



# El Camino College

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# 1

# Brand Foundation



# The El Camino College Brand

The El Camino brand messaging is not a new concept or a change in direction. This brand document articulates who we are and who our students are and who they want to be, and provides the clarity we need to amplify this.

Our brand is not limited to marketing. It's not just about words on the page or on the site. The brand is about how we interact with our students and each other every day. It informs the behaviors, language, actions and decisions we make every day to positively impact students' lives.

We are a community committed to excellence and care for our students and each other.

We are proud.

We are compassionate.

***We are El Camino.***

# Who We Are

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The El Camino “key takeaway” is what we want our students, prospective students, alumni, faculty, staff and extended community to know and believe about El Camino. Whether it’s within a brief conversation, in a classroom interaction, a meeting with admissions or in a marketing piece or website, this key takeaway is at the core of who we are and what we stand for. This key takeaway represents the intersection of what we offer and what our community is seeking. This ensures that our messaging is authentic, true and resonant.

At El Camino, you’ll find a community that believes in you and your power to succeed. We put guidance, support and helpful resources at your fingertips so you can take what you need and use it to reach your goals. We’ll be by your side as you build a future you and your family will be proud of.

# Let’s go.

# 2

# Brand Pillars

# Our Brand Pillars

Our pillars are our reasons to believe our key takeaway. They represent the ways in which we foster a supportive community and provide the guidance and resources that help our students achieve their goals.

<div>1</div> <div>Personal and Academic Support</div>	<div>2</div> <div>Academic Excellence and Access For All</div>	<div>3</div> <div>Welcoming and Vibrant Community</div>	<div>4</div> <div>Foundation for the Future</div>	<div>5</div> <div>Efficient, Affordable and Valuable</div>
<div>Caring and committed professors</div> <div>Holistic student support</div> <div>Small classes</div>	<div>Renowned programs</div> <div>Academic excellence</div> <div>Access for all</div> <div>Dual enrollment</div>	<div>Welcoming and diverse community</div> <div>Athletics</div> <div>Arts</div> <div>Clubs and organizations</div>	<div>Students first</div> <div>Transfer resources</div> <div>Relevant curriculum</div> <div>Direct-to-career training</div>	<div>Maximizing exploration, minimizing debt</div> <div>Broad class availability</div> <div>Low or no-cost enrollment fees</div>



# Pillar 1 | Personal and Academic Support

## Caring and Committed Professors

Our professors choose this college based on their ability to have direct impact on students' academic and personal success. They believe El Camino students represent the best kind of student: hardworking adults who are striving to make the most of their higher education opportunity.

## Smaller Classes

With a faculty-to-student ratio of 1:28, we offer smaller classes that allow students to master subjects through mentoring by their dedicated professors.

## Holistic Student Support

With many faculty and staff being El Camino alumni and longtime members of the local community, we recognize the resilience of our students and our community. And the value of guidance as we strive to help students reach their goals — and even stretch beyond where they ever imagined. From formalized academic support to outreach by faculty and staff, we strive to provide the right level of guidance, nurturing and support for each student. Our annual Fall Student Support Expo provides an opportunity for all students to connect and learn more about academic and student support programs and services.

### Academic Support

Tutoring, Project Success

### Cohort Success Programs

- First Year Experience (FYE) program
- EOPS
- F.I.R.S.T.
- Puente Project

## Pillar 2 | Academic Excellence and Access for All

### Renowned Programs

El Camino is recognized for exceptional programs and preparation for both four-year universities and direct-to-career programs. From Radiation Technology and Fire Technology to Journalism, Nursing and Education, El Camino is known for the quality and success of our grads.

### Academic Excellence

Our graduates are recognized for their higher level of knowledge in the workplace and university classes, and we're proud to have one of the highest acceptance rates at CSUs and UCs in the entire community college system. We outrank Santa Monica College for both CSU and UC transfers. UCs currently accept nearly 80% of our transfer applicants and CSUs accept more than 1,000 of our students each year. Our professors are highly educated and deeply knowledgeable in their fields, with graduate and doctorate degrees from Cal (UC Berkeley), UCLA and other top institutions.

### Access for All

We believe all high school graduates should have access to higher education and finances shouldn't stand in the way of achieving that. We support this in multiple ways, including:

#### *South Bay Promise:*

No enrollment fees for up to two years for all first-time, full-time students attending, regardless of school district.

#### *Student Support and Success Programs:*

From honors to pathways programs, we support our incoming South Bay Promise students with the resources they need to take full advantage of their El Camino education.

### Dual Enrollment

We want to help ambitious high school students get ahead in higher education and offer dual-enrollment in college courses for eligible seniors.

## Pillar 3 | Welcoming and Vibrant Community

### Welcoming and Diverse Community

From their first step on our campus, students and visitors feel welcomed into a diverse community that reflects our South Bay location. Every day we strive to embrace and support our diverse community through increasing equity and inclusion via behaviors, language and curriculum.

### Athletics

With our nationally-ranked women's beach volleyball team and championship-winning teams in a multitude of sports, El Camino has over 20 intercollegiate athletic programs available to student athletes.

### Events

Our events reflect our diverse community, both internal and external. From our Annual College Night and Onizuka Space Science Day to Dia de Los Muertos, Taste of Soul, and PRIDE week, we serve as a hub for cultural, arts and academic events for our community.

