



# **FOOTHILL-DE ANZA**

## **COMMUNITY COLLEGE DISTRICT**

This document outlines the foundational guidelines for the consistent and effective use of our brand identity.

Its purpose is to provide a flexible, practical framework that supports consistency across all applications, while allowing room for clarity, context, and thoughtful expression where appropriate.

Our brand is one of the district's most valuable assets. It represents who we are, how we show up, and the trust we build with the communities we serve. Every visual and written expression contributes to that understanding.

Consistency is what gives the brand its strength. Each application—large or small—plays a role in reinforcing recognition and cohesion. These guidelines are intended to support that effort and help bring the brand to life across all touchpoints.

# Welcome

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# Logo



## The Logo

The logo is the primary visual identifier for the district and the most important expression of the brand. It should be the first choice when selecting a graphic element to represent the district in any communication.

The logo is made up of two core components: the symbol and the wordmark. Together, they form a unified mark that reflects the district's identity. Each element has been carefully designed and proportioned to work in balance and should always be used as approved.

Consistent use of the logo is essential to maintaining brand recognition and clarity. It should always appear in its correct form and should never be altered, redrawn, distorted, or modified in any way.



## The Symbol

The symbol is a standalone expression of the district's brand and is used when a more compact or simplified mark is required.

It is designed to be balanced, symmetrical, and immediately recognizable at a range of sizes. In many cases, the symbol may serve as the first visual introduction to the brand, such as in social media avatars, or other small-format applications.

The symbol should always be used as approved and in accordance with these guidelines to ensure clarity, consistency, and alignment with the overall brand system.



### Logo Versions

To support a wide range of applications, the logo is available in several approved configurations. Each version is designed for specific layout needs and should be used as shown.

The horizontal mark is the primary logo and should be used whenever space allows. It is best suited for standard layouts such as presentations, documents, signage, and digital applications.

The vertical (stacked) mark is intended for narrower or more constrained spaces where the horizontal configuration is not practical, such as covers, posters, or centered layouts.

The badge / seal is a secondary mark designed for special or ceremonial use. It should be used selectively and is not intended to replace the primary logo in everyday communications.

Only these approved versions should be used. Do not create new arrangements, reposition elements, or alter proportions.

Horizontal Mark



Vertical (Stacked) Mark



Badge / Seal



### Logo Versions – Foundation

The Foundation logo follows the same structure and usage principles as the district logo and is available in approved configurations to support a range of applications.

The horizontal mark is the primary Foundation logo and should be used whenever space allows. It is best suited for standard layouts such as documents, presentations, signage, and digital applications.

The vertical (stacked) mark is intended for narrower or more constrained spaces where the horizontal configuration is not practical, such as covers, posters, or centered layouts.

Only these approved versions should be used. Do not create new arrangements, reposition elements, or alter proportions.

Horizontal Mark



Vertical (Stacked) Mark



### Logo Color Options

The full-color logo is the primary logo treatment and should be used whenever possible. It is intended for neutral backgrounds, such as white or light surfaces, where the full color expression of the brand can be clearly and consistently presented.

When color is not appropriate due to production, accessibility, or contrast requirements, approved single-color logo options are available.

The black logo should be used on light backgrounds, including white and light brand colors.

The white logo should be used on dark backgrounds, including black and approved dark brand colors.

Use logo color options intentionally to maintain clarity and legibility. Do not place the full-color logo on brand color backgrounds or mix logo colors with other palette colors outside of the approved examples shown here.

Only the color variations shown in these guidelines should be used.

### Color Logo Options



Color on White

### Mono Logo Options



Black on White



White on Black



Black on De Anza Yellow



White on Foothill Red

### Clear Space & Minimum Size

Clear space ensures the logo remains legible and visually distinct by separating it from surrounding text, images, and other graphic elements. This space should always be kept free of competing content.

The minimum clear space around the logo is equal to half the height of the logo, indicated as x in the diagram. This measurement applies to all sides of the logo.

When using the symbol on its own, the same clear space rule applies. In this case, x is equal to half the height of the symbol.

Establishing a minimum size ensures the logo remains clear and recognizable at small scales. The minimum sizes shown should be followed for all small-format applications of the logo and symbol.

### Clear Space



### Minimum Size



### Logo Misuse

Maintaining a consistent appearance is essential to the strength and recognition of the district’s brand. The logo should always appear as intended and must not be altered, modified, or reinterpreted.

The logo’s orientation, color, proportions, and composition should remain exactly as provided in this document. Any changes, intentional or unintentional, can weaken recognition and reduce clarity.

The examples shown here illustrate common misuses of the logo and should be avoided in all applications.

### Brand Guidelines

Do not bevel or emboss



Do not stretch or distort the logo



Do not outline the logo



Do not add a drop shadow to the logo



Do not add gradient fill to the logo



Do not rearrange elements of the logo



Do not rotate the logo



Do not multiply



Do not place the logo in a holding shape



Do not use Colors not specified for the logo



Do not lock-up text to the logo



Do not change the relationship of the logo’s components



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# Color



### Primary Color Palette

The primary color palette forms the foundation of the district’s visual identity. It is designed to feel confident, modern, and recognizable across a wide range of applications.

Foothill Red and De Anza Yellow serve as the core brand colors, reflecting the district’s connection to its colleges while working together as a unified system. Each color is supported by tonal variations to provide flexibility across layouts, backgrounds, and hierarchy.

Color plays a significant role in setting tone and emphasis. To maintain clarity and consistency, the primary palette should be applied intentionally and used as shown in these guidelines. Consistent use of these colors strengthens recognition and reinforces a cohesive brand presence across all communications.

