SDCCD

DISTRICT-COLLEGE BRANDING SURVEY

04.19.2024
Total Responses

Students: 2,280
Employees: 909
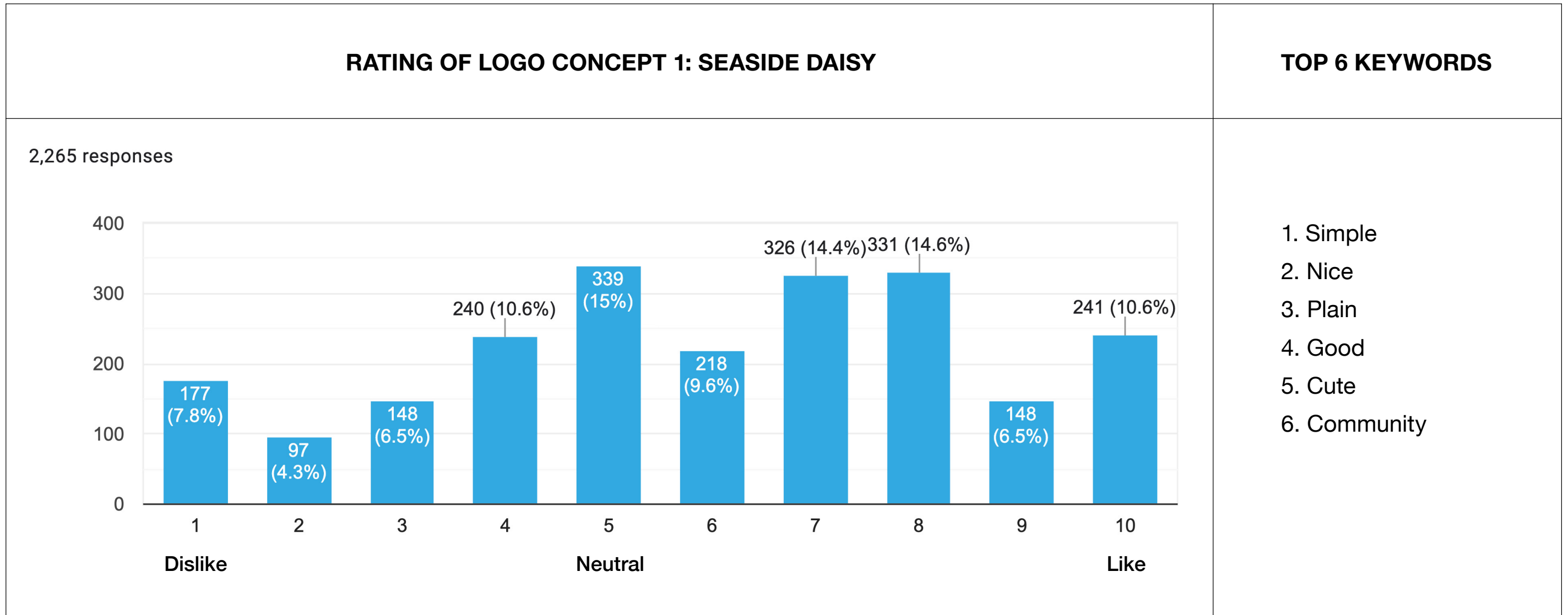**Community: 124**

Selbert
Perkins
Design.

LOGO SURVEY RESULTS

1. STUDENTS

2. EMPLOYEES

3. COMMUNITY

SPD.

04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

2

Students Group Result - 1

RATING OF LOGO CONCEPT 1: SEASIDE DAISY	TOP 6 KEYWORDS

2,265 responses

TOP 6 KEYWORDS

1. Simple
2. Nice
3. Plain
4. Good
5. Cute
6. Community

Chart data:
- 1 (Dislike): 177 (7.8%)
- 2: 97 (4.3%)
- 3: 148 (6.5%)
- 4: 240 (10.6%)
- 5 (Neutral): 339 (15%)
- 6: 218 (9.6%)
- 7: 326 (14.4%)
- 8: 331 (14.6%)
- 9: 148 (6.5%)
- 10 (Like): 241 (10.6%)

Students Group Result
What comments do you have on Logo concept 1: Seaside Daisy?

I like the strength, adaptability and growth significance of the design

Very different from the current logo. I like its simplicity

Although the logo has a meaning behind it the daisy does not represent education, it seems more of a representation of San Diego rather than school related
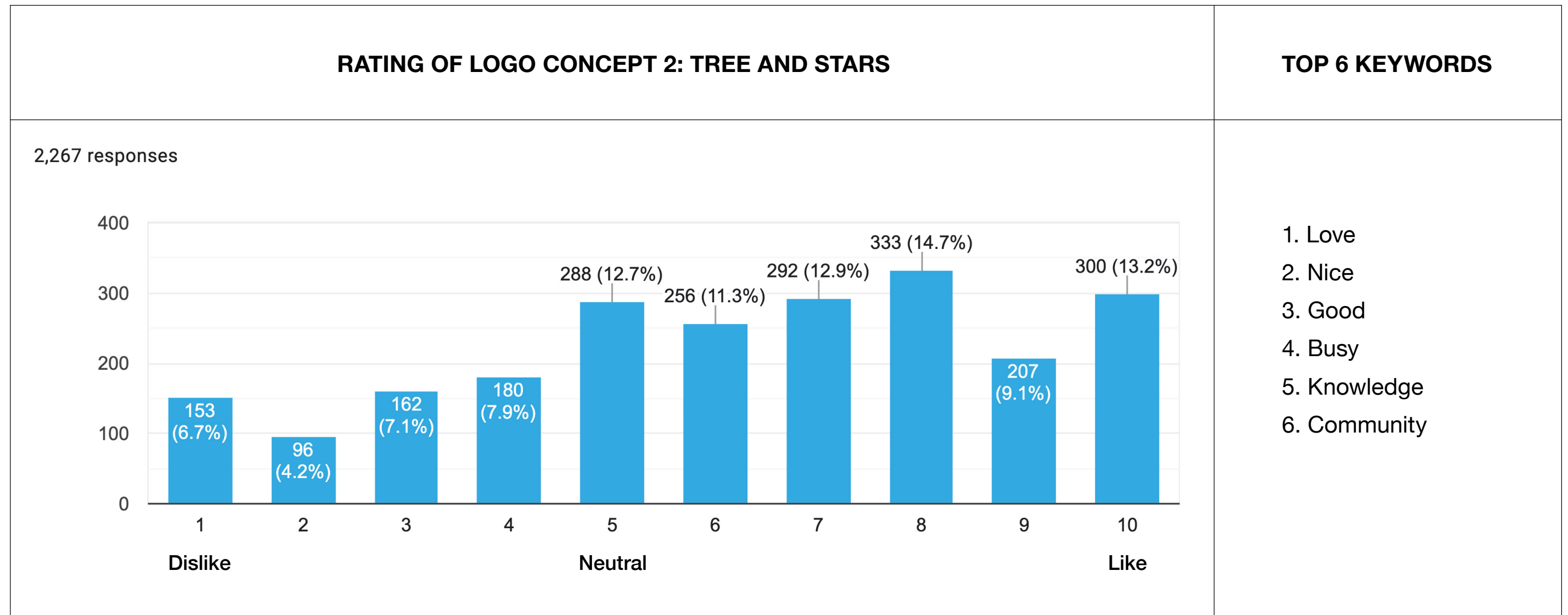
I love the symbolism of the colors. Represents San Diego well

It's nice, but a little generic

So incredibly cute, and I love the meaning behind the colors
The connection to the seaside daisy brought a little tear to my eye

It's very pretty, though I don't see the connection to San Diego

Including the different campus colors is a nice touch, along with good compatibility with dark backgrounds

I really like the concept and the meaning of the colors as well as the connection to Southern California

Concise and pleasant to look at. I like that it retains some of the original logo's design. I also like the theme of resilience, as I personally associate my time at SDCCD with resilience and pushing through

It looks nice and I love the concept, but I don't see it expressing academics or knowledge

Very Minimalist, simple yet stands out and is easily recognizable

Of the three options, this one is easily recognizable for the district, it is minimalistic enough to be remembered easily, and it embodies the college system well

I like the simplicity, but not so much the colors. I understand that the colors represent the four colleges, so maybe muted versions of those colors?

Students Group Result - 2

RATING OF LOGO CONCEPT 2: TREE AND STARS	TOP 6 KEYWORDS
2,267 responses	1. Love 2. Nice 3. Good 4. Busy 5. Knowledge 6. Community

SPD.

5

04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

5

Students Group Result
What comments do you have on Logo concept 2: Tree and Stars?

I like this logo! It seems like a tree we have here in SD! Love the addition of the stars...That's a nice touch!

I love this concept and execution, and the tree looks coastal

Visual mentionable. I like the tree symbol representing growth and the stars feel limitless

It is beautifully designed, but isn't fully representative of the district in my opinion

Knowledge and life are good. Trees are a more universal icon

It's ok, not great

I could see this logo as more of a possibility, I liked the concept behind the logo. Great balance of asymmetry and color selection

I love this one. I love the concept about the pursuit of knowledge and the limitless possibilities It's kind of like I can see myself on that logo as a student and as a person

This logo seems too busy, I liked the daisy more because it was more simple yet still effective

Love this! The tree and stars are meaningful symbols for what these colleges stand for and achieving your dreams

Really like this one, it has that representation feel that I absolutely love from it, I get a really good feel from it overall

Too much going on in one little logo

This is a really cool design. I like it a lot and it reminds me of the trees near La Jolla Cove at Ellen Browning Scripps Park

I feel as though this logo looks like it would remind me of an environmental organization as opposed to a school district

This Logo is more appealing to the eye in my opinion and is very creative than that basic flower. I like it, very fun

SPD.

