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## **INTRODUCTION**

This identity guide has been provided to help ensure the correct and consistent use of Shoreline Community College's identity system.

In addition, this guide also answers the key questions that make up our identity platform, including who we are and what we stand for.

This document may be updated by the Communications and Marketing department as needed to include additional recommendations or examples of communications pieces used by the College.

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## **IDENTITY PLATFORM ESSENTIALS**

The following pages encompass an overview of our core identity platform. These messages set the foundation for our identity system and all of its written, verbal, and visual communications.

## Welcome to Shoreline Community College

### This is who we are...

#### VISION, MISSION, VALUES

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##### VISION

We are recognized for inclusive excellence in teaching and learning, student success, and community engagement.

##### MISSION

We serve the educational, workforce, and cultural needs of our diverse students and communities.

##### VALUES

Inclusion, Student Engagement, Respect

#### POSITIONING STATEMENT

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For Shoreline, the concept of finding personal direction and fulfilling potential struck a resounding chord across all audiences. The tone of Shoreline's college identity platform is both hopeful and helpful, with an intensity and purpose previously not expressed. Our positioning statement is:

*Shoreline Community College helps people discover personal direction by providing support opportunities that enable students to reach their full potential. Graduates leave prepared to connect with and contribute to the world around them.*

## MARKETING MESSAGES

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Each of the thematic marketing messages below highlight a critical pillar of the Shoreline experience. As a set, these messages capture the defining strengths and aspirations of the College. Shoreline Community College has:

- *A rich history of success, preparing and placing graduates in their desired fields of study and industries*
- *Highly qualified faculty who are subject matter experts and master teachers*
- *A deeply caring environment where support and guidance are readily available*
- *An unrelenting commitment to ensure all feel welcome and included*
- *A steadfast responsibility to collaborate with and serve our community and neighbors, both near and far*

## TAGLINE

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A tagline is a creative, memorable expression of the institution's mission and identity. Our tagline is:

*Engage. Achieve.*

## TRAITS & ATTRIBUTES

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Consistent use of key words and tone will complement Shoreline's marketing messages and strengthen the overall college identity.

### Validated Traits

Research showed these are the words and phrases people currently associate with the College. These traits should be maintained and conveyed in all communication:

- *Accessible*
- *Beautiful*
- *Caring*
- *Challenging*
- *Diverse*
- *Friendly*
- *Safe*
- *Welcoming*

### Aspirational Traits

Additional traits that characterize the positioning statement should become part of the College's vocabulary and tone. Over time, these will become a larger part of the Shoreline culture and reputation:

- *Energetic*
- *Engaging*
- *Global*
- *Inclusive*
- *Innovative*
- *Rigorous*
- *Transformative*
- *Vibrant*

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## **LOGO GUIDE**

The logo is the primary graphic expression for the college. Correct usage of this mark is essential to establishing a unified identity system.

Reproduction of the logo must always be done using the approved digital art files provided by the Communications and Marketing department.



## LOGO VERSIONS

Shoreline Community College has three approved logo lockups.

### PRIMARY LOGO WITH TAGLINE

This is the primary version of the logo and should be used whenever possible.

### ALTERNATE LOGO WITH TAGLINE

This is the secondary version of the logo and should be used in cases where the layout does not accommodate the primary logo.

### STANDARD LOGO

This is the tertiary version of the logo and should be used only when the tagline versions cannot be accommodated or are not appropriate for a particular use.

## PRIMARY LOGO WITH TAGLINE



## ALTERNATE LOGO WITH TAGLINE



## STANDARD LOGO



## LOGO COLORS

The Shoreline Community College logo has limited color uses. The only appropriate colors that the logo may appear in are full color (PMS 329), black, and reverse white.

## COLOR VERSION

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The full color logo should appear in all full-color applications. The logo should only appear in “Shoreline Green.” For color specifications see Color Palette guide.



## BLACK VERSION

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The black version should be used only when color printing is unavailable or when a hard contrast is needed for the identity to be visible.



## WHITE VERSION

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The reverse white version should be used on backgrounds where the color or black versions do not provide enough contrast.



