



# STLCC

## Brand Identity and Visual Standards

MARCH 2024



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# INTRODUCTION

# INTRODUCTION

The marketing and communications department at St. Louis Community College (STLCC) developed the Brand Identity and Visual Standards to ensure a uniform and user-friendly reference guide for faculty and staff. This comprehensive guide covers essential visual elements that play a crucial role in conveying the story of STLCC.

## QUESTIONS? CONTACT US!

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# SECTION 1: LOGOS

## STLCC Logos

The St. Louis Community College logo is a visual representation of our institution and its values. It is a unique and recognizable symbol that embodies the College's mission of empowering students, expanding minds and changing lives. The logo should be used consistently and appropriately to maintain its integrity, and it must not be misused or mistreated. It should never be recreated, distorted or used with or as part of any other symbol. The logo must always be reproduced from approved provided electronic artwork files. It should never be positioned at an angle, enclosed in a shape or distorted with drop shadows. These effects weaken the power and distinctiveness of our brand mark.



St. Louis Community College  
Expanding Minds. Changing Lives.

STLCC Primary Logo  
2 Color  
654 Blue  
Process Cyan Blue



*To acquire approved artwork files of STLCC's logos, visit [stlcc.edu/marketing](http://stlcc.edu/marketing)*

## Primary Logo - Horizontal Logo with Tagline

The horizontal logo for St. Louis Community College is the primary logo to be used for most applications.

It uses the classic STLCC icon in combination with the title and tagline.

STLCC Primary Logo  
One color  
654 Blue



STLCC Primary Logo  
One color  
Black



STLCC Primary Logo  
Reversed  
White



## Horizontal Logo without Tagline

There may be limited situations where the logo may be required to appear alone, unlocked from the tag line. In these instances, adhere to the following guidelines.

STLCC Primary Logo  
(no tagline)  
654 Blue



STLCC Primary Logo  
(no tagline)  
Black



STLCC Primary Logo  
(no tagline)  
Reversed  
White





## Secondary Logo - Stacked Logo

The stacked logo is an appropriate alternative to the horizontal logo, and can be used when the horizontal logo doesn't work due to size or legibility constraints.

STLCC Stacked Logo  
One color  
654 Blue



STLCC Stacked Logo  
One color  
Black



STLCC Stacked Logo  
Reversed  
White



## Location, Program and Department Logos

Logos are available for STLCC's campuses, education centers, programs and departments. These logos may be used in place of the primary logo on pertinent materials.

STLCC Location,  
Program and  
Department Logo  
Two Color



STLCC Location,  
Program and  
Department Logo  
One Color  
654 Blue



STLCC Location,  
Program and  
Department Logo  
One Color  
Black



STLCC Location,  
Program and  
Department Logo  
Reversed  
White



**!** *All St. Louis Community College location, program and department logos are to be created by the marketing and communications department. All other logos are not permitted for use on official STLCC materials. To request a logo, visit [stlcc.edu/marketing](http://stlcc.edu/marketing).*

## STLCC Icon

Since its creation in 1975, the STLCC icon remains unchanged. It has become recognized with St. Louis Community College and it continues to produce quality brand associations for the College. Given the strong equity that it has produced, the icon can be used as a stand-alone element as long as the text “St. Louis Community College” is in close visual relationship to it. Do not rotate or alter the icon and keep clear space around the logo.



*The STLCC icon is an excellent graphic representation of our College. Please keep in mind that it is still a part of our logo, and must be treated with care.*

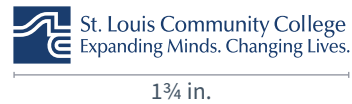
## Logo Sizing and Clear Space

Our logo is a visual representation of our College. It represents our identity, mission, values and the College as a whole. Therefore, it is important to use our logo respectfully.

Below are some guidelines for how to properly use our logo:

### Minimum Size

To maintain legibility, avoid shrinking our horizontal logo to smaller than 1¾ inches wide, and our stacked logo to smaller than 1 inch wide.



### Minimum Clear Space

To maintain our logo's distinction and prominence in a design, be sure to leave adequate clear space between it and other design elements, or the edges of the design. The minimum clear space given to our logo should be equal to the height of the capital "S" in "St. Louis".



