



South Seattle College

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

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

Positioning

OUR POSITION:

THE NEW AMERICAN DREAM STARTS HERE

WHAT ARE WE?

South Seattle College along with Seattle Central College and North Seattle College 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. South, Central and North 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.

South Seattle College, Seattle Central College and North Seattle College 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—South, Central and North 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.

INCLUSIVE

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

UPLIFTING

This is a time and place of possibility.

DIRECTED

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

DYNAMIC

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

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 three primary colleges (Central, North and South), and tertiary entities with each college.

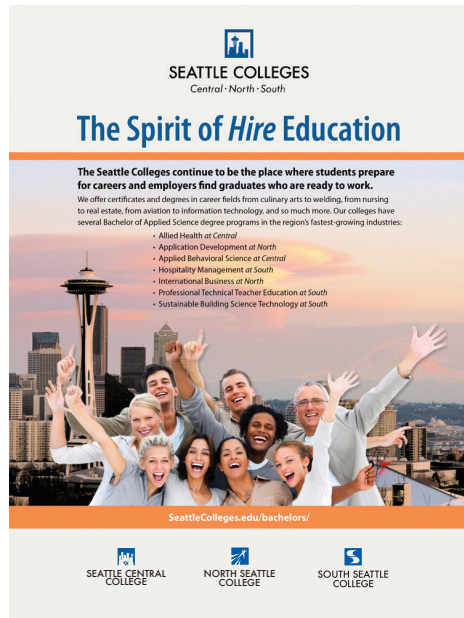
The brand architecture and logos creates a visual system that produces continuity between the district and college logos. The district logo clearly identifies the three colleges within the district and each college logo is clearly endorsed by the district.

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.



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.



College logos

The college logos use a shared visual system to create continuity. They share a primary color palette, fonts, and visual structure.



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 13 and 14)

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 two official versions of the logo that provide solutions for a variety of different creative formats and layout: the centered stacked logo and the horizontal logo. These variations provide creative options to be used in different designs, formats and layouts.



Horizontal Logo



Centered Stacked Logo

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 logos are available in four color options—black, two color, blue and reversed. The color versions 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.



Clear Space and Minimum Size

Logo clear space

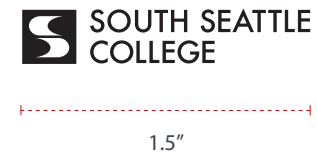
For the logo to communicate effectively and distinctively, clear space surrounding them should always be maintained.

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



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



SOUTH SEATTLE
COLLEGE

Do not distort the logo.
(stretch or condense)



SOUTH SEATTLE
COLLEGE

Do not change the color.



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



SOUTH SEATTLE
COLLEGE

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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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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*Department of Business, Information,
Technologies & Creative Arts*

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 South Seattle College, Seattle Central College, and North Seattle College.

Font usage

The South Seattle College logo is Futura Medium, the Department Signature is Futura Bold Italic, and the Location Identifier is Futura Light.



DEPARTMENT SIGNATURE
FONT: FUTURA BOLD ITALIC



LOCATION IDENTIFIER
FONT: FUTURA LIGHT

DEPARTMENT SIGNATURE
FONT: FUTURA BOLD ITALIC

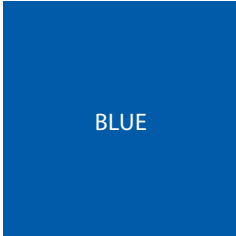
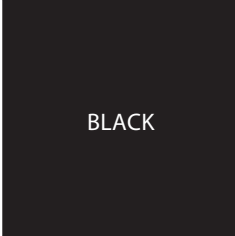
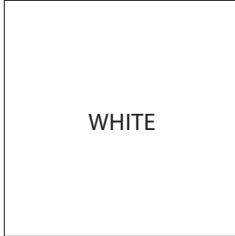
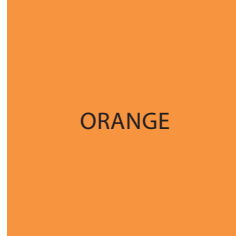


Color Palette

The official primary colors of the Seattle Colleges is PMS 2935 C (blue) and white. These colors are reflected in the logo and any other official document produced for South Seattle College, Seattle Central College, and North Seattle College. Each of the colleges have their own secondary color. South's secondary color is PMS 7413 C (orange) which is used as an accent.

Print Colors

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

				
	BLUE	BLACK	WHITE	ORANGE
PANTONE:	2935 C	BLACK	WHITE	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 0 / M 50 / Y 84 / K 0
RGB FORMULA:	R 8 / G 75 / B 159	R 0 / G 0 / B 5	R 256 / G 256 / B 256	R 247 / G 148 / B 64
HEX NUMBER:	#08469f	#000005	FFFFFF	f79440

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, 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.



**SOUTH SEATTLE
COLLEGE**

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