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04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

6

Students Group Result - 3

RATING OF LOGO CONCEPT 3: SUNBURST	TOP 6 KEYWORDS
2,269 responses 	1. Simple 2. Good 3. Nice 4. Best 5. Favorite 6. Sunny

Bar chart values:
- 1 (Dislike): 153 (6.7%)
- 2: 101 (4.5%)
- 3: 140 (6.2%)
- 4: 172 (7.6%)
- 5 (Neutral): 301 (13.3%)
- 6: 229 (10.1%)
- 7: 335 (14.8%)
- 8: 330 (14.5%)
- 9: 213 (9.4%)
- 10 (Like): 295 (13%)
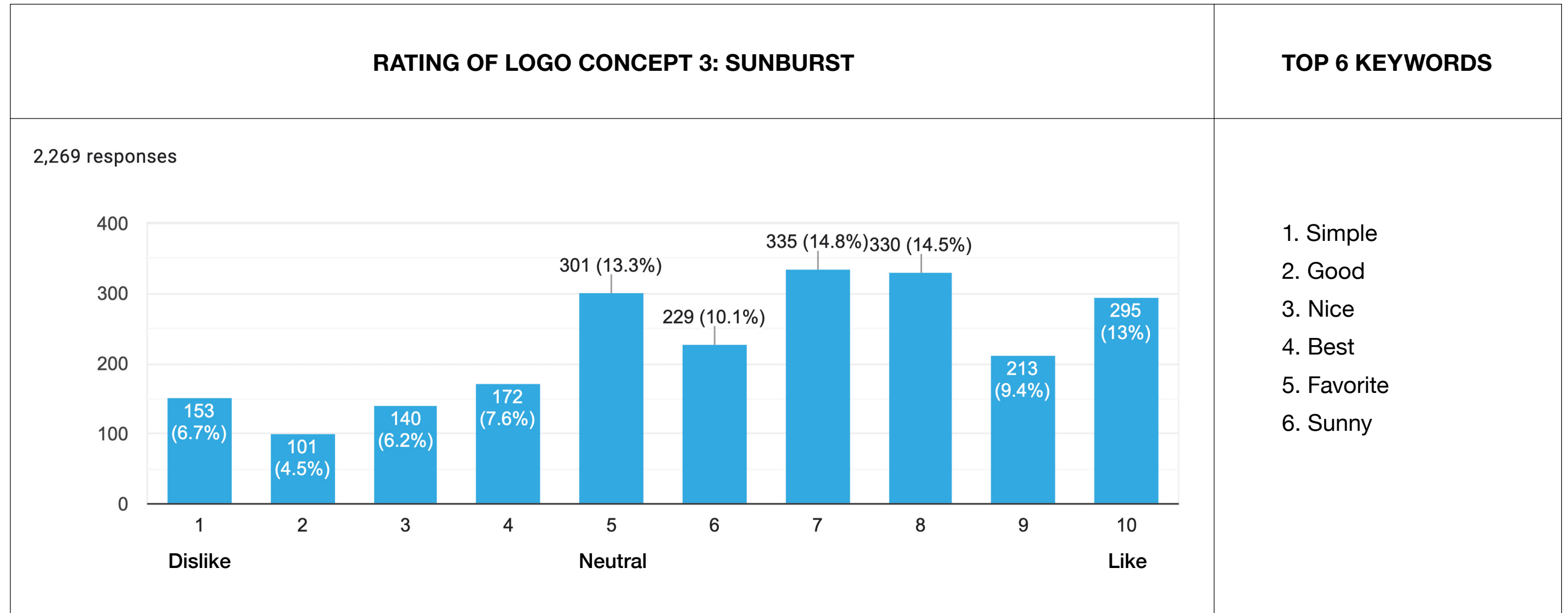
Students Group Result
What comments do you have on Logo concept 3: Sunburst?

I like that it symbolizes rays of positivity, ever-evolving nature and empowerment of students, faculty and staff

This design is great. It is simple and well designed. The logo for the college is simplistic and clean

I like the symbol I don't like the colors combinations

This is better than the other logos since San Diego is known for "always" being sunny so makes sense and having the rays be the colors of all colleges integrated is nice

This one looks more academic and goal oriented. I think of a wheel of goals to achieve

The concept is great but the design is too simple

I love this logo because anything that reflects the sun gives life
Looking at the building brings me joy and it warms my heart

Better represents education but it's too boring

This one has a good balance between the colors/colleges, and I like the overall circular design

This one is my favorite! It is cute and simple and is the most appealing to look at and I also like how the colors are more evenly balanced

I like the simplicity of this design, but there's nothing that makes it unique to San Diego

Excellent logo for all school items, emails, and can work well for merchandise

This one is also really clean. I like this the most. It is a simple design and when i think of San Diego the word sunny comes to mind. Sunny San Diego. The colors include all the schools and it's simple and nice

It works well as a logo and on merchandise, however, it does not feel unique

This art symbolizes the San Diego sun and ocean. It also symbolizes the diverse opportunities offered at the college
All three designs are attractive and clean

SPD.

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04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

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Students Group Result
Of three, which logo option do you prefer the most?

2,240 responses
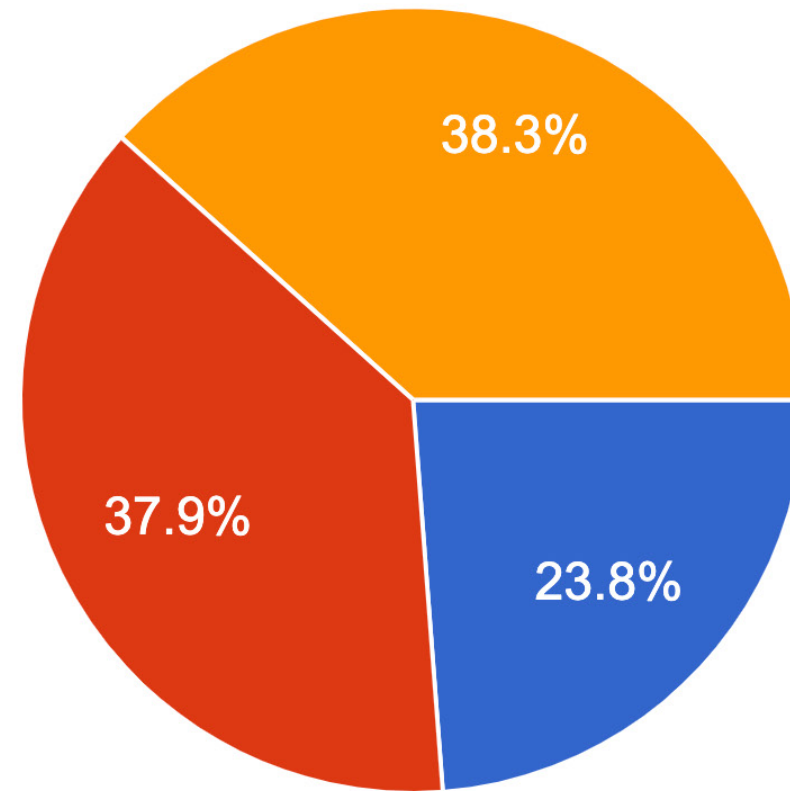
Concept 1 : Seaside Daisy

Concept 2 : Tree and Stars
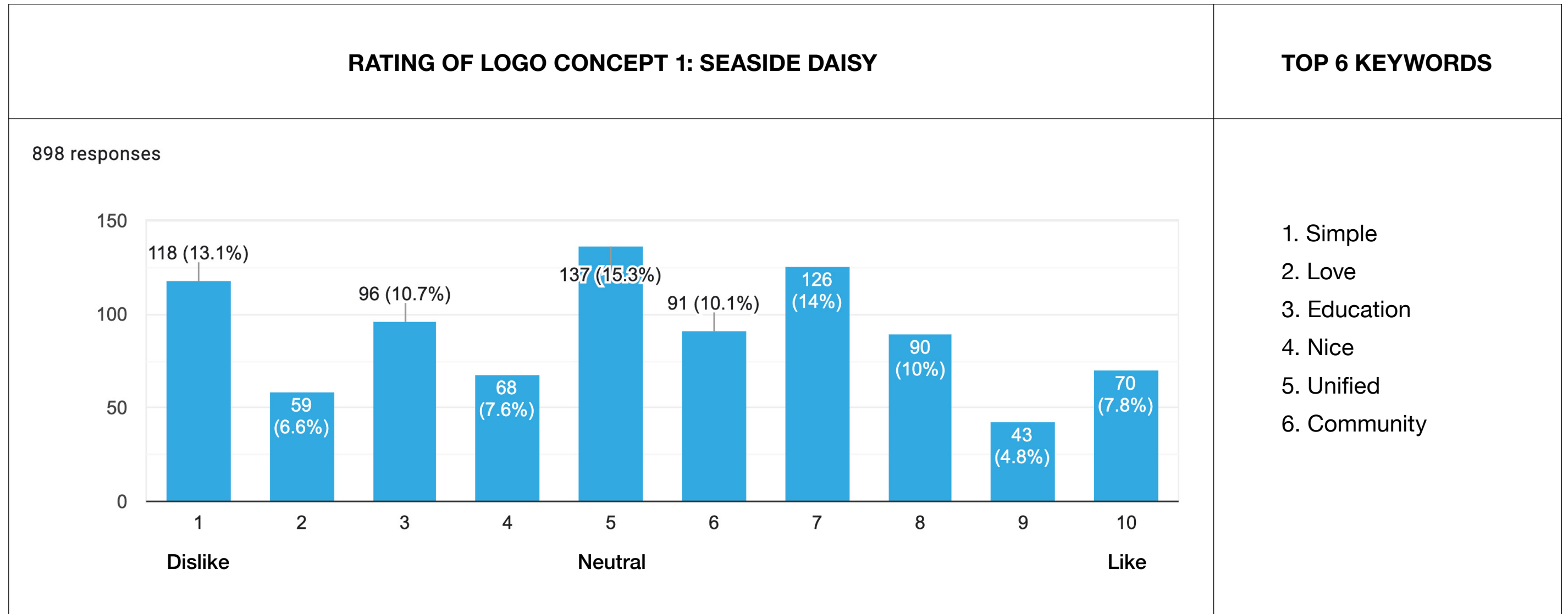

Concept 3 : Sunburst

38.3%

37.9%

23.8%

LOGO SURVEY RESULTS

1. STUDENTS

2. EMPLOYEES

3. COMMUNITY

Employees Group Result - 1

RATING OF LOGO CONCEPT 1: SEASIDE DAISY	TOP 6 KEYWORDS

898 responses

Chart bars:
- 1: 118 (13.1%)
- 2: 59 (6.6%)
- 3: 96 (10.7%)
- 4: 68 (7.6%)
- 5: 137 (15.3%)
- 6: 91 (10.1%)
- 7: 126 (14%)
- 8: 90 (10%)
- 9: 43 (4.8%)
- 10: 70 (7.8%)

X-axis: 1 (Dislike) ... 5 (Neutral) ... 10 (Like)

TOP 6 KEYWORDS

1. Simple
2. Love
3. Education
4. Nice
5. Unified
6. Community

Employees Group Result
What comments do you have on Logo concept 1: Seaside Daisy?

