



# **Brand Guide**

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# **Welcome to Your Brand.**

Genuine brands have one thing in common—they are consistently true to themselves. Your brand book is the best material to reference regarding Southeast Community College's (SCC) brand promise and persona.

It also details important elements such as voice, tone, logo usage, fonts, color palettes, etc. that (when used collectively and consistently) create brand unification across all communications. These brand standards stretch across all campuses and departments and are to be used by anyone representing SCC in public and on the job or when creating branded materials.

For more information and resources concerning SCC's brand visit [southeast.edu/publicinformation/](https://southeast.edu/publicinformation/)

Southeast Community College has been operating in its current structure since July 1, 1973, when a statewide community college system was implemented by the Legislature.

However, the campus in Milford existed long before then. The first postsecondary technical institution, exclusively offering two-year postsecondary degrees in vocational/technical programs, was established by the Nebraska Unicameral in 1941 at Milford. Operated by the Nebraska Department of Education, the school was originally established to meet the occupational education needs of the entire state.

In 1971, the Legislature passed a bill which combined junior colleges (Fairbury, established in 1941, in SCC's area), state vocational/technical colleges and the area technical schools into one system of two-year institutions. The consolidation originally established eight technical community college areas. That number was reduced to six when Lincoln merged with Southeast in 1973.

The current Lincoln Campus at 8800 O St. began in 1979. Prior to that, the College operated in a number of properties throughout Lincoln.

In 1975, SCC took over the Beatrice campus of John J. Pershing College, which opened in 1966 and closed in 1971. In 1980, the agriculture program was relocated from the Milford Campus to Beatrice. In 1986, Fairbury Junior College was closed and operations moved to Beatrice. Since 1986, SCC has added a number of facilities and land to its Beatrice Campus. The Lincoln Campus has also continued to grow, as has Milford. Today, nearly 10,000 students enroll in credit classes at SCC.

- 1941** — Nebraska State Trade School is established in Milford; Fairbury Junior College is established in Fairbury.
- 1959** — The Milford college's name is changed to Nebraska Vocational Technical School.
- 1971** — The Milford college's name is changed to Nebraska Technical College.
- 1973** — The college's name is changed to Southeast Technical Community College Area; Dr. Robert Eicher is hired as president of the newly-formed college.
- 1975** — SCC receives the former John J. Pershing College campus and begins remodeling.
- 1979** — First building on the Lincoln Campus at 8800 O St. is constructed.
- 1986** — SCC merges the Fairbury and Beatrice campuses. The Fairbury campus is closed.
- 1994** — Dr. Jack Huck is named interim chancellor; selected for the permanent leadership position in 1995; title was changed to president in 1997.
- 1995** — SCC purchases the ground floor at 1111 O St. in downtown Lincoln known as Energy Square.
- 2004** — SCC purchases Continuing Education Center at 301 S. 68th St. Place, Lincoln.
- 2006** — SCC purchases Entrepreneurship Center at 285 S. 68th St. Place, Lincoln.
- 2011** — SCC purchases second floor of Energy Square building (now Education Square) at 1111 O St., Lincoln.
- 2014** — Board of Governors names the continuing education center building the Jack J. Huck Continuing Education Center in honor of Jack J. Huck, SCC's third president.  
Jack J. Huck retires after 20 years as president.  
Dr. Paul Illich is hired as SCC's fourth president.
- 2015** — The College completes its 2015-2019 Strategic Plan.
- 2016** — The Clark Enersen Partners of Lincoln produce a 10-year Facilities Master Plan.  
The first of six Learning Centers opens. The Learning Center at York officially opens on May 17. Ribbon-cutting ceremonies are held for Learning Centers in Plattsmouth and Nebraska City in October.
- 2017** — The Board of Governors vote to change the College's academic calendar from quarters to semesters. The change takes effect in August 2019.  
A ribbon-cutting ceremony is held July 18 officially opening the Learning Center at Hebron.

**To empower and transform its students  
and the diverse communities it serves.**

↓

Southeast Community College provides accessible, dynamic and responsive pathways to career and technical, academic transfer and continuing education programs.

↓

Student success and completion is maximized through collegiate excellence, exemplary instruction, comprehensive student support services, enrichment programs and student-centered processes.

↓

Southeast Community College is committed to a proactive and evidence-based approach that continually assesses and responds to student, community and employer demand for higher education.



