



LIBRARY  
LEARNING RESOURCE CENTER

# BRAND STYLE GUIDE

*Updated August 2024*

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# MENDOCINO COLLEGE MISSION

Mendocino College partners with a dynamic community of diverse students to help them achieve their educational goals. Informed by research, reflection, dialogue, equity and anti-racist practices the College is committed to student success and achievement. Mendocino College embraces its role as an intellectual, economic and cultural anchor for the region.



LOGOS

# LOGOS

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## Primary Logo

The Mendocino College logo is comprised of two elements: the logo icon and the wordmark.

### Iconography:

- The logo prominently features a scenic representation of Mendocino County's natural environment. In the background, there is a silhouette of tall evergreen trees, in the foreground, two sweeping golden waves curve gently across the logo, evoking the rolling hills of the region and symbolizing growth, movement, and progress.
- Above the trees, an eagle in flight ties into our mascot (Eddie the Eagle) and adds a sense of freedom and aspiration, further connecting the college to the idea of exploration and reaching new heights.

### Typography:

- The college name, "Mendocino College," is written in *Trajan Pro Bold* font in navy blue. The typeface exudes a sense of tradition and academic excellence, complementing the natural elements of the logo.
- The text is centered beneath the iconography, creating a balanced and cohesive design.

### Color Palette:

The logo primarily uses two colors:

- Deep Navy Blue: This is used for the tree silhouettes, the bird, and the text "Mendocino College." The navy blue color conveys trust, stability, and professionalism.
- Gold: The curved lines in the foreground are rendered in a vibrant golden yellow, representing energy, optimism, and the bright future the college aims to provide for its students.



### FOR CENTERS AND DEPARTMENTS

To ensure branding consistency, the primary logo is used across centers, departments, and programs.



# LOGOS

## Secondary Logos

There is a proliferation of secondary logos, but these constitute the ‘official’ secondary logos for preferred usage.

### Preferred Secondary Logos

The shield and circle logos are preferred as the alternative to the primary logo in most uses.

### Specialized Secondary Logos

- Letterhead Logo is primarily used on documents, or when height restrictions require these dimensions.
- Seal is primarily used in official documentation and branding.
- Center Logos - In addition to a customized version of the primary logo, the Lake, North County, and Coast Centers each have a shield logo that can be used as a secondary option.
- Eagle - The Eagle logos are primarily used for athletics unless there is a specialty branding need.

### Custom Logos

Any department, program, or event should contact the Marketing Department prior to creating a custom logo. While there are cases when a custom logo is merited, the vast majority of programs should adhere to the institution's branded logos in most uses.

*Requests will be evaluated on a case-by-case basis.*

## PREFERRED SECONDARY LOGOS

The shield and circle logos are the preferred secondary logos in most general use.



## SPECIALIZED SECONDARY LOGOS

The logos below have more specialized use.



Primarily used in letterhead or documents, or when space restrictions require these dimensions.



The seal is primarily used in official documentation and branding.



Each center location has a shield logo that can be used when a darker logo is required.



The Eagle Logos are primarily used for athletics and student life, however in special cases can be used elsewhere.

# LOGOS

## Using Our Logo

In the interest of protecting the integrity of the Mendocino College brand, we have created basic logo guidelines in regard to safe area, logo combinations, and size restrictions.

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.

### Usage Variations:

- Full Color: The primary logo should be used on white or light backgrounds to maximize contrast and visibility.
- Monochrome: A single-color version of the logo, using either navy blue or black, may be used in situations where color printing is not available.
- Reversed: On dark backgrounds, the logo may be used in a reversed version with white elements for visibility.



### SAFE AREA

To ensure the logo maintains its visual integrity, a clear space equivalent to the height of the capital "M" in "Mendocino" should be maintained around the entire logo.

### CLEAR SPACE & SIZING:

The logo should not be reduced to a size smaller than 1 inch in width for print or 100 pixels for digital use to preserve legibility and detail.