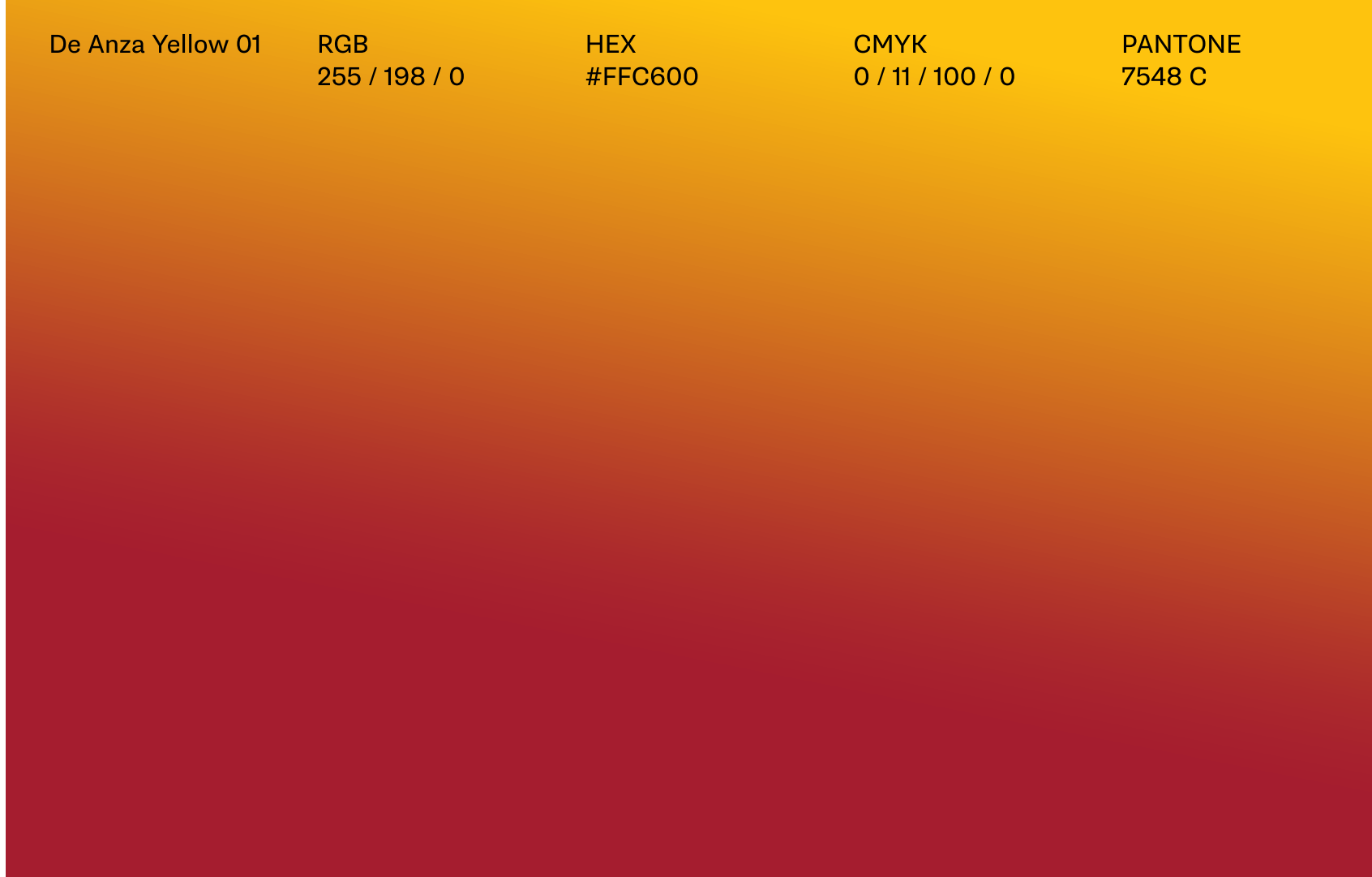
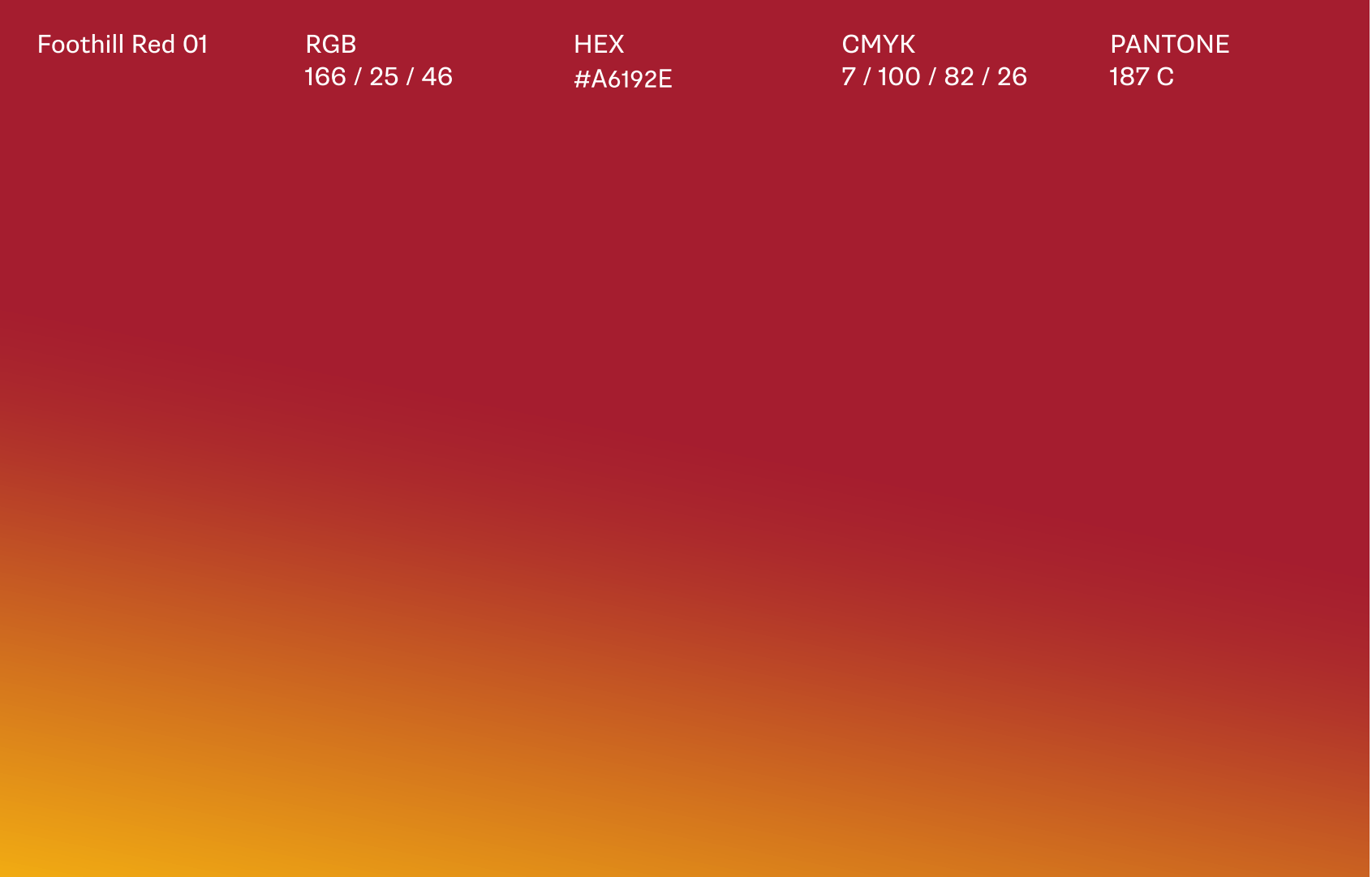
Foothill Red 01	RGB 166 / 25 / 46	HEX #A6192E	CMYK 7 / 100 / 82 / 26	PANTONE 187 C	Foothill Red 02	RGB 118 / 35 / 47	HEX #76232F	CMYK 5 / 96 / 56 / 54	PANTONE 188 C
					Foothill Red 03	RGB 232 / 158 / 157	HEX #E89E9D	CMYK 0 / 43 / 20 / 0	PANTONE 4067 C
De Anza Yellow 01	RGB 255 / 198 / 0	HEX #FFC600	CMYK 0 / 11 / 100 / 0	PANTONE 7548 C	De Anza Yellow 02	RGB 187 / 188 / 188	HEX #BBBCBC	CMYK 0 / 62 / 100 / 2	PANTONE 2019 C
					De Anza Yellow 03	RGB 252 / 215 / 87	HEX #FCD757	CMYK 0 / 6 / 72 / 0	PANTONE 121 C

## District Horizon Gradient

The district horizon gradient is a supporting brand element that brings together Foothill Red and De Anza Yellow into a single, unified expression.

