

SCTCC

BRAND STANDARDS

2013 | Logo Guidelines | Typography | Color Palette | Tone and Manner | Grid | Business System | Signage | Signature



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BRAND PORTFOLIO

Brand Promise

St. Cloud Technical & Community College has been a regional treasure since 1948. Founded as the second technical college in the state, SCTCC has committed to meeting the needs of our community through programs of study that closely match the types of jobs available in the area. Our brand promise is to be the college of choice for quality career, technical and transferable education, focused on highly-skilled employment and life-long learning opportunities.

Brand Attributes

Much like people, organizations have personalities. The words that others associate with an organization comprise the brand's personality attributes. Brand attributes are assigned when individuals experience the College. Their experience is shaped by the environment, the services, engagement opportunities, the technology, interaction with students, faculty, and staff as well as the quality of the end product (an education, partnerships, passion for lifelong learning, etc.).

SCTCC's most recent brand focus groups in 2010 identified our attributes with these words most commonly used when referring to the College:

Credible

Accessible

Friendly

Caring

Sustaining and building upon these attributes is everyone's responsibility.

Brand Identity

The St. Cloud Technical & Community College brand identity standards are a tool for maintaining a strong, consistent image that continually reinforces our brand attributes. The success of our brand identity depends on consistent application by SCTCC across all communication platforms. We are responsible for implementing these identity standards to help the college achieve the most from each impression it makes. If you have any questions, please contact the communications team.

Thank you for your participation.

Sincerely,

Heidi L. Everett
Director, Communications & Brand
heverett@sctcc.edu
320.308.5937



LOGO GUIDELINES

To ensure a consistent visual identity, it is vital that certain guidelines are followed when using the SCTCC logo.

To ensure the integrity of the logo — all elements must be kept intact, not to be duplicated through typesetting, reconstructed with computer typography or scanned from an original. The only acceptable method of reproduction is from electronic files available from SCTCC administration. The logo may also be reduced or enlarged as needed for visibility endeavors. See page 3 for guidelines on size requirements.

College Name and Tagline

When using the college name in written materials such as letters, forms, surveys, etc. — always use St. Cloud Technical & Community College as first reference and SCTCC for all other references within that section. The College tagline should be used on all covers, letterhead, and signage where legible. The tagline should not be used if the logo is at the minimum size of 30%.

Control Area

The logo must always be surrounded by a generous amount of space — without intrusion of other graphic elements. The recommended amount of space surrounding the logo is equal the the height of St. Cloud Technical & Community top to bottom as shown below — “X space”. The shaded tan area in the illustration below indicates the control area.

RECOMMENDED CONTROL AREA
X = HEIGHT OF
ST. CLOUD TECHNICAL & COMMUNITY
TOP TO BOTTOM IN THE LOGO

MINIMUM CONTROL AREA
HEIGHT OF THE LETTER “S” IN THE LOGO



LOGO GUIDELINES

Acceptable Applications of the SCTCC Logo

The preferred version of the SCTCC logo is the 3-color version — PMS 576 Green, PMS 153, and Black. When it is not possible to display the 3-color version — you may print the logo in 100% black or reverse the logo from a field of color or dark area of an image. A horizontal or vertical version of the logo is also allowed when space does not permit the primary preferred version. Please refer to the examples below for other acceptable options.



LOGO GUIDELINES

Unacceptable Applications of the SCTCC Logo

The St. Cloud Technical & Community College logo is the primary visual brand identifier of SCTCC. Alteration of the logo in any way is not permitted. While an alteration may appear desirable for a particular application, remember that visual recognition is established through consistent use of the logo and other elements of the identity system. Shown below are some examples of unacceptable uses.



DEPARTMENT LOGOS AND SPIRIT MARKS

Additional logo treatments

Programs, departments, and divisions help comprise the overall SCTCC institutional brand. As such, they are subordinate elements of the primary logo and designated with the consistent treatment outlined below.

Spirit marks are traditionally associated with athletic programs. For SCTCC Cyclone Athletics, the cyclone graphic and "SC" are the primary design elements of the spirit mark. These have a unique design that is used in conjunction with and complementary to the SCTCC primary logo.



