

BRAND STANDARDS
2023



ST. CLOUD 
TECHNICAL & COMMUNITY COLLEGE

A member of Minnesota State

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INTRODUCTION



ST. CLOUD TECHNICAL & COMMUNITY COLLEGE

St. Cloud Technical & Community College is a hub for higher education in Central Minnesota, connecting the region's students, employers, and other institutions of higher learning to the community and local economy.

SCTCC offers more than 40 majors with 90+ certificate, diploma, and degree options for its 4,000+ students enrolled each year. Each of the career and technical education programs maintains relationships with advisory boards, ensuring curriculum is tied with employer needs. SCTCC's industry partners support the college with scholarships, equipment, and monetary donations, internships, and other forms of support.

Our brand promise is to be the college of choice for quality career, technical, and transferable education for equitable participation in our society, economy, and democracy.

MARKETING & COMMUNICATIONS TEAM

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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 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 Marketing and Communications team.

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 experiences are shaped by the environment, services, engagement opportunities, technology, and interactions with students, faculty, and staff, as well as the quality of the end product (an education, partnerships, passion for lifelong learning, etc.).

In interviews with students, a few key attributes are consistently mentioned:

- **FRIENDLY**
- **HELPFUL**
- **AFFORDABLE**
- **CLOSE TO HOME**
- **SMALL CLASS SIZES**
- **FLEXIBLE**
- **SUPPORTIVE**

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

To ensure a consistent identity, certain guidelines should be followed when using the SCTCC name and logo. All elements of the logo 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 the SCTCC Marketing Department. The logo may also be reduced or enlarged as needed for visibility.

COLLEGE NAME

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. Please use the ampersand (&) in the name, not the word “and.”

COLLEGE LOGO

To comply with Minnesota State brand guidelines, SCTCC has added the system office text identifier (*A member of Minnesota State*) to most uses of the college logo.

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 height of St. Cloud top to bottom as shown below with the brackets. The gray area in the logo below indicates the control area.

We understand that in some applications, it’s necessary to have less white space. Please consult with Marketing if you have questions on logo use.



Minnesota State has brand standards as to how to use the system office logo with the college logo.

To make most of our communications and marketing efforts easier, we've included the text identifier "A member of Minnesota State" on the SCTCC logo. Below is the system office's matrix as to how to use the combination of logos.



A member of Minnesota State

We encourage you to contact Marketing if you have any questions or want to know more on the system office branding.

[Download the Minnesota State Brand Guide](#)

This is a co-branding overview for college and university brands when used with the Minnesota State brand. More details follow in this section.

Medium	Logo	Option 1 Logo with Identifier	Option 2 Text-Only Identifier	Banner Icon (Logo Mark)	Seal	Corresponding Procedure 3.23.1
Publications		Required	Encouraged			Subpart B
Advertising and marketing materials	Required*	Required*	Required*			Subpart C
Website		Required	Encouraged			Subpart D
Entrance/monument signs	Required		Required			Subpart E
Campus construction project signs		Required				Subpart F
Letterhead, envelopes, and note cards			Required			Subpart G
Diplomas			Required		Encouraged	Subpart H
Merchandise				Encouraged		Subpart I

See procedures on the following pages

* option to link to a landing page with Minnesota State logo and/or text identifier

ACCEPTABLE USE OF THE SCTCC LOGO

Vertical

PMS 576
PMS 153
Black



Black



PMS 576
PMS 153
White



White



Horizontal

PMS 576, PMS 153, Black



PMS 576, PMS 153, White



Black



White



ACCEPTABLE USE OF THE SCTCC LOGO

The preferred version of the SCTCC logo is the 3-color version — PMS 576 Green, PMS 153 Orange, 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 for all acceptable options.

Preferred Version: PMS 576, PMS 153, Black



A member of Minnesota State

Alternate Version: PMS 576, PMS 153, white



A member of Minnesota State

Alternate Version: 100% Black



A member of Minnesota State

Alternate Version: white reversed



A member of Minnesota State

UNACCEPTABLE USE OF THE SCTCC LOGO

The St. Cloud Technical & Community College logo is the primary visual brand identifier of SCTCC.

Alteration of the entire 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.

Some examples of unacceptable uses are provided for you. If you have any questions on acceptable use of the logo, please contact Marketing.

