



San Diego Community College District

City College · Mesa College · Miramar College · College of Continuing Education

Phase 2: LOGO DEVELOPMENT - DGC Presentation

March 6, 2024



Selbert
Perkins
Design.



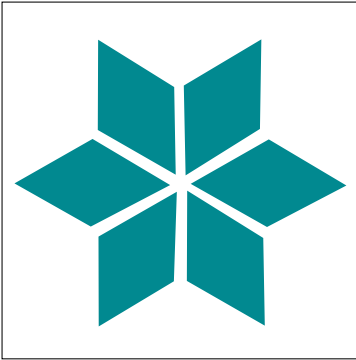
DISTRICT	COLLEGES
<ul style="list-style-type: none">• Findings suggest the stakeholders would like to see changes that will update and modernize the SDCCD logo and connect it visually to the college logos.• A new color should be developed for the District identity that is different from Miramar College to eliminate confusion.• A tag line should be developed to clearly communicate the values, mission and goals of SDCCD.	<ul style="list-style-type: none">• Findings suggest current four college colors are well liked.• Font and type composition could be improved to increase legibility.

New logo for SDCCD



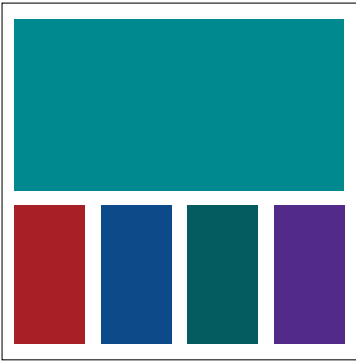
TYPEFACES

- Refine typeface to feel contemporary, timeless
- Better legibility
- Consistent usage
- Should connect the District logo and the College logos



IMAGES & ART

- Iconography should be intentional and meaningful
- Companion to brand language to celebrate regional connectivity
- Imagery should feel like it belongs to San Diego and Colleges
- Circles have a holistic approach and aligns with past branding
- Should have a sense of community and growth
- Symbol of four colleges creating a form together



COLOR

- Keep college colors
- Subtly modernize - more vibrant and vivid
- Help eliminate confusion between colleges
- Should feel harmonic and coherent overall

Diverse

Collaborative

Welcoming

Transformational

Student Centered

Life Changing

Heartfelt | Hopeful | Unified | Life changing | Modern | Timeless | Iconic | Future Driven

Ever-Evolving | Quality | Excellence | Supportive | Centralized | Hub | Accessible | Proud

LOGO CONCEPTS

Derived from Nature

Full Circle Experience

CONCEPT 1

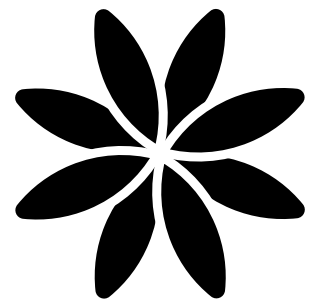
Derived from Nature

Growth
Lush landscapes
Belonging
Transformation
Trees
Sun

Seaside Daisy (Greg Smith reference)



San Diego
Community College District



San Diego
Community College District



1B



1D





San Diego
Community College District



**Be.
Belong.
Become.**



San Diego
Community College District

Museo	Din	Din Condensed	Columbia Serial (existing College Typeface)
 <p>San Diego Community College District</p>	 <p>SAN DIEGO Community College District</p>	 <p>SAN DIEGO COMMUNITY COLLEGE DISTRICT</p>	 <p>SAN DIEGO COMMUNITY COLLEGE DISTRICT</p>
 <p>SDCCD</p>	 <p>SDCCD</p>	 <p>SDCCD</p>	 <p>SDCCD</p>



San Diego
Community College District



San Diego
Community College District



2B



2D





San Diego
Community College District



Be.
Belong.
Become.



