

# North Orange County Community College District *Brand Style Guide*



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# Introduction

The primary purpose of the Brand Style Guide is to provide direction and specific information for the use and presentation of the North Orange County Community College District logo and branding elements. Referring to this Guide will help establish creative standards as well as maintaining brand consistency and continuity.

NOTE: Any deviations from the parameters in this Brand Style Guide should be discussed and approved, in advance, with the NOCCCD designers and/or the District Public Affairs Department.

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# BRAND VISUAL FOUNDATION

The North Orange County Community College District logo is the cornerstone of our brand identity, serving as the most instantly recognizable symbol of the District. It is a crucial element in all our communications, representing the essence of NOCCCD and ensuring consistent and impactful branding across various platforms.

## PRIMARY LOGO

### Horizontal

The standard, official logo of the NOCCCD. It features an illustrative mark with the NOCCCD name in Gothic.



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

### Stacked

When the layout calls for it, the stacked logo may be used for additional flexibility.



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

## COMBINED LOGO

Drawing inspiration from our original graphic mark of a mortarboard and three tassels, this logo showcases all four entities in a cohesive and layered relationship.



### NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT

CYPRESS COLLEGE | FULLERTON COLLEGE  
NORTH ORANGE CONTINUING EDUCATION



### NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT

CYPRESS COLLEGE | FULLERTON COLLEGE  
NORTH ORANGE CONTINUING EDUCATION

# LOGOMARK

A logomark is a concise symbol representing a brand's identity and values, designed for instant recognition. It's ideal for small spaces or when the brand name is already prominently displayed elsewhere on the collateral. For example, it can effectively appear on social media where space is limited, while the full brand name might be used on more expansive materials like letterheads or websites. This strategic use ensures consistent brand visibility and recognition without redundancy.

## LOGOMARK

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The logomark is designed to represent a graduate's mortarboard with three tassels to denote our three educational institutions.





# ONE COLOR LOGOS

The logos can appear only in blue and yellow, or in blue (one-color), or black and white depending on design. Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo to be clearly visible.

## LOGO SYSTEM

### ALTERNATE STYLES

#### How to use reversed logos on colored backgrounds.

NOTE: When black and white printing is the option, use either the white only or black only logos.





## LOGO SYSTEM

### ALTERNATE STYLES

#### One-Color Logos



NOCCCD Blue Pantone 302 one color logo.



One color black logo.



When a watermark is needed on white background, screen/shade to 12% in either NOCCCD blue or black.

# INCORRECT USAGE OF LOGO

All logos should be sized appropriately for each particular purpose. Common sense should prevail. Do not stretch, shorten or warp the logo to fit in any circumstance. If you are having trouble sizing the logo to fit your purpose, please contact the Graphic Design department for a solution.

## DO NOT:

- Change the color of fonts
- Change logo to outlines
- Separate the elements
- Place logo of a pattern background

Do not warp, skew, or stretch the logo proportions in any way.



Do not tilt the logo.



Do not screen or shade the full color logo.



Do not alter the color or use unapproved colors in the logo.



Do not re-create the logo in any way.



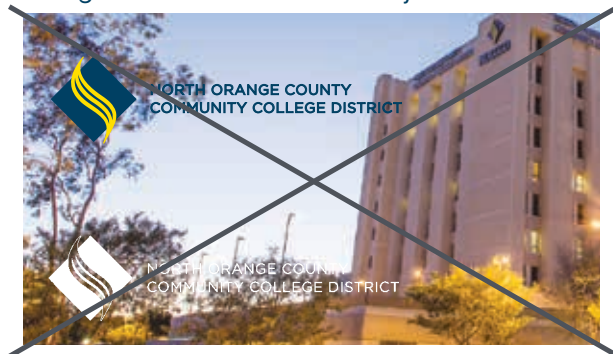
Do not apply drop shadows or special effects to the logo.



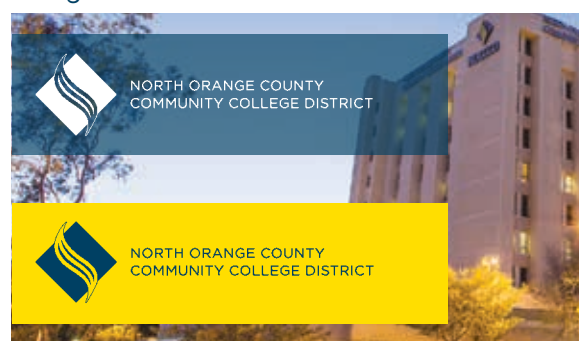
## LOGO USAGE AGAINST BUSY BACKGROUNDS

The reversed logo may also be used on photographs or busy backgrounds, especially those with a dark or uneven light backgrounds. A rectangular block behind the logo with NOCCCD primary palette colors can be used.

