CAMPAIGN GUIDELINES

VERSION 1.0 | JANUARY 2018

CALIFORNIA COMMUNITY COLLEGES

CAREER EDUCATION

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OVERVIEW

Career Education, the evolution from Career Technical Education, was created to cover the breadth of programs available at the 114 California Community Colleges. Career Education programs offers quality, hands-on education that allows individuals to thrive in the workforce and in their communities. The campaign, colors, fonts and materials have been created for your use to show just that.

THE CAMPAIGN

Career Education programs help students prepare for more than 200 career pathways by exploring, collaborating and doing. This document will serve as a printable reference guide and provide easy instructions for you to customize your Career Education marketing materials for your college or region. Information like font types, colors and preferred styling are outlined in the following pages for quick reference.

Visit **www.CareerEducationToolkit.cccco.edu** to find ready-to-use downloadable assets, downloadable templates for your own customization and visual template guides to walk you through the design options.

CAMPAIGN GUIDELINES

These Campaign Guidelines are designed to serve as a printable guide to help you successfully create marketing materials for Career Education at your school or region while keeping visual consistency across all materials.

PRINT READY COLLATERAL

Print ready assets have been created for easy download and quick use. Branding of the California Community Colleges and the URL of CaliforniaCareerEducation.com has already been included. Print ready collateral includes a general education brochure and regional fact sheets for each region within the California Community Colleges system.

All print ready assets are created in Adobe InDesign CC 2018. An Adobe InDesign **.idml** file is also included in the download, which allows older versions of Adobe InDesign to edit and customize as needed.

OUTREACH COLLATERAL - PRINT READY

BROCHURE - SIDE 1

WHY SHOULD
I CONSIDER
A CAREER EDUCATION PROGRAM?

Think a high school degree opens the door to a good job? Think again!

By 2020, 65% of all jobs in the U.S. will require training beyond high school.

Career Education is the smart, affordable way to get the practical skills you need to compete in today's fast-changing job market.

Our classes are taught by industry experts who have worked in their fields. You won't just be sitting in lectures — you will be gaining hands-on experience.

Career Education is a smart investment in your future.

CALIFORNIA RESIDENTS CURRENTLY PAY
$46 PER UNIT
FOR COMMUNITY COLLEGE COURSES

Some career fields with the highest median annual salary five years after graduating from Career Education programs include:*

WATER TECHNOLOGY	ELECTRICAL SYSTEMS & POWER TRANSMISSION	AERONAUTICAL & AVIATION TECHNOLOGY
$86,391	$110,829	$76,187

*Based on wage data available through salarysurfer.cccco.edu

WHAT IS
CAREER EDUCATION?

Career Education gives you the hands-on, practical training needed to earn a certificate, open the door to a rewarding career, or get you started on your path toward a bachelor's degree.

The California Community Colleges is the nation's largest provider of career training programs.

We prepare students for rewarding jobs in high-demand programs that can lead to immediate employment.

Choose from more than 200 career programs that can prepare you for jobs in fields such as Advanced Manufacturing, Digital Media, Automotive Technology, Architecture, and many more.

CALIFORNIA COMMUNITY COLLEGES
CAREER EDUCATION

CHOOSE FROM MORE THAN
200 DIFFERENT CAREER PROGRAMS

to get the hands-on training and skills you need for the new-collar jobs that need you.

Visit CaliforniaCareerEducation.com to get started on your path to a rewarding, good-paying career today!

OTHER HELPFUL TOOLS

SalarySurfer.cccco.edu
Find salary information for different career fields.

Here To Career Mobile App
Take the quiz to find your career path.

Stepforward.cccco.edu
Learn about qualifying for priority class registration.

CONNECT WITH US

twitter.com/icanafrdcollege
twitter.com/CalCommColleges
facebook.com/icanaffordcollege
facebook.com/CACommColleges
instagram.com/icanaffordcollege
instagram.com/californiacommunitycolleges
youtube.com/user/ICANAFRDCOLLEGE
youtube.com/CACommunityColleges

The California Community Colleges is the largest system of higher education in the nation, with 114 colleges annually serving 2.1 million students. For more information, visit californiacommunitycolleges.cccco.edu

FOR THE JOBS OF
TODAY AND TOMORROW

CALIFORNIA COMMUNITY COLLEGES
CAREER EDUCATION

FOLLOW YOUR
DREAMS
WITH CAREER EDUCATION

With more than 200 programs, Career Education prepares students for a variety of careers such as:

Animal Science
Aviation Maintenance
Biotechnology
Business Finance
Culinary Arts
Cyber Security
Entrepreneurship
Fire & Emergency Response
Landscape Architecture
Web Programming
Welding Technology
...and MORE!

BROCHURE - SIDE 2

HOW WILL I
AFFORD IT?

Financial aid is available year-round to help cover the cost of fees, books, supplies, and sometimes even rent.

There are many different types of financial aid (see chart).

COMMON TYPES OF STATE AND FEDERAL AID	AWARD AMOUNT (SUBJECT TO CHANGE)
Federal Pell Grant	Up to **$5,920** per academic year *
Cal Grant B	Up to **$1,672** per academic year **
Fee Waiver	Waives enrollment fees *
Cal Grant C †	Up to **$1,094** per academic year (up to two years) ***
Full-Time Student Success Grant ‡	**Additional $1,000** per academic year (up to two years)
Completion Grant †	Up to **$1,500** per academic year

For a comprehensive list of different types of financial aid, visit **icanaffordcollege.com** or visit your local community college financial aid office.

* Apply year-round.
** Apply between October 1 and March 2 for Entitlement awards, or by September 2 for Competitive awards. Visit calgrants.org for more information.
*** To apply for a Cal Grant C award, students need to submit the Free Application for Federal Student Aid (FAFSA). For those attending college now, the FAFSA deadline is June 30, 2017. For those attending college from July 1, 2017 through June 30, 2018, the FAFSA deadline is June 30, 2018.

