



BRAND GUIDE

2026-2027

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foothill.edu/marketing



REV 0926

Introduction

Foothill College was founded in 1957 as the first of two colleges in the Foothill-De Anza Community College District. The 122-acre campus, located in the city of Los Altos Hills, serves the communities of Los Altos, Los Altos Hills, Mountain View and Palo Alto. The college is known for its award-winning architecture, designed by architect Ernest Kump and landscape architect Hideo Sasaki.

Students can choose from 84 associate degrees, 128 certificates, and two bachelor's degrees in Dental Hygiene and Respiratory Care. Foothill also offers courses that prepare students to transfer to four-year colleges and universities, including 30 associate degrees for transfer to the California State University system. Whether students want to earn a degree or certificate, prepare for transfer, advance their careers, or explore a new interest, Foothill offers flexible pathways to help them achieve their educational goals.

The Foothill College brand is rooted in four core values: equity, student success, trust and sustainability. Our branding is essential to the Foothill College experience and ensures a consistent look and feel across all touch points. This guide is provided to keep the brand focused and unique.



College Logo

The Foothill College logo is the most prominent representation of our campus, staff and students. It is a valuable asset that should be used consistently in the proper, approved forms. The acorn is the official logo for all outward-facing, academic, outreach and student services-related materials.

“For every mighty oak there was a nut that stood its ground.”

The logo’s acorn shape symbolizes new beginnings, rebirth, and the potential for growth. Foothill College is the seed of change in every student. The shield-shaped icon features a modern flat design, and the acorn cap serves as a reference to our innovative Asian-Pacific architecture. Bold uppercase typography conveys a strong, confident presence. It features the college font, Brandon Text, which was chosen for its superior legibility in both print and digital formats, as well as its distinguished character. To make it truly unique, the logo is customized with soft squared serifs for a prestigious and academic spirit.

Color



Black



Inverted for dark backgrounds



College Logo: Best Practices

Do

- Default to the black and red, main logo for white backgrounds
- Default to the inverted (white), main logo for color backgrounds
- Use the horizontal logo with address when the piece is for external audiences and does not already list the address

Don't

- Alter logo colors, position of elements or typeface
- Skew the logo
- Add accessories, such as a hat or glasses
- Use a drop shadow
- Combine with another logo
- Use the logo as a repeated pattern
- Separate the acorn from the Foothill College text
- Use the logo on a background that doesn't give it contrast

✓ CORRECT



✓ CORRECT



✗ INCORRECT



✗ INCORRECT



✗ INCORRECT



✗ INCORRECT



College Logo: Clear Space

Clear space is the minimum area around a logo that must stay free of other elements, usually measured using a fixed part of the mark itself so it scales at any size. It protects legibility and keeps the logo from looking crowded or accidental, ensuring it reads clearly at any size or application.

Please observe the clear space around the logo to maximize the visual effectiveness. Nothing should intrude into the clear space. Clear space is developed from the height of the acorn, as indicated by the “x.”



Department & Division Logos

For many prospective students, a department or division logo is their first introduction to a program, whether on a brochure, a website, or a campus sign. As a college, these marks carry real weight: they help establish credibility and give departments a consistent, professional identity within the larger Foothill College brand.

College divisions, departments, and programs may personalize the Foothill College logo by adding their name below or beside the horizontal acorn logo. The name should be set in Brandon Text Medium, flush left, all caps, and in Foothill Red.

If you would like a department logo created, please contact the Marketing Department.



Mascot Logo

Footsie is the official mascot of Foothill College, reimagined here as a bold, modern owl mark built for versatility across print, digital, and campus signage. The design leans into sharp, graphic linework and a dynamic plumage silhouette that reads clearly at both large and small sizes. The red, yellow, and black palette ties Footsie directly to the college's established brand colors, keeping the mascot consistent with the broader visual identity even as a standalone graphic.

This version of Footsie is intended primarily for athletics, clubs, and campus culture applications, distinct from the primary institutional logo. It should be used to build energy and school pride at games, events, and student-facing materials, while the official wordmark and seal remain the mark of record for formal and administrative communications.

