Shawnee Community College

Branding Guidelines

Updated Spring 2025

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People frequently contact Shawnee Community College through a letter, publication, or commemorative item bearing the College logo(s) or through our website and social media channels.

As symbols of SCC, any graphic image must be used appropriately in both printed and electronic publications to ensure that the institution is recognized correctly and its reputation enhanced.

The following branding guidelines outline how and when campus departments may use the SCC logo in printed publications.

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, the Shawnee Community College President has directed the Office of Public Information and Marketing to review all typical 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 logo usage in printing/publications.

If you need help, you can contact the Office of Public Information and Marketing at 618-634-3270 or email marketing@shawneecc.edu.

Graphics Standards

Graphic standards are intended to present a strong brand identity for Shawnee Community College. This manual includes the coordinated elements of the SCC logo, seal, mascot, colors, types, usage requirements, and stationery.

The Office of Public Information and Marketing will oversee the implementation of the identity program. If you have any questions on the usage requirements, please call 618-634-3270 or email marketing@shawneecc.edu.

For questions regarding College information on the website, shawneecc.edu, call 618-634-3283 or email webmaster@shawneecc.edu.

Faculty and staff needing logos for printed publications can find them on the MySCC website.

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 service marked 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 Office of Public Information and Marketing. 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.

Academic Signature

The College seal is the formal mark of Shawnee Community College.

The shield represents SCC's dedication to its purposes, students, and community. Its three sections describe 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 the College. This section of the shield embodies two symbols representing the general educational opportunities available at SCC:

· 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 available business, technology, and vocational opportunities.

· The atom represents the science and medical programs at SCC

· The oil lamp stands for SCC's continuous effort to provide the best and most up-to-date education possible.

· The open book represents how this education is offered to all.

Signature Usage

The Shawnee Community College academic signature consists of the words "Shawnee Community College" in the typeface of Lucida Bright to the right of an image of the College seal.

The signature serves to represent the college in all forms of communication. The signature is designed to be used as one unit or separately when using the seal alone.

Materials produced by the College will prominently and correctly display the signature when applicable. Campus departments cannot substitute another typeface (font), color, or symbol for the signature. The three available font colors are white, black, and maroon.

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 creating competing logos.

Alterations

Alterations of signature elements are not permitted. Without prior
authorization, they should not be rearranged, rotated, animated, shadowed,
or rendered in three-dimensional form should not be mixed, rotated,
animated, shadowed, or rendered in three-dimensional form. Please 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 consistently reproduce the logo from
authorized digital files or authorized reproduction quality originals.

The logo may not be copied from another copy, manipulated, or stretched.
The logo must be 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 specified clear space must surround the signature
with the selected clear area to separate it distinctly from any other graphic
elements. This clear space and separation provide visual impact and preserve
equity in the signature.

Signature Color Options

Maroon and gray, using the appropriate Pantone Matching System (PMS)
Colors are preferred when producing the SCC signature.

The signature can also be reversed from 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 white, black, or maroon or as a
grayscale version, which includes the shading of the seal.

Typefaces and Colors

Typeface

Although Lucida Bright and Lucida Sans (subheads) are the preferred typefaces in most Shawnee Community College print and electronic communications, other fonts are acceptable.

If you have any questions, contact the Office of Public Information and Marketing.

Colors

Maroon and gray are the official colors of the college. Additional colors make up the SCC Color Palette.

Primary Colors

Maroon
Pantone -
CMYK - 0/99/72/49
RGB - 130/1/36
WEB - 820124

Medium Gray
Pantone -
CMYK - 0/1/1/37
RGB - 160/159/159
WEB - a09f9f

Black/Dark Gray
Pantone -
CMYK - 9/0/0/96
RGB - 10/11/11
WEB - 0a0b0b

White
Pantone -
CMYK - 0/0/0/0
RGB - 255/255/255
WEB - ffffff

Off-White Variant
Pantone -
CMYK - 0/0/0/1
RGB - 253/253/253
WEB - fdfdfd

Complementary Colors

Warm Gold
Pantone -
CMYK - 0/19/81/21
RGB - 201/162/39
WEB - c9a227

Slate Blue
Pantone -
CMYK - 41/21/0/51
RGB - 74/99/125
WEB - 4a637d

Soft Taupe
Pantone -
CMYK - 0/3/7/16
RGB - 214/207/199
WEB - d6cfc7

Spirit & Informal Logos

The spirit and informal logos are used to communicate the spirit of Shawnee Community College. These marks are friendly and casual and should be used only when a bolder, more informal look is desired, including student groups and sports programs. These logos should NEVER compete graphically or be used as a substitute for the Shawnee Community College academic signature.

If you would like to request a logo for your department, please get in touch with the Office of Public Information and Marketing.

Listed are some approved logos that are available for download on MySCC or by contacting Public Information and Marketing.
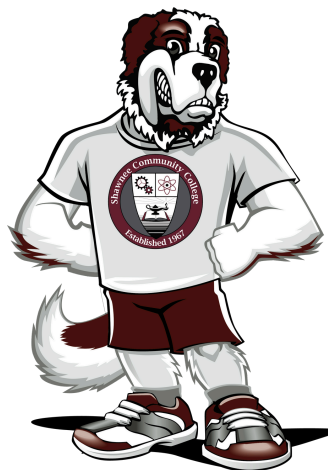
We can add a graphic to the shirt

Retired Logos

As of this printing, we have retired a few logos that may still be used around campus, including 'buff' Bernie, Bernadette, and the Window.

Please refrain from ordering promotional products or creating promotional materials that feature any of these elements or variations.

If you have questions, please don't hesitate to contact the Office of Public Information and Marketing at 618-634-3270.

Branding Checklist

All Shawnee Community College communication materials, whether printed or digital, an approved version of a signature must be displayed.

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

The preferred logo location is the material's bottom right or bottom left.

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

A signature should be treated as one unit when it is reduced or enlarged to one unit. Resize all elements proportionately. Do not reduce the signature below 1.5" in scale.

Check color for accuracy and ensure 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 can insert their department below the words "Community College" to make the logo specific to their office.

Office of Public Information & Marketing

No department may create its logo.

If you want a department logo created, please contact the Office of Public Information and Marketing.

Listed are a couple of examples of new department logos.

Shawnee
Community College

f ShawneeCommunityCollege

📷 shawnee_college

🎵 shawneecommunitycollege

▶ ShawneeCommunityCollege67

𝕏 ShawneeCollege

in Shawnee Community College

@ shawnee_college

Campus Conversations Podcast

shawneecollege.bsky.social

#WeAreShawnee

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