Southern Regional Technical College

Brand Identity Standards **Quick Guide**

Official Colors

Navy:	PMS – 648C
	RGB – 0, 46, 93
	CMYK – 100, 87, 36, 29
Green:	PMS – 377U
	RGB – 121, 163, 64
	CMYK – 59, 18, 100, 2
Gray:	Pantone Cool Gray 10U or 60% Black

Primary Typeface

ITC Avant Garde Gothic Standard

Guidelines for Logo Use

To accommodate the technical needs of various media there are two versions of the SRTC for use in print and digital applications.

The SRTC logo consists of two elements: the round "insignia" and the logotype "Southern Regional Technical College" and/or "SRTC." It incorporates unique features and may not be redrawn, reconstructed, or modified in any way. The integrity of the logo should always be maintained. It should be rendered only in the official colors, white, or black. It may also be etched on metal or glass or stamped on metal or leather.

Primary Logo

The primary logo is our formal college identifier and the official logo for our institution. All academic offices, entities, units or departments must use the logo for syllabi, departmental / divisional references, documents (to include letterhead), and signage. Any modification or external use of the logo must be approved by the Office of Institutional Advancement prior to publication.

Secondary Logo

The secondary logo is a stacked design and is the preferred design for small embroidery. The stacked logo may be used on any promotional items, i.e. shirts, bags, and cups, in its original form and official colors.

Tertiary Logo

The tertiary logo is a horizontal design and is an approved substitute for the secondary logo. The tertiary logo may be used on any promotional items, i.e. shirts, bags, and cups, in its original form and official colors.

Logo Usage Tips

To maintain the integrity and overall consistency of the SRTC logo they must never be altered. The incorrect usage examples are shown using only the primary logo but the rules and restrictions apply to all versions.

Only use prepared logo files. The color, size, and proportions have been carefully determined and may not be altered in any way. These can be obtained from the Office of Institutional Advancement.

Give the logo its own space. A clear surrounding zone of the logo height will give it the room needed to stand out. (Example: If the logo being utilized is 1.5" tall, be sure to utilize a 1.5" clear space around the logo.)

Ask for help! It is recommended that you refer to this guide before developing any marketing communications. When in doubt, contact the Office of Institutional Advancement.

Incorrect Logo Use

Do not distort the logo.

Do not place other graphics too close or on top of the logo.

Never remove elements from the logo.

Never add digital effects. (i.e. drop shadow, wave, backlight, etc.)

Electronic Mail Signature

Using consistent email signatures for *southernregional.edu* email accounts is an opportunity to create brand alignment while relaying relevant contact information. In addition, consistent and clear email signatures present a professional appearance for conducting business through email.

The following are guidelines for faculty and staff members using a *southernregional.edu* email account:

- **Less is more:** Email signatures should be under 11 lines (excluding social media links). If you feel you need to add more information, use pipes (|) to separate components adding two spaces between content and pipes. Also, if you choose to include a quote in your signature, be sure to keep the message professional.

- **Font:** Use 11-point ITC Avant Garde Gothic which is a standard font on both Mac and PCs and works in all email clients. Non-standard fonts and HTML may not translate across email clients. 12-point font and bold lettering is acceptable for your name.

- **Color**: Black or Navy Blue is preferable and consistent with the brand color palette.

- **Phone numbers:** Include the phone and/or fax numbers you use regularly in an effort to make it easy for others to reach you. Don't include a cell or fax number if it's not something you often use or want to share broadly.

- **Social media:** Adding links to social media channels is ***not*** optional; please promote the main accounts on Facebook, Twitter, YouTube, and Instagram by using the SRTC Connect graphic you have been provided.

- **URL conventions:** No need to use the "www" in a URL unless the URL won't work without it. For example, southernregional.edu is used in the signatures below and the link is embedded

Example:

Dr. Craig Wentworth
President
Southern Regional Technical College
Thomasville Campus
15689 U.S. Highway 19 North
Thomasville, Georgia 31792
O: (229) 225-4096 | C: (229) 225-4096 (can be substituted for fax)
F: (229) 225 – 1234 (if not using cell number, place this on the line above)
cwentworth@southernregional.edu
southernregional.edu

News Media Guidelines

SRTC encourages the news media to visit the campus. It is the College's policy to be as helpful as possible while upholding our mission of teaching and learning, while maintaining the reasonable privacy expectations of students and others. The media does not have a right to indiscriminate access to SRTC's buildings or other college-owned facilities.

Television and radio crews must contact the College Marketing and Public Relations Office if planning to visit campus to ensure there is no interference with College activities or classes. Such permission generally will be granted for exterior set-ups as long as they do not interfere with College operations. In certain situations, SRTC may limit live broadcasts to specific locations. Additionally, College employees outside of the Marketing and Public Relations Office are not allowed to grant media access or permissions without first consulting the appropriate personnel.

To coordinate media interaction, please contact:

Cole Posey, SRTC Director of Marketing
(229) 225-3995 or (229) 400-1747
cposey@southernregional.edu

Or

Amy Maison, SRTC Vice President for Institutional Advancement and Marketing
(229) 225-3977
amaison@southernregional.edu