The Salish Kootenai College Brand and Style Guide is the official source for four things: the SKC Seal, the Charging Bison logo, official SKC Colors, and official SKC fonts. The Guide provides standards for use of the marks that represent our school. Consistent use of the Guide will ensure that the College is represented professionally and with a consistent appearance that constitutes the SKC Brand.

This style guide is provided so staff, faculty, the community, and vendors use the SKC Seal, Charging Bison logo, colors and fonts in a consistent and predictable manner. If the marks are used in the same way in internal as well as external communication, the image of SKC attains greater consistency leading to increased recognition.

SKC staff, faculty and campus organizations are stewards of our community's perception of the College. SKC's underlying Mission, Vision, and Values are represented by the way we talk about the College and represent it with our actions, as well as the way in which we visually communicate in media and publications.

Good or bad, humans make judgments daily based on what we see. Would we enjoy Coke in the same way if it looked different every time we went to the store? Would we employ an accountant who worked out of a van down by the river? Whether we like it or not, we make many decisions about people, products, services, teams and more based on how we see them presented to us.

The marks, colors and fonts that have been chosen to represent the College have, in some cases, been used for many years. Generally, a great deal of effort and thought has gone into their creation and adoption. A consistent presentation can help assert the conception that we are the pre-eminent educational center of excellence for American Indian Students. Uniform use of the SKC Seal and Charging Bison allows us to continue building upon the success of the last 40 years of education.

Every effort has been made in this guide to be as brief as possible. The majority of the content shows examples of the SKC marks in use. The guide should take a short amount of time to digest and provides an easy reference for future development of communications and media.

There is a web companion to this guide that can be found at www.communications.skc.edu. The proper marks, and fonts can be downloaded there.

The communications.skc.edu website is also the online home of the SKC Marketing Committee. The Marketing Committee is tasked with helping programs, clubs and individuals produce marketing and advertising materials and content that is consistent with the SKC Mission, Vision and style guide.

Lastly the Marketing Committee is developing a system that allows folks to send in their marketing materials before production to be reviewed for accurate content, proper use of SKC marks, a professional public presentation and appropriate grammar and spelling. Please send your designs for review to marketing@skc.edu.

The SKC Seal is the official college mark. The seal should be used for official college documents.

It is not acceptable to alter the colors or shape of the SKC Seal.

APPROVED VERSIONS OF THE SEAL

| FULL COLOR | GRAYSCALE | BLACK AND WHITE |

Ideally the seal will be printed in full color, however, not all applications will allow for full color. Likewise, grayscale printing applications may have similar limitations, in which case the 2-color seal is preferred. If a 2-color seal is not possible the seal can be reproduced in 1-color .
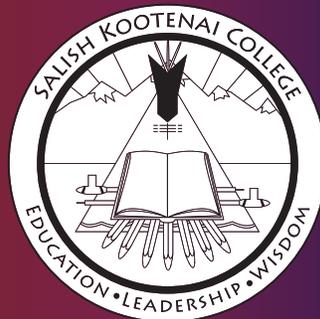
SEAL WITH DARK BACKGROUNDS
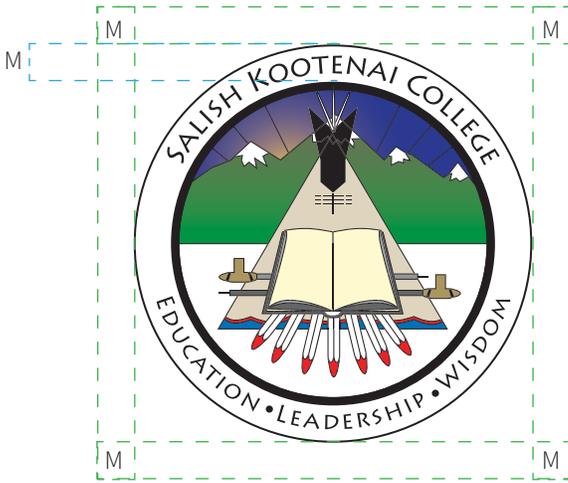

