



FOUNDATION *for* CALIFORNIA  
COMMUNITY COLLEGES



**GROW  
APPRENTICESHIP  
CALIFORNIA**

POWERED BY  
FOUNDATION *for* CALIFORNIA COMMUNITY COLLEGES

# Branding Guidelines

This document outlines best practices for Grow Apprenticeship California partners on how to effectively maintain a consistent brand presence on social media platforms and other communication channels. The guidelines cover the usage of logos, content creation and sharing, and brand compliance.

# Logo Usage

Partners and stakeholders may use the Grow Apprenticeship California logos in the following instances:

- Announcements
- Event invites
- Presentations
- Reports

Please adhere to the following restrictions and limitations when using the logos:

- A. Do not alter the logos in any way, including changing colors, stretching, or adding additional elements.
- B. Maintain a clear space around the logos to ensure visibility and readability.
- C. Use the provided high-resolution files for all print and digital materials.
- D. Always request permission for logo usage if unsure about the context or application.

# Content Creation and Sharing

Partners should create and share content that aligns with the missions and values of Grow Apprenticeship California and the Foundation for California Community Colleges. Content may include, but is not limited to:

- Social media posts
- Press releases
- Transportation marketing (e.g., bus advertisements)

Please follow these guidelines when creating and sharing content:

- Ensure that the content is relevant, accurate, and respectful.
- Use inclusive language and images that promote diversity and inclusion.
- Avoid using jargon, acronyms, or technical terms without explanation.
- Use proper grammar, punctuation, and spelling.



## Content Review and Approval

Before posting content that features Grow Apprenticeship California logos, partners should send the materials (e.g., flyers, press releases, social media posts, graphics) to the respective teams for review and approval. This helps maintain brand consistency and ensures that all shared content aligns with the organization's values and messaging.

Grow Apprenticeship California:  
[apprenticeshipsupportnetwork@foundationccc.org](mailto:apprenticeshipsupportnetwork@foundationccc.org)

## Conclusion

By following these branding guidelines, partners will maintain a strong and consistent brand presence for Grow Apprenticeship California, while fostering meaningful engagement on social media platforms and other communication channels. If you have any questions or require clarification on these guidelines, please reach out to the Grow Apprenticeship California team for assistance.

## Tagging and Referrals

When referring to Grow Apprenticeship California on social media platforms or other mediums, partners should:

- Use the appropriate organization handles or hashtags.
- Tag the relevant organization in posts, images, or shared content.
- Give proper credit to Grow Apprenticeship California when using their resources or citing their work.