It's nice and colorful happy looking

It looks very welcoming and peaceful

Represents southern California and the colors of the colleges are incorporated well

Its really pretty but needs a explanation to get the significance

I like the color scheme and that it is native to Southern California. I also like that it extends in all directions much as how we operate in the community, not focusing in one direction, but all directions at once

I love the thoughtfulness behind the colors

I don't connect that logo to education

I love that there is a color for the district and the four colleges - and flowers are always awesome

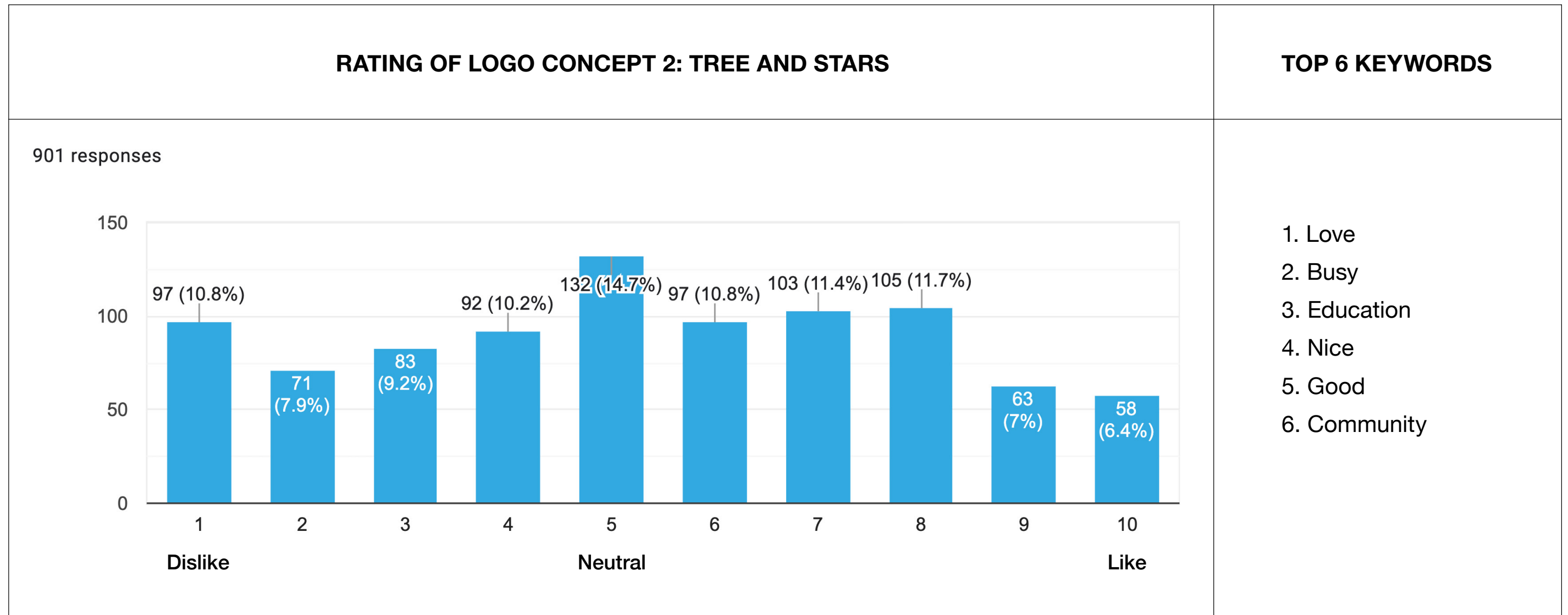Something I really like about the Daisy is that the colleges and the district appear intertwined and interconnected in this logo

While the concept behind it is very intriguing and has great meaning, the logo itself comes off more of a horticulture business than a college

I really like that each college has their own petal color and is part of the entire design

Looks a little too "commercial" to me - not like an educational institution

Inclusive, diversity and live

I like the symbolism of the concept and the balance in the colors

I feel that the logo does not tell the audience that it is a community college district

Employees Group Result - 2

RATING OF LOGO CONCEPT 2: TREE AND STARS	TOP 6 KEYWORDS

901 responses

97 (10.8%)	
71 (7.9%)	
83 (9.2%)	
92 (10.2%)	
132 (14.7%)	
97 (10.8%)	
103 (11.4%)	
105 (11.7%)	
63 (7%)	
58 (6.4%)	

1 — Dislike
5 — Neutral
10 — Like

1. Love
2. Busy
3. Education
4. Nice
5. Good
6. Community

Employees Group Result
What comments do you have on Logo concept 2: Tree and Stars?

I think this expresses the area we know and live in and it feels calming

I like the symbolism

It doesn't look like a school logo

This is a better concept, I like the representation of the four colleges colors

I like the symbolism. The image is a little "busy" for my preferences

I like the tree and the colors below make sense because they seem to represent the colleges, I like it

I love how this feels like I'm standing on a cliff overlooking the ocean

Does not look collegiate to me

This is visually the best and most noticeable, although the most divergent from our current logo. I think this is a great break with the old, although not sure if it will hurt recognition since it is so different

Love that tree symbolizes the pursuit of knowledge and the limitless possibilities that flourish within the District

Nice but too detailed for a logo

I really like the tree. Represents growth

I like the idea of the tree and the colors to represent each campus but feel like San Diego should have a sun and some waves

I do like the representation of the tree which does provide a good connection between knowledge and the educational mission of the District

This says to me that we are grounded and our branches show our diversity and we should reach for the stars

Employees Group Result - 3
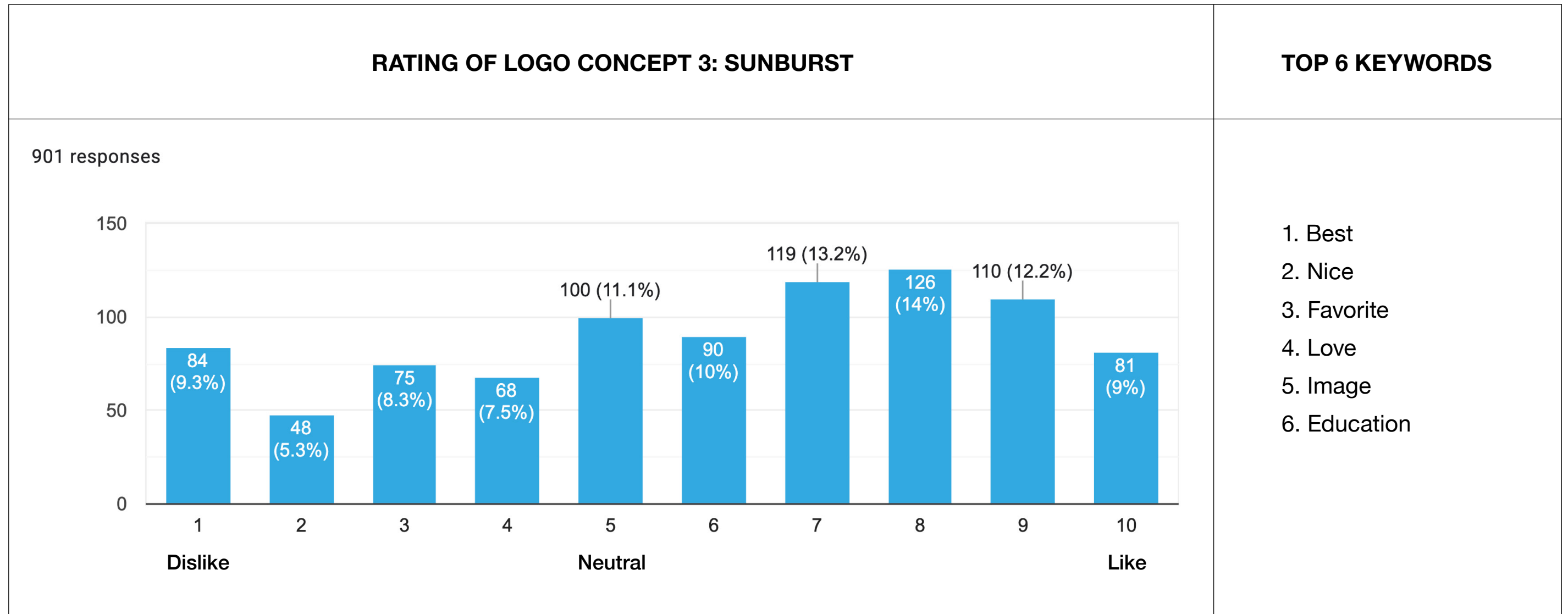
RATING OF LOGO CONCEPT 3: SUNBURST	TOP 6 KEYWORDS

901 responses

TOP 6 KEYWORDS

1. Best
2. Nice
3. Favorite
4. Love
5. Image
6. Education

Employees Group Result
What comments do you have on Logo concept 3: Sunburst?