**Excellence**

Commitment to the highest level of performance in all facets of the College’s programs, services and operations through effective investment and support of all assets.



**Integrity**

Continuous pursuit of fulfillment of mission and goals through transparency and ethical practices in all College operations.



**Innovation**

Commitment to inquiry and the respectful challenging of assumptions to promote creativity, alternative points of view and opportunities for ongoing discovery.



**Inclusion**

Promotion of opportunities and advancement for a diverse and dynamic student, faculty/ staff and community population through the creation of a positive, compassionate and reflective culture.



**Stewardship and Accountability**

Commitment to investment in appropriate resources in fulfillment of the College’s mission and goals and reliance on responsible management of human, physical and financial resources.

Authentic, reliable, accessible, high quality and visionary are foundational characteristics that embody your brand truths. These themes were discovered during a team BrandSort activity.

Living these truths through your brand voice is essential to creating and maintaining your intended persona. Brands are like people—they have personality. Your brand voice emanates who you are and what you stand for.

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## **Confident**

A truly confident voice is sure of itself, not full of itself. That confidence can be seen just as much as it can be heard. Southeast Community College projects a positive, trustworthy sense of confidence that is proud of your accomplishments and ability to provide high-quality education now and always.

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## **Neighborly**

Friendly, kind and always willing to lend a hand, Southeast Community College embodies the type of hospitality one would expect from a Midwesterner. You're considerate and appreciative of others, while looking out for their best interests. There are no strangers in your world, just friends you haven't met yet.

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## **Smart**

Best and the brightest to be exact. You're experts in the <insert just about any industry vertical here> field and teaching others to be experts in their chosen field. Because you're smart, you know how to speak to people on their level—intelligent communication is all about getting your point across and being well understood.

## Adult Learners | *Career Path*

<p><b>Average age:</b> 30+</p> <p><b>Key motivations</b></p> <ul style="list-style-type: none"> <li>• Providing a better life for themselves and their family.</li> </ul> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Finish/start degree to further/start new career.</li> </ul>	<p><b>Concerns</b></p> <ul style="list-style-type: none"> <li>• Can I fit college into my busy family life?</li> <li>• Can I afford it? Will I be out of place?</li> <li>• Will I be successful? It has been a long time since I had to study and do homework.</li> </ul>	<p><b>What's important to them?</b></p> <ul style="list-style-type: none"> <li>• Flexibility of class schedules.</li> <li>• Graduating on time.</li> <li>• Finding career fulfillment.</li> <li>• Getting a quality education without hurting family budget.</li> </ul>
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## Adult Learners | *Transfer Path*

<p><b>Average age:</b> 30+</p> <p><b>Key motivations</b></p> <ul style="list-style-type: none"> <li>• Pursuing a new career path.</li> <li>• Fulfilling life goal that was put on hold.</li> </ul> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Starting 4-year university with little to no debt.</li> </ul>	<p><b>Concerns</b></p> <ul style="list-style-type: none"> <li>• How easy is it to transfer credits?</li> <li>• Will I be successful? It has been a long time since I had to study and do homework.</li> <li>• Can I fit college into my busy family life?</li> <li>• Can I afford it? Will I be out of place?</li> </ul>	<p><b>What's important to them?</b></p> <ul style="list-style-type: none"> <li>• Ease of credit transfer.</li> <li>• Flexibility of class schedules.</li> <li>• Graduating on time.</li> <li>• Finding career fulfillment.</li> <li>• Getting a quality education without hurting family budget.</li> </ul>
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## High School Students | *Career Path*

<p><b>Average age:</b> 17–23</p> <p><b>Key motivations</b></p> <ul style="list-style-type: none"> <li>• Creating a sustainable life for myself.</li> </ul> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• A 2-year degree that leads to a rewarding career.</li> </ul>	<p><b>Concerns</b></p> <ul style="list-style-type: none"> <li>• Is college for me?</li> <li>• Can I afford it?</li> </ul>	<p><b>What's important to them?</b></p> <ul style="list-style-type: none"> <li>• Getting a quality education at an affordable price.</li> <li>• Smooth transition from school to career.</li> <li>• Staying close to home.</li> </ul>
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## High School Students | *Transfer Path*

