



**SOUTHEASTERN**  
COMMUNITY COLLEGE

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**VISUAL**  
Standards  
Guide

Published: August 19, 2013

This is the approved Visual Standards Guide for Southeastern Community College. All logos and symbols in this manual are the property of Southeastern Community College or SCC's Department of Intercollegiate Athletics and may not be reproduced without permission.

The color palette in this manual is for reference only. For color accuracy, use the PANTONE® matching system. PANTONE® is the property of Pantone, Inc.

For questions about this manual, please visit [scciowa.edu/visualstandards](http://scciowa.edu/visualstandards) or contact us at (866) SCC-IOWA.

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## ABOUT THIS VISUAL STANDARDS GUIDE

### *What is a Visual Standards Guide?*

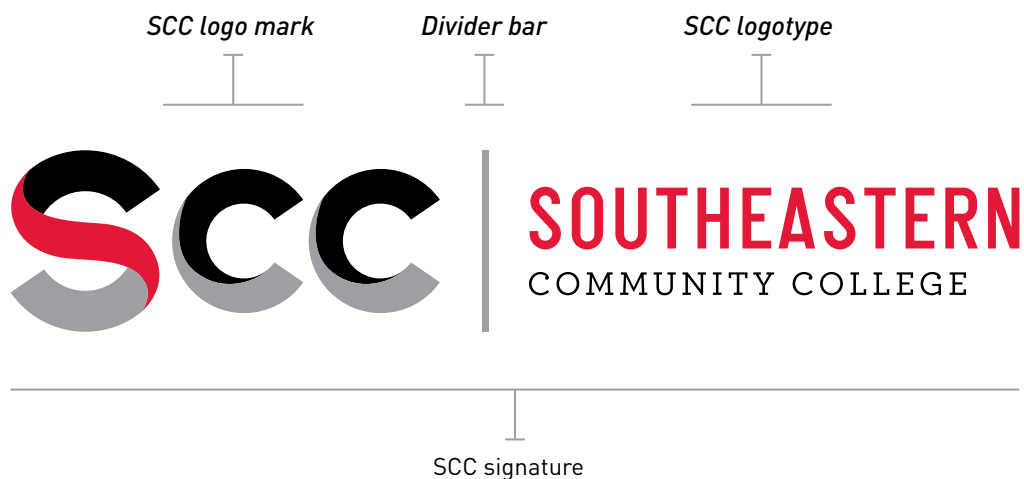
A visual standards guide is a set of standards for the writing and design of documents. The use of a design style guide provides uniformity in the use of graphic elements and the formatting of documents. The goal is to achieve a consistent appearance across all publications.

### *Why Have a Visual Standards Guide?*

A visual standards guide serves as a reference for your in-house team, or for any external designers or agencies you work with. A visual standards guide helps to:

- Enhance marketing with a consistent brand appearance
- Avoid distortion and deviation from your brand design
- Protect your brand and trademark
- Define the tone and essence of the organization

## SCC SIGNATURE



Southeastern Community College's signature is the combination of three components.

**SCC Logo Mark:** This three-letter acronym is the shorthand abbreviation of the school's full name, Southeastern Community College. Crafted in the school's traditional colors of black, red and gray, the logo embodies the bold forward motion of Southeastern Community College.

**Divider Bar:** This graphic device serves to both visually separate and create linkage between the logo and the logotype. (The divider bar is only used on the horizontal lock-up version and NOT used on the vertical lock-up.)

**SCC Logotype:** The name of the school is a modified variation of 2 fonts: Archer and Gliscor Gothic. Therefore it cannot be reproduced by simply resetting. Archer and Gliscor Gothic are only to be used as the lock-up for the logotype, and nowhere else on the SCC identity systems.

**The SCC Signature** is the physical combination of all 3 of the above elements. And only 2 elements on the vertical lock-up. (The SCC logo mark and the SCC logotype.) This combination of elements is referred to as a lock-up, as it literally locks these components together. They are placed in a specific scale and relationship to each other that prevents the independent altering of elements.