I like the colors and the font. I think this one stands out more than the others
I like how the colors represent the colleges and the blue water

This is the strongest concept! It nicely uses the same typeface that the current colleges use, plus its sun theme reflects such an iconic aspect of "Sun" Diego and our notability for the best weather in the US

I feel happy when I see it

For me there is no distinction that the light blue shape is identifiable as for the District

My top vote for logo for re-branding. Out of all 3, this one seems to have a closer alignment for education rather than another industry. It's still inviting, it still represents a great metaphor

Really nice! I like how each college is represented side by side with each other
I know the other two were also San Diego themed, but this one feels like the theme lands, while the other two missed

It's OK. Looks a little too generic to me

Love the concept and the image! Simple yet says a lot about SDCCD

At least says something specific about San Diego but still don't love it

This has clean and straightforward applications. I like the colors and application for San Diego

Nice, even use of color. I like the infinity circle shape of it; suggests positive energy at first glance
With the sun rays mixed rather than grouped, it suggests a collaborative strength

Has a memorable visual presence however the use of so many colors in large amounts weakens the overall aesthetic

This reminds me of a new day and new beginnings

It just doesn't speak to me. It could represent anything, or nothing

Clean, I like the representation of the earth and the sunburst with the different district colors

Employees Group Result
Of three, which logo option do you prefer the most?

872 responses
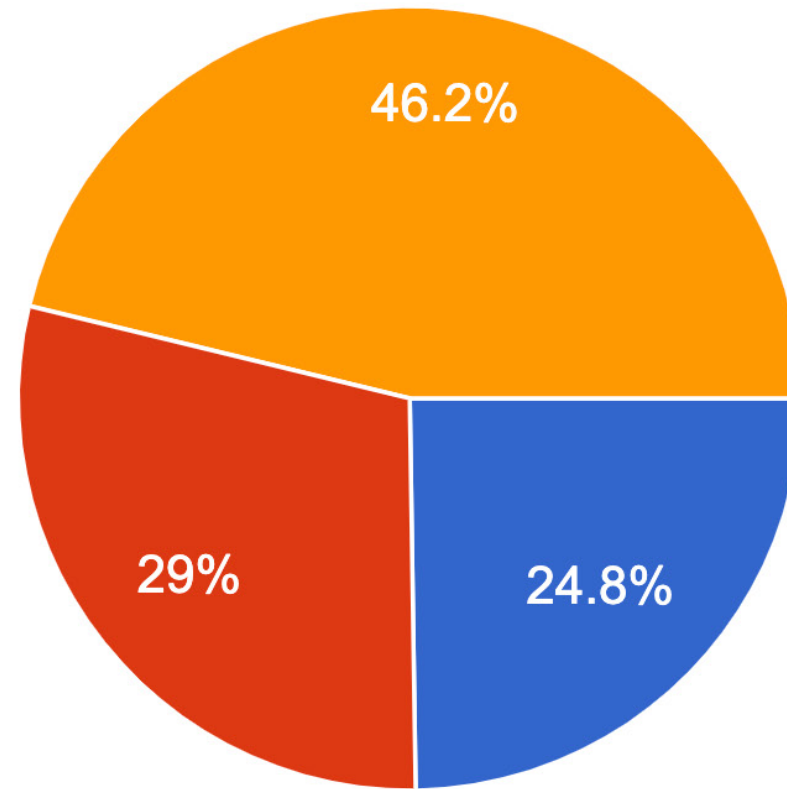
Concept 1 : Seaside Daisy

Concept 2 : Tree and Stars

Concept 3 : Sunburst

46.2%

29%

24.8%

LOGO SURVEY RESULTS

1. STUDENTS

2. EMPLOYEES

3. COMMUNITY

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04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

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Community Group Result - 1

RATING OF LOGO CONCEPT 1: SEASIDE DAISY	TOP 6 KEYWORDS

118 responses

Chart: RATING OF LOGO CONCEPT 1: SEASIDE DAISY
- 1 (Dislike): 8 (6.8%)
- 2: 4 (3.4%)
- 3: 12 (10.2%)
- 4: 7 (5.9%)
- 5 (Neutral): 18 (15.3%)
- 6: 10 (8.5%)
- 7: 21 (17.8%)
- 8: 18 (15.3%)
- 9: 6 (5.1%)
- 10 (Like): 14 (11.9%)

TOP 6 KEYWORDS
1. Education
2. Love
3. Nice
4. Clean
5. Connection
6. Strong
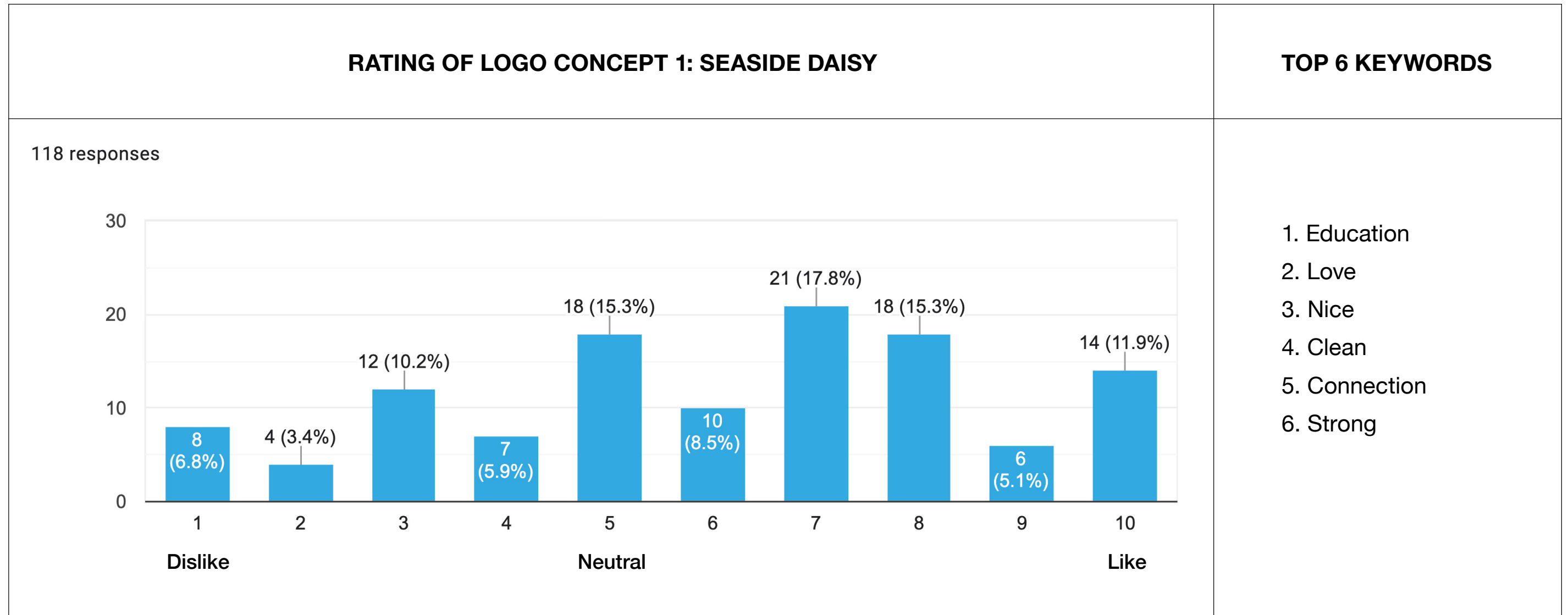
Community Group Result
What comments do you have on Logo concept 1: Seaside Daisy?

Is bright,energetic, and shows diversity

Like the combination of colors and the clean lines

Like it. It seems clean and clear

Nice, but not inspiring

It looks youthful and very attractive - the colors complement each other

Disconnect to education for me

It's less formal and less about imposing than the current one. Its design looks is most reminiscent of the current one. The multiple, symbolic colors are an improvement, though

Like the simplicity and meaning

It's nice and clean. Not sure that the four colleges are associated with the four colors strongly enough for people to make the connection

Easily recognizable

Love the subtle color reflecting the differences between the petals and what they represent

It's fine but not memorable

Daisies are symbols of hope and optimism to me and I feel that the SDCCD helps reach all who wish to learn and feel optimistic about their future no matter what circumstances they come from or what educational level they bring. There is a place for them on the daisy

I like that each colleges colors are reflected in the petals

It isn't very self-explanatory meaning, it just looks like a flower - but it is pretty
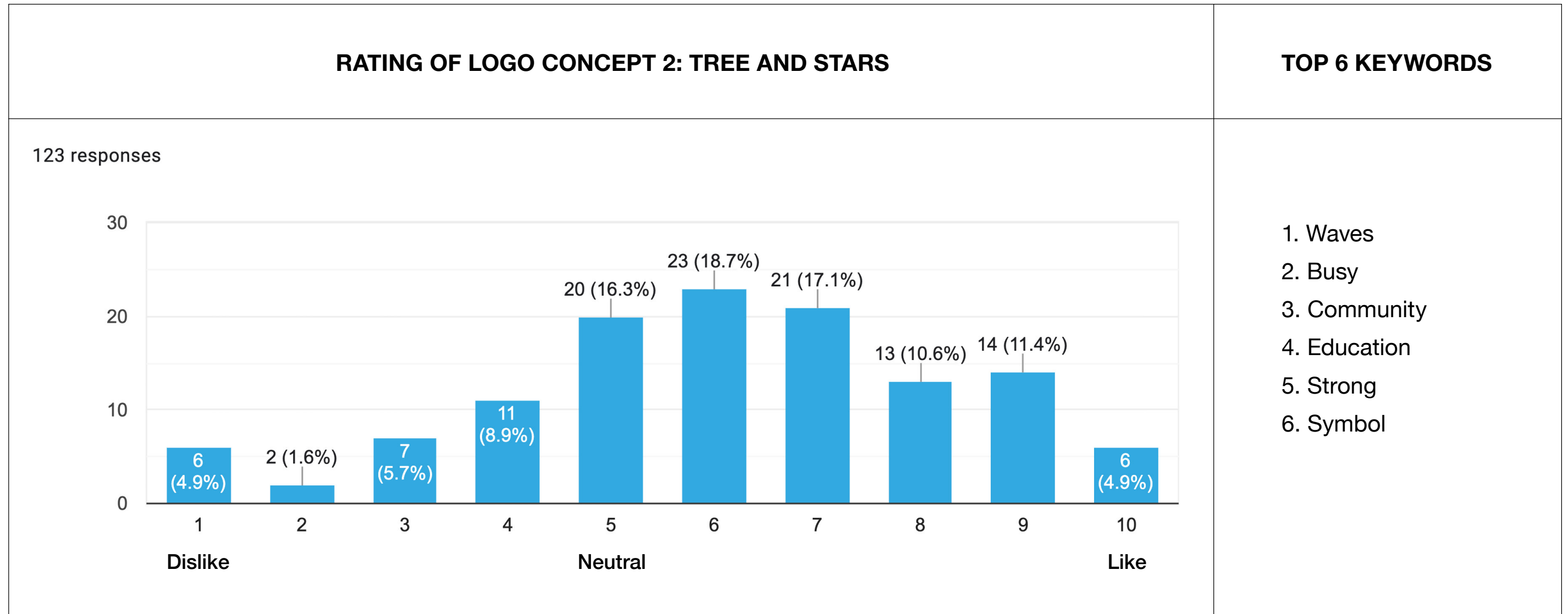
I like how the flower is symbolic of growth, and I think it looks good in application