<p><b>Average age:</b> 17–23</p> <p><b>Key motivations</b></p> <ul style="list-style-type: none"> <li>• Finding an affordable place to begin their degree.</li> </ul> <p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Earning a bachelor's degree or higher with little debt.</li> </ul>	<p><b>Concerns</b></p> <ul style="list-style-type: none"> <li>• How easy is it to transfer credits?</li> <li>• Can I afford it?</li> </ul>	<p><b>What's important to them?</b></p> <ul style="list-style-type: none"> <li>• Ease of credit transfer.</li> <li>• Preparedness for a 4-year university.</li> <li>• Getting a quality education at an affordable price.</li> <li>• Staying close to home.</li> <li>• Learning about career options without wasting money on non-major classes.</li> </ul>
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# ***Education for all.***

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Southeast Community College opens doors to career paths for people from all walks of life. Our students are an investment in the diverse communities we're proud to be a part of, and it's our responsibility to maximize these investments to enrich us all.

## **What makes us different makes us stronger.**

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This goes for our deeply valued approach to open-access education all the way to the multitude of mindsets that pass through our halls and offices. We all challenge each other, and we all help each other grow.

## **Every day is a new day.**

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Each new day is chance to improve ourselves and the world around us. Any and every chance we have to be a part of that change is a chance we're going to take.

## **Where we've been takes us far.**

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Decades of lessons learned have placed Southeast Community College in the best position to shape what's worked into what's next. We are proud of our strong roots. They are what allow us to continually stretch for the stars.

**As we journey down the roads of tomorrow,  
we travel together, providing education for all.**

# Everyperson

Everyperson isn't just any person. Everyperson is a leader who does so by diplomatic example. Everyperson builds community through collaborative connections. Everyperson is relatable and treats those around them as equals. It's all for one and one for all with Everyperson.

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<b>Goal</b>	Create a sense of belonging and community; connect with others and be accepted.
<b>Values</b>	Realism, empathy, lack of pretense, belonging and approachable.
<b>Traits</b>	Authentic, engaging, accessible, genuine, down to earth and collaborative.
<b>Dislikes</b>	Unwelcome treatment and elitists.
<b>Drawback</b>	<p>Everyperson may fall into a herd mentality and suffer a lack of identity as a result. The Everyperson culture also has the potential to over-rely on complete team buy-in.</p> <p><i>Being aware of the above is key to upholding your unique, unified identity. Check in on your brand regularly, like you would a friend, to ensure you're being true to yourself and not falling into a counterproductive, group-mentality habit.</i></p>
<b>Marketing Niche</b>	You have common sense values and provide a true egalitarian environment—a place where everyone feels comfortable being themselves.
<b>Archetypes Like You</b>	AAA, The Associated Press, eBay, Habitat for Humanity, Home Depot, Ikea, Levis, Southwest Airlines, Target and TOMS Shoes.

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The Southeast Community College identity carries a great deal of sentimental value and equity for people who have had an experience with the organization. This mark builds upon that rich history and brings it into a more modern age. Using bold line work it creates an “S” with two shapes but, when examined separately, the two shapes are also “C”s. Paired with a typeface that uses open characters and rounded corners to help with readability and approachability, it brings a modern twist to the mark people know.

### Horizontal Logo

The horizontal logo is SCC’s tried-and-true format and is used as the primary logo option for most applications, providing viewers with trusted familiarity alongside the modernized design.

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#### Full Color

Preferred logo for situations where there is a lighter background



#### Reversed

Preferred logo for situations where there is a darker background



#### Black

Preferred logo one color black and white situations with lighter backgrounds



#### White

Preferred logo one color black and white situations with darker backgrounds

## Stacked Logo

The stacked version is SCC's secondary logo option. Utilize this format when the primary horizontal orientation doesn't lend itself well to the logo's placement on or in SCC buildings or marketing materials.

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**Full Color**  
Preferred logo for situations where there is a lighter background



**Reversed**  
Preferred logo for situations where there is a darker background



**Black**  
Preferred logo one color black and white situations with lighter backgrounds



**White**  
Preferred logo one color black and white situations with darker backgrounds

## S Icon

The S icon is primarily used for embroidery, promotional items, on social media and as a favicon.

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**Full Color**



**Reversed**



**Black**



**White**

In order to preserve the impact, integrity and legibility of the SCC logo, a minimum clear space must be left around all logo edges.

