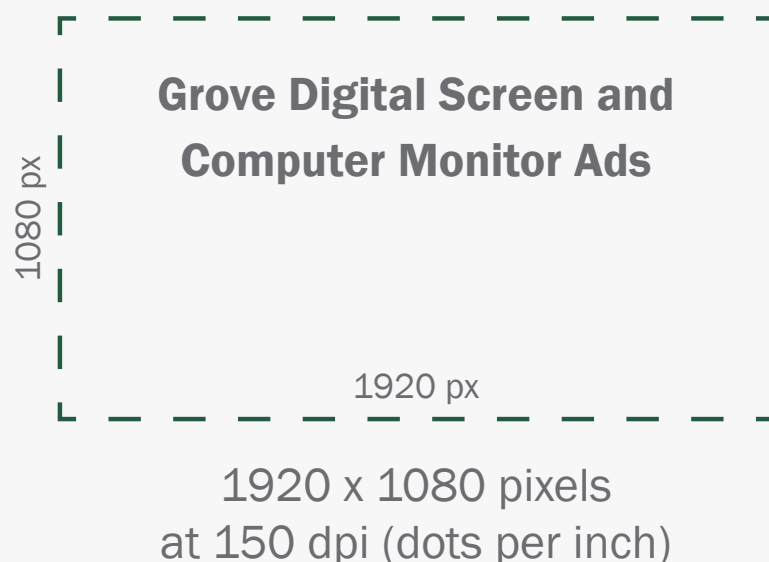
Headers and Footers: The following Headers and Footers can be used on any design template (Word, InDesign, Publisher, Illustrator, FrontPage, etc) to easily maintain our brand on printed materials. They are provided to you in ".png" format, which is ready to include in your design with a "Clear/transparent" background. The png file will open in your browser window - right click on it and choose 'Save Picture As' and save it to the location of your choice.

Sample Header and Footer Designs:



DIGITAL SCREEN SLIDES - WEB ADS

The Marketing Department coordinates the content displayed on select digital screens around campus. These include The Grove screen and computer monitor screen-savers in the Library and Learning Center. The purpose is to provide information to the campus community about events, activities and services available to students. Please send image in horizontal format and in dimensions 1920 by 1080 pixels at least **one week** prior to desired posting date to canmarketing@smccd.edu.



If you need help in designing a digital slide or web advertisement in another size, please complete the Marketing request assistance request form. A lead time of **2-3 weeks** before the desired posting date is preferred. Please fill out the entire form at: canadacollege.edu/marketing/requestform.php

ASSISTANCE IN CREATING PRINT/WEB MATERIAL

The Cañada College Marketing Department provides an array of editorial, graphics, web and general marketing and media services on behalf of the college. To request assistance, please complete the Marketing assistance request form and provide detailed information for the Marketing Department to understand the scope of the project and set a realistic timeline.

Marketing Assistance Request Form: The Cañada College marketing assistance request form is the fastest way to make sure your design request lands in our design queue. Please fill out the entire form at: canadacollege.edu/marketing/requestform.php


REVIEW DISCLAIMER

Promotional Review Policy: All college marketing materials, including ads, brochures, fliers, banners, posters, web content, videos, etc., **must be approved by the Marketing Department PRIOR to printing and distribution. Video content must be approved PRIOR to video creation, production, and editing.** Please contact the college Marketing Department prior to any film or video planning via the Marketing Request Form.

NOTE: Requests are prioritized within the overall workload of the Marketing Department.

EXAMPLES OF PRINT AND WEB MATERIALS

YOUR TITLE GOES HERE



Slogan or Tag Line, Please Place Text Here


Date: January 1, 2019 **Location:**
Time: 12:00 p.m. — 3:00p.m. **Building 4, Room 4, 329**

Description:
 Ulpa apit optam ut dolorio necabor estotati qui cullaceatem volendis essequate venimil moluptatur, il iur simusci atiae. Nequo et, omnis exerum que non consedio. Ut ad quatio berioreset debis nobit re vendae. Itae diae suntur sequo qui dolor sit que sed qui inis et prepedist, optation raerro beatur?