Main Logo



**White Offset
Logo**
*for dark
backgrounds*



Presidential Seal

The presidential seal may be used only on official academic materials, including transcripts and diplomas.



Badges

Select programs, centers, and college-wide events use unique badges to help students quickly identify specific services and resources. Badges are reserved for key student-facing initiatives, including national program chapters, centers of belonging, and major recurring events that engage the entire campus community.

Badges are secondary visual markers issued at the sole discretion of the Marketing Department. They are not issued for individual academic departments, individual offices, or routine administrative services, which must always use standard departmental logo lockups to maintain brand consistency and institutional authority.

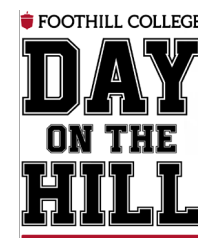
Program Badges



Center Badges



Event Badges



Color Palette

Color is a vital element of our brand identity. The Foothill College color palette includes primary, secondary and tertiary palettes. The primary color of our brand, Foothill Red, is our most significant visual identifier.

Use the tertiary colors sparingly (such as in charts) and never in lieu of the primary colors.

Primary Colors

Foothill Red

PMS 187
CMYK 7, 100, 82, 26
RGB 166, 30, 47
#A61E2F

Black

100% K
RGB 0, 0, 0

Foothill Yellow

PMS 123
CMYK 0, 19, 89, 0
RGB 255, 200, 46
#FFC82E

Secondary Colors

Cool Gray

PMS Cool Gray 2
CMYK 5, 3, 5, 11
RGB 208, 209, 206
#D0D1CE

Cream

PMS 7501 25%
CMYK 0, 3, 14, 5
RGB 242, 231, 209
#F2E7D1

Tertiary Colors

Orange

PMS 152
CMYK 0, 57, 100, 0
RGB 229, 114, 0
#E57200

Blue

PMS 2925
CMYK 70, 30, 0, 0
RGB 68, 149, 209
#4495D1

Green

PMS 369
CMYK 68, 0, 100, 0
RGB 88, 185, 71
#58B947

Color Strategy

Outreach

Marketing materials that are intended for outreach to external audiences should mostly use the Foothill Red and Foothill Yellow. This palette is warm, cheery and inviting to potential students and community members.

Academic

Materials that are more academic in nature, such as promoting a specific class or reminding students to take placement exams, should have a more professional, muted tone.

When selecting colors for these types of projects, utilize white backgrounds, and select one of two color combinations. Tertiary colors should be used sparingly when extra colors are needed (charts for example).

Foothill Yellow, Cool Grey, and Cream should not be used in the same combination.

Primary Combination



Combination for Outreach Materials



Primary Combination For Academic Materials



Secondary Combination for Academic Materials



Outreach Examples



BUT WAIT...

You can pay in-state tuition (\$31/unit)
regardless of your resident status



IN STATE TUITION

Citizens and California residents

\$31/unit

Full-time student taking 12 units/quarter will pay **\$372** (plus \$50 student fee)

OUT OF STATE TUITION

Non-residents and non-citizens/international students

\$150/unit

Full-time student taking 12 units/quarter will pay **\$1,800** (plus \$50 student fee)

Sample Materials

Academic Examples

FOOTHILL COLLEGE

MEDIA STUDIES



Enhance your expertise across diverse media disciplines. From film studies and sound design to media production, video editing, and beyond. Unleash your creativity and bring your vision to life!

foothill.edu/mediastudies

PROGRAM PROFILE

Master the art and language of media studies and production. Enhance your skills through group projects and individual studies in film analysis, television, music, and video games. Showcase your talent in our annual New Works Media Festival and share your stories with the world!

DEGREES & CERTIFICATES

Associate in Science in Film, Television, and Electronic Media for Transfer

This degree combines academic exploration and hands-on experience. Study topics such as film studies, media criticism, film history, and popular culture alongside practical skills like media production, video editing, sound design, and film production. Graduates with the AS-T degree receive guaranteed preferential transfer status to California State University (CSU) programs in fields such as Radio-Television-Film, Television-Film, and Electronic Arts.