TYPOGRAPHY

The consistent use of a type style will strengthen and reinforce the impressions that SCTCC makes upon its audiences. Because of the compatibility with the SCTCC logo and legibility, the recommended typefaces to be used in the college's print materials are:

SERIF: Adobe® Garamond Pro

SANS SERIF: Adobe® Myriad

Primary Support Type

Adobe Garamond Pro	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Adobe Garamond Pro Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Adobe Garamond Pro Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Adobe Garamond Pro Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Myriad Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
<i>Myriad Pro Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890</i>
Myriad Pro Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Substitute Support Type for PPT, Letters and Office Communication

Calibri	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
---------	--------------------------------------------------------------------

Support Type for Web

font-family: Lucida Grande



COLOR USAGE & PALETTE

The color palette is a defined set of colors that are allowable for use within the SCTCC communications materials. A significant factor in the success of the college's unified identity is adherence to its color palette. The College Primary Colors consists of Pantone® colors PMS 576 Green, PMS 153, and Black.

The Secondary Palette complements the college primary colors and gives variety to the overall image. All colors may be used as percentage tints, further expanding the range of colors with the exception of PMS 484.



College Primary Colors



PMS 576



PMS 153



Black



PMS 8941 METALLIC

Use only for Administration business system and other special needs as approved by marketing.

Secondary Palette



PMS 484



Warm Grey 8



Warm Grey 1



PMS 144



PMS 143



PMS 583



PMS 659



PMS 617

CMYK for PMS metallic 8941 = S 54-3

c = 10

m = 60

y = 80

k = 15

The colors shown on this page and throughout this guide are not intended to match the Pantone® standard. Please consult current editions of Pantone® color publications for color standards and color accuracy.



TONE & MANNER OF IMAGERY

Photographs add visual expression and interest to SCTCC communications. All images must be of professional presentation. Photos that portray diversity and engaged learning are suggested for brochure covers. Images pulled from the internet are not accepted due to low-res print quality and copyright infringement laws. To add interest to the photos, try close cropping or use photos with extreme perspective for visual interest.

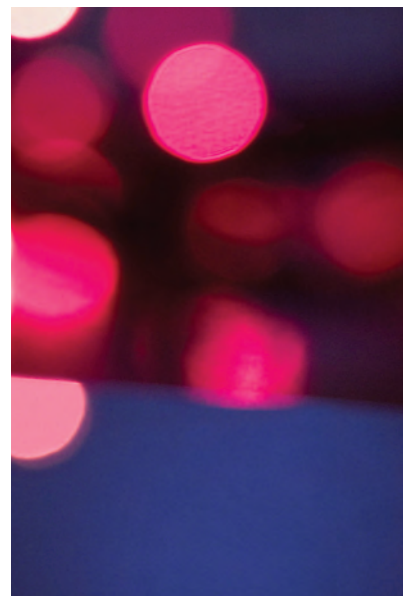
File Formats and Photo Requirements

JPG — for email, web and PPT applications. Since this format reproduces the image in dots — the logo will become blurry if enlarged too much.

TIFF — for all photo images used in print. All photos for printing need to be a high resolution and 300 dpi CMYK.

EPS — for large format printing. Use the EPS file for large format printing such as banners, billboards and signage. EPS can also be used for collateral print.

GIF — to be used for websites. These images are extremely low resolution and will not print sharp. GIF images should be used for website only.



BUSINESS SYSTEM

Letterhead

Paper:
70# text

Size:
8.5" x 11"

Margins:
Top: 1"
Bottom: 1"
Left: .5"
Right 0.5"

1 1540 Northway Drive |
St. Cloud, MN 56303-1240 |
T: 320.308.5000 or 800.222.1009 |
www.sctcc.edu

2 St. Cloud Technical and Community
College is accredited by the Higher
Learning Commission of the North
Central Association of Colleges and
Schools.
St. Cloud Technical and Community
College is a member of the
Minnesota State Colleges and
Universities system.