Community Group Result - 2

RATING OF LOGO CONCEPT 2: TREE AND STARS	TOP 6 KEYWORDS

123 responses

Chart bars:
- 1 (Dislike): 6 (4.9%)
- 2: 2 (1.6%)
- 3: 7 (5.7%)
- 4: 11 (8.9%)
- 5: 20 (16.3%)
- 6: 23 (18.7%)
- 7: 21 (17.1%)
- 8: 13 (10.6%)
- 9: 14 (11.4%)
- 10 (Like): 6 (4.9%)

TOP 6 KEYWORDS:
1. Waves
2. Busy
3. Community
4. Education
5. Strong
6. Symbol

Community Group Result
What comments do you have on Logo concept 2: Tree and Stars?

I like this concept, especially with representing all schools

I like the tree and the stars reminds me of all those that passed through the community colleges

Too busy and environmental organization looking

More connected as the tree can symbolize growth and development

Does not look like an educational symbol

The tree and the connection to knowledge is appealing. The lines below representing the colleges also seem to reflect ocean waves and our physical location near the coast

I like how connected and seamless the logo is. The tree looks sturdy in the waves

I like the concept but the tree looks like it's leaning rather than growing tall

The tree is a good symbol for life, growth, nurturing

The image feels like traditional education imagery

I think there is too much detail in the logo and find it distracting
It doesn't have a strong sense of partnership and collaboration, like the petals of the daisy do

I like what the different pieces represent

I think it is a little too busy and the message not so clear

The shape of the logo is full circle, representing the stability and continuity of SDCCD

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04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

Community Group Result - 3

RATING OF LOGO CONCEPT 3: SUNBURST	TOP 6 KEYWORDS

123 responses

Chart data — Rating of Logo Concept 3: Sunburst:
- 1 (Dislike): 4 (3.3%)
- 2: 3 (2.4%)
- 3: 8 (6.5%)
- 4: 8 (6.5%)
- 5 (Neutral): 7 (5.7%)
- 6: 19 (15.4%)
- 7: 18 (14.6%)
- 8: 23 (18.7%)
- 9: 20 (16.3%)
- 10 (Like): 13 (10.6%)

TOP 6 KEYWORDS:
1. Nice
2. Education
3. Good
4. Best
5. Pretty
6. Busy
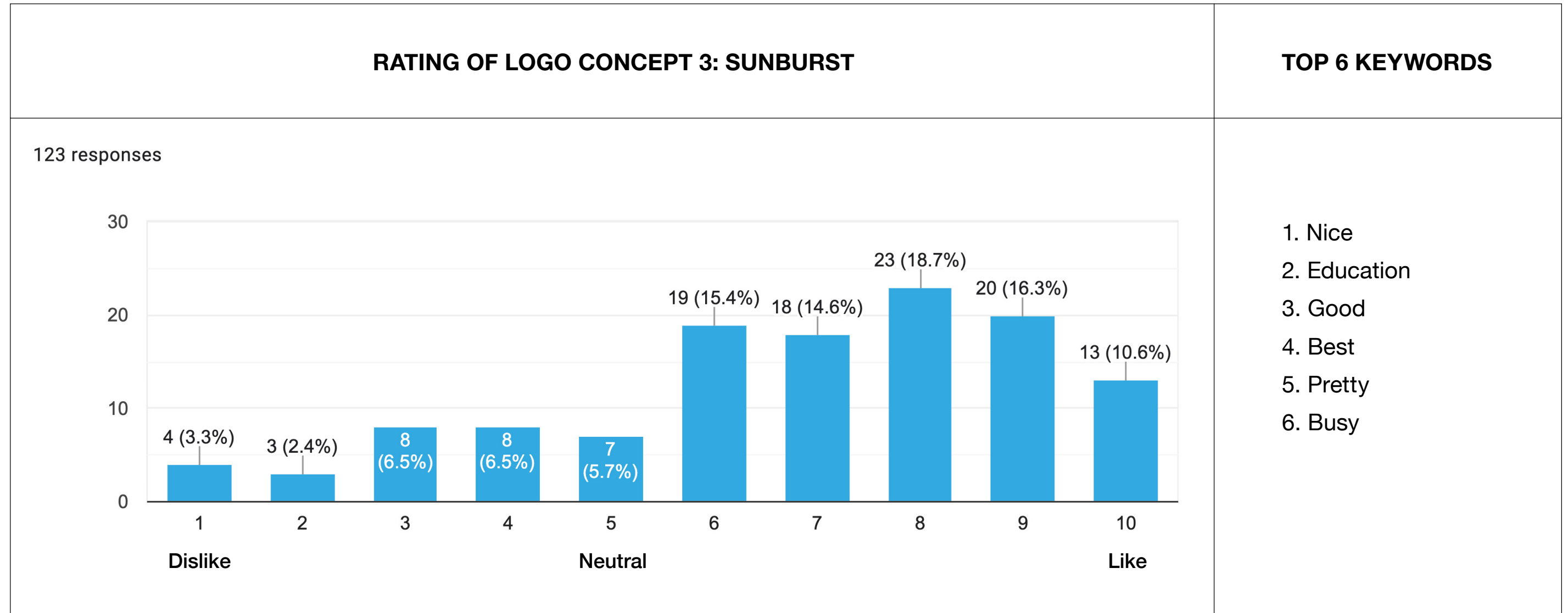
Community Group Result
What comments do you have on Logo concept 3: Sunburst?

This is a great design, similar to the flower version. This one is bolder than the flower

Striking. Also scalable to different sizes

San Diego is synonymous with sunshine throughout the city. It's generic enough to be inclusive of each campus

I prefer less busy logos

Full of sun and optimism! Love this!!!

Good feeling of movement, but not as unique a concept

This one reminds me of a promise for a better future for all! The sun will rise again! Cease the day and evolve over time through education

Like it, bright and vibrant

Seems too corporate, pretty but not inviting

I *really* like this one! I think it's interesting and inspiring, I love the sunburst, reminds me of sunny San Diego and a new day and I like how the burst is sort of off-set, and I think it looks really good in application

This feels fresher and more modern than the others

Feels too corporate and too abstract to be seen as rays of sunshine

Okay, looks like you have a winner. Cheerful and optimistic and the angle to the blue wedge gives it a more dynamic look
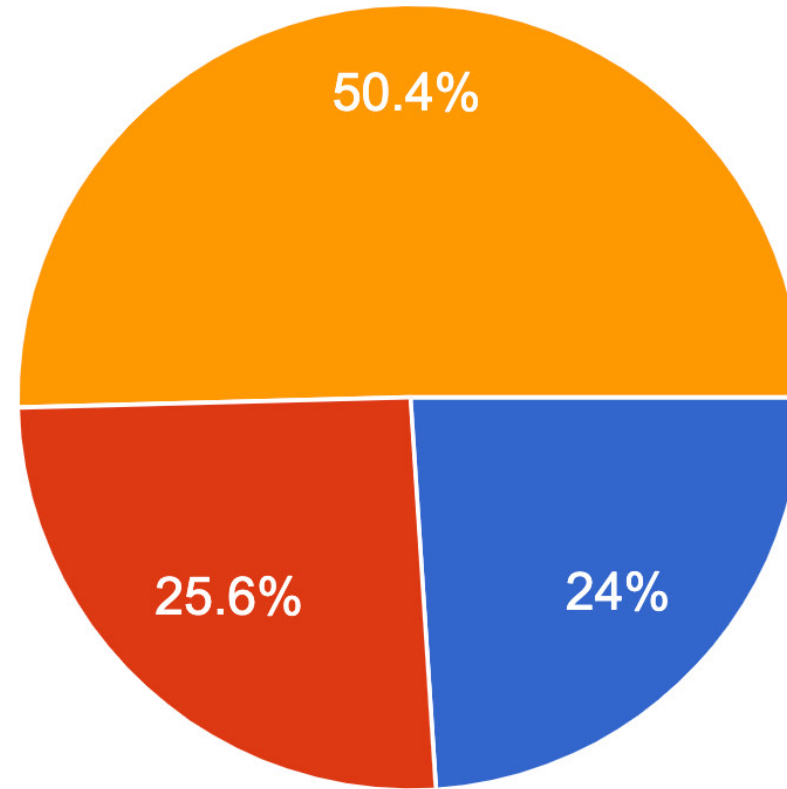
Not really memorable for me

I love this one! The image of the sun resonates with San Diego. The multi-colors of the sun also seem to express diversity

Community Group Result
Of three, which logo option do you prefer the most?

121 responses

50.4%

25.6%   24%

Concept 1 : Seaside Daisy

Concept 2 : Tree and Stars

Concept 3 : Sunburst

LOGO SURVEY RESULTS

LOGO SELECTION SUMMARY

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04.26.2024

**San Diego
Community College District**

**SURVEY RESULTS
LOGO**

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Students, Employees, and Community
Of three, which logo option do you prefer the most?