Do not place the logo on visually busy or distracting backgrounds where it is not clearly visible.



Possible solution to show logo on distracting backgrounds.



# MINIMUM LOGO SIZES & CLEAR SPACE

Shown here is the minimal amount of clear space that should be allowed around the logo to ensure its visibility across all deliverables. Clear space is a lack of type, photography, graphics or any other visual elements.

This amount of clear space should be used only when a very small amount of space is available. In all other events, allowing clearer space is highly recommended.

## MINIMUM LOGO SIZES



Print: 1.5 in  
Digital: 107.35 px



Print: 1.375 in  
Digital: 136 px



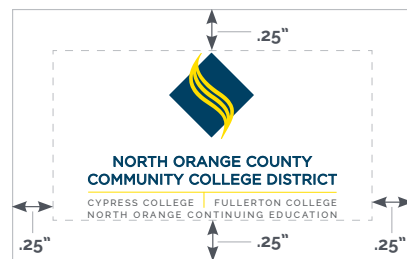
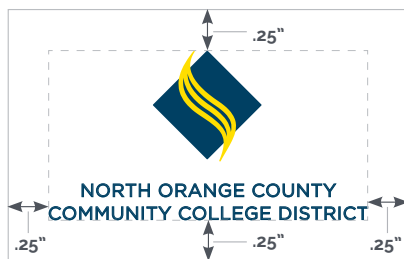
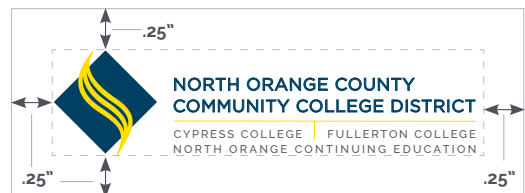
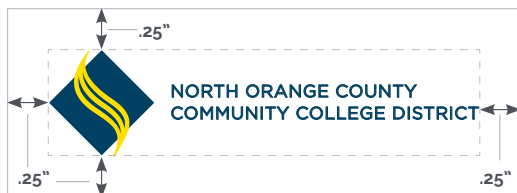
Print: 1.25 in  
Digital: 88.5 px



Print: 1.35 in  
Digital: 99 px

## CLEAR SPACE

No objects or text within the minimum .25" clear space.



# TAGLINE

## *“The Destination District”*

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### **About taglines**

A tagline is brand identity in a nutshell. It is a short set of words that can be easily remembered by an audience and helps them understand what our brand stands for. Taglines can change over time.

In 2024, NOCCCD introduced “The Destination District” as our new tagline.

### **Why “The Destination District?”**

This tagline captures our District's unique position as the go-to place for students, employees, community members and workforce partners. We are “the destination” for:

- Award-winning, accessible education
- Passionate people who want to grow, learn and serve
- Community and workforce partners who want to build connections with our faculty, staff, administrators and students

“The Destination District” sums up the important role that we play in the lives of the people in North Orange County.

### **Using the tagline**

When using the tagline, please keep the following in mind:

- Please use the hashtag #TheDestinationDistrict on all social media posts.
- The tagline is not required on all materials, but departments are encouraged to incorporate it in District-wide communications.
- If the tagline is incorporated into design materials, consider using the provided graphic lockups to maximize brand and design consistency.
- Do not make any modest edits to the tagline. The font and casing standards have been established by the NOCCCD Graphic Design department. Any minor modifications to the tagline weaken its impact.

