Southwestern
COMMUNITY COLLEGE

What is a Brand?

The focus of a graphic identity is usually a symbol or logo. However, a Brand is much more than a logo. Our brand image is the result of everything we do—from the way we speak about our College, to the way we treat our students, to our dealings with the community. As such, communicating through consistent visual and verbal messages is important to maintaining a powerful and trusted brand.

Our brand is our image. Our brand is the reputation we spend years building. It's one of the most valuable assets we have and should be managed carefully.

What's in a brand? Power. The power to separate our College from others. The "brand experience" happens every time we reach out to a student or to the community. These interactions will take on many forms—in publications, marketing collateral, outdoor billboards, our website, social media, in person—but each interactional is an opportunity to show them how Southwestern Community College can help them.

We are the keeper of our brand. The outstanding services that we deliver daily makes our brand flourish, but there is still more to be done. By following these guidelines, we will be doing our part to protect and strengthen the SCC brand.

Inconsistent use of a brand is the number one factor that reduces the strength of a brand. By consistently putting forth a unified image to the public, we are bringing value, prominence and awareness to our College. This increased visibility will help our brand prosper.

The Brand Identity

Consistent use of logos, names, and positioning statements helps in establishing a brand. In this guide you will find the SCC logo, along with guidelines of how and how not to use the logo.

The SCC logo development team has gone to great lengths to establish a unified "voice" for SCC, and this guide will help you understand the correct and appropriate ways to do so.

This is much more involved than just how you can and cannot use the logo. We must establish and maintain a consistent look and feel in everything that is created for the College. The adherence to flawless standards of "visual identity" includes correct logo usage, color usage, font usage, scale, proportion and much more. Maintaining a consistent image with all communication elements will help solidify and strengthen the SCC brand and reputation.

The Logo - Rationale

The foundation of a graphic identity and the gateway to the Brand is the logo. Therefore, it should be thought of as a graphic element rather than as individual letters or symbols. Although several versions (for social media, etc.) of the logo are available and can be used as described in the guide, users are encouraged to adhere to the guidelines set forth.

The Logo - Symbol

The symbol on the left is the most basic unifying element of the graphic identity system, and in that capacity it functions as the primary identifier within the basic components of the system.

The symbol should never be connected to, or combined with any other graphic elements or typography—except as used within the identity system. To achieve consistency and maximum effectiveness of the identity, it is imperative that the symbol be used according to the standards in this guide.

The symbol is an inseparable part of the identity. It should not be used by itself—except when used for decorative purposes in an already established SCC context or environment. These uses are limited and should always be approved.

The Logo - Sizing

The scale of the logo will vary from application to application, but the proportions should never change. Never stretch, skew, or distort the logo in any way.

When placing the logo, be sure to leave proper clear space around it for adequate visibility and contrast. Do not "crowd" the logo with other graphic or textual elements. As shown in the example below, the logo requires specific clear space around all four sides. The space is .5" as indicated.

There may be times when maintaining proper clear space is not possible. Please try to follow these guidelines whenever you can. These guidelines are only minimum clear space requirements. More space around the logo is always encouraged.

Suggested Minimum Reproduction is 1.5" in length.

IMPORTANT: Always use the appropriate reproduction digital art for the SCC logo when reproducing the identity on any communications or products. The digital art is provided on the SCC website.

The Logo - Color

The information to the right provides color specifications for the SCC logo.

The Pantone® Matching System (PMS) colors shown here have been selected as the standard colors to be used for the SCC logo.

The colors presented here have been reproduced to simulate the Pantone* colors specified; they are not to be used for purposes of color matching.

Pantone®
302 C

Pantone®
7427 C

C100 M25 Y0 K50
R0 G84 B128
Hex 004165

C125 M100 Y81 K22
R156 G19 B46
Hex 990033

Logo Colors
Includes specifications for PMS colors translated to 4-color process (CMKY) and (RBG).

IMPORTANT: Always reproduce these Pantone colors as shown in the current edition of the Pantone Color Specifier Swatch Book.

*Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials.