The gradient should be used sparingly and intentionally, primarily as a background or large-scale graphic element. It is designed to add depth and visual continuity, not to compete with primary content or the logo.

When using the gradient, maintain clear contrast with typography and other foreground elements. Avoid applying the gradient to text, logos, or small UI elements. Only the approved gradient configurations shown in these guidelines should be used.

De Anza Yellow 01	RGB 255 / 198 / 0	HEX #FFC600	CMYK 0 / 11 / 100 / 0	PANTONE 7548 C	Foothill Red 01	RGB 166 / 25 / 46	HEX #A6192E	CMYK 7 / 100 / 82 / 26	PANTONE 187 C
									
Foothill Red 01	RGB 166 / 25 / 46	HEX #A6192E	CMYK 7 / 100 / 82 / 26	PANTONE 187 C	De Anza Yellow 01	RGB 255 / 198 / 0	HEX #FFC600	CMYK 0 / 11 / 100 / 0	PANTONE 7548 C

### Secondary Color Palette

The secondary color palette provides additional flexibility while supporting the district’s primary colors. These colors are intended to complement, not compete with, the primary palette and should be used selectively.

Secondary colors may be introduced when additional differentiation, hierarchy, or variety is needed across layouts and materials. When used, they should always support the overall composition and maintain a clear relationship to the primary palette.

To preserve clarity and impact, limit the number of secondary colors used within a single application. Primary colors should remain the dominant visual anchor, with secondary colors playing a supporting role across communications.

Meadow Olive 01	RGB 103 / 130 / 58	HEX #67823A	CMYK 47 / 9 / 86 / 35	PANTONE 575 C	Meadow Olive 02	RGB 61 / 68 / 30	HEX #3D441E	CMYK 39 / 19 / 96 / 76	PANTONE 5747 C
					Meadow Olive 03	RGB 185 / 193 / 180	HEX #B9C1B4	CMYK 26 / 14 / 22 / 0	PANTONE 4183 C
Peninsula Blue 01	RGB 75 / 103 / 113	HEX #4B6771	CMYK 69 / 39 / 33 / 27	PANTONE 6116 C	Peninsula Blue 02	RGB 48 / 76 / 90	HEX #304C5A	CMYK 80 / 47 / 31 / 48	PANTONE 4161 C
					Peninsula Blue 03	RGB 206 / 217 / 229	HEX #CED9E5	CMYK 16 / 6 / 0 / 0	PANTONE 650 C
Mission Brick 01	RGB 176 / 92 / 55	HEX #B05C37	CMYK 4 / 66 / 77 / 22	PANTONE 7585 C	Mission Brick 02	RGB 131 / 65 / 44	HEX #83412C	CMYK 8 / 73 / 80 / 46	PANTONE 7601 C
					Mission Brick 03	RGB 220 / 191 / 166	HEX #DCBFA6	CMYK 8 / 21 / 27 / 0	PANTONE 4675 C
Shoreline Teal 01	RGB 65 / 117 / 113	HEX #417571	CMYK 72 / 24 / 43 / 26	PANTONE 4166 C	Shoreline Teal 02	RGB 62 / 93 / 88	HEX #3E5D58	CMYK 71 / 36 / 48 / 39	PANTONE 5477 C
					Shoreline Teal 03	RGB 160 / 209 / 202	HEX #A0D1CA	CMYK 36 / 0 / 15 / 0	PANTONE 7464 C
Juniper Green 01	RGB 68 / 105 / 61	HEX #44693D	CMYK 65 / 14 / 80 / 45	PANTONE 7743 C	Juniper Green 02	RGB 29 / 60 / 52	HEX #1D3C34	CMYK 86 / 30 / 65 / 75	PANTONE 560 C
					Juniper Green 03	RGB 182 / 207 / 174	HEX #B6CFAE	CMYK 29 / 1 / 32 / 0	PANTONE 2260 C
Wild Plum 01	RGB 88 / 55 / 82	HEX #583752	CMYK 54 / 81 / 22 / 44	PANTONE 6075 C	Wild Plum 02	RGB 57 / 39 / 51	HEX #392733	CMYK 61 / 83 / 37 / 74	PANTONE 6077 C
					Wild Plum 03	RGB 201 / 177 / 208	HEX #C9B1D0	CMYK 16 / 30 / 0 / 0	PANTONE 523 C

### Neutral and Grey Color Palette

The neutral and grey palette provides balance and structure across district communications. These colors are designed to support the primary and secondary palettes by creating contrast, hierarchy, and visual clarity.

Neutrals should be used as foundational elements for backgrounds, typography, dividers, and layouts. They help anchor compositions and allow primary and secondary colors to stand out without competing for attention.

Use darker neutrals, such as charcoal and black, for text and high-contrast applications. Lighter greys and sand tones may be used for backgrounds and supporting elements. Always ensure sufficient contrast for readability and accessibility.

Coastal Grey 01	RGB 185 / 183 / 179	HEX #B9B7B3	CMYK 28 / 20 / 20 / 1	PANTONE 421 C	Coastal Grey 02	RGB 113 / 110 / 106	HEX #767470	CMYK 49 / 43 / 44 / 23	PANTONE 2333 C
					Coastal Grey 03	RGB 215 / 210 / 202	HEX #D7D2CA	CMYK 10 / 10 / 11 / 0	PANTONE Warm Gray 1 C
Sand 01	RGB 200 / 175 / 144	HEX #C8AF90	CMYK 17 / 25 / 40 / 4	PANTONE 4249 C	Sand 02	RGB 165 / 141 / 111	HEX #A58D6F	CMYK 23 / 34 / 48 / 12	PANTONE 4256 C
					Sand 03	RGB 218 / 201 / 180	HEX #DAC9B4	CMYK 8 / 17 / 20 / 0	PANTONE 482 C
Walnut 01	RGB 72 / 63 / 60	HEX #483F3C	CMYK 56 / 68 / 59 / 64	PANTONE 439 C	Walnut 02	RGB 53 / 46 / 44	HEX #352E2C	CMYK 52 / 78 / 53 / 74	PANTONE Black 5 C
					Walnut 03	RGB 150 / 139 / 136	HEX #968B88	CMYK 35 / 36 / 32 / 10	PANTONE 408 C
Charcoal 01	RGB 46 / 46 / 46	HEX #2E2E2E	CMYK 74 / 52 / 71 / 90	PANTONE Black 3 C	Charcoal 02	RGB 26 / 26 / 26	HEX #1A1A1A	CMYK 100 / 61 / 32 / 96	PANTONE Black 6 C
					Charcoal 03	RGB 145 / 145 / 145	HEX #919191	CMYK 50 / 40 / 34 / 17	PANTONE Cool Gray 9 C
Black 01	RGB 0 / 0 / 0	HEX #000000	CMYK 0 / 0 / 0 / 100	PANTONE Black 6 C					

## Color Weighting

To maintain a consistent and recognizable brand presence, color usage should be weighted toward the primary color palette.

Primary colors should lead in most applications and make up the majority of the visual composition. They establish brand recognition and should be the most prominent colors across layouts.

