



# Cañada College

## *Style* **GUIDE**

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

# TABLE OF CONTENTS

- 3 Identity Guidelines
- 5 Use of the College Name in Text
- 6 Cañada College Logo
- 7 Cañada College Seal
- 8 Incorrect Logo and Seal Usage
- 9 Approved Typography
- 10 Approved Colors
- 11 Suggested Color Combinations
- 12 Logo and Seal Sizes
- 13 Stationery
- 15 Campus Banners, Posters and Fliers
- 16 College Entrance Display Banners
- 17 Templates, Headers and Footers
- 18 Digital Screen and Web Ads
- 19 Assistance in Creating Print/Web Material
- 20 Examples of Print/Web Materials
- 21 Examples of Screen/Digital Slides
- 23 Assistance in Updating/Creating Websites
- 24 How to Update Web Pages on Your Own
- 25 Examples of Interior Web Pages
- 27 Communication Services and Social Media
- 28 More Communication Channels
- 30 Promoting Student Success
- 31 Questions

# IDENTITY GUIDELINES AT CAÑADA COLLEGE

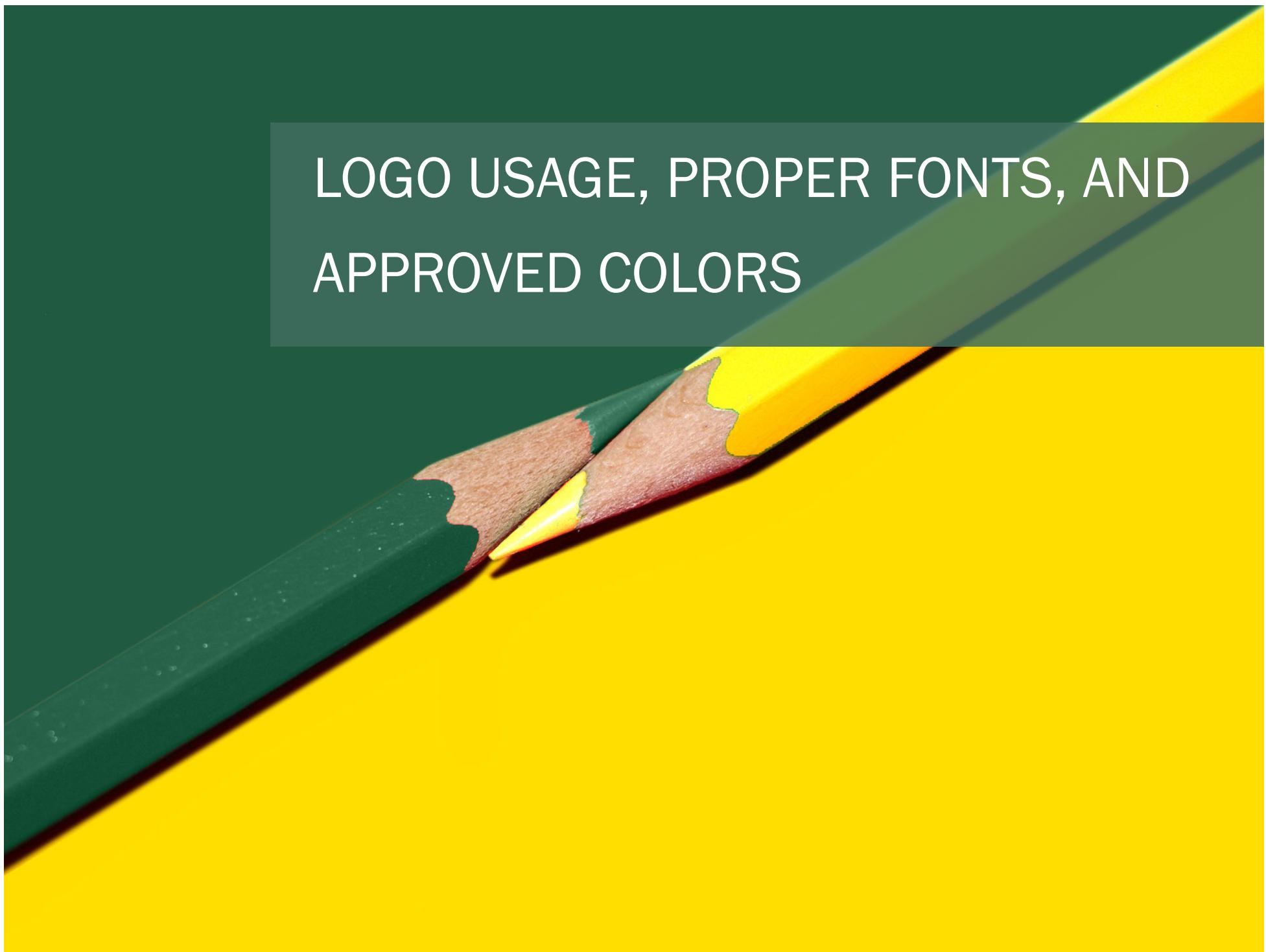
A brand represents a promise to its customers. It presents a standard of quality and a point of comparison with other products or services. While our brand perception is created from the sum of all interactions with Cañada College, including the use of our site, advertising, word-of-mouth, and press 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](http://canadacollege.edu) | [canadacollege.edu/marketing](http://canadacollege.edu/marketing) | [canadacollege.edu/marketing/styleguide.php](http://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.



