



FOOTHILL COLLEGE

STYLE GUIDE

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foothill.edu/marketing

INTRODUCTION

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

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

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

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



LOGO

Official Foothill College Logo

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

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

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

Main



Long



Stack



LOGO

Athletics & Student Clubs

Footsie the Owl is the official Foothill College mascot. The owl logo should be used for sports teams and student clubs only. Student clubs and sports teams may choose to personalize the Foothill College logo by adding their club name to the right. The sport or club name should be Brandon Text Medium font, center-aligned, all caps, and in black or red. The owl cannot be adorned (glasses, necklace, etc.), edited, recolored, or otherwise manipulated in any way.



LOGO

Do

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

Don't

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



LOGO

Clear Space

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



LOGO

Divisions, Departments, and Programs

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

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

Examples



LOGO

President's Seal

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



COLOR PALETTE

Color is a vital element of our brand identity. The Foothill College color palette includes primary, secondary and tertiary palettes. The primary color of our brand, Foothill Red, is our most significant visual identifier. Use the tertiary colors sparingly (such as in charts) and never in lieu of the primary colors.

Primary Colors



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

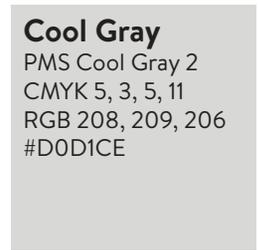


Black
100% K
RGB 0, 0, 0

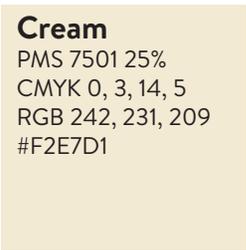


Foothill Yellow
PMS 123
CMYK 0, 19, 89, 0
RGB 255, 200, 46
#FFC82E

Secondary Colors



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



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

Tertiary Colors



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



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



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

COLOR STRATEGY

Outreach

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

Academic

Materials that are more academic in nature, such as promoting a specific class or reminding students to take placement exams, should have a more professional, muted tone.

When selecting colors for these types of projects, utilize white backgrounds, and select one of two color combinations. Tertiary colors should be used sparingly when extra colors are needed (charts for example).

Foothill Yellow, Cool Grey, and Cream should not be used in the same combination.

PRIMARY COMBINATION



COMBINATION FOR OUTREACH MATERIALS



PRIMARY COMBINATION FOR ACADEMIC MATERIALS



SECONDARY COMBINATION FOR ACADEMIC MATERIALS



COLOR STRATEGY SAMPLES

Outreach Examples

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

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

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

Academic Examples

NON-CREDIT EMR & EMT COURSES

No college registration fees!

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

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

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

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

QUESTIONS?
Contact Charlie McKellar at ems@foothill.edu

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

Your Math Placement Test Level & Educational Goals

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

Math Placement Testing Levels:

- College Level Math
- Elementary Algebra
- Arithmetic

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

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

MATH PLACEMENT TEST LEVEL DESCRIPTORS

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

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

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

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

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

TYPOGRAPHY

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

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

Brandon Text Light

Brandon Text Regular

Brandon Text Regular Italic

Brandon Text Medium

Brandon Text Bold

Brandon Text Black

Brandon Text Black Italic

LAYOUTS

Academic print materials should have a consistent visual identity.

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



Dear,

Nis aspellendi quat. Lupturi tibuse porepro eie to ius, aut que nimus dñtio. Pictio. Unt volorporibus quiderum quise nonseunt evellet voluptas magnis velitb usepell lorior si nisi pro dicatas in correm ent eos estio. Us pelendios apelit veles et et aut pa poris poriatio. Ias aut moluptae aut in nihil moriborus dolo es as volor aut omnimo te experspiet vorloror seque volorem ut am, ilibus reptatur as dolut venhit, totatis nos dolupta ipase et adi nis quostius abbororum qui quis dolorem.

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Sincerely,

Name
Title
Department
Foothill College
email

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



QUICK QUESTIONS at the Counseling Center

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

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

Each session will last about 15 minutes and may include:

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

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

foothill.edu/counseling

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

- Financial aid ed plan
- Academic/progress probation
- Course evaluations from multiple colleges
- Planning a year-long ed plan

• Schedule online at foothill.edu/counseling/counselapp or call 650.949.7423



Name
Title
Department

650.949.7000
email@foothill.edu

foothill.edu

12345 EL MONTE ROAD, LOS ALTOS HILLS, CA 94022

Financial Aid Drop-in Hours

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

Prerequisites

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

- BIO 40A, 40B and 40C or equivalent
- BIO 41, 45 and 58 or equivalent
- CHEM 30A and 30B or equivalent
- COMM 1 or equivalent
- D H 2005
- ENGL 1A or 1AH or IS/IT or ESLL 26
- ENGL 1B or 1BH
- HLTH 21 or equivalent
- MATH 10, PSYC 7 or SOC 7 or equivalent
- PSYC 1 or equivalent
- SOC 1 or equivalent
- A multicultural or ethnic studies course

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



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

Selective Admission Process

There is a selective, competitive admissions process for this program. Students are admitted to the program once a year. Selections are made by April 30, and applicants are notified of acceptance or non-acceptance by letter.