| FULL COLOR | GRAYSCALE | BLACK & WHITE (2-COLOR) | 1-COLOR |

CLEARSPACE

M= Minimum Clearspace around SKC Seal

Ensure that when using the SKC Seal in a layout that adequate clearspace is allowed on all sides of the Seal. Clearspace refers to the distance between one design element and another, not including a background image.
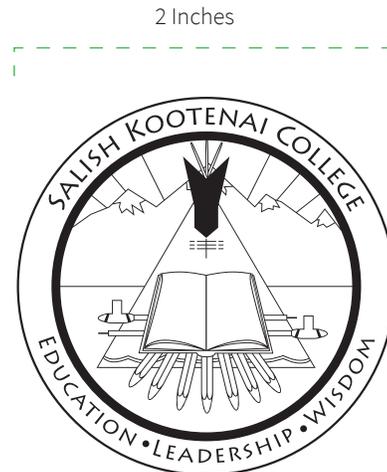
Clearspace may be ignored only when the SKC Seal is being used as a watermark behind text and other images. If another instance of the seal is used in the same layout however, please provide for acceptable clearspace.

SMALLEST ALLOWABLE REPRODUCTION SIZE

Do not reproduce the SKC Seal in a size smaller than 1 inch on paper media, 2 inches on printed apparel. Reproducing the seal too small leaves it very difficult to read.

1 Inch

PRINTED MEDIA

2 Inches

PRINTED APPAREL

The SKC Seal cannot be embroidered at a size smaller than 3.5" wide. Such a diminutive size will make portions of the image and type illegible.

The official Salish Kootenai College seal shows that certain documents, publications, etc, are authentic. Seals are as official as it gets. The seal is a formal and offical mark of the college and carries a greater stature than the logo. The SKC seal is the symbol of the origin of the College, a visual interpretation of its starting point.

While seals of organizations have been altered in the past, they are generally a very slow evolution involving slight adjustments over long periods of time. SKC's seal is no exception, it has seen slight modifications over the years primarily as a means of improving the quality of its reproductions.

Unlike the charging bison logo and the charging bison mark, the College seal is not intended for everyday use.

Examples of the conventional use of the seal:
• Official legal documents
• Transcripts
• Official college stationary
• Convocation and Commencement documents
• Honor society documents
• The class catalog
• Diplomas
• Board of Director resolutions
• College policies
• Annual Reports
• Communication from the President
• Podiums, backdrops, College flags
• Formal invitations
• Engraved Plaques
• Business Cards

The seal should not:
• be reproduced on objects (such as trash cans) or in contexts that demean it.
• used in advertising, publications or printed materials that publicize a program, activity or service of the College.
• be used for items of clothing and, or any item for resale, unless purchased through the bookstore as official seal apparel and promotional items.
• Though the seal is normally restricted to the above mentioned usages, exceptions may be granted as part of the Marketing Greenlight Approval KISS Flow. *Alteration to KISS Flow taking place during Summer of 2017.*

The Charging Bison Institutional logo was developed to exemplify the SKC tag line "Grounded in Tradition. Charging into the Future." It can be used in all but the most official communication materials. The Charging Bison Logo can be used with or without the tag line.

The SKC Charging Bison Logo is intended to be a more contemporary mark that can, with consistent use, help us increase awareness of and interest in Salish Kootenai College. It reinforces our name and confidently reflects our reputation as a leader in Native American education.

The Charging Bison is our legally trademarked image and as such it is very important that we pay close attention to how we treat it when using it.

CHARGING BISON LOGO

SALISH KOOTENAI COLLEGE

CHARGING BISON WITH TAG LINE

SALISH KOOTENAI COLLEGE
GROUNDED IN TRADITION. CHARGING INTO THE FUTURE.

STACKED CHARGING BISON LOGO

SALISH KOOTENAI COLLEGE

STACKED CHARGING BISON LOGO WITH TAG LINE

SALISH KOOTENAI COLLEGE

GROUNDED IN TRADITION.
CHARGING INTO THE FUTURE.

Because it is more scalable, readable, and flexible than the seal, it more clearly indicates who we are. It should be used in place of the seal in informal communications and marketing materials.

Examples of the conventional usage of the charging bison logo*:
• Event flyers
• Posters
• Apparel
• Print and digital newsletters
• Advertising for the College as well as individual departments, programs and events.
• Digital and physical signage
• Websites (see "department logos" for individual variations)
• Podiums, backdrops, College flags
• Business Cards

The charging bison logo should not be used on:
• Official legal documents
• Transcripts
• Official college stationary
• Convocation and Commencement documents
• Honor society documents
• Diplomas
• Board of Director resolutions
• Formal invitations
• or with the color red

*The Charging Bison Institutional (CBI) logo includes the text "Salish Kootenai College" and the charging bison mark.