San Diego
Community College District

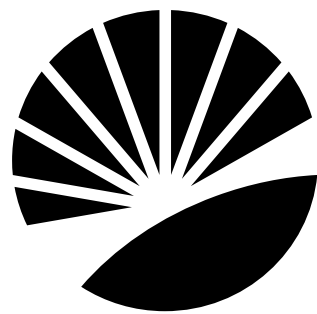


San Diego
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 <p>San Diego Community College District</p>	 <p>SAN DIEGO Community College District</p>	 <p>SAN DIEGO COMMUNITY COLLEGE DISTRICT</p>	 <p>SAN DIEGO COMMUNITY COLLEGE DISTRICT</p>
 <p>SDCCD</p>	 <p>SDCCD</p>	 <p>SDCCD</p>	 <p>SDCCD</p>

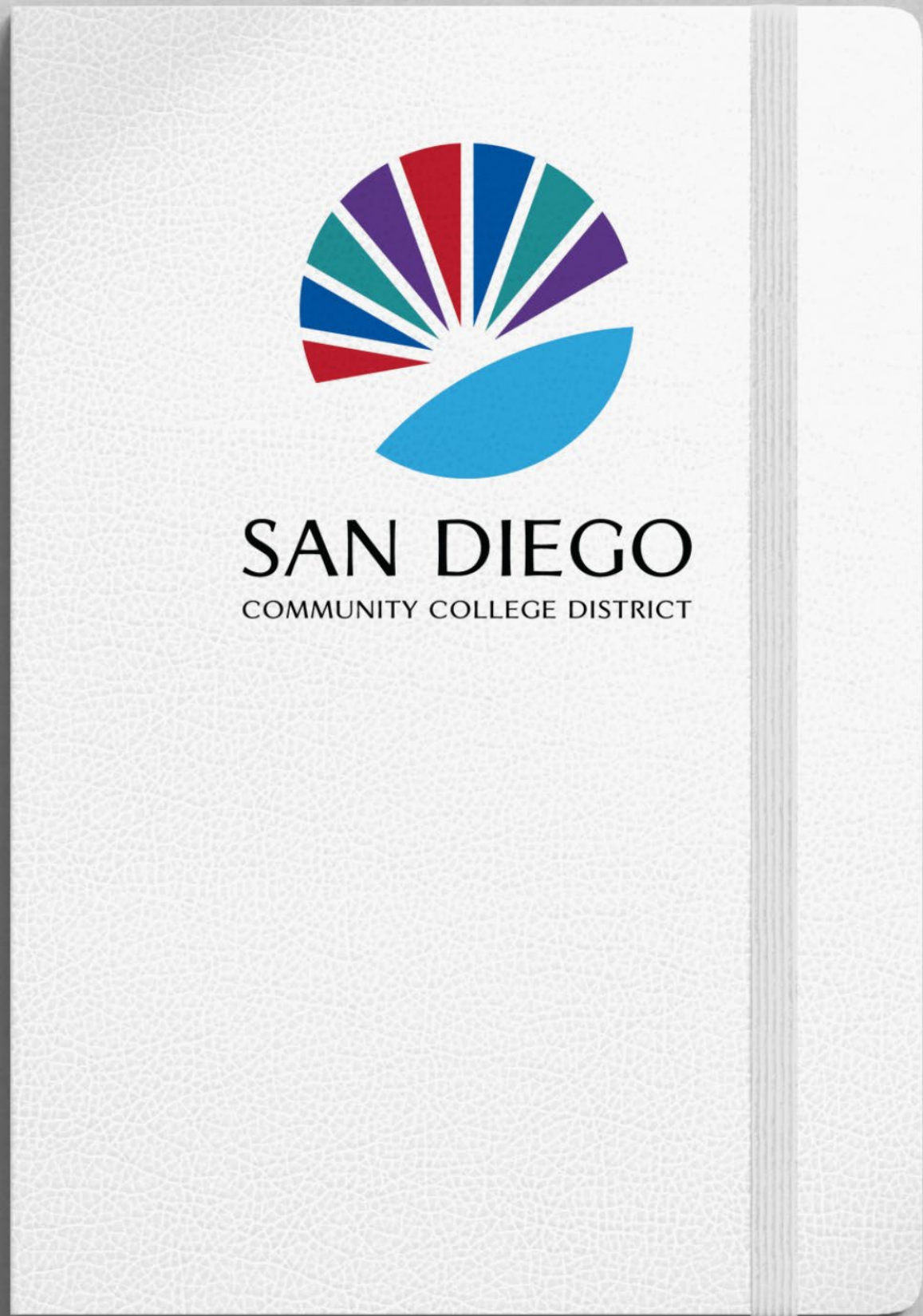


SAN DIEGO
COMMUNITY COLLEGE DISTRICT



SAN DIEGO
COMMUNITY COLLEGE DISTRICT





**Be.
Belong.
Become.**

SD
AN
SD
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GO
AN
SD
LE
GO



San Diego
Community College District

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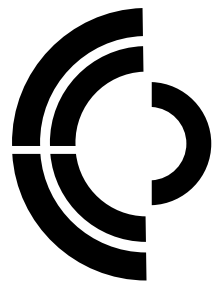
CONCEPT 2

Full Circle Experience

Holistic
Equality
Ever Evolving
Symmetry and Balance
Wheel
