SEATTLE CENTRAL COLLEGE
One of the Seattle Colleges

Brand Guide

Seattle Colleges
Verbal Identity

WHAT IS VERBAL IDENTITY?

Our verbal identity is the way we express our brand, connect with audiences, and inspire action through our tone of voice, our stories, and our names. Our verbal identity enables us to be crystal clear about who we are and why we matter. It gives us the language to talk about what makes us different and special. It provides a shared style and manner of speaking, so we can express ourselves authentically. And it provides a consistent story so we'll continue to earn the trust of our audiences.

MISSION

The Seattle Colleges will provide excellent, accessible educational opportunities to prepare our students for a challenging future.

Positioning

OUR POSITION:

THE NEW AMERICAN DREAM STARTS HERE

WHAT ARE WE?

The Seattle Colleges make up a three-college system that offers accessible educational and career pathways to Seattle's diverse people throughout their lives.

WHY DOES IT MATTER?

We all benefit when everyone has a lifetime of opportunity. The Seattle Colleges advance Seattle and Seattleites' full participation in the 21st century global economy, ensuring our city remains at the leading edge of innovation.

Narrative

THE NEW AMERICAN DREAM STARTS HERE.

With globalization, rapid advances in technology, and a growing demand for sustainability, Americans have been redefining the American dream for the past two decades. Where we once had the luxury of a linear path to a known future, we now embrace the twists and turns, the hurdles and unexpected rewards of a rapidly changing world.

The Seattle Colleges are preparing Seattle for this new way of life, ensuring our city remains at the leading edge of innovation. The workforce of today—and the workforce of our future—must be diverse, highly skilled, and collaborative. We lead the way in offering an attainable education and providing the skills to put anyone with passion and determination on the path to a job or higher education. In doing so, we keep our city and our region economically vital.

We all benefit when everyone has a lifetime of opportunity and our individual success is made greater by the success of those around us. We help get people to work and back to work. We offer business a highly skilled workforce, supporting our robust legacy industries and attracting new ones. We help lift up individuals and communities, offering everyone a chance for a better life. An attainable education provides the pathway to success for students and the generations that follow them.

With our distinctly urban viewpoint—inclusive, diverse, forward leaning, rooted in our neighborhoods yet connected across the globe—the Seattle Colleges offer an educational experience unlike any other institution in the region. We are shaping and shaped by this great city. We link together a community of workers, thinkers, business and industry, making us integral to Seattle's landscape of innovation.

The new American Dream starts here.

Personality

Our personality differentiates us. It transcends products and programs and connects every experience our brand offers. Our personality traits convey our authentic character and set the tone and manner of communications.

ACCESSIBLE

We offer a ladder to opportunity for all who choose to climb it.

DIRECTED

Our line of sight is high and we know how to work hard to get there.

INCLUSIVE

Our individual success is made greater by the success of those around us.

DYNAMIC

We have a learner's mindset and relish rapid adaptation to be better.

UPLIFTING

This is a time and place of possibility.

SEATTLEITE

Integral to a landscape of innovation, we are shaping and shaped by this great city.

NOTE: For more detailed information on verbal identity and message guidelines please refer to Seattle College's Brand Messaging Toolkit.

Brand Architecture

The Seattle College District consists of four primary colleges
(Central, North, South and SVI), and tertiary entities with
each college.

The brand architecture and logos creates a visual system
that produces continuity between the district and college logos.
The district logo clearly identifies the four colleges within the
district and each college logo is clearly endorsed by the district
as one of the Seattle Colleges.

A clear visual hierarchy and relationship between the district, colleges,
and tertiary entities within each college supports and enhances the
verbal identity shared across the identity system.

Architecture

The brand architecture is designed to both distinguish and create a clear relationship between the district logo and college logos. It also provides guidelines for producing location identifiers and tertiary entities within each college.

The systems outlined in these guidelines encourage consistency between the brands and will serve to elevate the district, colleges, and college entities as a whole.

SEATTLE COLLEGES
Central · North · South · SVI

District logo

The district logo is distinguished by the primary color, positive imprint of the symbol, and identifiers for the four colleges that operate as part of the district system.