CLEARSPACE

 Ensure that when using the Charging Bison Institutional logo in a layout that adequate clearspace is allowed for on all sides of the CBI. Clearspace refers to the distance between one design element and another, not including a background image.

M= Minimum Clearspace around Charging Bison logo with or without tag line.

MINIMUM REPRODUCTION SIZE

The Charging Bison Institutional logo is wide and short. So, we all must be wary of how small it is reproduced. The Charging Bison Institutional logo with no tag line can be printed at a smaller size than the tag line version. Take special caution when printing the logo reversed. At small sizes small type may get filled in and become illegible.

It is likely a better choice when reproducing the CBI logo at a small size to use the "Stacked" version as the type has been beefed up and can accommodate smaller impression sizes.

2.5 (2 1/2) Inches

3 Inches

.75 Inches

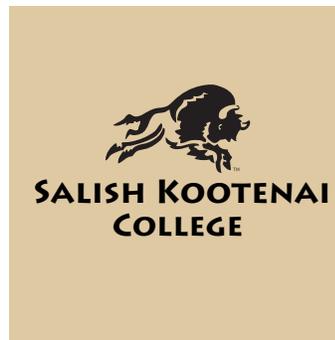## APPROVED CHARGING BISON INSTITUTIONAL LOGO FOR SMALL EMBROIDERY

The horizontal nature of the Charging Bison Institutional logo the low resolution of embroidery makes embroidering the logo smaller than 4 inches very difficult and will likely produce poor readability and look unprofessional. Consequently, a version of the Charging Bison Institutional logo has been developed to accommodate the low resolution application of embroidery. Note that we only need to use this version for embroidery on garments when the institutional logo will be smaller than 4 inches wide.

APPROVED LOGO COLOR COMBINATIONS

The Charging Bison Institutional logo can be used in either of the approved primary colors, and white. All elements of the logo must remain a single color.

Take special note that maroon is not in the list of approved color combinations

LOGO ON PHOTO BACKGROUND

When the Charging Bison Institutional logo is placed over a photo background, there must be enough contrast that the logo can be read with no difficulty.

You can apply a filter, gradient or subtle drop shadow beneath the logo to either darken or lighten the photo in order to provide the required contrast.

Acceptable contrast

Un-acceptable contrast

"SEEING RED"

We cannot reproduce any version of the Charging Bison in or on the color red. If the design/layout of your material dictates the use of the color red please use the SKC seal instead of the Charging Bison.

By refraining from the use of red with the Charging Bison logo SKC remains in accordance with its trademark agreement.

It is acceptable to print in or on "SKC Maroon" please see the SKC colors page for an accurate description of the color.

"TM" PROTECTING OUR INVESTMENT

The Charging Bison mark is SKC's trademarked property. Whenever it is reproduced the "TM" must accompany it either on the upper or lower right of the mark. In most cases, the TM has been pre-placed in the lower right of the mark. When shrinking the mark please ensure the TM remains legible.

A SERIES OF OPTIONS FOR DEPARTMENTS TO USE TO UNIQUELY IDENTIFY THEMSELVES AS PART OF SKC.

It is recognized that SKC is made up of multiple departments that have their own individual identities. Although we want to foster the uniqueness of each SKC department, this needs to be a reflection of the college as a whole. As such we have developed a series of Charging Bison marks that accommodate SKC's name or initials as well as the name of individual departments.

These marks are available upon request by emailing marketing@skc.edu.

CBI+DLT

SALISH KOOTENAI COLLEGE
NATURAL RESOURCES

SALISH KOOTENAI COLLEGE
HIGHWAY CONSTRUCTION TRAINING

CBI+DRT

SALISH KOOTENAI COLLEGE
DIVISION OF EDUCATION

SALISH KOOTENAI COLLEGE
CENTER FOR
PREVENTION & WELLNESS

CBI+DIR

SKC
NURSING

SKC CENTER FOR
PREVENTION & WELLNESS

CBI+DST

SALISH KOOTENAI COLLEGE

NATURAL RESOURCES

SALISH KOOTENAI COLLEGE

CENTER FOR
PREVENTION & WELLNESS

CBI+DST-S

SALISH KOOTENAI COLLEGE

HIGHWAY CONSTRUCTION TRAINING

SALISH KOOTENAI COLLEGE

CENTER FOR
PREVENTION & WELLNESS

CBI+DST-I

SKC

YOGA

SKC

CENTER FOR
PREVENTION & WELLNESS

SKC AND DEPARTMENT TITLE NAMING CONVENTION

In some promotional products applications like pencils, pens, key chains, it is likely that the Charging Bison institutional logo and department/program name will not be practical to print. In these cases we can use Salish Kootenai College first and bolder, followed by the department/program name. Ideally the fonts used will be either Lithos Pro or Source Sans Pro. The arrangement can be either left or center justified.