The height of the S in Southeast should be used as a measuring tool for proper clearance as illustrated here. Outside elements or text should never encroach the required clear space boundaries.

For all lockups, the clear space on all sides of the logo should also be equal to height of the S in Southeast. When the college name is not included the clear space is equal to half the width of the S icon.

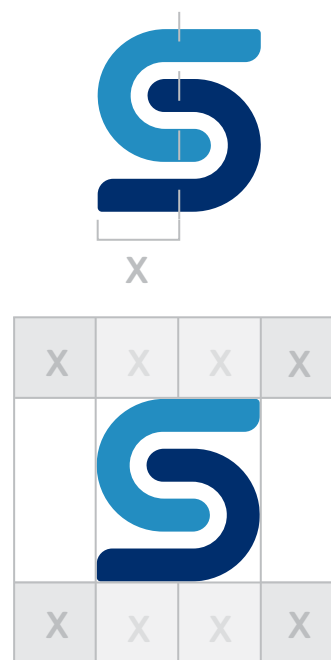
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**Horizontal Logo**



**Stacked Logo**



**S Icon**

The logo must always be displayed at a size large enough to read the type. Sizing will vary based on the application, but as a general rule, going below these sizes will render the smaller text unreadable.

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## For Print

The horizontal logo should never be sized under 1.5" inches wide.



Minimum size 1.5" Inches

The stacked logo should never be sized under 1.25" inches wide.



Minimum size 1.25" Inches

The S icon should never be sized under .25" inches wide.



Minimum size .25" Inches

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## For Web

The horizontal logo should never be sized under 120 pixels wide.



Minimum size 120 Pixels

The stacked logo should never be sized under 100 pixels wide.



Minimum size 100 Pixels

The S icon should never be sized under 20 pixels wide.



Minimum size 20 Pixels

The SCC logo is the College's most visible brand asset and must be used consistently across all applications. It has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

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## DO NOT:



- 1 "Squash" the logo by scaling without maintaining the aspect ratio.



- 2 Rotate or tilt the logo.



- 3 Use colors other than those found in the brand color palette.



- 4 Rearrange parts of the logo.



- 5 Add or substitute text in the logo.



- 6 Resize the text in one of the approved lockups.



- 7 Add special effects, strokes or shadows to the logo.



- 8 Place the full color version of the logo on a busy or colorful background.

## Primary Palette

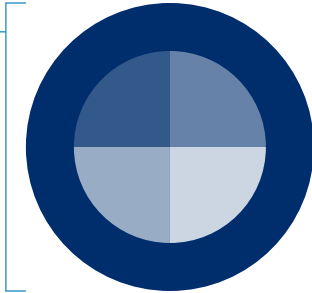
The primary colors for SCC are the two shades of blue, Pantone 294C and Pantone 7689C. These should be the base for all marketing and promotional materials. Shades of the primary colors can be used as accents or backgrounds.

### Pantone 294C

Primary Color

**C** 100   **R** 0  
**M** 69   **G** 47  
**Y** 7   **B** 108  
**K** 30

#002F6C

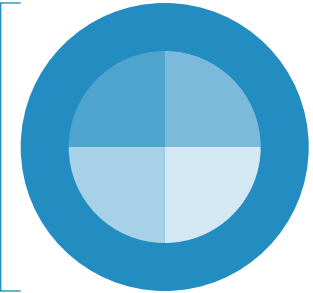


### Pantone 7689C

Secondary Color

**C** 77   **R** 4  
**M** 25   **G** 143  
**Y** 6   **B** 194  
**K** 0

#298FC2



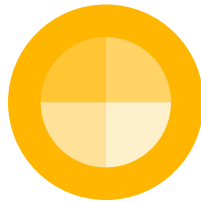
## Secondary Palette

There are secondary accent colors selected to complement the primary colors. These can be used in marketing and promotional materials in addition to the primary colors. These colors should be **minimally** used and should never dominate or dilute the primary colors.

