SEMINOLE STATE BRAND GUIDE

SEMINOLE STATE COLLEGE
OF FLORIDA
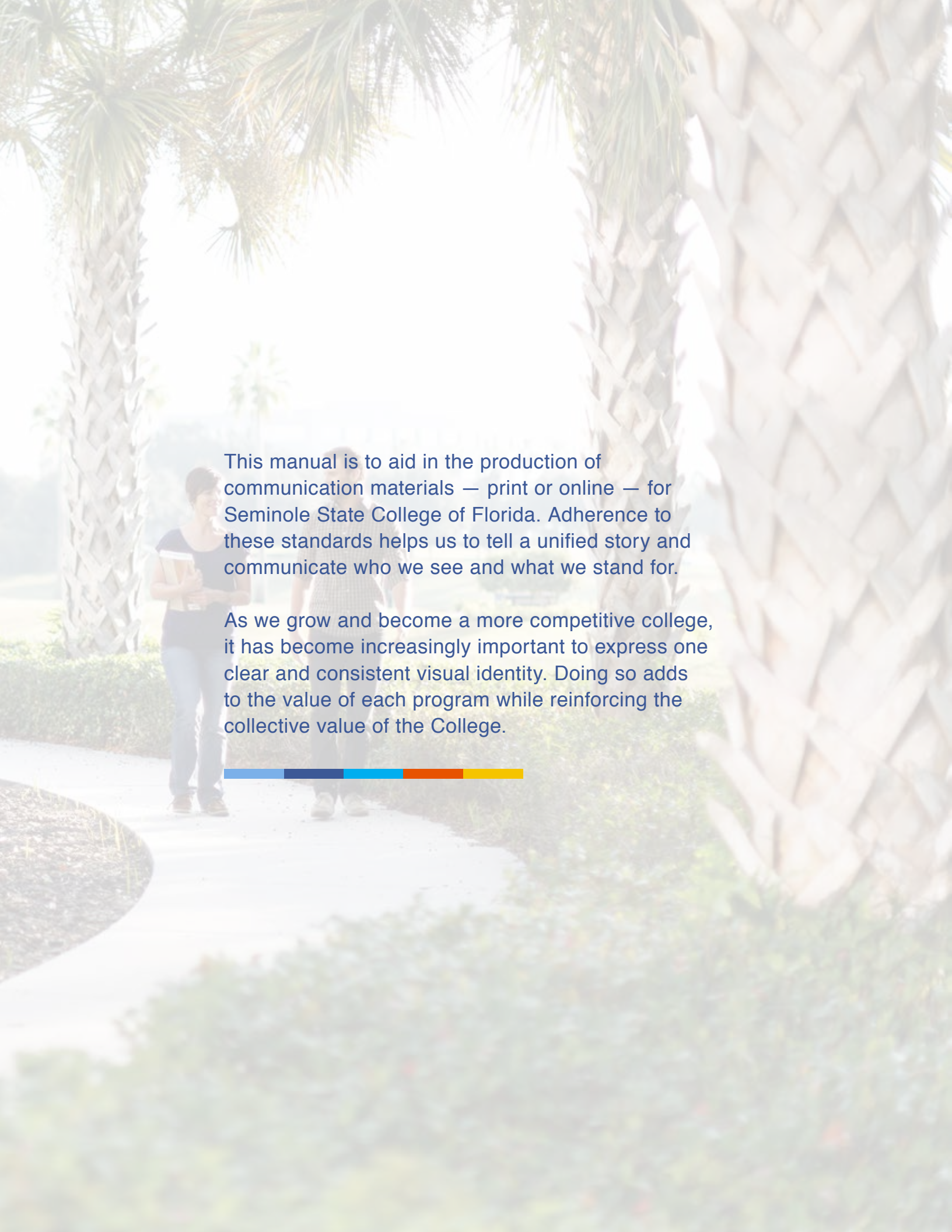
This manual is to aid in the production of communication materials — print or online — for Seminole State College of Florida. Adherence to these standards helps us to tell a unified story and communicate who we see and what we stand for.

As we grow and become a more competitive college, it has become increasingly important to express one clear and consistent visual identity. Doing so adds to the value of each program while reinforcing the collective value of the College.
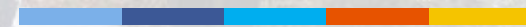
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OUR COLLEGE

1.

FROM ORANGE GROVE TO ALMA MATER

The doors of opportunity were opened on July 1, 1965, when the Florida Legislature chartered what would become Seminole State College of Florida. The next year, Seminole State became the first public college or university to open in the Orlando area. About 750 students showed up to take classes in 10 portable buildings in a former citrus grove.

