Brand Style Guide

February 2008

Table of Contents

About this Guide

The Southeastern Community College Blackhawk Brand Style Guide details the complete identity for all Blackhawk Athletics programs. The elements outlined in this guide have been specifically created to communicate the proud tradition of both SCC and the Blackhawks.

The purpose of the Blackhawk Brand Style Guide is to outline a consistent visual identity program for the College that reflects the quality and winning tradition of the College's athletic programs as well as the overall quality and tradition of Southeastern Community College. This guide is designed to be a simple, useable tool kit containing all of the approved logos, marks and logotypes, color pallets, and coordinated typestyls. It includes the all the flexibility necessary to accommodate a wide variety of applications while maintaining a consistent image for Southeastern Community College and the Blackhawks.

Requests for special assistance or questions regarding the guidelines contained within this guidebook or should be directed to the SCC Marketing Department. Use of any of these brand elements without express written permission of Southeastern Community College is prohibited.

Logo Shown on Black, Gray, and Red

PMS Cool Gray 6	
PMS 186	
Black	
White	

Logo Reversed

PMS Cool Gray 6

PMS 186

One color logo - Black

One color logo - White

Secondary Logo Mark - Full Color

Logo Shown on Black, Gray, and Red

PMS Cool Gray 6

PMS 186

Black

White

Logo Reversed

Secondary Logo Mark - One Color

PMS Cool Gray 6

PMS 186

One color logo - Black

One color logo - White

7

Logotype

Blackhawks

SOUTHEASTERN COMMUNITY COLLEGE

Logo shown on Black, Gray, and Red ground

Blackhawks
SOUTHEASTERN COMMUNITY COLLEGE

Blackhawks
SOUTHEASTERN COMMUNITY COLLEGE

Blackhawks
SOUTHEASTERN COMMUNITY COLLEGE

PMS 186

Black

White

Blackhawks
B A S E B A L L

Blackhawks
W O M E N ' S   B A S K E T B A L L

Blackhawks
M E N ' S   B A S K E T B A L L

Blackhawks
V O L L E Y B A L L

Blackhawks
G O L F

Blackhawks
C H E E R L E A D I N G

Blackhawks
A T H L E T I C S

Blackhawks
S O F T B A L L

Myraid Pro
This typefaces is the approved font for subheads.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PMS 186