## SCC SIGNATURE HORIZONTAL &amp; VERTICAL LOCK-UPS

When determining whether to use the horizontal verses the vertical lock-up, one must take into consideration the space, and area provided for the logo. The horizontal version will lend itself best to more horizontal spaces, and likewise, the vertical to vertical or square spaces.



Give the signature room to stand out by allowing a clear space around it. The clear space should be equal to one half of the letter S height in the logo mark.

Minimum signature size 2 inches



Minimum signature size 1 inch



The minimum size of the SCC signature should not be less than 2 inches wide on the horizontal lock-up for print usage. And not less than 1 inch wide on the vertical lock-up for print usage.

**SCC LOGO MARK USED BY ITSELF**

On certain specialty items (pens, ballcaps, waterbottles, etc.) the SCC logo may be reproduced without the entire signature lock-up, and may be printed with the logo only. This applies only to specialty items whose size or space situations create an advantage for using the logo only.



Give the SCC logo mark room to stand out by allowing a clear space around it. The clear space should be equal to one half of the letter S height.



Half the letter S height

The minimum size of the SCC logo mark on print materials should not be less than .5 inch wide.

Minimum logo mark size .5 inch





## SCC SIGNATURE COLOR STANDARDS

These colors should be used across all media when using the SCC logo mark and or signature. Pantone® colors should be used in all cases unless technical restrictions do not allow.



SPOT: PANTONE Process Black  
CMYK: C:0 M:0 Y:0 K:100  
RGB Web: R:0 G:0 B:0



SPOT: PANTONE 422  
CMYK: C:0 M:0 Y:0 K:45  
RGB Web: R:157 G:159 B:162



SPOT: PANTONE 186  
CMYK: C:0 M:100 Y:81 K:4  
RGB Web: R:227 G:24 B:55



When dealing with a black background the logo uses the same color scheme, but the black color is replaced with white.



The monochrome version of the logo can be achieved by using black at a 50% screen to create the gray.



The monochrome version of the logo can also be reversed by printing black and letting the white of the paper/material show through. And by using black at a 50% screen to create the gray.

**SCC SIGNATURE COLOR STANDARDS**

When using the SCC signature on color backgrounds there are 4 options that you may choose from. Option 1: solid white background - this background is the primary option preferred. Option 2: solid black background - this is the secondary option preferred. Option 3 & 4: Solid gray background and solid red background. The color palette in all cases must use the colors provided on the SCC Color Standards page.



Solid white background - primary option



Solid black background - secondary option



Solid gray background and solid red background

These 4 color options are the preferred backgrounds for all use of the SCC signature. In rare situations when the signature must go on a different color background, use the SCC signature that will have the best contrast.

**1 COLOR SCC SIGNATURE**

This 1 color SCC signature is to be used in situations where materials can only be produced in 1 color without gradients or halftones. This SCC signature can be used in either a horizontal or vertical lock-up.

PHOTOGRAPHIC BACKGROUNDS WITH SIGNATURE PLACEMENT



For advertising and collateral materials, photography can be a useful background for the SCC signature. Make sure the placement of the signature is in a light or dark zone of the photo to create optimal contrast.

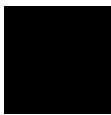


Avoid placing the signature on photos that will clash or cause the signature to be lost visually. Never place the signature on an area that is visually busy or patterned. Look for a signature placement area that is relatively open and lacks contrasting detail. If there is no such area, consider using a solid colored bar or stripe behind the signature.

SCC COLOR PALETTES

The SCC color palettes are to be used in and on all SCC materials. See page 13 for how and when to use each palette properly.