Secondary colors are intended to support the primary palette and should be used sparingly. They can be introduced to create hierarchy, variation, or emphasis, but should never overpower or replace the primary colors.

Neutral colors may be used freely to balance compositions, support readability, and provide contrast. Together, this approach ensures a cohesive and intentional use of color across all communications.

### Primary Color Palette

Foothill Red 01	RGB 166 / 25 / 46	HEX #A6192E	CMYK 45 / 52 / 0 / 0	PANTONE 187 C
De Anza Yellow 01	RGB 255 / 198 / 0	HEX #FFC600	CMYK 0 / 0 / 0 / 25	PANTONE 7548 C
Black 01	RGB 0 / 0 / 0	HEX #000000	CMYK 0 / 0 / 0 / 100	PANTONE Black 6 C

### Secondary Color Palette

Meadow Olive 01	RGB 103 / 130 / 58	HEX #67823A	CMYK 45 / 52 / 0 / 0	PANTONE 575 C
Peninsula Blue 01	RGB 75 / 103 / 113	HEX #4B6771	CMYK 18 / 25 / 0 / 0	PANTONE 6116 C
Mission Brick 01	RGB 176 / 92 / 55	HEX #B05C37	CMYK 17 / 0 / 20 / 0	PANTONE 7585 C
Shoreline Teal 01	RGB 65 / 117 / 113	HEX #417571	CMYK 65 / 0 / 41 / 0	PANTONE 4166 C
Juniper Green 01	RGB 68 / 105 / 61	HEX #44693D	CMYK 92 / 60 / 59 / 53	PANTONE 7743 C
Wild Plum 01	RGB 88 / 55 / 82	HEX #583752	CMYK 92 / 60 / 59 / 53	PANTONE 6075 C