### Pantone 7549C

Accent Color

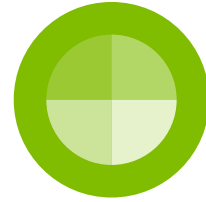
**C** 0   **M** 31   **Y** 100   **K** 0  
**R** 255   **G** 182   **B** 0  
#FFB600



### Pantone 376C

Accent Color

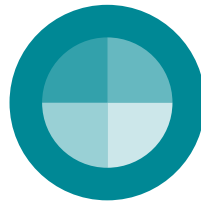
**C** 56   **M** 3   **Y** 100   **K** 0  
**R** 127   **G** 188   **B** 3  
#7FBC03



### Pantone 321C

Accent Color

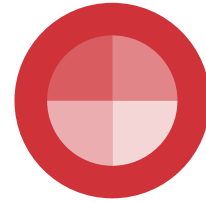
**C** 100   **M** 22   **Y** 42   **K** 2  
**R** 0   **G** 137   **B** 150  
#008996



### Pantone 1797C

Accent Color

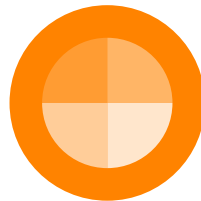
**C** 12   **M** 94   **Y** 83   **K** 3  
**R** 208   **G** 51   **B** 58  
#D0333A



### Pantone 151C

Accent Color

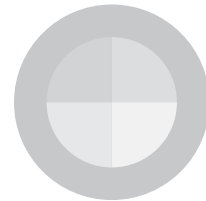
**C** 0   **M** 66   **Y** 100   **K** 0  
**R** 255   **G** 131   **B** 0  
#FF8300



### Black 25%

Accent Color

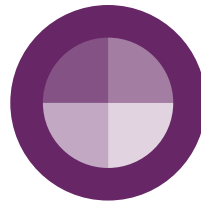
**C** 21   **M** 17   **Y** 17   **K** 0  
**R** 200   **G** 200   **B** 200  
#C8C8C8



### Pantone 260C

Accent Color

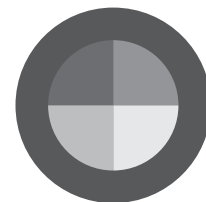
**C** 67   **M** 99   **Y** 29   **K** 16  
**R** 103   **G** 38   **B** 102  
#672666



### Black 80%

Text Color

**C** 66   **M** 58   **Y** 52   **K** 29  
**R** 83   **G** 84   **B** 89  
#54565A





The ASAP font family and the Fira font family are used on all high-level communications materials—anything from billboards, postcards and other marketing materials (print and digital) to standard correspondences with students or businesses.

The ASAP font family is the preferred typeface for headlines and is available here: <https://fonts.google.com/specimen/ASAP>.

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<b>ASAP Bold Italic</b>	<b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9</b>
<b>ASAP SemiBold</b>	<b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9</b>
<i>ASAP Italic</i>	<i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9</i>

The Fira font family is the preferred typeface for body copy and is available here: <https://fonts.google.com/specimen/Fira+Sans>.

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<b>Fira Sans Regular</b>	<b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9</b>
<b>Fira Sans Extra Bold</b>	<b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9</b>

SCC’s brand identity also includes a few accent fonts which can be selectively used by the marketing department to add extra emphasis and visual style to messaging. The use of these fonts should be very limited in order to maintain its effectiveness and prevent the overall brand identity from becoming cluttered.

**Monotype  
Corsiva**

Use: Official Script  
(Formal Invitations)

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9*

**Dancing  
Script**

Use: Formal Invitations

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9*

**Just Another  
Hand**

Use: Voice/Testimony

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9*

**Atma Bold**

Use: Atma may only be used in  
high-level recruiting materials  
(viewbook, career cluster booklet)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9**

**Atma Regular**

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9*

Any questions regarding proper use and/or special circumstances should be submitted to and approved by the Administrative Director of Public Information and Marketing prior to publication.

When all type is the same size, height and weight, it's difficult to know what is most important. Guide the reader by prioritizing messaging and giving greater prominence to your most important points. This section shows examples of acceptable treatments for blocks of content. Sizing and formatting of text is still discretionary, but use these examples as a general guide.