## MINIMUM SIZE

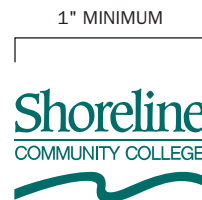
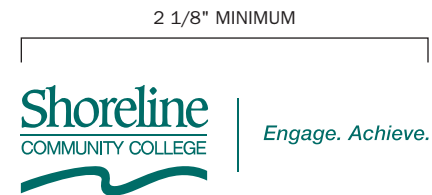
There are no standard sizes for the Shoreline Community College logo. Therefore, scale should be defined by the available space, aesthetics, function, and visibility for any given layout. However, a minimum size has been determined to protect the legibility and integrity of the logo in all applications.

## MINIMUM SIZE

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The tagline and standard versions of the logos should be reduced to no more than the minimum size specified below.

The wave may be removed from the logo in instances where space is very limited. The use of this version must be approved by the Communications and Marketing department.



## MINIMUM CLEAR SPACE

The minimum clear space is the area surrounding the logo that must be kept free of competing text or graphic elements. Leaving space around the logo ensures that it will stand out appropriately and that other words or graphics will not appear to be part of, or “locked up” with, the logo.

## MINIMUM CLEAR SPACE

The minimum clear space is a proportional measurement based on the height of the “S” in the logo (noted as “x”).

No imagery or copy should exist within the minimum clear space.



## CORRECT LOGO USAGE

The following images represent correct uses for the logo based on the guidelines provided in this section.

This usage guide applies to all of the approved versions of the logo.

## CORRECT EXAMPLES



Use color version of logo in all full-color applications.



Use the color or black logo only on a background lighter than 30% value.



Use the color logo over photos with simple, bright backgrounds.



Use the white logo over approved colors in the palette.



Use the white logo only on a background darker than 30% value.



Use the white logo over photos with simple, dark backgrounds.

## INCORRECT LOGO USAGE

The logo should be used with care and should not be altered from the digital art files provided by the Communications and Marketing department. The following images represent incorrect uses that are contrary to the guidelines stated in this section.

This usage guide applies to all of the approved versions of the logo.

## INCORRECT EXAMPLES



Do not use non-approved colors for the logo.



Do not use multiple colors in the logo.



Do not use color or black version of logo on a background that is darker than 30% value.



Do not rotate, skew or distort the logo in any way.



Do not use effects such as drop shadow or glow.



Do not outline or add a stroke around the logo.



Do not stretch or change the proportions of the logo.



Do not place the logo on a complex background.



Do not disassemble or alter any part of the logo.

## LOGO WITH DEPARTMENT NAME

Each department at Shoreline Community College should have a logo lock-up that is consistent with the following guide.

For short department names (three words or less), the One Line Lock-up should be used.

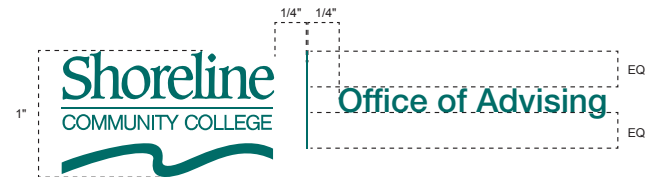
For longer department names (four words or more), the Two Line Lock-up should be used. The line break for a two line lock-up should occur directly before or after an ampersand. If an ampersand is not present, the line break should appear approximately half way through the name.

The digital template should be used when developing new lock-ups. This template is based on a 1" tall logo and uses Helvetica 65 Medium at 19 pt. size and 23 pt. leading.

The following College areas are exceptions and have their own approved logos for limited applications:

- Athletics (see p. 27)
- Foundation
- Alumni Relations
- Associated Student Government
- Nursing (for pins)
- Nursing Assistant Certified (for pins)
- The Honors College at Shoreline
- Cooperative preschools

### ONE LINE LOCK-UP



### TWO LINE LOCK-UP



## EMAIL SIGNATURE

### Specifications:

#### Name

11 pt Calibri Bold  
Color: Hex #00685E

If including academic credentials,  
use periods and separate by commas.

#### Title

10 pt Calibri Regular  
Color: Black

#### Shoreline Community College

10 pt Calibri Bold  
Color: Black

#### Website & Phone Number

10 pt Calibri Regular  
Color: Black

Double space, pipe, double space  
between website and phone number

#### Optional Details

Up to two lines of text may be  
added beneath the website and  
phone number to accommodate  
either secondary contact information  
(if needed) or personal pronoun  
preferences.