Unacceptable Version: wrong fonts



Unacceptable Version: low contrast background



Unacceptable Version: stretched to fit



Unacceptable Version: wrong color



When scaling a photo, hold down shift to keep proportions! White space is always preferable to a skewed photo.

Cyclones Athletics has their own logo to use when applicable. The Cyclones logo is not to replace the SCTCC logo except when used for Athletics or specific Campus Life events.

**ST. CLOUD TECHNICAL
& COMMUNITY COLLEGE**



GO CYCLONES!

Athletics has separate fonts and colors used for its branding, which will be addressed in the font and color sections of this guide. You may use them when appropriate.

If you want to use the Cyclones logo and branding in a way that doesn't involve Athletics, please contact either the Marketing office or Athletics at 320-308-5009 or nhiestand@sctcc.edu.

Cyclones Brand Promise

Our extraordinary educational community stands apart, and pride in Cyclones Athletics is a big reason why. SCTCC's teams bring students, fans, faculty and athletes together to generate campus energy.

For everyone involved, Cyclones Athletics sets a lifetime of achievement in motion and

[Download the Cyclones Brand Guide](#)

DEPARTMENT LOGOS AND SPIRIT MARKS

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



Please do not insert any graphic elements in place of or on top of the college logo unless it's in addition to the college and used as a graphical element. The logo's original design and colors should be maintained.

If you have questions about club or department logo creation or use, please [contact Marketing](#).

APPAREL AND GIVEAWAY ITEMS

If you are ordering apparel or giveaways items, the college name needs to be included on the item. This can be either the **whole college name** or the acronym: **SCTCC**. You may also include the college logo as long as its original design is maintained. Vendors can find an EPS version of our logo for download at sctcc.edu/media.

If you are ordering these items, you will need to have your design approved by Marketing. We can also help design the items if you so wish. [Contact Marketing](#) if you'd like help designing a shirt or giveaway item.

The consistent use of a type style in communications will strengthen and reinforce the impressions that SCTCC makes upon its audiences. The recommended typefaces to be used in the college’s print materials are:

Adobe Fonts
(license required)

Gira Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Gira Sans Regular
Gira Sans Italic
Gira Sans Bold
Gira Sans Bold Italic

[Activate Gira Sans](#)

STRATOS (USE ALL CAPS)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Stratos Regular
Stratos Italic
Stratos Bold
Stratos Bold Italic

[Activate Stratos](#)

Google Fonts
(no license required)

Arimo

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Arimo Regular
Arimo Italic
Arimo Bold
Arimo Bold Italic

[Download Arimo](#)

VAZIRMATN (USE ALLCAPS)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

VAZIRMATN REGULAR
VAZIRMATN BOLD
VAZIRMATN BLACK

[Download Vazirmatn](#)

ALTERNATE FONTS FOR PPT, LETTERS, AND OFFICE COMMUNICATION

Garamond

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

WEBSITE FONTS

Adobe Fonts
(license required)

Gira Sans

AaBbCcDdEeFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Gira Sans Regular
Gira Sans Italic
Gira Sans Bold
Gira Sans Bold Italic

[Activate Gira](#)

STRATOS (USE ALL CAPS)

AaBbCcDdEeFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Stratos Regular
Stratos Italic
Stratos Bold
Stratos Bold Italic

[Activate Stra-](#)

CYCLONES ATHLETICS FONTS

HEROIC (All caps recommended)

AaBbCcDdEeFfGgHhIiJjKkLmMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Heroic Bold
Heroic Bold Oblique (Italic)
Heroic Black
Heroic Black Italic

Heroic is a purchased font. If you would like to use it, please request your materials through Marketing or Athletics.

NORWESTER

AABBCcDDEEFFGGHHIIJJKKLMM
NNOOppQqRRSSTTUUVvWwXxYYZZ

NORWESTER REGULAR

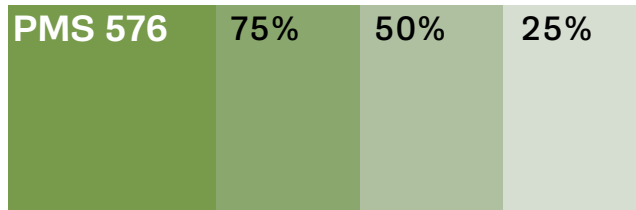
[Download Norwester](#)

The college color palette is a defined set of colors for use within the SCTCC communications materials. A consistent use of brand colors will increase our visual identity, make us stand out and be instantly recognizable to the world. The college's logo consists of Pantone® colors PMS 576 Green, PMS 153 Orange, and Black.