† To qualify, students must be enrolled in a vocational program that is at least four months long at a California community college.
‡ All full-time community college students receiving Cal Grant C awards will be offered this assistance. Only full-time students (those enrolled in at least 12 units per term) can receive this benefit. Funding is available for up to two years, depending on the length of the program.
†† To qualify, students must receive the Full-Time Student Success Grant and enroll in 15 units per term—all units part of their comprehensive Ed Plan.

The first step in accessing these resources is to apply, even if you aren't sure you'll qualify.

Complete the **Free Application for Federal Student Aid (FAFSA)** – which opens the door to most types of financial aid – at **icanaffordcollege.com.**

The Free Application for Federal Student Aid (FAFSA) is available every year on October 1. It's best to apply as soon as you can, so you get the most financial aid possible.

You are a **California Dream Act (AB 540 eligible)** student, and exempt from paying non-resident enrollment fees, if you meet all of the following criteria:

- Attended a California high school for at least three years, OR attained the equivalent of at least three years of credits from a California high school and attended at least three full years at California K-12 schools;

AND

- Graduated from a California high school, got a GED or passed the California High School Proficiency Exam;
- Are registered or enrolled at a California community college;

AND

- If required, complete an affidavit saying you have filed (or will file when you are eligible to do so) for legal immigration status.

HOW CAN I
GET STARTED?

Visit CaliforniaCareerEducation.com to:

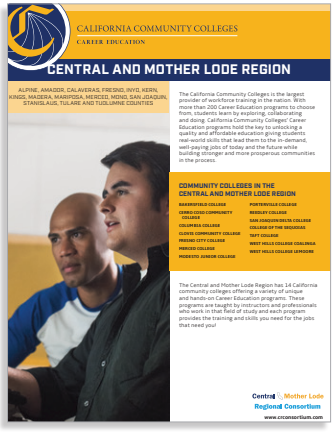
EXPLORE a variety of programs designed to get you fast-tracked to the career you want, with the skills you need.

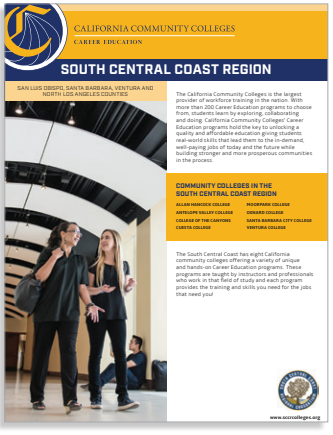
LOCATE a college near you.

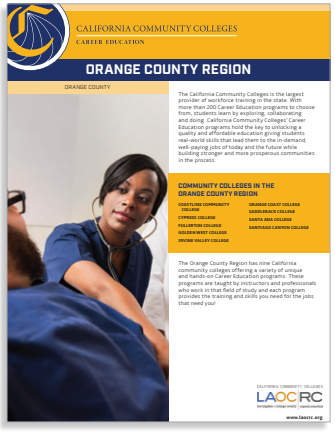
APPLY (at CCCApply.org).

OUTREACH COLLATERAL - PRINT READY

REGIONAL FACT SHEETS







TEMPLATE USAGE

This document is designed to serve as a handy, printable guide for reference as to what can be changed on templates and provide instruction on how to make changes like swapping an image, adding your logo or updating your URL.

OUTREACH AND OUT-OF-HOME TEMPLATES

All images available for download can be used in perpetuity. Videos have usage rights for online paid purposes. Fonts will need to be purchased by individual schools/regions in order to use when adjusting any print materials.

CO-OP BROCHURE

CO-OP FACT SHEETS

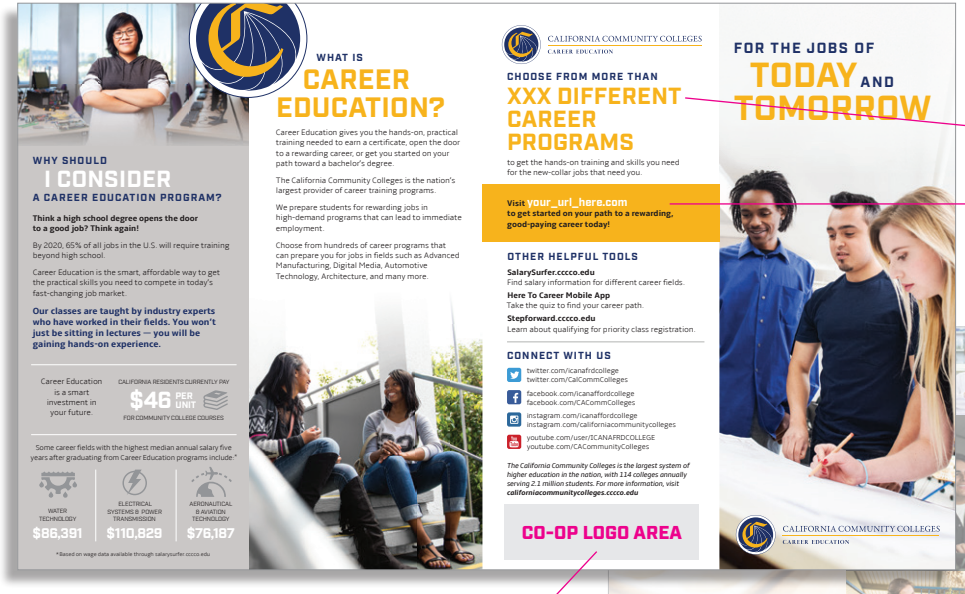
OUT-OF-HOME AND OUT-OF-HOME CO-OP

BUS SHELTER AND BUS SHELTER CO-OP

BROCHURE - CO-OP TEMPLATE

The co-op brochure template allows you to add your logo and URL to brochure. Instructions for logo placement and URL placement are included in the InDesign file when you download from the online toolkit. Fonts will need to be purchased separately.