#### Optional Logo

1" wide color logo

The use of any other logos, such as  
co-branded partnerships, must be  
approved by the president (e.g.  
automotive manufacturers).

## EMAIL SIGNATURE EXAMPLE

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### **Martha G. Lynn, M.A.**

Executive Director  
Communications & Marketing

### **Shoreline Community College**

www.shoreline.edu | 206.546.4634

OPTIONAL  
DETAILS

Mobile: 206.123.4567  
Pronouns: she, her, hers

OPTIONAL  
LOGO





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## **TYPOGRAPHY GUIDE**

The appropriate use of typography is integral to the Shoreline Community College identity system. The specified typefaces help convey a tone and character for the school that is optimistic and welcoming to all students. When applied consistently, the use of typography helps to unify the college's communications and give messages a distinct voice.

## TYPE FAMILIES

Franklin Gothic is the primary typeface and should be used in the specified weights and their italic equivalents for all communications.

Garamond is the secondary typeface and should be used in the specified weights and their italic equivalents in instances when a formal quality is needed that is distinct from Franklin Gothic.

The recommended version of Franklin Gothic is ITC Franklin Gothic and the recommended version of Garamond is Adobe Garamond.

In instances when the primary and secondary typefaces are not available, Calibri should be used as a substitute for Franklin Gothic and Cambria should be used as a substitute for Garamond.

## PRIMARY TYPEFACE

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Franklin Gothic Book

Franklin Gothic Book: For use in body copy as well as in subheads and subheads at larger point sizes.

**Franklin Gothic Medium**

Franklin Gothic Medium: For use in headlines and subheads.

**Franklin Gothic Demi**

Franklin Gothic Demi: For use in headlines or for use within body copy to give emphasis.

**Franklin Gothic Heavy**

Franklin Gothic Heavy: Use of this weight should be limited but it may be used to give extra emphasis at large point sizes.

## SECONDARY TYPEFACE

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Garamond Regular

Garamond Regular: For use in body copy, subheads and headlines.

**Garamond Semibold**

Garamond Semibold: For use in headlines and subheads.

**Garamond Bold**

Garamond Bold: For use within body copy to give emphasis. This weight is not recommended for use in headlines or subheads.

## ALTERNATE TYPEFACES

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Calibri Regular

Calibri Regular and Bold: For use when Franklin Gothic is unavailable. Recommendations for usage should follow equivalent weights of Franklin Gothic.

**Calibri Bold**

Cambria Regular and Bold: For use when Garamond is unavailable. Recommendations for usage should follow equivalent weights of Garamond.

Cambria Regular

**Cambria Bold**

## TYPE SPECIFICATIONS AND EXAMPLES OF USAGE

The examples shown demonstrate the following type specifications recommended for usage.

Letter spacing headlines and subheads:

- For Franklin Gothic 14 pt. size and larger, set tracking to -3.
- For Garamond 14 pt. size and larger, set tracking to -2.

Letter spacing body text:

- For Franklin Gothic between 7 pt. and 14 pt. size, set tracking to +3.
- For Garamond between 7 pt. and 14 pt. size, set tracking to 0.

Line spacing:

- For body text between 7 pt. and 14 pt. size, set leading to 120% of point size at a minimum.
- For headlines and subheads 14 pt. size and larger, set leading to 110% of point size at a minimum.

## FRANKLIN GOTHIC – EXAMPLES OF USAGE

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Headline:  
Franklin Gothic Demi  
24 pt. Size  
26 pt. Leading  
-3 Tracking

Explore Your Options to Transform Your Future.

Subhead:  
Franklin Gothic Medium  
18 pt. Size  
21 pt. Leading  
-3 Tracking

Academic and Support Services at Shoreline Community College.

Body Text:  
Franklin Gothic Book  
9 pt. Size  
11 pt. Leading  
+3 Tracking

Your success starts here at Shoreline Community College. We are strongly committed to your academic success and will provide you excellent instruction, a rich environment in which to learn, and a variety of student support services and activities.

## GARAMOND – EXAMPLES OF USAGE

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Headline:  
Garamond Regular  
24 pt. Size  
26 pt. Leading  
-2 Tracking

English and Study Skills Classes for College Success.

Subhead:  
Garamond Semibold  
17 pt. Size  
19 pt. Leading  
-2 Tracking

General Education Core Requirements for Professional/Technical Programs.