[Download PNG tagline files.](#)

## EXAMPLES OF TAGLINE USAGE

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### Social Media Post Examples

#TheDestinationDistrict

*#TheDestinationDistrict*

### Lockup Examples



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

*The Destination District*



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

*The Destination District*



NORTH ORANGE COUNTY  
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NORTH ORANGE CONTINUING EDUCATION

*The Destination District*



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

CYPRESS COLLEGE | FULLERTON COLLEGE  
NORTH ORANGE CONTINUING EDUCATION

*The Destination District*

# OUR COLOR PALETTE

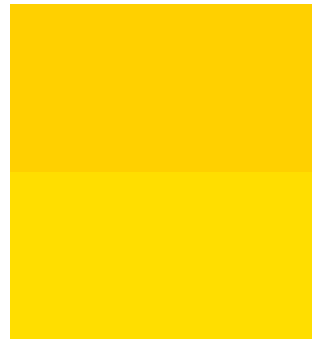
These are the NOCCCD branded colors. Use these as the dominate colors on print and electronic publications and full-color advertising.

## PRIMARY BRAND COLORS

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**District Blue**  
Pantone 302  
Hex: 004062  
RGB: 0, 64, 101  
CMYK: 100, 43, 12, 56



**Golden Yellow**  
Pantone 109  
Hex: ffdd00  
RGB: 255, 209, 0  
CMYK: 0, 10, 100, 0

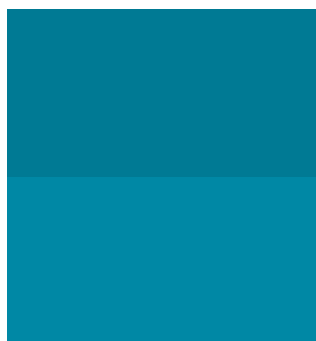


**Iron Gray**  
Pantone 425  
Hex: 4d525a  
RGB: 86, 90, 92  
CMYK: 38, 28, 21, 63

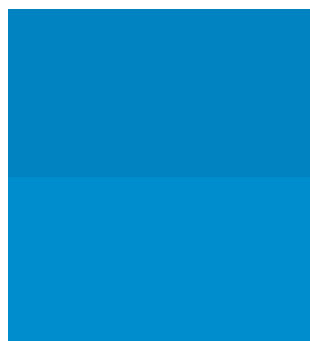


## SECONDARY COLORS

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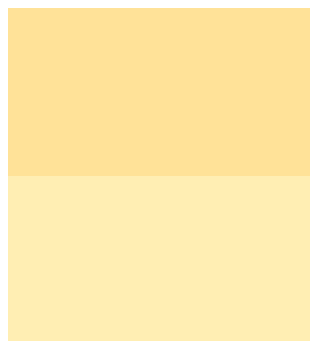
**Teal Blue**  
Pantone 3145  
Hex: 007a94  
RGB: 0, 122, 148  
CMYK: 100, 5, 20, 22



**Pacific Blue**  
Pantone 7461  
Hex: 0081bf  
RGB: 0, 129, 191  
CMYK: 95, 37, 5, 0



**Fire Engine Red**  
Pantone 1795  
Hex: d2222a  
RGB: 210, 34, 42  
CMYK: 0, 96, 90, 2

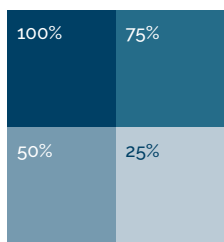


**Sand Yellow**  
Pantone 1205  
Hex: fbde81  
RGB: 46, 49, 98  
CMYK: 0, 8, 48, 0

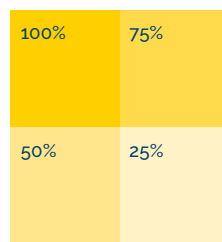
# COLOR TINTS AND ACCEPTIBLE COLOR COMBINATIONS

District primary colors should always be used as your main colors (headers, color blocks), but there may be times you want to incorporate tints of these colors to create visual interest and movement. Below are examples of *some* variations in tint:

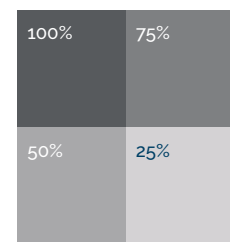
## COLOR TINTS OR SHADES OF COLOR



**District Blue**  
Pantone 302



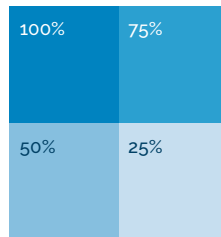
**Golden Yellow**  
Pantone 109



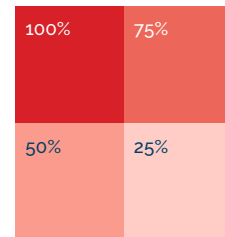
**Iron Gray**  
Pantone 425



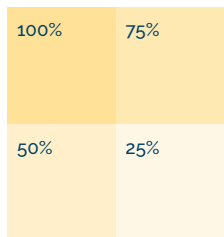
**Teal Blue**  
Pantone 3145



**Pacific Blue**  
Pantone 7461



**Fire Engine Red**  
Pantone 1795



**Sand Yellow**  
Pantone 1205

## ACCEPTIBLE COLOR COMBINATIONS

To make content easier to read for people with visual impairments and follow ADA guidelines, use only the approved color combinations. This applies to all types of content—like digital and print materials. The aim is to ensure enough contrast between text and background.

