



California Community Colleges

“Powered by” Attribution Mark and Guidelines

June 2020

Introduction

Over the past two years, the California Community Colleges Chancellor's Office has been integrating and aligning its branding to bring better cohesion across projects and programs. Most recently, the Chancellor's Office phased out the separate branding of several divisions, specifically Doing What Matters for Jobs and the Economy and the Institutional Effectiveness Partnership Initiative, or IEPI. Following the sunseting of these brands, programs associated with each division were asked to remove references to *Doing What Matters for Jobs and the Economy* and use a new "Powered by" attribution mark when referring to partnership with the Chancellor's Office.

The following guidelines provide instruction for usage and implementation of this new attribution.

“Powered by” Attribution Mark

The “Powered by” attribution mark is to be used solely by official partners or grantees funded by the California Community Colleges Chancellor’s Office. This allows partners the flexibility to retain their branding while communicating affiliation with the California Community Colleges and the Chancellor’s Office.

Please note that affiliation with the California Community Colleges and the Chancellor’s Office is not equivalent with association to the State of California, and guidelines do not encourage use of the state’s official seal.

The attribution mark consists of the primary California Community Colleges logo and the “Powered By” attribution text.



Vertical (Stacked) Version



Horizontal Version

Attribution Mark Colors

Each “Powered by” attribution mark is available in several color variations depending on the application. Approved options for color combinations are provided here.

3-color
on light grey



POWERED BY
California Community Colleges

2-color
on white



POWERED BY
California Community Colleges

White
on dark blue



POWERED BY
California Community Colleges

Dark blue
on white



POWERED BY
California Community Colleges

Black
on white



POWERED BY
California Community Colleges

Attribution Mark Color Do Nots

The color variations shown here are not approved due to accessibility requirements or because they are considered off-brand.

✗ 3-color
on dark grey



✗ Light grey
on white



✗ White
on gold



✗ Dark blue
on dark grey



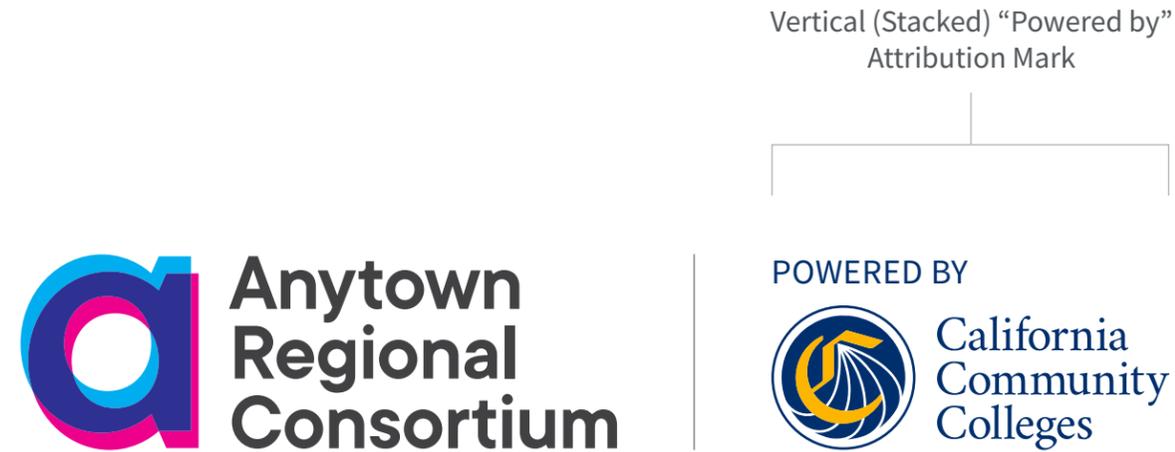
✗ Gold on
dark blue



Applying the “Powered by” Attribution Mark

Always use the “Powered by” attribution mark in the presence of your organization’s logo. The “Powered by” attribution mark can only be used on its own if your organization’s logo or branding has already been established – e.g. your organization’s logo is in the header of a document and the “Powered by” attribution is in the footer.