ADA Accessible Facility • Affirmative
Action/Equal Opportunity Educator
and Employer



2 St. Cloud Technical and Community College is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools.
St. Cloud Technical and Community College is a member of the Minnesota State Colleges and Universities system.
ADA Accessible Facility • Affirmative Action/Equal Opportunity Educator and Employer



BUSINESS SYSTEM

Additional Stationery Periodically, a complementary business system will be designed for entities that are legally separate or entirely funded through an external source, yet their business purpose is to support some aspect of the College. See examples below.

Foundation

The Foundation is a distinct 501(c)3 that exists to cultivate relationships and secure resources for strategic initiatives of the College.



TRiO

TRiO is federally funded and serves first-generation, income eligible students and students with disabilities who are enrolled at SCTCC as degree-seeking students.



BUSINESS SYSTEM

Business Card

SCTCC business cards have been designed to be visually consistent with the college letterhead and envelope. The standard format is shown below.

Paper

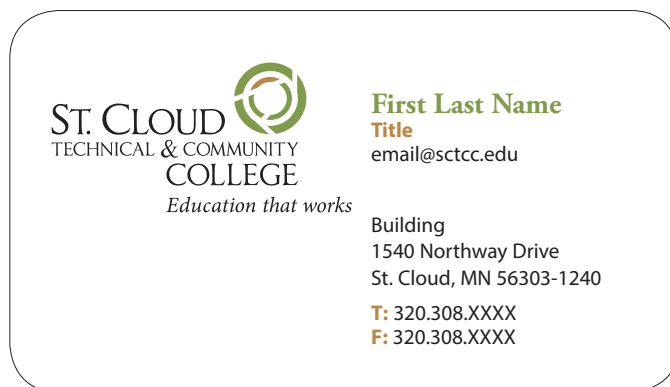
Card Stock - Extra Heavy
Rounded Corners - .25"

Size

3.5"x2"
Full bleed back only

Front

Name - Adobe Garamond Pro Bold 11pt
Title - Myriad Pro Bold 8pt
Address & contact info - Myriad Pro Regular 8pt



BUSINESS SYSTEM

#10 Envelope

Shown below is the standard #10 envelope with logo and address placement.

Size:

Final fold size 9.5" x 4.125"

Address:

Adobe Garamond Pro Regular 8pt
Align as shown with the "C" in COLLEGE
and one "S" space below.

Margin

0.5



BUSINESS SYSTEM

Power Point

PowerPoint templates are available for internal and external presentations. These branded templates provide a unified, professional look that celebrates and reinforces the SCTCC brand.

Title:

38 pt Myriad Pro

Subtitle:

20 pt Garamond

Copy Level 1:

32 pt Myriad Pro

Copy Level 2:

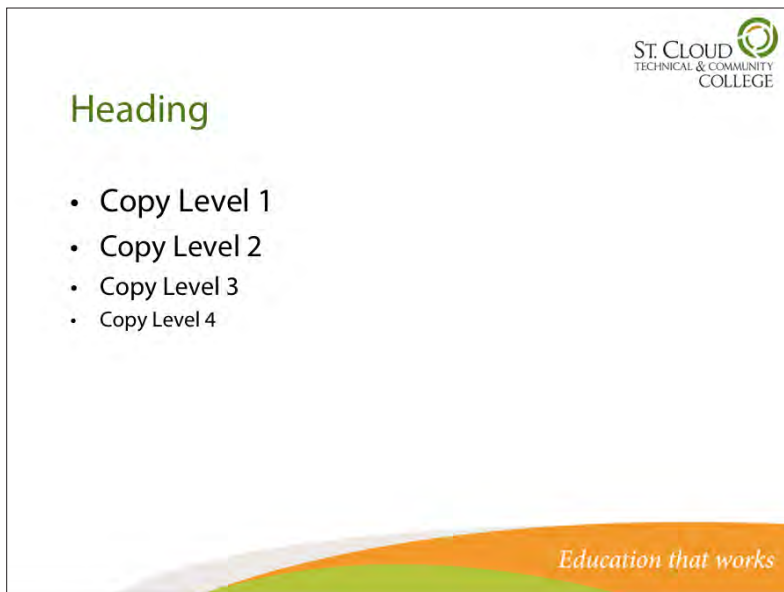
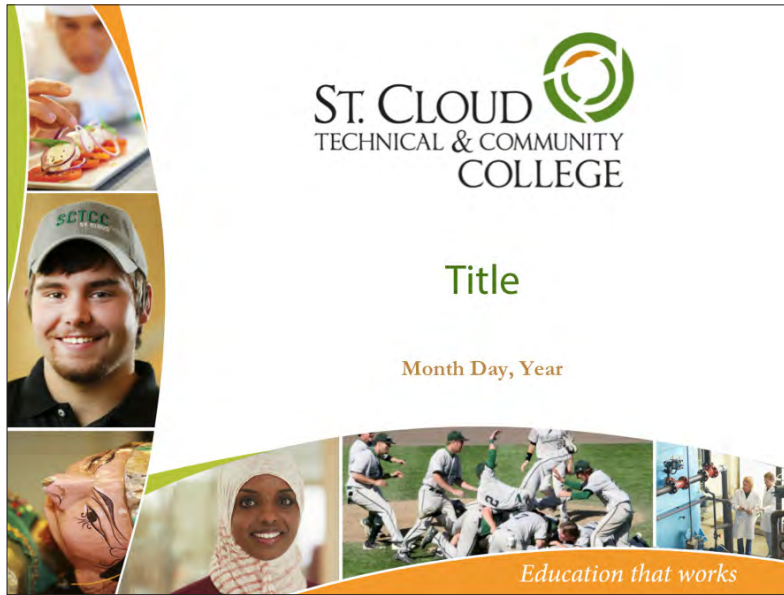
28 pt Myriad Pro

Copy Level 3:

24 pt Myriad Pro

Copy Level 4:

20 pt Myriad Pro



DESIGN ELEMENTS

Tagline

SCTCC's tagline is *Education that works*. The tagline serves as an optional design element that is formatted in the specific typeface outlined below. *Education that works* is a unique selling feature of our college that has several meanings. *Education that works* means our graduates find meaningful work in their chosen field; this is backed by a more than 90% placement rate each year. *Education that works* means we strive to provide educational options that work for our students' stages of life; these options include on-campus and online courses, early morning, weekend or evening courses, as well as hands-on and high-tech learning environments with cutting edge tools and equipment. *Education that works* also affirms our long-standing commitment to meeting the workforce needs of our region; since 1948, we've provided credit-based and continuing education options that anticipate and exceed trends in healthcare, business and information technology, manufacturing, construction, transportation, and more.

Front

Adobe Garamond Pro
Bold Italic



DESIGN ELEMENTS

Swoops

SCTCC utilizes “swoops” as an optional design element. These swoops represent the fluid nature of fulfilling our mission in an ever-changing landscape. The swoops reinforce the fun in our brand attributes as well as the attributes of being friendly and caring (as opposed to having a rigid structure).

HANDS-ON learning

97% JOB placement

close to HOME

high TECH

2-Year tuition FREEZE! (2013-2014 & 2014-2015)

90+ Programs

Accounting Careers • Administrative Support Careers • Advertising Communication and Design
Architectural Construction Technology • AS Health Broadfield • Associate in Arts Degree
Auto Body Collision Technology • Automotive Service Technician • Business Management
Biomedical Equipment Technician • Cardiovascular Technology • Carpentry
Center for Manufacturing and Applied Engineering • Child Adult Care & Education • Computer Programming
Culinary Arts • Dental Assistant • Dental Hygienist • Electrical Construction Technology
Energy & Electronics • Nuclear • Instrumentation & Process Control • Robotics & Automation
Farm Management • Finance and Credit • Health Data Specialist • Health Information Technology
Heating, Air Conditioning & Refrigeration • Information Technology Infrastructure
Land Surveying/Civil Engineering • Legal Support Careers
Machine Tool • CNC Machinist • Advanced CNC/CAM • CNC Mold Maker/CAM Machinist
Mechatronics • Mechanical Design & Manufacturing Technology • Reverse Engineering & Rapid Prototyping
Medium/Heavy Truck Technician • Minnesota Transfer Curriculum • Nursing Assistant (Certified)
Nursing (Registered) • Paramedicine • Plumbing • Practical Nursing (Licensed) • Sales and Management • Sonography
Surgical Technology • Water Environment Technologies • Welding/Fabrication

We'll be here to talk to you:

ST. CLOUD TECHNICAL & COMMUNITY COLLEGE
320.308.5000 or 800.222.1009 www.sctcc.edu

In: St. Cloud Technical & Community College is a member of the Minnesota State Colleges & Universities system and is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools.