SIDE 1



Editable statistic

Co-op URL

Co-op logo
3” X 1.25” area

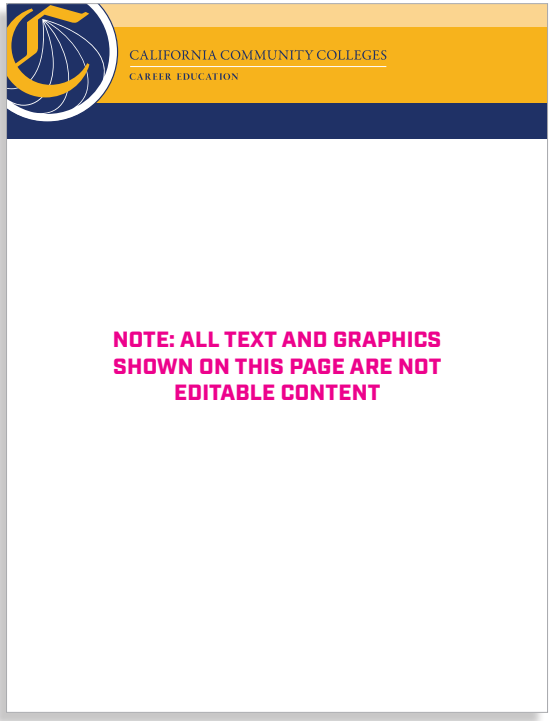
Co-op url and
“APPLY” url

SIDE 2

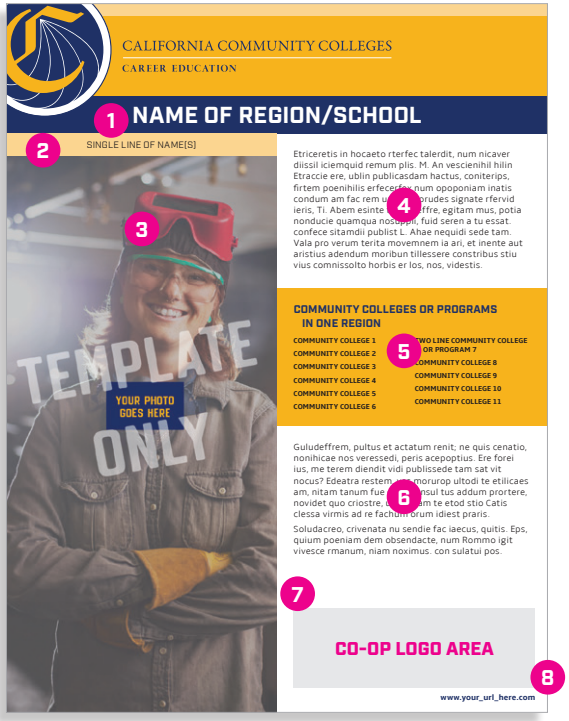
FACT SHEET (SIDE 1) - CO-OP TEMPLATE

Update the fact sheet for your specific text or update information for your region. Swap out a photo, update and add a logo. Instructions include font styles, paragraph styles, colors and formatting which are included in the InDesign file when you download from the online toolkit. Fonts will need to be purchased separately.

LOCKED GRAPHICS



EDITABLE CONTENT

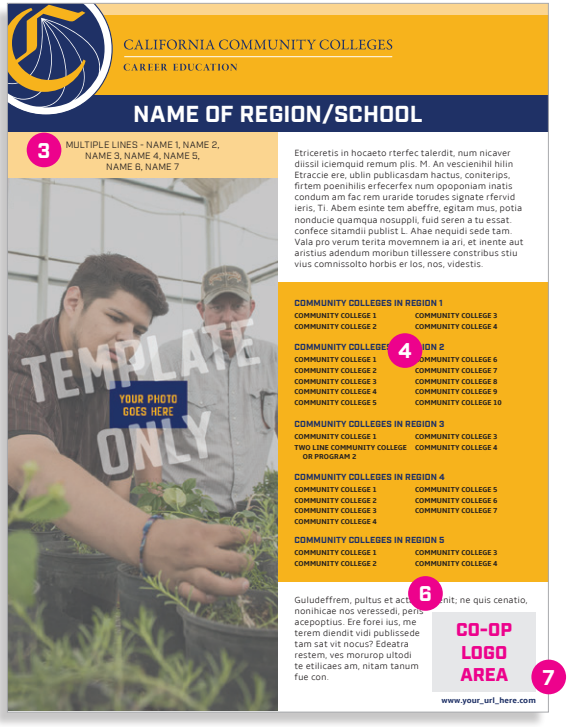


1. Region/school name
2. Expandable box for counties within region
3. Interchangeable photo
4. New text area
5. Expandable yellow box for names/programs
6. Continued text area
7. Co-op logo area
8. Co-op URL

FACT SHEET (SIDE 1) - CO-OP TEMPLATE

EDITABLE CONTENT - MEDIUM

EDITABLE CONTENT - HEAVY



1 Expanded counties area to accommodate two lines

2 Expanded yellow box for colleges in multiple (3) regions/schools

3 Expanded counties area to accommodate three lines

4 Expanded yellow box for colleges in multiple (5) regions/schools

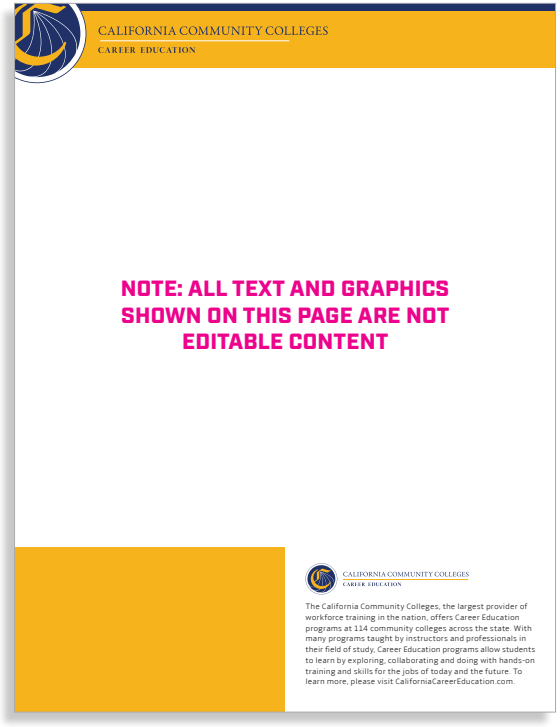
5 Co-op logo area

6 Co-op logo area (text wrap applied)

7 Co-op URL

FACT SHEET (SIDE 2)- CO-OP TEMPLATE

LOCKED GRAPHICS



EDITABLE CONTENT

1. Interchangeable photo area minimum height of photo is 1.75" and a maximum of 2.5"
2. Page 2 co-op name
3. Expandable area for additional text (centered vertically). Minimum size of 1.75" and maximum of 2.5" in height and is determined by the height of the "Program Spotlight" area
4. Expandable "Program Spotlight" area
5. Editable links area. Text is vertically centered in the yellow