### Arts

Our high-quality performing arts events and programs include world-class touring musicians, artists, theatre productions and more. Past events have included Los Angeles Philharmonic and Los Angeles Opera as well as student-performed productions of *RENT*, *In the Heights* and multiple student art exhibitions every year.

### Clubs and organizations

With more than 50 clubs on campus, new students and returning students can find a club that connects them to others with shared interests, ambition and cultures. We know our most successful students are those who are connected and take advantage of all that El Camino has to offer, so we encourage students to join or start a club to get the most out of their student experience.

# Pillar 4 | Foundation for the Future

## Students First

We recognize that many of our students are entering college for the first time and are taking on new levels of academic rigor and responsibility. Our faculty and staff support this growth and focus on serving and mentoring our students so when our grads leave, they're prepared to succeed in any arena: academics, career and life.

## Transfer Resources

From day one, our incoming students take advantage of counselors who guide them on the path to transfer. They ensure students know which classes they need to take to prepare for their major and help them with a seamless transition to a university.

## Relevant Curriculum

Our faculty and administration develop and maintain curriculum that reflects both current thinking and innovations in the field of study. This ensures our graduates, whether going directly into a career or a four-year university, are prepared to hit the ground running.

## Direct-to-career Training

Our career-focused training has launched thousands of students in careers in Computer Information Systems, Cyber Security, Cloud Computing, Radiology, Paralegal, Respiratory Tech, Auto Tech and Construction Technology. In partnership with our local business community, we also provide training in general automotive, construction, electronics and machine tool programs.

## Career Center

We focus on helping students achieve career and life goals by exploring their values, interests and aptitude. Together we explore career opportunities and workforce demand so our students can make informed decisions about their future.

## Proven Outcomes

Our transfer rates speak for themselves, putting our grads in the best position to successfully transfer. Our graduates in career and certificate programs move into and up quickly in the workforce. Consult Institutional Research & Planning for current placement statistics.

## Alumni Narratives

We must highlight our alumni stories, from the famous to the successful, in universities and the workforce.

## Employer Narratives

Across all platforms, we need to highlight resonant stories that speak to the preparedness of El Camino grads, how employers seek out El Camino grads and their narratives about El Camino alumni.

## Pillar 5 | Efficient, Affordable and Valuable

### Maximizing Exploration, Minimizing Debt

El Camino's depth and breadth of programming, when combined with low-to-no tuition options, means students can explore and find their passion without paying tens of thousands of dollars at a four-year institution. El Camino students get both broad opportunities and the guidance they need to make an informed decision about their path forward.

### Broad Class Availability

Students have access to a breadth of programs, including digital arts, fire and emergency technology, business, nursing, computer information systems and machine tool technology. Nearly all programs can be completed in two years.

### Low or No-Cost Enrollment Fees

We believe every student should have the opportunity to continue their education. At El Camino we offer:

#### South Bay Promise

Enrollment fees for the first and second year will be paid for full-time students and additional services and counseling will be offered to students enrolled in the South Bay Promise. This is available to all first-time, full-time college students (regardless of school district) who attend El Camino College the fall after their senior year.

#### AB 540 Resources

Students who identify as undocumented or AB 540 have access to financial aid and more, and our team helps them understand how to access and request any aid for which they're eligible.

#### Scholarships

We work with all students to determine which scholarships they're eligible for and help them apply. In the 2018/2019 school year, over 20,000 El Camino students were awarded grants, scholarships and fee waivers totaling over \$57 million.

# 3

# Messaging Matrix



## About This Tool

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- The following pages outline the message hierarchy for each of El Camino's key target audiences, including the recommended pillar prioritization for each audience.
- This hierarchy does NOT preclude inclusion of the Key Takeaway, which is critical to all communications. The pillars are designed to fully support the overarching sentiment the Key Takeaway (the true core of El Camino's brand) seeks to convey.
- The pillars for each audience are listed in order of importance (numbered), from left to right. The core messages associated with each are organized between primary, secondary and tertiary to help communicators convey the most important related benefits and outcomes first.
- The pillars and supporting message order are based on research that revealed decision factors for prospective students, sentiment of current students and messaging that's important to faculty, staff and alumni.

# Prospective Students

Order of importance	1. Personal and academic support	2. Foundation for the future	3. Efficient, affordable, and valuable	4. Academic excellence and access for all	5. Welcoming, vibrant community
Primary	Personal support  Smaller classes	Students first  Transfer rates and counseling  Direct-to-career training	Low-or-no tuition fees  Maximizing exploration, minimizing debt	Renowned programs	Welcoming, diverse community  Athletics
Secondary	Cohort programs (limited to most common audience)	Relevant curriculum  Outcomes (and narratives which illustrate that)	Broad class availability	Academic excellence (distinguished professors)  Access for all (South Bay Promise)	Clubs and organizations  Arts
Tertiary	Academic support	Career Center		Access for all (Dual enrollment)	Events

# Current Students

Order of importance	1. Personal and academic support	2. Foundation for the future	3. Efficient, affordable, and valuable	4. Academic excellence and access for all	5. Welcoming, vibrant community
Primary	Cohort programs	Transfer counseling Career Center	Distinguished professors	Clubs and organizations Welcoming, diverse community	Maximizing exploration, minimizing debt (framed as opportunity to take their time finding the right fit)
Secondary	Academic support	Outcomes for career training Narratives that illustrate outcomes (career/transfer)	Renowned programs Academic excellence (preparation for transfer)	Events Arts	Low-or-no tuition fees (framed as reasons to continue, re-up each semester)
Tertiary	Personal support	Current transfer rates vs. historical Relevant curriculum	Access for all (student support and success programs)	Athletics	Broad class availability