Contact marketing@skc.edu for a version of this for your department or program if needed.

SALISH KOOTENAI COLLEGE
BUSINESS DEPARTMENT

SALISH KOOTENAI COLLEGE
BUSINESS DEPARTMENT

Salish Kootenai College
Division of Education

Salish Kootenai College
Division of Education

We encourage the use of the Charging Bison + Department logos that have been developed to represent SKC. These logos were created to enhance the visual recognition of SKC's branding across multiple channels of communication. However, if a department or program feels it is necessary to develop and use a unique secondary mark of their own we have created a program to ensure a strong connection with SKC and the proper hierarchy of logo placement and usage.

SECONDARY/DEPARTMENT/PROGRAM LOGO DEVELOPMENT AND APPROVAL PROCEDURE

A department/program that wants to develop a secondary logo must first review the development guidelines in this style guide. If they want to continue development they must contact the marketing committee with their intention to do so.

A representative of the marketing committee will contact the department/program and ensure adequate understanding of the guidelines.

During development of the new mark, the marketing committee needs to be kept apprised of the prog-ress of the project. Suggestions will be made to provide for the most professional and standards based mark possible.

When development is complete the marketing committee will provide a green light approval to the department/program and they are free to use the logo within the guidelines of unique secondary department/program logo usage (in this style guide).

If you elect to develop a unique secondar logo there are a few things for you to consider first and during your logos development.

1. Why do you need a depart/program specific logo/mark that is a departure from the official SKC brand identity?

2. Departments must provide an explanation of why if they want to use iconic Native American elements in their logos. Consider the uniqueness of Selish, Ktunaxa, Qlispe cultures when developing an identity.

3. New marks should indicate something about the unique mission, subject, location or origin of the department/program it represents.

MOVING FORWARD WITH SECONDARY LOGO DEVELOPMENT

If a department or program feels it is necessary to develop a mark that is a departure from the official SKC brand the new mark must still adhere to the SKC brand guidelines. Observing these guidelines helps SKC maintain a consistent brand presence. All new department and program logos must follow these guidelines:

MOVING FORWARD WITH SECONDARY LOGO DEVELOPMENT CON'T

1. Have a professionally designed appearance (refer to "20 important things to consider when developing a logo"). We encourage the use of local graphic design professionals and graduates of SKC Media Design program.

2. Follow the hierarchy of college entities
- Salish Kootenai College / SKC should be presented first and largest. After all no department, division or program would be here if SKC didn't come first.

3. Reinforce SKC Branding by the use of official Colors and fonts
- The brand style guide can be found at communications.skc.edu
- Prominence of Black and Gold
        - Follow the hierarchy of color in the brand style guide
- Heading and Headline fonts accepted in logos only. Paragraph font not accepted.

UNIQUE SECONDARY/DEPARTMENT/PROGRAM LOGO USAGE

Once a secondary department /program logo has been successfully developed there are other guidelines to be followed to ensure the consistent presentation of Salish Kootenai College's branding. These guidelines are an attempt to avoid potential confusion between a department/program and the College while allowing maximum exposure to both the parent and child entities.

Acceptable usages of secondary department/program logos without the official SKC logo:
• Favicons
• Social Media profile images
• Department/Program Apparel
• Promotional products (key chains, mugs, cups, etc;)
• Academic presentation posters
• Event Joint sponsorship

Situations in which the secondary department/program logo is acceptable, but must be visually subordinate in size and location to the College logo:
• Advertising Flyers/Posters
• Signage (including banners)
• Website design

*When using a charging bison department logo template, it is not necessary to include the SKC Charging Bison Logo as the department version is an official adaptation of SKC's logo.

DEPARTMENTS AND PROGRAMS CURRENTLY USING THE SKC SEAL AS PART OF THEIR BRANDING

Salish Kootenai College has been a leader in Native American education for nearly 40 years. Most of this time it has existed without a comprehensive style guide. As a result there have been numerous versions of department and program marks that have been adaptations of the SKC seal. As we are transitioning the seal to a place of higher regard a transition from the use of it in **department/program** branding will also soon begin.

