Introduction

Graphic Standards Key for Clear and Consistent College

During the 40th year of the college, the President and Board of Trustees decided a new logo must accompany the many changes happening on campus. Although the celebration has ended, each time the Shawnee Community College logo appears, it remains a tangible reminder of the important role this college plays in the life of this region.

Frequently, the first contact people have with Shawnee is through a letter, publication or commemorative item bearing the college logo or through the school Web site. As symbols of SCC, any graphic image must be used appropriately in both printed and electronic publications to ensure that the institution is properly recognized and its reputation enhanced.

This graphic standards manual outlines how and when campus departments may use the SCC logo in printed publications. For more information on use of the logo on the Web, go to www.shawneecc.edu/faculty_staff/logos.asp. These standards ensure that each time the logo is used, the public receives a clear and consistent message concerning SCC’s identity. A uniform presentation by all constituents will help strengthen the public’s perception of Shawnee as an educational leader, committed to quality higher education.

For these reasons, Shawnee’s president has directed the Marketing Office to review all common applications of the institution’s logos to ensure compliance with the standards presented on the following pages.

This manual covers most, but not all, instances of the logo’s usage in printing/publications. If you need assistance, contact the Marketing Office at 618-634-3270.
Graphic Standards

The purpose of graphic standards is to present a strong brand identity for Shawnee Community College to its many audiences. The manual consists of the coordinated elements of the SCC logo, seal, Bernie the St. Bernard, colors, types, usage requirements and stationery. The print portion of the branding campaign is enclosed to share with you how we are promoting SCC to our primary audience, high school students.

The Marketing Office will oversee implementation of the identity program. If you have any questions on the usage requirements, please contact Marketing Office:

**Phone:** 618-634-3270  
**Fax:** 618-634-3300  
**E-mail:** marketing@shawneecc.edu

For questions regarding college information on the web site, www.shawneecc.edu, direct them to the Webmaster.

**Phone:** 618-634-3393  
**E-mail:** webmaster@shawneecc.edu

This manual can also be found on the web at: www.shawneecc.edu/faculty_staff/logos.asp

Faculty and staff needing logos to use on printed publications can find them on the public drive in a folder called Logos or on the Intranet.

Commercial and Promotional Use of Signature

The name, marks and image of Shawnee Community College cannot be used to suggest endorsement of any product or service not provided by the college. The college’s logos are servicemarked and protected by law. Departments within the college may use the logos for college business without permission.

However, any outside organization or individuals must first obtain permission from the college’s Marketing Office. No organization outside of the college may use SCC’s name or symbol for monetary gain without permission and a licensing agreement with the college.
When promoting the college in marketing materials, the SCC logo should be used.

**Vision Statement**

**Student Centered.**

**Community Connected.**

When promoting the college in marketing materials, the SCC vision statement can be used to supplement the college logo. However, it should be used in moderation, and on informal documents.

**Foundation Logos**

**Shawnee Community College Foundation**

The logo of the SCC Foundation should be used in all materials related to the promotion of the foundation.

**Saints’ Place**

This logo should be used with all materials related to the Foundation’s student housing complex, Saints’ Place.

The college seal is the formal mark of the college. Use of the seal is restricted to official college documents, such as diplomas and certificates.

The shield represents the dedication SCC has to its purposes, students and community. The three sections of the shield represent the quality, cost-effective and comprehensive programs offered at SCC. Education sits in the lower section of the shield to symbolize that it is the foundation of SCC. This section of the shield embodies two symbols representing the general educational opportunities available at SCC:

- The oil-lamp stands for the continuous efforts SCC makes to provide the best and most up-to-date education possible.
- The open book represents how this education is offered to all.

The upper section of the shield is split into two categories representing SCC’s training and industry opportunities:

- The pie-chart and gears represent the business, technology, and vocational opportunities available.
- The atom represents the science and medical programs at SCC.
The Shawnee Community College academic signature consists of the words “Shawnee Community College” in the typeface of Lucida Bright, to the right of a reverse image of the atrium window. This image was chosen to represent the college because it shows off the beautiful architecture in the campus’ atrium building. The window is also showcased on other entrances on campus.

The signature serves to represent the college in all forms of communications. The signature is designed to be used as one unit. Therefore, the atrium and words are not to be used alone or rearranged, unless approved by the Public Relations Office.

All materials produced by the college will prominently and correctly display the signature. Campus units cannot substitute another typeface (font), color or symbol.

The previous official logo of Shawnee Community College was originally created in the late 1980s in a competition. The design shows the letters “SCC” coming out of the southern tip of the state of Illinois to emphasize the college’s location.

Throughout the years, the logo evolved to a more modern look, without the circles and dotted gradients.

