SVC | Skagit Valley College

Brand Guidelines

EQUITY
IN ACCESS
ACHIEVEMENT
COMMUNITY

Brand

For more than a century, the land of this valley has cultivated the bounty of a plentiful harvest. And to complement that growth, this long-established institution has been an integral part of a harvest in economic success for our students and community.

We're proud to promote this history and this brand that speaks to the power of Skagit Valley Colleges' mission and the possibility the future holds. Applying our brand standards will help communicate the look, feel, and voice that will help us stay true to our story.

Mission

Skagit Valley College cultivates student learning and achievement; contributes to the educational, personal, and economic success of students; and promotes equitable and thriving communities.

Vision

The primary focus of Skagit Valley College is student-centered teaching and learning. We are committed to:

- Equitable student outcomes in access, achievement, and community;
- Our Guiding Principles;
- Decisions based on strategy and evidence;
- The development of our employees;
- A diverse and inclusive college community where everyone belongs.

Guiding Principles

The college community is guided by the following principles:

- Respect
- Integrity
- Open and Honest Communication
- Collaboration
- Compassion

Table of Contents

Core Themes

Equity in Access

- The college will meet or exceed its Strategic Enrollment Management targets.
- The college will meet or exceed the statewide service levels.
- The college minimizes barriers and maximizes opportunities for diverse student populations.

Equity in Achievement

- Students will progress toward their educational objectives.
- Transfer students will progress toward their educational objectives.
- Workforce students will progress toward their educational objectives.
- Basic Education for Adults students will progress toward their educational objectives.
- Students will complete their educational goals.
- Students will demonstrate significant learning related to general education requirements

Equity in Community

- Students and employees will experience a diverse college community where everyone belongs. (Internal)
- The college will actively engage in mutually beneficial partnerships that promote equitable and thriving communities. (External)

Identity

There are two official versions of the logo that provide solutions for a variety of different creative formats and layout: the horizontal logo and centered stacked logo. These variations provide creative options to be used in different designs, formats, and layouts.

Horizontal Logo

Skagit Valley College's primary logo is horizontal and is the ideal logomark to be used for any and all applicatons. It consists of two-colors: Pantone 187 (Cardinal Red) and Black.

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Stacked Logo

In certain situations, a vertical format may work better. The logotype (SVC) has been enlarged and stacked above the college name to give a proportional weight to balance the logo.

SVC
Skagit Valley College

Departmental Sub Logo

SVC | SKAGIT VALLEY COLLEGE
Applied Management
Bachelor of Applied Science

SVC | SKAGIT VALLEY COLLEGE
Marketing

SVC | SKAGIT VALLEY COLLEGE
Sciences

Black and White Logo

For usage on a dark background, convert the entire logo to 100% white. For a light background consider Black or Cardinal Red.

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SVC | Skagit Valley College

Clear Space

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. The minimum clear space of the Skagit "S" should always be applied. Try to maximize clear space whenever possible.

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Incorrect Usage

Please don't abuse, change, or manipulate our logo in any way. Each element and color has its own purpose and we strive to keep our brand solid and consistent. The following are examples of what NOT to do with the SVC College logo:

SVC | Skagit Valley College

SVC | Skagit Valley College

SVC

Sizing

Our logo must always be legible, clear, and concise. In order to do this, we have specific minimum requirements for our logo via print and screen.

Print Minimum: 2.5 inches

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Web Minimum: 250 pixels

Print Minimum: 1.25 inches

SVC
Skagit Valley College

Web Minimum: 200 pixels

Typography

Skagit Valley College's primary font is Proxima Nova. It has been selected based on legibility and functionality and includes a wide range of weights. Proxima Nova is a typeface that works well in headlines, subheads, and body copy (see page 7 examples). Montserrat should be used for digital applications. Both of these typefaces are available via the Adobe font website at fonts.adobe.com/foundries/adobe.