Any department that is currently using or adapting the SKC seal is asked to contact the marketing committee and begin a transition toward the use of a charging bison department/program logo.

DEPARTMENTS AND PROGRAMS CURRENTLY USING A SECONDARY LOGO

Again, over the years SKC has seen departments and programs that have developed secondary marks that are similar but different from the SKC seal. Some of these marks do not adhere to the current brand guidelines. To increase the visual consistency of SKC official and secondary marks, these will need to see slight re-designs to bring up to standards.

Departments that currently have approved secondary marks are asked to contact the marketing committee to discuss how their marks can be brought up to these standards.

FYI: 20 IMPORTANT THINGS TO CONSIDER WHEN DEVELOPING A LOGO

1. Simplicity
2. Readability
3. Comprehensive
4. Sharp contrast of black and white
5. Predominance of black
6. Natural Containment (avoid a 'strung-out' look)
7. Visual stability
8. Good memory retention (high recall)
9. Original
10. Reproduces in Any size of medium
11. Stimulates visual interest (aesthetically pleasing)
12. Clarity (clean, sharp, and direct--avoid ambiguity)
13. Positive association of all elements (no incorrect of negative connotation)
14. Avoid being highly stylized or dated
15. Universal understanding (constant meaning across culture and background)
16. Understandable to children and the illiterate
17. Easily learned and easily taught
18. Appropriate of context
19. Represents precise information
20. Represent accurately

The following are recognized logos of departments within Salish Kootenai College. This is not a complete list. If your department, program or club is not in this group of logos, please email marketing@skc.edu the logo you are currently using.

Some of these department/program logos meet SKC brand standards, and others require a slight re-design.

Individual department, programs and clubs will distribute their logos for themselves. Please visit the respective department's website for assistance.

The consistent and professional reproduction of SKC's seal and Charging Bison logo and the proper use of our selected fonts is essential in providing a public image of a pre-eminent institute of higher education.

As such, we all should avoid doing ANY of the following to SKC's seal, Charging Bison logo and selected fonts.

These "No-No's" also refer to the Charging Bison and Department Name logos

DO NOT SQUISH OR STRETCH

DO NOT ROTATE THE SEAL AT ALL

DO NOT ROTATE THE CHARGING BISON LOGO AT ODD ANGLES

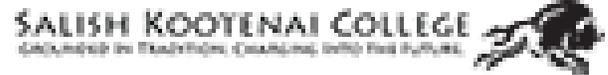0°, 90° and -90° are the only acceptable angles to reproduce the Charging Bison Logo.

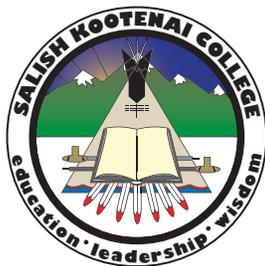## DO NOT RECOLOR THE SEAL OR CHARGING BISON LOGO

DO NOT USE LOW RESOLUTION VERSIONS OF THE SEAL OR CHARGING BISON LOGO

DO NOT CHANGE THE FONT IN THE SEAL OR CHARGING BISON LOGO

DO NOT ADD ELEMENTS TO THE SEAL OR CHARGING BISON LOGO

DO NOT REARRANGE ELEMENTS OF THE SEAL OR CHARGING BISON LOGO

One of the most common file types used for images from the internet, and digital cameras to desktop publishing is a "jpeg" or .jpg. The small file size of .jpgs allow for easy transportation of image files.

A jpg however, has a few limitations, most notably, in this case a lack of transparent background. When a .jpg is saved it will create a white rectangle around the artwork contained within it. This isn't a problem when dealing with a photo that is rectangular. When you are introducing a non rectangular logo into a layout it can cause a problem with any background images, or colors.

The solution to this is the .png. Pngs allow for a transparent background, and are great for use with logos. As .png is a superior and more flexible file type for presenting a logo we will only be making the SKC Seal and Charging Bison logo available as .pngs.

If however, your printer or application require a larger image or higher resolution we have provided a link to download vector and high resolution versions of the Seal and Charging Bison logo. Please keep in mind that without proper software you may not be able to view some of these files.