### VARIATIONS

- Monochrome: A single-color version of the logo, using either navy blue or black, may be used in situations where color printing is not available.
- Reversed: On dark backgrounds, the logo may be used in a reversed version with white elements for visibility.

# LOGOS

## Logo Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo.

Old versions of the logo have been retired, and therefore should no longer be used in any application.

- Avoid altering the colors, proportions, or orientation of the logo.
- Do not place the logo on visually busy or cluttered backgrounds that detract from its clarity.
- Refrain from adding effects like shadows, outlines, or gradients that could distort the clean and professional appearance of the logo.

These guidelines ensure the Mendocino College logo is used consistently and effectively across all branding and communication materials.



X

Don't add shadows, strokes, or other effects.



X

Don't rotate, make vertical, or flip.



X

Don't alter proportions of the wordmark and icon.



X

Don't alter the letters or spacing in any way.



X

Don't change any color of the icon or text.



X

Don't change aspect ratio, stretch, or squeeze.



X

Don't make the logo into an outline or add color effects.



X

Don't use old versions of the logo or colors.



COLORS

# COLORS

## Our Palette

In the interest of protecting the integrity of the Mendocino College brand, we have defined the approved branding colors.

Color Palette:

The brand primarily uses two colors:

- **Deep Navy Blue:** This is used in the logo for the tree silhouettes, the bird, and the text "Mendocino College." The navy blue color conveys trust, stability, and professionalism.
- **Gold:** The curved lines in the foreground of the logo are rendered in a vibrant golden yellow, representing energy, optimism, and the bright future the college aims to provide for its students.



**Print Navy**  
#001648



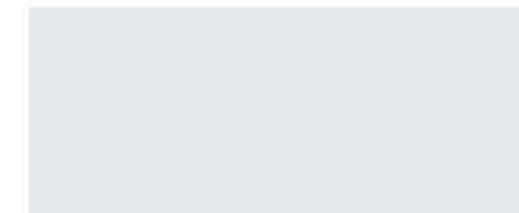
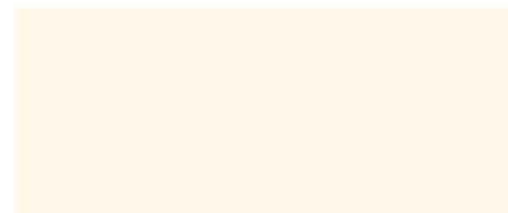
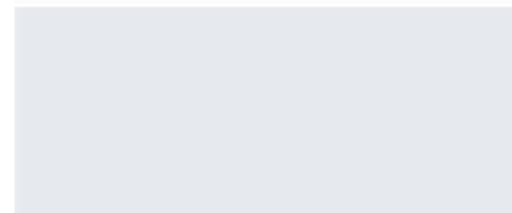
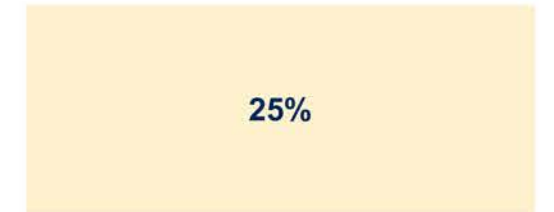
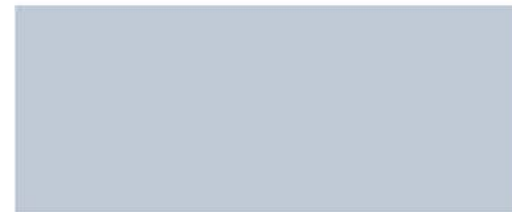
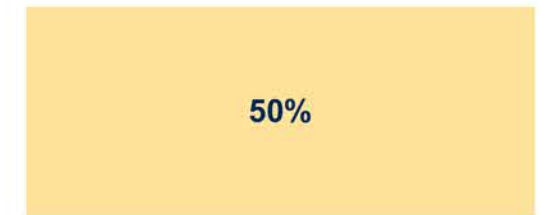
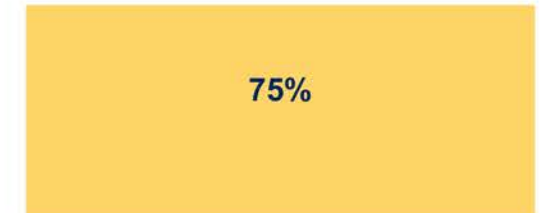
**Print Gold**  
#FFB81C



**Web Navy**  
#00275D



**Web Gold**  
#FDC636



# COLORS

## Using the Palette

These examples demonstrate correct and incorrect usage of the branded color palette.

