

# SPARTANBURG COMMUNITY COLLEGE BRAND GUIDELINES

## Primary Logos

HORIZONTAL



VERTICAL



OFFICIAL BUTTON



SQUARE VERSION



CHASER



CHASER PAW



## Typography

SCC's primary and secondary brand typefaces seamlessly blend traditional and modern characteristics, striking a balance that honors our institution's heritage while embracing a forward-facing perspective. These fonts not only reflect our past but also project a contemporary vision that propels us confidently into the future.

The SCC fonts outlined in this guide are the exclusive fonts permitted for all campus materials, including marketing materials and other related content.

### HEADERS

Brandon Groteque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

### SUBHEADERS

Brandon Groteque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

### BODY COPY

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

### BODY COPY (alternatives)

Myriad Pro Light **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

## Color Palettes

A cohesive brand palette not only enhances the way we share the SCC narrative but also encapsulates an enduring and iconic allure. The colors specified are the exclusive and applied palette for all marketing materials, promotional items, and related content.

### PRIMARY



SCC Blue  
CMYK: 100 92 31 28  
RGB: 31 42 93  
HEX: 1F2A5D

SCC Green  
CMYK: 73 1 91 17  
RGB: 58 145 63  
HEX: 399144

SCC Chaser Grey  
CMYK: 36 28 27 0  
RGB: 168 170 173  
HEX: B1B3B3

Black  
CMYK: 0 0 0 100  
RGB: 0 0 0  
HEX: 000000

White  
CMYK: 0 0 0 0  
RGB: 255 255 255  
HEX: FFFFFFFF

### SECONDARY



Pink Slip  
CMYK: 0 31 36 16  
RGB: 214 147 138  
HEX: D6938A

Sweet Cherry Red  
CMYK: 0 85 59 46  
RGB: 138 21 56  
HEX: 8A1538

Daisy  
CMYK: 0 18 74 0  
RGB: 254 209 65  
HEX: FED141

Russet Orange  
CMYK: 0 49 85 9  
RGB: 232 119 34  
HEX: E87722

Ancient Planks  
HEX: 774212  
\*Only to be used on Chaser's eyes.