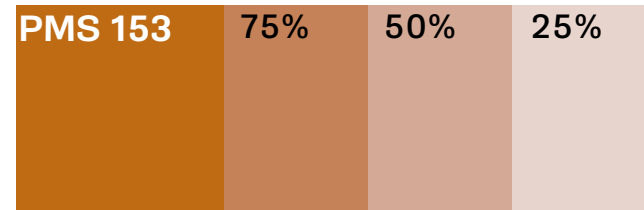
The secondary palette (next page) complements the college primary colors and gives variety to the overall image. All colors may be used as percentage tints, further expanding the range of colors.

You might be tempted to use all of our colors at once, but too many colors can be distracting and take away from your overall message. Keeping color combinations simple makes it easier for viewers to understand your content and conveys a stronger message. Primary colors will always be represented in the logo, which is necessary on all college communications.

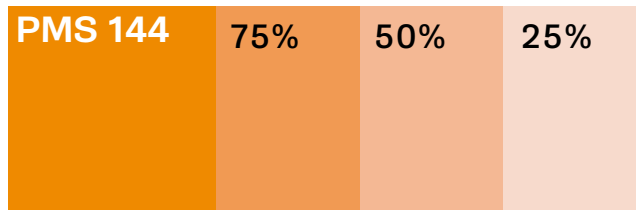
COLLEGE PRIMARY



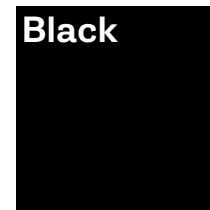
RGB: 122-156-43
CMYK: 58-22-91-4
HEX/Web: #789B4A



RGB: 194-107-17
CMYK: 20-65-100-6
HEX/Web: #C16C29



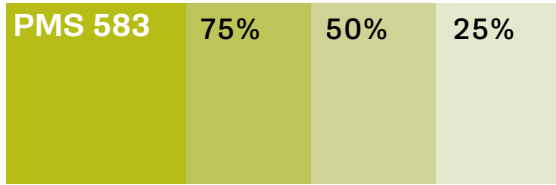
RGB: 243-139-0
CMYK: 2-54-100-1
HEX/Web: #Ed8A20



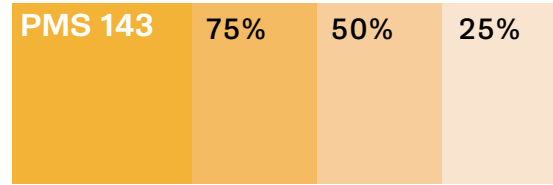
RGB: 0-0-0
CMYK: 0-0-0-100
HEX/Web: #000000

The colors shown on this page and throughout this guide are not intended to match the Pantone® standard. Marketing has a Pantone® book if you need to consult one.

COLLEGE SECONDARY COLORS



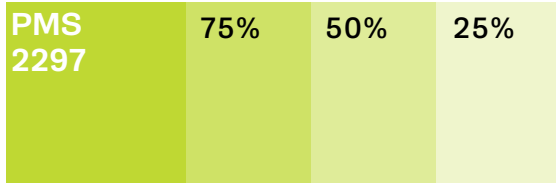
PMS 583 75% 50% 25%
RGB: 186-191-16
CMYK: 32-13-100-1
HEX/Web: #BABF10



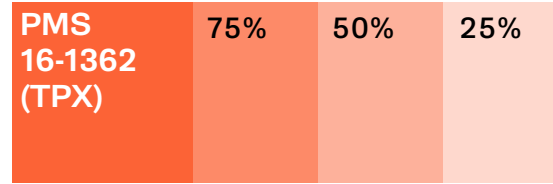
PMS 143 75% 50% 25%
RGB: 247-179-52
CMYK: 2-32-91-0
HEX/Web: #F7B334



PMS 179-7
RGB: 150-151-151
CMYK: 0-0-0-47
HEX: #969797



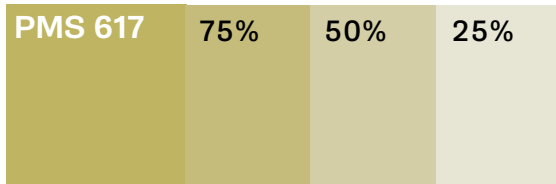
PMS 2297 75% 50% 25%
RGB: 191-216-51
CMYK: 30-0-98-0
HEX: #BFD833