Connection past Circle
Full circle experience



SAN DIEGO
COMMUNITY COLLEGE DISTRICT



SAN DIEGO
COMMUNITY COLLEGE DISTRICT









San Diego
Community College District



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Belong.
Become.**

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 <p>SDCCD</p>	 <p>SDCCD</p>	 <p>SDCCD</p>	 <p>SDCCD</p>

1



San Diego
Community College District

2



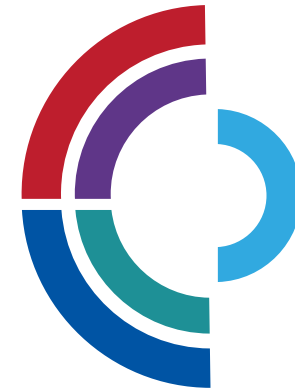
San Diego
Community College District

3



SAN DIEGO
COMMUNITY COLLEGE DISTRICT

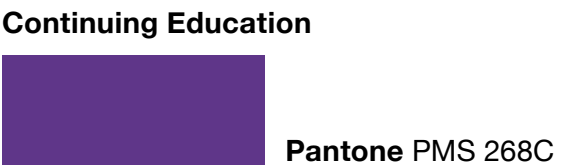
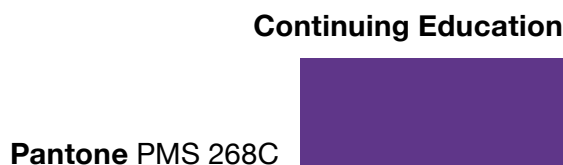
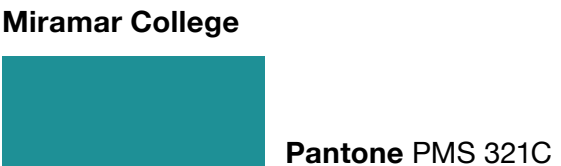
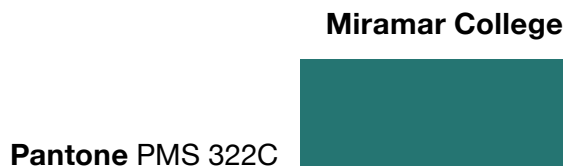
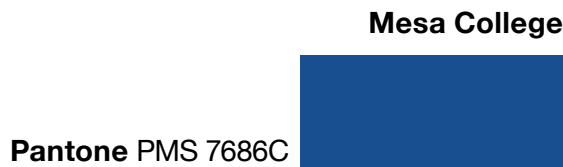
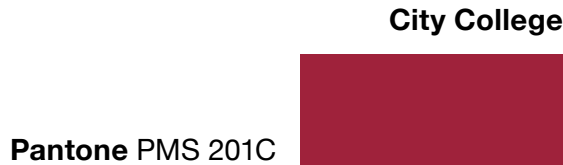
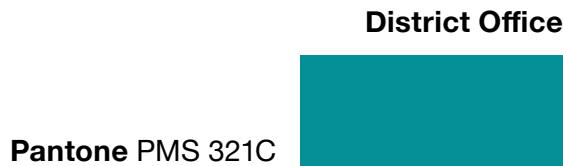
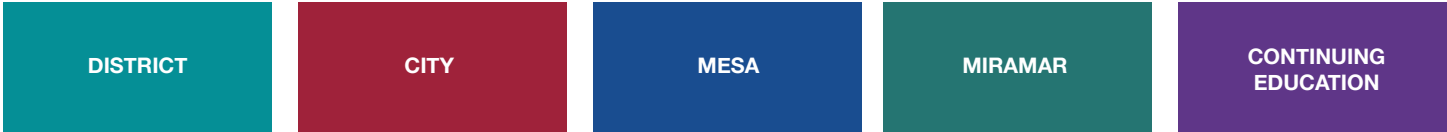
4