Certificate of Achievement in Film, Television, and Electronic Media

Gain the knowledge and skills to both create and critically analyze media. Courses cover film studies, media production, sound design for film and video, and more.

REWARDING CAREER OPPORTUNITIES

Prepare for dynamic careers in media production, broadcasting, and marketing. Beyond the traditional Hollywood track, this program equips you with versatile, in-demand skills for industries such as social media, business, graphic design, and fine arts.

CONTACT

Ron Herman
hermanron@fhda.edu

FOOTHILL COLLEGE | THEATRE ARTS

MAKE THEATRE!



ENROLL TODAY! CLASSES START JAN. 5

**Foothill College Theatre Arts offers
FREE NON-CREDIT CLASSES
in Theater Performance & Production!**

Learn new skills, brush up your old skills, and get hands-on experience making theater in our department plays and musicals.

ACTING & DIRECTING CLASSES

- Acting I, II, and III
- Movement for Theatre
- Stage Combat
- Foundations in Classical Acting
- Improvisation
- Auditioning for Theatre
- Readers Theatre
- Introduction to Voice-Over Acting
- Film & Television Acting Workshop
- Introduction to Directing

THEATRE TECHNOLOGY CLASSES

- Scenery & Props Construction
- Costume Construction
- Lighting Design & Technology
- Management for Theatre & Stage
- Theatrical Makeup
- Introduction to Theatre Design

EARN A CERTIFICATE!

You can even enhance your resume by earning noncredit certificates in Theatre Costume & Makeup, Theatre Production Organization, and Theatre Technology.



To learn more, contact: Leigh Henderson at hendersonleigh@fhda.edu or 650.949.7012

foothill.edu/theatre

Digital Accessibility

Americans with Disabilities Act (ADA) compliance ensures that Foothill College’s message reaches all students and employees, regardless of ability. **Accessibility isn’t the responsibility of a single department but rather a shared standard that everyone creating materials for the college should understand and apply.**

Use this color strategy visual guide as a quick reference when reviewing designs for accessibility, and consult the link below to learn more about accessibility and ensuring color contrast meets Web Content Accessibility Guidelines (WCAG 2.2 Level AA) standards.

cccaccessibility.org

Accessible Colors



CORRECT

Accessible
Accessible
Accessible
Accessible
Accessible
Accessible
Accessible
Accessible
Accessible

Not Accessible Colors



INCORRECT

NOT accessible
NOT accessible
NOT accessible
NOT accessible
NOT accessible
NOT accessible
NOT accessible
NOT accessible
NOT accessible

Typography

Brandon Text is the college's primary font for print communications. The Marketing Department uses it to create official college designs within the terms of its font license.

For presentations and projects created by other college departments, use Helvetica Neue World or Brandon Grotesque. Staff can access these fonts through their district-issued Adobe Creative Cloud accounts.

Do not use Helvetica, Brandon Grotesque, and Brandon Text together in the same design.

Open Sans is the font for web content.

Primary Marketing Font

Brandon Text Regular
Brandon Text Italic
Brandon Text Bold
Brandon Text Black

Alternative Font

Brandon Grotesque Regular
Brandon Grotesque Medium
Brandon Grotesque Bold
Brandon Grotesque Black

Alternative Font

Helvetica Neue World Regular
Helvetica Neue World Oblique
Helvetica Neue World Bold

Web Font

Open Sans Regular
Open Sans Italic
Open Sans Bold

Layouts

Academic print materials should have a consistent visual identity.

- Heading text should be 16-20 point, bold or black weight, and either Foothill Red, Foothill Yellow, white, or black color.
- Subheading text should be 12-14 point, bold weight, and either Foothill Red or black color.
- Body text should be 10-11 point, regular weight, and black color.
- Use blocks of red color for titles, large sections of text, and dividers.
- Use blocks of grey color for additional information or contact information.
- Make the call-to-action or website URL larger and bolder than other body text.
- Stray away from round shapes. Instead, use rectangles and thick lines.
- When in doubt, align text to the left.



