SCC Visual Identity Quick Guide

LOGO USE

STANDARD

Vertical

Use the standard vertical SCC logo in all possible instances where logo presence is needed, particularly in printed documents, such as brochures, newsletters, and business communications.

Find these logos at:
www.southcentral.edu/logos

Horizontal

The standard horizontal SCC logo should only be used when there is not room for the vertical logo or in other instances approved by the Marketing & Communications department.

Clear Space

Clear space is the blank area around all sides of the logo. Any other graphic or type elements must stay outside of the clear space.

Measure the clear space by using the two stacked capitol letters as shown.

VARIATIONS

Every attempt should be made to use the standard two-color logo. However, there are times when this standard is impractical or impossible to apply. The following are acceptable variations of the SCC logo.

Alternate Color Option
Note: This version can only be used with prior approval from the SCC Marketing & Communications department.

Blue | Black | White

PROGRAM/DEPARTMENT LOGOS

Each academic program and college department can request to have an official department logo created to use on a variety of applications including print and digital materials, apparel, promo items, etc.

To request your specific program/department logo, please fill out a graphic design and print request form at **www.southcentral.edu/graphicprinting.**

Marketing & Communications

COLLEGE SEAL

The college seal is reserved for SCC's academic award documents and special use cases. The seal is not a replacement for the SCC logo and should not be used in a way that gives the impression it is a separate brand.

Due to the specific intention of seals, they are not designed to be used in a wide variety of circumstances like the normal SCC logos. Please contact the SCC Marketing & Communications department if you have questions or are considering using the seal on a project.

LOGOMARK

The diamond itself is not a replacement for the full logo and should not be used alone on any materials unless determined appropriate by the Marketing & Communications department.

TYPOGRAPHY

Fonts for MARKETING MATERIALS

Aa
Helvetica Pro Bold Condensed
Headline and Design Elements

Aa
Helvetica Pro Condensed
Sub-headlines, Design Elements, and Body Text

Aa
Minion Pro Regular
Alternate Body Text

Fonts for GENERAL COMMUNICATIONS

Aa
Calibri Bold
Headline

Aa
Calibri Regular
Sub-headlines and Body Text

COLORS

SCC BLUE

VALUES:	
R: 22	C: 100
G: 70	M: 57
B: 121	Y: 0
#164679	K: 40
	PMS: 295 C

The blue must always be used in a greater percentage than any of the other colors. Lighter tints may be used additionally in some cases, but the logo must always be in full color.

SCC GOLD

VALUES:	
R: 180	C: 20
G: 151	M: 30
B: 90	Y: 70
#B49759	K: 15
	PMS: 872 C

Neutral Colors

Black | White | Charcoal Gray

Neutral colors are acceptable for use in select situations and in limited application.

IMPROPER USE

Only use the supplied logo files. Do not change the files in any way or allow vendors to change the logo. Please contact the SCC Marketing & Communications department if you are unsure about proper use of the SCC logo.

DO NOT change the fonts of the logo.

DO NOT stretch, compress or skew the logo.

DO NOT place the logo on top of a busy or patterned background.

DO NOT place the logo at an angle.

DO NOT add any visual effects to the logo (drop shadow, glow, outline, etc.).

DO NOT use old versions of the SCC logo.

DO NOT change the colors of the standard or variation logo options or use in a way that makes the logo not clearly visible.

View the full SCC Brand Guide at:
www.southcentral.edu/logo

For questions, please contact:
printing.services@southcentral.edu

For graphic design and print requests:
www.southcentral.edu/graphicprinting

South Central COLLEGE

Graphic Design, Media, & Printing Services