SEATTLE CENTRAL COLLEGE
One of the Seattle Colleges

NORTH SEATTLE COLLEGE
One of the Seattle Colleges

SOUTH SEATTLE COLLEGE
One of the Seattle Colleges

SEATTLE VOCATIONAL INSTITUTE
One of the Seattle Colleges

College logos

The college logos use a shared visual system to create continuity. They share a primary color palette, fonts, and visual structure. Each logo carries endorsement from the district through the phrase, "One of The Seattle Colleges." This endorsement line is not necessary if the college logo is placed on the same page as the district logo (see sample).

NORTH SEATTLE COLLEGE | GEORGETOWN

Department of Business, Infomation, Technologies & Creative Arts

Locations and tertiary entities

The brand architecture provides each college the ability to identify locations and special departments through a shared visual system. (More on page 14 and 15)

Visual Identity

The brand identity is one of the main visual manifestations of the Seattle Colleges. Because our brand is often the initial contact that people have with us, it needs to make a powerful first impression.

We live in an increasingly visual world. As choices proliferate and people look for quick visual cues to inform their decisions and navigate their world, the correct, consistent use of our brand identity is more important than ever. Adhering to the following brand guidelines will assure that all of our materials—from our website and blogs, to our printed materials and communications—look and sound like they come from the same organization. When people throughout the district apply a system of graphic guidelines, we communicate a strong and singular institution, strengthen the mark we make in the world, and save precious time and money.

These guidelines are for everyone internally who produces visual communications, whether it's a flier, a sign, or a manual. They can be shared with outside creative service providers, such as a design agency, a copywriter, or a printer.

Official Logos

There are five official versions of the logo that provide solutions for a variety of different creative formats and layout.

Both the stacked and horizontal versions of the logo can be displayed in a left aligned format or center aligned format.

SEATTLE CENTRAL COLLEGE
One of the Seattle Colleges

SEATTLE CENTRAL COLLEGE
One of the Seattle Colleges

Horizontal logos

There are two variations of the horizontal logo – left aligned and centered. These variations provide creative options to be used in different designs, formats and layouts.

SEATTLE CENTRAL COLLEGE
One of the Seattle Colleges

SEATTLE CENTRAL COLLEGE
One of the Seattle Colleges

SEATTLE CENTRAL COLLEGE
One of the Seattle Colleges

Stacked logos

There are three variations of the stacked logo – two left aligned and one centered. These variations provide an additional set of creative options to be used in different designs, formats and layouts.

Logo Options

A logo is the most important visual element of an organization. It must be used in a consistent manner on all internal and external communications.

The logo suite consists of five primary versions of the logo. All logo versions are available in three color options—black, two color, and reversed. The color versions of the logo should be used whenever possible.

NOTE: Official uses allow both the official logos to be reversed (white) on black and Pantone 640 C backgrounds.

The Reversed Logo

The color logo may be used only on white backgrounds or neutral backgrounds that have values lighter than or equal to 10% black.

The black version of the logo may be used on any uncluttered background with a value lighter than 30% black.

Use the reversed logo on colored backgrounds or photos with a value of 60% black or more.

Clear Space and Minimum Size

Logo clear space

For the logo to communicate effectively and distinctively, clear space surrounding them should always be maintained.

This minimum clear space is equal to the height of the letters in Seattle Colleges.

1.5"

1.25"

1"

1"

Minimum size

The logo should never be smaller than 1.5 - 1.25 inches wide for variations of the horizontal logo and 1 inch for the stacked versions of the logo.
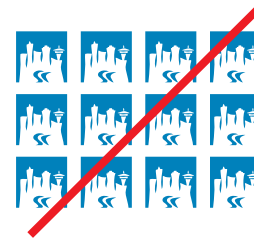
Incorrect Usage

Do not distort (stretch or condense) the logo.

Do not change the color scheme.

Do not use the icon as a separate design element or pattern.

Do not alter the relationship of the type and icon.

Do not put the logo on a busy or patterned background.

Do not use the color logo on dark backgrounds.

Do not place graphic elements within the clear space of the logo.

Do not place the logo in a confined shape without clear space.