## Common Mistakes

Avoid the following mistakes when using STLCC's logos:

- **DO NOT** stretch or squash our logo.
- **DO NOT** re-size or rearrange the elements of our logo.
- **DO NOT** re-color our logo to an unapproved color.
- **DO NOT** embellish our logo with added graphic effects such as drop shadows or outlines.
- **DO NOT** use some or all of our logo as part of another logo, graphic symbol or icon.



## SECTION 2: COLOR TYPES

### PMS Colors

Pantone Matching System (PMS) is referred to in the industry as spot or solid colors. Spot colors in the PMS system have a specific number or name associated with the color to ensure accuracy.

### CMYK or Process Colors

The most common method of achieving color in printing is referred to as CMYK, a four-color process. To reproduce a color image, a file is separated into four different colors: cyan (C), magenta (M), yellow (Y) and black (K). Files that are intended to be printed are often saved in CMYK colors.

### RGB Colors

Red (R), green (G) and blue (B) refers to a system for representing the colors to be used on a computer display. Red, green and blue can be combined in various proportions to obtain any color in the visible spectrum. Files that are intended for digital use are often saved in RGB colors.

### HEX Colors

Hex colors are also RGB colors but use a hash (#) followed by a six-digit hexadecimal number that is recognized in HTML coding used for websites.

# SECTION 3: COLOR PALETTE

## Core Colors

The core colors are the colors that should be used most often. These colors are essential in communicating the visual components of the STLCC brand. All communications should incorporate the STLCC core color palette, with an emphasis on PMS 654 as our marquee color. The core color palette should be used across all communications — including advertising, presentations, brochures, websites, direct mail, videos, etc. Leveraging blue as the principal color in the system provides a highly effective means of brand continuity and reinforcement.



Pantone: PMS 654  
CMYK: 100, 85, 30, 15  
RGB: 0, 58, 112  
Web/HEX: #003A70

Pantone: Process Blue  
CMYK: 100, 25, 0, 0  
RGB: 0, 130, 202  
Web/HEX: #0082CA

Pantone: PMS 306  
CMYK: 80, 80, 0, 0  
RGB: 0, 179, 227  
Web/HEX: #00B3E3

## Secondary Colors

Secondary colors support the core colors or replace the core colors in some instances. PMS 655 may be used instead of PMS 654 for web applications and presentations. For most uses, selecting a color in the blue family of colors is appropriate.



Pantone: PMS 655  
CMYK: 100, 90, 35, 35  
RGB: 0, 36, 83  
Web/HEX: #002453

Pantone: PMS 305  
CMYK: 60, 0, 0, 0  
RGB: 87, 201, 231  
Web/HEX: #00CCFF

Pantone: PMS 7545  
CMYK: 75, 60, 45, 25  
RGB: 43, 53, 63  
Web/HEX: #435363

## Accent Colors

Accent colors are used to complement the STLCC core colors. These colors work well with the core colors and also with each other.



Pantone: PMS 388  
 CMYK: 60, 0, 100, 0  
 RGB: 119, 188, 31  
 Web/HEX: #77BC1F

Pantone: PMS 326  
 CMYK: 85, 0, 40, 0  
 RGB: 0, 175, 170  
 Web/HEX: #00AFAA

Pantone: PMS 144  
 CMYK: 0, 60, 100, 0  
 RGB: 243, 139, 0  
 Web/HEX: #F3B00



Pantone: PMS 7417  
 CMYK: 5, 85, 85, 0  
 RGB: 232, 75, 55  
 Web/HEX: #E84B37

Pantone: PMS 7542  
 CMYK: 35, 17, 18, 0  
 RGB: 166, 187, 195  
 Web/HEX: #A6BBC3

## Black and White

Black and white are always acceptable colors for use in STLCC materials. Small text should always be black when on a light background, and white when on a dark background.



Pantone: Pantone Black  
 CMYK: 0, 0, 0, 100  
 RGB: 0, 0, 0  
 Web/HEX: #000000

Pantone: Pantone White  
 CMYK: 0, 0, 0, 0  
 RGB: 255, 255, 255  
 Web/HEX: #FFFFFF



*When using STLCC’s color palette, ensure that our primary and secondary colors are prominent. Our primary and secondary colors should account for approximately 80% of the color usage in any given piece, and our accent colors should account for roughly 20% of the color usage.*



## Pathways Colors

As a part of STLCC's Pathways branding, specific colors have been assigned to each Pathway to create cohesion and enhance recognition.