<b>Golden Yellow</b> <b>Sand Yellow</b>	<b>Golden Yellow</b> (in large Text) <b>Sand Yellow</b> (in large Text)
<b>District Blue</b> <b>Iron Gray</b>	<b>Teal Blue</b> (in large Text) <b>Fire Eng. Red</b> (large Text)
<b>Sand Yellow</b> (in large Text)	
<b>Golden Yellow</b> <b>Sand Yellow</b>	<b>Golden Yellow</b> (in large Text) <b>Sand Yellow</b> (in large Text)
<b>District Blue</b> <b>Iron Gray</b>	<b>Teal Blue</b> (in large Text) <b>Pacific Blue</b> (large Text) <b>Fire Engine Red</b>
	<b>District Blue</b> <b>Iron Gray</b>
	<b>Teal Blue</b> (in large Text) <b>Fire Eng. Red</b> (in large Text)

# TYPOGRAPHY

Our typography is designed to distinguish our brand and convey our brand personality, building recognition, establishing a sense of occasion, structuring information, and promoting understanding.

## PRIMARY FONTS

Raleway font is our primary header font.

### Raleway

Raleway Thin –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Raleway Extra light –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Raleway Light –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Raleway Regular –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Raleway Medium –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Raleway Semi-Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Raleway Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Raleway Extra Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Raleway Black –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway Thin Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway Extra light Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway light Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway Medium Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway Semi-Bold Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway Bold Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway Extra Bold Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Raleway Black Italic –</i>	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ

# PRIMARY FONTS

Source Sans Pro is our primary typeface recommended for nearly all of our materials.

## Source Sans 3

Source Sans 3 Extra Light –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Light –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Regular –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Medium –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Semibold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Extra Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Black –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Extra Light Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Light Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Medium Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Semi Bold Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Bold Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Extra Bold Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Source Sans 3 Black Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Nautigal is our title font. It should never be used in all-caps. Also exclusively used for the tagline.

*The Nautigal*

*The Nautigal Regular –*

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*The Nautigal Bold –*

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# SECONDARY FONTS

The parameters for using fonts other than the approved primary and secondary fonts:

1. **Usage Context:** Use unapproved fonts only in specific situations where approved fonts are unavailable or impractical, such as in internal documents or informal communications.
2. **Size and Placement:** Do not overshadow the brand's primary typeface or create visual inconsistency.
3. **Frequency:** Limit the use of unapproved fonts to exceptional cases, avoiding their use as a regular option.

## SECONDARY FONTS

EB Garamond can be used as an alternate font for body copy.

### EB Garamond

EB Garamond Regular –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
EB Garamond Medium –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
EB Garamond Semi-Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
EB Garamond Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
EB Garamond Extra Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>EB Garamond Regular –</i>	<i>abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
<i>EB Garamond Medium –</i>	<i>abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
<i>EB Garamond Semi-Bold –</i>	<i>abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
<i>EB Garamond Bold –</i>	<i>abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
<i>EB Garamond Extra Bold –</i>	<i>abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>

4. **Complementary Design Elements:** Ensure that unapproved fonts complement the brand's approved visual elements, including logos and color schemes, to maintain aesthetic harmony.
5. **Approval Process:** Obtain approval from our design team or follow specific guidelines before using unapproved fonts to ensure alignment with overall brand standards.

These parameters help ensure that even when unapproved fonts are used, they do not compromise the brand's visual identity and consistency.

## SECONDARY FONTS

Zilla Slab is an alternate font that works as headlines, sub headlines, and body copy.

### Zilla Slab

Zilla Slab Light –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zilla Slab Regular –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zilla Slab Medium –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zilla Slab Semi-Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zilla Slab Bold –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zilla Slab Light Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zilla Slab Medium Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zilla Slab Medium Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zilla Slab Bold Italic –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Birthstone script is an alternate font and is limited for display uses, not for full paragraphs. Also, not to be used in all caps.