### CORRECT USAGE



Combine tints + shades of the primary palette.



Use contrast - place white logo over dark colors, and dark text over light colors.



Use solid, opaque colors with text over photos.



Use transparent colors over photos.

### INCORRECT USAGE



Don't combine colors that don't include the primary palette.



Don't place logo or text on background without sufficient contrast



Don't use colors directly over images that lack contrast.



# TYPOGRAPHY

# TYPOGRAPHY

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## Our Fonts

Our two fonts include serif and sans serif—Trajan Pro Bold, and Arial. They are both clear, legible, modern typefaces that work well in print and online. Each of the “font families” includes many “weights” like light, regular, and bold. They can each be downloaded online for free at [FontSquirrel.com](http://FontSquirrel.com) (Aleo) and [Google.com/fonts](http://Google.com/fonts) (Open Sans). For headlines, quotes, and larger text, Trajan Pro Bold all caps is best. For body copy, subheadings, captions, and smaller text use Trajan Pro Bold without all caps, or Arial.

## TRAJAN PRO BOLD

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### HEADINGS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - = +

## Trajan Pro Bold

---

### Subheading

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - = +

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - = +

## Arial

---

### Body Copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) - = +

# TYPOGRAPHY

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## Using Our Fonts

Our fonts are flexible and can be used in a variety of ways. The examples here provide a general guideline on how use our fonts to maximize legibility and aesthetic appeal.

### HEADLINE EXAMPLE

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# HEADINGS

### Body Copy Example

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**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus sed convallis sollicitudin. Vestibulum feugiat effiitur sodales. Mauris et lectus non ligula ullamcorper molestie. Vivamus sagittis lobortis nunc at maximus.**

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus sed convallis sollicitudin. Vestibulum feugiat effiitur sodales. Mauris et lectus non ligula ullamcorper molestie. Vivamus sagittis lobortis nunc at maximus.*

### Quote Example

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**“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus set convallis sollicitudin.”**



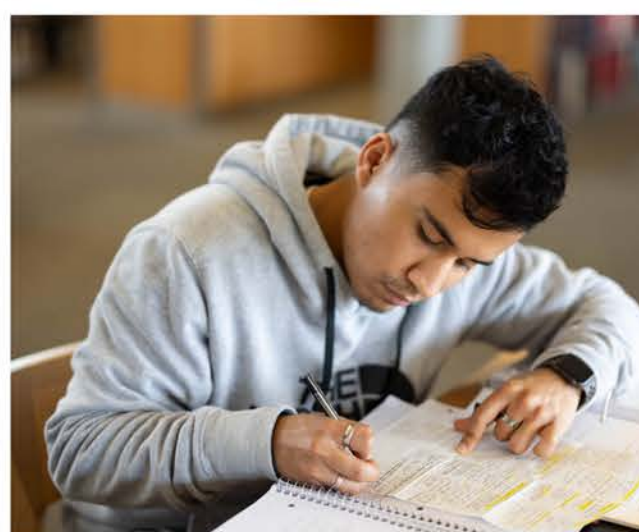
IMAGERY

# IMAGERY

## Our Photos

Great photos are the foundation of the Mendocino College brand. They help bring our human, authentic, inspiring, personal, discovery-driven values to life.

Variety and inclusiveness are important to us. Groups of photos should represent the breadth of the programs and services we offer, demonstrating the geographical, generational, cultural, and social diversity of our students, faculty, staff, and community. We want everyone to be equally represented through our imagery.



