

Seattle Colleges Brand Guide

Mission, Vision, Values

MISSION

As an open-access learning institution, Seattle Colleges prepares each student for success in life and work, fostering a diverse, engaged, and dynamic community.

VISION

Seattle Colleges is recognized as an exemplary learning institution that transforms lives, promotes equity, and enriches the community.

VALUES

- Accessibility for all learners and partners
- Collaboration through open communication and commitment to working together
- Diversity, Inclusion, and Equity for all individuals, particularly the underserved in our community
- Fiscal Sustainability for long-term viability and excellence in service and operations
- Growth and Engagement of faculty and staff through professional development
- Innovation in instruction, student services, operations, and organizational culture
- Integrity by adhering to the highest standards of ethics and public stewardship

Visual Identity

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

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.

District Logo

Our logo is our most important visual element to be used in a consistent manner on all internal and external communications.

There are two official versions of the logo: horizontal and centered stacked.

The district logo is available in three color options—two color, black, and reversed. The two color version of the logo should be used whenever possible.

Horizontal Logo



Centered Stacked Logo



College Logos

Our logo is our most important visual element to be used in a consistent manner on all internal and external communications.

There are two official versions of the logo: horizontal and centered stacked.

Central, North, and South's logo is available in four color options—two color, black, blue, and reversed.

The two-color version of the logo should be used whenever possible.



Logo Usage

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.



 **SEATTLE COLLEGES**
North • Central • South



Clear Space and Minimum Size

Logo clear space

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

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



Minimum size

The logo should never be smaller than 1.25 inches wide for the horizontal version and 1 inch for the stacked versions.



Incorrect Logo Usage



Do not distort the logo.
(stretch or condense)



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.

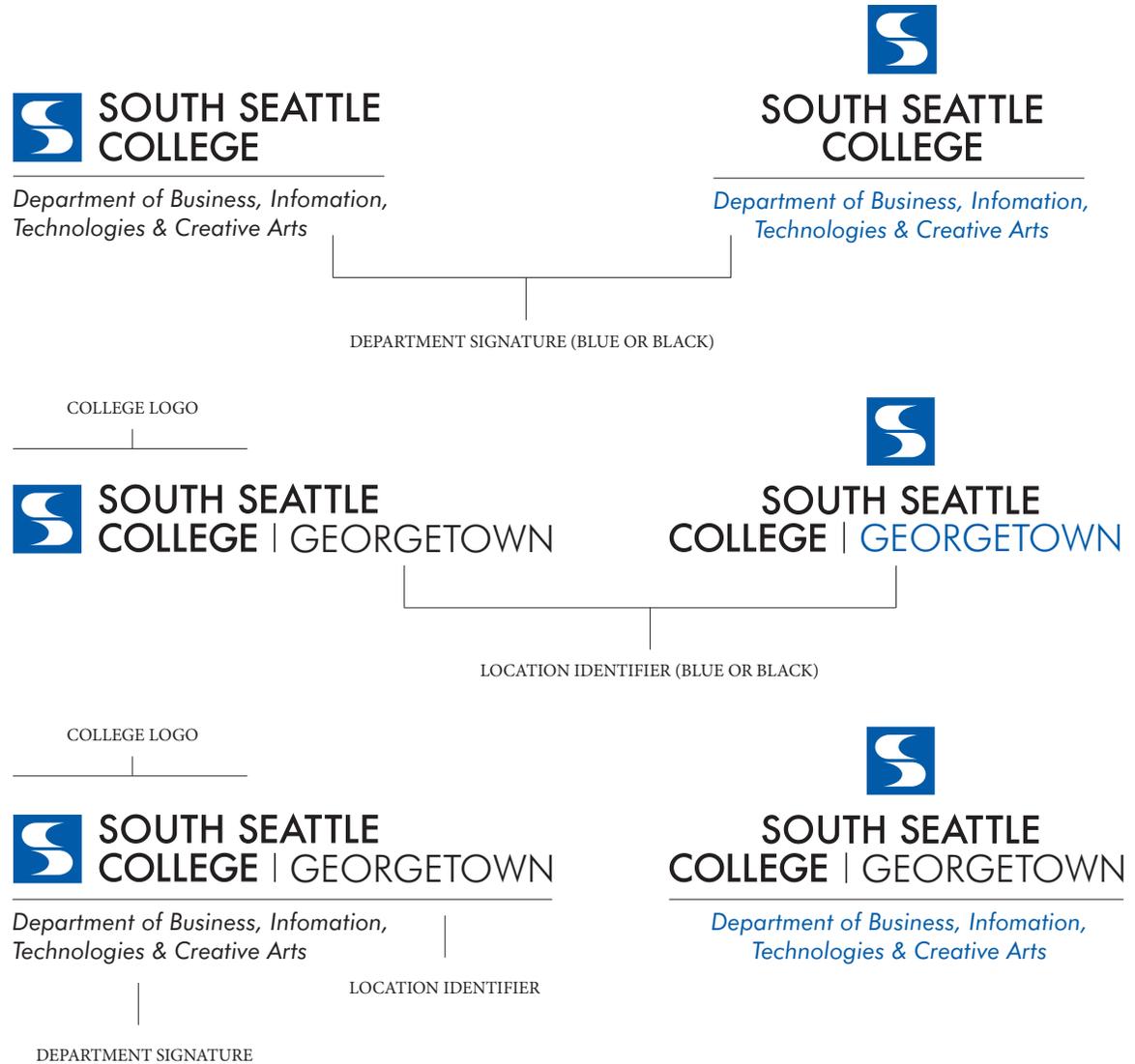
Department Signatures and Location Identifiers