Today, Seminole State is a dynamic state college, with six sites in Central Florida offerings more than 200 degrees, certificates and programs. More than 30,000 students attend classes on campus and online.

OUR MISSION

Seminole State College of Florida enhances the educational, economic, and cultural vitality of our region by providing exemplary learning opportunities to our diverse community.

OUR VISION

Seminole State College of Florida will be a national leader in academic programs and services that cultivate student achievement, career advancement, and global awareness in a collaborative and inclusive learning environment.

THE BRAND

2.

IT'S MORE THAN A LOGO

In its truest form, a brand is a promise. A brand tells people what they can expect from an institution with a sense of reliability. It gives people something to believe in. Elements of a brand include logo marks, tone and voice, photography, and anything else that is used to convey the ideals of the institution — tangible and intangible.

Seminole State has such a large and diverse community where everyone is encouraged to be themselves. Rather than expression through new logo marks, each department is urged to take advantage of photography, copy writing and design to help stand out while remaining part of the team. Using the Seminole State logo helps to show that each department works together toward the same goal — the betterment of our college and its surrounding communities.

OUR LOGO

3.

FULL COLOR LOGO

Only to be shown on a white background or non-distracting photography.

SEMINOLE STATE COLLEGE
OF FLORIDA

SEMINOLE STATE COLLEGE
OF FLORIDA

ALTERNATE LOGO

Must be displayed over a photograph or the other colors shown on **PAGE 19**. If displayed on a photograph, it must not have a distracting background or pattern.

SEMINOLE STATE COLLEGE
OF FLORIDA

SEMINOLE STATE COLLEGE
OF FLORIDA

USE THE ENTIRE LOGO

The Seminole State logo includes the logomark combined with the logotype. Through consistent use, we can create a distinctive visual identity that is easily recognized.

THE LOGOMARK CANNOT EXIST INDEPENDENT OF THE LOGOTYPE.

LOGOMARK   LOGOTYPE

LOGOMARK

LOGOTYPE

GIVE IT SOME BREATHING ROOM

The minimum clearspace around the logo is the designated amount of space that is to be left empty. This allows for the logo to stand on its own and not compete with other surrounding elements such as type or graphics.

We use the height of the logomark in order to measure the amount of clearspace that we want to leave. For the official logo we only need to leave the height of one logomark but two is needed for the stacked version of the logo.

MINIMUM SIZE

For the logo to retain its legibility, there is a minimum size that it can be. For the official logo, the minimum size is 2 inches, but for the stacked logo it is 1.025 inches.

2.00 INCHES

1.025 INCHES

DO NOT
CHANGE THE LOGO

The following examples demonstrate usage violations of Seminole State College's logo. In each instance, the logo has been edited to some degree.

DO NOT change the proportions of the logo (stretch or squish)

DO NOT enlarge the logo beyond 100% resulting in it looking blurry or fuzzy

DO NOT edit or separate individual elements

DO NOT change the colors

DO NOT apply layer effects such as beveling or drop shadows

DO NOT place the logo on background with poor contrast or texture/pattern

UNIT IDENTIFIERS

UNIT IDENTIFIERS

Unit identifiers are reserved for top-level departments and they compliment the official logo. There is one type of unit identifier. Requests for unit identifiers are made online at **seminolestate.edu/crm/logo**.

Unit identifiers are represented strictly as text pieces. It stays with the traditional elements rooted in our history.

DEPARTMENT **ENGLISH LANGUAGE STUDIES**
COLLEGE **SEMINOLE STATE COLLEGE**

If the department name exceeds 20 characters then you should break the title around the 20th character, and align it with the first character.

DEPARTMENT **FACULTY CENTER FOR TEACHING & LEARNING**
COLLEGE **SEMINOLE STATE COLLEGE**

4.