- Concept 1 : Seaside Daisy
- Concept 2 : Tree and Stars
- Concept 3 : Sunburst

STUDENTS	EMPLOYEES	COMMUNITY
38.3% 37.9% 23.8%	46.2% 29% 24.8%	50.4% 25.6% 24%
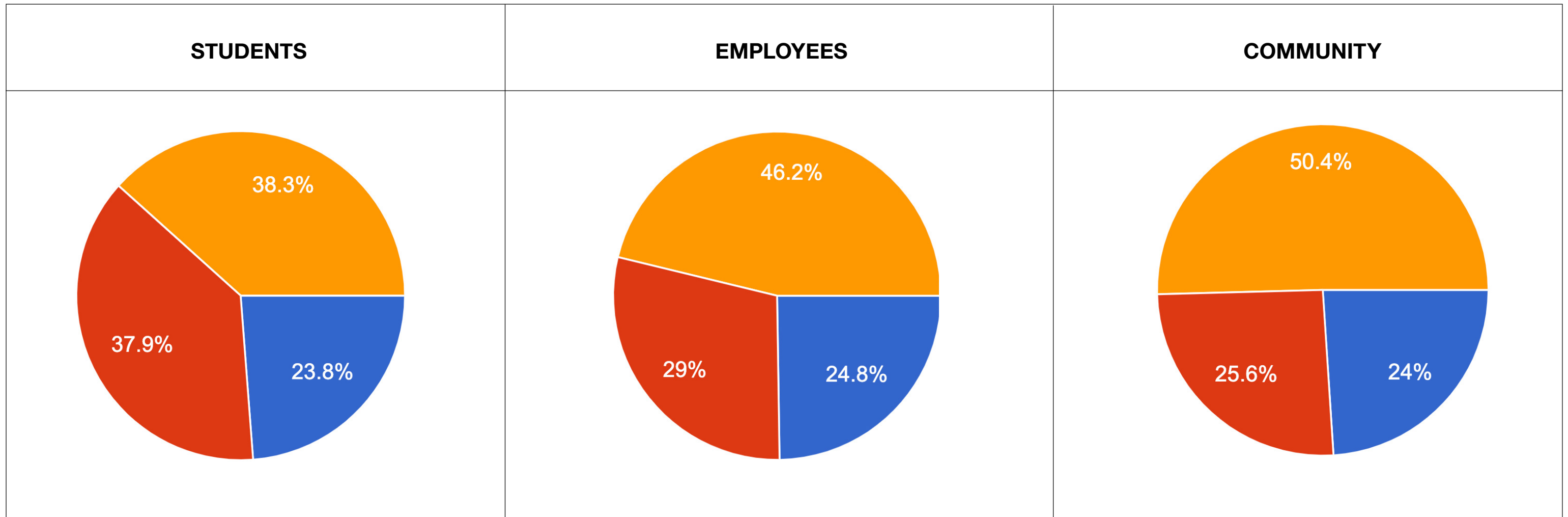
LOGO CONCEPT 3 was picked most preferred for all three groups.

TYPEFACE SURVEY RESULTS

SPD.

04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

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Students Group Result

Shown below are the typefaces used in the existing logos for the District and colleges. Please indicate whether you agree or disagree with the following statements:

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

#1 The current font used by the colleges is good the way it is.

The font used by the colleges should be updated

#2 The District should use the same font as the colleges

The District should have its own unique font.

#3 If the District selects a new font, the colleges logos should adopt that new font.
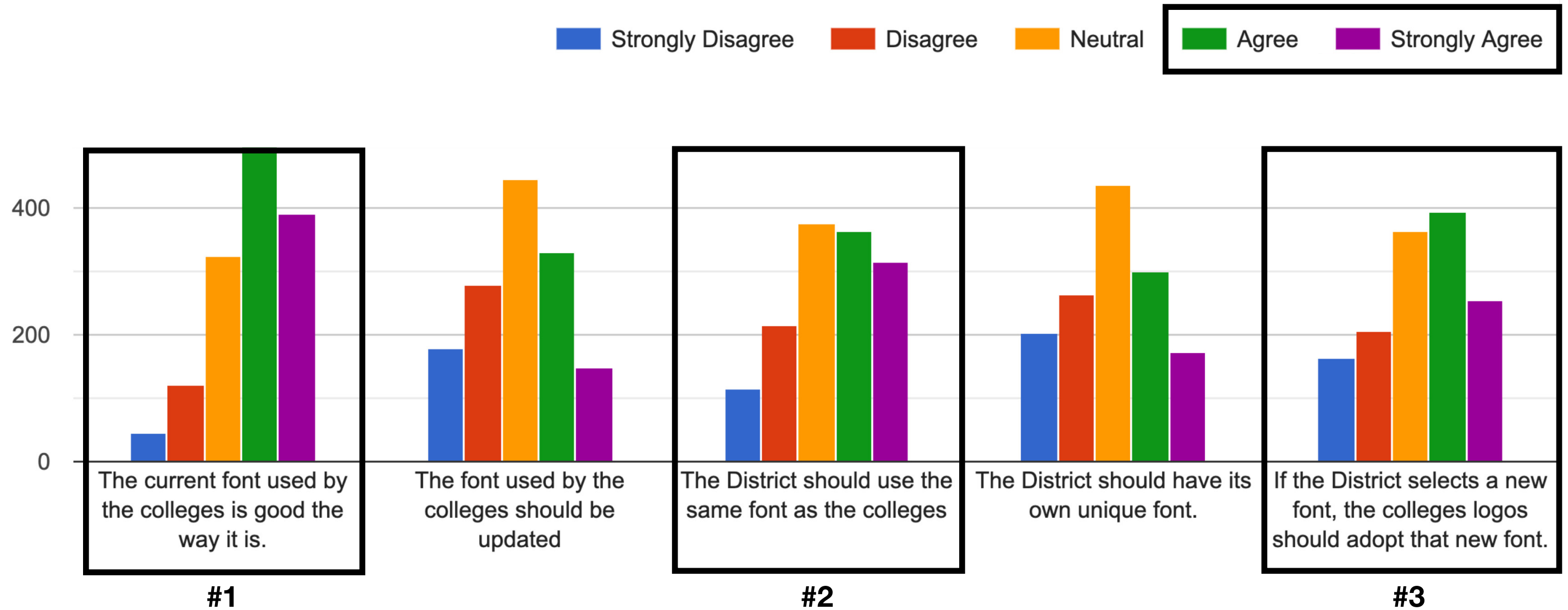
STUDENTS group responded that they most strongly agree that the current font used by the colleges is **good** the way it is, and district should use **same** font as the colleges.
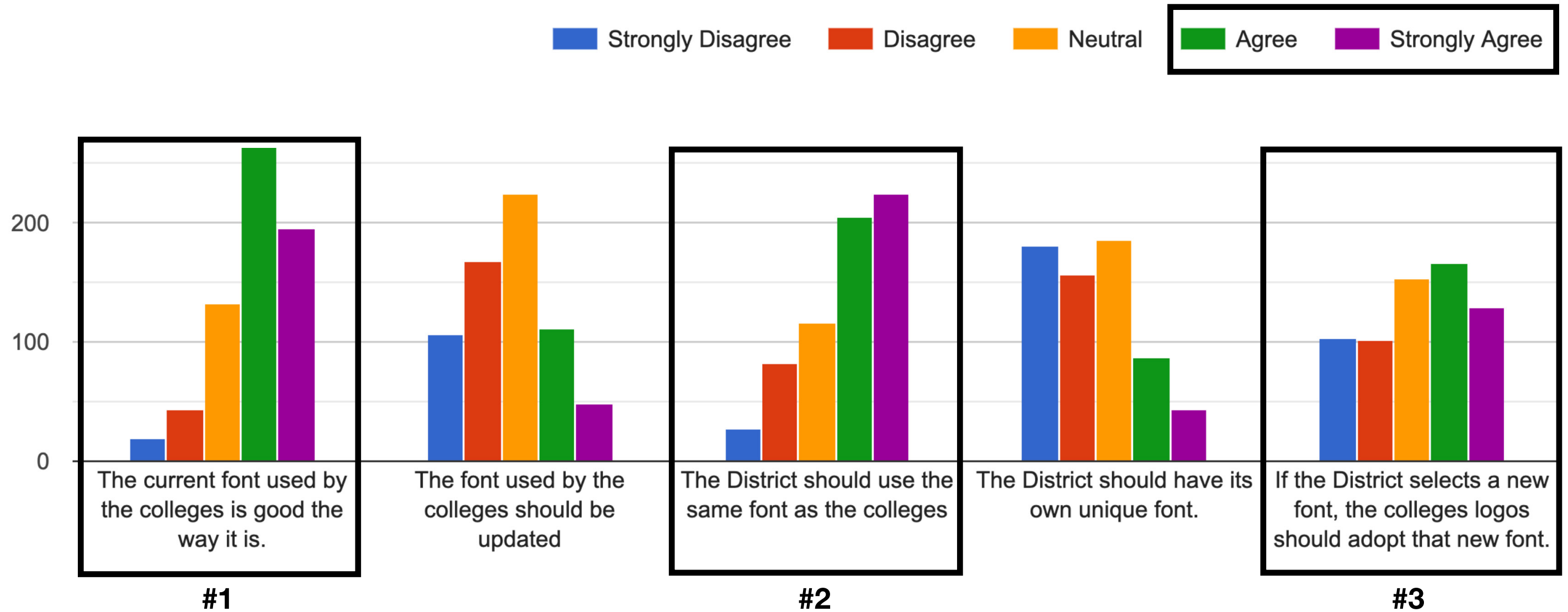
Employee Group Result

Shown below are the typefaces used in the existing logos for the District and colleges. Please indicate whether you agree or disagree with the following statements:

Legend: ■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

#1 — The current font used by the colleges is good the way it is.

The font used by the colleges should be updated

#2 — The District should use the same font as the colleges

The District should have its own unique font.

#3 — If the District selects a new font, the colleges logos should adopt that new font.