**FOOTHILL
COLLEGE**

Dear,

Nis aspellendi quat. Lupturi tibuseae porepro eic to ius, aut que nimus ditione. Picitio. Unt volorporibus quiderum quise nonserunt evelest voluptas magnis velitib useapel lorior si inis pro dicatias in cor rem ent eos estio. Us pelendios apelit veles et et aut pe poris poratio. Ihas aut moluptae aut in nihil moloribus dolo es as volor aut omnino te experspient volorrer seque volorem ut am, ilibus reptatur as dolut venihit, totatis nos dolutpa ipsee et adi nis quostius aborrorum qui quis dolorem.

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Sincerely,

Name
Title
Department
Foothill College
email

12345 El Monte Road, Los Altos Hills, CA 94022 | 650.949.7777 | foothill.edu



**FOOTHILL
COLLEGE**

Name
Title
Department

650.949.7000
email@foothill.edu

foothill.edu

12345 EL MONTE ROAD, LOS ALTOS HILLS, CA 94022



QUICK QUESTIONS

at the Counseling Center

Mondays–Thursdays, June 27–September 1

10 AM–3:30 PM | Room 8302 | Counseling Center

Get answers to your quick counseling-related questions. Counselors will answer your questions and help ensure that you're on track to achieve your educational goals.

Each session will last about 15 minutes and may include:

- Help with selecting courses for the upcoming quarter
- Answering general and brief questions

Counselors may refer students to an appointment if necessary. **First come, first served. No appointment is necessary.**

foothill.edu/counseling

Please note items such as those listed below are not suitable for Quick Questions and instead a Counseling appointment is necessary:

- Financial aid ed plan
- Academic/progress probation
- Course evaluations from multiple colleges
- Planning a year-long ed plan

➤ Schedule online at **foothill.edu/counseling/counselappt** or call 650.949.7423

Financial Aid Drop-in Hours

Monday: 10-11 AM & 1-2 PM Tuesday: 8-9 AM Wednesday: 1-4 PM Thursday: 8-9 AM Friday: No drop-ins	Room 8100 foothill.edu/aid 650.949.7245 fhfinancialaidoffice@foothill.edu 12345 EL MONTE ROAD LOS ALTOS, CA 94022
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Imagery

Foothill College photography should have a bright, cheerful tone and provide an authentic, honest depiction of campus and student life. Our brand relies on large, color-rich photos of students studying or interacting with one another.

Use photos of actual Foothill students, and reflect the range of backgrounds, ages, and styles that make up our student population. Foothill is one of the most diverse colleges in the region, and our imagery should reflect that. Stray from imagery where students are looking directly at the camera, unless it serves a specific purpose (e.g., student success stories). Photos should not look staged.

You can access a gallery of Foothill-approved photography online at foothillcollege.smugmug.com.