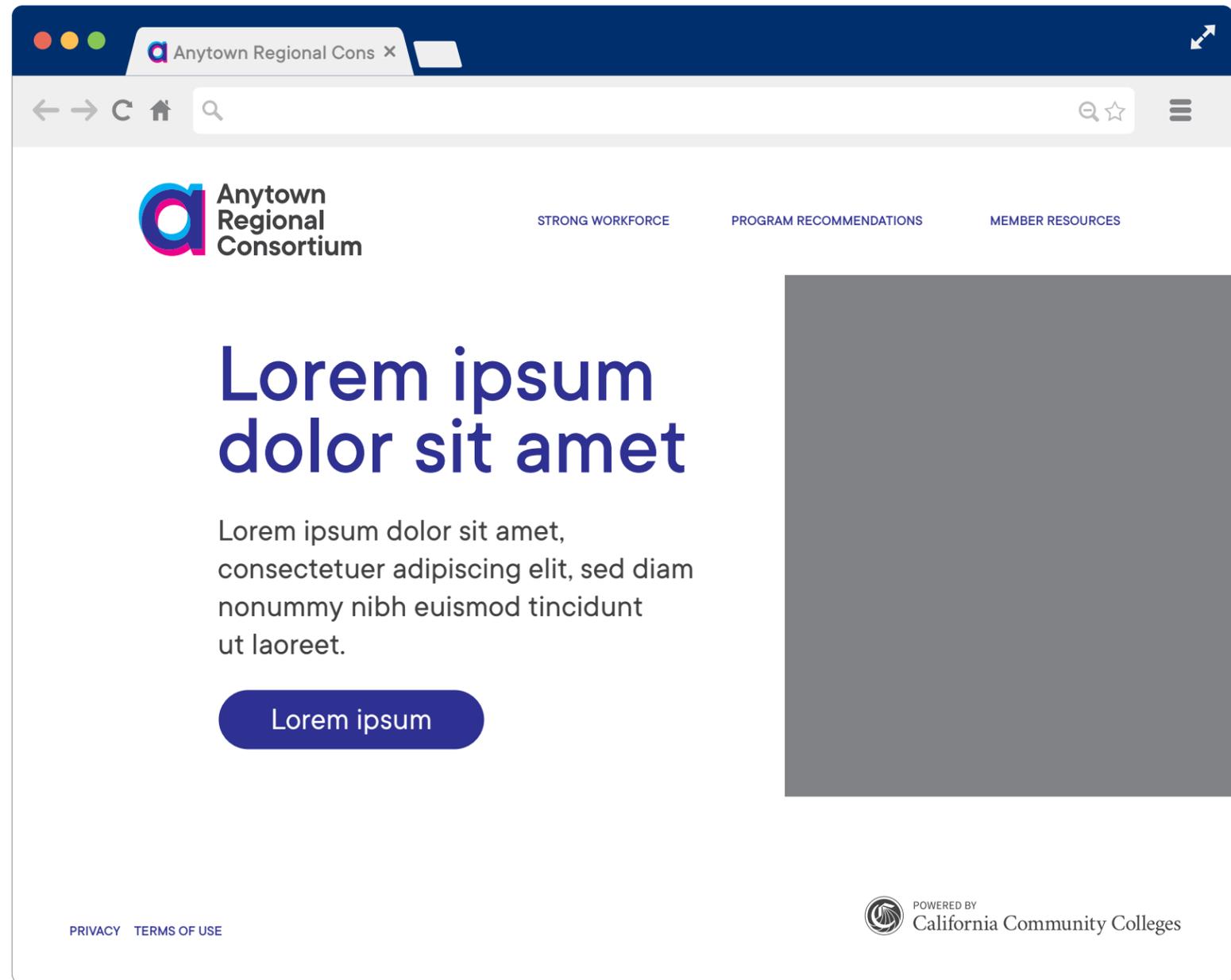
Samples of attribution use cases can be found on subsequent pages. The “Anytown” brand has been created as an example for the purpose of conveying these use cases and essentially can be replaced with your own branding or logo.



“Powered by” Attribution Mark Use Cases Website

This example shows the correct placement of the “Powered by” attribution mark when the primary branding of your organization has already been established. The primary logo is displayed in the website’s header and the horizontal “Powered by” attribution mark is displayed in the lower right corner of the website’s footer.

The one-color version can be incorporated in a neutral color to ensure integration with your organization’s branding. Charcoal gray is reflected in this example.