EMPLOYEES group responded that they most strongly agree that the current font used by the colleges is **good** the way it is, and district should use **same** font as the colleges.
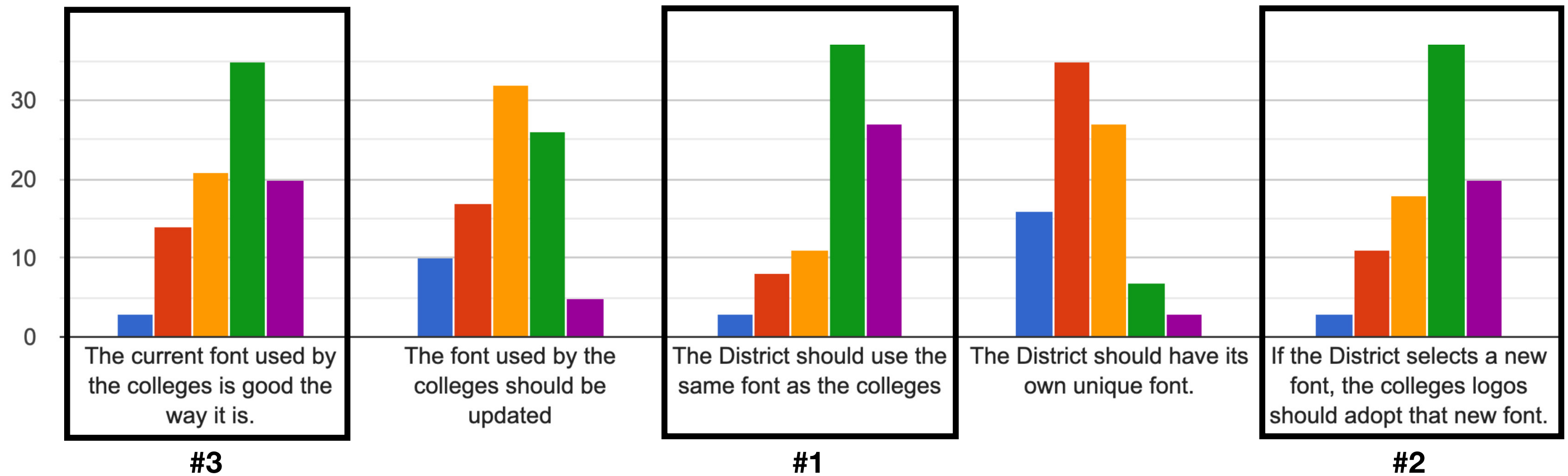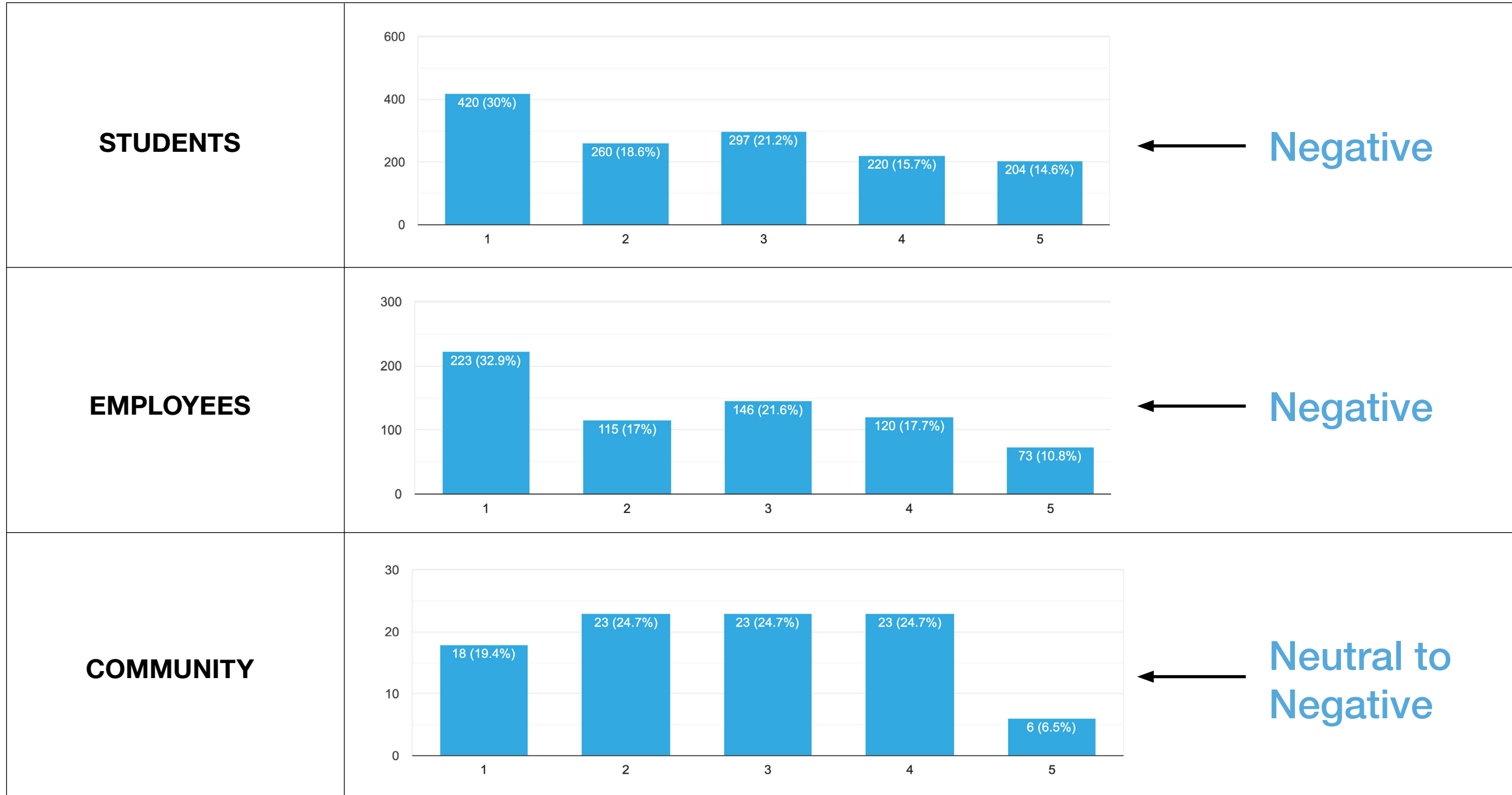
Community Group Result

Shown below are the typefaces used in the existing logos for the District and colleges. Please indicate whether you agree or disagree with the following statements:

Legend: Strongly Disagree · Disagree · Neutral · Agree · Strongly Agree

#3 — The current font used by the colleges is good the way it is.

The font used by the colleges should be updated

#1 — The District should use the same font as the colleges

The District should have its own unique font.

#2 — If the District selects a new font, the colleges logos should adopt that new font.

COMMUNITY group responded that they most strongly agree that the District should use the **same** font as the colleges, and that college logos should **adopt** if new District font is selected.
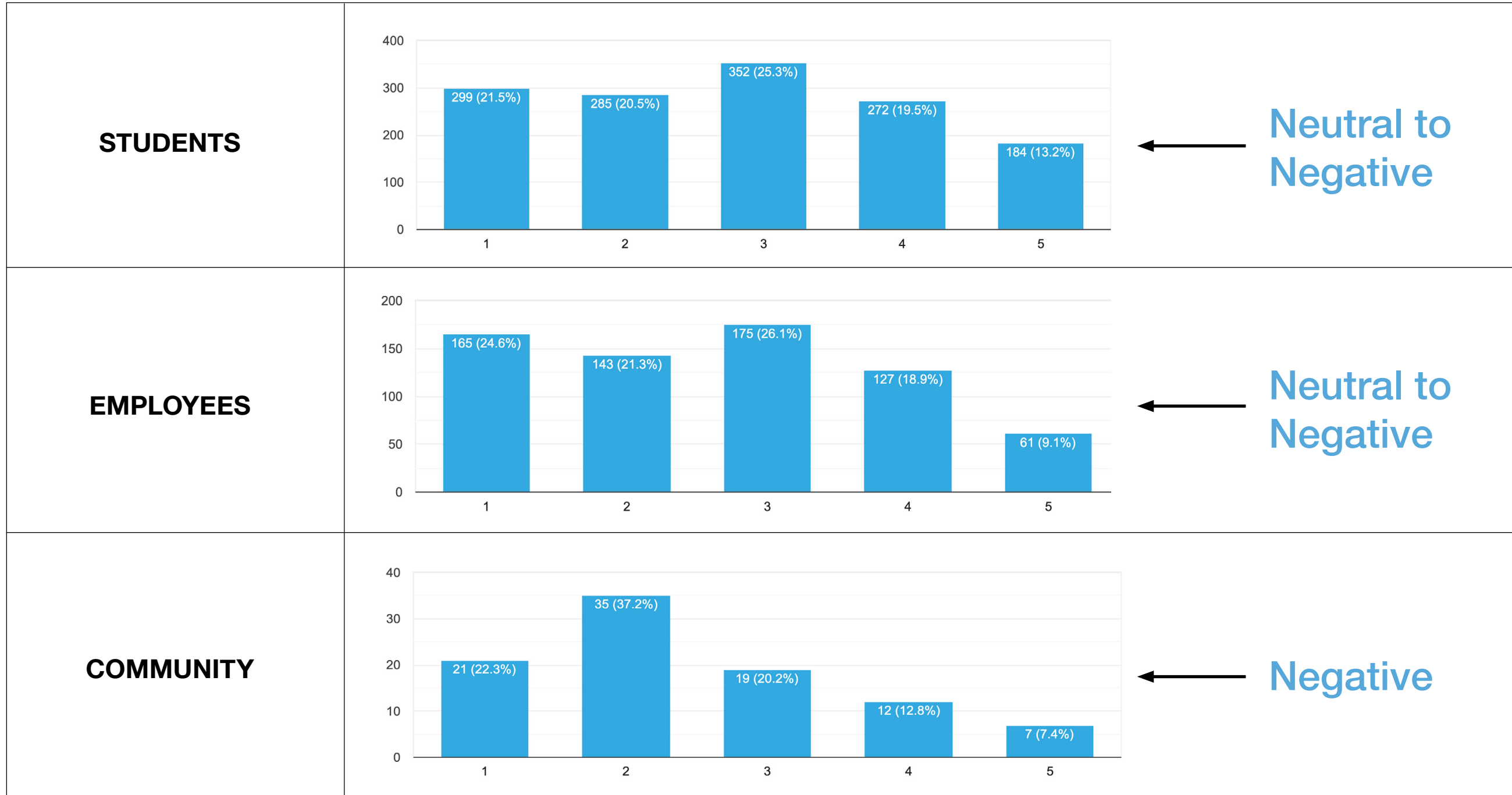
How do you rate the font Museo as a potential typography option for district logo?