# IMAGERY

## Choosing Great Photos

Great photos are essential in the Mendocino College brand. We favor photos with bright colors, bright light, contrast, depth, and dynamic composition. All photos used should be high resolution (at least 1000 pixels wide) and should follow the guidelines listed below. Blurry, grainy, or low-quality photos should not be used even if the content is good.

### DO USE IMAGES OF:

- Engaged faces actively learning and participating.
- People looking at the camera.
- Personality and character.
- Collaboration and people working
- Our institutional values (education, diversity, etc)
- Empowered, confident people.
- Diversity of every kind.
- Stereotypes being challenged.
- High quality and color.



# IMAGERY

## Avoiding Bad Photos

It is critical that the photos we use do not damage our brand or portray anyone negatively. Please take the time to choose photos carefully and thoughtfully. If there is any doubt about whether or not a photo is appropriate, please avoid it.

On the right are some easy rules to avoid bad photo choices. While images of vulnerable people may generate attention in the short-term, they can perpetuate misconceptions that a people or group cannot solve their own problems. We never use photos of people who are suffering, are in vulnerable situations, are stereotyped, or are portrayed as “less than.” We make sure that every single photo we use preserves the dignity of the people portrayed.

*A simple rule is to always ask yourself: “Would I be happy to be portrayed this way?”*

### DO NOT USE IMAGES THAT:

- Portray people as helpless victims.
- Show pain, discomfort, sadness, or fear.
- Cut out essential context.
- Have blurred or obstructed faces.
- Perpetuate stereotypes.
- Don't represent our communities without context.
- Are too dark to see the subjects.
- Have text or logos over them
- Are poor resolution or low quality.
- Are dull, drab, or uninspiring.
- Are stock photography.
- Don't “feel” like the Mendocino College brand.



# IMAGERY

## Why Photo Choice is So Important

We are here to support the needs, goals, and aspirations of our students. Our job is to ensure that they are all represented as powerful, resilient, and equal. Not only does this reinforce our values as an institution, but it also helps shape the perceptions and perspectives of our many audiences.

We have an obligation and an opportunity to change and improve the portrayal of people in difficult circumstances, and our photos play a huge role in that.



“

**“We, the staff, faculty, and students of Mendocino College, commit to photography, videography, and publicity practices that uphold the dignity and individuality of the people in our photos, and portray our work and communities in a responsible way.”**

**MENDOCINO COLLEGE PHOTO STANDARDS**



# BRAND ELEMENTS

# BRAND ELEMENTS

## Our Brand Elements

Our brand elements echo our branding colors and logo.

The Eagle, used sparingly, emphasizes our region and mascot, as well as our ability to help our students soar towards their aspirations.

Color blocks and transparency can be layered for graphic emphasis.

THE EAGLE



COLOR BLOCKS



TRANSPARENCY



# BRAND ELEMENTS

## Combining Our Elements

- Color blocking
- Transparency
- Imagery
- Text
- Logos

MENDOCINO COLLEGE



2024-2025  
CATALOG



REGISTER NOW!

Classes start  
August 19, 2024



# BRAND ELEMENTS

## Combining Our Elements

Logos, typography, color blocking, and photos combine for clean, impactful designs.

April 2024



# THE EAGLE NEWSLETTER

*Bringing Campus Life to Your Inbox*

### EARTH WEEK

Mendocino College's annual Earth Week event will be held April 22nd-April 25th in the Pomo Plaza and next to the Eagles Nest indoors. There will be an EV on display on April 25th from our Automotive Technology Department, along with Earth Friendly Food from our Culinary Arts Department. The annual Student Poster Competition is expanding this year! We're going to add another category, a Student Art Contest for art connected to sustainability and climate change. Art will be displayed in the library. A flyer will be coming out soon that will be sent to all faculty. Please share these activities with your students and if your department would like to take part in the event, please contact Rachel Donham ([rdonham@mendocino.edu](mailto:rdonham@mendocino.edu)).