In 2007, the college decided to move forward with an updated look to represent a physical entity on the campus.

Unacceptable Uses

signature Usage
Usage Guidelines

General
The academic signature represents all college departments and offices. No individual unit logos may be developed or used. The names of individual units should be presented typographically to avoid developing competing logos.

Alterations
Alterations of signature elements are not permitted. They should not be rearranged, rotated, animated, shadowed, or rendered in three dimensional form without prior authorization. Do not place the signature elements inside any other shape or combine them with any other symbol or graphic. The logotype has been customized for the college; therefore, campus units should always reproduce the symbol from authorized digital files or authorized reproduction-quality originals.

The logo may not be copied from another copy. The logo may not be manipulated or stretched. The logo must be used as a high-resolution file (300 dpi) for all printed pieces.

Clear Space
The diagram indicates the setting specifications for the Shawnee Community College signature. The signature must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space and separation provides graphic impact and preserves equity in the signature.

Signature Color Options
Maroon and gray, using the appropriate Pantone Matching System (PMS) colors, are preferred for producing the SCC signature.

The signature can also be reversed out of another ink color, such as black, creating a white signature.

Choose backgrounds that contrast with the signature to give it impact.

The signature can be shown in only black and white, or as a grayscale version, which includes the shading of the atrium windows.
Usage Guidelines

Minimum Size

1.5 inches (9 picas)

The signature cannot be reproduced smaller than 1.5 inches or 9 picas across.
Typefaces and Colors

Typefaces
The Lucida font family is to be used for all text in a document. Lucida Bright (body copy) and Lucida Sans (subheads) are the preferred typefaces in most Shawnee Community College print and electronic communications. Britannic Bold may be used for headlines. Consistent use of these typefaces by the campus community will strengthen the continuity of appearance necessary to create a strong college brand.

Lucida Bright (Body Copy)
Lucida Sans (Sub Heads)
Britannic Bold (Headlines)

Other Fonts to use sparingly:
Lucida Calligraphy
BerlinSans FB

If your computer does not have the Lucida font family installed, you may use Georgia for body copy and Verdana for subheads.

Georgia (body copy)
Verdana (sub heads)

Colors
Maroon and gray are the official colors of the college. Additional colors make up the SCC Color Palette. The precise Pantone colors are:

Maroon
Pantone - 195
CMYK - 0 / 100 / 60 / 55
RGB - 128 / 19 / 29
WEB - 820024

Gray
Pantone - Cool Gray 10
CMYK - 61% Black
RGB - 146 / 148 / 150
WEB - 807F83

Mustard
Pantone - 1245
CMYK - 14 / 37 / 100 / 1
RGB - 213 / 159 / 13
WEB - D59F0F

Blue
Pantone - 309
CMYK - 100/0/9/72
RGB - 0/73/96
WEB - 004960

Green
Pantone - 576
CMYK - 49/0/100/39
RGB - 92/135/39
WEB - 5C8727
Stationery

A coordinated system of stationery is important to presenting Shawnee Community College's brand identity clearly and consistently. Letterhead, envelopes and business cards often serve as the first graphic representation of the college to audiences.

The stationery pieces include the signature logo in two colors on gray linen cover stock. The mailing address, phone, fax, and web information is also included.

All departments at the college MUST use this stationery.
The spirit and informal logos are used to communicate school spirit. These marks are friendly and casual and should be used only when a bolder, more informal look is desired, i.e. by student groups and sports programs. These logos should **NEVER** compete graphically or be used as a substitute for the Shawnee Community College academic signature.

The spirit logo features a Saint Bernard head and SCC Saints typographically. The dog and the text can be used independently as long as they are being used for the purpose of spirit promotion. The colors designated for all logos (Maroon 195, Cool Gray 10- see page 7) must be used.

Other spirit marks include the SCC, Saints and Lady Saints can be found on sports uniforms, accessories and clothing.
All Shawnee Community College communication materials, whether printed or digital, must display an approved version of a signature.

The academic signature should be displayed in a reasonably prominent, but not necessarily dominant, location.

Preferred logo location is bottom right or bottom left of the material.

Use only authorized digital files or camera-ready art of the signature.

When a signature is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately. Do not reduce the signature below 1.5” in scale.

Check color for accuracy and ensure that the signature is legible in the chosen print context.

A signature should never be incorporated into illustrations, cartoons, or other symbols or logos.

A signature does not have to be large to be effective, but it should have ample space around it for legibility and integrity.

The signature can appear in maroon, grayscale or black and white.

Departmental Logos

Various departments at the college have the option of inserting their department below the words “Community College” to make the logo specific to their office. No department may create its own personal logo outside of this alteration of the general logo!