



# Flyer Guidelines

- All CMC flyers must be approved by the Public Relations Office before posting or disseminating.
- Brand colors should be used whenever possible, especially on public-facing flyers.
- Sans Serif fonts are the best for accessibility purposes, Myriad Pro/Variable are preferred.
- Type should be large enough and high enough contrast for accessibility purposes.
- CMC department logos should be used on flyers.
- External organizations and businesses may not use the CMC logo without formal approval.
- Dates should be presented as: Wednesday, May 4 or June 1, not May 4th or June 1st.
- Times should be presented as: 10 a.m.-1 p.m., or 10 AM - 1 PM. If an event is only in the morning or afternoon, then it should be presented as: 10 - 11 AM, not 10 AM-11 AM. If an event begins or ends at 12 PM, just use "noon."
- Flyers for kiosk use should be provided in PNG format.
- Fundraising events must be approved by the CMC Foundation prior to sending flyers for approval.
- Please check spelling, grammar, dates, times, venues, and QR codes prior to sending for approval.
- If you have questions or special requests, please contact Steve Brown at [stevebrown@cmccd.edu](mailto:stevebrown@cmccd.edu) or 760-366-3791 ext. 5310.



# BRAND COLOR GUIDE

**CMC BRAND COLORS:  
COPPER / TEAL**

**RGB**

**COPPER: 183, 100, 71**

**TEAL: 24, 151, 164**

**CMYK**

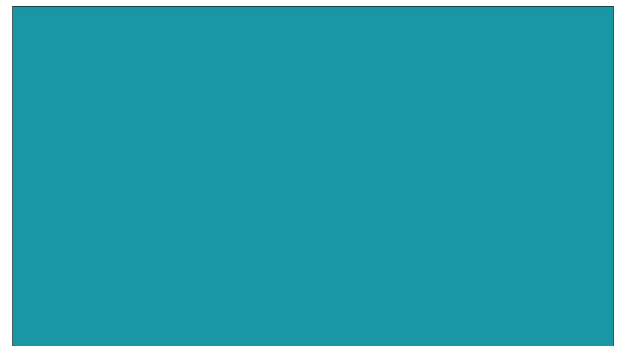
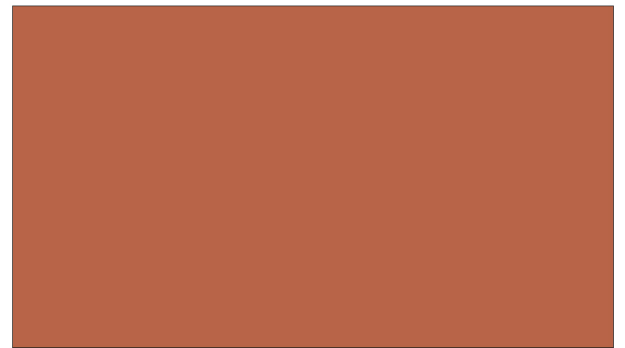
**COPPER: 22, 69, 76, 9**

**TEAL: 80, 23, 34, 1**

**PANTONE**

**COPPER: 7524c**

**TEAL: 7711c**



**Preferred fonts:**

**Myriad Pro, Myriad Variable Concept  
or similar san serif font**