Primary color palette



SPOT: PANTONE Process Black  
CMYK: C:0 M:0 Y:0 K:100  
RGB Web: R:0 G:0 B:0



SPOT: PANTONE 422  
CMYK: C:0 M:0 Y:0 K:45  
RGB Web: R:157 G:159 B:162



SPOT: PANTONE 186  
CMYK: C:0 M:100 Y:81 K:4  
RGB Web: R:227 G:24 B:55

Situational color palette



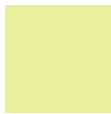
PANTONE 2995  
C:90 M:11 Y:0 K:0



50% Tint



PANTONE 381  
C:20 M:0 Y:91 K:0



50% Tint



PANTONE 3955  
C:6 M:0 Y:100 K:0



50% Tint



PANTONE 157  
C:0 M:43 Y:70 K:0



50% Tint



PANTONE 2665  
C:62 M:60 Y:0 K:0



50% Tint

Situational color element palette



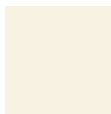
PANTONE 411  
C:0 M:27 Y:36 K:72



50% Tint



PANTONE 4545  
C:00 M:3 Y:19 K:6



50% Tint



PANTONE 7542  
C:10 M:0 Y:3 K:16



50% Tint

Primary color palette



The primary color palette is suggested to be used in most cases on SCC materials. Refer back to page 10 and 11 for details on SCC signature color use.

Situational color palette



The situational color palette is to be used only when the primary color palette is not sufficient in specifying information. For example: calenders, timelines, schedules. Anything that requires more colors.

Situational color element palette



The situational color element palette can be used as an accent color when necessary. For example: patterns, bullets, borders, callouts.

UNACCEPTABLE USAGE EXAMPLES



DO NOT tilt the logo in any way



DO NOT change or move any parts of the logo



DO NOT change the sizing of any parts of the logo



DO NOT distress or stretch the logo in any way



DO NOT change the order of the colors in the logo



DO NOT change any of the colors on the logo



DO NOT typeset the text with a font



DO NOT add any effects or filters to the logo



DO NOT add an outlines or enclose the logo

**SCC ATHLETICS, SEAL, AND CENTER FOR BUSINESS (CBIZ) LOGOS: PERTAINING TO SCC IDENTITY**

The SCC Blackhawks logo, the SCC seal, and the Center for Business (CBIZ) logos are property of Southeastern Community College. For proper usage, please consult the appropriate guides.



SCC Athletics logo



SCC Seal



Center for Business (CBIZ) logo

**SCC ALUMNI ASSOCIATION AND FOUNDATION LOGOS: PERTAINING TO SCC IDENTITY**

When working with the SCC Alumni Association logo and the SCC Foundation logo please apply the same rules and styles as the SCC signature.



SCC Alumni Association logo - horizontal lock-up



SCC Foundation Logo - horizontal lock-up



SCC Alumni Association logo - vertical lock-up



SCC Foundation logo - vertical lock-up

## TYPOGRAPHIC STANDARDS

The typography of the SCC Visual Identity Standards system is composed of two core fonts. These fonts are DIN and DIN Condensed, and several specific family member variants which are detailed below.

These fonts are to be used on all SCC materials unless otherwise specified.

DIN has an extensive font family. Below are five fonts within the family that will allow you to address the SCC standards. The DIN font family does not come standard on most computers but can be made available for use in certain instances. Contact the Marketing Department for more information.

### DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 \$%&{.,;:!?}

DIN Regular is your primary font used for body copy.

### DIN Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 \$%&{.,;:!?}*

DIN Italic can be used as an option for calling out specific information within body copy.



## DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 \$%&{.,;:!?}

DIN Medium can be used as an option for calling out specific information within body copy, or for subheads.

*DIN Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 \$%&{.,;:!?}*

DIN Medium Italic can be used as an option for calling out specific information within body copy.

## DIN CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 \$%&{.,;:!?}

DIN Condensed is used for headlines and important information, and preferably set in all caps.