Division and Department Identifiers

The department identifier system has been created to allow for flexibility without compromising the overall cohesiveness of the college's visual identity.

The department identifier must include the college logo and wordmark as prescribed in these guidelines.

To ensure the integrity of department signatures, units should not attempt to create their own logo.

In general, applications of the college logo displaying division or department names should follow the guidelines for clear space, minimum size, color application, and improper usage outlined for the main college logo.

Please follow the guidelines provided at right for proper application of these additional elements.

COLLEGE LOGO

SEATTLE CENTRAL COLLEGE
Public Information Office

DEPARTMENT SIGNATURE

SEATTLE CENTRAL COLLEGE
Public Information Office

SEATTLE CENTRAL COLLEGE
Science & Math Division

SEATTLE CENTRAL COLLEGE
Science & Math Division

Primary
Color Palette

The official primary colors of the Seattle Colleges are PMS 640 C and white. These colors are reflected in the logo and any other official document produced for the Seattle Colleges.

Print Colors

The print colors are provided for uses on uncoated paper only (such as the stationary system) and when printed will visually match the primary color palette.

Seattle Central Blue	Black C	White
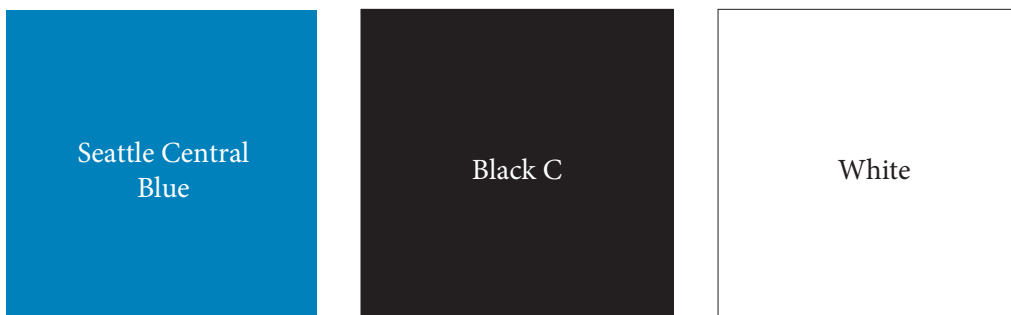
PANTONE Color	Process Formula	RGB Formula	Hex Number
PMS 640 C	C 100 / M 10 / Y 3 / K 16	R 0 / G 143 / B 197	#008FC5
White	C 0 / M 0 / Y 0 / K 0	R 256 / G 256 / B 256	FFFFFF

NOTE: Inks, papers, and monitors differ; these formulas are intended as a starting place. For printed pieces on both coated and uncoated stock, please work with your printer to match the coated PANTONE® chip shown.

Typography
Primary Font

Typography is an important element in a strong visual brand. To maintain a uniform look in all communications, Myriad Pro is the preferred and official font for the Seattle Colleges. It should be used for both headlines and text.

Minion Pro can be used as secondary font to Myriad Pro (see next page).

The recommended system font alternative to Myriad Pro is Arial Regular. Arial can be substituted when using systems and programs that do not have Myriad installed.

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro | Regular

Use for special uses in printed materials for headlines and body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro | Bold

Use to create emphasis for special uses in printed materials such as subheads, charts, and financial tables.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Regular

Use when the official brand font (Myriad Pro) is not available. Arial is a system font and should be installed on almost any PC or Mac computer.

Typography Secondary/ System Fonts

Minion Pro can be used as a secondary font to Myriad Pro, for special uses such as subheads, charts, call-outs, and financial tables.

In the case that official Seattle Colleges fonts are not available, and for email, word processing, web, and HTML use, you may default to the preferred system fonts, Arial or Times Roman. Both are system fonts that reside on most computers and platforms.

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro | Regular

Use as the secondary brand font for both body text and headlines in printed materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Minion Pro | Bold

Use to emphasize areas of text in printed materials such as subheads.

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times Roman

Use when the secondary font (Minion Pro) is not available. Times Roman is a system font and should be installed on almost any PC or Mac computer.