High resolution and vector files can be downloaded at www.communications.skc.edu/vector-marks

.JPG ON BACKGROUND IMAGE

.PNG ON BACKGROUND IMAGE

.JPG ON BACKGROUND COLOR

.PNG ON BACKGROUND COLOR

.JPG ON WHITE

.PNG ON WHITE

The consistent use of typography aids in reinforcing our visual brand. The group of fonts that SKC has selected to represent us includes a headline font, a heading and brief body copy font family and a type heavy body copy family

The large headline font of LITHOS PRO reads well, is clean and carries with it an approachable hand drawn feel that reflects the community nature of SKC.

The Source Sans Pro family (Regular and Light) is to be used in section headings and for brief stretches of body copy (2-5 paragraphs at a stretch). Use Source Sans Pro Bold sparingly as it is a very heavy font.

Baskerville Regular and Bold allow for a less stressful reading experience when large runs of type are involved. If your communication material is very type heavy please consider using the Baskerville family.

The designers of fonts have in some cases dedicated their entire lives to creating a single font. It can be a monumental effort that involves hours upon hours of drawing, calculating, redrawing analyzing letter forms and spaces between, below and above in both upper, and lower cases, regular, bold, italic weights and more. When a font has been selected for use, it is because of the way it looked in its originally designed form.

Please do not stretch or squish the fonts that Salish Kootenai College has selected to bear its name and message. Treat them with the same respect you treat our Seal and Charging Bison logo.

HEADLINE FONT

Lithos Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:-""*!?()/$

Lithos Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:-""*!?()/$

HEADING AND SHORT PARAGRAPH FONT

Source Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

Source Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

Source Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

LONG PARAGRAPH FONT

Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

Baskerville Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:-'"*!?()/$

LITHOS PRO IS USED AS A HEADLINE FONT!

SOURCE SANS SEMIBOLD IS USED AS A HEADING FONT.

Baskerville Regular is used for large stretches of text as it has been proven that serif type faces are easier to read in large stretches than san serif.

Bacon ipsum dolor amet capicola flank t-bone, spare ribs venison beef meatball bresaola leberkas. Prosciutto chicken meatball tri-tip ball tip biltong. Sausage ball tip tri-tip alcatra. Pork loin prosciutto tail strip steak ribeye venison pork biltong pork belly ham t-bone meatloaf.

Beef short ribs ribeye, pastrami leberkas pork belly frankfurter corned beef ham venison landjaeger alcatra porchetta pig meatloaf. Pastrami short loin pig picanha meatball meatloaf beef ribs shoulder boudin pork loin. Alcatra pastrami frankfurter rump strip steak landjaeger bacon turkey. Ground round doner brisket venison salami landjaeger.

Tongue short loin jerky, meatloaf capicola pig shoulder hamburger ball tip jowl kielbasa kevin alcatra andouille pork loin. Beef flank pancetta salami, turducken bacon tenderloin andouille meatloaf porchetta meatball pork loin turkey jerky. **Call Attention to Items within Body Copy with Baskerville Bold.** Ham hock drumstick jerky filet mignon shoulder, spare ribs andouille pork tri-tip biltong short ribs. Tongue capicola brisket ham andouille. Rump pork short ribs, porchetta capicola
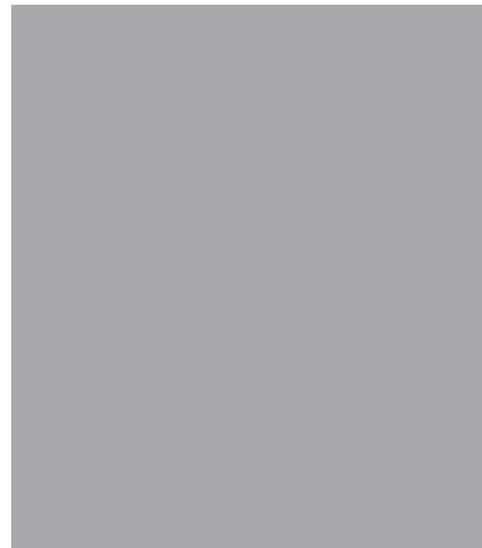
SOURCE SANS PRO LIGHT AS A LARGER TYPE SIZE CAN SUBTLY DRAW ATTENTION.
~ FOR QUOTES AND THE LIKE.

spare ribs ground round bresaola cupim ham hock ribeye picanha meatball meatloaf. Strip steak turkey alcatra ground round kevin.