FACT SHEET (SIDE 2) - CO-OP TEMPLATE

EDITABLE CONTENT - MEDIUM

EDITABLE CONTENT - HEAVY

1 Page 2 co-op name

2 Expandable area for additional text (centered vertically). Minimum size of 1.75" and maximum of 2.5" in height and is determined by the height of the "Program Spotlight" area

3 Expandable "Program Spotlight" area with brief program descriptions

4 Page 2 co-op name - 2 lines

5 Minimum area (1.75")for additional text (centered vertically)

6 Expanded "Program Spotlight" a rea to accommodate large program descriptions

7 Editable links area. Text is vertically centered in the yellow

OUT OF HOME AND BUS SHELTER TEMPLATES

Swap out photos, include your logo and update your URL on billboards and bus shelters. Instructions for photo placement, logo placement and URL placement are included in the InDesign file when you download from the online toolkit.

OUT OF HOME 1

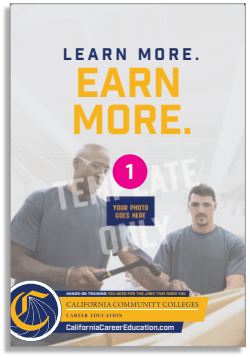
OUT OF HOME 2

OUT OF HOME CO-OP 1

OUT OF HOME CO-OP 2

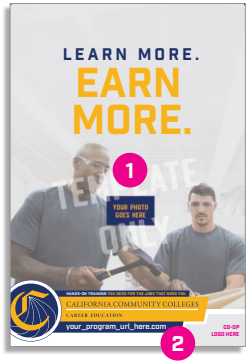
BUS SHELTER 1

BUS SHELTER 2



BUS SHELTER CO-OP 1

BUS SHELTER CO-OP 2



1 Interchangeable photo

2 Co-op logo and URL area

TYPOGRAPHY

Select fonts are used throughout all materials. Those fonts include Industry, Industry Inc and Amble. You can purchase the fonts here:

Industry: https://typekit.com/fonts/industry

Amble: https://www.fontsquirrel.com/fonts/amble

Industry Inc: https://typekit.com/fonts/industry-inc

INDUSTRY

DESIGN USAGE:

Industry may only be used in the regular weight. It is used to design headlines, subheads and calls to action.

It can be purchased at
https://typekit.com/fonts/industry

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()

MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()

Amble

DESIGN USAGE:

Amble is the preferred font used for body copy.

It can be purchased at
https://www.fontsquirrel.com/fonts/amble

LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()

INDUSTRY INC

DESIGN USAGE:

Industry Inc family may only be used in the design headlines.

It can be purchased at
https://typekit.com/fonts/industry-inc

INDUSTRY INC - BASE

INDUSTRY INC - 3D

INDUSTRY INC - 3D SHADOW

INDUSTRY INC - BEVEL

INDUSTRY INC - BEVEL FILL

INDUSTRY INC - CUTLINE

INDUSTRY INC - DETAIL

INDUSTRY INC - DETAIL FILL

INDUSTRY INC - IN-N-OUT

INDUSTRY INC - INLINE

INDUSTRY INC - INLINE STROKE

INDUSTRY INC - OUTLINE

INDUSTRY INC - STENCIL

COLOR

The color palette used throughout all materials is derived from the California Community Colleges brand colors.

CCC BLUE

30%
50%
80%

PMS 295
R - 33, G - 49, B - 102
C - 100, M - 91, Y - 31, K - 20
#213166

CCC GOLD

30%
50%
80%

PMS 143
R - 246, G - 179, B - 30
C - 2, M - 32, Y - 98, K - 0
#f6b31e

CCC GREY

30%
50%
80%

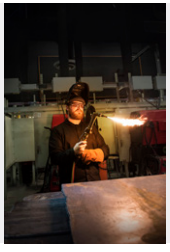
PMS 431
R - 89, G - 93, B - 109
C - 68, M - 58, Y - 42, K - 19
#595d6d

PHOTOGRAPHY

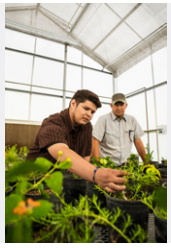
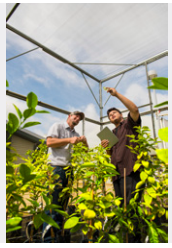
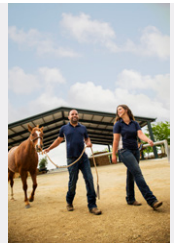
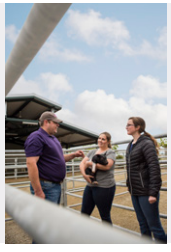
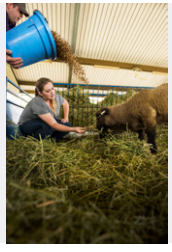
Photography assets include a wide variety of sectors, showing students receiving hands-on training as well as campus life to give you a breadth of options to use in your marketing campaign.

