

What is a brand and why is it important?

Brand is not a logo or tagline. The brand is how our audience perceives us. It is the promise of what SPC offers the community it serves. As part of a comprehensive research effort, SPC set out to discover what made SPC unique. Based on focus groups and surveys with community, alumni, current students and staff, several unique attributes were identified. They include:

- An SPC credential is the **foundation** for ongoing achievement and success
- An SPC education is **within reach**
- SPC **faculty** are expert and caring
- **Student success** is SPC's top priority
- SPC has the ideal mix of **relevant programs**
- SPC's **partnerships benefit** students and the community

The messages are critical to setting SPC apart from the competition and one or more of these messages should be included in most SPC communications.

Importance of visual identity

To continually strengthen the SPC brand, a strong visual identity is essential. A consistent college image contributes to a positive perception. A strong brand does not overshadow departments or campuses. Rather, it is an opportunity for entities within the college to build on the SPC brand.

Visual identity guidelines

These standards apply to all marketing and promotional material including printed material, electronic material, the website, signage, email, letterhead and business cards.

Procedures and responsibilities

The college's Marketing and Public Information department has the primary responsibility for editorial and graphic design of all printed materials used for advertising, marketing and communication with students and the external community.

Individual clubs, departments and staff members may produce materials to be used for internal communication; however, the standards set forth in this guide should be followed.

This guide does not impact course materials.

Those who produce internal printed materials should be aware of copyright and trademark usage rules and follow them carefully. For example, images cannot be taken from websites and other locations without written approval from the owner.

Contact Marketing and Public Information with questions.

Translating our strengths

In advertising, the brand is translated via a tagline that is memorable, adaptable, distinct and embodies our unique attributes. SPC's new tagline:

Within Reach

These two words are flexible . . .

- Your goal within reach
- Financial aid within reach
- An education within reach
- Locations within reach
- A new career within reach
- Your dreams within reach
- Opportunities within reach

Information

www.spcollege.edu/mpi

727-341-3238

Logo

It is important in communications to clearly distinguish between the uses for the college seal and logo. The seal represents the history, tradition and mission of the college. The logo is the college's visual identity.

The official college logo is at right. It may be used in either black, reflex blue or white. The logo should always be displayed in one single color.

St. Petersburg College

SPC

The official college logo is above.
Minimum size: 1 1/8 inch

Below is a list of common mistakes to avoid.

1. Do not use the logo in any other color than the specified colors



2. Do not alter the horizontal scale of the logo



3. Do not alter the vertical scale of the logo



4. Do not recreate the logo using a different or similar typeface



5. Do not add words or phrases to the logo



6. Do not add graphic elements to the logo



7. Do not enclose the logo with a border



8. Do not use a low resolution logo in printed material



9. Do not resize a low-resolution logo to make it appear larger



10. Do not screen capture the logo from the website



Horizontal logo configuration

A horizontal logo is a variant on the official college logo, but one that allows high visibility of the college name in very horizontal situations where the full college name in the official logo loses readability. This variant is particularly useful for website and online materials, but works for printed material as well. The horizontal logo is always used in either black, reflex blue or white. A representation of the horizontal logo is below.

SPC St. Petersburg College

College seal

The official college seal is below. It may be used in either black, reflex blue or white.

The college seal should not be used for marketing materials such as brochures, flyers, posters or table drapes or other signage. Contact Marketing for questions on proper use of the SPC seal.

Use of the college seal is reserved for:

- academic certificates
- diplomas
- official college documents prepared with the president's signature
- podiums
- special commendations
- transcripts



Minimum size: 1.125 inch

Go to www.spcollege.edu/spclogos for instructions on downloading the official logos and signatures.

Logo plus site name

The official college logo is united with each site name as shown in these samples. These are the only acceptable configuration and cannot be altered. Refer to the list of common mistakes to avoid on page 2.



Signature configuration

A logo signature is a variant on the official college logo, but one that allows incorporation of program and department names. The logo signature is always used in either black, reflex blue or white.