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<b>ASAP BOLD Italic</b>	—	<b>Headline Copy</b>
<b>ASAP SemiBold</b>	—	<b>Subhead copy</b>
Fira Sans Regular	—	Body Copy—duci que volesto cuptasp editibus elit landae volorem quis et evendis seriatium volore nis natecerum que sus nullis ut acculluptam restibus nis eatur sint laborrunt, que con pa veliciis es aut et event.
<b>Fira Sans Extra Bold</b>	—	<b>Lead in:</b> voluptas et molorec uptatec aborpor umquiatem harum aut officiandam harumqui iumquisi in reperep erumque voluptatio. Nam erem. Usda coriorehenis veles quo illo tem qui consed quia de eari duci ut quam, utem il ipsaectur sit reped erumquam volupta ipis re pra cores earum ad qui con con restia volor alibus, quis sunt a natatusam

<b>ASAP BOLD Italic</b>	—	<b>Education for all.</b>
<b>ASAP BOLD Italic</b>	—	<b>Your Path to Possible</b>
<b>ASAP Italic</b>	—	<i>Your Path to Possible</i>

The primary photography for the brand platform features students, faculty, staff and alumni in interesting environments that bring SCC to life. Our photography falls into three categories: in the classroom, out in the world and portraits. Think of them as a visual way to tell a story. The elements of our visual storytelling, whether it's the people, props or environment, are meant to feel natural and not staged. Some images are composed purposefully to feel open and airy, with space for overlays of text and graphic elements. Other images may have a fuller composition, showing richer environments and backgrounds.

## In the classroom

When capturing classroom and research settings, it is important to include a human element — the people who are immersed in teaching and learning. Attempt to capture a candid moment and compose the photo in a way that showcases not just the subject, but the environment surrounding him or her as well.

## Out in the world

The images chosen to support the brand platform should be vibrant, active and emotive. They should capture the energy of real-life experiences that relate to the content being promoted. Choose real, interactive experiences that convey a sense of immediacy and evoke an authentic tone.

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## Example Photography



### Examples of Apparel

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### Examples of Signage

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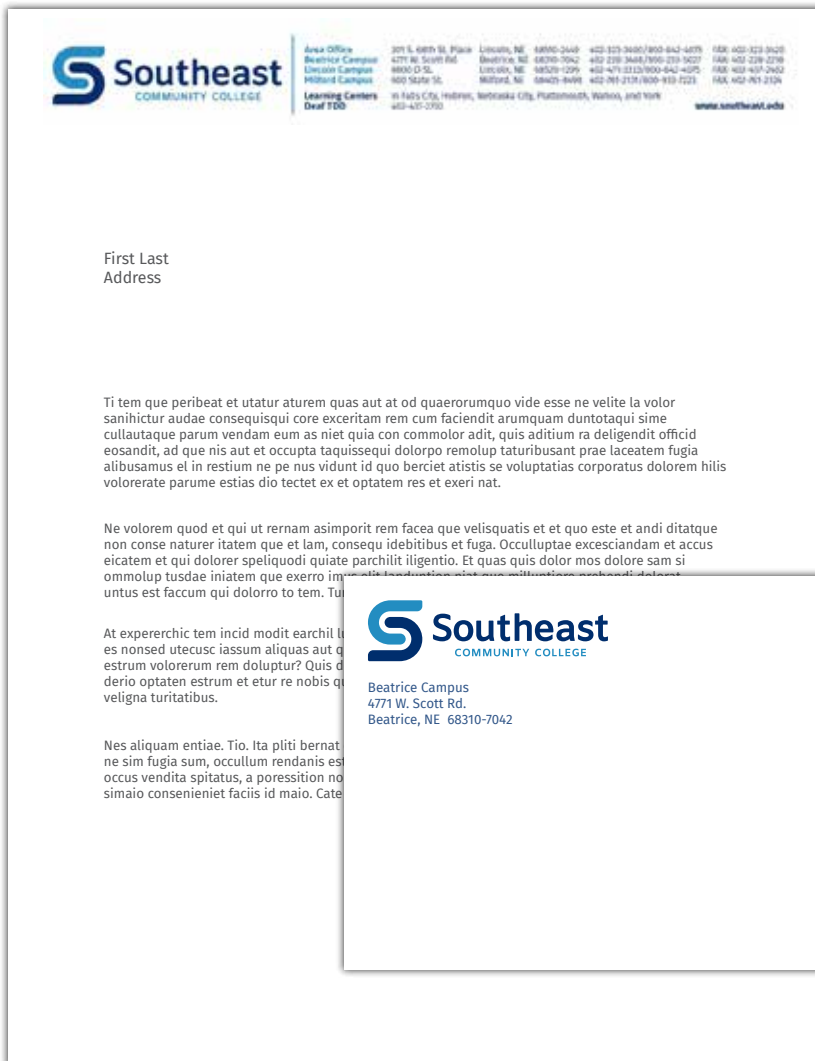
### Examples of Outdoor Advertising

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### Examples of Stationery





## Secondary Marks - Location

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The secondary marks have been designed to identify individual campuses while maintaining the overall identity of the college as a whole. These location lockups are primarily for applications that are limited to an individual location such as building signage.