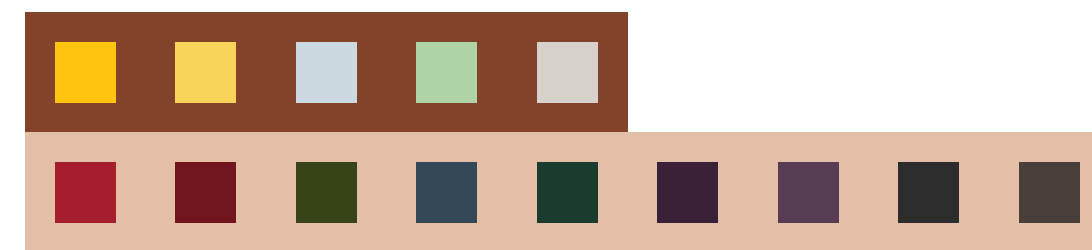
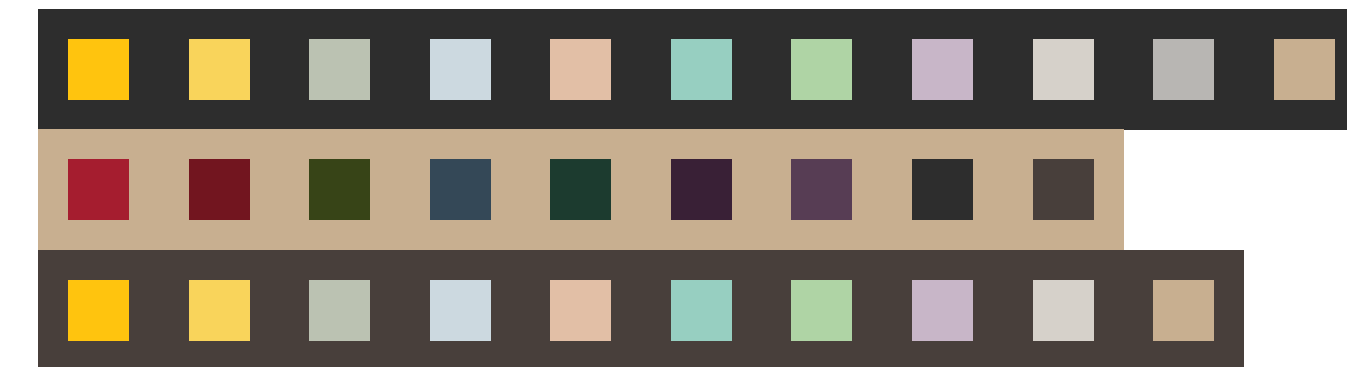
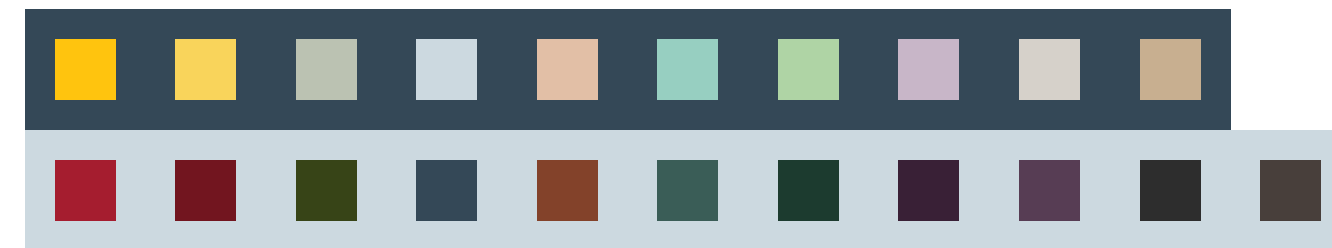
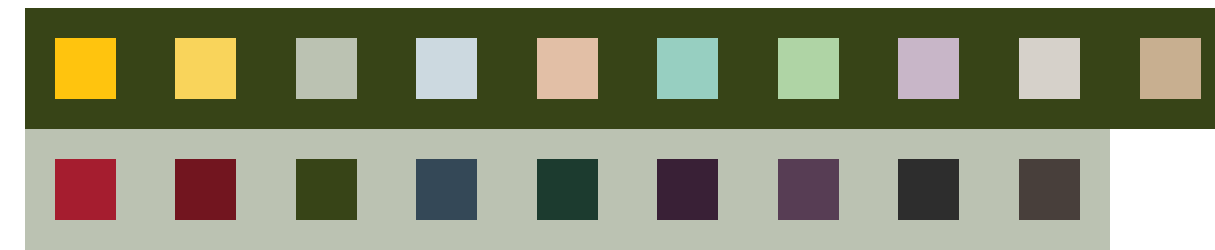
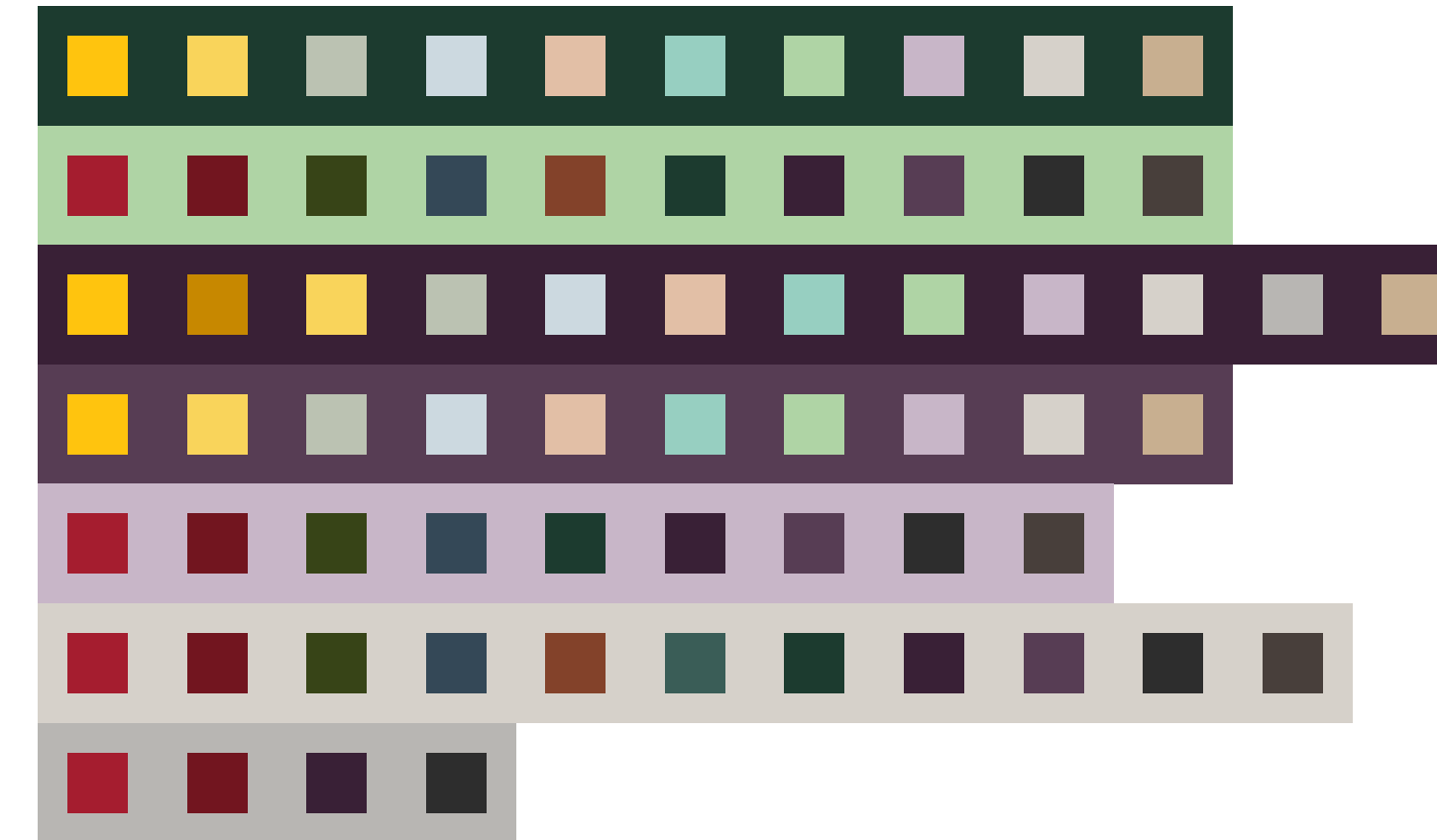
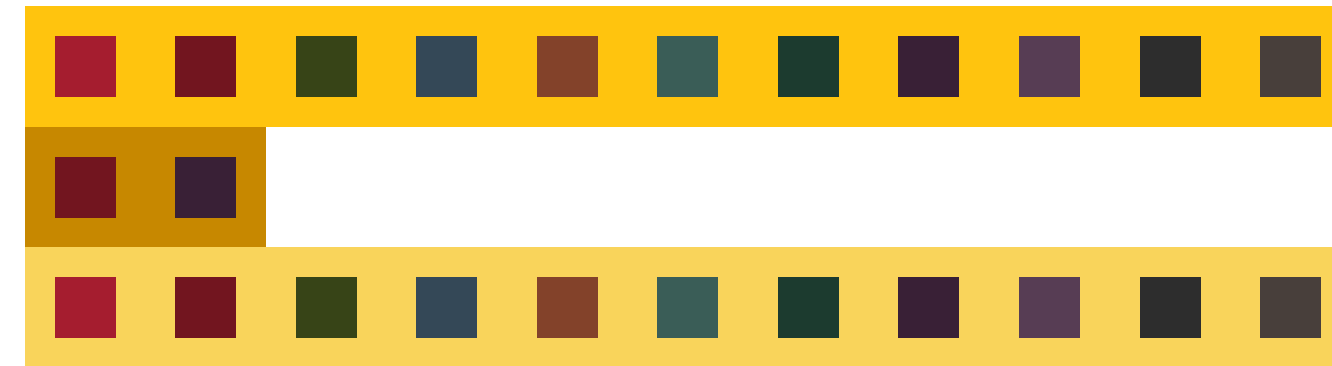
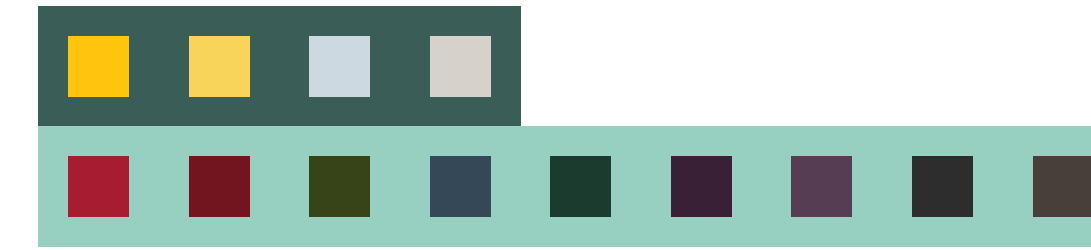
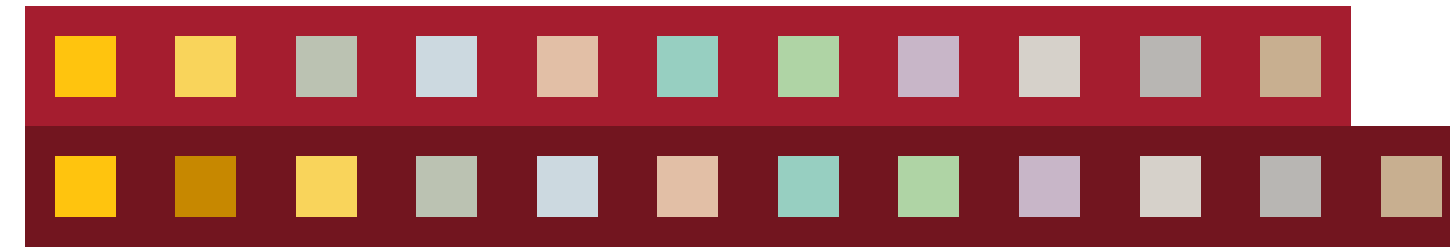
### Color Combinations

Color combinations help bring the district’s brand to life while allowing flexibility across different communications and formats.

The examples shown here illustrate approved ways to combine colors from the primary, secondary, and neutral palettes. Use these combinations as guidance when building layouts, selecting backgrounds, and introducing accents.

Primary colors should lead in most compositions, with secondary and neutral colors used to support hierarchy, contrast, and balance. Adjusting the mix of colors allows the overall tone of a piece to feel more bold or more restrained while remaining on brand.