Minimum size for logo signatures: 2.125 inches wide

Color

Primary logo colors: Reflex blue and white

Reflex blue and white are part of the 14 base colors that make up the Pantone Matching System.



Secondary print and web colors:



Deep Blue
 RGB: 13-33-66
 HEX: #0d2142
 CMYK: 100-60-10-42
 Pantone: 295



Lighter Blue
 RGB: 69-94-137
 HEX: #455e89
 CMYK: 85-51-25-0
 Pantone: 647



Burnt Orange
 RGB: 180-71-2
 HEX: #b44702
 CMYK: 15-82-100-7
 Pantone: 167



Green
 RGB: 144-173-62
 HEX: #90ad3e
 CMYK: 50-17-100-0
 Pantone: 7495

Official campus names and locations:

Allstate Center (AC)

3200 34th St. S
 St. Petersburg, FL 33711

Clearwater Campus (CL)

2465 Drew St.
 Clearwater, FL 33765

EpiCenter (EPI)

13805 58th St. N
 Clearwater, FL 33760

Health Education Center (HEC)

7200 66th St. N
 Pinellas Park, FL 33781

Seminole Campus (SE)

9200 113th St. N
 Seminole, FL 33772

SPC Downtown (DT)

244 Second Ave. N
 St. Petersburg, FL 33701

SPC Midtown (MT)

1048 22nd St. S
 St. Petersburg, FL 33712

St. Petersburg/Gibbs Campus (SP/G)

6605 Fifth Ave. N
 St. Petersburg, FL 33710
 (may be shortened to St. Pete/Gibbs,
 but never simply Gibbs)

Tarpon Springs Campus (TS)

600 Klosterman Road
 Tarpon Springs, FL 34683

Veterinary Technology Center (VT)

12376 Ulmertown Road
 Largo, FL 33774

St. Petersburg College abbreviation

Frequently, it is necessary to abbreviate St. Petersburg College. The abbreviation SPC is a valid option. However, the college name should be spelled out on first reference in all formal documents and external publications. On the second reference, the name may be shortened to SPC or the college. St. Pete College is not an acceptable abbreviation in any materials or official communication.

Readability

The most important goal of any communication is that the intended recipient is able to read and understand the communication. In today's society, time is valuable and using a readability scale helps simplify communication and improve understanding. SPC uses the Flesch-Kincaid readability scale. The readability scale should be targeted between 8th and 9th grade reading level similar to such publications as *Time* and *Newsweek* magazines. Both of these publications are written at an 8th grade level.

To use the Flesch-Kincaid select the *Help* button in Microsoft Word or Outlook.

Copy style

The Marketing and Public Information department uses the Associated Press Stylebook for all written copy. This allows all copy to be similarly formatted. In addition, the [St. Petersburg College Stylebook](#) has been developed to address common formats used by the college.

Typography

Consistent typography supports the professional presentation of SPC.

The official fonts are:

Official logo font: **Palatino Bold**

Official secondary font: **Myriad Pro**

Official web font: **Arial**

Although these are the official logo fonts, they are not required for use in all materials.

Use of White Space in new branding

Included in the new branding elements is the use of white space. White space is an essential element in our new branding creative. White space does the following:

- Creates a sense of sophistication
- Makes copy easier to read and comprehend
- Draws attention to the most important images and copy

Names and titles

With the exception of the president of the college, printed stationery is not to be personalized. Business cards are the appropriate place for contact information.

Printed marketing materials should not include an individual's name in order to eliminate the need for revisions as personnel changes. For marketing materials with a shelf-life of more than a month, all departments should have a general mailbox and phone number to be used for communication purposes.

Partnership or affiliates

Any non-college entity desiring to use the college logo to show a relationship with the college must be reviewed by the Marketing department.

Business cards

Business cards are available for order on the college eService Center at marketing.spcollege.edu. These orders already adhere to the established guidelines.