Bacon chuck meatball shankle rump, drumstick ham hock sirloin t-bone jowl swine pastrami short loin

porchetta spare ribs. Ball tip swine ham short loin tail, pork chop filet mignon sausage brisket hamburger flank pig cupim turducken. Jowl kielbasa ground

Source Sans Pro Light is great for shorter runs of type like captions or 2-5 paragraphs of type.

round, sirloin prosciutto rump ham hock leberkas turducken pork belly flank shoulder tail fatback. Tongue cow brisket rump jerky corned beef capicola bresaola pork belly filet mignon spare ribs prosciutto leberkas.

Bacon doner shank sausage, chicken alcatra frankfurter swine filet mignon corned beef. Ham short loin drumstick, filet mignon chicken alcatra sausage shankle corned beef landjaeger flank. Landjaeger pancetta sirloin pig swine flank tri-tip corned beef meatloaf beef ribs. Tongue filet mignon rump corned beef biltong turducken short ribs. Pork chop landjaeger ball tip jerky, tongue shank drumstick jowl frankfurter. Drumstick ribeye shankle picanha brisket bresaola, prosciutto venison tongue cupim sirloin beef pastrami. Chuck salami shankle porchetta, tenderloin biltong short ribs t-bone pig.

SKC COLOR PALETTE

Our colors are an extension of the rest of SKC's visual brand. As an institute of higher learning in Western Montana and amongst other Tribal Colleges and Universities our market place is a tight one, our colors help us shine out as the beacon of leadership and service that we are. Our primary colors of Vegas Gold and SKC Black have been adopted to illustrate our distinctive vision.

For years SKC Maroon was the color that represented our college. In Western Montana however, Maroon means one thing, and it isn't Salish Kootenai College. While we can still use SKC Maroon it is to be used sparingly as an accent to our primary colors.

Our tertiary colors round out the SKC color palette. These are simply colors that have been approved to compliment the primary and secondary colors as accents when needed. In no case should a tertiary color be the predominant color in a layout or arrangement.

PRIMARY COLORS

VEGAS GOLD
Pantone 468 C
Pantone 7501 U
R-223 G-201 B-162
C-12.38 M-18.13 Y-38.54 K-0
HEX #dfc9a2

SKC BLACK
Pantone BLACK 6 C
Pantone BLACK U
R-0 G-0 B-0
C-75.02 M-67.97 Y-67.02 K-90.16
HEX #000000

SECONDARY COLORS

WARM GREY
Pantone WARM GREY 7 C
Pantone WARM GREY 8 U
R-151 G-139 B-130
C-42.12 M-40.96 Y-45.55 K-4.56
HEX #978b82

SKC MAROON
Pantone 506 C
Pantone 1955 U
R-156 G-153 B-77
C-36.5 M-87.48 Y-52.97 K-24.28
HEX #88354d

TERTIARY COLORS

DEEP WATER
Pantone 3035 C
Pantone 2965 U
R-9 G-69 B-92
C-95.9 M-66.62 Y-43.99 K-30.71
HEX #09455c

LAKE BLUE
Pantone 7690 C
Pantone 307 U
R-0 G-123 B-169
C-87.05 M-43.4 Y-16.8 K-.73
HEX #007ba9

LIGHT PINE
Pantone 7750 C
Pantone 455 U
R-102 G-102 B-61
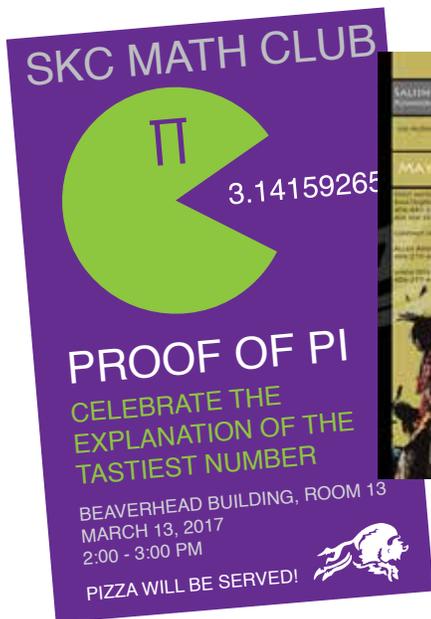C-55.84 M-44.61 Y-83.09 K-27.39
HEX #66663d

SPRING BUDS
Pantone 577 C
Pantone 577 U
R-153 G-179 B-125
C-43.41 M-16.18 Y-62.23 K-.23
HEX #99b37d

The "Non-Institutional" use of the Bison logo is acceptable in: Bison Gear created for and sold at the SKC Bookstore, Bison Athletics as well as advertising to promote department or club event.