# High School Counselors and Parents

Order of importance	1. Academic excellence and access for all	2. Foundation for the future	3. Efficient, affordable, and valuable	4. Personal and academic support	5. Welcoming, vibrant community
Primary	Renowned programs	Transfer rates and counseling (resources)  Direct-to-career training	Low-or-no tuition fees	Personal support	Welcoming, diverse community  Athletics
Secondary	Academic excellence (distinguished professors and transfer prep)  Access for all (South Bay Promise)	Students first  Outcomes (and narratives which illustrate that)	Broad class availability  Maximizing exploration, minimizing debt	Cohort programs (limited to most common audience)	Clubs and organizations  Arts
Tertiary	Access for all (Dual enrollment)	Relevant curriculum  Career Center	Access for all (student support and success programs)	Academic support  Smaller classes	Events

# Employer Partners and Community Partners

Order of importance	1. Academic excellence and access for all	2. Foundation for the future	3. Personal and academic support	4. Efficient, affordable, and valuable	5. Welcoming, vibrant community
Primary	Renowned programs  Academic excellence (and relevant curriculum)	Relevant curriculum  Outcomes (and narratives which illustrate that)	Personal support	Low-or-no tuition fees  Maximizing exploration, minimizing debt	Welcoming, diverse community
Secondary	Access for all (South Bay Promise)	Transfer rates and counseling (resources)  Direct-to-career training	Cohort programs (limited to most common audience)	Intentionally blank – other points are very tertiary	Athletics  Clubs and organizations  Arts
Tertiary	Access for all (Dual enrollment)	Career Center	Academic support	Maximizing exploration, minimizing debt  Broad class availability	Events

# Alumni

Order of importance	1. Foundation for the future	2. Welcoming, vibrant community	3. Personal and academic support	4. Efficient, affordable, and valuable	5. Welcoming, vibrant community
Primary	Students first (frame up as benefit they[alumni] received and how it served them)  Proven outcomes (transfer and placement success)  Alumni and employer narratives	Welcoming and diverse community	Renowned programs	Low-or-no tuition fees	Personal support (tie to reflection of the support they received that enabled their success)
Secondary	Relevant curriculum  Direct-to-career training	Athletics  Events	Academic excellence  Access for all	Intentionally blank – other points are very tertiary	Academic support  Cohort programs (tie to ability to connect to those with shared challenges or similar backgrounds)
Tertiary	Career Center  Transfer resources	Arts  Clubs and organizations	Dual enrollment	Broad class availability	Events



# 4

# Brand Campaign Creative

# Together. *Unstoppable.*

The concept speaks to the power of who we all are when we work together. By presenting this as two full-stop ideas and separate words, we create an even more powerful statement and clearly emphasize both our POV around community and partnership, and our view of what's possible for our students and graduates. We also, through this punctuation, remove ourselves from a lot of the “together” statements being used regarding the pandemic.

In this concept, this campaign would not reuse either word each time but incorporate them in ways that make sense, always underscoring our key takeaway. The primary headlines (but not subheads) are developed with a similar, emphatic construction.

### Design Note

- In each header, the secondary word or phrase is presented in italics and with other emphasis to hit hard on the benefit of the first word or phrase.
- When used with an image they should emphasize the inspiring and uplifting feel of the campaign, and the lead line can be incorporated as an ongoing graphic device (Together. Unstoppable.).

# Sample Headlines

## Let's celebrate our community

At El Camino we celebrate our many cultures through clubs, dynamic performances and exciting events. We're proud to have a welcoming campus community that reflects the diversity of the South Bay.

## Let's work together

At El Camino, you'll find a community that believes in you and your power to succeed. We put guidance, support and helpful resources at your fingertips so you can take what you need and use it to reach your goals. We'll be by your side as you build a future you and your family will be proud of.

## Let's find your passion

At El Camino you'll find a breadth of programs, allowing you to explore and find the path that's right for you. Low-to-no tuition fees reduce the pressure of making an immediate decision about your future and allow you to take a variety of classes. With your drive and our guidance, you'll make a decision about your future that's based on experience, interest and skills instead of costs.

## Many sports. One team.

Whether you join one of our nationally ranked sports teams or come cheer on our scholar athletes at El Camino, you'll find a vibrant community that supports our sports teams, artists, musicians and performers. At El Camino, we come together as Warriors.

## Celebrations. Inspirations.

At El Camino, we celebrate our many cultures through clubs, dynamic performances and exciting events. We're proud to have a welcoming campus community that reflects the diversity of the South Bay. We believe it's our diversity that inspires awareness, deeper conversations and an embrace of all that we are, both as individuals and as a community.

Let's *Celebrate.*

Let's *Work.*

Let's *Explore*

Many sports. *One team.*

Celebrations. *Inspirations.*



# Photo Style

The Together Unstoppable theme is illustrated through images showing authentic faculty involvement with the purpose of supporting and educating individuals and community.

Images are to emphasize the inspiring and uplifting feel of the campaign.

Avoid staged, posed or camera-aware setups except in instances such as an inset head shot or a profile story. Showing people in their environment is paramount. Images should emphasize the inspiring and uplifting feel of the campaign and should account for placement of the timeline when possible.