PHOTOGRAPHY ASSETS:

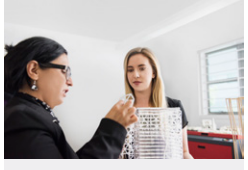
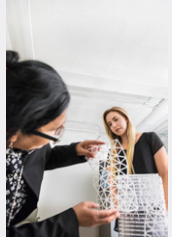
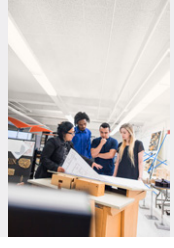
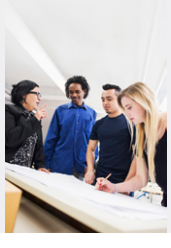
ADVANCED MANUFACTURING



AGRICULTURE

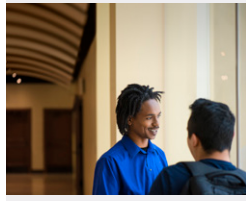
ARCHITECTURE

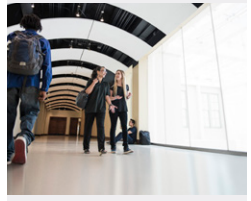





PHOTOGRAPHY ASSETS:

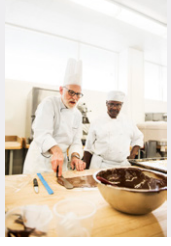
BIO TECHNOLOGY

CAMPUS LIFE

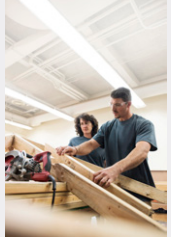


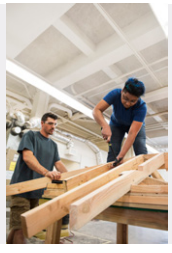


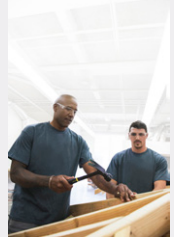
CULINARY ARTS

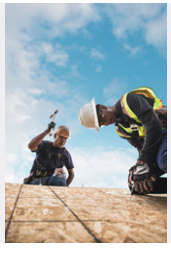


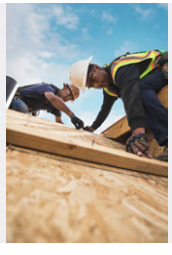
CONSTRUCTION





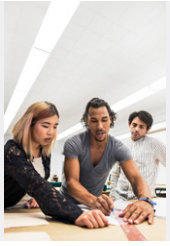
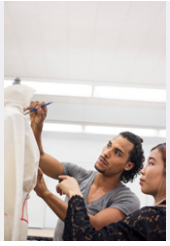
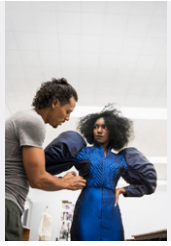
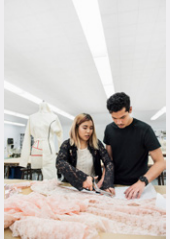




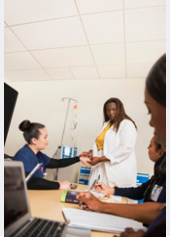
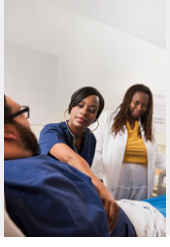
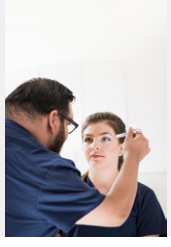
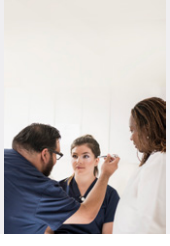


PHOTOGRAPHY ASSETS:

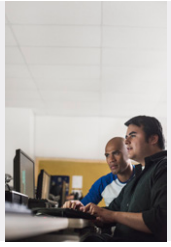
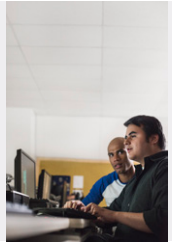
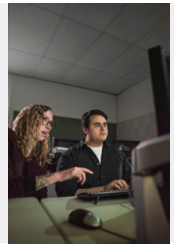
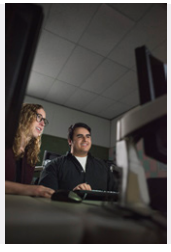
FASHION

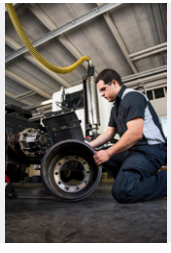
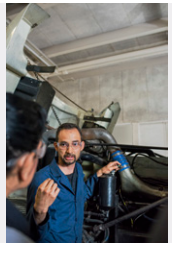
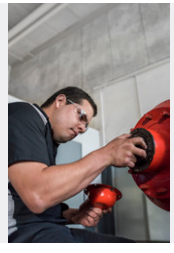
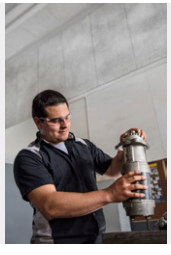
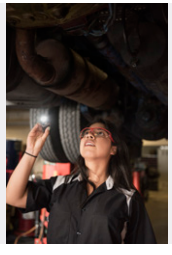
HEALTHCARE

INFORMATION COMMUNICATION TECHNOLOGIES & DIGITAL MEDIA

ADVANCED TRANSPORTATION & RENEWABLES

EVENT COLLATERAL

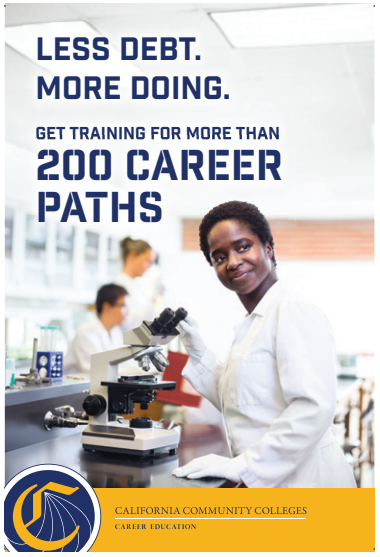
In order to provide hands-on materials for hosting your own recruiting event, 36" x 72" standees, campaign boards and tent signs have been included to give you eye-catching assets for a successful event. Print ready files for a banner, podium sign and event poster are also available for download on the toolkit.