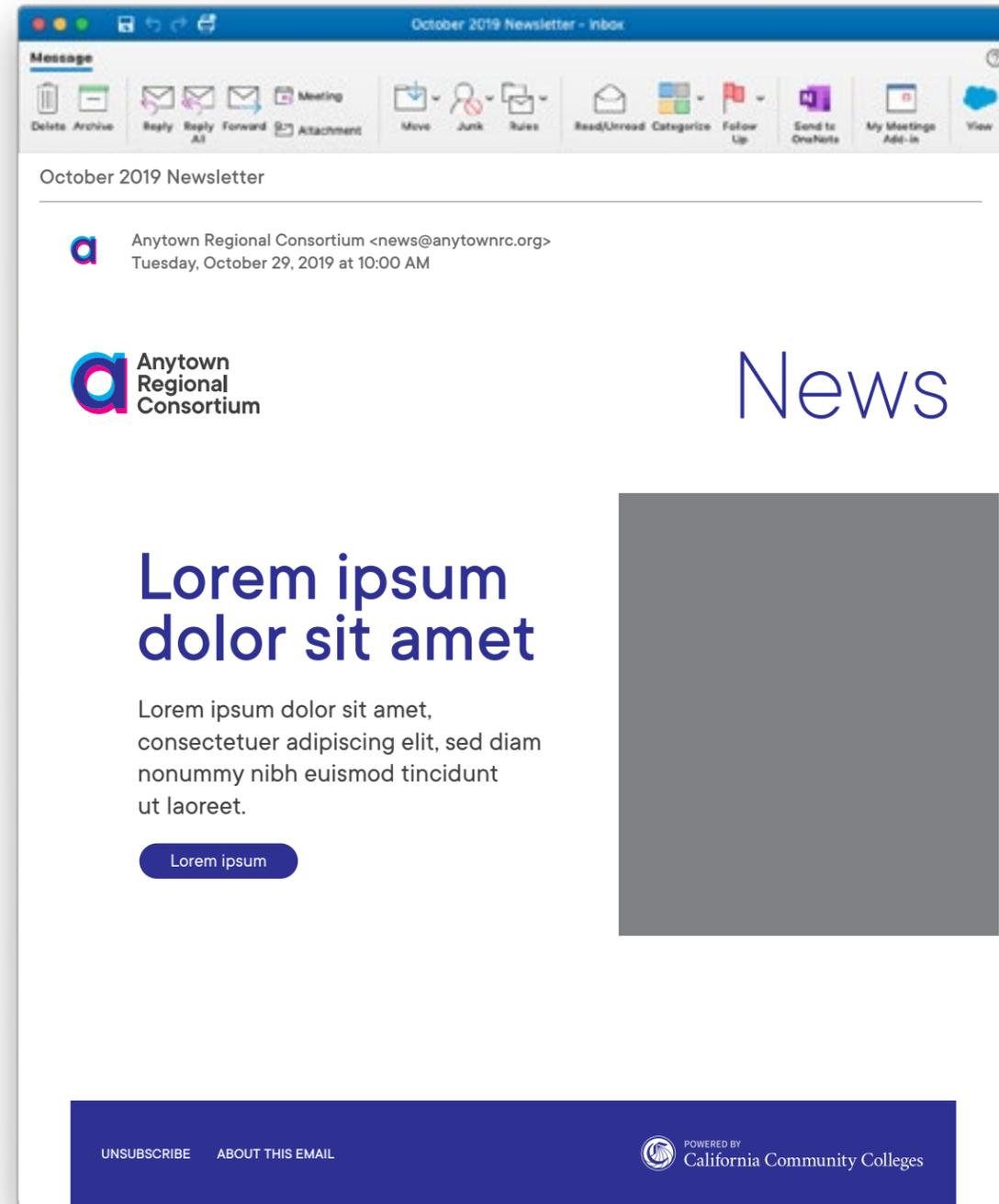


Horizontal “Powered by” Attribution Mark

“Powered by” Attribution Mark Use Cases Email

This example shows the correct placement of the “Powered by” attribution mark when the primary branding of your organization has already been established. The primary logo is displayed in the email header and the horizontal “Powered by” attribution mark is displayed in the lower right corner of the email’s footer.

The one-color version can be incorporated in a neutral color to ensure integration with your organization’s branding. White is reflected in this example.



Horizontal “Powered by” Attribution Mark

“Powered by” Attribution Mark Use Cases Print Flyer

This example shows the correct placement of the “Powered by” attribution mark when the primary branding of your organization has already been established. The primary logo is displayed in the upper right corner of the flyer and the horizontal “Powered by” attribution mark is displayed in the lower right corner.

This example uses the full-color version of the “Powered by” attribution mark.