Other event information:

- Korem ipsum dor sit amet, In sodales risus nibh, sodales risus nibh
- Torem ipsum dolor sit amet, In sodales risus nibh, sodales risus nibhn sodales risus
- Lorem ipsuolor sit amet, In sodales risus nibh, sodales risus nibh ipsum dolor sit
- Borem ipsum dolor sit amet, In sodales risus nibh, sodales risus nibh
- Lorem ipsum dolor sit amet, In sodales risus nibh, sodales risus nibh

canadacollege.edu/yourwebsite
 John Person | personj@smccd.edu | (650) 306-32XX | Building 3-222

 For disability-related accommodations, please email: canypss@smccd.edu or call (650) 306-3234.

cañada college

PROMISE SCHOLARS PROGRAM

TUITION, TEXTBOOKS & SUPPORT. **WE PROMISE.**



"The Promise Scholars Program...

has helped me by providing a wide variety of resources from textbook support to scheduling classes. I appreciated knowing there was a support system behind me that was willing to answer any questions I may have."

- Promise Scholar Spring '18

BENEFITS:



Tuition Waived for 2-3 years



Textbook Support



Priority Enrollment



Individualized Academic Support



Exclusive Events and Workshops



Food and Transportation Incentives

WHO CAN APPLY:

- First-time college students
- Students who commit to attending full-time (12 units minimum per semester)
- Motivated students who are seeking a degree or certificate

APPLICATION OPENS JANUARY 15, 2020

FOR MORE INFORMATION VISIT CANADAPROMISE.COM OR CONTACT PROMISE SCHOLARS PROGRAM COORDINATOR, ARIELA VILLALPANDO AT villalpandoa@smccd.edu | 650-381-3568

 Canada College

EXAMPLES OF SCREEN/DIGITAL SLIDES

Counseling Division

Find all the support resources you need!





- ✓ Counseling
- ✓ Welcome Center
- ✓ Transfer Center
- ✓ Student Life & Leadership
- ✓ EOPS
- ✓ CARE
- ✓ CALWorks
- ✓ Career Center
- ✓ Disability Resource Center
- ✓ Personal Counseling Center

For disability-related accommodations, please email: canyps@smccd.edu or call (650) 306-3234.

canadacollege.edu/counselingcenter
Counseling Division | (650) 306-3452 | Building 9, 1st Floor

VETERANS SERVICES





Contact the Veterans Administration Office to determine eligibility for benefits.

STEP 1
Apply for VA benefits from the VA Department

STEP 2
Apply and enroll at Cañada College

Cañada College is committed to assisting Veterans.

canadacollege.edu/veterans
Andy Cuevas | cuevasa@smccd.edu | (650) 306-3250 | Building 9-209

For disability-related accommodations, please email: canyps@smccd.edu or call (650) 306-3234.



Cañada College LIBRARY

Cultivate powerful habits of seeking, evaluating and using information!

SERVICES:


- ✓ Get help with research and citations
- ✓ Access to computers, printers, and book scanner
- ✓ Reserve a group study room
- ✓ Checkout and take home textbooks, WiFi hotspots, Chromebooks, and laptops


canadacollege.edu/library
Library | (650) 306-3485 | Building 9-3rd Floor



For disability-related accommodations, please email: canyps@smccd.edu or call (650) 306-3234.

WHAT IS EOPS?





(EOPS) is a state funded program that aims to help low-income and educationally disadvantaged students succeed in college.

Services

- Priority Registration
- Counseling
- Book/Food Vouchers
- Transportation Assistance
- Laptop & Calculator Loans
- And much more!

EOPS is: Extended Opportunity Programs and Services

canadacollege.edu/eops
EOPS | caneps@smccd.edu | (650) 306-3300 | Building 9-133

For disability-related accommodations, please email: canyps@smccd.edu or call (650) 306-3234.

A person with dark hair, wearing black-rimmed glasses and a blue shirt, is shown in profile, looking at a laptop screen. Their hands are clasped together near their chin. The background is blurred, showing other people in a classroom or office setting. A dark green rectangular box is overlaid on the upper part of the image, containing white text.

WEBSITE MAINTENANCE, EDITING, AND CREATION SERVICES

ASSISTANCE IN UPDATING/CREATING WEBSITES

The Cañada College Marketing Department provides an array of web editing, creation, and maintenance. For assistance in updating or creating a site on the Cañada College website, please complete the Marketing assistance request form and provide detailed information regarding your web changes.

