

Brand and Identity Guidelines

California College
Guidance Initiative



CALIFORNIA
COLLEGES.edu
DISCOVER. PLAN. LAUNCH.

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STATEMENT OF PURPOSE

At the California College Guidance Initiative (CCGI), we believe that all students deserve the opportunity to succeed. CCGI works to improve transitions from K-12 to higher education by streamlining the college and financial aid application processes for students, while providing educators with the information necessary to inform data-driven counseling practices and real-time decision-making.

CCGI manages CaliforniaColleges.edu, the State of California’s official college and career planning platform for 6th-12th grade students. CaliforniaColleges.edu allows students to easily connect their applications and academic records to California public colleges and the California Student Aid Commission from one place — making the college and financial aid application process easier and smoother not only for students, but for their school districts and the colleges to which they are applying. CaliforniaColleges.edu also serves as a crucial component of the Cradle-to-Career (C2C) Data System.

Written and visual materials created under the CCGI and CaliforniaColleges.edu brands portray our collective identity, mission, and values. Every interaction with partners, constituents, students, families, educators, and the communities we serve is an opportunity to demonstrate our values of equity, transparency, student-focus, integrity, and relationship-based collaboration.

01. TAGLINE

California College
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CALIFORNIA
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DISCOVER. PLAN. LAUNCH.

California College Guidance Initiative Tagline

**Smoothing the path
to college and career
for California students.**

CaliforniaColleges.edu Tagline

Discover. Plan. Launch.

02. LOGOS



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The CCGI Wordmark

The CCGI wordmark or logo serves as the primary component of CCGI’s visual identity. The wordmark is the central visual identifier for external and internal communications and encapsulates CCGI’s brand through style, color, and typography.

The CCGI wordmark is used sparingly externally in communications and is typically found on materials coming from the Office of the President or in the disclaimer of print/digital collateral.

Wordmark General Guidelines

- Use the wordmark on all CCGI print and electronic communications.
- Only use images of the wordmark made available from CCGI Communications. Do not attempt to recreate the wordmark.
- Use only the approved variations shown on the left.
- Make sure the wordmark is large enough to be visible and clear.
- Please note that the box around the white version is for illustrative purposes only. The wordmark should never be placed inside a box or other shape.



Clear Space

To ensure legibility and recognizability, our wordmark must have a minimum clear space around it.

- Leave a minimum of 0.25 inch padding around the wordmark or “x” space, as illustrated.

Inappropriate Usage

Consistent use of the wordmark is important to maintaining the integrity of our brand. Here are some mistakes to avoid:

- Do not use different parts of the wordmark separately or create variations of the wordmark including varying the alignment of the elements, word spacing, colors, or typefaces.
- Do not distort the wordmark through squashing or stretching.
- Do not place the wordmark over a busy background.
- Do not change the orientation of the wordmark, for example, by placing it at an angle or vertically.
- Do not add drop shadows or typographical effects to the wordmark.



The CaliforniaColleges.edu Wordmark

The CaliforniaColleges.edu wordmark or logo serves as the primary component of CaliforniaColleges.edu’s visual identity. It is the central visual identifier for all communications and encapsulates the brand through style, color, and typography. It must be present on all marketing and instructional materials containing information specifically about the platform.

Wordmark General Guidelines

- Only use images of the wordmark made available from CCGI Communications. Do not attempt to recreate the wordmark.
- Use only the approved variations shown on the left.
- Make sure the wordmark is large enough to be visible and clear.
- Please note that the box around the white version is for illustrative purposes only. The wordmark should never be placed inside a box or other shape.



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- Do not distort the wordmark through squashing or stretching.
- Do not place the wordmark over a busy background.
- Do not change the orientation of the wordmark, for example, by placing it at an angle or vertically.
- Do not add drop shadows or typographical effects to the wordmark.

Using the CCGI and CaliforniaColleges.edu Wordmarks Together

Please see examples below of how to orient the California College Guidance Initiative and CaliforniaColleges.edu logos together.