## Spring Plant Sale

April 26th & 27th, 2024

### UPCOMING EVENTS

**Krenov Exhibit at Grace Hudson Museum**  
March 30 - August 18, 2024

**Kaloxone Distribution Kick-Off Event**  
North County Center: Tues, April 16th 1-4PM  
Lake Center: Wed, April 17th 12-2PM  
Coast Center: Thurs, April 18th 9AM-12PM

**Queer Prom**  
April 20th - Lowery Student Center, Ukiah

**Elena Casanova in Concert (UCCA)**  
April 21 - Free to Students

**Earth Week**  
April 22 - April 25th

**Free Movie: The Miracle Worker**  
April 23, 2024  
Lowery Student Center


**Denim Day for Sexual Assault Awareness**  
April 24th, 11am-12pm

**Free Student Dinner**  
April 24th at 5:30pm, Lowery Student Center

**Spring Plant Sale & Surplus Sale**  
April 26th and 27th

**Alex DeGrassi Benefit Concert**  
April 27th


**Walking Moai**  
Mondays 12:30-1:30pm - meet at Pomo Plaza




## PRESIDENT'S REPORT

AUGUST 2024

REPORT FROM SUPERINTENDENT/PRESIDENT KARAS





Since the last Board meeting in June, the summer session was successful and there were many opportunities to attend and support our programs and students. I had the pleasure to attend a few events including the Pinoleville Big Time, Big Valley Tule Boat Festival, Shakespeare at the Lake, HEP graduation, and the Native American Summer Enrichment Program.


### SUMMER CAMPUS TOURS

Over the summer Rebecca Montes and Janet Daugherty coordinated a series of Tuesday Tours to offer staff a way to go 'behind-the-scenes' to get to know instruction departments better. The tours started with Athletics, with a peak at the inner workings of our Athletics department with AD Matt Gordon, including the fitness trainer space, the fitness lab, newly revamped gym, as well as the PTA and dance classrooms. The second in the series took us behind the stage of the Theatre with our Theatre technician, Dave Wolf, and the Music, Clothing, and Art departments. The final tour of the series allowed us to explore the Grove, including the fascinating inner workings of the nursing lab with Nayely Garcia, and an in-depth tour of the Agricultural gardens with Agriculture Coordinator Jake Kyle. The tours were a big hit and we are grateful to everyone that participated, and led us in a behind the scenes look at their department.

### SUMMER 2024 ENROLLMENTS

Summer enrollment across the district was higher with a 45% FTES increase and student headcount is 38% increase year-over-year. Significantly, summer enrollment was 20% above 2019 levels. This achievement could not be possible without faculty, classified staff, and managers working together to construct a student-focused schedule of classes and work with partners to increase educational opportunities.

SEMESTER	ACTIVE STUDENTS	FULL-TIME	PART-TIME	TOTAL FTES
SUMMER 2024	2320	17	2303	372.00
SUMMER 2023	1675	6	1669	254.89
SUMMER 2020	1765	16	1749	320.97
SUMMER 2019	1911	32	1879	309.91
SUMMER 2018	1952	8	1944	295.53



[www.mendocino.edu/president](http://www.mendocino.edu/president)

# BRAND ELEMENTS

## Combining Our Elements

Logos, typography, color blocking, and photos combine for clean, impactful designs.




**Come as you are,  
see what you become.**

**Enroll now!**

Flexible Scheduling  
Online | Hybrid | In-Person Classes  
Over 60 Degrees & 40 Certificates  
*Financial Aid may be available*



**Spring Classes start January 22, 2024**  
**WWW.MENDOCINO.EDU**



**6 STEPS TO ENROLL**

- Step 1  
APPLY**  
Submit an application.
- Step 2  
APPLY FOR FINANCIAL AID**  
Complete your FAFSA or Dream Act Application.
- Step 3  
ORIENTATION**  
Complete an orientation online.
- Step 4  
PLACEMENT**  
Using an English & Math placement tool or school transcripts.
- Step 5  
ED PLAN & COUNSELING**  
See a counselor to create an education plan.
- Step 6  
REGISTER**  
Enroll in classes.