ST. CLOUD TECHNICAL & COMMUNITY COLLEGE

Education that works

FACT BOOK
Updated June 2013

ST. CLOUD TECHNICAL & COMMUNITY COLLEGE

ST. CLOUD TECHNICAL & COMMUNITY COLLEGE
Education that works

Cardiovascular Technologist

Accredited by the Commission on Accreditation of Allied Health Educational Programs (CAAHEP)



GALLERY

Brochures

flat
two-sided

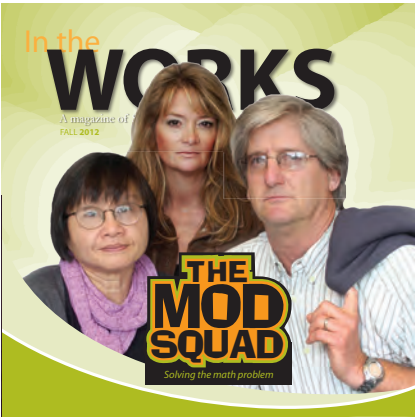
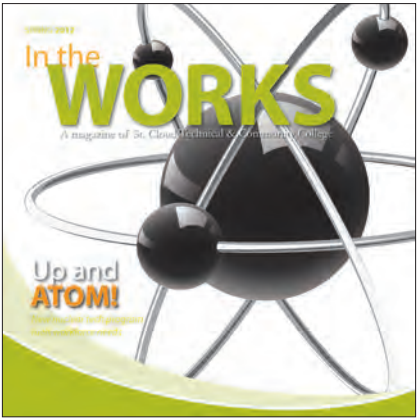


flat
two-fold
two-sided



tri-fold
two-sided





patience with the process, Jason admits with a laugh. "I have some dishes that have been in the works for years that I want to put on the menu because they're so good," he says. "They're just recipes I've been cooking."

What's not quite done? "I want the dish to appeal to all the senses: taste, smell, sight, touch, and taste. I want people going 'wow!'" he says. "They'll be like, 'that's not my usual thing.' So, how does he know when it's done? 'It's a feeling!'"

Jason also thinks about nature, versus nature, especially with his kids (ages 9 and 12). While the other kids like to "explore, explore, explore," both are off the traditional chicken-soup-and-chicken-kind of food. They did help create a better meal and chose offered at Bello Cucina because "they do have that balance."

Finally, he thinks about balance.

Being a chef – and a restaurant owner – wasn't exactly in his plan. Jason wanted out of the military, but an ankle injury ended that after a year. When he went to college, "Computers were big, and the Internet was just starting out," he says. "I thought for sure that was the direction I was headed."

Instead, Jason graduated from SCTCC in 1992 with a culinary arts degree and the graduate school program he pursued working for Bello Cucina. He then worked at SCTCC, providing the foundation for his own business, Bello Cucina, which he founded in 1998 at St. Cloud Technical & Community College.

CONTINUED ON PAGE 15

Bello Cucina
JASON MUELLER
Executive Chef & Owner

Culinary Arts Degrees
St. Cloud Technical & Community College
Johnston-Walker University, Rhine Island

locations
MORRIS
FERGUS FALLS
SAINT JOSEPH

80
STAFF
Members

When you Go

- 1. RESERVATIONS**
[It's a great idea]
Thursday, Friday & Saturday nights.
- 2. CALL AND CHECK.**
If you're thinking Bello Cucina, would be the perfect holiday meal. The restaurant is closed on some holidays, so employees can be with their families, too.
- 3. DIVERSE MENU.**
[This means, once it's time to stop often and try something new.]
- 4. ENJOY!**