Some images on these pages are © Copyright Jason Jones and Steve Allen and are not to be reproduced. Contact [jason@jonesFoto.com](mailto:jason@jonesFoto.com) and/or [sallenphoto.com](http://sallenphoto.com) to book a photoshoot.





# Color Palette

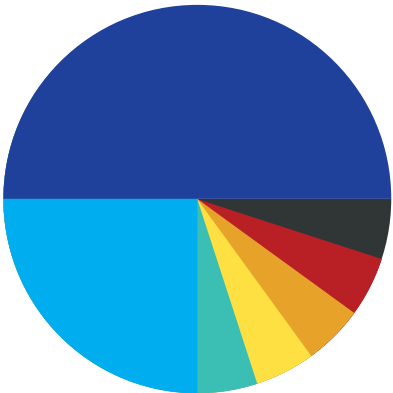


**El Camino Blue**  
PMS: 661  
C: 100  
M: 89  
Y: 0  
K: 0  
R: 32  
G: 65  
B: 154  
Hex: 20419A

**Color Palette**

The Primary El Camino College color is blue as specified here. This blue and white are the only colors that the logo should ever appear in. Blue is the color which should be the color El Camino is recognized by.

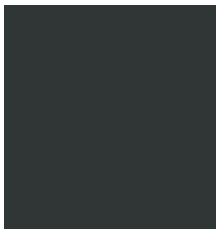
Shown below are accent colors which can be used in a conservative secondary role and should be used to a much lesser degree than the El Camino Blue. The chart below is an attempt to illustrate the weight which should be given to the secondary colors. The secondary colors should be used only to add energy and interest to marketing materials and not compete with El Camino Blue.



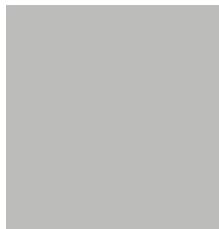
Accent Colors



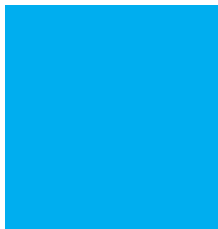
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M: 89  
Y: 0  
K: 0  
R: 32  
G: 65  
B: 154  
Hex: 20419A  
PMS: 661



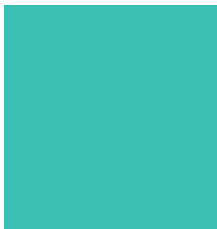
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B: 53  
Hex: 303434



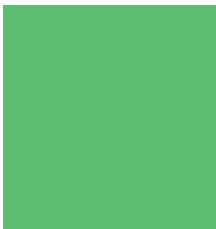
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M: 0  
Y: 2  
K: 30  
R: 188  
G: 190  
B: 187  
Hex: bcbdbb



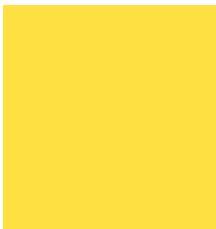
C: 100  
M: 0  
Y: 0  
K: 0  
R: 0  
G: 174  
B: 239  
Hex: 00adef



C: 68  
M: 0  
Y: 36  
K: 0  
R: 59  
G: 190  
B: 180  
Hex: 3abdb3



C: 64  
M: 0  
Y: 75  
K: 0  
R: 94  
G: 189  
B: 114  
Hex: 5ebd71



C: 0  
M: 9  
Y: 84  
K: 0  
R: 255  
G: 224  
B: 67  
Hex: ffe043



C: 9  
M: 39  
Y: 97  
K: 0  
R: 230  
G: 162  
B: 41  
Hex: e6a229



C: 19  
M: 100  
Y: 100  
K: 10  
R: 184  
G: 32  
B: 37  
Hex: b82025

# Design Details



**6° Angle**  
When using an angled edge background or image runs at a 6 degree slant. This matches the angle of the Libre Franklin Italic font

**At El Camino**, you'll find a community that believes in you and your power to succeed. We put guidance, support and helpful resources at your fingertips so you can take what you need and use it to excel in ways you never imagined. Together, we'll create a future you can be proud of.

**Intro text**  
Typography should be set at a size appropriate for the task. The intro text is set large with a lot of line spacing to convey a clear and simple feel to coordinate with the message being delivered.

**Layout Flexibility**  
This alternative shows an alternative flipped orientation of the page layout. See design examples on the following pages for many more ways to adapt the design elements.



**Supporting content**  
Supporting content such as factoids and captions should be used for visual interest and quick, clear consumption of info. Shown here info is clustered with the dotted line graphic

**Images**  
Shallow depth of field puts focus on subject matter and allows for additional type placement. See previous page for additional photo style description

**Motion Bar Graphic**  
The key design element should be used in El Camino Blue and no other color. It is "multiplied" over the background and was created in Adobe InDesign using the gradation tool. The length should be adjusted to coordinate with the length of the headline used. The relationship of the bar width and the type within should remain constant as shown in this example. Copy and reuse from examples within this InDesign document if needed.



# Typography and Design Elements

The Together Unstoppable theme uses the open source font Libre Franklin and can be obtained from Google Fonts (<https://fonts.google.com>)

Light 300

Almost before we knew it, we had left the ground.

Light 300 Italic

*Almost before we knew it, we had left the ground.*

Regular 400

Almost before we knew it, we had left the ground.