Non-Profit Org.  
ECR WSS  
U.S. Postage Paid  
Express-It

Residential Customer

**New Resolutions.  
Reliable Results.  
Empower your goals for 2024!**

Whether you're pursuing a degree, preparing for university transfer, enhancing skills with a certificate, or embracing lifelong learning, Mendocino College offers tailored classes for your journey!

Complete your hassle-free registration online or receive personalized assistance at our Ukiah, Fort Bragg, Willits, or Lakeport campuses.

Step into your potential! Join us at Mendocino College and see what you become.

*Spring Classes start January 22, 2024*




**Asegura el éxito de tu futuro**

¡Regístrate hoy! Tenemos Asistencia Financiera disponible. 707-468-3000

**Comienza una carrera en**


- Agricultura
- Mecánica Automotriz
- Desarrollo de Niños
- Introducción a la Construcción
- Artes Culinarias
- Inglés como Segundo Idioma
- ...y ¡muchas carreras más!

**¡INSCRÍBETE HOY MISMO!**  
**WWW.MENDOCINO.EDU**



Start a new career today in  
Agriculture  
Alcohol and Other Drug Studies  
Culinary Arts  
Fire Science  
Human Services  
Physical Therapy  
...and more!

*Financial Aid may be available*  
**ENROLL NOW!**  
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**unlock your future**

Start a new career today in  
Agriculture  
Alcohol and Other Drug Studies  
Culinary Arts  
Fire Science  
Human Services  
Physical Therapy  
...and more!

*Financial Aid may be available*  
**ENROLL NOW!**  
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**MENDOCINO COLLEGE**



**SPRING 2023  
CLASS SCHEDULE**

**REGISTER NOW**  
**WWW.MENDOCINO.EDU**

YOUR COMMUNITY. YOUR COLLEGE. YOUR SUCCESS.  
CLASSES START JANUARY 17TH, 2023  
LAS CLASES COMENZAN EL 17 DE ENERO



IDENTITY

# IDENTITY

## Our Name

Mendocino-Lake Community College District, known as Mendocino College, is a California Community College serving Lake and Mendocino Counties.

The Mendocino College was formed in September 1972 by a vote of the citizens of the Anderson Valley, Laytonville, Potter Valley, Round Valley, Ukiah, and Willits Unified School Districts.

Expansion of the District to include the Lake County Districts of Upper Lake, Kelseyville, and Lakeport occurred by a vote of the citizens on November 5, 1974. In 1981 the name of the District became Mendocino-Lake Community College District to better reflect the geographical area being served.

The name is the property of the District. No person shall, without the permission of the Board, use this name or the name(s) of any college or other facilities of the District, or any abbreviation of them, to imply, indicate or otherwise suggest that an organization, product or service is connected or affiliated with, or is endorsed, favored, supported, or opposed by, the District.

The District consists of the following college and education center(s):

- Mendocino College Ukiah Campus - Ukiah CA
- Mendocino College Lake Center - Lakeport, CA
- Mendocino College North County Center - Willits, CA
- Mendocino College Coast Center - Fort Bragg, CA



# MENDOCINO COLLEGE

### CORRECT USAGE:

- Correct name for most applications: \* Mendocino College
- Correct name for the district, used primarily in official documentation. \* Mendocino-Lake Community College District
- Correct names for each center. \* *The District consists of the following college and education center(s):*
- Mendocino College Ukiah Campus (Ukiah)
  - Mendocino College Lake Center (Lakeport)
  - Mendocino College North County Center (Willits)
  - Mendocino College Coast Center (Fort Bragg)

### INCORRECT USAGE:

- Never without a space. X MendocinoCollege
- Never all lowercase. X mendocino college
- Never hyphenated. X Mendocino-College
- Never the partial legal name. X Mendocino Lake College
- Never the partial legal name. X Mendocino Community College

# IDENTITY

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## Our Purpose

### Our Mission

Mendocino College partners with a dynamic community of diverse students to help them achieve their educational goals. Informed by research, reflection, dialogue, equity and anti-racist practices the College is committed to student success and achievement.