UNIT IDENTIFIERS CONTINUED

Unit identifiers are **NOT** official Seminole State College logos. Seminole State strongly discourages units from developing these separate identifying graphics (logos), which are outside of official unit identifiers. Competing graphics dilute the impact of a singular Seminole State brand. Unit Identifiers should:

- Appear on any single-page, printed piece or the front cover of any multi-page printed piece

- Appear in any print ad or employment ad

- Appear in the header of the home page of a website

- Appear on signage, including banners

- Appear on official business cards, letterhead, envelopes, name badges, fax cover sheets, or memo pads

- Appear on the first or last slide of an electronic slide presentation, or on the first or last frame of a video or other multimedia formatted presentation

MINIMUM SIZE FOR IDENTIFIERS

2.000 INCHES

ENGLISH LANGUAGE STUDIES
SEMINOLE STATE COLLEGE

CLEAR SPACE FOR IDENTIFIERS

FACULTY CENTER FOR TEACHING & LEARNING
SEMINOLE STATE COLLEGE

ENGLISH LANGUAGE STUDIES
SEMINOLE STATE COLLEGE

PRIMARY COLOR PALETTE

Color management is a key component of any successful brand. Each color's specific attributes are necessary to maintaining a consistent brand.

COLORS

5.

BRIGHT GOLD

PMS	7406C	RGB	249•198•6
CMYK	0•21•100•0	HEX#	F9C606

BURNT ORANGE

PMS	166C	RGB	234•103•71
CMYK	3•74•77•0	HEX#	EA6747

DARK BLUE

PMS	287U	RGB	60•88•150
CMYK	87•72•13•1	HEX#	3C5896

CYAN

PMS	PROCESS CYAN	RGB	0•172•237
CMYK	100•0•0•0	HEX#	00ABED

LIGHT BLUE

PMS	284U	RGB	123•176•233
CMYK	49•20•0•0	HEX#	7BB0E9

TYPOGRAPHY

6.

PRINT TYPEFACES

The official typeface families for Seminole State College's Brand are Chalet Comprime, Chalet, and Helvetica. These typefaces are part of the Seminole State College identity and are used in print communications.

CHALET COMPRIME

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@'*(,.;#!?)

CHALET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@'*(,.;#!?)

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@'*(,.;#!?)

WEB TYPEFACES

Open Sans 400/700 and Roboto Condensed 400/700 are the approved fonts for the Seminole State College website.

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$%&@'*(,.;#!?)

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$%&@'*(,.;#!?)

SAMPLE TYPOGRAPHY: PRINT

LOREM IPSUM

"NEQUE PORRO QUISQUAM EST QUI DOLOREM IPSUM QUIA DOLOR..."

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed congue, libero sit amet volutpat lobortis, est orci volutpat sem, nec commodo nunc quam at nisi. Fusce pharetra tellus at luctus imperdiet. Praesent eget odio eu enim vehicula.

Donec in scelerisque neque. Mauris laoreet imperdiet dolor, id sagittis ante finibus vestibulum. In porta ac ante elementum fermentum. Nullam sapien elit, posuere id aliquet in.

SAMPLE TYPOGRAPHY: WEB

LOREM IPSUM

"NEQUE PORRO QUISQUAM EST QUI DOLOREM IPSUM QUIA DOLOR..."

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed congue, libero sit amet volutpat lobortis, est orci volutpat sem, nec commodo nunc quam at nisi. Fusce pharetra tellus at luctus imperdiet. Praesent eget odio eu enim vehicula.

Donec in scelerisque neque. Mauris laoreet imperdiet dolor, id sagittis ante finibus vestibulum. In porta ac ante elementum fermentum. Nullam sapien elit, posuere id aliquet in.

VOICE & TONE

7.

EVERY INTERACTION MATTERS

The Seminole State identity not only relies solely on its visual communication but also on the written and spoken aspects. This guide will help to create a clear and consistent voice that accurately reflects and reinforces everything that Seminole State values. This includes print, digital and social media communications.

ALWAYS START BY ASKING:

WHO IS THE AUDIENCE?

- Students
- Faculty
- Staff
- Parents

WHAT IS THE PURPOSE?

- Inform
- Persuade
- Express

HOW WILL WE KNOW IF WE SUCCEED?

- Increased Awareness
- Improved Analytics
- Increased Participation

TONE

Just as every person has a unique voice and tonality, so do we. College can be a confusing and stressful experience for students and their parents. It's important for us to let them know we are on their side.

CONFIDENT
DIRECT
WARM
HELPFUL
UNDERSTANDING
TRUSTED

AVOID OVER-COMMUNICATION

The purpose of the communication is defeated if its intended audience isn't reached.

Remember that less is more. You don't want your message to get lost because of boredom or confusion.

WE ARE SEMINOLE STATE

Always refer to the college as **SEMINOLE STATE COLLEGE** not **SSC**. We want to create an identity that honors our past but also looks to our future. The progress that Seminole State has made over the past few years should to be recognized and celebrated.