Marketing Assistance Request Form: The Cañada College marketing assistance request form is the fastest way to make sure your design request lands in our design queue. Please fill out the entire form at: canadacollege.edu/marketing/requestform.php A lead time of **1-2 weeks** for web page updates and **3-4 weeks** for website/pages creation is preferred.

*External websites associated with Cañada College and its programs are NOT permitted. For assistance in maintaining/creating a department webpage or section, contact the Cañada College Marketing Department via the request form. Usage of social media platforms such as Facebook, Instagram, & Youtube are acceptable.

REVIEW DISCLAIMER

Promotional Review Policy: All college marketing materials, including ads, brochures, fliers, banners, posters, web content, videos, etc., **must be approved by the Marketing Department PRIOR to printing and distribution. Video content must be approved PRIOR to video creation, production, and editing.** Please contact the college Marketing Department prior to any film or video planning via the Marketing Request Form.

NOTE: Requests are prioritized within the overall workload of the Marketing Department.

HOW TO UPDATE WEB PAGES ON YOUR OWN



OU Campus Tutorial Page:

The Cañada College website can be easily updated via our Content Management System (CMS) called OU Campus (formerly known as *OmniUpdate*). If you have a username and password, you can update your department or office's set of web pages. Our website has a step by step section that details almost every aspect of updating your own web pages. Please visit canadacollege.edu/tutorial/index.php in order to see all of the editing options available to your team. Please submit a Marketing Request Form (canadacollege.edu/marketing/requestform.php) if further assistance in web updates is needed.

EXAMPLES OF INTERIOR WEB PAGES

The screenshot shows the interior of the Disability Resource Center (DRC) web page. At the top is a dark green header with the Cañada College logo and navigation links: ADMISSIONS, ACADEMICS, STUDENT LIFE, STUDENT SERVICES, and ABOUT CAÑADA. Below the header is a light green banner with the text "Disability Resource Center". The main content area is divided into two columns. The left column contains a sidebar with a "Student" section and a list of links: Overview, Register, Student Accommodations, DRC Services, Documentation, The Alternate Media Center (AMC), Learning Disability Services, Learning Disability Assessment, Student FAQ's, Study Strategies - Study, Reading, Math, Testing, Concentration, Memory, and Forms. The right column features a video player titled "The Disability Resource Center (DRC)" showing a man speaking. Below the video is a paragraph of text about the DRC's mission and a "Mission Statement" section. A yellow callout box on the left side of the page states: "The Disability Resource Center is closed for the semester. Students can continue to make a phone or zoom appointment by contacting Cañada Disability Resources Center: canadadr@smccd.edu 650-306-3259 (leave a voicemail). There will be no face to face appointments during that time. Thank you for your patience and understanding." At the bottom of the page is a "Faculty and Staff" section.

The screenshot shows the interior of the Student Services web page. At the top is a dark green header with the Cañada College logo and navigation links: ADMISSIONS, ACADEMICS, STUDENT LIFE, STUDENT SERVICES, and ABOUT CAÑADA. Below the header is a light green banner with the text "Student Services". The main content area is divided into two columns. The left column contains a sidebar with a "Student Services Home" section and a list of links: Overview, Register, Student Accommodations, DRC Services, Documentation, The Alternate Media Center (AMC), Learning Disability Services, Learning Disability Assessment, Student FAQ's, Study Strategies - Study, Reading, Math, Testing, Concentration, Memory, and Forms. The right column features a video player titled "The Disability Resource Center (DRC)" showing a man speaking. Below the video is a paragraph of text about the DRC's mission and a "Mission Statement" section. A yellow callout box on the left side of the page states: "The Disability Resource Center is closed for the semester. Students can continue to make a phone or zoom appointment by contacting Cañada Disability Resources Center: canadadr@smccd.edu 650-306-3259 (leave a voicemail). There will be no face to face appointments during that time. Thank you for your patience and understanding." At the bottom of the page is a "Faculty and Staff" section.