## SCC CONVENTIONAL STATIONARY

Our correspondence system is one of the most widely used and most prolific pieces of the SCC identity. At every use it provides a face for our public and a chance to communicate and solidify the SCC brand.

Letterhead at actual size is 8 1/2" x 11"



**SOUTHEASTERN**  
 COMMUNITY COLLEGE

Recipient  
 Title  
 Address  
 City, State, Zip

July 1, 2013

To whom it may concern

Vivamus lobortis risus quis nunc vestibulum aliquet. Nullam orci quam, accumsan faucibus imperdiet non, ornare ut nibh. Proin dapibus mauris non quam tempus sodales. Maecenas semper mauris in augue cursus pellentesque. Phasellus ultrices rhoncus massa, id dignissim ipsum rutrum eget. Nullam fringilla, mauris quis vulputate mattis, libero purus cursus libero, vitae luctus augue lectus sed mi. Sed ut velit ipsum. Fusce porta fringilla purus. Integer consequat viverra augue, id accumsan est ultrices sit amet. Nullam porta, erat ut placerat congue, urna neque pharetra dui, commodo dignissim libero eros vitae metus. Morbi varius lorem id nisl pretium convallis.

Phasellus interdum pulvinar egestas. Ut vestibulum adipiscing leo eget fringilla. Fusce gravida tristique porta. Quisque justo odio, sagittis vitae malesuada nec, velit. Maecenas turpis erat, fermentum vel pellen-tesque sed, scelerisque rutrum magna. Mauris vehicula velit vitae nisi euismod aliquet. Suspendisse sagittis, neque sollicitudin condimentum blandit, purus orci placerat sapien, vel vestibulum dui lorem porttitor magna. Vivamus pellentesque mollis dolor fringilla bibendum sed a tellus.

Mauris convallis, nibh id mattis rhoncus, odio Morbi vehicula molestie sem, vel porta risus s molestie tempor. Vestibulum fringilla quam a arcu sit amet consequat pellentesque, nibh en Aliquam a ipsum ultrices lorem volutpat aliqu Nullam eget purus at nisl placerat luctus ut a ipsum. Aenean quam velit, ultricies mollis he



**SOUTHEASTERN**  
 COMMUNITY COLLEGE

**WEST BURLINGTON CAMPUS**  
 1500 West Agency Rd. P.O. Box 180  
 West Burlington, IA 52655

Sincerely,

Dr. Michael Ash

John Smith  
 123 N. Address Road  
 Wichita, KS 123456

[WWW.SCCIOWA.EDU](http://WWW.SCCIOWA.EDU)  
**WEST BURLINGTON CAMPUS** 1500 West Agency Rd., P.O. Box 180, West Burlington, IA 52655 / 319-752-2731 / Fax 319-752-4957  
**KEOKUK CAMPUS** 335 Messenger Rd., P.O. Box 6007, Keokuk, IA 52632 / 319-524-3221 / Fax 319-524-8621

Business cards front and back



**SOUTHEASTERN**  
 COMMUNITY COLLEGE

**DR. MICHAEL ASH**  
 President

1500 West Agency Road  
 P.O. Box 180  
 West Burlington, IA 52655

D: 319-208-5051  
 F: 319- 752-4957  
 E: mash@sccioowa.edu



[WWW.SCCIOWA.EDU](http://WWW.SCCIOWA.EDU)  
 866-SCC-IOWA

Business card at actual size is 3 1/2" x 2"

#10 business envelope at actual size is 9 1/2" x 4 1/8"

## SCC LETTERHEAD

For business letters composed on SCC stationary, the preferred typeface is Georgia, set at 10 pt, 12 pt line spacing, aligned left. Georgia is a resident font on all PC and Mac systems, available in virtually every situation. If Georgia is not available, you may use Verdana as a secondary option.