Always prioritize legibility and accessibility when combining colors. Avoid combinations that reduce contrast or compete with content, and ensure text remains clear and readable in all applications.



### Color Usage Examples

These examples demonstrate how the district’s color palette can be applied across larger brand initiatives, campaigns, and communications. They illustrate different ways to balance primary colors, secondary colors, and neutrals while maintaining clarity and consistency.

Primary colors should lead each composition, establishing the overall tone. Secondary colors and gradients may be introduced to support hierarchy, emphasis, or variation, while neutral colors provide structure and readability.

Use these examples as reference points when building layouts. Adjustments in color balance can create more restrained or more expressive outcomes, provided accessibility and contrast are always maintained.

## Foothill-De Anza invites you to recognize progress and look ahead.

Join us for an evening focused on shared accomplishments, collaboration, and what’s ahead. This event brings together partners, colleagues, and community members to reflect on recent milestones and future priorities.

When  
6:30-9:30 pm  
March 18, 2026

RSVP  
events@fhda.edu

fhda.edu

Foothill Red on White

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When  
6:30-9:30 pm  
March 18, 2026

RSVP  
events@fhda.edu

fhda.edu

De Anza Yellow on District Horizon

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When  
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March 18, 2026

RSVP  
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fhda.edu

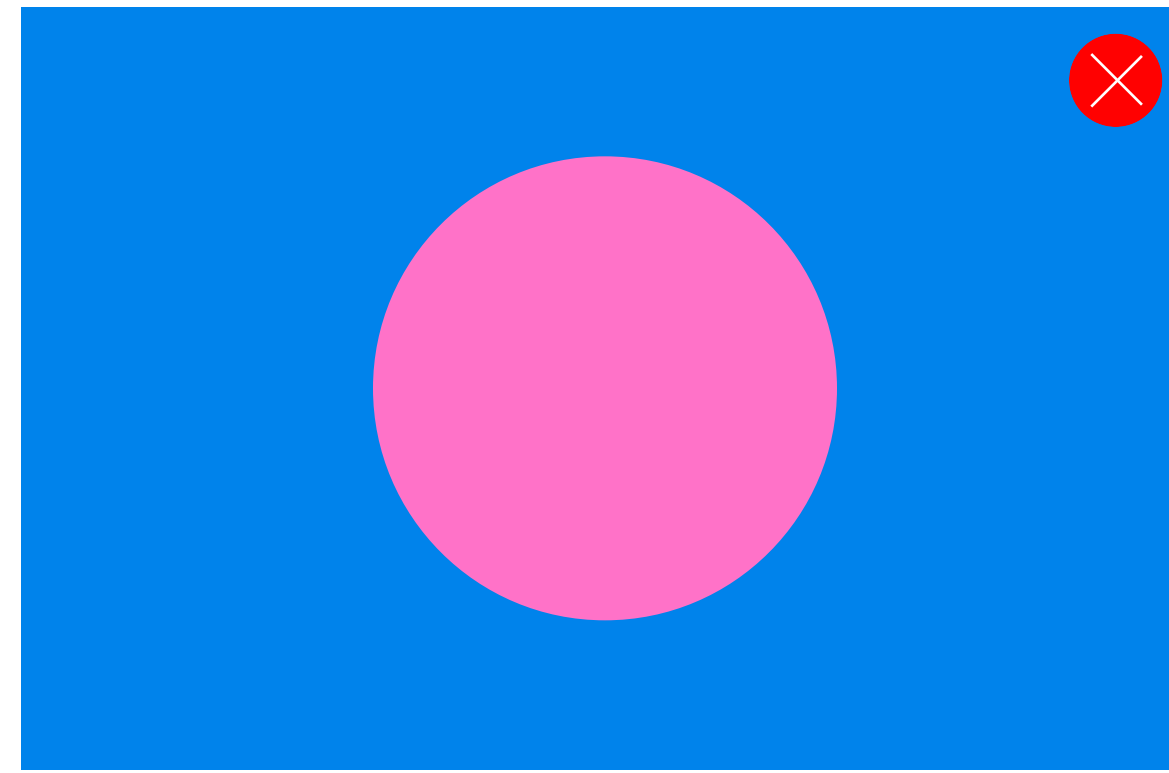
Foothill Red 03 on De Anza Yellow 03

### Color Misuse

Consistent and accessible use of color is essential to maintaining clarity across district communications. Colors should always be selected from the approved palettes and applied in ways that support legibility and contrast.

Avoid color combinations that reduce readability, compete with content, or fall outside of the established brand system. Unapproved colors and gradients can weaken recognition and create inconsistency across applications.

The examples shown here illustrate common color misuses and should be avoided in all materials.



Do not use solid colors outside of the brand color palettes



Do not use illegible color combinations



Do not use logo on Colors outside of Color palette



Do not use unapproved gradients

Primary Typeface 22  
Secondary Typeface 23  
Type Specimen 24

22  
23  
24

# Typography

A large, bold, red typographic specimen consisting of the letter 'O' followed by the number '3'. The characters are rendered in a thick, rounded, sans-serif font style.

### Primary Typeface

The primary typeface for the district is Bebas Neue Pro. It should be used wherever possible to ensure a consistent and recognizable typographic voice across communications.

Bebas Neue Pro is a clean, modern sans-serif designed for clarity and impact. Its strong structure makes it well suited for headlines, titles, and short-form messaging across both digital and print applications.

Use Bebas Neue Pro intentionally, allowing scale, spacing, and hierarchy to do the work rather than relying on decorative treatments.

### Alternative Typefaces

When Bebas Neue Pro is not available, Mohave may be used as a substitute. This applies primarily to system-based environments such as Google Docs, Microsoft PowerPoint, Word, or Outlook, where font availability may be limited.

Mohave should only be used when Bebas Neue Pro cannot be supported. It is not intended for professionally designed materials such as brochures, signage, or campaign assets.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890#&\$€%@!\*?

### Styles & Weights

Light

Regular

Medium

Bold

Black

A a B b

### Secondary Typeface

The secondary typeface for the district is Supria Sans. It is used to support the primary typeface and provides clarity and readability across longer-form content.

Supria Sans is well suited for body copy, captions, labels, and supporting text in both digital and print applications. Its range of weights allows for clear hierarchy while maintaining a consistent typographic voice.

Use Supria Sans in combination with the primary typeface to create balanced and structured layouts.

### Alternative Typefaces

When Supria Sans is not available, Public Sans may be used as a substitute. This applies primarily to system-based environments such as Google Docs, Microsoft PowerPoint, Word, or Outlook.

Public Sans should only be used when Supria Sans cannot be supported and is not intended for professionally designed materials such as brochures, signage, or campaign assets.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890#&\$€%@!?\*

### Styles & Weights

Light  
Regular  
Medium  
Bold  
Heavy

A a B b

## Type Specimen

This page demonstrates how the district's typography system is applied in practice. Use these examples as guidance when setting headlines, subheads, and body copy across layouts.

For short-form communications such as ads, banners, and announcements, apply the hierarchy shown here to ensure clarity, consistency, and readability across all formats.