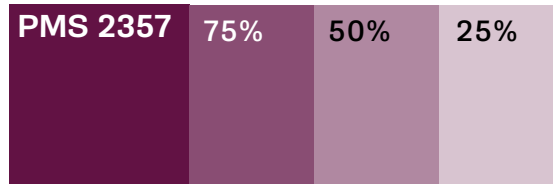
PMS 16-1362 (TPX) 75% 50% 25%
RGB: 252-99-54
CMYK: 0-76-84-0
HEX: #FC6336



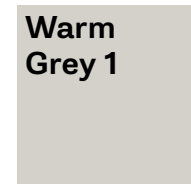
Warm Grey 8
RGB: 142-130-121
CMYK: 45-44-49-7
HEX/Web: #8E8279



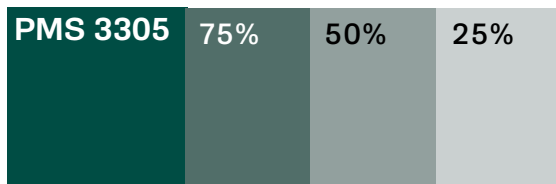
PMS 617 75% 50% 25%
RGB: 194-181-96
CMYK: 27-22-76-1
HEX/Web: #C2B560



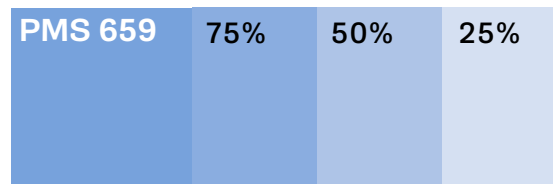
PMS 2357 75% 50% 25%
RGB: 98-18-68
CMYK: 52-100-43-39
HEX: #621244



Warm Grey 1
RGB: 216-209-202
CMYK: 14-14-17-0
HEX/Web: #D8D1CA



PMS 3305 75% 50% 25%
RGB: 0-77-67
CMYK: 93-45-69-42
HEX: #004D43

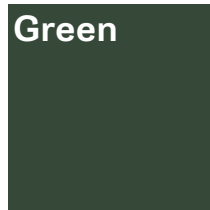


PMS 659 75% 50% 25%
RGB: 124-163-220
CMYK: 51-28-0-0
HEX/Web: #7CA3DC

Sometimes the college uses different colors for different applications. Below are the colors used for the college website, www.sctcc.edu, and Cyclones Athletics. Please only use these colors for the appropriate applications.

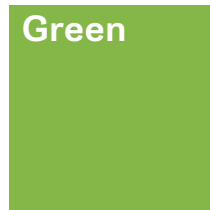
If you have questions on how to use the colors or other branding for the web or athletics, you can

WEBSITE COLORS



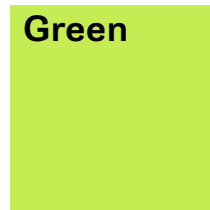
Green

HEX/Web:
#364838



Green

HEX/Web:
#85B748



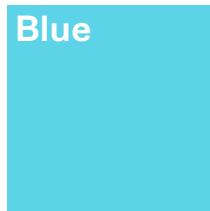
Green

HEX/Web:
#C5ED53



Orange

HEX/Web:
#FA8E1B



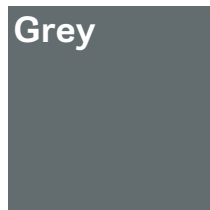
Blue

HEX/Web:
#5DD3E8



Purple

HEX/Web:
#C252DE



Grey

HEX/Web:
#636C6F



Grey

HEX/Web:
#EFF3F4

CYCLONES COLORS



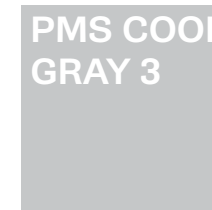
PMS 3305

RGB: 0-78-66
CMYK: 92-25-70-68
HEX/Web: #004342



PMS
GREEN

RGB: 0-171-132
CMYK: 93-0-63-0
HEX/Web: #00AB84



PMS COOL
GRAY 3

RGB: 200-200-200
CMYK: 0-0-0-18
HEX/Web: #C8C9C7

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 internet searches are not accepted due to low-res print quality and copyright infringement laws.** See the “Useful Links” section for a few websites that offer high-quality, copyright-free, free-of-charge images. To add interest to the photos, try close cropping or use