Regular 400 italic

*Almost before we knew it, we had left the ground.*

Medium 500

Almost before we knew it, we had left the ground.

Medium 500 italic

*Almost before we knew it, we had left the ground.*

Semi-bold 600

Almost before we knew it, we had left the ground.

**Semi-bold 600 Italic**

*Almost before we knew it, we had left the ground.*

**Almost before we knew it, we had left the ground.**

**Bold 700 italic**

***Almost before we knew it, we had left the ground.***

Extra-bold 800

**Almost before we knew it, we had left the ground.**

Extra-bold 800 Italic

***Almost before we knew it, we had left the ground.***

First word:  
Libre Franklin Light

**Second word:**  
Libre Franklin Semi Bold Italic.  
(El Camino Light Blue)

Width of bar is 2x height of caps.

6° Angle

When using an angled edge background or image runs at a 6 degree slant. This matches the angle of the Libre Franklin Italic font

Together. *Unstoppable.*

0% Opacity

- Gradation is “multiplied” when placed over an image

→ 100% Opacity

Most frequently used  
fonts within Libre Franklin  
Typeface for the Together  
Unstoppable theme

Libre *Franklin*  
Light, Regular, **Bold**, **Black**

Thin, Extra Light, **Medium**, Semi Bold, Extra Bold

This body text is Libre Franklin Regular and it's shown here at 11/14 pt. This This is available to use on the web and for print.

123456789

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

Use these thin solid rules and dotted lines to add structure, to give emphasis and to add color or visual interest to a layout

**“I credit El Camino for my success”**

**Mike Sanchez, Business '18**

Quote is set In  
SemiBold. Start  
Quote should use a  
secondary color.



Social Media Icons are always in circles to relate to Bell Icon. Color can change

# 1:12

Factoid numerals  
should be set in  
Libre Franklin Black  
with description in  
Regular.

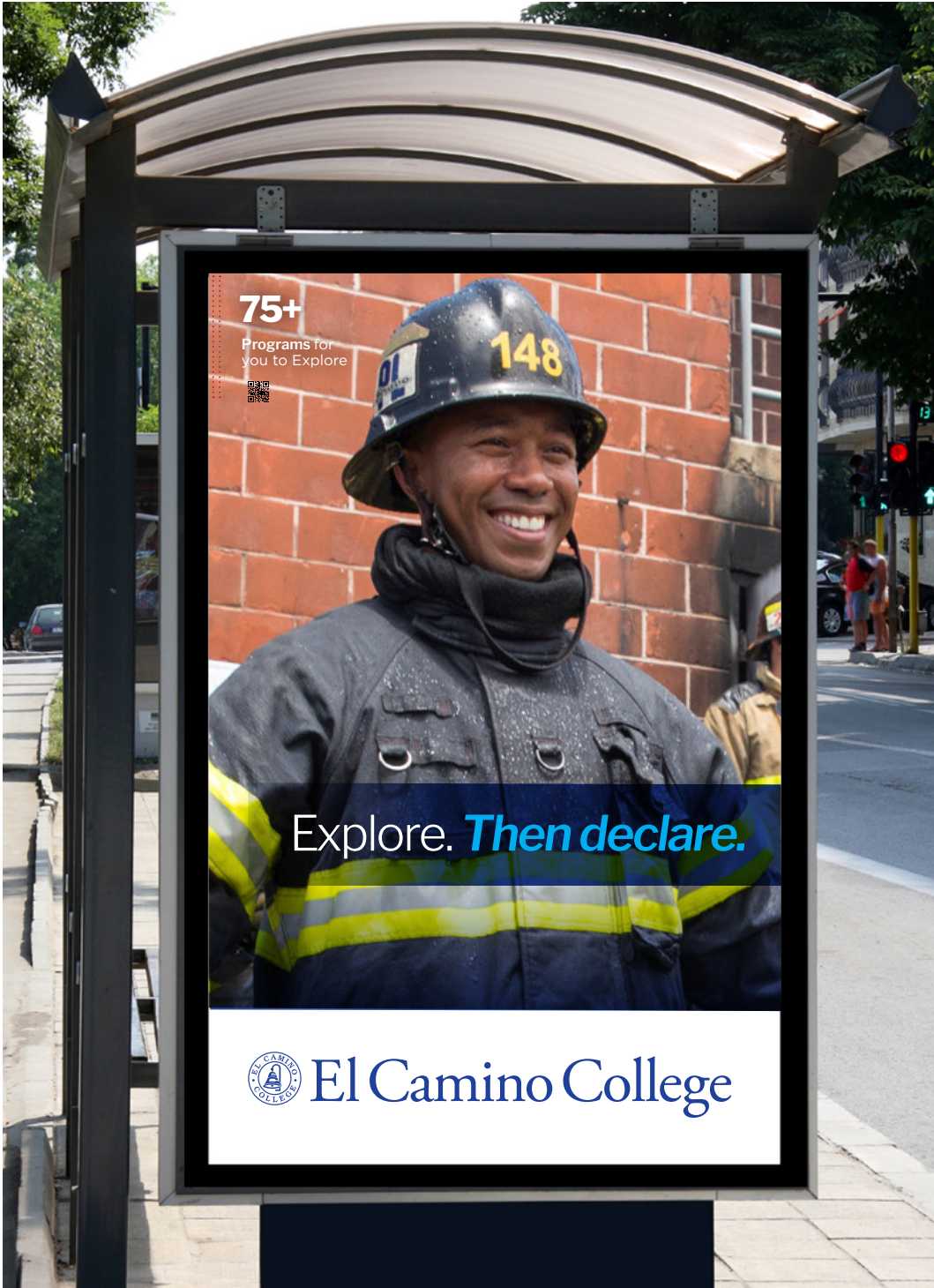
# 5

# Example Executions



# Example Executions

Out of Home





# Example Executions

Print Ad (ADLOB)



At **El Camino**, you'll find a community that believes in you and your power to succeed. We put guidance, support and helpful resources at your fingertips so you can take what you need and use it to excel in ways you never imagined. Together, we'll create a future you can be proud of.