Print Headlines and Sub-headlines

Proxima Nova Medium

AaBbCc0123

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Proxima Nova Bold

AaBbCc0123

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789**

Proxima Nova Extra Bold

AaBbCc0123

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789**

Proxima Nova Extra Black

AaBbCc0123

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789**

Print Body Copy

Proxima Nova Light

AaBbCc0123

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Proxima Nova Regular

AaBbCc0123

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Proxima Nova Italic

AaBbCc0123

*ABCDEFGHIJKLMN
abcdefghijklmnop*

Proxima Nova Medium Italic

AaBbCc0123

*ABCDEFGHIJKLMN
abcdefghijklmnop*

SVC | Skagit Valley College

Web/Digital

Montserrat Regular

AaBbCc0123

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Headline
Sub headline alitaquid maximpo rporerum

SVC | SKAGIT VALLEY COLLEGE
Sciences

Proxima Nova
Black

Proxima Nova
Extra Bold

Proxima Nova
Medium

SVC | Skagit Valley College

Proxima Nova
Black

Proxima Nova
Bold

Montserrat Bold
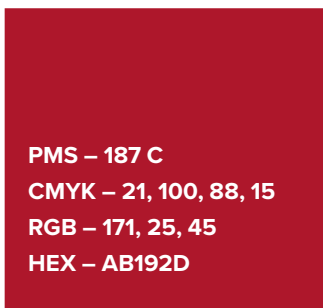
AaBbCc0123

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

SVC
Skagit Valley College
Fire Sciences

Color Palettes

The colors we choose and how we combine those colors with other visual elements create the SVC brand's unique expression. Cardinal Red and White, with Black complementing, are the foundation of the SVC color palette. These colors serve as the brand's primary palette for print, electronic, and environmental applications. Consistent use of these colors will contribute to the cohesive and harmonious look of the SVC brand identity across all relevant media.
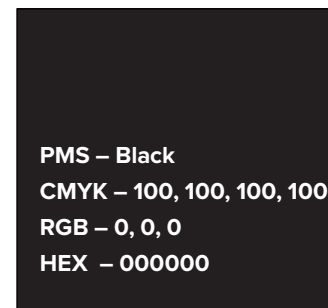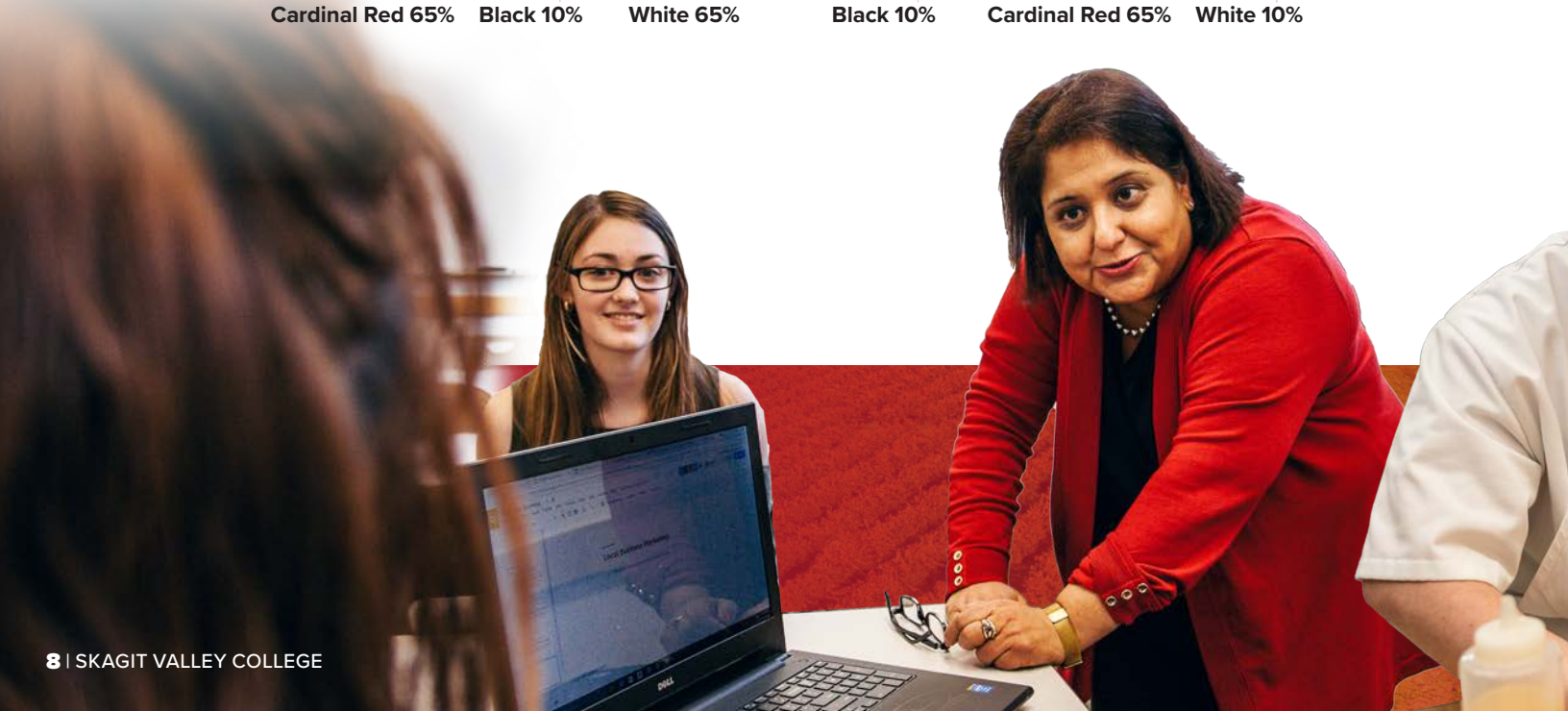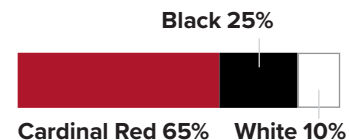
Primary Colors