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

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

For more information, visit:
foothill.edu/dentalthygiene

Dental Hygiene Clinic
Room 5312
650.949.7538



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

[f](#) [t](#) [i](#) [i](#) [o](#) [v](#)
#iamfoothill

Foothill Area Community College District Board of Trustees
Chair: Peter Landbergren
Board Members: Catherine G. Cooper, Scott A. Doolittle, Thomas Blue, Ernest De Ara, Deborah Taylor

Non-Discrimination Statement
Foothill College does not discriminate against any person in any area based on age, ancestry, marital status, medical condition, mental disability, national origin, race, religion, sex, sexual orientation, or gender identity. Completion of Title II of the Education Amendments Act of 1972 and the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 granting awards shall be the responsibility of the institution via President of Student Services at (650) 949-7423.

For information about FERPA and privacy, visit www.FERPA.org/fothill
800 (toll-free) Foothill Privacy (650) 949-7423
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Dental Hygiene

Baccalaureate Degree
Entry Level




IMAGERY

Photography

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

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

You can access a gallery of Foothill-approved photography online at foothillcollege.smugmug.com.



IMAGERY

Illustrations

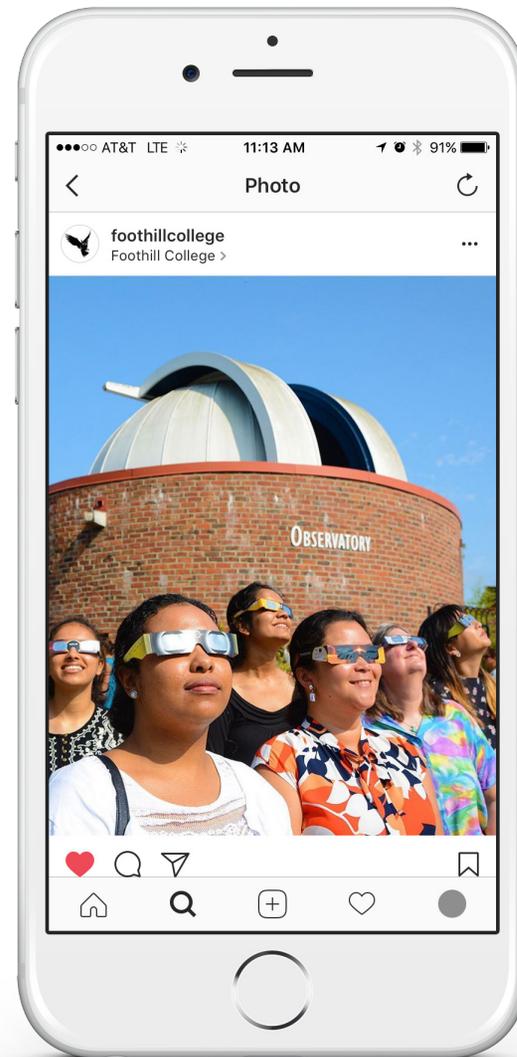
A unique and fun component of the Foothill College brand is the use of illustrations or “doodles.” Illustrations should be playful and used primarily for outreach materials.



SOCIAL MEDIA

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

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



SOCIAL MEDIA

Tone

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

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

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

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

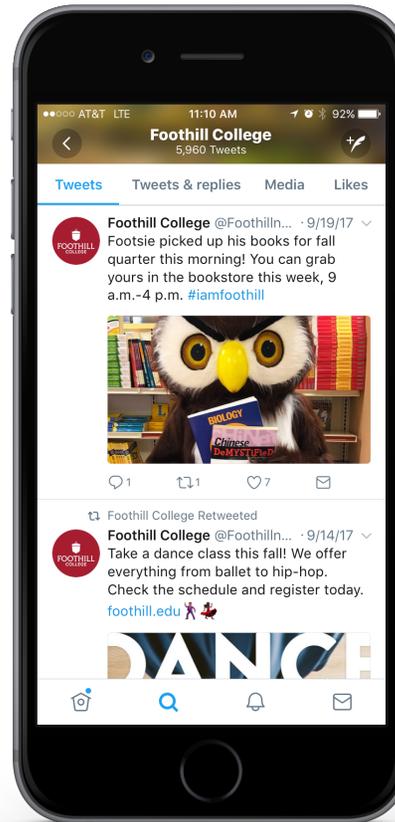


SOCIAL MEDIA

Logo and Profiles

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

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



SOCIAL MEDIA

Icons

Use the social media icons to the right in either red or black, available through the marketing department.

Hashtag

When posting on social media encourage the use of the hashtag #iamfoothill for identifying college-related posts.

Image Sizing

Facebook:

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

Instagram:

Profile 110 x 110 px
Upload 1080 x 1080 px

Twitter:

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



#iamfoothill



#iamfoothill

PROMOTIONAL PRODUCTS

When using the Foothill College logo on promotional products (tees, pens, pins, bottles, tablecloths, etc.), consider the three orientations of the logo. The main logo is the default logo. However, there are situations that require use of the other two orientations.

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

The acorn logo must be used on all promotional products. The logo cannot be recolored or altered in any way. Black or red items are to be imprinted with the white one-color logo. White or grey items can be imprinted with either the two color (red & black) logo or one-color black logo. Order items that are red, black or gray.

ON RED:



ON BLACK:



ON WHITE:



ON GRAY:



QUESTIONS

For general questions about how we work, logo downloads, and more visit our site:

foothill.edu/marketing

For questions regarding the use of the college brand, logos, etc. please contact:

Jerry Robredo
Graphic Design and
Communications Coordinator

650.949.7395
robredojerry@foothill.edu