Bello Cucina

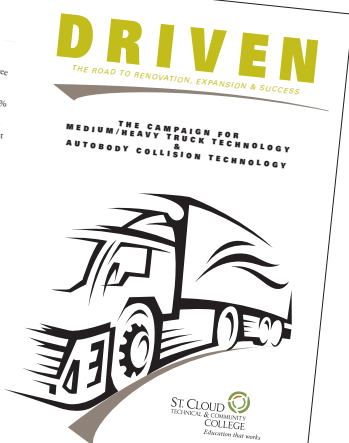
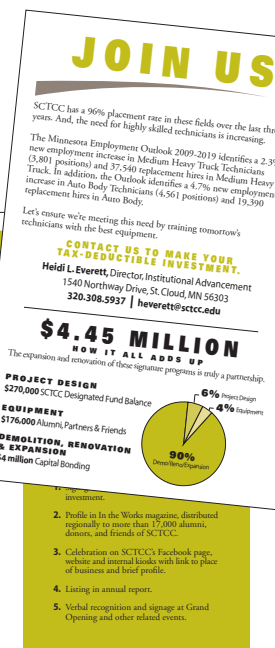
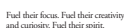
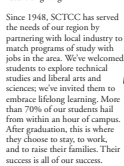
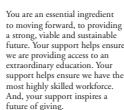
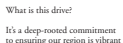
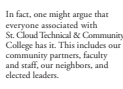
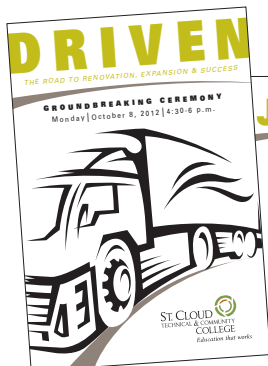


GALLERY

Events

Special event collateral does not adhere to strict brand standards; however, collateral must complement the standards and celebrate the SCTCC brand attributes of being credible, accessible, friendly, caring and fun.





Special event posters adhere to the same design principles of special event collateral. Posters that support key college activities (like recruitment) adhere to brand standards and complement the family of branded materials.



SCTCC Presents

CULTURAL FRIDAYS

2 to 3 P.M. EASTVIEW Commons

Explore the treasures of our world through the eyes of our travelers. Learn about the people, the landscape, and special events. Hear first-hand accounts of time well spent ... somewhere else.

JANUARY 25
Diversity in Iraq
YASAR ALJABASEE

FEBRUARY 22
Tiananmen - not so peaceful
PATRICK DUNHAM

MARCH 22
**From Iron Chef to Ichiro:
Japanese Influence on American
Popular Culture**
NATHAN JACOBSON

APRIL 19
Music of Hawaii
COLLEEN AND KAHAKUALI KAIMIAKALAI

For more information
CONTACT: MARY KANTZKE
PHONE: 320-308-5215 E-MAIL: vkapitzke@sctcc.edu

ST. CLOUD
TECHNICAL & COMMUNITY COLLEGE

ASL interpreting services will be provided. For other services please contact (202)308-5998.

Film Festival *on* *aging*

USING FILM TO PROMOTE QUALITY CARE OF MINNESOTA'S DIVERSE AGING POPULATION

WEDNESDAY, APRIL 11, 2012 • 8:15 a.m. – 3:30 p.m.

WWW.SCTCD.EDU/FILMFESTIVAL

CALL 320-308-5007 to *Register by* APRIL 1, 2012



**SESSION 1
SENSE DRIVERS: WHEN TO
GIVE UP DRIVING PRIVILEGES**
Old People Thinking chronicles the adventures of 96-year-old Milton and 99-year-old Esther as they continue the call of their driving years.

Love & Car: Transplantation at 80 is about self autonomy, mobility for senior drivers and transition to alternative modes of transportation.

Through stories and a review of the latest safety research, the film sheds some of the myths about older drivers and shows how easy it may be that many will realize their ability to drive safely.