**Advanced Manufacturing,  
Industrial Occupations,  
and Transportation**



CMYK: 76, 60, 45, 26  
RGB: 67, 83, 98  
Web/HEX: #435362

**Communication, Design  
and Creative Arts**



CMYK: 58, 2, 100, 0  
RGB: 120, 187, 33  
Web/HEX: #78BB21

**Business, Culinary Arts,  
and Hospitality**



CMYK: 21, 96, 100, 12  
RGB: 179, 38, 21  
Web/HEX: #B32615

**Health Professions**



CMYK: 2, 62, 100, 0  
RGB: 241, 126, 15  
Web/HEX: #F17E0F

**Science, Technology,  
Engineering, and Math (STEM)**



CMYK: 0, 22, 85, 0  
RGB: 255, 200, 63  
Web/HEX: #FFC83F

**Education, Public Service, and  
Social Sciences**



CMYK: 82, 40, 0, 0  
RGB: 0, 131, 202  
Web/HEX: #0083CA

## Tints

Lighter, tinted versions of all colors in STLCC’s color palette are approved for use when needed. Tinted versions of our colors make excellent backgrounds, and add variety and depth to the application of our color palette. When tinting STLCC’s colors, work in 20% increments.

				
PMS 654	80% #465681	60% #6C7296	40% #9396B1	20% #C2C2D2
				
Process Blue	80% #5694CF	60% #7FA9D9	40% #A7C1E5	20% #D0DCF1
				
PMS 306	80% #5EBEE7	60% #8ACCEC	40% #B1DAF1	20% #D6EBF7
				
PMS 655	80% #3D4367	60% #626281	40% #8A88A1	20% #BBBAC8
				
PMS 305	80% #6DCFF6	60% #95DAF8	40% #B9E5FB	20% #DBF1FD
				
PMS 7545	80% #616A78	60% #808491	40% #A2A4AE	20% #CACAD0
				
PMS 388	80% #92C663	60% #ACD289	40% #C7DFAD	20% #E1EED4
				
PMS 326	80% #5CBBB8	60% #88C9C7	40% #AFD8D7	20% #D5EAE8
				
PMS 144	80% #F49F4A	60% #F7B574	40% #FACC9D	20% #FDE3CA
				
PMS 7417	80% #EC7256	60% #F09276	40% #F5B49C	20% #FAD7C8
				
PMS 7542	80% #B6C6CD	60% #C6D2D7	40% #D8DFE2	20% #E9EDEE

## Color Contrast and Accessibility

When layering colors from our palette on top of one another, especially in the case of placing colorful text on a colorful background, it is important to maintain a high degree of contrast. This ensures the information in our materials is legible and accessible for all.

Web Content Accessibility Guidelines (WCAG) suggest a 7:1 contrast ratio between text and its background for excellent accessibility. The following are our approved text/background color combinations:



White + PMS 654



Black + PMS 306



White + PMS 655



PMS 305 + PMS 655



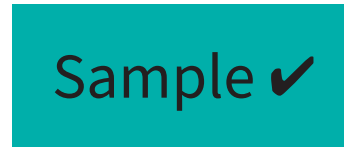
PMS 7542 + PMS 655



Black + PMS 305



Black + PMS 388



Black + PMS 326



Black + PMS 144



Black + PMS 7542



*The inverse of any of the above color combinations is also approved (e.g. PMS 654 text on a white background).*

# SECTION 4: FONTS AND TYPEFACE

## Brand Typefaces

### Source Sans Pro and Optima Typefaces

STLCC's primary typeface is Source Sans Pro. It is a clear, yet casual font that can be used in all STLCC communication materials. The typeface Optima is used in the STLCC logo, and it should be used in more formal applications to represent our College.

### Source Sans Pro Typeface

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

### Optima Typeface

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**



*If you do not have access to Source Sans Pro or Optima, the fonts Helvetica and Arial are approved as suitable alternatives.*

## Font Weight and Style Usage

All body copy should be set in Source Sans Pro Regular or Source Sans Pro Semibold when white type is being reversed on a dark background. For short, prominent headlines, use Source Sans Pro Bold in all caps. Subheads, long headlines and intro paragraphs may be set in Source Sans Pro Bold or Semibold. Website URLs should always be bolder than the body text and set in blue whenever applicable.

Headlines, subheads and paragraphs should be separated by spaces. The first line of body paragraphs should not be indented.

Headline  
example

STLCC MISSION

Subhead  
example

**Empowering students. Expanding minds. Changing lives.**

Body copy  
example

Since 1962, St. Louis Community College has held fast to the fundamental belief that education has the power to lift us up — as individuals, as communities and as a city.