### Birthstone

Birthstone Regular –	abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ
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# ACCESSIBILITY

Since the Americans with Disabilities Act (ADA) was passed to prohibit discrimination against individuals with disabilities, companies have incorporated guidelines into their websites for accessibility purposes. However, creating content that is ADA compliant goes beyond just the digital scope. Making your print materials accessible is now becoming a necessity as well.

## DIGITAL ACCESSIBILITY

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In today's digital age, ensuring that our website and other digital media are accessible to everyone is not just a legal requirement but also a moral imperative. By adopting inclusive design principles, we can create an experience that is welcoming and usable for people with diverse abilities and needs. The District's Web Accessibility Best Practices guide will walk you through essential strategies and techniques to enhance accessibility to make the web a more inclusive space for everyone.

## SOCIAL MEDIA

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Create posts that are accessible to followers with disabilities, difficulties or impairments with vision, hearing, cognition, or mobility. If posting an image of a digital flyer, always ensure contrast of the design considers colorblind viewers and that important details are contained within the caption and the ALT text.

For more information on digital accessibility, please visit the NOCCCD Public Affairs Department's webpage which will guide you through best practices.



## PRINTED MATERIALS

To create the most effective form of communication in your print materials, use plain language. Plain language is a style of writing where messages are portrayed in a simple, straight-forward manner.

### Guidelines:

- Messages should be kept short, and organized from most important subject matter to least important.
- Use headings to help the reader navigate the materials.
- Incorporate visuals within the print material to break up text-heavy sections.
- Use easy-to-read fonts.
- Using left text alignment when possible and clear spacing.
- There should always be a clear contrast between light and dark within your design. When considering color, think of colors on opposing sides of the color wheel.

For printed materials, the standards for accessibility are not as easy to measure. Be sure to take special care with color contrast, reverse type and type overlays.

The following are examples of compliant and non-compliant color contrasts using our brand colors.

Compliant		Not Compliant	
<b>Compliant</b>	<b>Compliant</b>	<b>Not Compliant</b>	<b>Not Compliant</b>
<b>Compliant</b>	<b>Compliant</b>	<b>Not Compliant</b>	<b>Not Compliant</b>

# BUSINESS CARDS AND EMAIL SIGNATURE

## BUSINESS CARDS



For ordering: [https://printshop.nocccd.edu/PSP/app/PSP\\_Start.asp](https://printshop.nocccd.edu/PSP/app/PSP_Start.asp)

## EMAIL SIGNATURE GENERATOR

The NOCCCD email signature generator provides a standardized and professional format for all email communications. This tool ensures consistency across the District, reinforcing our brand identity and making it easier for recipients to identify and connect with us.



For generating: <https://www.nocccd.edu/signature/>

# LETTERHEAD



NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

FIONA FALCON  
*Mascot  
Public and Governmental Affairs*

KAI STEARNS  
*District Director  
Public and Governmental Affairs*

*The Destination District*


1830 W. Romneya Drive • Anaheim, CA 92801-1819 • Telephone (714) 808-4797

# ENVELOPE



**NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT**

DEPARTMENT  
Anaheim Campus  
1830 W. Romneya Drive • Anaheim, CA 92801-1819



The North Orange County Community College District (NOCCCD) is one of the premiere community college districts in California, providing quality education to more than 58,000 students. The District includes two award-winning credit colleges – Cypress College and Fullerton College – as well as one of the largest noncredit institutions in the state – North Orange Continuing Education.

NOCCCD employs 2,800 people and adds more than \$2 billion in income to the Orange County economy. Between the three campuses, NOCCCD offers 412 certificate programs and 230 degrees, making it the largest institution for higher education in North Orange County.

Our students come from diverse backgrounds and experiences in order to achieve their educational, professional and personal goals. We create and nurture inclusive, equitable learning environments to empower students to reach their full potential while providing well-trained graduates needed by local employers.

North Orange is The Destination District.



**NORTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT**

CYPRESS COLLEGE | FULLERTON COLLEGE  
NORTH ORANGE CONTINUING EDUCATION

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**1830 West Romneya Drive  
Anaheim, CA 92801**

**[nocccd.edu](http://nocccd.edu)**