The screenshot shows the interior of the Admissions & Records web page. At the top is a dark green header with the Cañada College logo and navigation links: ADMISSIONS, ACADEMICS, STUDENT LIFE, STUDENT SERVICES, and ABOUT CAÑADA. Below the header is a light green banner with the text "Admissions & Records". The main content area is divided into two columns. The left column contains a sidebar with a "Student Services Home" section and a list of links: Overview, Register, Student Accommodations, DRC Services, Documentation, The Alternate Media Center (AMC), Learning Disability Services, Learning Disability Assessment, Student FAQ's, Study Strategies - Study, Reading, Math, Testing, Concentration, Memory, and Forms. The right column features a video player titled "The Disability Resource Center (DRC)" showing a man speaking. Below the video is a paragraph of text about the DRC's mission and a "Mission Statement" section. A yellow callout box on the left side of the page states: "The Disability Resource Center is closed for the semester. Students can continue to make a phone or zoom appointment by contacting Cañada Disability Resources Center: canadadr@smccd.edu 650-306-3259 (leave a voicemail). There will be no face to face appointments during that time. Thank you for your patience and understanding." At the bottom of the page is a "Faculty and Staff" section.

SOCIAL MEDIA AND HOW TO GET YOUR MESSAGE ACROSS



COMMUNICATION SERVICES AND SOCIAL MEDIA

How to share college news, stories, and events: As the hub of college communications, the Cañada College Marketing Department is responsible for keeping the college community and general public informed of college programs, services, news, success stories and events through a variety of communication methods. The Marketing Department coordinates print and electronic publications, advertising, marketing events and activities, community outreach, media relations, as well as the college website and social media handles.

If you are contacted by a member of the media, please contact Megan Rodriguez Antone, Director of Community Relations and Marketing, at rodriguezm@smccd.edu or (650) 306-3418.

College Blog & Social Media: The Marketing Department maintains Cañada's primary social media handles: *Facebook*, *Instagram*, *YouTube*, *Flickr*, and *Blogger*. These are integral communication channels to current and prospective students, faculty, staff, alumni and the general public. The Marketing Department is happy to promote college news/events on its social media handles as well as share posts that are timely and college-related.

NOTE: Please provide a lead time of **2-3 days** and send requests to canmarketing@smccd.edu.



MORE COMMUNICATION CHANNELS

Cañada Employee & Student Email Communication Requests: This request is for the sole use of only communicating campus-related information. Additionally, if the message needs to go to a specific group, the request can be distributed to:

- Cañada students (via *GWAMAIL*)
- All Cañada employees (via Campus Announcement)
- Cañada Faculty
- Cañada Staff

NOTE: The topic of the message **must** be college-related and coordinated or sponsored by a college division, program, or organization. Messages about non-work related information will not be shared, including, but certainly not limited to: garage sales, side businesses, non-college-related fundraisers and events, personal celebrations, lost pets, etc. Please submit requests to canmarketing@smccd.edu at least **one week** prior to the target distribution date.

MORE COMMUNICATION CHANNELS



“What’s Happening at Cañada?” Weekly Event Blast: The “What’s Happening at Cañada?” event blast is the primary resource for event information for the college. The weekly eblast is distributed campus-wide every Tuesday, in addition to being posted on the college blog and Facebook page.

NOTE: To be posted, an event must be a Cañada College event, hosted, coordinated or sponsored by a college division, program, or organization. Ongoing, regularly scheduled meetings will not be included. Please include the name of the event, date, time, location and 1-2 sentence description to canmarketing@smccd.edu by **4 p.m. every Friday**. Depending on the volume of submissions that week, an event may be featured once so please be mindful of your submission date.

PROMOTING STUDENT SUCCESS

The Marketing Department encourages submissions of student success stories specific to Cañada College Alumni, current students, transfer, career accomplishments, etc. These stories are used in a variety of promotional materials, including the Olive Hill Press (employee newsletter), executive reports to the Board of Trustees, social media, news media, our college schedules, brochures and on the Cañada College website.

If you have a story to share, please contact the Marketing Department at canmarketing@smccd.edu or at **(650) 306-3418**. We appreciate your assistance in showcasing our wonderful students.



QUESTIONS?

There are a lot of options for you or your team to create and devise wonderful material across various mediums. Our goals are to facilitate department individuality while still maintaining our Cañada College brand, market our college identity, and make sure that all instructional and promotional material always have the proper message in order to most benefit our students and community.

Should you have questions after consulting these guidelines, please contact the Cañada College Marketing Department at canmarketing@smccd.edu.