Together. **Unstoppable.**

El Camino College 

**80%**  
of our UC transfer applicants are accepted at their UC of choice



# Example Executions

Print Ad (ADLOB)

A woman in traditional Native American regalia, including a large feathered headdress and a purple tunic, is captured in a dynamic dance pose. She holds a ceremonial object with a green feather. The background shows other dancers and palm trees under a clear sky.

**50+**  
Clubs and organizations  
for you to get  
involved with

At **El Camino** we celebrate our many cultures through clubs, dynamic performances and exciting events. We're proud to have a welcoming campus community that reflects the diversity of the South Bay. We believe it's our diversity that inspires awareness, deeper conversations and an embrace of all that we are both as individuals and as a community.


Celebrations. **Inspirations.**

El Camino College 



# Example Executions


Single Page Print Ad



Dr. Gutierrez works alongside students to ensure they can master the skills that help them stand out in the workforce and in future studies.

Our support. *Your power.*

At El Camino, you'll find a community that believes in you and your power to succeed. We put guidance, support and helpful resources at your fingertips so you can take what you need and use it to excel in ways you never imagined. Together, we'll create a future you can be proud of.

 El Camino College



# Example Executions

Fliers



## New Student Welcome Day

Wednesday, August 19


**El Camino's New Student Welcome Day**, aciem ad casdam orus hi, apervicus, essilic ident. Nimantr udent, si fuemere tillest. Lorem ipsum gutpeon to wenop everon.

**9-10 AM** Welcome ceremony and panel presentation  
**10:15 - 11:15 AM** Success team meet-up  
**11:30 AM - 12:30 PM** Social hour - by student for students

Register at [www.elcamino.edu/outreach](http://www.elcamino.edu/outreach)

El Camino College





## Career Training For ESL Learners

Classes Begin June 22nd


**Career Training for ESL Learners.** In partnership with South Bay Adult School, El Camino College is recruiting ESL learners to participate in career training programs. Learn the skills that lead to in-demand jobs and apprenticeships.


**Programs include:**

- Child Development
- CISCO
- Construction Technology
- Emergency Medical Technician
- Machine Tool Techology

**Apply Today**  
email Irma Ruiz at [Iruiz@rbusd.org](mailto:Iruiz@rbusd.org)

El Camino College





Also see logo policy section for more details on partner logo lockups

Career training and ESL support take place at both El Camino and South Bay Adult School. Virtual options available.



# Example Executions

Report/Viewbook/Key Print Piece

## MESA | STEM

Engaged Learning in Critically Important Fields

El Camino College in partnership with South Bay Adult School, El Camino College is recruiting ESL learners to participate in career training programs. Learn the skills that lead to in-demand jobs and apprenticeships. Alit quae ea voles mi, officio que lis eatia que pa conse officipis sita volorbis. Ceperch illicium et pe nia quam nimaion ecerum inus et rerchil in nonecupa volentiur magni. Alit quae ea voles mi, officio que lis eatia que pa conse officipis sita volorbis.

“I am proud...to represent the college at the NASA Armstrong Flight Research Center.”