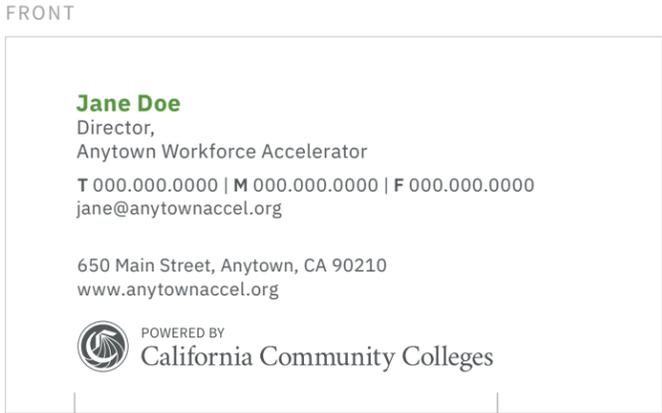
Vertical (Stacked) “Powered by” Attribution Mark

“Powered by” Attribution Mark Use Cases Business Card

The Chancellor’s Office requires you to use your district-approved business card template and to discuss any changes or additions with your district communications office.

The following examples show several possible ways to incorporate the “Powered by” attribution with your organization’s established branding.

The one-color version can be incorporated in a neutral color to ensure integration with your organization’s branding. Charcoal grey and white are reflected in this example.



Horizontal “Powered by” Attribution Mark



Vertical (Stacked) “Powered by” Attribution Mark



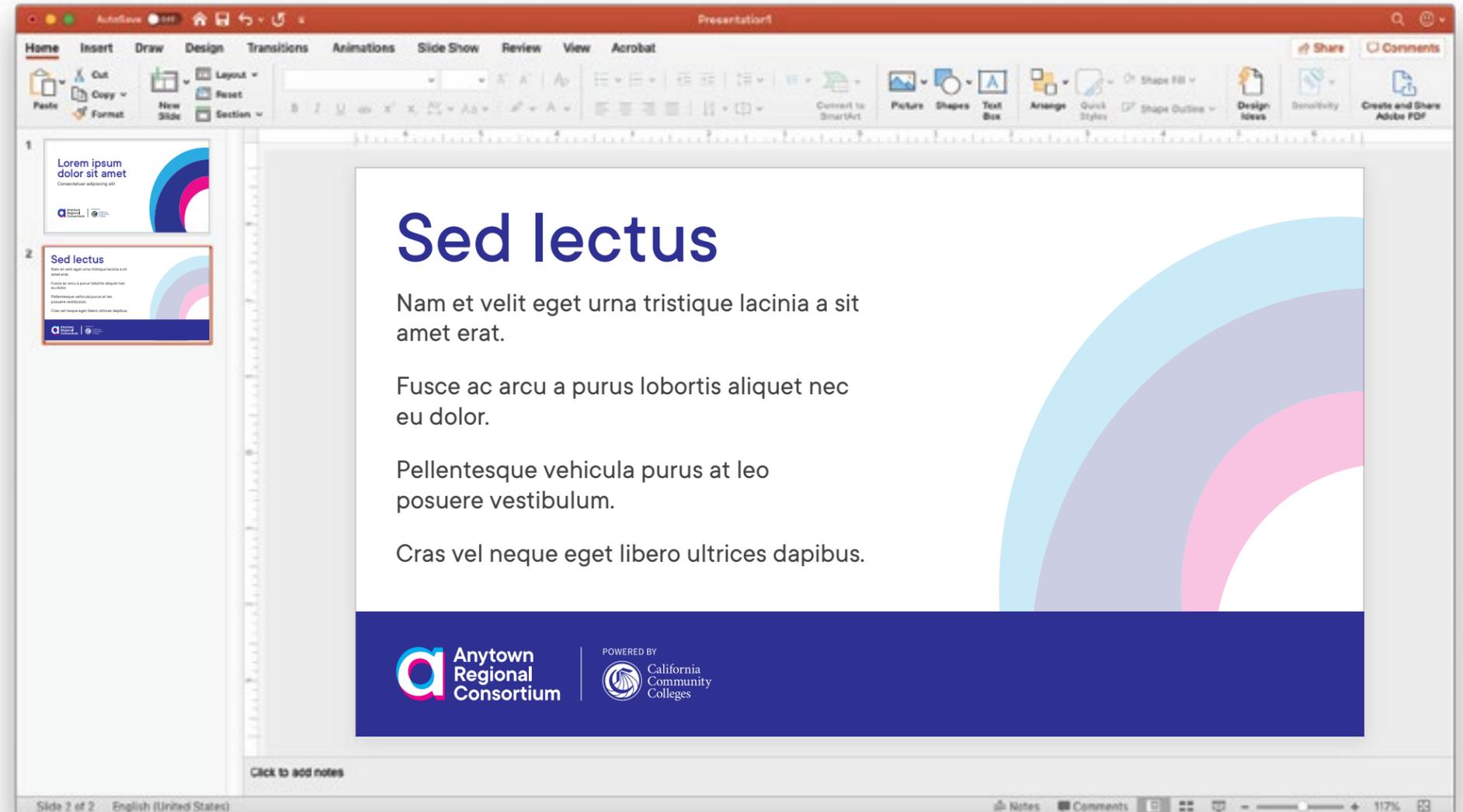
Vertical (Stacked) “Powered by” Attribution Mark



