



**NORTH SEATTLE COLLEGE**  
*One of the Seattle Colleges*

**Brand Guide**

# Seattle Colleges 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

The Seattle Colleges will provide excellent, accessible educational opportunities to prepare our students for a challenging future.

# Positioning

## OUR POSITION:

THE NEW AMERICAN DREAM STARTS HERE

## WHAT ARE WE?

The Seattle Colleges 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. The Seattle Colleges 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.

The Seattle Colleges 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—the Seattle Colleges 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.

## DIRECTED

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

## INCLUSIVE

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

## DYNAMIC

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

## UPLIFTING

This is a time and place of possibility.

## 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 four primary colleges (North, Central, South and SVI), 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 four colleges within the district and each college logo is clearly endorsed by the district as one of the Seattle Colleges.

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. Each logo carries endorsement from the district through the tag, "One of The Seattle Colleges."



## 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 14 and 15)

# 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 five official versions of the logo that provide solutions for a variety of different creative formats and layout.

Both the stacked and horizontal versions of the logo can be displayed in a left aligned format or center aligned format.



## Horizontal logos

There are two variations of the horizontal logo – left aligned and centered. These variations provide creative options to be used in different designs, formats and layouts.

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## Stacked logos

There are three variations of the stacked logo – two left aligned and one centered. These variations provide an additional set of creative options to be used in different designs, formats and layouts.

## 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 logo suite consists of five primary versions of the logo. All logo versions are available in three color options—black, two color, and reversed. The color versions of the logo should be used whenever possible.



NOTE: Official uses allow both the official logos to be reversed (white) on black and Pantone 640 C backgrounds.

## The Reversed Logo

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.



1.5"



1.25"



1"



1"

## 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.

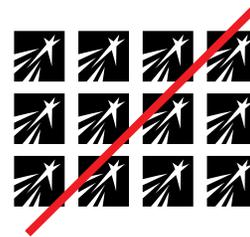
## Incorrect Usage



Do not distort (stretch or condense) the logo.



Do not change the color scheme.



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



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.

## Location Identifiers and Department Signatures

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.

The system allows satellite locations and individual units to construct their own logo by determining the contents of a primary and secondary fields along with the college logo. The flexibility of this system provides locations and units an opportunity to customize information according to their specific needs or that of their target audience.

The location identifier and department signature must include the college logo and wordmark as prescribed in these guidelines.

To ensure the integrity of department signatures, units 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 and color (in color versions only). The district endorser should also be used if there is not a tertiary identifier being used.



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## Tertiary identifier

On occasion, colleges may deem it appropriate to identify a program or department within the system. When this is the case, the tertiary identifier should replace the district identifier. 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

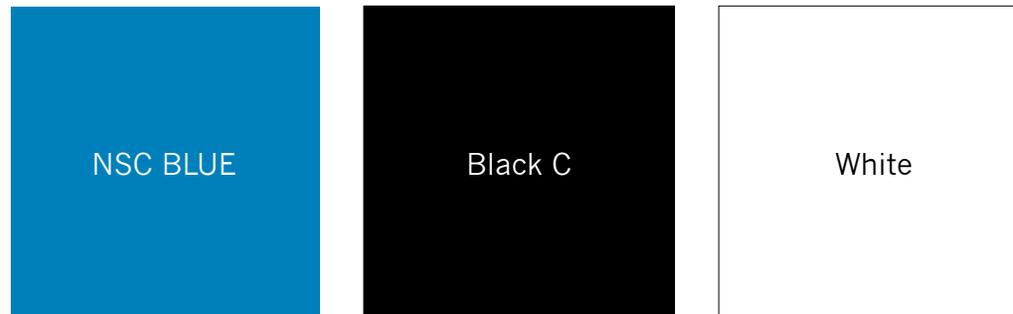
A full suite of variations and application of the college logo using location and tertiary identifiers has been provided within the logo file system. Please refer to the templates for specifics regarding fonts, spacing, and guidelines.

# Primary Color Palette

The official primary colors of the Seattle Colleges are PMS 640 C and white. These colors are reflected in the logo and any other official document produced for the Seattle Colleges.

## Print Colors

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



PANTONE Color	Process Formula	RGB Formula	Hex Number
<b>PMS 640 C</b>	<b>C 100 / M 10 / Y 3 / K 16</b>	<b>R 0 / G 143 / B 197</b>	<b>#008FC5</b>
<b>White</b>	<b>C 0 / M 0 / Y 0 / K 0</b>	<b>R 256 / G 256 / B 256</b>	<b>FFFFFF</b>

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, Myriad Pro is the preferred and official font for the Seattle Colleges. 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*

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz1234567890***

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Myriad Pro | Regular

Use for special uses in printed materials for headlines and body copy.

Myriad Pro | Bold

Use to create emphasis for special uses in printed materials such as 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*

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#### Minion Pro | Regular

Use as the secondary brand font for both body text and headlines in printed materials.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz1234567890*

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#### 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.



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