Clear Space

To ensure legibility and recognizability, our wordmark must have a minimum clear space around it.

- Leave a minimum of 0.25 inch padding around the wordmark or “x” space, as illustrated.

Stacked Logos Example



Side-by-Side Logos Example



Use of the Wordmark by External Parties

The CCGI and CaliforniaColleges.edu wordmarks may be obtained by directly requesting them from CCGI’s Director of Communications, who will make the determination about whether the wordmark can be used by the external party. Please note, CCGI’s Director of Communications must review and approve all uses of the wordmarks by parties external to CCGI prior to public release.

To request use of the CCGI and/or CaliforniaColleges.edu wordmarks, email communications@californiacolleges.edu.

03. COLOR

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BRAND AND IDENTITY GUIDELINES

CCGI Colors

Primary Colors

The color palette is an expression of the CCGI brand and serves as a visual identifier. The color palette communicates a brand that is bright, crisp, and academic. The primary palette consists of CCGI Electric Blue (HEX #1CA6F4), CCGI Gold (HEX #FDB92A), and Black (HEX #000000).

Represented in the CCGI logo, on the CCGI organizational website, and on recruiting collateral or materials where CCGI is the content focus.

Special Instructions

Please use the following guidelines to ensure consistency:

- Do not use CCGI Electric Blue on a white background, as the color contrast is not ADA compliant.
- Use CCGI Gold only as an accent color.
- Make sure to use the HEX or equivalent values provided when printing to ensure consistency across media forms.



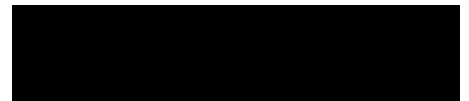
CCGI Electric Blue

RGB: 28R 166G 244B
CMYK: 66C 22M 0Y 0K
HEX #: 1CA6F4
PANTONE: 299 C



CCGI Gold

RGB: 253R 185G 42B
CMYK: 0C 30M 94Y 0K
HEX #: FDB92A
PANTONE: 1235 C



Black

RGB: 0R 0G 0B
CMYK: 0C 0M 0Y 100K
HEX #: 000000
PANTONE: Process Black







CaliforniaColleges.edu Colors

Primary Colors





The color palette is an expression of the CaliforniaColleges.edu brand and serves as a visual identifier. The color palette communicates a brand that is academic, collegiate, and strongly associated with the State of California.




Represented in the CaliforniaColleges.edu logo, the CaliforniaColleges.edu website and the predominant colors used across various print and digital media.

			
CaliforniaColleges.edu Blue	CaliforniaColleges.edu Midnight Blue	CaliforniaColleges.edu Gold	CaliforniaColleges.edu Blue II
RGB: 37R 119G 189B	RGB: 4R 31G 61B	RGB: 253R 185G 42B	RGB: 28R 84G 130B
CMYK: 83C 49M 0Y 0K	CMYK: 98C 84M 45Y 55K	CMYK: 0C 30M 94Y 0K	CMYK: 40C 18M 0Y 49K
HEX #: 2577BD	HEX #: 041F3D	HEX #: FDB92A	HEX #: 1C5482
PANTONE: 285 C	PANTONE: 282 C	PANTONE: 1235 C	PANTONE: 7692 C

Secondary Colors





These colors are considered “secondary” because they are shades or tints of the Primary Colors. These colors should be used sparingly as accent colors in illustrations, social media, slide decks, outreach, and other marketing collateral.