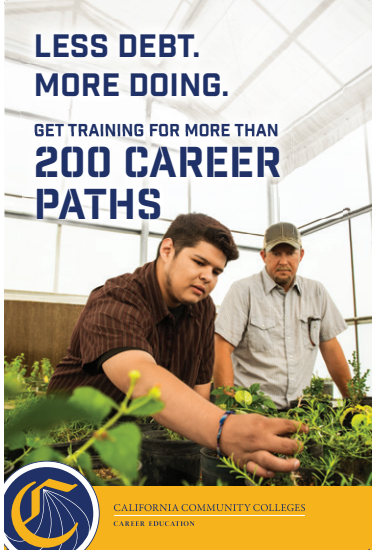
CUT OUTS:

36" x 72" Cut Outs

POSTERS:

24" x 36" Campaign Posters





EVENT SIGNS:

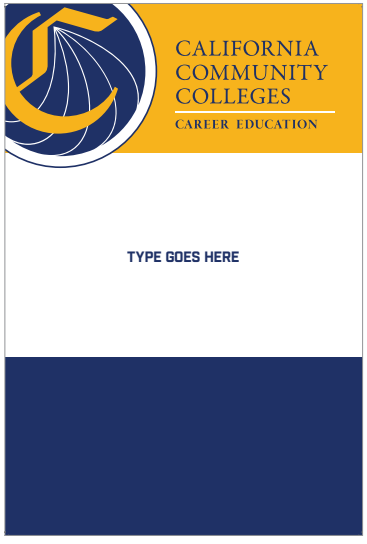
96”x36” Large Event Banners

24”x36” Directional Sign and Arrows

27”x12” Podium Sign

LARGE EVENT BANNER

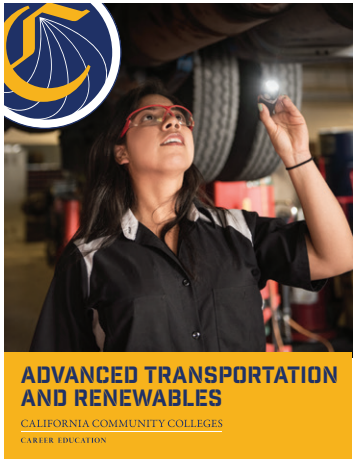
DIRECTIONAL EVENT POSTER

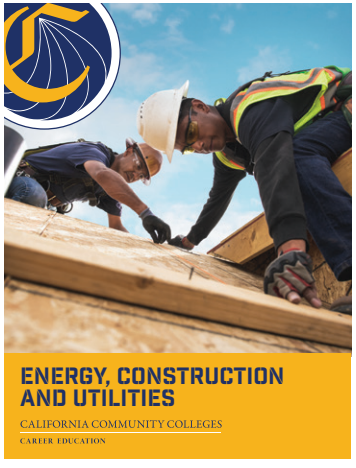


PODIUM SIGN

POP TENT SIGNS:

8.5" x 11" Pop-up Tent Signs





DIGITAL COLLATERAL

Static digital banners in standard 300x250, 300x600, 728x90 and 320x50 sizes have been created as well as mobile and tablet sizes in 320x1480, 500x500 and 768x1024 have been created. Web buttons in 780x520, 530x350, 350x230 and 225x150 are also available for download.

WEB BUTTONS:

Website buttons to place on your specific site, sending users to the CaliforniaCareerEducation.com site have also been included. Downloable instructions on how to place on your site are included in each zip file.

780 X 520

530 X 350

350 X 230

225 X 150

780 X 520

530 X 350

350 X 230

225 X 150

WEB BUTTONS:

780 X 520

530 X 350

350 X 230

225 X 150

780 X 520

530 X 350

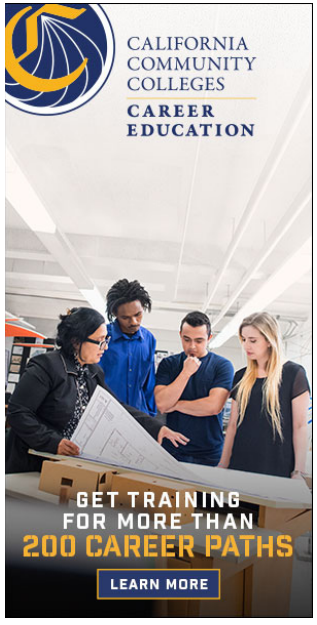
350 X 230

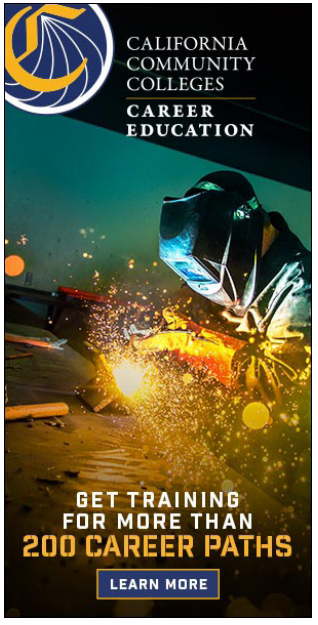
225 X 150

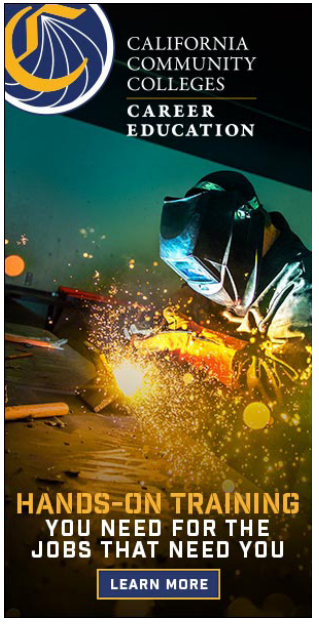
STATIC BANNERS

300 X 250

300 X 600



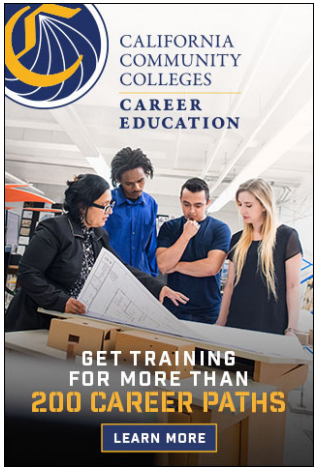


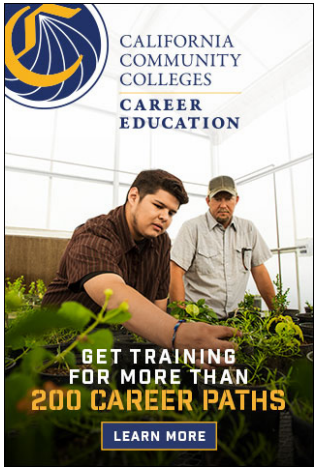


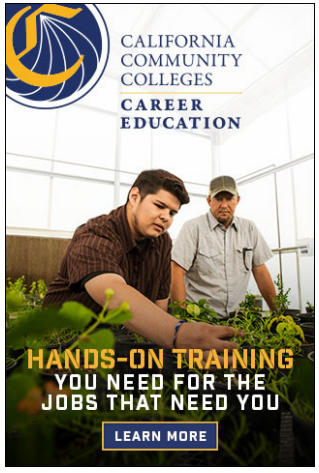
STATIC BANNERS

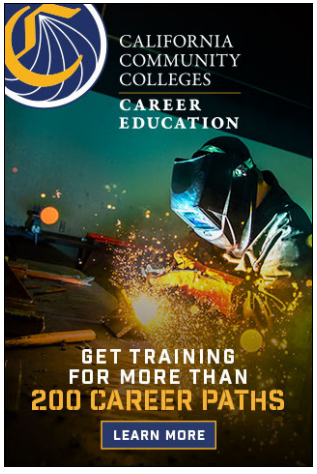
320 X 50

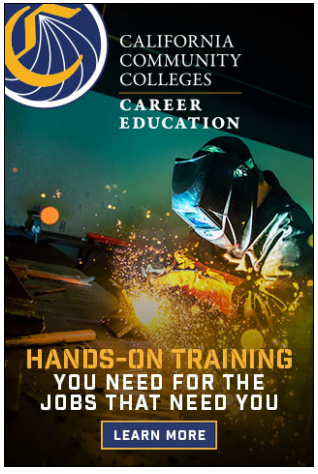
320 X 480











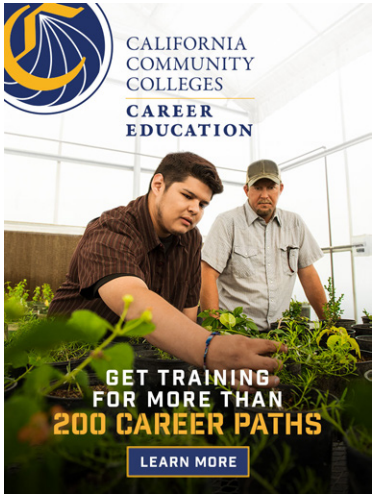
STATIC BANNERS

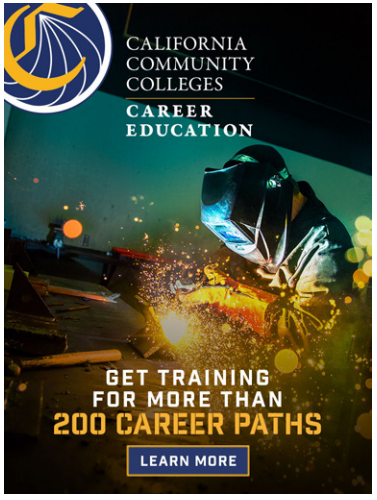
720 X 90

500 X 500

STATIC BANNERS

768 X 1024





SOCIAL MEDIA

Photography of students receiving hands-on training as well as campus life have been sized for social campaigns on Facebook and Instagram.

ADVANCED MANUFACTURING:

1

2

3

4

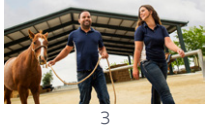
5

6

7

AGRICULTURE:

1

2

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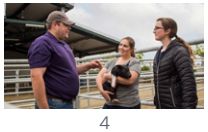
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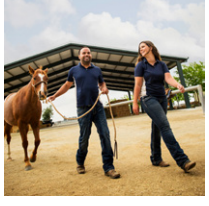
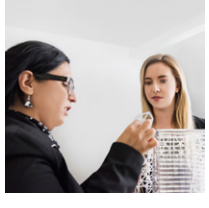
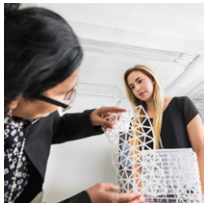
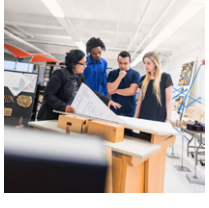
5



ARCHITECTURE:

1

2

3




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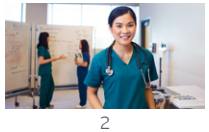
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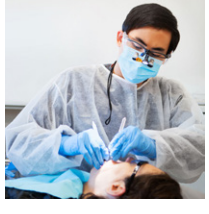
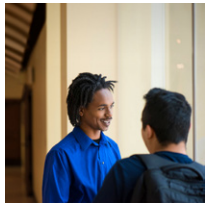


CAMPUS LIFE:

1

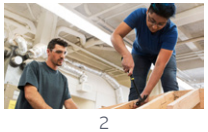
2

3



CONSTRUCTION:

1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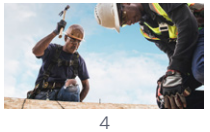
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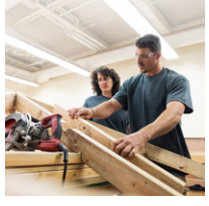
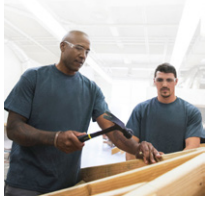
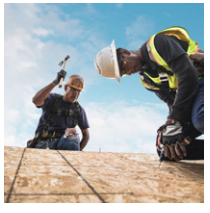