SAN DIEGO
COMMUNITY COLLEGE DISTRICT

EXISTING

PROPOSED



EXISTING

PROPOSED

**SAN DIEGO
COMMUNITY COLLEGE
DISTRICT**

Adobe Garamond
Bold

**SAN DIEGO
CITY COLLEGE**

**SAN DIEGO
MESA COLLEGE**

Columbia Serial
Medium

**SAN DIEGO
MIRAMAR
COLLEGE**

**SAN DIEGO
COLLEGE OF
CONTINUING
EDUCATION**

San Diego

Museo
700

Community College District

SAN DIEGO

Din
Bold

Community College District

SAN DIEGO

Din Condensed
Bold

COMMUNITY COLLEGE DISTRICT

SAN DIEGO

Columbia Serial
Medium

COMMUNITY COLLEGE DISTRICT

- Select Logos to develop for testing
- Test logo options with a survey - launch (2weeks)
- Present survey findings for preferred logo selection & approve logo
- Based on approved logo, create Brand Guide assets
- Create roll-out launch plan and schedule





LANCASTER BRAND SURVEY

BENCHMARKING THE FUTURE OF LANCASTER

- Over 2,100 responses over a four week period
- Optional engagement questions averaged at about 74%
- Highest response per day was July 23rd @ 448 responses

Logo Summary

Of the four, which logo option do you prefer the most? *

	
<input type="radio"/> Poppy	<input type="radio"/> Sunshine
	
<input type="radio"/> Infinite Poppy	<input type="radio"/> Windows into Lancaster

**Selbert
Perkins
Design.**

**APPENDIX :
SUGGESTED SUB-BRANDS**

SAN DIEGO
CITY COLLEGE

SAN DIEGO
MESA COLLEGE

SAN DIEGO
MIRAMAR
COLLEGE

SAN DIEGO
COLLEGE OF
CONTINUING
EDUCATION





San Diego
Community College District



San Diego
City College



San Diego
Mesa College



San Diego
Miramar College



San Diego
**College of
Continuing Education**



SAN DIEGO
COMMUNITY COLLEGE DISTRICT



SAN DIEGO
City College



SAN DIEGO
Mesa College



SAN DIEGO
Miramar College



SAN DIEGO
**College of
Continuing Education**



SAN DIEGO
COMMUNITY COLLEGE DISTRICT



SAN DIEGO
CITY COLLEGE



SAN DIEGO
MESA COLLEGE



SAN DIEGO
MIRAMAR COLLEGE



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