Black

Blackhawks
SOUTHEASTERN COMMUNITY COLLEGE

Blackhawks
SOUTHEASTERN COMMUNITY COLLEGE

Blackhawks
SOUTHEASTERN COMMUNITY COLLEGE

Blackhawks
SOUTHEASTERN COMMUNITY COLLEGE

PMS Cool Gray 6

PMS 186

Black

White

PMS Cool Gray 6

PMS 186

One color logo - White

One color logo - Black

PMS Cool Gray 6

PMS 186

Black

White

PMS Cool Gray 6

PMS 186

One color logo - Black

One color logo - White

Southeastern
COMMUNITY
COLLEGE

PMS Cool Gray 6

PMS 186

Black

White

Southeastern
COMMUNITY
COLLEGE

Southeastern
COMMUNITY
COLLEGE

PMS Cool Gray 6

Southeastern
COMMUNITY
COLLEGE

PMS 186

One color logo - White

Southeastern
COMMUNITY
COLLEGE

One color logo - Black

Southeastern
COMMUNITY
COLLEGE

Southeastern
COMMUNITY
COLLEGE

Southeastern
COMMUNITY
COLLEGE

Southeastern
COMMUNITY
COLLEGE

Southeastern
COMMUNITY
COLLEGE

Southeastern
COMMUNITY COLLEGE

PMS Cool Gray 6

PMS 186

Black

White

Southeastern
COMMUNITY COLLEGE

Southeastern
COMMUNITY COLLEGE

One color logo - Black

PMS 186

Southeastern
COMMUNITY COLLEGE

PMS Cool Gray 6

Southeastern
COMMUNITY COLLEGE

Southeastern
COMMUNITY COLLEGE

Southeastern
COMMUNITY COLLEGE

Southeastern
COMMUNITY COLLEGE

Southeastern
COMMUNITY COLLEGE

Southeastern
COMMUNITY COLLEGE

Blackhawks
B A S E B A L L

Blackhawks
WOMEN'S BASKETBALL

Blackhawks
MEN'S BASKETBALL

Blackhawks
V O L L E Y B A L L

Blackhawks
G O L F

Blackhawks
CHEERLEADING

Blackhawks
A T H L E T I C S

Blackhawks
S O F T B A L L

Blackhawks
SOUTHEASTERN
COMMUNITY COLLEGE

PMS Cool Gray 6

PMS 186

Black

White

Numbers

0   1   2   3   4

5   6   7   8   9

14   26   37   40

58   63   71   82   93

Logo Shown on Black, White, Gray, and Red

93   93   93   93

PMS Cool Gray 6

PMS 186

Black

White

PMS Black
CMYK C0 M0 Y0 K100
RGB R0 G0 B0

PMS Cool Gray 6 CVC
CMYK C34 25 Y21 K6
RGB R161 G166 B174

PMS 186 CVC
CMYK C22 M99 Y67 K8
RGB R183 G35 B71

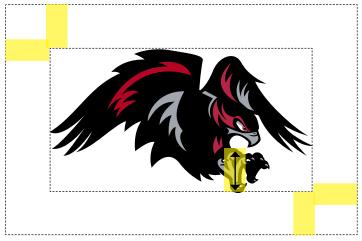The Primary Palette indicates the Blackhawk colors.

The color version of the logo should ideally be used on white, light gray or black bacgrounds as shown throughout this style guide. Please make sure to use the appropriate full color or one color logo depending on your background color.
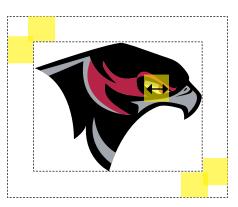Please do not manipulate the bird body or head colors.

Spacing

The Body logo will have a minimum of a "front claw" height of white space around it regardless of the size of the logo.

The Head logo will have a minimum of an "eye width" height of white space around it regardless of the size of the logo.
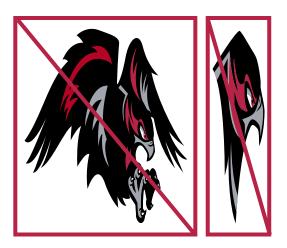
Lock-ups

Correct layout and fonts

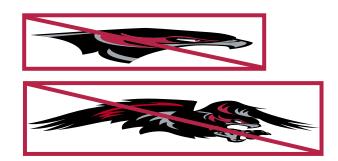

Incorrect layout and fonts

Sizing

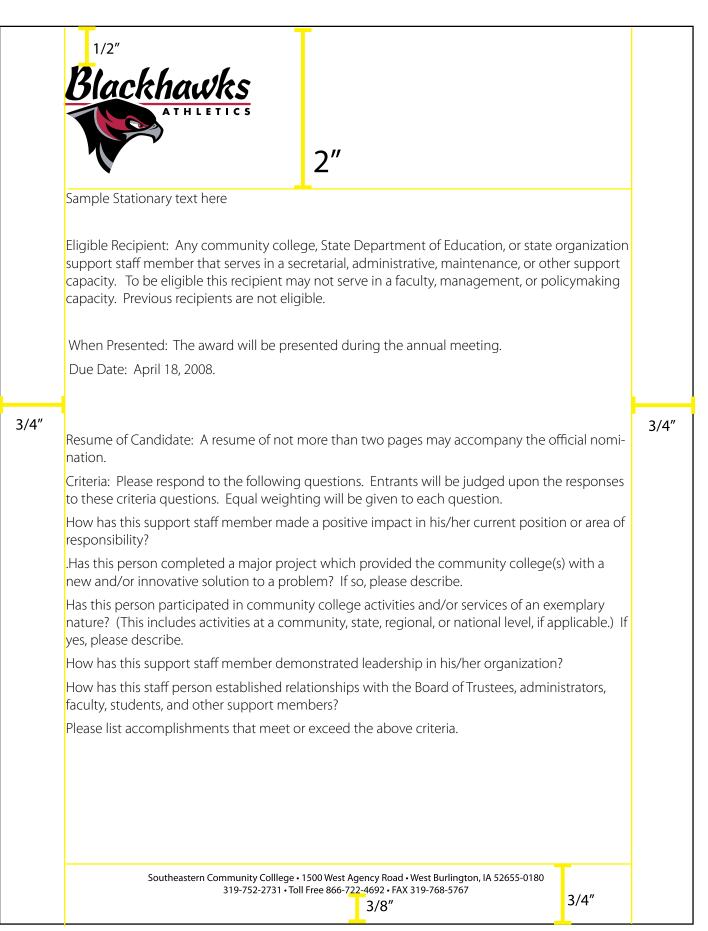The logo may not be manipulated in any way. It must maintain the same proportions regardless of size.