Jessica De La Cruz  
College of Lorem Ipsum Dolor Set

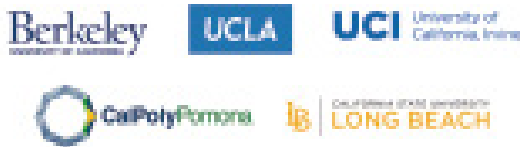


## Program Growth

120 → 800  
Students in 2016 Students in 2017

152  
Transfers in 2018

1,100  
Transfers to 4-year school  
Since the Program Sart in 2012



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## South Bay Promise

Making Education Accessible & Affordable

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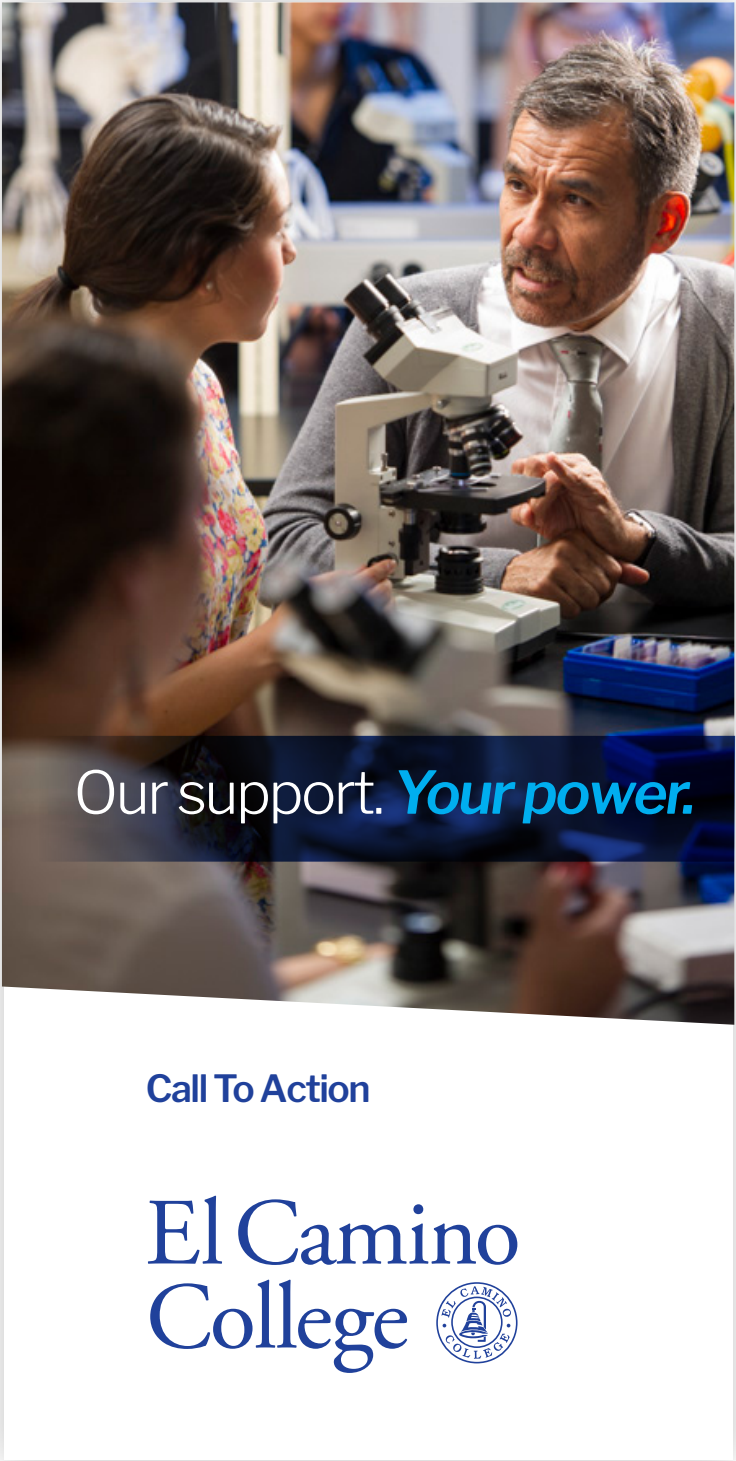
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In 2017, Nearly **80** Students recieved more than **\$114,000** in Scholarships

