



SOUTHERN REGIONAL TECHNICAL COLLEGE



Brand Identity + Style Guide





THE PURPOSE OF THIS BRAND IDENTITY STANDARDS GUIDE

is to provide members of the Southern Regional Technical College (SRTC) community with guidelines on for implementing and protecting the brand of the college. The College brand is key to presenting a professional and collegiate appearance to our public. We achieve strong branding through displaying a consistent image of the institution over an extended period. This consistency also adds to the overall atmosphere of quality and integrity of the institution it represents. The style guidelines must be followed to represent Southern Regional Technical College properly. If you have any questions regarding the policies and procedures outlined in this publication, please contact the Director of Marketing and Public Relations.



ADVERTISING AND MEDIA

In order to ensure that the media attention the College receives is positive and warranted, faculty and staff should not place advertisements or endorsements on behalf of the college. All advertisement solicitations and requests for endorsement or ad placements must be directed to SRTC's Director of Marketing and Public Relations. As well, faculty and staff should not speak to the media on any topic relating to SRTC without prior approval of SRTC's Director of Marketing and Public Relations. Any media requests should be sent to SRTC's Director of Marketing and Public Relations.

Social media is a powerful communication tool that has a significant impact on organizational and professional reputations. Because social media blurs the lines between personal voice and institutional voice, SRTC has a procedure to help clarify how to best enhance and protect personal and professional reputations when participating in social media. The full Social Media Procedure is located at southernregional.edu/srtcprocedure/socialmedia.

FONTS AND TYPOGRAPHY

FONTS

The primary font (typeface) used for the logo and for emphasis, such as headers and titles, is ITC Avant Garde Gothic: Generally in a header or a title, use all caps. A word may be *emphasized* using italics. This typeface is not installed on every computer. If you would like access to this typeface, please contact the Director of Marketing and Public Relations.

ITC AVANT GARDE GOTHIC BOOK
ITC AVANT GARDE GOTHIC BOOK ITALIC
ITC AVANT GARDE GOTHIC BOLD
ITC AVANT GARDE GOTHIC BOLD ITALIC

The secondary font (typeface) used for body copy, signatures, and the like is Calibri (body).

Calibri
Calibri Italic
Calibri Bold
Calibri Bold Italic

COLORS

For branding purposes and in document design, SRTC's colors should always be used. (Simple black lettering is acceptable in documents.)



Gray:
Pantone Cool Gray 10U
RGB – 145, 145, 144
CMYK – 45, 38, 38, 2



Green:
PMS – 377U
RGB – 121, 163, 64
CMYK – 59, 18, 100, 2



Navy:
PMS – 648C
RGB – 0, 46, 93
CMYK – 100, 87, 36, 29

TYPOGRAPHY

Though there are limitless choices when it comes to typeface, generally less is more. A document rarely calls for more than one typeface. If particular emphasis is needed, several typography tools are available to you.

Typography tools:

- ✓ **Use bold fonts *or italics* to bring attention to important elements**
- ✓ Select a readable font such as Century Gothic or Calibri.
- ✓ Use a readable font size, which is generally somewhere between 10-12
- ✓ Align left is typically preferred

HEADINGS AND SUBHEADINGS

Headings and subheadings serve as landmarks on the page. A busy reader can easily skim to the section that interests them most, or reference a section.

Headings Checklist:

- ✓ Utilize white space above and below sections
- ✓ Headings should be a larger font size, and potentially an accent color
- ✓ Subheadings should be a smaller font than the headings
- ✓ Maintain uniformity throughout the document

LOGOS

Any request to use the SRTC logo must be approved by the Director of Marketing and Public Relations prior to use.



SOUTHERN REGIONAL
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PRIMARY LOGO

The primary logo is our formal college identifier and the official logo for our institution. All academic offices, entities, units or departments must use the logo for syllabi, departmental or divisional references, documents (to include letterhead), and signage. Any modification or external use of the logo must be approved by the Director of Marketing and Public Relations prior to publication.

SECONDARY LOGO

The secondary logo is a stacked design and is the preferred design for small embroidery. The stacked logo may be used on any promotional items, i.e. shirts, bags, and cups, in its original form and official colors.



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TERTIARY LOGO

The tertiary logo is a horizontal design and is approved as a substitute for the secondary logo. This logo may be used on promotional items in its original form and colors.

ONE-COLOR LOGOS are allowed in cases when print jobs call for one color, when the background makes the full-color logo difficult to distinguish. Any of the logos or the icon (sphere) may be presented in SRTC’s Navy, Green, Gray. In addition, a full white or a full black logo may be used.



THE SRTC ICON (referred to as “the sphere”) may be used alone as decoration on a document, promotional item, for social media, and for other purposes. Any uses of “the sphere” must be approved by the Director of Marketing and Public Relations.

PERSONIFYING THE ICON is permitted in special cases. This choice can only be made by the SRTC Marketing department. If you have a request to personify the icon, please contact the Director of Marketing and Public Relations.



To maintain brand identity and consistency, the SRTC logo should not be altered. When using the SRTC logo, please give the logo space around the graphic on all sides. When in doubt, please contact the Director of Marketing and Public Relations for guidance and approval.

These incorrect use examples are not exhaustive, but serve as a basic guideline of what not to do. For example: **Do not stretch, compress, or otherwise distort the logo.**



Do not use non-approved colors for the logo.

Do not add digital effects such as stroke, bevel, etc.



Do not remove elements of the logo.

Do not place full color logo on a color background, a busy background, or a pattern. If logo must be placed on a colored background, please use a one-color version of the logo, as approved by the Director of Marketing and Public Relations.





< SRTC design style is clean, collegiate, and dynamic.

< SRTC's navy and blue colorway is preferred.

< Generally, no more than two typefaces are used.

< The logo should be set apart from others logos, graphics, or cluttered text.

The logo should be set into the lower right-hand corner of any document, unless approved by the Director of Marketing and Public Relations for alternate positioning. On a letter-sized document, the logo should be at least .25 inches away from the edge. >

All marketing materials must be approved by the Director of Marketing and Public Relations. Please make marketing material requests at least two weeks before any deadline.



PROMO AND CUSTOM ITEMS

BUSINESS CARDS, name badges, and other personal or departmental collateral are



ordered and distributed by the Marketing Department. If you require business cards, name badges, letterhead, envelopes, or the likes, please contact the Director of Marketing and Public Relations.

Please be mindful that these items cannot be produced instantly. Generally, two to four weeks lead-time is required to replace these items.

PROMOTIONAL ITEMS are regularly ordered by the Marketing Department for the use of various departments in the promotion of their programs. Please contact the Director of Marketing and Public Relations if your department requires promo items.

These items are costly and should not be thought of as mere giveaways or “swag.” Promotional items should only be used for legitimate recruitment activities.

If you would like to order a special or custom promotional items, please contact the Marketing Department.