			
Cornflower	Sky	Shadow	Gold Nugget
RGB: 175R 203G 255B	RGB: 101R 171G 210B	RGB: 118R 143G 171B	RGB: 240R 243G 245B
CMYK: 28C 14M 0Y 0K	CMYK: 59C 19M 7Y 0K	CMYK: 58C 37M 21Y 0K	CMYK: 4C 2M 2Y 0K
HEX #: AFCBFF	HEX #: 65ABD2	HEX #: 768FAB	HEX #: BC9312
PANTONE: 2717 C	PANTONE: 2170 C	PANTONE: 2157 C	PANTONE: 3547 C

		
Sunny	Clementine	Pale Gold
RGB: 255R 223G 60B	RGB: 235R 158G 70B	RGB: 240R 243G 245B
CMYK: 2C 9M 86Y 0K	CMYK: 6C 43M 83Y 0K	CMYK: 4C 2M 2Y 0K
HEX #: FFDF3C	HEX #: EB9E46	HEX #: FCF9B5
PANTONE: 115 C	PANTONE: 4009 C	PANTONE: 600 C

Tertiary Colors

These colors are considered tertiary because they share a similar color value (lightness/darkness), which is complementary. These colors should be used sparingly as accent colors in illustrations, social media, slide decks, outreach, and other collateral.

			
Peach	Orange	Aqua	Teal
RGB: 255R 207G 160B	RGB: 242R 113G 36B	RGB: 148R 213G 210B	RGB: 0R 164G 154B
CMYK: 0C 21M 38Y 0K	CMYK: 0C 69M 97Y 0K	CMYK: 41C 0M 20Y 0K	CMYK: 80C 12M 46Y 0K
HEX #: FFCFA0	HEX #: F27124	HEX #: 94D5D2	HEX #: 00A49A
PANTONE: 712 C	PANTONE: 158 C	PANTONE: 324 C	PANTONE: 3560 C

Tertiary Colors Continued



Lavender
RGB: 226R 212G 241B
CMYK: 9C 16M 0Y 0K
HEX #: E2D4F1
PANTONE: 2635 C



Grape
RGB: 151R 126G 194B
CMYK: 43C 54M 0Y 0K
HEX #: 977EC2
PANTONE: 2086 C



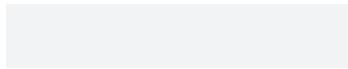
Grass
RGB: 142R 195G 65B
CMYK: 50C 2M 98Y 0K
HEX #: 8EC341
PANTONE: 7488 C



Indigo
RGB: 48R 53G 143B
CMYK: 98C 97M 3Y 1K
HEX #: 30358F
PANTONE: 2370 C

Neutral Colors

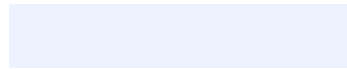
These colors, which include a grayscale, can be used across print and web to support Primary Colors as backgrounds or to simplify designs and give them “room to breathe.” These colors can also be used in rare situations where color printing is not possible. The lightest level of the grayscale is white, and the darkest level is black. Anti-flash White (HEX #F1F3F5) and Alice Blue (HEX #ECF3FF) are particularly useful for the platform, and Ivory (HEX #FBF5E4) is used in illustrations.



Anti-Flash White
RGB: 240R 243G 245B
CMYK: 26C 17M 20Y 0K
HEX #: F1F3F5
PANTONE: 649 C



Ivory
RGB: 251R 245G 228B
CMYK: 1C 2M 10Y 0K
HEX #: FBF5E4
PANTONE: 7499 C



Alice Blue
RGB: 247R 243G 250B
CMYK: 5C 2M 0Y 0K
HEX #: ECF3FF
PANTONE: 656 C



Light Gray
RGB: 148R 213G 210B
CMYK: 26C 17M 20Y 0K
HEX #: BCC4C2
PANTONE: 428 C



Fossil
RGB: 117R 117G 117B
CMYK: 55C 47M 46Y 12K
HEX #: 757575
PANTONE: Cool Gray 9 C



Graphite
RGB: 117R 117G 117B
CMYK: 55C 47M 46Y 12K
HEX #: 4C4E4F
PANTONE: 7540 C



Coal
RGB: 14R 12G 10B
CMYK: 37C 24M 13Y 0K
HEX #: 0E0C0A
PANTONE: Black 6 C



Black
RGB: 0R 0G 0B
CMYK: 0C 0M 0Y 100K
HEX #: 000000
PANTONE: Process Black C

Special Instructions

- Do not use CaliforniaColleges.edu Blue (HEX #2577BD) as a background for white text, as the color contrast is not ADA compliant.
- Use the CaliforniaColleges.edu Midnight Blue (HEX #041F3D) as the primary color for headings.
- Use CaliforniaColleges.edu Gold (HEX #FDB92A) only as an accent color or as a background only with CaliforniaColleges.edu Midnight Blue (HEX #041F3D) text overlaid.