PREFERRED FILE FORMATS & PHOTO REQUIREMENTS

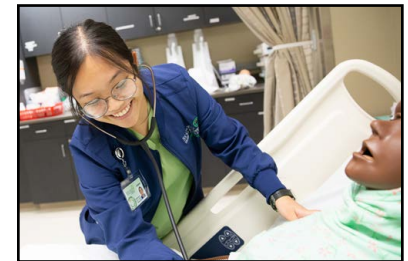
JPG – for email, web and PPT applications. Since this format reproduces the image in dots, the image will become blurry if enlarged too much.

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.

PNG – to be used for websites. Some PNGs will allow a transparent background.

Please visit sctcc.edu/media for limited images available for download. If you need something specific or want different images, please contact Marketing.

Employees on campus can find the Marketing Photo Archive on the Shared Drive under **Campus Shares > Photo Archive**. There are several different photos in that folder that will be of interest, including Program Photos, Campus Events, and Campus Buildings.



LETTERHEAD

PAPER

70# text

SIZE

8.5" x 11"

MARGINS

Top: .50"

Bottom: .50"

Left: .50"

Right: .50"

[Click for the Letterhead Word Template](#)



A member of Minnesota State

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

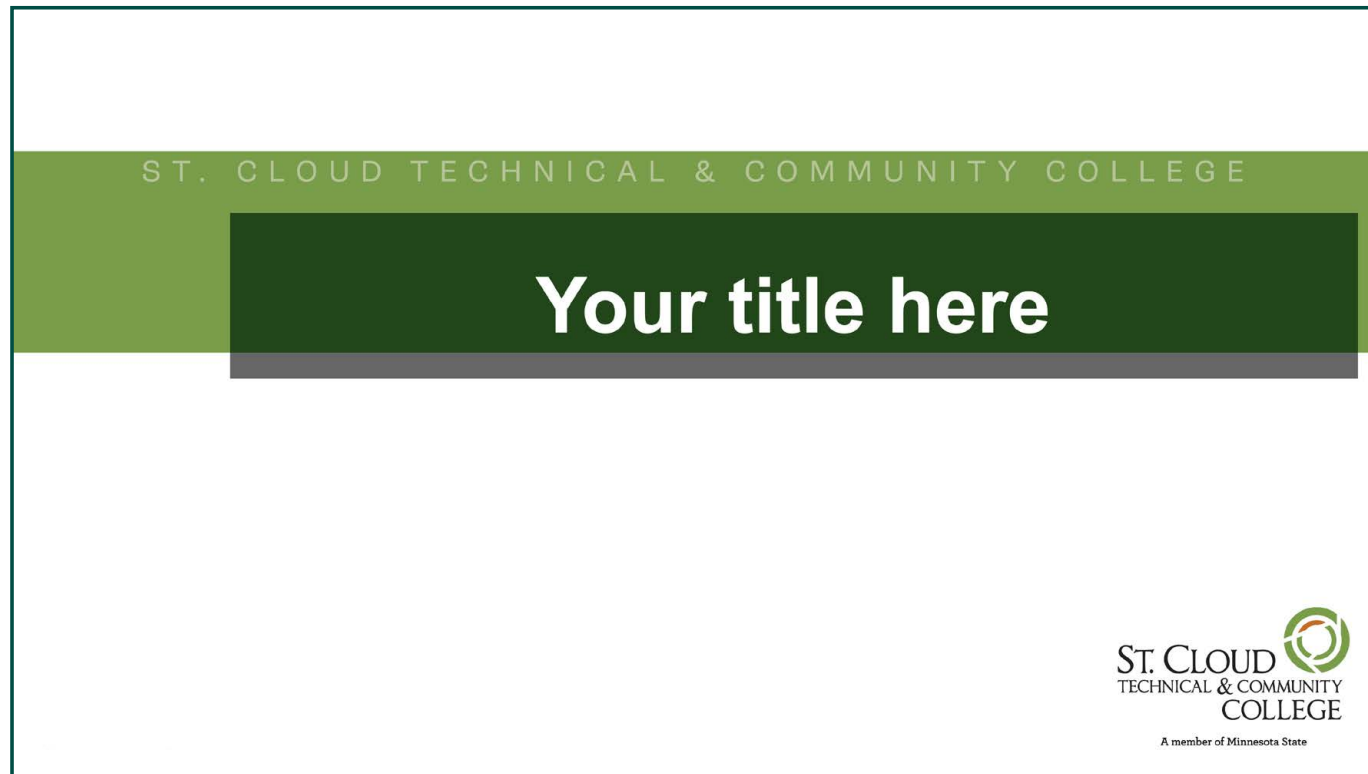
St. Cloud Technical & Community College is a member of Minnesota State and is accredited by the Higher Learning Commission. ADA Accessible Facility. Affirmative Action/Equal Opportunity Education and Employer.