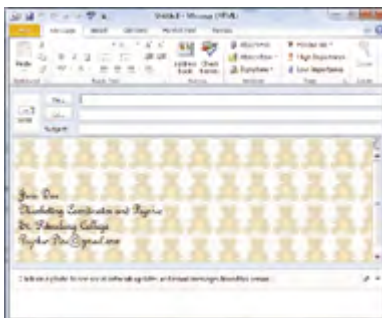
Email signature

Today, your email signature is as important as your signature on letterhead and is a great way to share information. What you display is a reflection on the college and should be professional and informative. Here are tips for creating an effective signature:

- Include your name, title, department and organization
- Include no more than two phone numbers
- Optional URL www.spcollege.edu

Common mistakes to avoid:

- Do not use script or other fancy texts that make your message unreadable
- Do not use graphics or flashing emoticons that are often distracting and can end up as attachments in some email programs
- Do not use email backgrounds that can make it difficult to read your message especially for the visually impaired and add unnecessary file size
- Do not use personal taglines as they are not appropriate for professional communications



Suggested type font and size for email:

Outlook 2010 defaults to 11-point Calibri. For ease of readability and accessibility, 12-point Arial is recommended.

To change your default font and type-size:

1. Click the File tab
2. Click Options
3. Click Mail, and then Stationery and Fonts
4. Click the Personal Stationery tab, then, under New Mail Messages, click Font.
5. On the font tab, under Font, click Arial, Regular and 12
6. Make sure you click OK on the bottom of each page (Font, Signatures and Stationery, and Outlook Options) when you are finished to save your new settings.

Merchandise

All SPC artwork for materials used promotionally or as a novelty must be designed or verified by the Marketing department to confirm adherence to visual identity standards. The marketing department does not purchase novelty items for other departments.

Acceptable formats:

Dr. John Smith
 Director of Marketing
 Marketing and Public Information
 St. Petersburg College
 727-341-1234 (office)
 727-341-7890 (cell)
www.spcollege.edu

Or

John Smith, PhD
 Director of Marketing
 Marketing and Public Information
 St. Petersburg College
 727-341-1234 (office)
www.spcollege.edu

EA/EO and diversity

St. Petersburg College is committed to promoting diversity, inclusiveness and equal opportunity. All electronic and printed materials should show the greatest possible diversity, including racial, ethnic, gender, age and abilities. Gender neutral language is encouraged.

All materials should include an Equal Opportunity statement, either the abbreviated or general statement, as appropriate.

Abbreviated EA/EO statement:

St. Petersburg College is an Equal Access/Equal Opportunity institution.

General EA-EO statement:

Visit www.spcollege.edu/eaeo for the formal statement.

Americans with Disabilities Act

All materials and messages promoting student events should include a disability statement.

ADA statement:

If you are an individual with a disability and require accommodations to participate in this activity, please contact Disability Resources at 727-341-3398 at least one week prior to the event.

Accreditation

Information regarding accreditation is included in the College Catalog, Student Handbook and website.

Accreditation statement:

St. Petersburg College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award selected Bachelor's degrees in Science and Bachelor's degrees in Applied Science, Associates degrees in Arts, Associate degrees in Science, Associate degrees in Applied Science, as well as certificates and Applied Technology diplomas. Contact the commission on Colleges at 1886 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of St. Petersburg College.

Abbreviated accreditation statement:

St. Petersburg College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS).

FAQS

How do these visual identity standards benefit my organization?

Visual identity standards will help raise the recognition of all organizations under the SPC umbrella. Instead of building your own separate identity, your organization can leverage the assets of an existing and well-known brand, SPC.

Can we develop our own logos, symbols, images, etc.?

All new materials will be held to the guidelines as it relates to logos. This, however, does not mean that themes for events, tours, seasons etc. cannot be developed. Contact the Marketing and Public Information department for assistance.

How can I differentiate my department without a logo?

Many department and service materials can be identified under the SPC brand umbrella while still differentiating your organization. Pictures, graphics and other visual elements can be used to make an impression.

Any questions regarding these guidelines should be directed to the Marketing and Public Information department.

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Within Reach

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