Color and Web Accessibility

Web-based content should meet the [WCAG 2.0](#) level AA standards for accessible color contrast.

04. TYPOGRAPHY

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CCGI Typography

Primary Typeface | Century Gothic

Century Gothic is the primary typeface used for both print and digital communication. It is also the typeface used in the CCGI logo and the primary typeface used for the CCGI organizational website. Using a consistent typeface across all communications allows us to achieve visual uniformity and reinforce the CCGI brand identity.

Please note that the Century Gothic typeface is limited in its range of weights and sizes. We recommend reserving it for titles and headings and supplementing it with other approved alternatives (see below).

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 — & @ # \$? ! % ; , .

WEIGHTS

Regular

Italic

Bold

Bold Italic

Alternatives | Poppins and Arial

When the Century Gothic typeface is not available or does not offer a wide enough range of weights and styles for your needs, we recommend using Poppins or Arial. Both typefaces may be used in Google Workspace and for web typography. Poppins and Arial are available in a wide range of weights and styles, lending versatility and adaptability to a range of messaging needs.

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9 0 — & @ # \$? ! % ; , .

WEIGHTS

Thin	<i>Thin Italic</i>	Semi Bold	<i>Semi Bold Italic</i>
Extra Light	<i>Extra Light Italic</i>	Bold	<i>Bold Italic</i>
Light	<i>Light Italic</i>	Extra Bold	<i>Extra Bold Italic</i>
Regular	<i>Italic</i>	Black	<i>Black Italic</i>
Medium	<i>Medium Italic</i>		

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9 0 — & @ # \$? ! % ; , .

WEIGHTS

Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>

CaliforniaColleges.edu Typography

Primary Typeface | Futura PT

CaliforniaColleges.edu's primary typeface, used for both print and digital communication, is Futura PT. It is the dominant typeface of the logo and is available in a range of weights and styles, lending versatility and adaptability to a range of messaging needs.

Futura PT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 — & @ # \$ % ? ! ; , .

WEIGHTS

Light

Light Oblique

Book

Book Oblique

Medium

Medium Oblique

Demi

Demi Oblique

Heavy

Heavy Oblique

Bold

Bold Oblique

Extra Bold

Extra Bold Oblique

Alternatives | Lato and Arial

If Futura is not available, Lato may be used, as it is the primary font utilized by the CaliforniaColleges.edu platform and on Google Workspace. Arial may be used if neither Futura nor Lato is available.

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9 0 — & @ # \$? ! % ; , .

WEIGHTS

Hairline	<i>Hairline Italic</i>	Medium	<i>Medium Italic</i>
Thin	<i>Thin Italic</i>	Semi Bold	<i>Semi Bold Italic</i>
Light	<i>Light Italic</i>	Bold	<i>Bold Italic</i>
Regular	<i>Italic</i>	Heavy	<i>Heavy Italic</i>
		Black	<i>Black Italic</i>

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9 0 — & @ # \$? ! % ; , .

WEIGHTS

Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>

05. EDITORIAL

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Prose and Personality

The tone and personality of all writing regarding CaliforniaColleges.edu is another aspect of brand identity. All copy should be written clearly and concisely with the audience of 6th through 12th-grade students, educators, and parents/guardians in mind. Writing should strive to provide information that is easy to follow and appropriate to the grade level with an academic and friendly tone.

Writing Style

Grammar

CCGI generally follows AP Style for CCGI communications, with a few exceptions noted below. Please reference the [AP Stylebook](#) for any questions regarding grammar and punctuation.