Print Supporting Colors

Supporting colors should never dominate or overpower the primary palette. These color options are to be used judiciously and should play a secondary role to the primary colors.

White is one or our primary colors and plays a key role in our visual brand identity. The use of ample white space creates a more appealing layout and gives emphasis to the content.

In general, the primary color palette should cover more space and be used more than any other colors. SC BLUE should appear in every piece of communication that contains color.

While the use of supporting colors can be the most effective way to ensure consistency and create a Seattle Central "look" on external communications, alternative colors may be needed in some design layouts to best support the desired concept.

SECONDARY ACCENT COLORS: Brights

Accent colors add a bright, energetic quality to enhance the appearance of the design. Use of one or two bright colors is usually sufficient.

Orange
PMS 158
CMYK 2. 66. 100. 0
RGB 227. 114. 34

Gold
PMS 123
CMYK 0. 23. 91. 0
RGB 253. 200. 47

Bright green
PMS 376
CMYK 55. 0. 100. 0
RGB 104. 177. 52

TERTIARY COLORS: Darks

These darker colors can be used along with the accent colors. In any given application, only one or two accent and tertiary hues should be used along with the primary colors in order to keep the primary colors dominant.

Rusty red
PMS 484
CMYK 28. 71. 68. 14
RGB 165. 90. 77

SC District Blue
PMS 653
CMYK 87. 64. 18. 3
RGB 52. 96. 148

Deep green
PMS 356
CMYK 96. 26. 100. 15
RGB 0. 121. 52

Burgandy
PMS 188
CMYK 33. 93. 74. 38
RGB 122. 35. 46

Darkest blue
PMS 533
CMYK 100. 83. 46.
13RGB 30. 65. 100

Darkest green
PMS 554
CMYK 84. 40. 80. 35
RGB 34. 90. 64

TERTIARY COLORS: Neutrals

Grays can also be used both for text and as an accompanying color.
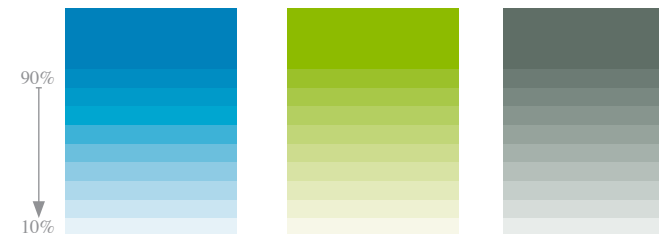
PMS Warm Gray 10C
CMYK 50. 50. 54. 17
RGB 123. 110. 102

PMS Cool Gray 9C
CMYK 55. 47.44. 10
RGB 119. 119. 122

PMS 445
CMYK 20. 0. 20. 65
RGB 94. 110. 102

TINTS

Tints of all primary, supporting and neutral colors can be used where areas of lighter color are needed.

90%

10%

Web branding and style guidelines

Seattle Central websites must be user friendly and the needs and goals of end users must be considered when designing and developing a site. Seattle Central websites have meaningful content, bright and friendly design, and intuitive navigation.

Seattle Central websites are designed and developed using the best practices and principles of responsive design. Seattle Central websites must use a fluid layout and be visually optimized for all devices. All regular web content must be accessible on mobile devices.

Headers and footers

All Seattle Central websites use an official branded header and footer.

Mobile applications

All mobile applications must use a college branded mobile header.

Logo usage on websites

The Seattle Central logo must be in the web header and must link back to the college home page.

Department logos may be used on their websites but must be used in conjunction with the college logo. The college logo must occupy its standard place in the header and the department logo must not compete with the college logo.

Icon font

All icons on Seattle Central's website are created using the Font Awesome icon font. Vector art icons of Font Awesome can be downloaded at
www.flaticon.com/packs/font-awesome

Social media icons

Social media links and icons for the main college site are located in the footer.

Links and icons for department social media must be located in a department-specific area and not in the main college branded header or footer. This is to differentiate between the main social media for the college and department-specific social media links.

Web Voice

Seattle Central College's web voice is active, engaging and friendly. Our web writing is peppered with personality and facts, is backed by a human touch, and welcomes readers to join in a conversation with us about our college and its programs. See the editorial section for information on tone and voice.