The diagram illustrates the layout of an SCC letterhead on an 8 1/2" x 11" sheet. The letterhead is positioned at the top, starting 2 inches from the top edge. The body of the letter starts 1 inch from the left and right sides and 1.5 inches from the bottom. The letterhead includes the SCC logo and the text 'SOUTHEASTERN COMMUNITY COLLEGE'. The body of the letter contains a recipient address, a date (July 1, 2013), a salutation, a body text, a closing, and a signature (Dr. Michael Ash). The footer includes the website 'WWW.SCCIOVA.EDU' and contact information for the West Burlington and Keokuk campuses.

**SCC** | **SOUTHEASTERN**  
COMMUNITY COLLEGE

Letter starts 2 inches down from the top

Recipient  
Title  
Address  
City, State, Zip

July 1, 2013

To whom it may concern

Vivamus lobortis risus quis nunc vestibulum aliquet. Nullam orci quam, accumsan faucibus imperdiet non, ornare ut nibh. Proin dapibus mauris non quam tempus sodales. Maecenas semper mauris in augue cursus pellentesque. Phasellus ultrices rhoncus massa, id dignissim ipsum rutrum eget. Nullam fringilla, mauris quis vulputate mattis, libero purus cursus libero, vitae luctus augue lectus sed mi. Sed ut velit ipsum. Fusce porta fringilla purus. Integer consequat viverra augue, id accumsan est ultrices sit amet. Nullam porta, erat ut placerat congue, urna neque pharetra dui, commodo dignissim libero eros vitae metus. Morbi varius lorem id nisl pretium convallis.

Phasellus interdum pulvinar egestas. Ut vestibulum adipiscing leo eget fringilla. Fusce gravida tristique porta. Quisque justo odio, sagittis vitae malesuada nec, velit. Maecenas turpis erat, fermentum vel pellentesque sed, scelerisque rutrum magna. Mauris vehicula velit vitae nisi euismod aliquet. Suspendisse sagittis, neque sollicitudin condimentum blandit, purus orci placerat sapien, vel vestibulum dui lorem porttitor magna. Vivamus pellentesque mollis urna sed aliquam. Sed nec eros massa. Donec eu diam quis dolor fringilla bibendum sed a tellus.

Mauris convallis, nibh id mattis rhoncus, odio turpis rhoncus nibh, sed mollis turpis dolor non diam. Morbi vehicula molestie sem, vel porta risus scelerisque et. Nulla facilisi. Fusce lacinia massa ac felis molestie tempor. Vestibulum fringilla quam ac turpis congue sed feugiat odio sagittis. Etiam volutpat, arcu sit amet consequat pellentesque, nibh enim vehicula velit, eu ullamcorper nunc enim sit amet nulla. Aliquam a ipsum ultrices lorem volutpat aliquet. Morbi a lorem id felis pharetra varius nec sit amet justo. Nullam eget purus at nisl placerat luctus ut a urna. Morbi vitae massa at erat porta ullamcorper nec sed ipsum. Aenean quam velit, ultricies mollis hendrerit malesuada, lobortis vitae augue.