AVOID JARGON OR ACRONYMS

Know your audience. You aren't writing for your boss. Just keep in mind that specific audiences may not understand certain verbiage or acronyms that may be familiar to you.

STATIONERY

STATIONERY

8.

WHAT YOU'LL NEED

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All departments are required to us the official Seminole State business card, letterhead, and envelopes. There is also an official name badge. Templates for all of these assets will be provided by the College.

These templates are generated through an online application known as "TIM" (**seminolestate.edu/tim**). You will need to first log into a request management application with your employee credentials. You will get you stationery by inputting the content into form fields that correspond with the relevant locations. Once you are finished, a PDF gets generated from the app and automatically sent to the in house print shop to be produced and shipped back to you.

ATHLETICS LOGO

9.

ATHLETIC LOGO USES

Use of the athletics logo is limited to the sports teams, athletics marketing communications, and trademarked merchandise.

PRIMARY ATHLETIC LOGO

SECONDARY ATHLETIC LOGO

PHOTOGRAPHY

10.

1.

LOOK YOUR SUBJECT IN THE EYES

Direct eye contact can be as engaging in a picture as it is in real life. When taking a picture of someone, hold the camera at the person's eye level to unleash the power of those magnetic gazes and mesmerizing smiles.

2.

USE A PLAIN BACKGROUND

A plain background shows off the subject you are photographing. When you look through the camera viewfinder, force yourself to study the area surrounding your subject. Make sure no poles grow from the head of your subject and that no cars seem to dangle from their ears.

33.

3.
USE FLASH OUTDOORS

Bright sun can create unattractive deep facial shadows. Eliminate the shadows by using your flash to lighten the face. When taking people pictures on sunny days, turn your flash on. You may have a choice of fill-flash mode or full-flash mode. If the person is within five feet, use the fill-flash mode; beyond five feet, the full-power mode may be required. With a digital camera, use the picture display panel to review the results.

5.
MOVE IT FROM THE MIDDLE

Center-stage is a great place for a performer to be. However, the middle of your picture is not the best place for your subject. Bring your picture to life by simply moving your subject away from the middle of your picture. Start by playing tick-tack-toe with subject position. Imagine a tick-tack-toe grid in your viewfinder. Now place your important subject at one of the intersections of lines.

4.
MOVE IN CLOSE

If your subject is smaller than a car, take a step or two closer before taking the picture and zoom in on your subject. Your goal is to fill the picture area with the subject you are photographing. Up close you can reveal telling details, like a sprinkle of freckles or an arched eyebrow, but don't get too close or your pictures will be blurry. The closest focusing distance for most cameras is about three feet, or about one step away from your camera.

6.
LOCK THE FOCUS

If your subject is not in the center of the picture, you need to lock the focus to create a sharp picture. Most auto-focus cameras focus on whatever is in the center of the picture. But to improve pictures, you will often want to move the subject away from the center of the picture. If you don't want a blurred picture, you'll need to first lock the focus with the subject in the middle and then recompose the picture so the subject is away from the middle.

7.
KNOW YOUR FLASH'S RANGE

The number one flash mistake is taking pictures beyond the flash's range. Why is this a mistake? Because pictures taken beyond the maximum flash range will be too dark. For many cameras, the maximum flash range is less than fifteen feet—about five steps away.

9.
TAKE SOME VERTICAL PICTURES

Is your camera vertically challenged? It is if you never turn it sideways to take a vertical picture. All sorts of things look better in a vertical picture. From a lighthouse near a cliff to the Eiffel Tower to your four-year-old niece jumping in a puddle. So next time out, make a conscious effort to turn your camera sideways and take some vertical pictures.

8.
WATCH THE LIGHT

Next to the subject, the most important part of every picture is the light. It affects the appearance of everything you photograph. On a great-grandmother, bright sunlight from the side can enhance wrinkles. But the soft light of a cloudy day can subdue those same wrinkles.

10.
BE A PICTURE DIRECTOR

Take control of your picture-taking and watch your pictures dramatically improve. Become a picture director, not just a passive picture-taker. A picture director takes charge. A picture director picks the location: "Everybody go outside to the backyard." A picture director adds props: "Girls, put on your pink sunglasses." A picture director arranges people: "Now move in close, and lean toward the camera."

CONTACT INFORMATION

For more information regarding the Seminole State College
Identity Standards, please contact:

communications@seminolestate.edu *or* 407.708.2519

For stationery generation, please visit:

seminolestate.edu/tim

For unit identifier generation, please visit:

seminolestate.edu/crm/logo