**SESSION 2
EQUAL AND QUALITY
SERVICE FOR ALL**
Old People at the Wheel with the story of Lorraine Bates. Born in 1918, she kept her wonder years for 80 years. When she started the campaign to be recognized as 100 in 2007, she on the large stage and challenged us as well. Is the right to live, experience and hold as someone born and to be considered better since the story appeared, or is it a new social, living one of the fact that nothing was only in a ride!

A fact-finding discussion will look at the impact of cultural diversity of professional health care workers.



**SESSION 3
ECHOES FROM THE PAST**
Alzheimer's and African American Elders of the two books or the high incidence of Alzheimer's in the African American community is as documents the Institute, first hand experience of several families providing care for a loved one.

Based on information from health professionals, the follow-up discussion focuses on the diagnosis and treatment of Alzheimer's, genetic diseases, caregiver concerns, and financial issues.



**SESSION 4
ENCORE PERFORMANCE:
THE NEXT CHAPTER**
The Summer Circle 1966-2010 This film, like the book *Remember* on, gives back and redemptive optimism for people whose experience for community contributions should through civic leadership, volunteerism and new work adventures.

A panel of local community leaders and businesses will have insights on what returns are or live on in Grand Minnesotans.

St. Cloud, MN | **530** Healthcare Professionals
TBA | **425** Seniors/caregivers/college community

FREE INCLUDES: certificates of completion, course materials, coffee, water, light snacks. **Lunch** on own.

Continuing Education Units | Certificates of attendance provided for a maximum of 6 CEU/BAHIA approval for 5.5 clock hours. Approval pending from BCNE. Participants are responsible for determining if this educational program meets their continuing education requirements.



St. Cloud COMMUNITY COLLEGE
Education that works



Whitney Senior Center
Enrichment for the Third Age.



Tubman



LUTHERAN COMMUNITY SERVICES
Senior Services

THE EARTH
and **YOU**

Celebrate Earth Week!

APRIL 22 - 26

Learn how your actions and attitudes
have long-term impacts on our greatest
precious resource – Earth.

MONDAY Earth Day, the Environment, and You!
TUESDAY BIG(Eco)FOOT: Reducing Your Footprint
WEDNESDAY Think Before You Toss
THURSDAY Go Green! Go Garden! Go Local!
FRIDAY Trees and Trash - Get Involved

Join us for information and activities outside the Commons

Sponsored by **projectgreen**



HANDS-ON
learning

90%
JOB
placement

close to
HOME



high
TECH



2-Year
tuition
FREEZE!

(2013-2014 & 2014-2015)

90+
Programs

Accounting Careers • Administrative Support Careers • Advertising Communication and Design
Architectural Construction Technology • A5 Health Broadfield • Associate in Arts Degree
Auto Body Collision Technology • Automotive Service Technician • Business Management
Biomedical Equipment Technician • Cardiovascular Technology • Carpentry
Center for Manufacturing and Applied Engineering • Child Adult Care & Education • Computer Programming
Culinary Arts • Dental Assistant • Dental Hygienist • Electrical Construction Technology
Electronics • Nuclear • Instrumentation and Process Control • Robotics & Automation
Farm Management • Finance and Credit • Health Data Specialist • Health Information Technology
Heating, Air Conditioning & Refrigeration • Information Technology Infrastructure
Land Surveying/Civil Engineering • Legal Support Careers
Machine Tool • CNC Machinist • Advanced CNC CAM • CNC Mold Maker/CAM Machinist
Mechatronics • Mechanical Design & Manufacturing Technology • Reverse Engineering & Rapid Prototyping
Medium/Heavy Truck Technician • Minnesota Transfer Curriculum • Nursing Assistant (Certified)
Nursing Registered • Paramedicine • Plumbing • Practical Nursing Licensed • Sales and Management • Sonography
Surgical Technology • Water Environment Technologies • Welding/Fabrication

We'll be here to talk to you:



ST. CLOUD
TECHNICAL & COMMUNITY COLLEGE

320.308.2000 or 800.222.1009 www.stctcc.edu

St. Cloud Technical & Community College is a member of the Minnesota State Colleges and Universities System.