Sincerely,

Dr. Michael Ash

Letter starts 1 inch in from the sides

Letter starts 1 inch in from the sides

Letter can not go below 1.5 inches from the bottom

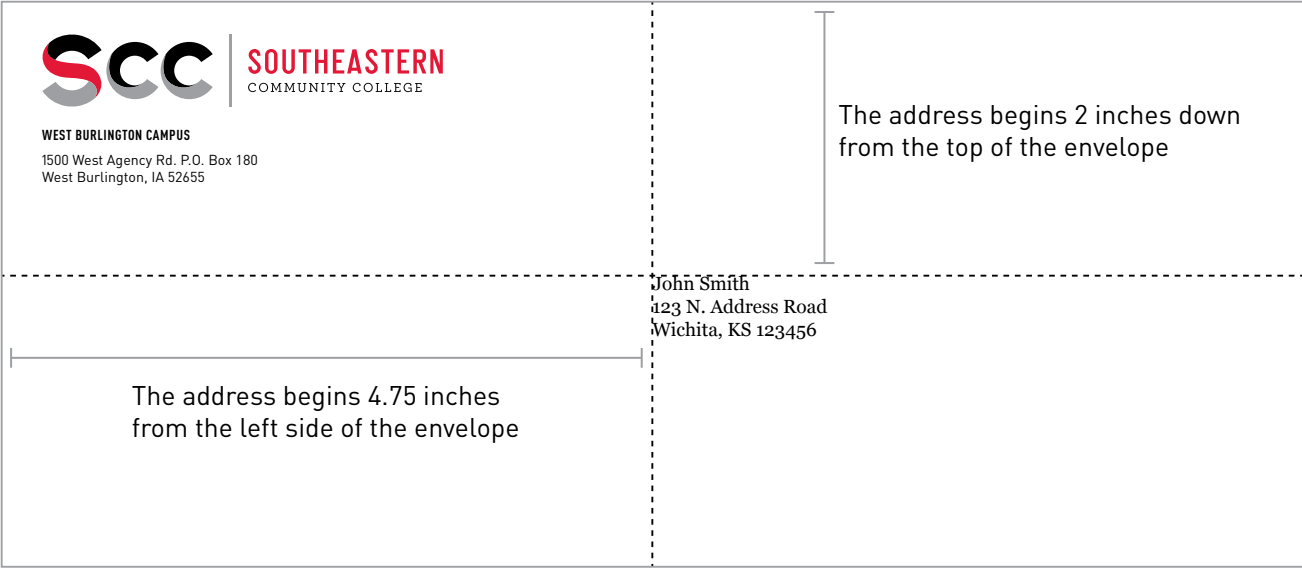
WWW.SCCIOVA.EDU

WEST BURLINGTON CAMPUS 1500 West Agency Rd, P.O. Box 180, West Burlington, IA 52655 / 319-752-2731 / Fax 319-752-4957  
KEOKUK CAMPUS 335 Messenger Rd, P.O. Box 6007, Keokuk, IA 52632 / 319-524-3221 / Fax 319-524-8621

Letterhead at actual size is 8 1/2" x 11"

SCC ENVELOPE

For addressing envelopes on SCC stationary, the preferred typeface is Georgia, set at 10 pt, 12 pt line spacing, aligned left. Georgia is a resident font on all PC and Mac systems, available in virtually every situation. If Georgia is not available, you may use Verdana as a secondary option.



#10 business envelope at actual size is 9 1/2" x 4 1/8"

## FLEET GRAPHICS

The SCC signature translates well to fleet graphics and serves to unite a diverse array of different fleet colors and vehicles while providing an effective exposure for SCC's Identity. The graphics are to be placed on the front driver side door, they may also be placed on the front passenger side door, and the center of the back side of the vehicle.

Vehicle color will likely dictate the appropriate signature decal to be applied. Choose one of the four variations of the signature on page 10 that best suits the vehicle.



## POWERPOINT DESIGN TEMPLATES

When creating a presentation in PowerPoint use the SCC PowerPoint templates. Verdana is the preferred font. Bold for titles and regular for body copy. Verdana is a resident font on all PC and Mac systems, available in virtually every situation. The SCC PowerPoint template is available upon request. Contact the Marketing Department for assistance.



Presentation title slide



If there are any specific section breaks in the presentation you will want to use this section break slide



Presentation content and imagery slides



Secondary imagery slides

### **HELP / CONTACT INFORMATION / RESOURCES**

This page contains contact information in the event of questions or a need for help in the following areas:

For questions about Visual Standards Guide or help with use of the college logo, signature or other design elements:

Contact: Marketing Department  
Phone: 319-208-5060

To order business cards, envelopes, and stationary supplies:

Contact: Print Shop  
Phone: 319-208-5088