"Non-Institutional" means that the Charging Bison Logo is not seen to the right of the words "Salish Kootenai College". The words "Salish Kootenai College", "Bison", or acronym "SKC" must accompany the Charging Bison logo in its near vicinity, but may be elsewhere in the design. If dictated by the nature of the design may be in a "non-official" font.

THE BISON ALWAYS CHARGES FORWARD ON APPAREL

To indicate that SKC is always moving forward, when presented on the sides of apparel the Bison must point to the front.

The exception to this rule is with the "Institutional" use of the Charging Bison Logo. In this case only the arrangement for small logo embroidery is acceptable.

OTHER TREATMENTS OF THE BISON TO BE AWARE OF, OR AVOID

The Bison logo can only be rotated 90º and -90º, and only if absolutely necessary. Rotating the logo to any other angle is not allowed.

Remember, no red.

Although every effort should be made to keep the Bison logo within the official SKC Color palette it can be in different colors if the color scheme dictates it.

We cannot break the bison logo into separate pieces and color the pieces individually.

It is okay to put an outline around the entire shape of the bison in a different color. The outline must be a single shape that encompasses the entire bison.

OFFICIAL BISON GEAR

As we are aiming for a consistent representation of Salish Kootenai College this carries over to the clothes that bear its name and marks. The official approved apparel colors for SKC are Black, Vegas Gold, White, and Grey (there are various shades of grey that can be used).

There are occasions that a garment with a different color may be acceptable, but these will be few and far between. If a specific circumstance arises that may require a different colored garment please submit the garment color, design and purpose to the marketing committee for approval. These deviations will be reviewed on a case by case basis.

EVENT/FUNDRAISER GEAR

There are many times when a department, program, or student group organizes an event. These events often take place on campus, or are organized with SKC resources. Events such as awareness campaigns, fun runs, fundraisers, concerts do not fall under the official Bison Gear banner and as such do not need to be in official SKC colors.

Although there are no requirements for apparel colors in these instances, we still need to adhere to the naming conventions and logo usage for official SKC marks . For instance if using the Charging Bison

Institutional logo alone or with a department name mark, the logo can only be in white, black or vegas gold.

Using the words "Salish Kootenai College" "SKC" or "Bison" in other than Lithos and Source Sands Pro is acceptable in these cases. Likewise there are no guidelines for specific ink colors.

Non-institutional event/fundraiser gear should still be submitted to the Marketing Committee for review to ensure SKC's standards are met.

 As an active participant in our community, SKC is proud to sponsor events that vary from fun runs to awareness campaigns to festivals. In doing so it is appreciated that event organizers respect our commitment to their events by treating the SKC marks properly. Legibility of all elements is of the utmost importance. Please inform printers not to exceed the minimum allowable size for the SKC seal or the Charging Bison Institutional logo.

 It is acceptable for a one color version of the SKC Seal and Charging Bison Institutional logo to be printed in the same color as the rest of the participating sponsor logos. Keep in mind the Bison mark can NEVER be in red. If the sponsor logo will be printed in or on red please use the SKC Seal.

 It is SKC's intent that the SKC Seal be used in sponsorship of more official and academic events, programs and efforts like AIHEC and AICF events. The Charging Bison Institutional logo can be used in support of less formal events.

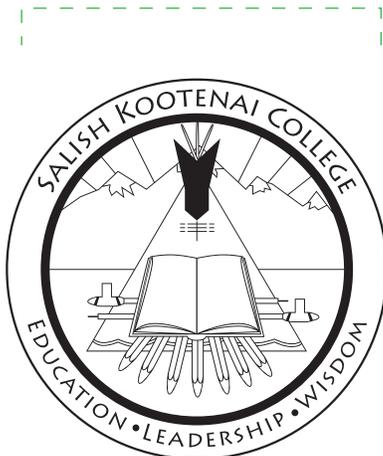## SMALLEST ALLOWABLE SPONSOR IMAGE SIZE: PRINT

1 Inch

2.5 (2 1/2) Inches

3 Inches

SMALLEST ALLOWABLE SPONSOR IMAGE SIZE: APPAREL

2 Inches

1.5 Inches