Mendocino College embraces its role as an intellectual, economic and cultural anchor for the region. (revised February 9, 2022)

### Our Vision

Mendocino College encourages and nurtures student success through instructional excellence, social justice, and anti-racist practices.

Mendocino College instruction and services are an inclusive, caring, and accessible learning environment based on individualized student needs. (revised October 5, 2021)



# IDENTITY

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## Our Core Values

- **Anti-Racism:** We support anti-racist practices and policies through institutional actions. We are actively working to dismantle systemic and structural racism through professional development, ongoing dialogue, analysis, and reflection.
- **Collaboration:** We promote collaboration among and across many groups: students, faculty, staff, and our community partners.
- **Continuous Improvement:** We are committed to inquiry, professional development, and reflection. We adjust our practices and embrace new tools and methods to provide equitable opportunities and outcomes.
- **Diversity:** We value the creativity and insight that emerge from multiple perspectives and we recognize the importance of equity and diversity in achieving our goals. As an institution we are strengthened by our many communities, cultures, and traditions.
- **Equity:** We work towards achieving equity in student educational outcomes, regardless of race, ethnicity, ability, gender identity, geographical location, and socio-economic status. We move beyond issues of access and place success outcomes for racially minoritized students as our focus. We aim to remove barriers to educational success and embrace student abilities.
- **Integrity:** We maintain public trust by being honest, fair, transparent, and equitable. We honor our commitments to our students, staff and communities.
- **Respect:** We recognize the inherent value of each individual. We work and communicate collegially, creating working and learning environments which are conducive to the open exchange of ideas.
- **Student Success:** Students come to us with rich experiences, goals and backgrounds. We create meaningful learning environments to support each student in developing and accomplishing their personal, educational and career goals and to prepare them for a lifetime of learning and achievement.
- **Sustainability:** We are responsible stewards of fiscal, natural and human resources. We recognize that climate change is an active and direct threat to our students and community. We are actively working to incorporate a culture of sustainability and resiliency through professional development, ongoing dialogue, analysis and reflection.

*(revised October 5, 2021)*



# IDENTITY

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## Our Brand Is

friendly,  
welcoming,  
intelligent,  
inspiring,  
heartfelt,  
knowledgeable,  
optimistic,  
engaging,  
accessible,  
hopeful,  
curious,  
human,  
smart, and  
enthusiastic.



# IDENTITY

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## Our Audiences

Mendocino College's primary audiences are: **students, potential students, and community members.**

We also have a variety of secondary audiences: faculty, staff, Board of Trustees, media, community partners, alumni, prospective employees, government agencies, industry partners, Foundation donors, among others.





VALUE PROPOSITION

# VALUE PROPOSITION

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## Our Value Proposition

At Mendocino College, we believe in transforming lives and strengthening communities by providing accessible, high-quality education. Our commitment to student success drives everything we do, from offering flexible learning options to maintaining small class sizes that foster personalized attention. We empower our students—whether they are first-time college-goers, returning adults, or lifelong learners—to achieve their educational goals and build meaningful careers.

With deep roots in our local community and a focus on inclusive, student-centered learning, Mendocino College is a trusted partner in personal and professional growth. Our dedicated faculty and staff are passionate about helping students reach their full potential, while our diverse programs and supportive environment ensure that every student has the opportunity to thrive.



### Empowering Futures through Accessible, High-Quality Education

#### Accessibility & Flexibility

- At Mendocino College, we prioritize accessibility by offering flexible learning options, ensuring that education is within reach for everyone, whether they are balancing work, family, or other commitments.

#### Student-Centered Learning

- Our commitment to small class sizes and personalized attention ensures that each student receives the support and guidance they need to succeed, making their educational experience truly unique and effective.

#### Community Connection

- Deeply rooted in our local community, Mendocino College is dedicated to fostering strong partnerships and creating opportunities that enhance the well-being and prosperity of our region.