The same guidelines that apply to the horizontal and stacked logos apply to any location mark. Ensure that any logo has an appropriate amount of clear space to maintain impact and is sized to preserve legibility.

### By Campus or Location

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### Learning Centers

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Minimum size for secondary marks  
is 2.75" Inches

## Department, Division or Office Logos

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SCC's logo is also designed to represent specific sub-divisions of the college in a well-branded, cohesive fashion as well. These sub-division logos can be used on posters, flyers, forms, envelopes, signs, and other large imprint items. Examples include Student Success and Financial Aid.

The same guidelines that apply to the horizontal and stacked logos apply to any sub-division logo.

Minimum size for secondary marks  
is 2.75" Inches



## Exceptions: Educational Foundation, Continuing Education Schedule

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Special circumstances/exceptions must be approved by the Administrative Director of Public Information and Marketing prior to publication.



## Student Clubs and Organizations

**Southeast Community College recognizes that student clubs and organizations enrich student life and provide many opportunities for learning and leadership development.**

1. A student organization's use of a logo may imply that its membership is composed of SCC students or a combination of students, faculty, and/or staff, but it may not suggest or imply that it is acting with the authority or as an agency of the College.
2. Student clubs and organizations are not official entities of the College and may not represent themselves as such. For example: Psychology/Sociology Club at SCC (acceptable). Official Psychology/Sociology Club at SCC (not acceptable).
3. Student clubs and organizations must adhere to the SCC Student Code of Conduct, and all names, logos and imagery must not be derogatory, defamatory or detrimental to the College's image.



**These organizations are encouraged to create their own logos and visual identity within the brand and identity standards of the College while using the following guidelines:**

- Student chapters of national organizations may use the logo of the parent organization and should make sure to follow corresponding identity standards.
- Do not incorporate any of SCC's protected marks into your logo. (If SCC trademarks)
- The College's name (e.g. "Southeast Community College," "Southeast," "SCC," etc.) may be included in the logo only when it is part of your official organization name as registered with the Office of Student Activities.
- Student clubs and organizations may use any colors for their visual identity and logos.
  - If a blue color is chosen, the SCC blues from the Brand Guide are to be used.
- Do not infringe on copyrighted logos and artwork from other brands and organizations.



Because organizations are valued components of the SCC community, student clubs and organizations in good standing may request an official logo that proudly expresses their connection to the College and its overall brand. Student clubs and organizations at Southeast Community College may request a logo that is closely identified with the College's logo system and brand guidelines. Student organizations are not to attempt to replicate an official SCC logo.

- If an SCC student club or organization would like to request an official SCC branded logo, the primary club or organization advisor or the primary contact on file with the student activities coordinator on the campus should complete the Marketing Request Form and a meeting will be established to discuss the request in more detail.
- Approved combinations of brand elements are available for club logos, depending on the intended use (uniforms, T-shirts, fundraising items, etc.). The Office of Marketing and Communications will work with the student organization and the club advisor to provide option(s) suitable for the group's needs.
- All uses of Southeast Community College's brand elements, including logos created for student clubs and organizations, must comply with the College's official branding guidelines. Club advisors can access these guidelines on the SCC public website.

Contact [marketing@southeast.edu](mailto:marketing@southeast.edu) for all your branding needs.

## Do student clubs and organizations have to use an official logo?

- No. Student clubs and organizations are not required to request or to use an official SCC logo. However, no organization, including student groups, may use any of the College's brand elements, including the overall SCC logo, the athletic logo or any secondary mark, without express permission.
- Changing the color, size, orientation, design, or other feature of an SCC logo to create a "new" design also is expressly forbidden.

(If SCC trademarks its logos, then this section could apply):

### Use of College Trademarks in Student Organization Logos

- The student organization's name should be incorporated into the logo.
- A student organization's logo should not incorporate any SCC logos (official College logo or athletic logo) unless given express permission.