“Powered by” Attribution Mark Use Cases Presentation

This example shows the correct placement of the “Powered by” attribution mark when the primary branding of your organization has already been established. The presentation contains the primary logo locked up with the vertical (stacked) “Powered by” attribution mark.

The title slide contains the full-color lockup whereas the body slide contains a reversed lockup within the slide footer.



“Powered by” Attribution Mark Use Cases Multiple Partners

When your organization’s logo is being displayed alongside other partners, use the vertical (stacked) lockups alongside your logo and maintain proper clearspace to ensure effective brand presentations for both your organization and the Chancellor’s Office. Do not use the horizontal version.



Spacing guidelines

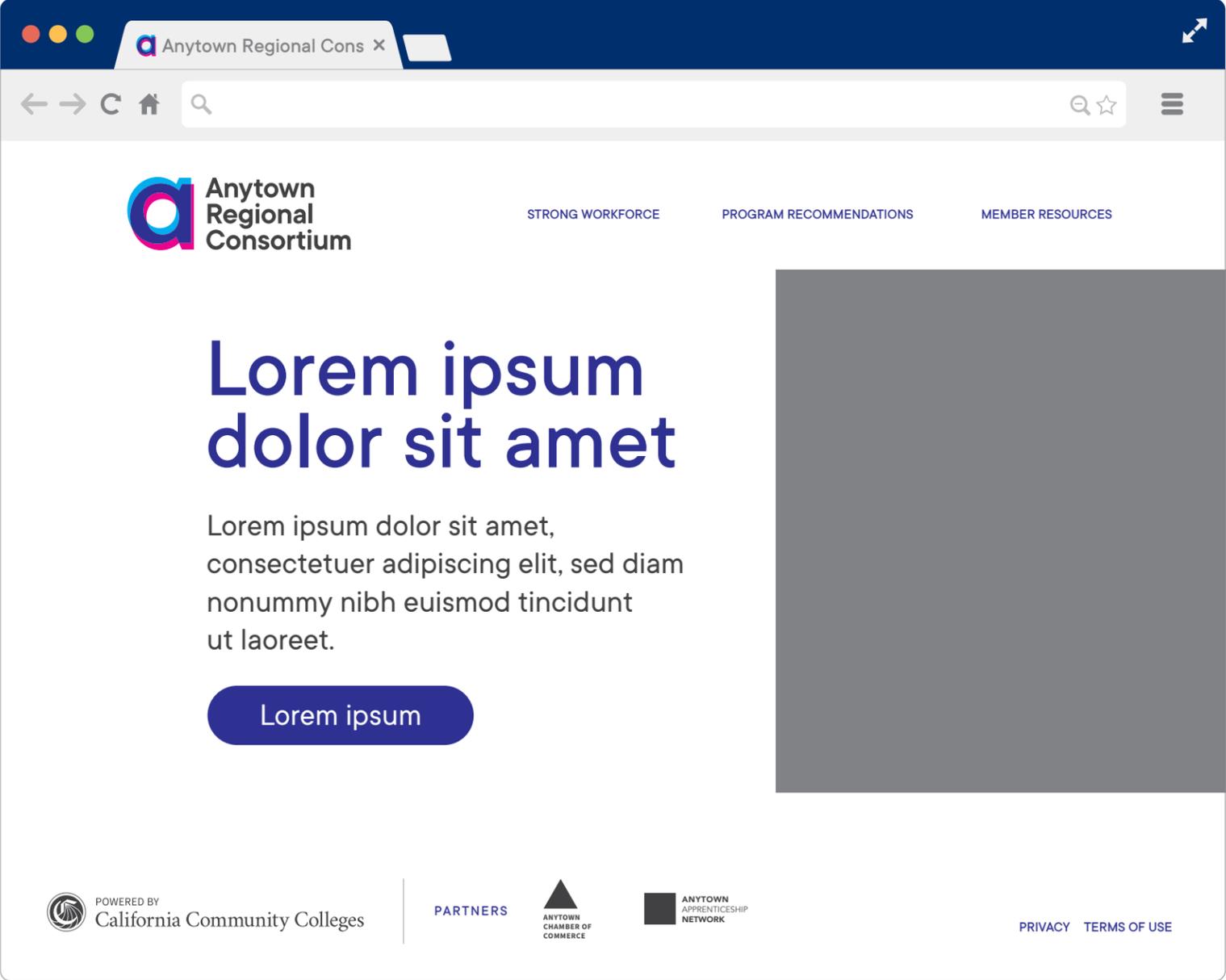


Final presentation

“Powered by” Attribution Mark Use Cases Website with Multiple Partners

This example shows the correct placement of the “Powered by” attribution mark when the primary branding of your organization has already been established. The primary logo is displayed in the website’s header and the horizontal “Powered by” attribution mark is displayed in the lower left corner of the website’s footer. Partner logos are displayed next to the “Powered by” attribution mark and separated by a piping bar.

The one-color version can be incorporated in a neutral color to ensure integration with your organization’s branding. Charcoal gray is reflected in this example.



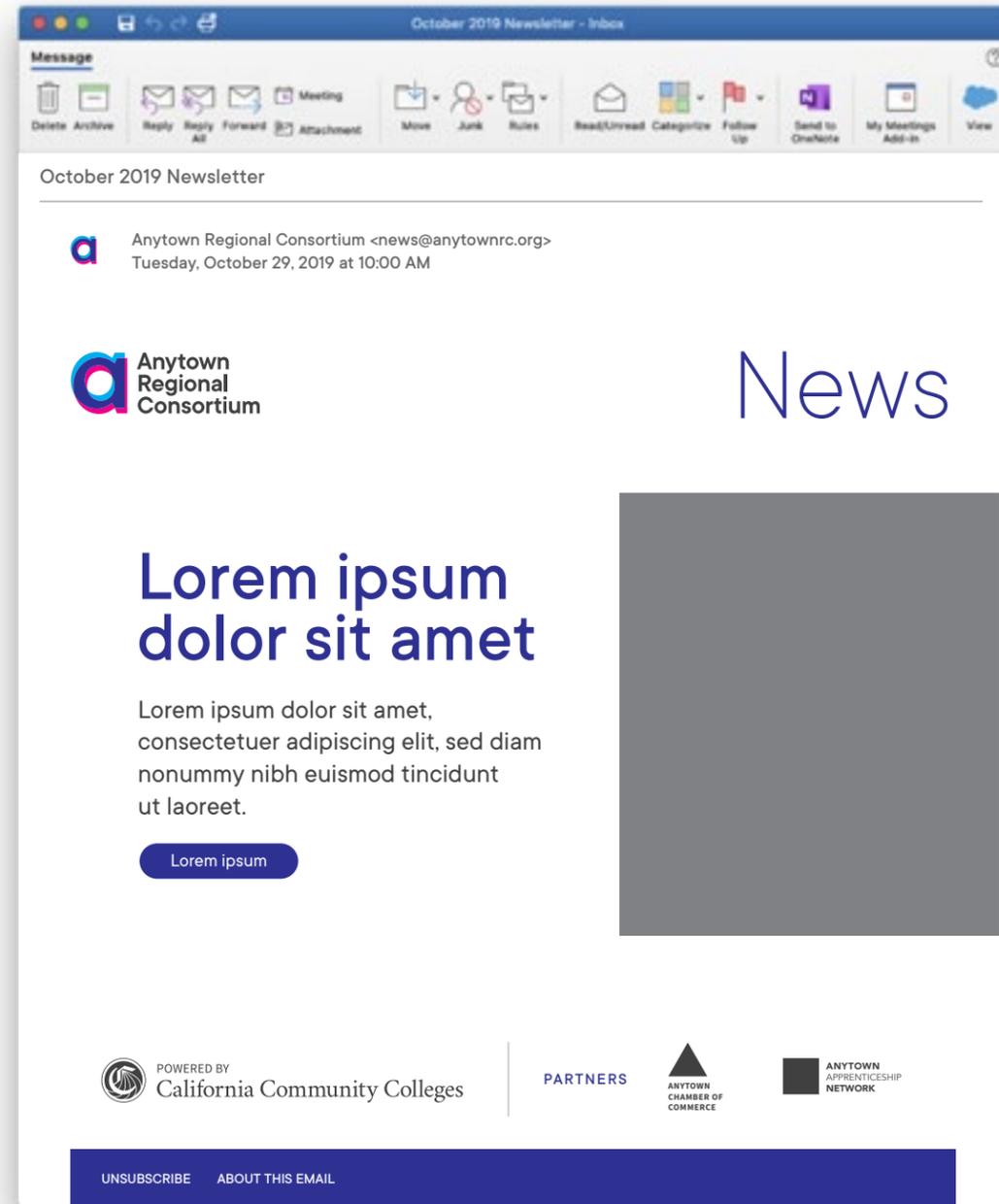
Horizontal “Powered by” Attribution Mark