Exceptions

Contrary to AP Style, CCGI places a comma before the last item in a series (also known as an “Oxford comma”). See example below:

- Please be sure to save your email, platform, Salesforce, and Trailhead passwords to your Dashlane account.

Common Education-Specific Words

Note CCGI’s spelling for the following terms:

- Postsecondary (not post-secondary)
- K-12 (not K12)
- Not-for-profit: when speaking about colleges and universities (not non profit, nonprofit, or non-profit)
- Nonprofit: when speaking about nonprofit organizations or initiatives (not non profit or non-profit)
- Statewide (not state-wide)

Capitalization

For branding purposes, CCGI capitalizes all of the tools and names specific to CaliforniaColleges.edu, as well as other brand-specific terms. Please see a list of words we capitalize below:

- Partner District
- Non-Partner District
- Student/Educator/Parent Account
- Basic Account
- Financial Aid Lessons

- CSU and UC Eligibility Tools
- Academic Planner
- CaliforniaColleges.edu Voice, Platform

Margins

- Margins are set at 0.75”.
- Header and footers have a 0.5” margin.
- The logo sits in the top-right corner, 0.5” from the top and right side of the page.
- For standard documents, the footer includes the page number in the lower-right corner.

Colors

CCGI uses a limited color palette in documents. Please note, we no longer use any shade of yellow/gold in CCGI documents for text, as it is difficult to read and not ADA compliant (yellow/gold is used as an accent color for visual designs).

- Titles: CaliforniaColleges.edu Midnight Blue (HEX #041F3D)
- Body Text: Black (HEX #000000)
- Color Block Section Headings: CaliforniaColleges.edu Blue II background (HEX #1C5482) with white text (HEX #FFFFFF)
- Section Headings: CaliforniaColleges.edu Blue II (HEX #1C5482)
- Subheadings: Black (HEX #000000)



06. PHOTOGRAPHY

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Photography Overview

Photography serves as an important representation of the work that we do at CCGI through CaliforniaColleges.edu. It reminds our audiences of the people we serve and the reasons our organization exists. A photograph can help to ground the work that we do, especially when it reaches levels of complexity that may distance a viewer from our core message.

CCGI's photography exemplifies the joy and possibilities of student life, both in high school and beyond, and the positive relationship between students, educators, and parents. We strive to curate photographs that convey diversity, equity, and inclusion. In terms of the visual tone, we focus on imagery that exudes a positive and uplifting feeling by choosing well-lit photos that look "light and airy." We favor photographs with blue and yellow accents, or neutral tones. Additionally, a blue tint may be applied in order to adhere to our color palette.



Photography General Guidelines

Please refer to the following guidelines for the use of photography in CCGI print and digital publications:

- All images must be licensed for use by CCGI.
- Images adhere to the correct color space, resolution, and file types required for print or digital mediums.

Creating New Photography

- Photography, while expensive, can dramatically improve communication efforts. Please follow these guidelines for producing any new photography:
- Follow the look and feel of existing images (see examples).
- Make sure subjects receive proper lighting and/or are photographed in a well-lit location.
- Avoid busy backgrounds that may distract the viewer.
- Seek active and unexpected shots that feel candid.
- Control the photographic color palette to achieve a bright, airy, and modern feel with an emphasis on cool blues, warm yellows, and neutrals.
- Represent a diverse group of subjects.



07. ILLUSTRATION & ICONOGRAPHY

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Illustration Overview

Our illustrative style is similar to our approach to photography. The illustrations we craft and curate should look light and airy, modern and appealing, and are fun and playful in feeling.

Use of Stock Illustrations

We rely on illustrations primarily sourced from Adobe Stock. While there are many types of illustrations available, we choose illustrations that are age-appropriate, clean, and simple.