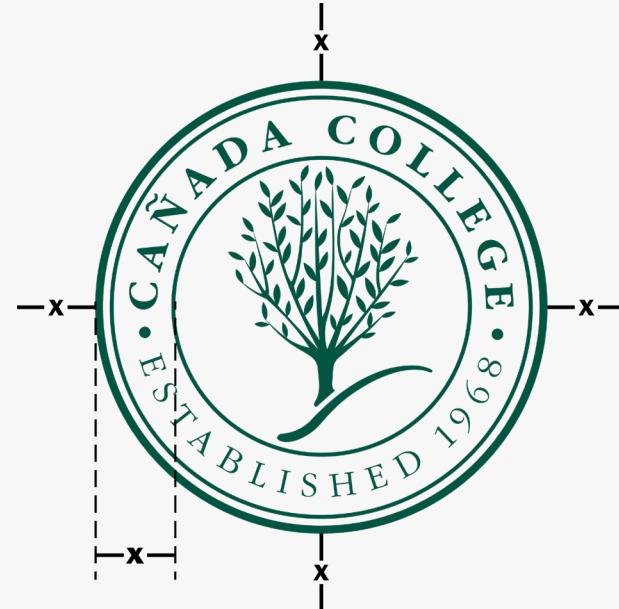
# OUR COLLEGE SEAL AND ITS PROPER USE

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

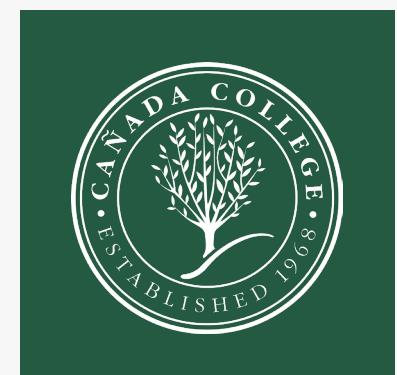
The Cañada seal should only be used on all official documents such as transcripts, diplomas, and the President's communications such as the newsletter.

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.