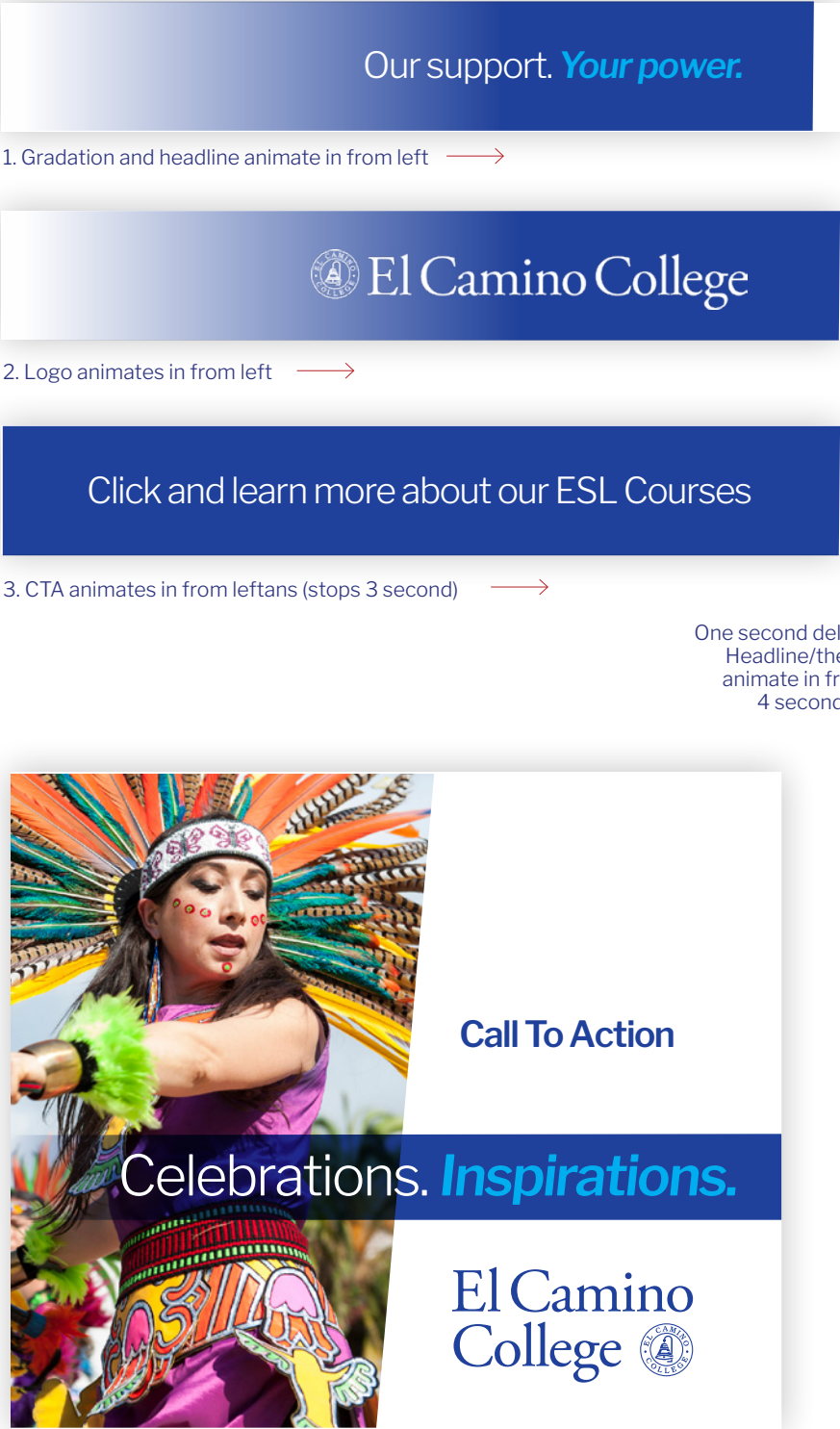


# Example Executions

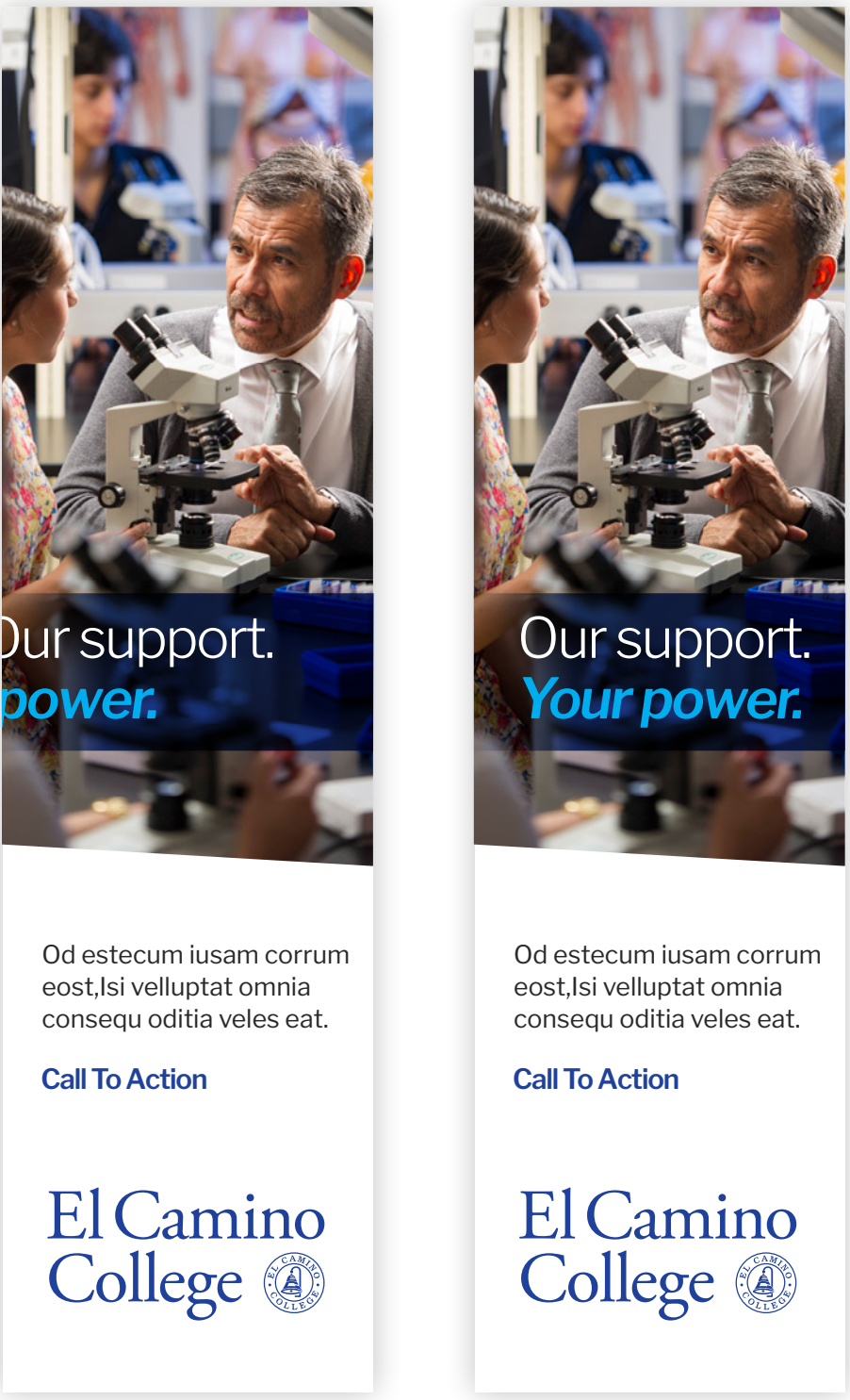
Digital Ad



Digital Ad Animated Loop



Digital Ad Animated Themeline





# Example Executions

Digital Ad Scale



# El Camino College



## Contact

For more information about El Camino College's brand, design and logo policies contact:

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