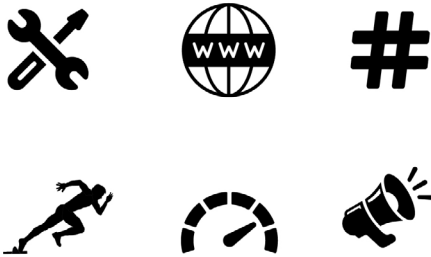
Custom Illustrations

Our custom illustrations are vector-based, drawn using Adobe Illustrator or customized from stock vector illustrations found on Adobe Stock. They feature appropriately youthful images of students primarily, but sometimes parents or educators using the platform or doing an activity that illustrates a feature to explore on the platform.

Illustration General Guidelines

- Create or adapt vector illustrations in Adobe Illustrator.
- Enhance branded appearance and recognizability as a CaliforniaCollege.edu communication by using the brand colors and brand typography.
- Depict a diverse range of people.
- Adhere to a consistent illustrative style (see examples).
- Depict themes, icons, objects, and characters relating to college and career exploration, organization and goal management, financial aid research, study, graduation, extracurricular activities, and holiday activities.

Filled



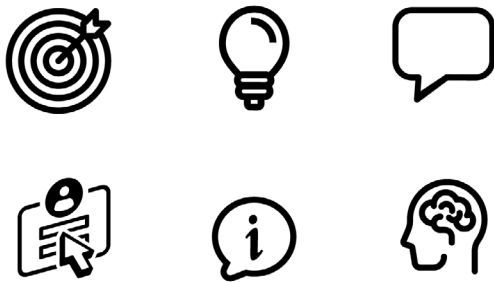
Iconography Overview

Iconography can help simplify complex ideas or translate messages quickly. Icons should share a similar style and structure to unify communications and contribute to a consistent brand experience.

Appropriate Iconographic Style

Filled and outlined style icons can be used in print and digital media, including flyers, reports, slide decks, and social media. Illustrative icons will mostly be found in slide deck presentations and social media.

Outlined



Illustrative



08. SOCIAL MEDIA

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Social Media

Social media channels allow connection with a specific audience in a more tailored and accessible format by granting more direct communication than email or even a website. Communication through social media is generally more casual and playful while still maintaining the brand message and identity.

Colors

Social media channels adhere to the color palette illustrated under the [Color section](#), leaning into the full color palette, especially tertiary colors.

Photography

All photography used for social media must adhere to the guidelines detailed under the [Photography section](#). In addition, any photography sourced directly from our Engagement and Implementation team and/or provided by Partners must adhere to these guidelines:

- Any stock or original photography should strive to follow the look and feel of our existing photography.
- All original photography must be obtained with permission for public or promotional use.
- If images are sourced from a publication or other social media account, that account must be credited in the post caption, e.g., “[camera emoji] @account_name” or “Photo by @account_name.”
- All images must follow Instagram’s Community Guidelines and Facebook’s Community Standards.
- All images should thematically appeal to the audience and reinforce the message in the caption.



Illustration

Whether custom-designed or sourced and modified from licensed stock images, our vector based illustrations for social media aim to look light and airy, modern and appealing, and are fun and playful in feeling. They feature appropriately youthful images of students primarily, and also parents or educators, using CaliforniaColleges.edu or doing an activity that illustrates a feature to explore.



CaliforniaColleges.edu Social media pages

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[Vimeo](#)

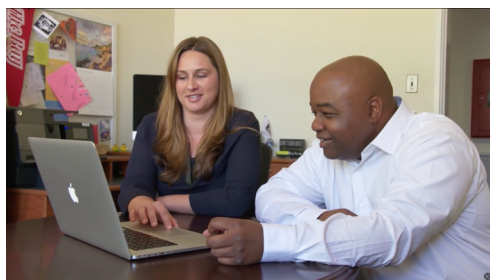
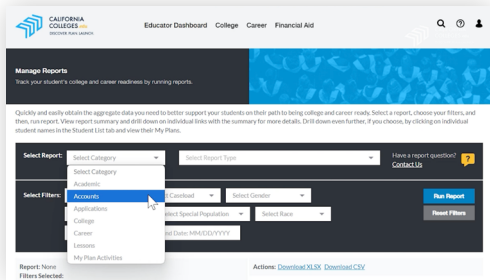
[YouTube](#)

09. VIDEO

California College
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Video

Videos are how audiences primarily consume content in the United States, especially when viewed via social media platforms. CCGI develops video content to ensure that audiences can access information about CCGI or CaliforniaColleges.edu via the channels they are most likely to utilize to find information.

