



BRAND GUIDE

LAST UPDATED 5/19/23



HOW (AND WHY) TO USE THIS GUIDE

Whether you're creating apparel, signage, marketing materials, or updating the website, this brand guide provides the tools and information you need to promote the right image of Southeast Community College Bobcats.

Consider this guide as a way to ensure you're putting Southeast Community College Bobcats in the best possible light.

The image we put forth as a company is what the world sees. That's why it is important to use this brand guide whenever you are communicating internally, developing marketing materials, or creating anything the public will view.

Brand Colors



PANTONE 294 C
CMYK 100.69.7.30
RGB 0.47.108
HEX #002F6C

PANTONE 7689 C
CMYK 77.25.6.0
RGB 4.143.194
HEX #298FC2

PANTONE Cool Gray 2 C
CMYK 18.14.15.0
RGB 208.207.205
HEX #D0CFCD

GRADIENT MIX
PANTONE Cool Gray 2 C
TINT 100% - 0%



TT SUPERMOLOT NEUE BOLD

VTF REDZONE CLASSIC REGULAR

TT Supermolot Neue is available at fonts.com/font/typetype/tt-supermolot-neue

VTF Redzone Classic is available at myfonts.com/collections/vtf-redzone-classic-font-zilligen-design-studio

Mascot Only - Head Only

Full Color Process

This version should be used in most applications where only the head needs to be displayed. It is also suitable for applications where the mascot will be shown at a very small size, such as a web browser icon, mobile app icon, social media profile image, and more.



Mascot Only - Head Only

2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Mascot Only - Full Body

Full Color Process

This version is recommended for applications where the full body of the mascot needs to be displayed. It is particularly suitable for larger application sizes where the details of the head features should not be lost.



Mascot Only - Full Body

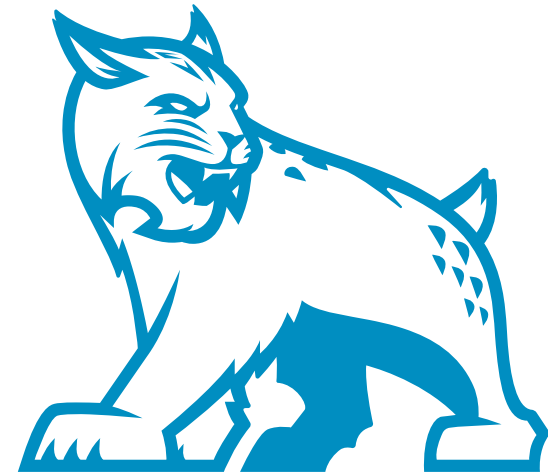
2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Stacked - Head Only

Full Color Process

This version is recommended for most applications where both the wordmark and mascot are intended to be placed in a vertical or square space.



Stacked - Head Only

2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Stacked - Full Body

Full Color Process

This version is recommended for most applications where both the wordmark and mascot are intended to be placed in a vertical or square space.



Stacked - Full Body

2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Stacked Reversed - Full Body

Full Color Process

This version is recommended for most applications where both the wordmark and mascot are intended to be placed in a vertical or square space.



Stacked Reversed - Full Body

2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Horizontal - Head Only

Full Color Process

For most applications requiring a horizontal layout, this version is the ideal choice when incorporating both the wordmark and mascot.



Horizontal - Head Only

2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Horizontal - Full Body

Full Color Process

For most applications requiring a horizontal layout, this version is the ideal choice when incorporating both the wordmark and mascot.



Horizontal - Full Body

2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Type Only

Full Color Process

This version should be used in most applications where the wordmark without the mascot is needed.



Type Only

2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



1-Color Dark Blue Process

SOUTHEAST COMMUNITY COLLEGE
BOBCATS

1-Color Light Blue Process

SOUTHEAST COMMUNITY COLLEGE
BOBCATS

Black

SOUTHEAST COMMUNITY COLLEGE
BOBCATS

White

SOUTHEAST COMMUNITY COLLEGE
BOBCATS

Paw Print - Secondary Mark

Full Color Process

This secondary mark can be used in place of the mascot or wordmark. The paw print also works well for vertical and square formats for small size applications including icons.



Paw Print - Secondary Mark

2-Color Dark and Light Blue Process



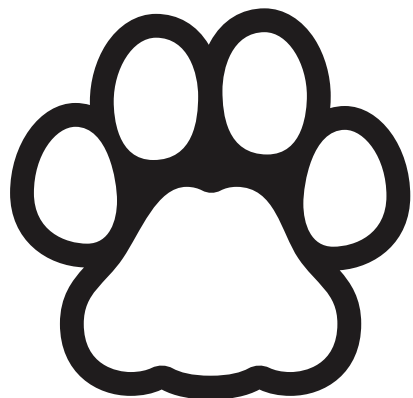
1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Badge

Full Color Process

The badges can be used as additional graphical elements such as marketing or promotional materials to better support the mascot brand.



Badge

2-Color Dark and Light Blue Process



2-Color Dark and Light Blue Process



2-Color Dark and Light Blue Process



1-Color Dark Blue Process



1-Color Light Blue Process



Black



White



Clear Space + Guidelines

Clear space is the minimum “breathing room” that must be maintained around the logo.

This clearance—on all versions of the lockups—should be equal to or more than twice the line height of ‘Southeast Community College,’ as indicated here.

Much effort has been made to create a custom design with consistent letter spacing, line spacing, and alignment of elements. **NEVER rearrange the copy, adjust the line spacing or letter spacing. NEVER alter, redraw, distort, or rebuild the logo in any case.**

The logo must always be recognizable and readable. Never display at a size too small for legibility. There is a large family of logo variations for optimum display at any size.



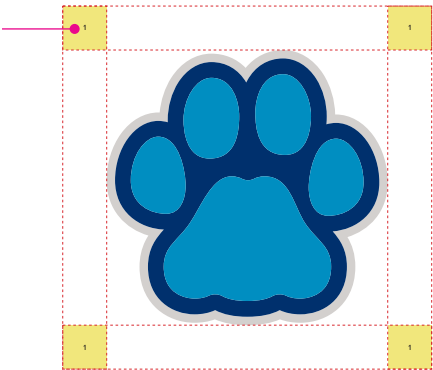




Clear Space + Guidelines



These logo variations still follow the same spacing principles as the logos on the previous pages.



Formats Explained

The following instructions describe when to use the different color and file formats provided in this brand guide.

PANTONE (PMS or SPOT)

The Pantone Matching System is an extensive library of standardized color swatches that ensure consistency in color when working in print. Typically, these logo formats are used in press printing for large quantity print runs where exact color matching is needed.

When working with a printer or vendor, they may specifically request your unique Pantone colors or Pantone logo files. This format is not meant for use in digital applications or on the web.

CMYK

The CMYK color format is used when working in print. This format is typically used in digital printing for small quantity print runs, or where specific color matching is not needed. This format is not meant for use in digital applications or on the web.

RGB & HEX

RGB and HEX color values are used for display on the web and in digital applications. This format is not meant for use in print applications.

EPS

The file format .EPS is what is known as a vector graphic. This file type is only used for design and printing purposes and may be requested when working with a printer or vendor. Designers, printers, and vendors can open and edit this file type using specialized design software.

PNG

The file format .PNG can be used and opened universally by any user. It is meant for use on the web, and in digital applications.