



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. If you have questions about accessibility issues with flyers, please ask.
- CMC department logos should be used on flyers. If your department does not have an updated CMC logo, please request that one be made for your department.
- External organizations and businesses may not use the CMC logo without formal approval. If your department is partnering with outside organizations or businesses on an event needing a flyer, please make sure to submit the flyer for approval before partners disseminate the flyer to the public.
- For readability, dates should be presented as: Wednesday, May 4 or June 1, not May 4th or June 1st.
- For clarity, 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. Please label your flyers by date first, as in: May-1-2026jobfair.png or something similar. It can be the date of the event, or the start date for a series of events. It helps ensure that it gets placed on the kiosks at an appropriate date to be effective (during semesters, there are many competing flyers).
- Fundraising events must be approved by the CMC Foundation prior to sending flyers for approval.
- Please check spelling, grammar, all details, and QR codes prior to sending for approval.
- Flyers are required to be sent for approval a minimum of two weeks prior to the event

date in the flyer per Marketing SOPs.

- When the flyer is approved, the appropriate department should post the event to the CMC website calendar, if appropriate, with relevant details. If there is a question as to whether a student-facing event should be included on the calendar, please ask the Public Relations Department for guidance.
- If you would like social media exposure for the event, please provide additional details and information to include in posts. For major events, a quote(s) about the event that helps explain why the public should attend, is suggested. For major events a press release may be in order. The Public Relations Department can assist with outside promotion.
- If your event is open to the public, please consider making an announcement on the weekly *News From the Mountain* radio show on KCDZ-FM/Z-107.7 FM. The show is an excellent opportunity to get additional awareness of the event broadcast to the community, and being a guest on the show is easy and brief. Please contact the Public Relations Department for information or to schedule a date.
- If you are purchasing CMC-branded merchandise, please send designs to the Public Relations Department for approval prior to ordering. Branding guidelines are more flexible for merchandise, but they still exist. Allow appropriate time for review.
- If you are posting a flyer to your department web page on the CMC website and web calendar, please also include the flyer details in text. This helps both with accessibility and AI search functions.
- If you upload a flyer and/or images to the CMC website for your event, please make sure to add the alt-text for all images. This is required by ADA Title II compliance for all images used on the website, and will be required for social media images in 2027.
- If you intend to use photos of an event for promotional or outreach purposes, please make sure to note that attendees may be photographed/recorded while attending. If you intend to have photos or video taken of an event, you should note that in promotional materials whenever possible and you must post the event in a highly visible manner at entrances with Notice of Filming & Photography flyers or have those attending sign CMC Media Releases. If posting notices, please take photos of the notices posted for reference.
- Photos of CMC students, personnel, and the general public may not be altered by AI. Media releases do not permit photographs or videos to be altered by AI. For limited purposes, backgrounds may be removed, or a photo may be cleaned up, but only when necessary. The human subjects of any photograph cannot have their features, clothing, etc., altered by AI without permission. Photos posted on social media platforms can have appropriate social media effects applied.
- No outside photo or video shoots are allowed on campus without prior approval.
- If you have questions, need assistance, or have special requests, please contact Steve Brown at 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

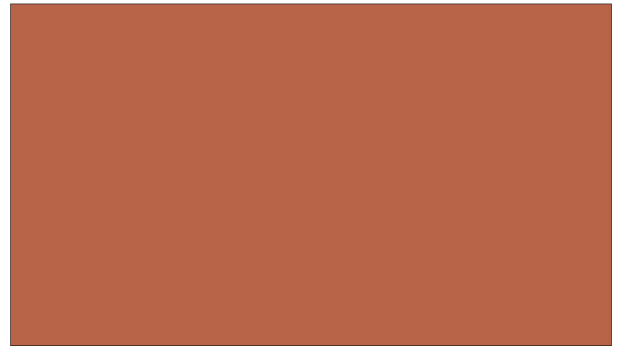
COPPER: 22, 69, 76, 9

TEAL: 80, 23, 34, 1

PANTONE

COPPER: 7524c

TEAL: 7711c



Preferred fonts:

Myriad Pro, Myriad Variable Concept
or similar san serif font