✓ CORRECT



✗ INCORRECT



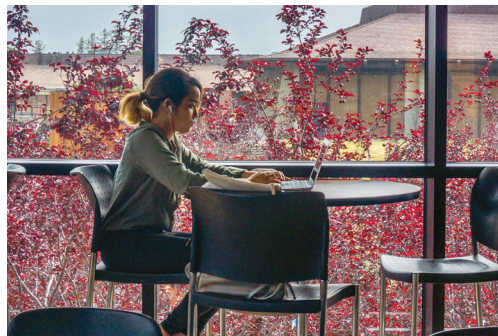
✓ CORRECT



✗ INCORRECT



✓ CORRECT



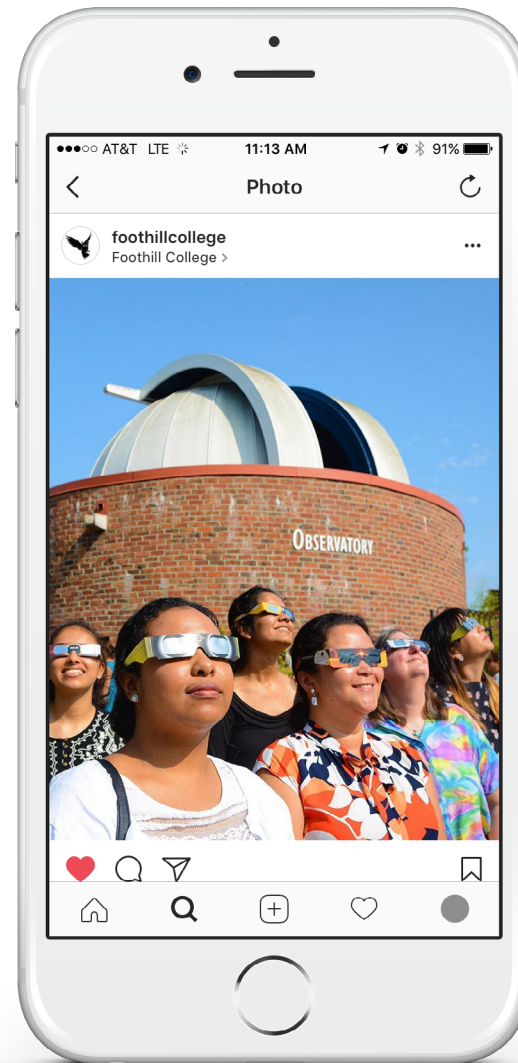
✗ INCORRECT



Social Media

Social media should be part of a broader communication strategy. Consider the following questions, ideally before you launch a new channel, but even when it is already established:

- What do you hope to achieve?
- Who is your audience?
- What channels would reach them most effectively?
- Do you have the resources and commitment to run these channels well?
- Are other related departments already doing something similar?
- Do you need multiple channels? Would fewer, stronger channels be better?



Social Media: Tone

Maintain a professional tone when posting content. Post only meaningful and respectful comments. Do not write anything about a member of the college community or other schools that could be construed as slanderous or offensive. Remember that what you post on the Internet can be shared with just about anyone and will be archived for years. Carefully consider content before you post!

Write as if you are having a conversation with someone, but a professional one. Instead of, “what up peepz? partay 2nite on da library quad,” post something more along the lines of, “Hey, everyone! We’re having a party for our evening students tonight 8 p.m. – hope to see you there!” Content should be kept short and sweet, ideally one-two sentences and a link.

The tone used when posting on social media should be formal, yet friendly. Be approachable and responsive:

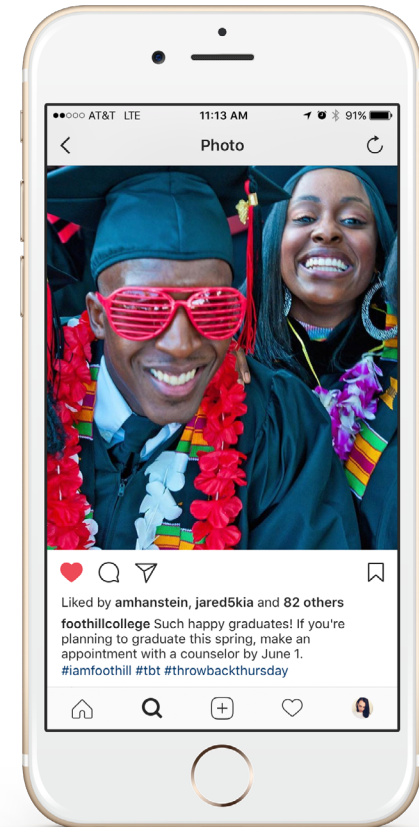
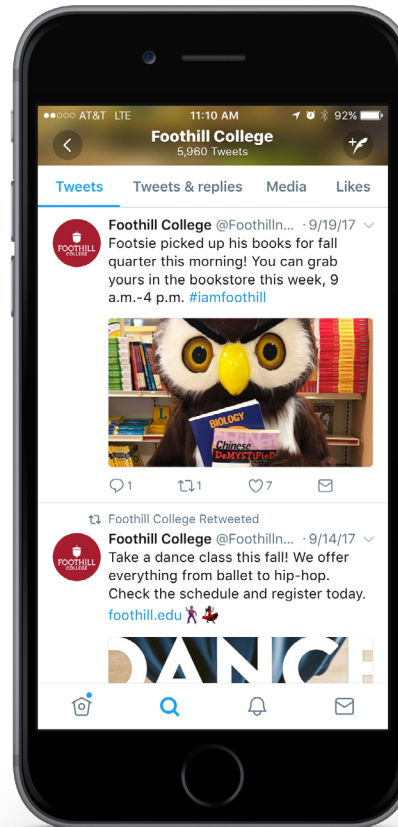
- Use inclusive language (us, we, you)
- Talk like a person, not a machine or a press release
- Be honest and sincere
- Be expressive when appropriate. (“Cool.” “Great news!”)
- Find opportunities to naturally build engagement hooks into your posts