Through a changing economy and sharp increases in the price of higher education, STLCC has provided opportunity for all, accepting students exactly as they are while inspiring them to be anything they can imagine.

More than 1.3 million students have experienced STLCC as a launchpad to new and better careers, four-year degrees and richer lives. As they pursue their own potential, our students have empowered their communities and strengthened our city. Learn

URL – more at [stlcc.edu](http://stlcc.edu).

# SECTION 5: ACCESSIBILITY

## Accessibility in Design

Accessibility in design is the practice of creating products that can be used by everyone, regardless of their abilities or contexts. Accessibility benefits not only people with disabilities, but also other users who face other challenges. Accessibility is both a legal and ethical responsibility for St. Louis Community College.

Use the following best practices when creating STLCC print materials:

- STLCC's fonts include Optima and Source Sans Pro. Other ADA-friendly fonts include Calibri, Times new Roman, Verdana, Arial, Tahoma, and Helvetica.
- Body text should be at a minimum of 10-point font in copy and no smaller than 8-point font in footnotes and STLCC's accommodations/non-discrimination statement.
- Avoid all caps and italics in body copy. Complex fonts can make readability difficult. Also no more than 2-3 fonts per document should be used.
- Keep messages short and simple and avoid complex words and sentences.
- Avoid acronyms when possible. If you do use acronyms, spell out the name in the first use.
- Ensure all relevant information is included: day of the week, date, time and location.
- Ensure there is a distinct call to action (e.g. visit the website, register now, RSVP, etc.)
- Good use of clear space between text, pictures and other design elements allows information to be distinct and legible. In addition, ensure proper margins for printing.

# SECTION 6: PHOTOGRAPHY

## Photography Guidelines

Photography is an important part of all print marketing as relevant and quality photography sets the tone for the brand. Photography can also help a consumer form a connection with a brand, especially when the consumer sees themselves represented in the photography.

When selecting photography for a project, it is important to represent the diversity of our student body, faculty, staff and the greater St. Louis area, in order to help the viewer form a connection with STLCC. When possible, use photography that appears natural, with subjects photographed in the act of learning and attending STLCC. Avoid photography that appears unnaturally staged or poorly lit.

The marketing and communications department owns tens of thousands of photos of our facilities and students, taken by professional photographers. STLCC obtains written permission of those photographed to use their photos in promotion of the College at the time photos are taken. When the College's photos simply won't convey the message, the MAC department has a budget to legally purchase and use stock photography.

Photography is considered creative work, and copyright laws protect both the physical and digital files. Therefore, we as a College should never use photography copied from the internet or taken by someone else without permission. In addition, the use of artificial intelligence (AI) generated imagery is strongly discouraged.



*If you need a photo for a project, please submit a request at [stlcc.edu/marketing](https://stlcc.edu/marketing).*

# SECTION 7: TEMPLATES

## STLCC Branded Templates

The use of STLCC approved branded templates helps to continue to support the brand in the marketplace. Visit [stlcc.edu/marketing](http://stlcc.edu/marketing) to view the latest templates, including a newly-created PowerPoint template.




# SECTION 8: QR CODES

## QR Codes


QR codes are a useful technology that simplify the process of navigating to a webpage or other digital location. At STLCC, we are using QR codes in conjunction with a shortened URL to ensure all audiences can easily access the information. Here are a few things to keep in mind:

- The QR code should be placed in an area that has plenty of white space around the code and short URL.
- Include a call-to-action (CTA) with the code: scan to learn more, scan to register, download now, scan to read full article, etc. Share with your audience what you want them to do.
- Use a reputable QR code generator. Many free QR code generators have limitations on length of use and some will redirect to another website unbeknownst to the original creator.
- Use only one QR code per document.
- Always test QR codes before and after print.
- Most emails are viewed on mobile devices, so adding a QR code to a social media post or email is not recommended.
- QR codes can be inserted in presentations, but don't forget to include the link as well.

[stlcc.edu](https://stlcc.edu)

 [askus@stlcc.edu](mailto:askus@stlcc.edu)

 [@stlcc](https://www.facebook.com/stlcc)

 [@stlccedu](https://www.instagram.com/stlccedu)

 [@stlccedu](https://www.tiktok.com/@stlccedu)

 [@stlccofficial](https://www.youtube.com/stlccofficial)