

SOUTH PUGET SOUND COMMUNITY COLLEGE BRAND TOOLKIT

This is a one-page overview of our brand. Please keep in mind that this isn't a substitute for our Brand Guidelines. It's simply a quick reference tool for our colors, typefaces, photos, and logo.

LOGO



CORRECT USE OF LOGO



INCORRECT USE OF LOGO



Insufficient contrast with background.
Do not stretch logo.

COLOR PALETTE

PRIMARY COLOR



PANTONE: 293
CMYK: 100/56/0/27
RGB: 0/81/186
HTML: #0051BA

SECONDARY COLORS



PANTONE: 285
CMYK: 70/40/0/23
RGB: 58/117/196
HTML: #0072CF



PANTONE: 425
CMYK: 0/0/5/62
RGB: 96/96/91
HTML: #54575A



PANTONE: 361
CMYK: 83/0/67/29
RGB: 30/181/58
HTML: #1EB53A



PANTONE: 347
CMYK: 100/0/39/38
RGB: 0/158/96
HTML: #009E60



PANTONE: 151
CMYK: 0/49/100/0
RGB: 255/130/0
HTML: #FF8200



PANTONE: 137
CMYK: 0/36/100/0
RGB: 255/163/0
HTML: #FFA300



PANTONE: 7597
CMYK: 0/69/83/18
RGB: 209/65/36
HTML: #D64123

TYPOGRAPHY

HEADLINES

Proxima Nova Semibold

Example: South Puget Sound Community College

Cambria

Example: South Puget Sound Community College

TEXT TYPE

Proxima Nova Regular

Use for copy text on all brochures and publications

Proxima Nova Thin

Use for captions and where less emphasis is needed in copy publications

Adobe Garamond Regular

Use for formal letters and body copy

UNIVERSAL TYPE AND WEB TYPE

Proxima Family

Arial Family

Use for copy text on publications and website when Proxima is not available

Adobe Garamond Family

Use when serif font is needed in body copy

PHOTOGRAPHY

WELCOMING: Photos should portray SPSCC as a welcome, inclusive, and diverse environment.
ACTIVE & ENGAGING: Photos should feel active, convey energy, and show us engaged in work that move us all forward.
BOLD: Photos should use bold contrast and saturation to contribute to a visual pop.