POWERPOINT

PowerPoint templates are available for internal and external presentations.

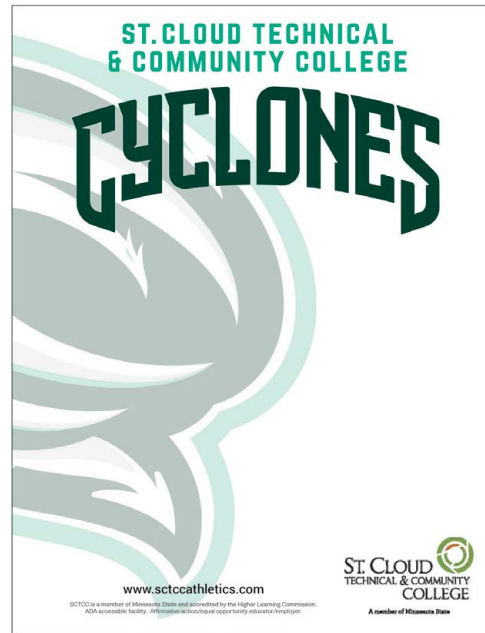
These branded templates provide a unified, professional look that celebrates and reinforces the SCTCC brand.

The Powerpoint template is available for download at sctcc.edu/templates



POSTER TEMPLATES

Poster templates are available in letter and tabloid sizes for you to advertise college-sponsored events. These posters can be hung throughout campus on bulletin boards marked “Campus Happenings.”



These letter-sized templates are available at sctcc.edu/templates

Please [contact Marketing](#) if you need a poster designed specific to your event.

EVENTS

Please [Submit a Marketing Request](#) with all information on your event. We can add it to the website events calendar and post to SCTCC’s social channels.

RECOMMENDED EMAIL SIGNATURE

Email is the most-used form of communication, and an email signature can help make an impact on how people perceive the college.

Email signatures to external recipients using the college name, logo, and tagline is suggested. At the very least, your signature should include the college name in addition to your name and title.

Kate Wallace

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Pronouns: She | Her | Hers



St. Cloud Technical & Community College Mission: *We provide the education, training, and support necessary for equitable participation in our society, economy, and democracy.*

****Confidentiality Notice:** *The information included in this e-mail is intended only for the recipient to whom it is addressed. The message and any attachments may contain confidential information. Any transmission or disclosure of the information by persons other than the intended recipient is prohibited. If you received this information in error, please contact the sender and delete the information immediately.*

[Download a Word document with the recommended email signature and instructions.](#)

SCTCC LINKS

sctcc.edu

sctccathletics.com

sctcc.edu/media - Marketing page. Download the college logo.

sctcc.edu/templates - Word poster, sign, and nameplate templates. Powerpoint templates.

sctcc.edu/cyclonespin-blog - Get the latest SCTCC news!

SCTCC SOCIAL CHANNELS

facebook.com/sctcc

twitter.com/sctcc

instagram.com/sctcc

youtube.com/videosctcc

FREE, COPYRIGHT-FREE IMAGES

pixabay.com

unsplash.com

pexels.com

all-free-download.com Clipart only

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marketing@sctcc.edu
sctcc.edu/marketing-request



MINNESOTA STATE

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A member of Minnesota State*

sctcc.edu
320.308.5000 | 800.222.1009
1540 Northway Drive, St. Cloud, MN
56303

*SCTCC is a member of Minnesota State and accredited by the Higher Learning Commission.
ADA accessible facility. Affirmative action/equal opportunity educator/employer.*

ST. CLOUD
TECHNICAL & COMMUNITY
COLLEGE