*Note: These guidelines are intended to protect the use of brand elements that identify and personify Southeast Community College. Our logos communicate to the public a relationship between the College and the office, program, department, area, or student organization that uses these official marks. While SCC is proud to identify its student groups and organizations as valued members of our College community, approved use of an official logo does not constitute an endorsement of the student organization's specific purpose, mission or principles, nor does the use of an official logo indicate that a student organization or its members speak or act on behalf of Southeast Community College.*

## Business Cards, Letterhead, Envelopes

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Business cards are an important part of our visual identity and indicate your official affiliation with Southeast Community College. We offer a single-sided format.

### Content Guidelines

Minimum content requirements include:

- Your first and last name
- Title
- Address (location and street address)
- Phone number
- SCC email address

External website URLs, non-SCC addresses or emails are not allowed. Additional logos, including social media, must be approved by the Marketing & Communications Office.

### Degree/Credential Abbreviations

Following Your Name  
Abbreviations should follow Associated Press Style

### Title

Your title should indicate your relationship to the College. If you have dual roles that cannot be accounted for in the space allowed, you will need a second card, or a two-sided card can be explored.

### Address block\*

The address should begin with the name of your location (Beatrice Campus, Entrepreneurship Center, Falls City Learning Center, Education Square, etc.). The second line must include the street address.

### Phone & Fax Numbers

You may include phone, cell or fax numbers using figures and periods.  
402.555.5555

### Email

Only official SCC email addresses should be used.

### Website

Only official SCC websites may be used. External URLs are not allowed.  
Website URLs may not include "https://www".

## Name Badges

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Easily order name badges by sending an email to: **marketing@southeast.edu**.

Employee and Board of Governors badges are 3.5 inches wide and 1.5 inches high with a silver finish and a magnetic backing. The full-color horizontal SCC logo is centered toward the top. Students in some Health Sciences programs also order name badges through the Marketing & Communications Office. The badges are used for the students' practicum experiences and have a pin clasp, not magnetic.

Following are specific content guidelines to ensure your name badge meets production requirements.

### Content Guidelines & Best Practices

Line 1: Name (can include first name or first and last name).

(FiraSans Regular, 20-point at 85%, Centered, Upper/Lowercase, approx. 20 characters including spaces)

Line 2: Title (approx. 27 characters including spaces)

(FiraSans XtraBold, 11-point, Centered, ALLCAPS)

Line 3: Title (approx. 27 characters including spaces)

(FiraSans XtraBold, 11-point, Centered, ALLCAPS)

Identifiers can include title, department name, or program name. Some words in titles such as Assistant (Asst.), Associate (Assoc.), and Coordinator (Coord.) may be abbreviated.

## Social Media

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Social media accounts listed on business cards must meet SCC's Social Media Guidelines. No social media graphics or icons are allowed on business cards. Personal accounts should not be used.



**Facebook** – use page name, not a URL  
✓ FACEBOOK @SCCNeb



**YouTube** – use page name, not URL  
✓ YOUTUBE SCCNEB



**Twitter** – use account handle preceded by an “@”, not a URL  
✓ TWITTER @SCCNeb



**Instagram** – use page name, not a URL  
✓ INSTAGRAM sccneb



**LinkedIn** – use your customized share handle preceded by /in/, not a URL  
✓ LinkedIn /in/yourname123



**Snapchat** – use page name, not a URL  
✓ SNAPCHAT sccneb

Contact **marketing@southeast.edu** for all your branding needs.

## Program Apparel

Programs of Study are allowed to request the assistance of the marketing department to create a program mark/logo which may be used on program apparel.

**The program mark must include:**

1. Either the S logo **or** Southeast Community College spelled out
2. The entire program name

*Apparel should be purchased through the SCC Campus Store or through a local shirt vendor, depending on whether the shirts are to be purchased by the student or provided to the student.*

Use of the program mark on anything other than apparel must be approved by the Administrative Director of Marketing & Communications.



## Promotional Imprint Items

All employees should go through the marketing department for promotional imprint items. Grant-funded requests must have permission through the grant office.



Contact [marketing@southeast.edu](mailto:marketing@southeast.edu) for all your branding needs.



**Beatrice Campus**

4771 W. Scott Rd.  
Beatrice, NE 68310  
402-228-3468

**Lincoln Campus**

8800 O St.  
Lincoln, NE 68520  
402-471-3333

**Milford Campus**

600 State St.  
Milford, NE 68405  
402-761-2131

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