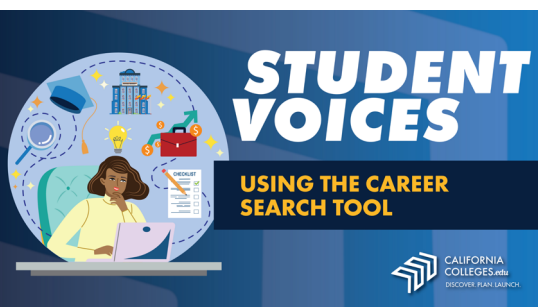
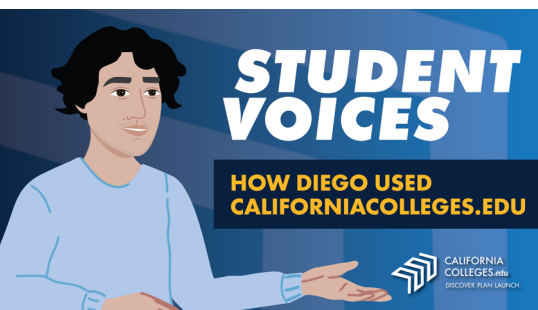
Colors

Video channels adhere to the color palette illustrated under the [Color section](#) and, like social media, utilizes the full breadth of colors available for use.

Footage

All footage used for video content generally adheres to the same standards under the [Photography section](#). In addition, any footage sourced directly from CCGI team members or external partners must adhere to the guidelines below:

- Any stock or original footage should strive to follow the look and feel of our existing footage.
- All original footage must be obtained with permission for public or promotional use.
- If the footage is sourced from a publication or other social media account, that account must be credited in the post caption, e.g., "[camcorder emoji] @account_name" or "Video by @account_name."
- All footage must follow Instagram's Community Guidelines and Facebook's Community Standards.
- All footage should thematically appeal to the audience and reinforce the message in the caption.



Music

All music used for video content generally adheres to the following guidelines:

- Any stock or original music should strive to match the nature of the content being displayed and is generally inspiring, uplifting, positive, and hopeful.
- Any stock or original music used in video content must be obtained with permission for public or promotional use.
- All music must follow Instagram's Community Guidelines and Facebook's Community Standards.

Design

Student-focused videos are designed to evoke light, airy, modern, appealing, fun, and playful feelings for the viewer. They tend to involve illustrations, animations, and upbeat music. We utilize big, bold, modern text formatting, as well as minimal block-style animations and transitions.

Educator-focused videos are designed to be serious, modern, academic, and informative. They tend to involve greater usage of read-along text, thinner text formatting, classic animations and transitions, and heavier use of darker colors.

Illustration

Whether custom-designed or sourced and modified from licensed stock footage, any vector-based animations or illustrations present in CCGI-developed videos aim to look collegiate, academic, modern, and appealing. They feature appropriately youthful images of students primarily, but sometimes parents or educators, using CaliforniaColleges.edu or doing an activity that illustrates a feature to explore.

View Our Channels

[Vimeo](#)

[YouTube](#)

10. RESOURCES

California College
Guidance Initiative



CALIFORNIA
COLLEGES.edu
DISCOVER. PLAN. LAUNCH.

About

Communications is responsible for developing, producing, and managing the Brand and Identity Guidelines that cover both the CCGI and CaliforniaColleges.edu brands.

For further information or questions, please email communications@californiacolleges.edu.

Resources

[Resource Hub](#)

Visit to access downloadable branded collateral

[California College Guidance Initiative](#)

Visit our organization's home on the web

[Learn More](#)

Learn more about [CaliforniaColleges.edu](https://californiacolleges.edu)