The Logo - Proper Usage

The SCC logo is the primary identifier for the College and should never be altered in any way. The textual elements of the logo were created by customizing two different fonts that have been manipulated to create a unique look.

The elements of the logo are a complete grouping and should not be "pulled" apart or combined with any other graphic element or typography—except as used within the identity system. To achieve consistency, it is imperative that the SCC logo be used according to the standards in this guide.

Whenever possible, use the two-color SCC logo in all marketing materials, advertising, and communications.

White is the preferred background for presenting the logo. In instances where this is not possible, the logo may be reversed to white on any SCC color palette. Please ensure legibility of the logo when placing on a less contrasty color (such as yellow).

For applications limited to black and white such as newsprint, the logo can be in black or reversed white. If the logo is placed on image backgrounds, ensure that it is uncluttered around the logo and there is sufficient contrast between the image and logo for optimum legibility.

SCC logo (two-color) on white background

SCC logo in black on white background

SCC logo reversed on color background

The Logo - Proper Usage (cont.)

The only exceptions are made to the following:

- **Minimum size application**
  As previously indicated, the minimum size is 1.5 inches in width.

- **Supporting logo**
  In cases when the official SCC logo will be too small to read, and when a less-horizontal format would be ideal, SCC's administration approved on Jan. 23, 2018, that this version may be used. All usage of this modified logo must be approved in advance by SCC's department of public relations.

- **Divisions, departments, and specific program or service lockups, and secondary logos**
 The division, campus/center, department, and specific programs or services names can encroach on the clear space area below to create a logo lockup. However, half of the clear space requirement between the logo and division, department, or specific program/service name should be observed.

The Logo - Unacceptable Logo Applications

A consistent use of the SCC logo is very important.
• The SCC logo should never be redrawn in any way, shape, or form.
• Do not attempt to create any new logo configuration.
• Do not stretch, skew, or distort the logo to make it "fit" in your allotted space.
• Do not use any other colors or color combinations than those specified.
• Do not use any gray tint. Use 100% black for black and white reproduction.
• Do not change or attempt to "match" the font used.
• Do not use a low resolution logo that is pixilated or "fuzzy".
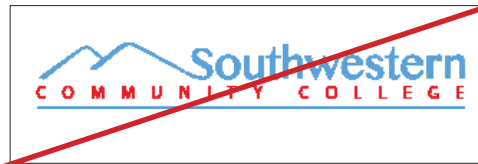
College Seal

The seal is reserved for use by the President's Office and for official business of the College. When representing the College publicly, use the official Southwestern Community College logo.

The Logo - File Formats

EPS and JPG file types can be downloaded from www.southwesterncc.edu/college-logo

All logo files are set up to a standard size of 4 inches at 300 dpi. If other sizes are needed, the eps files are all vector-based graphics that can be scaled to any size.

The JPG files are resolution dependent and will appear bitmapped if scaled larger than the size provided.

All logos provided are set up at 300 dpi (if applicable) and can be used in most applications at 100%. Each file type has its advantages in various situations.

The chart to the right defines what file types work best within different applications and does not include all applications, but offers examples of common file type usages.

Please contact the Graphic Artist for specific file sizes other than provided.

	.eps	.jpeg
Word		✓
Excel		✓
PowerPoint		✓
Illustrator	✓	
Photoshop	✓	
Pagemaker	✓	
InDesign	✓	
Freehand	✓	
CorelDraw	✓	
Paintshop	✓	✓
Firefox		✓
Internet Explorer		✓
Publisher	✓	

Visual Language

The following pages introduce the graphic framework and governing principles central to all SCC marketing materials. The common goal is to visually communicate the concept of our positioning statement and brand.

To reflect this and to give SCC a distinctive presence, "supergraphic" elements, color application, typographic treatment and photographic style have been developed by our Marketing and Communications Department.

When creating branded materials, it is imperative to use this section as a guide, not a template.

Typography

To provide a visual contrast to the SCC logo, **Bliss** has been selected as our institutional typeface. Bliss is a sans serif typeface that is classic yet at the same time possesses unique qualities that give it a fresh and contemporary look.