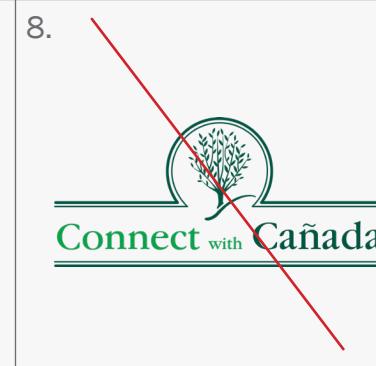
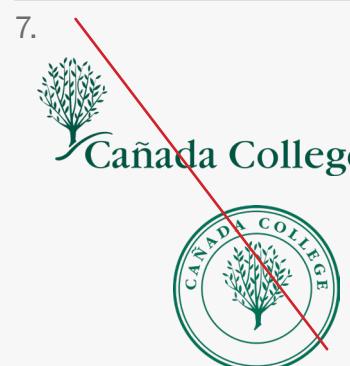
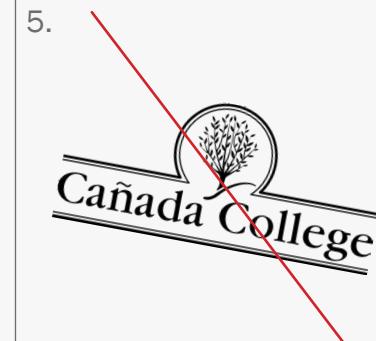
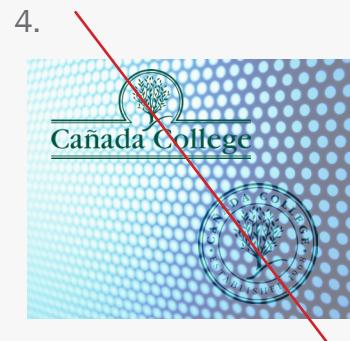
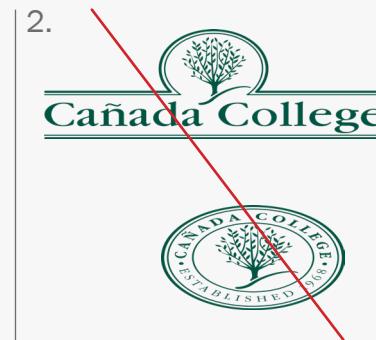
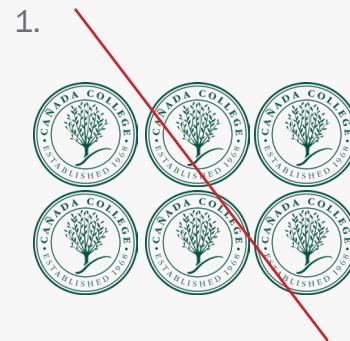
The Cañada College seal consists of a custom tree illustration in the middle of a set of three concentric circles, the college name and the words "Established 1968", all in upper case letters. The typeface used is ITC Garamond.



# 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.



.75 inch



.75 inch



.75 inch

## 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.



130 Pixels



70 Pixels



70 Pixels

# 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](http://canadacollege.edu/marketing/logos.php)





# 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](http://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](mailto: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](http://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](http://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.

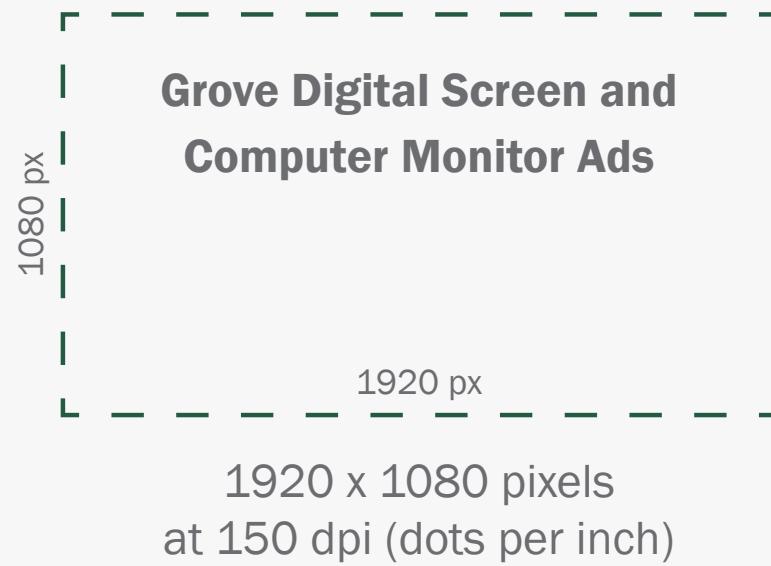
**Headers and Footers:** The following Headers and Footers can be used on any design template (Word, InDesign, Publisher, Illustrator, FrontPage, etc) to easily maintain our brand on printed materials. They are provided to you in “.png” format, which is ready to include in your design with a “Clear/transparent” 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](mailto: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](http://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](http://canadacollege.edu/marketing/requestform.php)