#### Commitment to Success

- We are passionate about empowering students to reach their full potential, providing the tools, resources, and support necessary to help them achieve their educational and career goals.

# VALUE PROPOSITION

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## Our Key Messages

These key messages are at the heart of the Mendocino College brand, they explain what makes us different and the reasons people choose Mendocino College.

### **First Choice**

Mendocino College makes sense as a first choice - quality education, individualized attention, affordable and flexible learning in a beautiful, diverse setting.

### **Personalized Education**

We offer small class sizes, ensuring individualized attention and a tailored learning experience. Quality education at a fraction of the cost—Mendocino College provides exceptional value without the burden of high tuition.

### **Community-Centered**

Deeply embedded in our local community, we are committed to enriching lives and driving regional growth. From certificates to associate degrees and transfer programs, we offer a wide range of educational opportunities to meet your goals.

### **Student-Centered Learning Environment**

Our dedicated faculty and staff are here to guide you every step of the way, from enrollment to graduation.

### **Flexible Scheduling**

With day, evening, and online classes, we make it easy to fit education into your busy life.

### **Career-Ready Programs**

We prepare students for in-demand careers with hands-on training and industry-relevant skills.

### **Transfer Success**

Our strong transfer agreements with four-year universities ensure a smooth transition for students continuing their education.

### **Innovative Resources**

State-of-the-art facilities and cutting-edge technology empower students to learn and thrive in a modern educational environment.

### **Inclusive Culture and a Sense of Belonging**

We celebrate diversity and promote an inclusive culture where all students are valued and supported in their journey to success.



VOICE

VOICE

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# Our Philosophy Around Language



## **Words are powerful.**

The language we use influences our feelings and decisions and affects people's everyday lives.

The brand tone for Mendocino College is friendly, welcoming, and intelligent. The copy isn't snobby. It's genuine. It's inspiring. It's heartfelt. Since our students, faculty, and community make all our work possible, we always speak to and about them with gratitude, affection, and respect.

# Our Philosophy of Better Storytelling & Communication

## Choose to inspire.

Storytelling and communication are not just a means for building Mendocino College's brand and visibility. They are a strategic part of helping Mendocino College achieve our mission and vision. That's what we mean by "better" storytelling and communication: promoting equity, diversity, collaboration, integrity, respect, sustainability, and student success through the actual words, images, and narratives we share.

How do we tell compelling, yet not overlysimplified stories? How do we inspire action without enforcing consequences? Here are some principles from *The Development Element*:

**Layer information.** Build opportunities for people to "dig deeper" through multiple layers of information. Digital media is powerful in this way.

**Analyze voice.** No one is "voiceless." Enable people to tell their own stories whenever possible.

**Show people's sense of agency.** There's no need to underestimate or fail to represent people's abilities, skills, or commitment. Root out stereotypes, generalizations, and exploitation.

## Bridge the "us" versus "them" divide.

Create opportunities for people to connect with the universality of the human experience without relying on guilt, or shame.

**Show who's driving.** Accountability is no longer just about reporting. Demonstrate how you incorporate initiatives, feedback and decision-making into your work.

## Don't skip the boring stuff.

Acknowledge and show complexity. Portray multiple factors and long-term perspectives.

**Avoid jargon and acronyms.** If you can help it. (Hint: you can always help it.)

# Our Philosophy of Better Storytelling & Communication



## **Change hearts and minds and inspire action with our stories.**

Stories are some of the most powerful tools to move people to take action. But stories with purpose don't just materialize—they're strategically planned, creatively crafted, and purposefully designed to achieve measurable outcomes. Here are some tips on how to craft a powerful story:

- Always add context and evidence. Frame their success, opportunity, or experience in a way that is relatable, attainable, and possible to duplicate (“I did it, so can you!”)
- The best calls-to-action are specific, relatable, and emphasize choice, and opportunity.
- Make the call-to-action achievable and meaningful. If we can convince people that they can make a choice that will make a difference, this belief will drive them to do something. We want to change peoples’ views of their own abilities, and feel in control of their future.

QUESTIONS?

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## Our Contact Information



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