### Brand Guidelines

#### Headline

Bebas Neue Pro Expanded Bold  
Size: 72pt / 72pt  
Tracking: -25

#### Subheadline

Supria Sans Regular  
Size: 36pt / 39.6pt  
Tracking: -10

#### Body Text

Supria Sans Regular  
Size: 18pt / 21.6pt  
Tracking: 0

#### Headline

Supria Sans Medium  
Size: 48pt / 48pt  
Tracking: -10

#### Subheadline

Supria Sans Regular  
Size: 24pt / 28.8pt  
Tracking: -5

#### Body Text

Superia Sans Regular  
Size: 12pt / 14.4pt  
Tracking: 0

#### Pull Quote

Supria Sans Regular  
Size: 12pt / 14.4pt

# Large headline

## Clear communication helps the district connect people, programs, and priorities.

Effective typography supports understanding across a wide range of audiences and formats. From digital communications to printed materials, clear hierarchy and readable type ensure information is accessible and consistent. Use scale, spacing, and weight intentionally to guide the reader and reinforce structure without unnecessary decoration.

## Short headline

### A system designed to support communication at every level.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempore interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.

Clear hierarchy and thoughtful typography help ensure district communications are readable, accessible, and consistent across every application.

Letterhead	26
Word Template	27
PowerPoint Template	28
Zoom Background	29

# Application

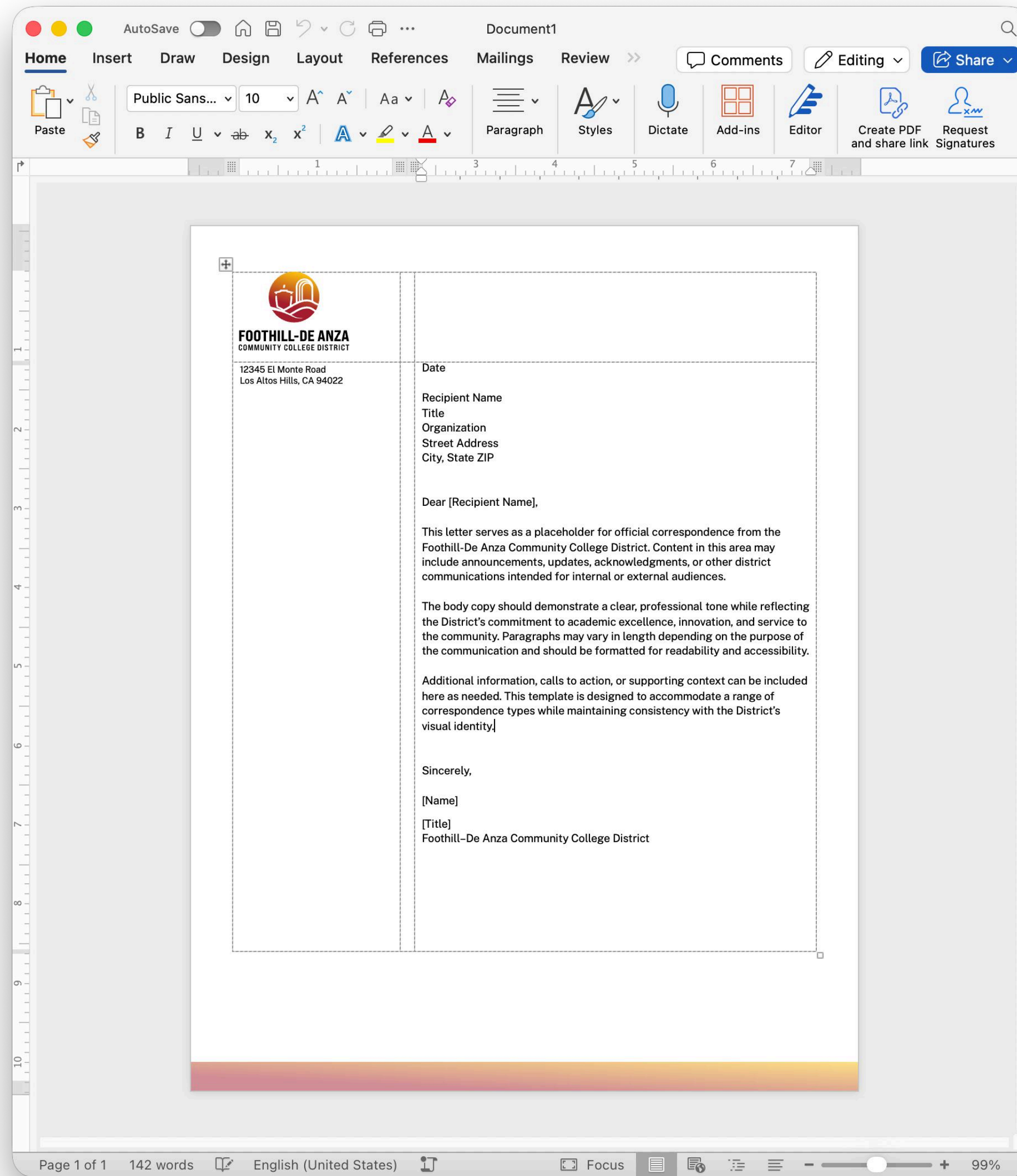


### Letterhead

The district letterhead provides a consistent foundation for formal written communications. It is designed to support clarity, hierarchy, and brand recognition while remaining flexible for a range of departmental needs.

Use the letterhead for official correspondence, announcements, and documents shared externally. Content should follow the established margins, typography, and logo placement shown here. Do not alter the layout, colors, or logo configuration.

Departments may include their name or unit where appropriate, provided the overall structure and brand elements remain intact.