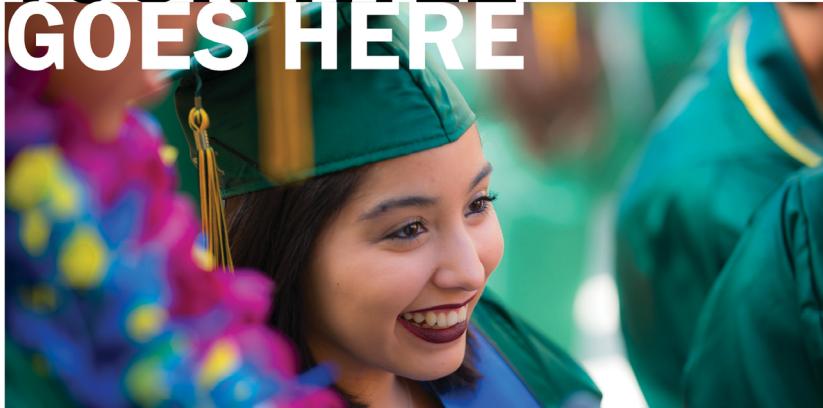
## REVIEW DISCLAIMER

**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 beriorest debis nobit re vendae. Itae diae suntur sequo qui dolor sit que sed qui inis et prepedit, 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 ipsum dolor 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](http://canadacollege.edu/yourwebsite)  
John Person | personj@smccd.edu | (650) 306-32XX | Building 3-222

For disability-related accommodations, please email: [canvpss@smccd.edu](mailto:canvpss@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](http://CANADAPROMISE.COM) OR CONTACT PROMISE SCHOLARS PROGRAM COORDINATOR, ARIELA VILLALPANDO AT [villalpandoa@smccd.edu](mailto:villalpandoa@smccd.edu) | 650-381-3568

  
Canada College

# EXAMPLES OF SCREEN/DIGITAL SLIDES

## Counseling Division

Find all the support resources you need!



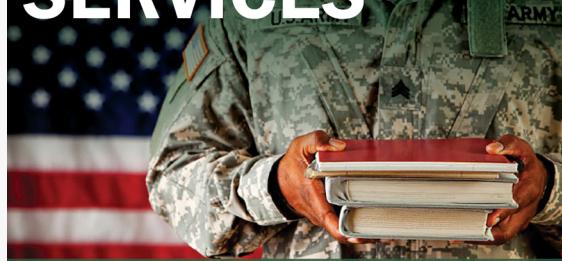
[canadacollege.edu/counselingcenter](http://canadacollege.edu/counselingcenter)  
Counseling Division | (650) 306-3452 | Building 9, 1st Floor



- 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: [canvpss@smccd.edu](mailto:canvpss@smccd.edu) or call (650) 306-3234.

## VETERANS SERVICES



Cañada College is committed to assisting Veterans.



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

 For disability-related accommodations, please email: [canvpss@smccd.edu](mailto:canvpss@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 group study room
- Checkout and take home textbooks, WiFi hotspots, Chromebooks, and laptops

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



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

## WHAT IS EOPS?



EOPS is: Extended Opportunity Programs and Services



(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!