Partner Logos

“Powered by” Attribution Mark Use Cases Email with Multiple Partners

This example shows the correct placement of the “Powered by” attribution mark when the primary branding of your organization has already been established. The primary logo is displayed in the email header and the horizontal “Powered by” attribution mark is displayed in the lower left corner of the email’s footer. Partner logos are displayed next to the “Powered by” attribution mark and separated by a piping bar.

The one-color version can be incorporated in a neutral color to ensure integration with your organization’s branding. White is reflected in this example.



Horizontal “Powered by” Attribution Mark

Partner Logos

“Powered by” Attribution Mark Use Cases Print Flyer with Multiple Partners

This example shows the correct placement of the “Powered by” attribution mark when the primary branding of your organization has already been established. The primary logo is displayed in the lower left corner paired with the vertical (stacked) “Powered by” attribution mark. Partner logos are displayed to the right of the lockup with the proper amount of clear space separating each logo.

This example uses the full-color version of the “Powered by” attribution mark.



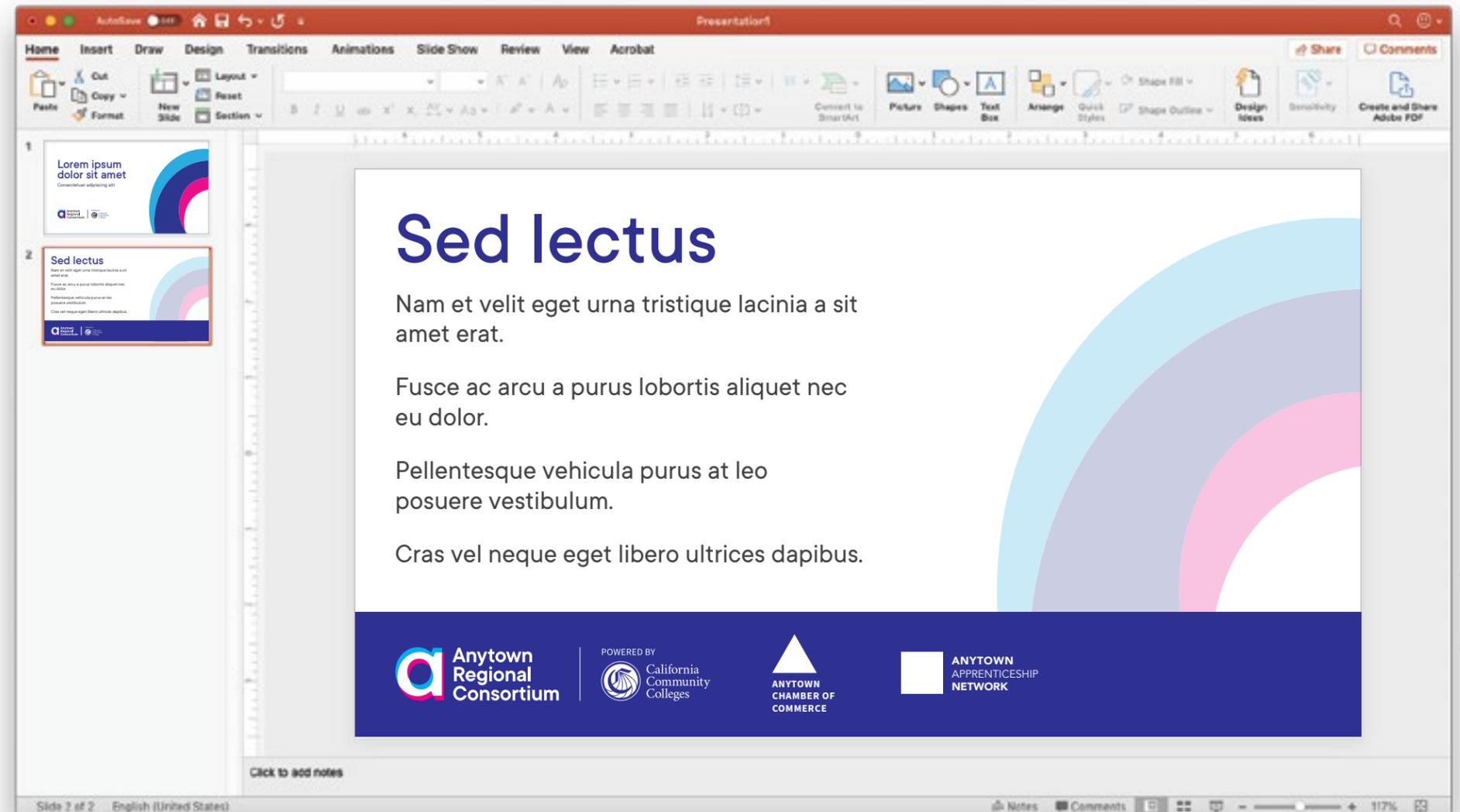
Organization Brand with Vertical (Stacked) “Powered by” Attribution Mark