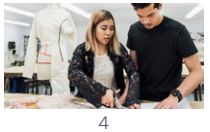


FASHION:

1

2

3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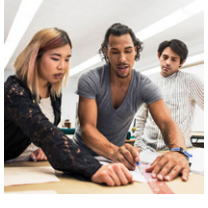
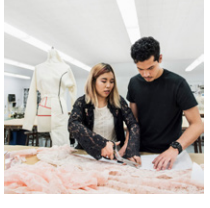




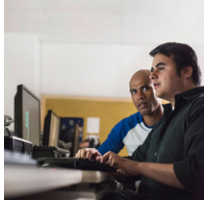
INFORMATION COMMUNICATION TECHNOLOGIES & DIGITAL MEDIA:

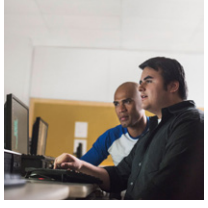
1

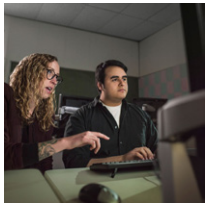
2

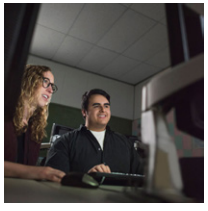
3

4









HEALTHCARE:

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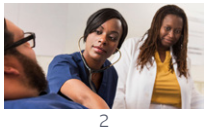
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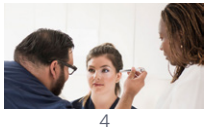
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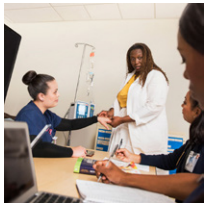

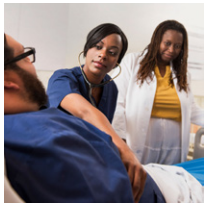

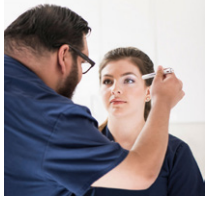

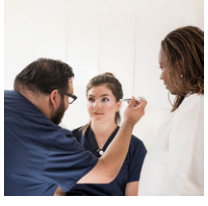

CULINARY ARTS:

1

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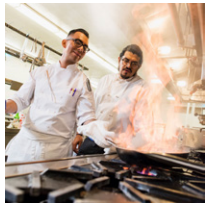
5

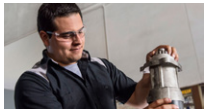


ADVANCED TRANSPORTATION & RENEWABLES:

1

2

3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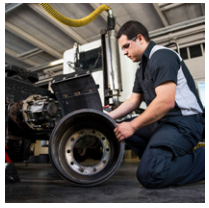
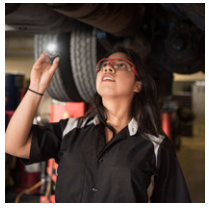




VIDEO/RADIO

An informational video about Career Education, brand videos, videos sized for social as well as videos for each region have been created for sharing on your site or owned channels.

VIDEO

2:05s

INFORMATIONAL VIDEO:

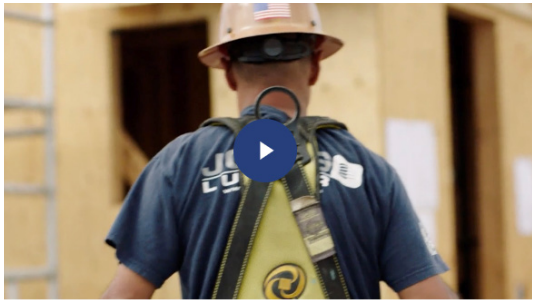
California Community Colleges | Career Education

:30s

BRAND VIDEOS:

California Community Colleges | Career Education

Brand 1

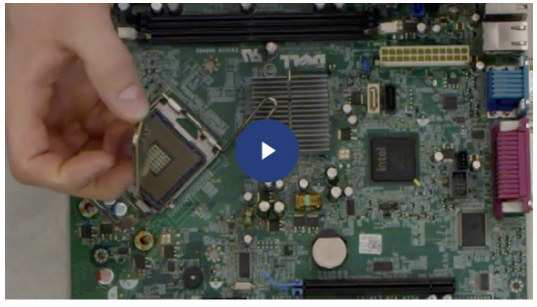


Brand 2

:30s

SOCIAL MEDIA VIDEOS:

California Community Colleges | Career Education



Social Media 1

Social Media 2

VIDEO

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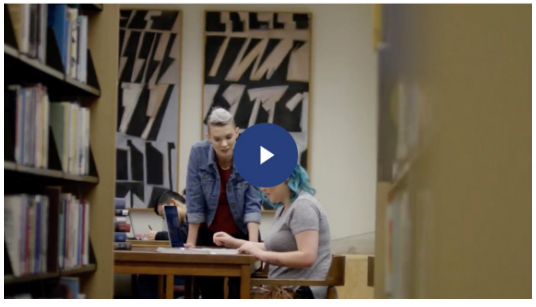
REGIONAL VIDEO:

California Community Colleges | Career Education

Bay Area Region

Central Region



Inland Empire Region

Los Angeles/Orange Country Region

North Far North Region

San Diego Region

South Central Region

AUDIO AND SCRIPT

Radio spots are available for download as well as scripts for recording that can be tailored for your specific college or region.

CALIFORNIA COMMUNITY COLLEGES BRAND RADIO 1

Running Time :15s

CALIFORNIA COMMUNITY COLLEGES BRAND RADIO 1

Running Time :30s

CALIFORNIA COMMUNITY COLLEGES BRAND RADIO 2

Running Time :15s

CALIFORNIA COMMUNITY COLLEGES BRAND RADIO2

Running Time :30s

CALIFORNIA COMMUNITY COLLEGES BRAND RADIO 3

Running Time :15s

CALIFORNIA COMMUNITY COLLEGES BRAND RADIO3

Running Time :30s

CALIFORNIA COMMUNITY COLLEGES

CAREER EDUCATION

www.careereducationtoolkit.cccco.edu

CONTACT

EMAIL careered@cccco.org