1 = Negative, 5 = Positive

STUDENTS	Bar chart: 1: 420 (30%), 2: 260 (18.6%), 3: 297 (21.2%), 4: 220 (15.7%), 5: 204 (14.6%) → **Negative**
EMPLOYEES	Bar chart: 1: 223 (32.9%), 2: 115 (17%), 3: 146 (21.6%), 4: 120 (17.7%), 5: 73 (10.8%) → **Negative**
COMMUNITY	Bar chart: 1: 18 (19.4%), 2: 23 (24.7%), 3: 23 (24.7%), 4: 23 (24.7%), 5: 6 (6.5%) → **Neutral to Negative**

How do you rate the font DINW as a potential typography option for district logo?

1 = Negative, 5 = Positive

STUDENTS — Neutral to Negative

- 1: 299 (21.5%)
- 2: 285 (20.5%)
- 3: 352 (25.3%)
- 4: 272 (19.5%)
- 5: 184 (13.2%)

EMPLOYEES — Neutral to Negative

- 1: 165 (24.6%)
- 2: 143 (21.3%)
- 3: 175 (26.1%)
- 4: 127 (18.9%)
- 5: 61 (9.1%)

COMMUNITY — Negative

- 1: 21 (22.3%)
- 2: 35 (37.2%)
- 3: 19 (20.2%)
- 4: 12 (12.8%)
- 5: 7 (7.4%)

How do you rate the font Optima as a potential typography option for district logo?

1 = Negative, 5 = Positive

STUDENTS — Positive
- 120 (8.5%), 124 (8.8%), 255 (18.2%), 400 (28.5%), 505 (36%)

EMPLOYEES — Positive
- 46 (6.8%), 60 (8.9%), 133 (19.7%), 210 (31.1%), 226 (33.5%)

COMMUNITY — Overall Positive
- 6 (6.4%), 8 (8.5%), 17 (18.1%), 34 (36.2%), 29 (30.9%)
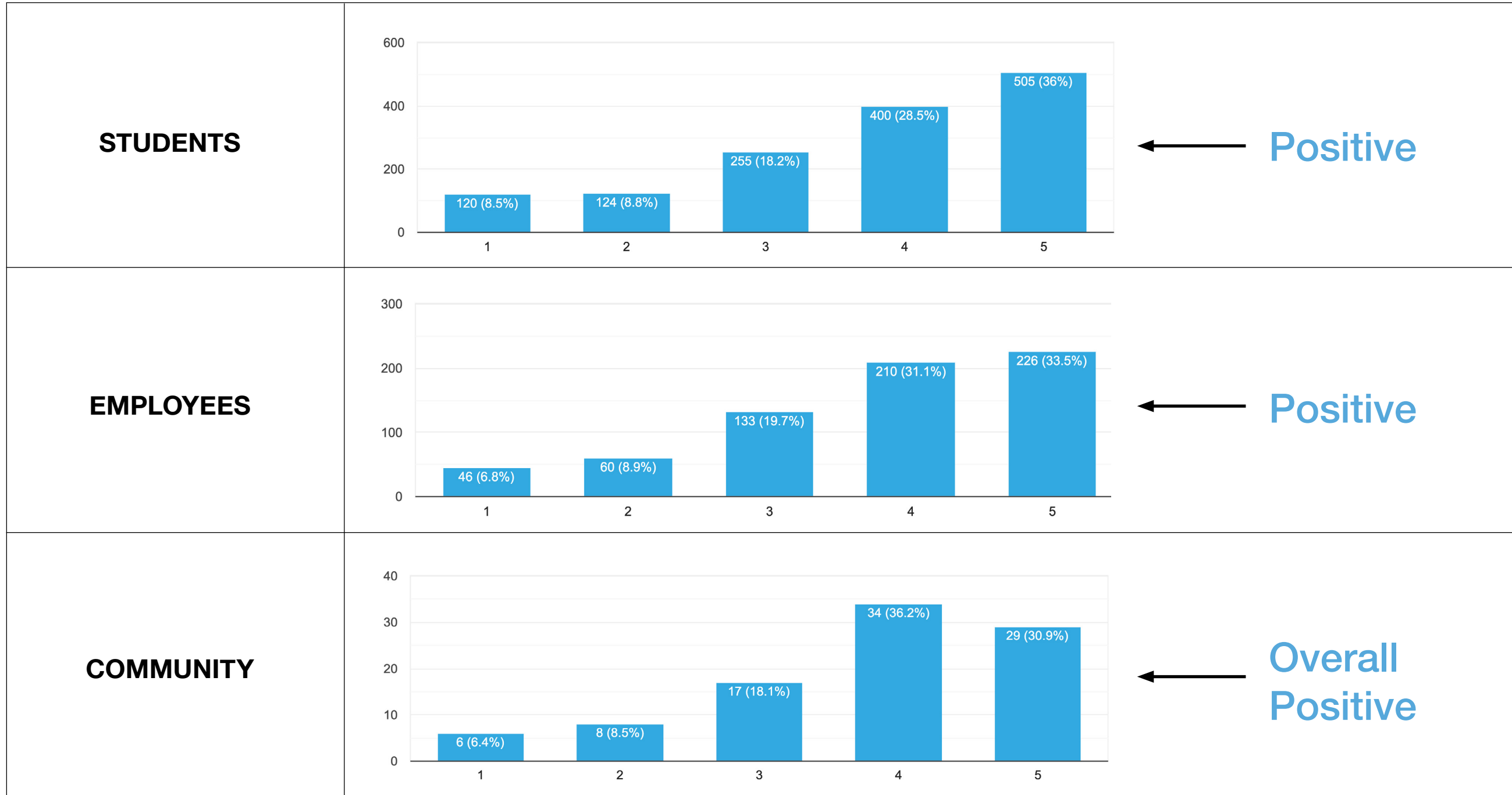
	Museo	DIN	Optima
STUDENTS	Negative	Neutral to Negative	Positive
EMPLOYEES	Negative	Neutral to Negative	Positive
COMMUNITY	Neutral to Negative	Negative	Overall Positive

Students, Employees and Community responded **positively** to the font **Optima.**

RECOMMENDATION

SPD.

04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

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EXISTING

SUNBURST

- DIN typeface is more legible and timeless
- DIN is ADA compliant for signage
- Balances well with Optima (used in existing college logos)

TYPEFACE COMPARISON

EXISTING

SUNBURST + OPTIMA

SUNBURST + DIN

NEXT STEPS

SPD.

04.26.2024

San Diego
Community College District

SURVEY RESULTS
LOGO

39

- **Approve Final Logo**

- **SPD to create Logo Guide**

- **Move to Phase 2**

SCHEDULE

3 Logo Development
Logo Development

2.1 Focus Group Preparation & Survey Draft - February **13**, 2024

2.2 Stakeholder Meetings - February **28**, 2024
1. Chancellors Cabinet Meeting - **February 13th**
2. DGC Group - **March 6th, Miramar**

Delayed - Moved to April
3. Survey Launch (2 weeks) - **Logo testing - March - w/o** April 8-15

Delayed - Moved to April
2.3 Findings Presentation - **March** - APRIL 15TH - **April 24th**

Deliverables:
- Survey & Findings
- Stakeholder meetings (2)
- Findings Presentation
- Logo refinements (RD#2)
  Bi-Weekly meeting with meeting notes

Delayed - Moved to April
3.1 Refinements FINAL - **March 27**, - April 24 - **April 24th**

3.2 Logo Guide Development - **April 10**, - **MAY 9th**

Deliverables:
- Logo refinements (RD#1)
- Final Logo
- Brand Guide
- Bi-Weekly meeting with meeting notes

4 Logo Development
Logo Guide Training

Delayed - Moved to MAY
4.1 Brand Guide - **April 24**, - **MAY 9th**

May 16th Presentation?

New Phase and Budget:

1.2 Visual Language Development - **MAY TBD**

merchandise

1.3 Animation - Teaser campaign - **MAY TBD**

1 Initial Launch
Brand Design Development

Meetings: (3) with project team

Schedule: 8 weeks - 12 weeks

1.0 Internal Launch Kick - off Meeting - **May TBD**

1.1 Visual Language Development
- Design the Visual Language - patterns, colors, images, secondary typography, etc. to evolve with the brand.
- Apply to a series of applications for review: poster, merch item, b-card

1.2 Logo Animation - Teaser Campaign - **May TBD**
- Logo animation sequence used to promote new logo as a backdrop, Screens saver or announcement for Website

1.3 Event Collateral
- Banners or backdrop
- Podium Signage
- Merchandise: Pin, Stickers, Water bottles, Pens

1.4 Business Collateral
- Design (2-3) layout options for business collateral including stationary, business cards, email signature, PowerPoint template, or other materials.
- Refine Selected Design with (2) rounds of revision.
- Provide Templates for internal use.

1.5 Brand Guide Expansion
Create a supplemental addition to the existing Logo Guide to further evolve the brand
To include:
- Positioning
- Key Messages
Alternative Logos:
- Sub - brand and College Lockups
- Logo vs Seal
- Department/Program Logos and Lock us
- Tagline lock up
Digital Media: E-mail signature, Social Media Icons Zoom Backrounds & PPT
Documnet Visual Language: pattern Language, secondary fonts and Image styling
Documnet Applications and Templates: Business Collateral, Banner design & Vehicle graphics

1.6 Toolkit for Employees
- FAQ, Templates, Powerpoint and email signatures

1.7 Siganage and Wayfinding - Temporary
- Board Room, Office, meeting room and District Offices

SCHEDULE EVENT - June 21st Greg Smith

Soft Launch Deliverables:
Internal launch meeting
Internal material updates
Training session for key staff
Minutes from meetings and teleconferences

Selbert
Perkins
Design.