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



# 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](http://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.

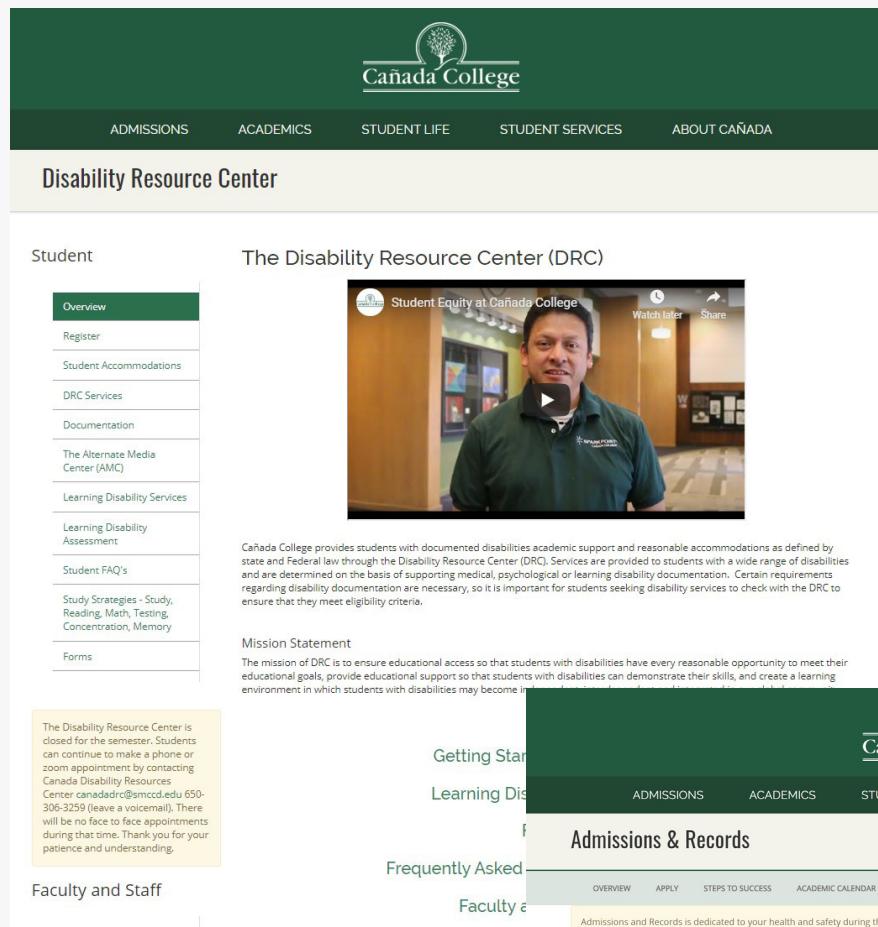
# HOW TO UPDATE WEB PAGES ON YOUR OWN



## 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](http://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](http://canadacollege.edu/marketing/requestform.php)) if further assistance in web updates is needed.