Social Media: Use of College Identity

Use of the Foothill College logo is reserved for the official college social media pages and profiles and their respective profile images. Departments and programs are encouraged to use the logo as a profile image to increase brand awareness.

To strengthen the college's brand and identity in social media, use Foothill College in your profile name (i.e. Foothill College Student Government versus Student Government). Programs or clubs that are not recognized as official organizations may not use the college's name, logo or any other college marks.



Social Media: Icons & Hashtags

Use the social media icons to the right in either red or black, available through the marketing department.

When posting on social media encourage the use of the hashtag for identifying college-related posts.



#LoveYourLearning

#GoOwls

#IAmFoothill

Social Media: Image Sizing

Visual consistency across social platforms preserves our brand's professional image. Each platform processes display specs differently, and incorrect dimensions trigger automatic cropping and compression that can distort graphics, obscure logos, or cut off key messaging.

Platforms update their layout requirements without notice, so always confirm current specs before exporting final graphics. Matching the active aspect ratios keeps assets rendering crisply and looking intentional across every device.

Adobe Express (see page 23) makes it easy to resize and reformat existing graphics for each platform's dimensions without starting from scratch.



Facebook

Profile 320 x 320 pixels
Cover 851 x 315 pixels
Post 1080 x 1350 pixels



Instagram

Profile 320 x 320 pixels
Post 1080 x 1350 pixels
Reels 1080 x 1920 pixels



X

Profile 400 x 400 pixels
Header 1500 x 500 pixels
Post 1600 x 900 pixels



LinkedIn

Profile 400 x 400 pixels
Header 1584 x 396 pixels
Post 1080 x 1350 pixels

Promotional Products

When using the Foothill College logo on promotional products (tees, pens, pins, bottles, tablecloths, etc.), consider the three orientations of the logo. The main logo is the default logo. However, there are situations that require use of the other two orientations.

For example, use the stack logo on square and round objects, such as buttons or tees. Be sure to center this logo. Use the long logo on elongated, thin objects, such as pens.

The acorn logo must be used on all promotional products. The logo cannot be recolored or altered in any way. Black or red items are to be imprinted with the white one-color logo. White or grey items can be imprinted with either the two color (red & black) logo or one-color black logo. Order items that are red, black or gray.

Approved Vendors

[PromotionalEdge.com](https://www.promotionaledge.com) (swag)

[StickerApp.com](https://www.stickerapp.com) (stickers)

[TheStickyBrand.com](https://www.thestickybrand.com) (stickers)

[Printful.com](https://www.printful.com) (tees)

[UPrinting.com](https://www.uprinting.com) (tablecloths)

On Red:



On Black:



On White:



On Gray:



Adobe Express

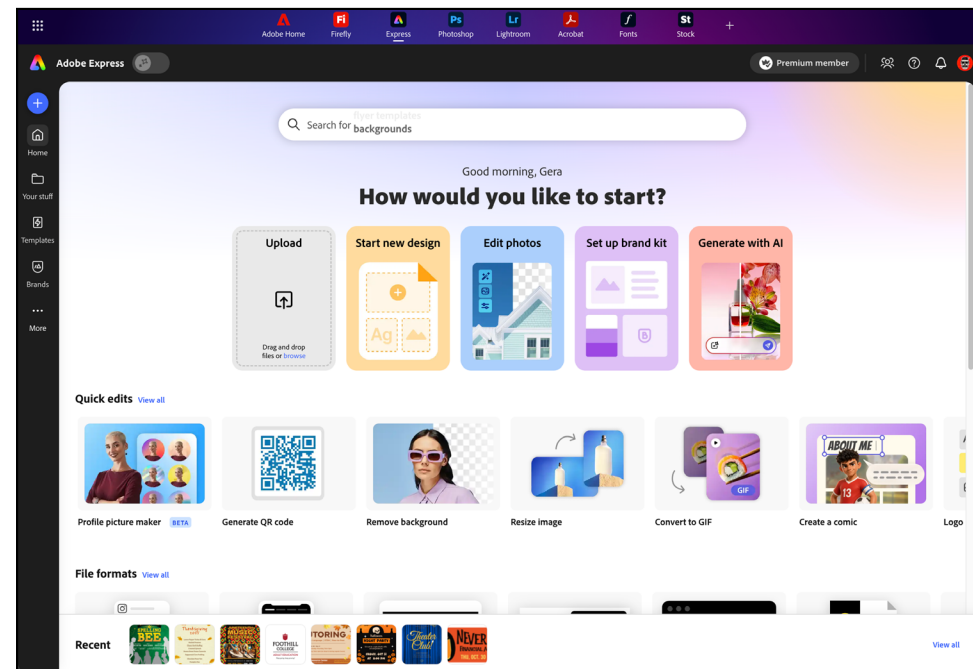
When creating materials for the college, we recommend using Adobe Express. It's similar to Canva for designing flyers and posters, but it's free for all district staff. You'll also get access to Adobe's large library of templates, stock photos, illustrations, backgrounds, fonts, and more. With templates, you don't have to be a designer to get good-looking materials.

We've made branding easy. Request the **Foothill Brand Kit** and you'll have access to our logos, color palette, and more. Contact marketing@fhda.edu for access. You can also share your work through the app for advice and feedback.

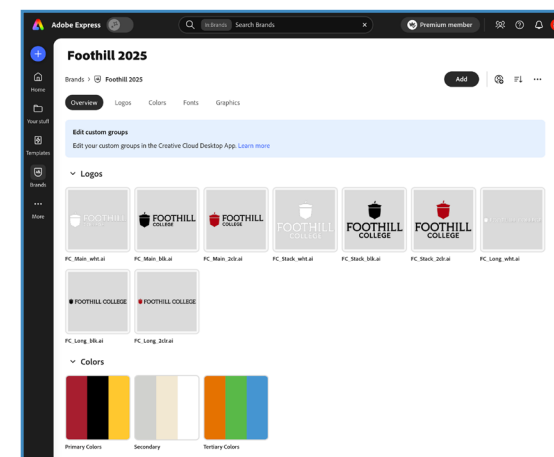
Get started here:

<https://express.adobe.com>

To sign in, use your FHDA email, select "college or university," and proceed through single sign-on via MyPortal. Having trouble? Contact ETS to ensure you have access.



**Foothill Brand Kit
contains logos and
colors to import
directly into your
templates.**



Love Your Learning

Campaign 2026-2027

“Love Your Learning” is Foothill College’s brand campaign, developed to communicate the college’s identity through a single, memorable phrase. The slogan reflects the values at the center of the Foothill experience: curiosity, personal growth, and the relationship between students and their education.

“Love Your Learning” is designed to work across multiple contexts, admissions materials, campus signage, digital platforms, and event collateral, while maintaining a consistent tone and visual identity.



LOVE YOUR LEARNING

 Foothill College



LOVE YOUR LEARNING

 Foothill College



LOVE YOUR LEARNING

Our Team

The Marketing Department supports Foothill College's academic divisions, departments, programs, and student services with design, branding, and communications. All projects, from program cards to web page edits, start with a **work order request**, which allows us to track projects, set timelines, and make sure your request reaches the right person on the team.

For general questions about how we work, logo downloads, and access to the work order form, visit our site:

foothill.edu/marketing

We're here to help!



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