Our Web content is:
• Concise, easy to scan and mobile-friendly.
• Simple to read and pleasing to the eye, with bullet points and graphics.

Web Colors

Web and print share a common palette. The primary color palette— "SC Blue," black and white—are the colors of the logo and should be used to reinforce a consistent visual identity. Dominance of these colors along with limited use of accent and supporting colors will help to create a fresh yet unified look across all visual communications.

White balances our color palette and allows for an uncluttered presentation. Although white may be considered the absence of color, it should feature prominently in both print and web.

Prnt/web consistency

A consistent look and feel for both print and web is essential in order to provide brand recognition. However, consistency, not duplication best reflects both the cohesive and diverse environment that is Seattle Central.

Web and print are different media. Aspects of print design do not translate well to web and vice versa. Therefore, web pages and print materials should complement rather than replicate each other.

Banner

Use of the college logo is fundamental to the brand experience. To coordinate printed pieces with our official web banner, we suggest using a white logo on the official SC Blue background as a header or footer when appropriate to the design and content.

SEATTLE CENTRAL COLLEGE
One of the Seattle Colleges

SC BLUE
RGB 0. 143. 197
#008fc5

BLACK
RGB 0. 0. 0
#000000

WHITE
RGB 255. 255. 255
#ffffff

RGB 39. 126. 178
#277eb2

RGB 1. 168. 231
#01a8e7

RGB 255. 152. 0
#ff9800

RGB 85. 132. 20
#558414

RGB 117. 175. 139
#75af27

RGB 145. 217. 48
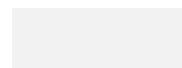#91d930

RGB 43. 43. 43
#2b2b2b

RGB 58. 58. 58
#3a3a3a

RGB 153. 153. 153
#999999

RGB 217. 217. 217
#d9d9d9

RGB 242. 242. 242
#f2f2f2

Typography
Web fonts

Open Sans is the primary web font for Seattle Central. It has been carefully selected for its readability on the web, and compatability with the college logo and Seattle Colleges official font, Myriad Pro.

If Open Sans is not available, web substitutions to be used are: Helvetica, Arial, sans-serif.

All icons on Seattle Central's website are created using the Font Awesome icon font. Vector art icons of Font Awesome can be downloaded at
www.flaticon.com/packs/font-awesome

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans | Light

Use as the primary web brand font for headlines and large subheads.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans | Regular

Use for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Open Sans | Semibold

Use for smaller subheads and for emphasis wherever bold face is used.

Editorial/Writing

For a brand to become successful and enduring, it needs to focus not only on what it says, but also on how it says it. The brand needs to be expressed through a style of writing that is most appropriate for its audience.

In short, what differentiates a successful brand is a distinctive voice that connects in a personal way.

Seattle Central's voice is expressed through a number of channels: printed brochures, advertising copy, email communications, website text and in many other places.

Our brand guide is a starting point. In your writing and communications, you should think about how to illustrate ideas with real-world examples. Instead of saying we are home to amazing faculty and students, think about featuring a faculty member who just won an award. The brand should inspire and guide your content, not simply provide text to repurpose. As communicators, the goal is to always think about results and outcomes communicated in an authentic way.

Voice

This is our style, point of view and personality. It's how we express ourselves.

Attributes:

- Clear and Direct
- Contemporary but not overly casual.
- Helpful but not patronizing.
- Positive but not peppy.
- Engaging but not pushy.
- Confident but not boastful.
- Expert but not arrogant.
- Smart but not snobbish.
- Succinct, not wordy.

Tone

While our voice will remain relatively constant, tone may vary depending on the audience. For instance, a news release will have a more formal, objective tone, compared to a brochure about a program directed at students, which may be more informal.

It will have the following attributes:

- Educational but written in an easy-to-understand language.
- Informational for programs, enrollment and financial aid.
- Easy to digest for any reader.
- Not overly-academic and does not start with mission statements or core values.

Developing Seattle Central's voice in your communications

Instead of focusing on Seattle Central, take the college out of it and focus on outcomes. It sounds counterintuitive, but compelling, branded content is often not focused on us. Rather, it emphasizes outcomes and the impact of all the good work we're doing on campus. The voice should directly address the needs of the audience. It should answer the question: Why should I care about this?