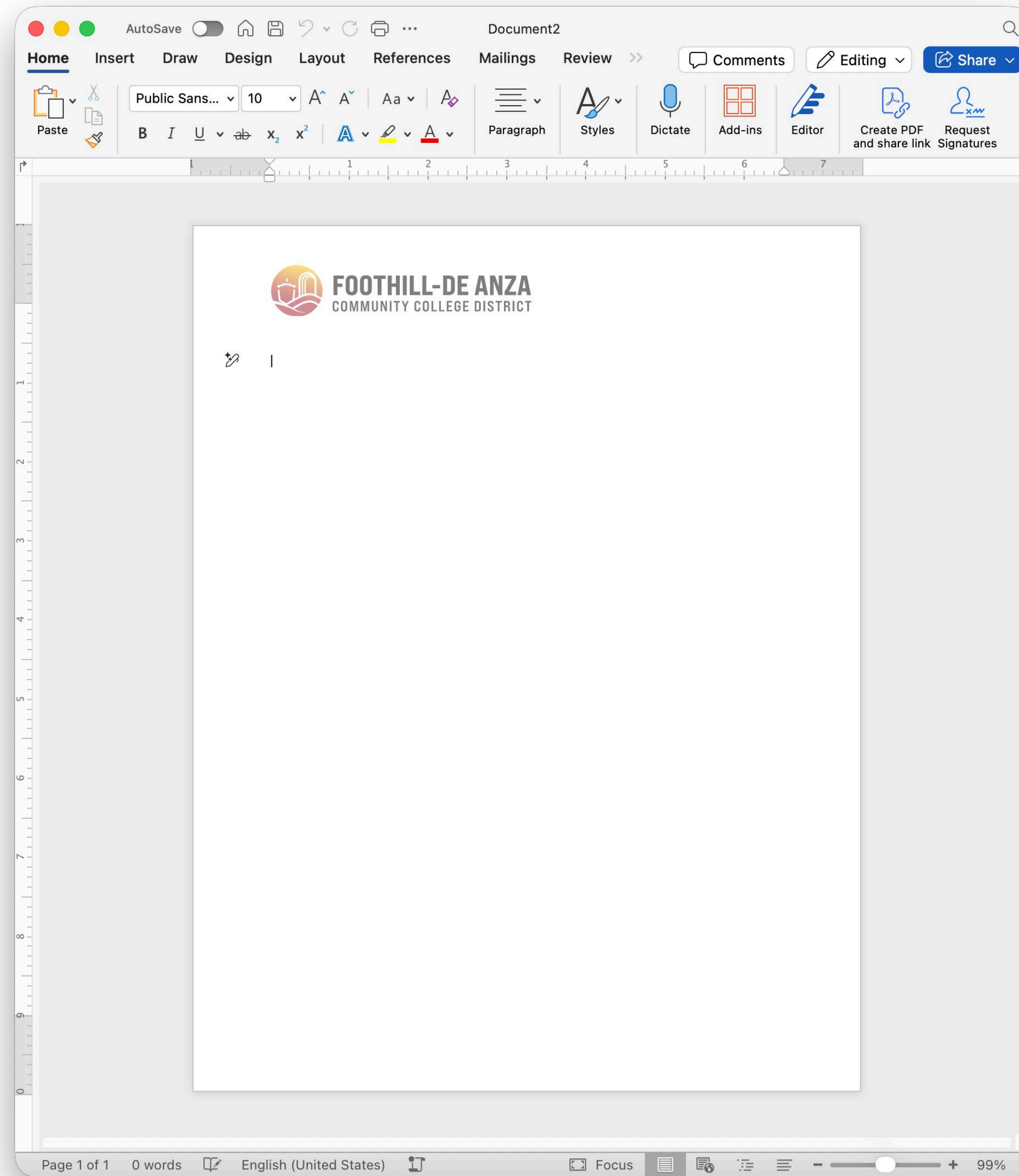


### Word Template

The Word template is intended to support everyday document creation while maintaining brand consistency. It is optimized for accessibility, ease of use, and compatibility across systems.

Use this template for reports, internal documents, and materials that require frequent editing or collaboration. Typography, spacing, and logo placement are preset and should not be modified.

When exporting or sharing files externally, ensure the template formatting remains intact to preserve clarity and consistency.

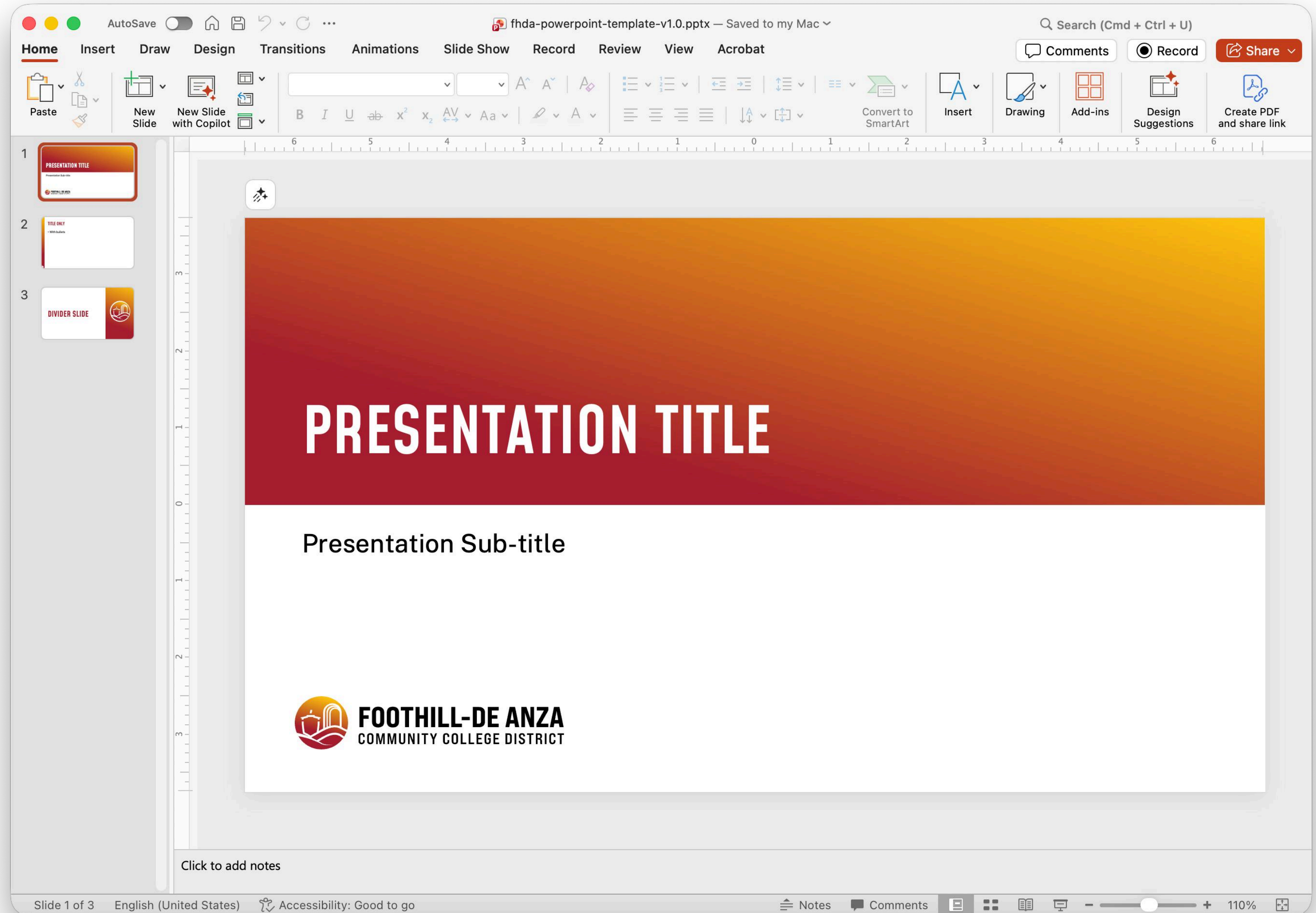


### PowerPoint Template

The PowerPoint template provides a structured framework for presentations across the district. It is designed to support clear messaging, visual hierarchy, and consistent use of color and typography.

Use the provided slide layouts as intended. Do not add additional colors, reposition logos, or alter type styles outside of the approved options. The district horizon gradient may be used selectively on designated slides.

This template should be used for presentations shared internally or externally to ensure a unified look and feel.



### Zoom Backgrounds

Zoom backgrounds are available to support a consistent visual presence during virtual meetings and presentations. They are designed to be clean, unobtrusive, and compatible with a range of environments.

Select the background that best suits the context of the meeting. Do not modify colors, gradients, or logo placement. Avoid placing additional graphics or text over the background.

These backgrounds should be used as provided to maintain a professional and cohesive appearance.

