

CCGI Identity Guidelines

For External Use

A consistent identity improves brand awareness of the California College Guidance Initiative (CCGI) and ensures the success of our communications. Key messages, logos, and colors, when used consistently, make it easier for educators, students, and other key constituents to recognize CCGI and our college and career planning platform, CaliforniaColleges.edu.

CCGI Partner Districts and other external parties may use the CCGI and/or CaliforniaColleges.edu messaging, materials, and logos, provided these identity guidelines are followed and the communication's purpose aligns with CCGI's goals and objectives.

If you need the logo files, or if you have questions about how to properly apply these guidelines, please contact your Implementation Specialist or Manager.

MESSAGING

CaliforniaColleges.edu Description

Use the language below to describe CaliforniaColleges.edu in printed materials:

CaliforniaColleges.edu, the State of California's free, web-based college and career planning platform, provides middle and high school students with a single access point to explore careers, colleges, and financial aid options, and gives them the tools they need to build and launch an informed postsecondary plan. To support student success, educators can monitor students' activity on the platform, pull aggregate-level reports, and access lesson plans to help them integrate CaliforniaColleges.edu into instructional time. Family members can also monitor their children's progress and access information to help them support their children throughout the college and financial aid planning and application processes.

Additional Language for Partner Districts

CCGI Partner Districts may add the following language to the description above:

As a CCGI Partner District, <Name of District> has access to additional data-informed functionality, including an advanced academic planner, CSU and UC eligibility tools, and enhanced application launch features, as well as expanded reporting capabilities to help educators increase college preparation for all students.

USE OF CCGI MATERIALS

In order to maintain the integrity of CCGI's college and career planning curriculum, lesson plans, worksheets, or other curriculum materials designed by CCGI should never be changed or altered.

LOGO USAGE

California College Guidance Initiative (CCGI)

Logo Variations - Color

If your application and budget allows, the full color logo should be your first choice. The black version is suitable for use in grayscale applications or in limited use against a light background. The white version is suitable for limited use against a dark background. *Note: The box around the white version is for illustrative purposes only. The logo should never be placed inside a box or other shape.*



CaliforniaColleges.edu

Logo Variations - Taglines

The CaliforniaColleges.edu logo accompanied by the short tagline is preferable for most applications. The logo with no tagline may be used in certain circumstances when space is limited or design prohibits the use of a tagline. The logo with full tagline may be used if desired and if space allows.



Logo Variations – Color

If your application and budget allows, the full color logo should be your first choice. The black version is suitable for use in grayscale applications or in limited use against a light background. The white version is suitable for limited use against a dark background. *Note: While the logo with short tagline is shown, these guidelines apply to all logo variations. The box around the white version is for illustrative purposes only. The logo should never be placed inside a box or other shape.*



CCGI and CaliforniaColleges.edu

Combining the Logos

When both logos appear together, it is preferable to use the CaliforniaColleges.edu logo with short tagline to maintain symmetry. Logos may be grouped together vertically or horizontally.



They may also be placed further apart when called for by the design, but they should appear along the same horizontal line, and no other text or images should come between the two logos.



Clear Space

Allow for an appropriate amount of clear space to avoid crowding the logos with images, text, or other graphics. Clear space is two times "x," which is derived from the cap height of "California" in both logos.



Unacceptable Logo Variations

The CCGI and CaliforniaColleges.edu logos have been carefully designed and should never be redrawn, altered, or distorted. When resizing, be careful to maintain the original proportions. Do not change the colors of the logos. Never combine the logos with additional text or imagery. Do not make the logos so small that all text, including the tagline, cannot be read easily.



Partner of XYZ School District

BRAND COLORS

Our color palette is comprised of colors used in both the CCGI and CaliforniaColleges.edu logos.

CaliforniaColleges.edu

California College Guidance Initiative