The Bliss type family consists of many fonts styles; the approved styles are illustrated to provide a full spectrum for typographic expression when used in all marketing materials to create a powerful recognition for all SCC communications.

Calibri or Arial should be substituted for Bliss with web and Microsoft® Office applications such as stationery correspondences, emails, website text, web-based applications, office documentation, and PowerPoint® presentations.

The Bliss font family will be installed on all computers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
Bliss Extra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
Bliss Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
Bliss Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
Bliss Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
Bliss Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
Bliss Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
Bliss Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
Bliss Heavy Italic

Color Palette

In addition to the specific logo colors, a comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all SCC brand communications—print, advertising, signage, and electronic. For example, these would be used as Background or Heading colors.

The color specifications reference specific Pantone spot colors, their four-color process and RGB equivalents. Reproduction artwork must match these color specifications as closely as possible. This allows the SCC color palette to remain consistent across different media. As not all media are represented, such as films, adhesives and fabric, it may become necessary to work beyond these specifications. When doing so, please ensure that the essence of the SCC colors is preserved.

SCC Logo Colors

Pantone®
302 C
C100 M25 Y0 K50
R0 G99 B176
Hex 004165

Pantone®
7427 C
C125 M100 Y81 K22
R156 G19 B46
Hex 990033

Metallic
Silver

Pantone®
877 C

Pantone®
300 C
C100 M44 Y0 K0
R0 G121 B193
Hex 0065BD

Pantone®
1797 C
C0 M100 Y99 K4
R227 G27 B35
Hex CD202C

Gold

Pantone®
131 C
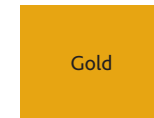
Pantone®
299 C
C85 M19 Y0 K0
R0 G157 B220
Hex 00A1DE

Pantone®
1955 C
C0 M100 Y60 K37
R163 G2 B52
Hex AA272F

Metallic Silver and Gold should only be used as an accent color when needed for select audience segments.

Pantone®
7579 C
C7 M80 Y98 K1
R225 G88 B41

Pantone®
138 C
C0 M42 Y100 K1
R245 G160 B26

Pantone®
321 C
C100 M0 Y31 K23
R0 G140 B143

Pantone®
376 C
C150 M0 Y100 K0
R140 G198 B63

Images: Conceptual & People

Conceptual images are often more effective than literal ones. They are used to simplify the complex and to lend unlimited interpretation that engages viewers' imaginations.

To accommodate the various applications of photography through SCC's marketing communications, people images with a focus on real-life student/work scenarios are recommended. While we understand that "real" student shots are not always available, stock art can be used but please ensure that copyright laws are strictly followed.

People should be portrayed illustrating the following qualities or concepts:
• Diverse
• Student life/career
• Energetic
• Organized
• Confident
• Creative

While each image style has its own unique art direction, the following principles need to apply to every image:
• Singular point of focus
• Simple, uncluttered composition and background
• A sense of reality in context and situation
• Rich but restrained use of color on neutral backgrounds that are not industry specific (unless intended)

When selecting imagery for use in SCC communications, it is important to capitalize on the exposure created within an ad; for example, the imagery must be a show-stopper. Images that are impactful, energetic and engage the view to learn more about SCC and what we have to offer.

Supergraphics

Supergraphics are graphic elements that reflect our brand and position, strategically applied throughout all branded communications materials to create a visual link or "look and feel." It is not a substitute for a logo but an aid in recognition of a brand. These supergraphics are forthcoming.

Putting It All Together

Forthcoming will be templates that you can use to create additional materials, such as newsletters, memo and fax coversheets, and PowerPoint presentations.

Southwestern
C O M M U N I T Y   C O L L E G E

Thank you for adhering to these branding standards. Your efforts will help to ensure that we build a cohesive brand image for Southwestern Community College now and into the future.

The Logo - Proper Usage

SCC Logo

SCC Logo with Tagline

Departmental Logo

Entity Logo

Samples — Business Cards/Letterhead

Samples — T-Shirt