1 inch

In order to maintain legibility, the minimum size of the Body is 1 inch in heigth.

1/2 inch

In order to maintain legibility, the minimum size of the Head is 1/2 inch in heigth.

1/2"

Blackhawks
ATHLETICS

2"

Sample Stationary text here

Eligible Recipient: Any community college, State Department of Education, or state organization support staff member that serves in a secretarial, administrative, maintenance, or other support capacity. To be eligible this recipient may not serve in a faculty, management, or policymaking capacity. Previous recipients are not eligible.

 When Presented: The award will be presented during the annual meeting.

 Due Date: April 18, 2008.

3/4"

3/4"

Resume of Candidate: A resume of not more than two pages may accompany the official nomination.

Criteria: Please respond to the following questions. Entrants will be judged upon the responses to these criteria questions. Equal weighting will be given to each question.

How has this support staff member made a positive impact in his/her current position or area of responsibility?

.Has this person completed a major project which provided the community college(s) with a new and/or innovative solution to a problem? If so, please describe.

Has this person participated in community college activities and/or services of an exemplary nature? (This includes activities at a community, state, regional, or national level, if applicable.) If yes, please describe.

How has this support staff member demonstrated leadership in his/her organization?

How has this staff person established relationships with the Board of Trustees, administrators, faculty, students, and other support members?

Please list accomplishments that meet or exceed the above criteria.

3/8"

3/4"

SCC
BLACKHAWKS

Athletic Department
1500 West Agency Road
West Burlington, IA 52655-0180

File Formats & Usage Guide

Logo Files

In the tool kit, you'll find a folder called BLACKHAWK_LOGO. It will contain three sub-folders that pertain to different color formats: PRINT_1C_BW, PRINT_FC and WEB_COLOR_RGB.

Within each category, there will be professional- and personal-grade files. Professional grade should be supplied whenever possible to designers, print houses, web developers, etc. Personal grade files are designed to be easily used in standard PC/Mac software applications.

Professional-grade files will only end in a .EPS extension. This file type was created in a Adobe Illustrator and contains scalable shapes filled with numerical amounts of print or web colors. Professionals can easily open and use these documents. EPS files are scalable to any size and always output at the maximum resolution a professional print house chooses to go with. Because this file type uses a numerical system for color management, accuracy from print to web use is excellent. Think of this format as a "paint-by-number." The .AI extension is the same idea as well.

Most people will be familiar with these formats -.TIFF and .JPG. These formats are created from the EPS originals, turning them into flat photographic images made up of pixels of color, or grayscale. Feel free to use either .TIF or .JPG, depending on personal preference, or program preference. Printable versions are available in the PRINT_1C_BW and PRINT_FC Print folders.

Web Files

The Web folder will also contain .GIF and .PNG files, they have been specially sized and color-matched for use on-line. They're also set to screen resolution (72 dpi) and are NOT SUITABLE for using in MS word or printing. Since they are pixel-based, these are not scaleable versions.

In addition, the web files are saved at pre-set sizes. Use the size that best fits your needs. DO NOT RESIZE THE FILES. If you need a size not in the toolkit, please contact the SCC Marketing Department for assistance.

Questions?

Please call the SCC Marketing Department, 319-208-5060.