The location identifier and department signature system—based on an information hierarchy—has been created to allow for flexibility without compromising the overall cohesiveness of the college’s visual identity.

This system allows satellite locations and departments to have their own logo.

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

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



Identifier Variations and Versions

In general, applications of the college logo displaying location and/or tertiary information 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.



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COLLEGE | GEORGETOWN**

Location identifier

When using a location identifier the name of the location should follow the word “college” in the logo. The font size should remain consistent and the location should be separated by a vertical line as specified within the template file (see logos in Tertiary Logos Folder) provided within the logo file system. The location is further distinguished by the application of a lighter font weight in black or blue (in color versions only).



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Tertiary identifier

On occasion, colleges may deem it appropriate to identify a program or department within the system. The example at left shows both a location identifier and tertiary identifier – the tertiary identifier can be used with or without the location identifier when appropriate.



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Variation and applications

A full suite of variations and application of the college logo using location and tertiary identifiers has been provided within the logo file system. Please refer to the templates for specifics regarding fonts, spacing, and guidelines.

Logo Fonts

The Futura font family was used to create the logos for Seattle Colleges.

Font usage

The main lettering in the district and college logos is Futura Medium, the Department Signature is Futura Bold Italic, and the Location Identifier is Futura Light.

COLLEGE LOGO
FONT: FUTURA MEDIUM



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DEPARTMENT SIGNATURE
FONT: FUTURA BOLD ITALIC

COLLEGE LOGO
FONT: FUTURA MEDIUM



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LOCATION IDENTIFIER
FONT: FUTURA LIGHT

DEPARTMENT SIGNATURE
FONT: FUTURA BOLD ITALIC



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Color Palette

The official primary color of Seattle Colleges is PMS 2935C (blue).

This is reflected in the logo and any documents produced for the district, North, Central, and South.

Each of the colleges have their own secondary accent color. North – PMS 2292C (green) | Central – PMS 123C (gold) | South – PMS 7413C (orange)



| | | | | | | |
|--------------|--------------------------|----------------------------|-----------------------|-------------------------|-------------------------|-------------------------|
| PANTONE: | 2935 C | BLACK | WHITE | 2292 C | 123 C | 7413 C |
| PROCESS: | C 100 / M 68 / Y 0 / K 2 | C 60 / M 40 / Y 40 / K 100 | C 0 / M 0 / Y 0 / K 0 | C 50 / M 0 / Y 94 / K 0 | C 0 / M 23 / Y 91 / K 0 | C 0 / M 50 / Y 84 / K 0 |
| RGB FORMULA: | R 12 / G 72 / B 155 | R 0 / G 0 / B 5 | R 256 / G 256 / B 256 | R 149 / G 202 / B 89 | R 255 / G 198 / B 47 | R 247 / G 148 / B 64 |
| HEX NUMBER: | 0c489b | #000005 | FFFFFF | 95ca59 | ffc628 | ffc62f |

NOTE: Inks, papers, and monitors differ so colors may vary depending on the medium.

Typography

Primary Font

Typography is an important element in a strong visual brand. To maintain a uniform look in all communications, the entire Myriad Pro font family is the preferred and official font for South, Central and North. 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*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Myriad Pro | Regular

Use in printed materials for headlines and body copy.

Myriad Pro | Bold

Use to create emphasis for special uses in printed materials such as headlines, 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.



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