Partner Logos

“Powered by” Attribution Mark Use Cases Presentation with Multiple Partners

This example shows the correct placement of the “Powered by” attribution mark when the primary branding of your organization has already been established. The presentation contains the primary logo locked up with the vertical (stacked) “Powered by” attribution mark. One-color, reversed partner logos are displayed to the right of the lockup with the proper amount of clear space separating each logo.

The title slide contains the full-color lockup whereas the body slide contains a reversed lockup within the slide footer.



“Powered by” Attribution Email Signatures

The Chancellor’s Office requires you to use your organization or district’s standard email signature and to discuss any changes or additions with your district communications office.

The following examples show several possible ways to incorporate the “Powered by” attribution with your organization’s established branding.

✓ This signature uses text to signify the sender’s connection to the California Community Colleges.

Justin Vernon
Regional Consortia Chair
Anytown Regional Consortium

jvernon@anytownrc.org
anytownrc.org

Powered by the California Community Colleges

✓ This signature uses an image of the horizontal “Powered by” attribution mark to signify the sender’s connection to the California Community Colleges.

Jane Doe
Director
Anytown Workforce Accelerator

650 Main Street, Anytown, CA 90210
T 000.000.0000 | M 000.000.0000 | F 000.000.0000
jane@anytownaccel.org
anytownaccel.org



✗ Any “Powered by” language should not imply that you work as part of the Chancellor’s Office or Workforce and Economic Development Division or speak on behalf of either party.

Jane Doe
Director, Anytown Workforce Accelerator
Powered by the California Community Colleges Chancellor’s Office
Division of Workforce and Economic Development

650 Main Street, Anytown, CA 90210
T 000.000.0000 | M 000.000.0000 | F 000.000.0000
jane@anytownaccel.org
anytownaccel.org

“Powered by” Attribution Do Nots

1. Do not use the California Community Colleges official seal alongside your organization’s logo. This logo is reserved for official use only and may not be used for partnership marketing purposes.
2. Do not reposition the elements that create the “Powered by” attribution mark.
3. Do not use older initiatives such as Doing What Matters or IEPI in any co-branding instances.
4. Do not stretch or distort the “Powered by” attribution mark.

1



3



2



4



The Chancellor's Office recognizes that grantees often require the help of a third-party vendor when producing publications such as reports, briefings, PowerPoint presentations, newsletters, and other publications.

To maintain quality and brand standards, we require all third-party vendors or partners to follow the official branding guidelines as detailed in this document when creating a report or collateral piece commissioned using Chancellor's Office funding.

The previous branding guidelines are to be used by official Chancellor's Office partners and funding recipients. All usage of the "Powered by" attribution must be approved by the Chancellor's Office Communications and Marketing Division.

Please contact us at brand@cccco.edu to submit materials for review or should you have any questions after reading through the guidelines. If you are a partner or grantee of the Workforce and Economic Development Division, please include **WEDD 'Powered by' Attribution Mark** in the subject line of your email, along with your contact information in the body copy. We ask that you allow 48 hours for a response.