PMS – 187 C
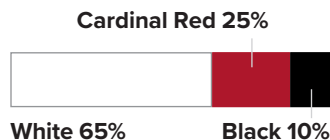**CMYK – 21, 100, 88, 15**
RGB – 171, 25, 45
HEX – AB192D

Cardinal Red

CMYK – 0, 0, 0, 0
RGB – 255, 255, 255
HEX – FFFFFF

White

PMS – Black
CMYK – 100, 100, 100, 100
RGB – 0, 0, 0
HEX – 000000

Black

EXAMPLE RATIOS FOR USE

White 25%

Cardinal Red 65%   **Black 10%**

Cardinal Red 25%

White 65%   **Black 10%**

Black 25%

Cardinal Red 65%   **White 10%**
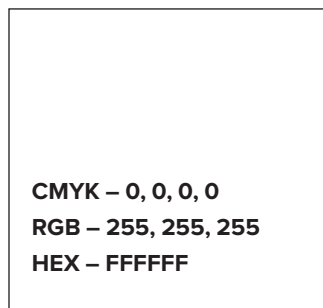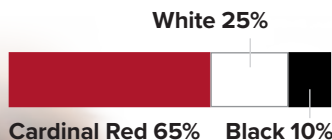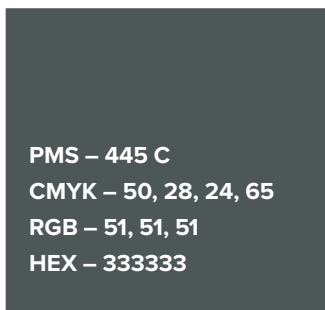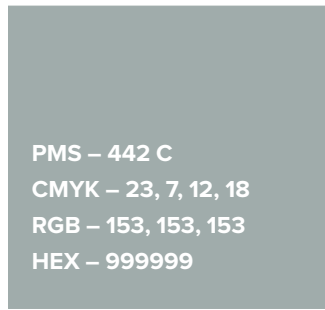
SVC's secondary colors can add a different tone to a design while remaining true to the college's official red, white, and black brand identity. However, these colors should not be used as part of the SVC logo.
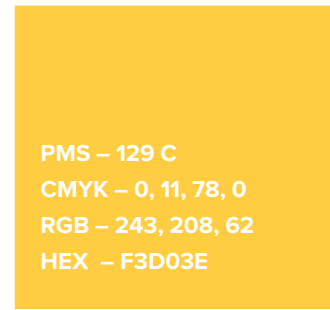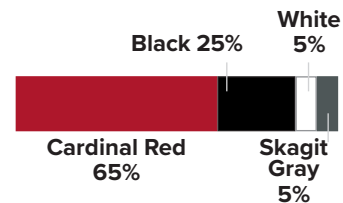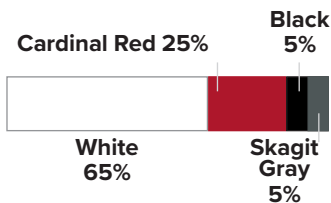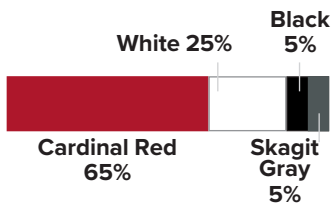
Secondary Colors