# EXAMPLES OF INTERIOR WEB PAGES



Cañada College

ADMISSIONS ACADEMICS STUDENT LIFE STUDENT SERVICES ABOUT CAÑADA

## Disability Resource Center

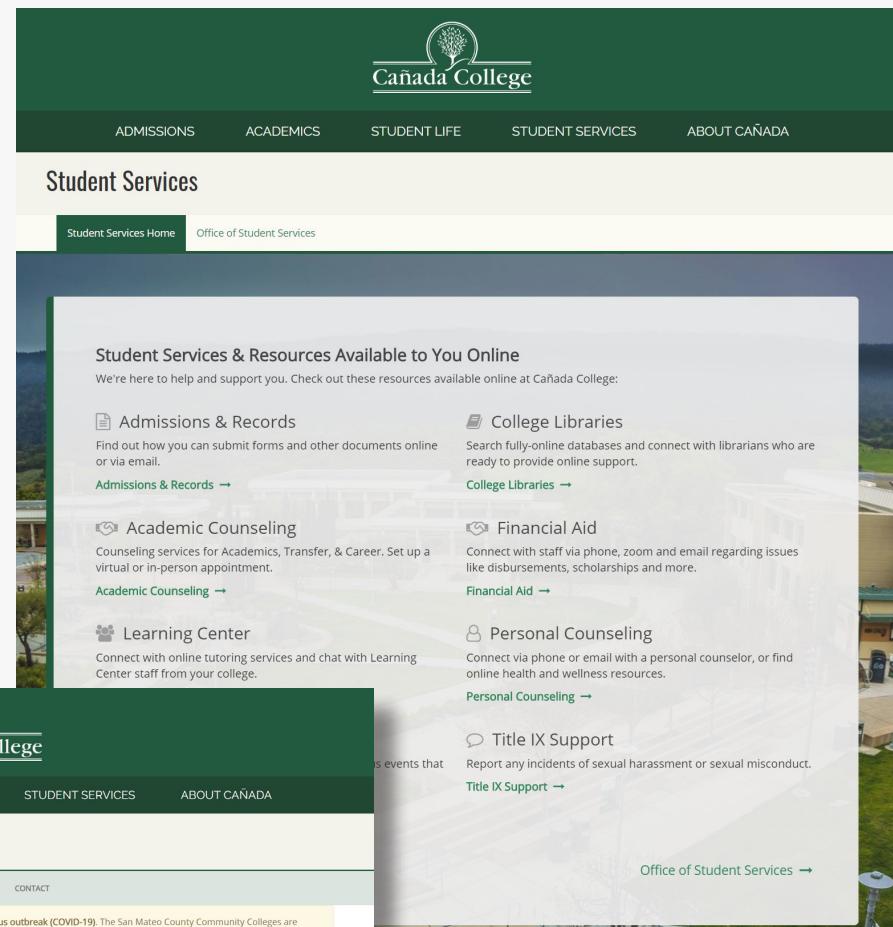
Student

### The Disability Resource Center (DRC)

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
- Forms

The Disability Resource Center is closed for the semester. Students can continue to make a phone or zoom appointment by contacting Cañada Disability Resource Center [canadadrc@smccd.edu](mailto:canadadrc@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.



Cañada College

ADMISSIONS ACADEMICS STUDENT LIFE STUDENT SERVICES ABOUT CAÑADA

## Student Services

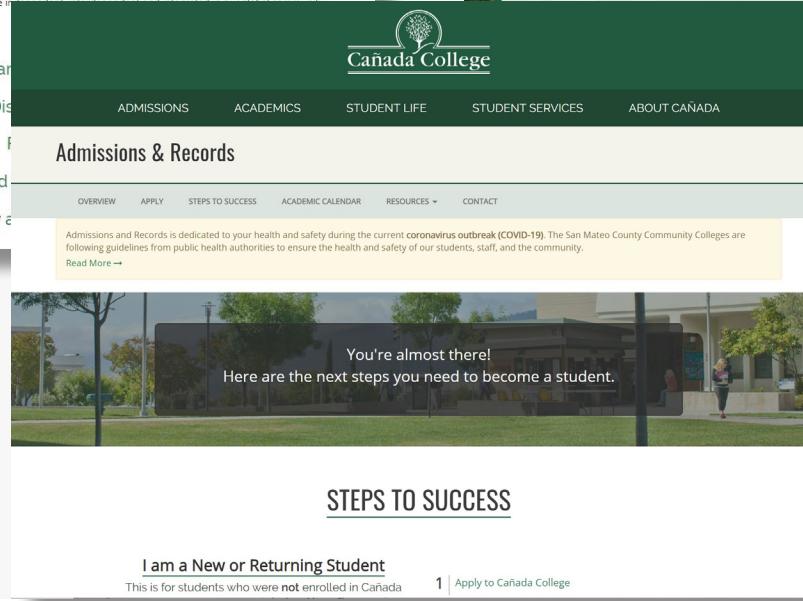
Student Services Home Office of Student Services

### Student Services & Resources Available to You Online

We're here to help and support you. Check out these resources available online at Cañada College:

- Admissions & Records**  
Find out how you can submit forms and other documents online or via email.  
[Admissions & Records →](#)
- College Libraries**  
Search fully-online databases and connect with librarians who are ready to provide online support.  
[College Libraries →](#)
- Academic Counseling**  
Counseling services for Academics, Transfer, & Career. Set up a virtual or in-person appointment.  
[Academic Counseling →](#)
- Financial Aid**  
Connect with staff via phone, zoom and email regarding issues like disbursements, scholarships and more.  
[Financial Aid →](#)
- Learning Center**  
Connect with online tutoring services and chat with Learning Center staff from your college.  
[Personal Counseling →](#)
- Title IX Support**  
Report any incidents of sexual harassment or sexual misconduct.  
[Title IX Support →](#)

Office of Student Services →



Cañada College

ADMISSIONS ACADEMICS STUDENT LIFE STUDENT SERVICES ABOUT CAÑADA

## Admissions & Records

OVERVIEW APPLY STEPS TO SUCCESS ACADEMIC CALENDAR RESOURCES CONTACT

Admissions and Records is dedicated to your health and safety during the current **coronavirus outbreak (COVID-19)**. The San Mateo County Community Colleges are following guidelines from public health authorities to ensure the health and safety of our students, staff, and the community.  
[Read More →](#)

You're almost there!  
Here are the next steps you need to become a student.