Avoid: Focus on Seattle Central
- Our faculty includes…
- We are a leader in…
- Seattle Central has…

Use: Focus on the audience
- You'll enjoy all the benefits of…
- You can do all kinds of things here
- Students will discover and be inspired

The stories you tell and the way you do it will depend on your audience and your objectives.

Going beyond text: Wherever possible, use images as a way to complement or even supplant text as a way to communicate information to your readers.

Referring to the college:
- On first reference, use the college's full name—Seattle Central College
- On second reference, use Seattle Central or the college

Avoid using the following:
- SCC
- SC
- Central

Style

The college conforms to Associated Press Style in all print and web communications. If you need more information, please contact the Public Information Office.

Photography

Standards

Photographs should be consistent with Seattle Central's brand. When presented with well-written captions, the best photos are ones that encourage an action or communicate a message consistent with the school's mission and vision.

Photographs must display the department and the work of its students, faculty and staff in an engaged, professional and relevant manner.

Photographs should present topics in the most compelling, effective and dynamic way. One of the best ways to do this is to show people doing the work that's related to their story. This includes putting them in a setting where their work is done and using relevant props like a tool or a specimen. This helps present the achievements of our people in a way that's both confident and authentic.

Quality Guidelines

Photographs serving both print and web applications are the most desirable use of resources.

High quality images are preferred, to allow for resizing and cropping for maximum visual impact.

Cell phone images can be shared on our social media websites, but are not appropriate for print and Web applications.

ISO: images that contain excessive amounts of high ISO noise (grainy images) or have been post-processed incorrectly will not be used.

Only photographs with a degree of technical proficiency should be used:

Focus: should be crisp and sharp. No out-of-focus images, but depending on the photo, some parts of the image can be out of focus; it provides a more interesting context and helps the eye identify the primary visual element.

Lighting: photos should be well-lit. Avoid heavy shadowing or otherwise overly dramatic lighting, unless the goal is to illustrate a story or concept in a specific way. Natural lighting is ideal and gives the photo an authentic feeling.

Color: photos in general should be in color, unless black and white is necessary to illustrate a story or concept in a specific way.

Composition: Photos should be taken in a natural, photojournalistic style as opposed to staging.

Avoid group photos unless for more informal, internal uses.

As much as possible, use photos that place the subject(s) to right or left of the frame's center. Unusual cropping, framing and interesting angles can all be used to create a more visually-interesting photo that attracts attention.

Photos that capture moments and interaction between people are ideal.

Portraits where the subject looks directly at the camera are OK for certain applications.

Ensure all subjects' eyes are open and able to be seen by the viewer.

Avoid photos that show backs/tops/sides of people's heads.

Photography

Captions

In most cases, a photo without a caption doesn't convey enough information to be useful to your audience. Often, people will read photo captions but not the entire story that photos illustrate, placing greater importance on including accurate and useful information in just a sentence or two.

Record as much information about the photo as possible, including when and where it was taken, along with a description of what is happening and the year and date.

In most cases, especially photos of awards, students should be identified.

Ensure that all names in photo captions are spelled correctly. Captions should contain first and last names, even if used with a story that already lists that information.

The name of the photographer must be included. If the photographer is a professional, a letter of permission to publish at no charge must accompany the submission. By your submission, you acknowledge that you are the author and copyright holder of the photo.

Photo Releases

The Public Information Office requires a photo/narrative release form to be filled out whenever we use a person's name, likeness, voice, participation, comments and/or appearance; in audio/visual media, including, but not limited to, video, sound and photographic still imaging; or written material. Please contact our office for a copy of this form.

As a general guide, if you are taking a photo of a single person or a small group and they are the main focus of your shot, you should have them sign the release form. FERPA requirements should be taken into account when students are used in photos or stories. The Student Services Division can provide more information on FERPA compliance.

SEATTLE CENTRAL COLLEGE

One of the Seattle Colleges

1701 Broadway, Seattle, WA 98122

Phone: 206.934.3800

February 18, 2015