PMS – 445 C
CMYK – 50, 28, 24, 65
RGB – 51, 51, 51
HEX – 333333

Skagit Gray

PMS – 442 C
CMYK – 23, 7, 12, 18
RGB – 153, 153, 153
HEX – 999999

Light Gray

PMS – 129 C
CMYK – 0, 11, 78, 0
RGB – 243, 208, 62
HEX – F3D03E

Cardinal Gold

EXAMPLE RATIOS FOR USE

White 25%
Black 5%
Cardinal Red 65%
Cardinal Gold 5%

Cardinal Red 25%
Black 5%
White 65%
Cardinal Gold 5%

Black 25%
White 5%
Cardinal Red 65%
Cardinal Gold 5%

White 25%
Black 5%
Cardinal Red 65%
Skagit Gray 5%

Cardinal Red 25%
Black 5%
White 65%
Skagit Gray 5%

Black 25%
White 5%
Cardinal Red 65%
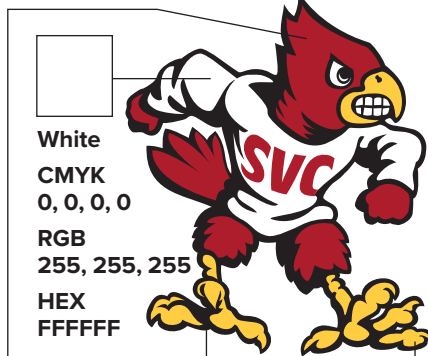**Skagit Gray 5%**
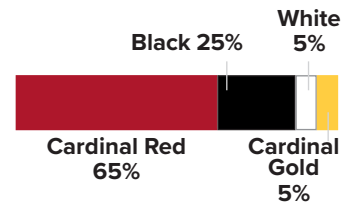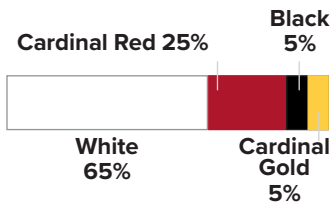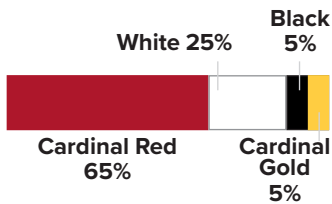
Mascot

The mascot logo can be used on jerseys, courts, warm-up gear, jackets, polo shirts, T-shirts, promo items, scoreboards, fields, fan gear, wall art, marketing collateral, championship banners, and advertising.

Mascot Logo

The Cardinal, Skagit Valley College's mascot logo, has been developed strictly for mascot promotions and is available for all team sports programs.

Black and White Logo

The black and white logo is for usage on a 50% black background or lighter. Please do not reverse the logo to white. For best application results, maintain against a white background.

White
CMYK
0, 0, 0, 0
RGB
255, 255, 255
HEX
FFFFFF

Cardinal Red
PMS
187 C
CMYK
21, 100, 88, 15
RGB
171, 25, 45
HEX
AB192D

Black
PMS
Black
CMYK
100, 100, 100, 100
RGB
0, 0, 0
HEX
000000

Cardinal Gold
PMS
129 C
CMYK
0, 11, 78, 0
RGB
243, 208, 62
HEX
F3D03E

Reflections on the Cardinal mascot by SVC's second president

December 17, 1926, and the eagle was "adopted as our emblem." The first issue of the Cardinal Whistle, dated November 21, 1928, noted that "the colors maroon and grey and the emblem of the eagle...were not satisfactory because they were not attractive to the eye and it was a little difficult to work them into pennants and athletic suits." Thus, "the matter was put to a vote and cardinal and white were selected by a large majority as the college permanent colors." The cardinal bird "was chosen as the symbolic insignia of our school" because it was "a bird of the North American finch family, having a fine red plumage and a crested head." These colors and emblem were chosen because they were "catchy to the eye and were not used by nearby schools." Thus, cardinal and white were established as the official college colors, and the cardinal bird became the official emblem of the college. They have continued to be the official colors and emblem of Mount Vernon Junior College and Skagit Valley College."

- Excerpt from the Founding Year, 1926-27.
Written by former SVC President Dr. Norwood Cole

Clear Space

The clear space requirement is designed to maintain the integrity of the mascot logo. This ensures visibility and legibility. The minimum clear space of the Skagit "S" should always be applied. Try to maximize clear space whenever possible.

Incorrect Usage

Please don't abuse, change, or manipulate our mascot logo in any way. Each element and color has its own purpose and we strive to keep our brand solid and consistent. The following are examples of what NOT to do with the SVC mascot logo:

Sizing

Our logo must always be legible, clear, and concise. In order to do this, we have specific minimum requirements for our mascot logo via print and screen.

Print Minimum: .75 inches

Web Minimum: 150 pixels

SVC
Skagit Valley College

Marketing

For more information, visit:
skagit.edu/marketing