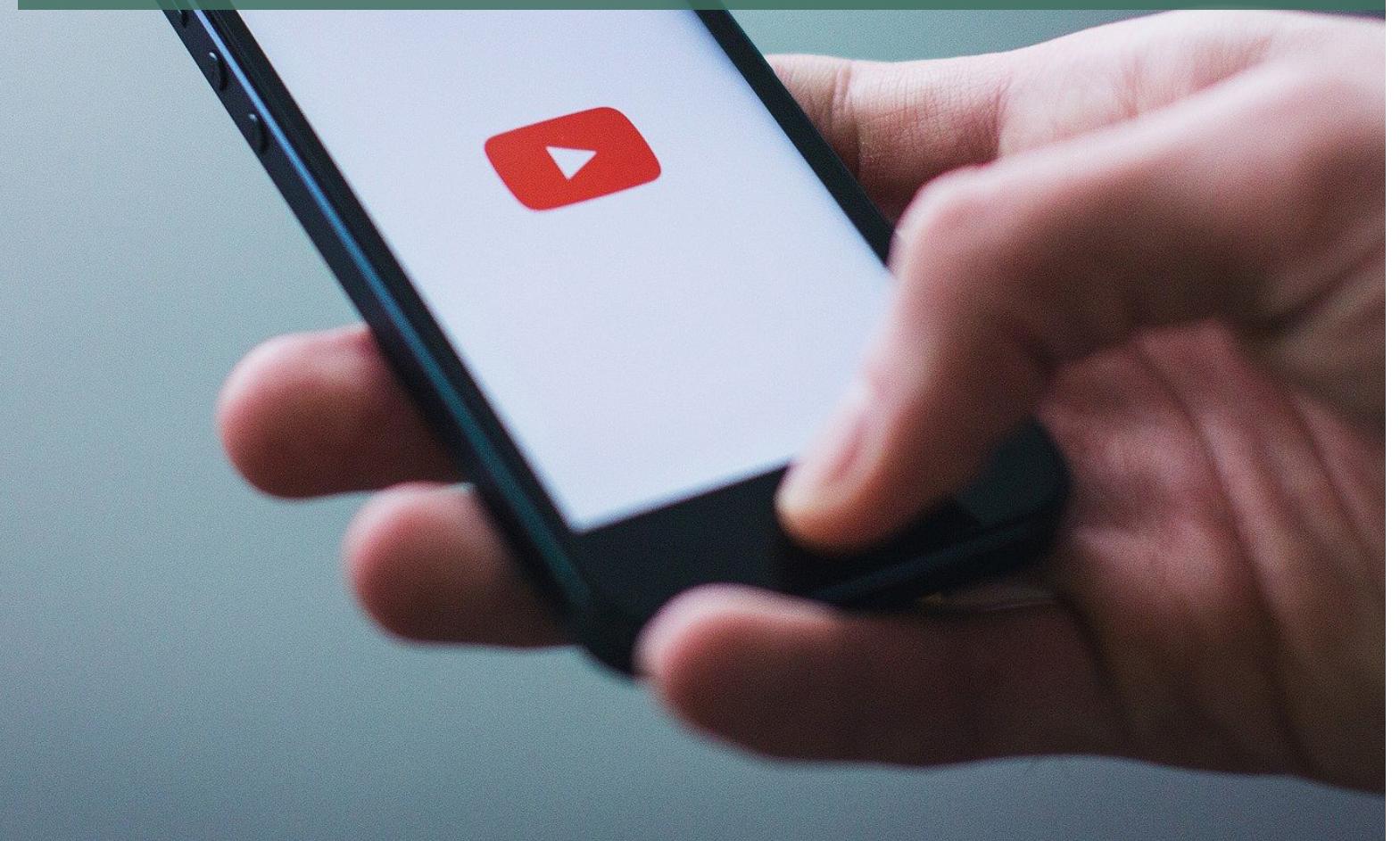
### STEPS TO SUCCESS

I am a New or Returning Student

This is for students who were **not** enrolled in Cañada College

1 | Apply to Cañada College

# 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:canmarketing@smccd.edu).