Body Text:  
Garamond Regular  
10 pt. Size  
12 pt. Leading  
0 Tracking

Your success starts here at Shoreline Community College. We are strongly committed to your academic success and will provide you excellent instruction, a rich environment in which to learn, and a variety of student support services and activities.

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## COLOR PALETTE

The use of color is a key component in helping to distinguish Shoreline Community College's identity system. The primary and secondary color palettes reflect the greens and blues inherent to the surrounding natural environment and are expressed in bright and vibrant tones that communicate the positive, diverse, and exuberant characteristics of the college. In addition, the tertiary colors help to complement the primary and secondary colors.

## COLOR PALETTE

The primary color should be used as the dominant color in a layout. One or more secondary colors should also exist in every layout in order to maintain the integrity of the identity. Tertiary colors may be used additionally to provide an accent or show emphasis where needed.

## COLOR MATCHING SYSTEM

Please follow the color matching systems provided when using identity colors.

### PANTONE®

The PANTONE color matching system is a standardized color reproduction system that allows different printers and manufacturers to accurately reproduce colors within the PANTONE library. PANTONE swatches are similar to paint swatches where each color represents a specific ink.

### CMYK

CMYK represents a four-color printing system consisting of percentages of cyan, magenta, yellow and black ink to create photo-quality printed images.

### RGB

RGB represents the additive colors of red, green and blue on digital displays and allows for photo quality images on-screen.

## PRIMARY COLOR



### SHORELINE GREEN

PANTONE: 329C  
C=100, M=14, Y=60, K=49  
R=0, G=104, B=94  
HEX: 00685E

## SECONDARY COLORS



### DARK BLUE

PANTONE: 3015C  
C=100, M=35, Y=3, K=21  
R=0, G=98, B=155  
HEX: 00629B



### LIGHT BLUE

PANTONE: 7466C  
C=86, M=0, Y=32, K=0  
R=0, G=176, B=185  
HEX: 00B0B9



### LIGHT GREEN

PANTONE: 361C  
C=77, M=0, Y=100, K=0  
R=67, G=176, B=42  
HEX: 43B02A

## TERTIARY COLORS



### GOLDEN YELLOW

PANTONE: 7549C  
C=0, M=22, Y=100, K=2  
R=255, G=181, B=0  
HEX: FFB500



### ORANGE

PANTONE: 1665C  
C=0, M=79, Y=100, K=0  
R=220, G=68, B=5  
HEX: DC4405

### COLOR TINTS

The use of brand color tints should be limited. However, when tints are used they should be no lighter than 50% of the original color in order to maintain richness and depth.

### COLOR TINT PERCENTAGES

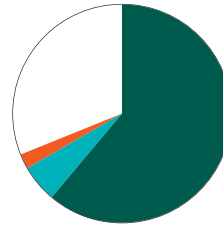
100%	100%	100%	100%	100%	100%
90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%
50%	50%	50%	50%	50%	50%

## COLOR PROPORTIONS

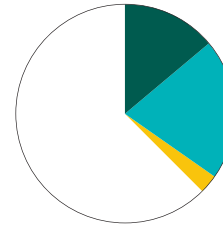
The Shoreline Community College identity colors are flexible, however care should be taken to use them in proportions that help to enliven the identity without confusing it.

These color charts represent examples of correct and incorrect color proportions.

### CORRECT PROPORTIONS



Use Shoreline Green as the dominant color in a layout.



Use Shoreline Green as an accent along with a secondary and/or tertiary color.

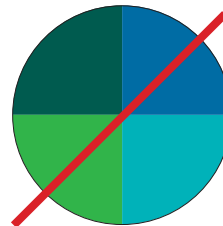


Use a feature photo with Shoreline Green along with a secondary and/or tertiary color.

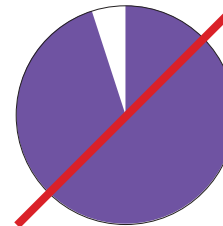


Use multiple photos along with primary, secondary and/or tertiary colors.

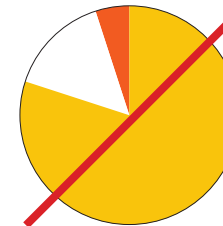
### INCORRECT PROPORTIONS



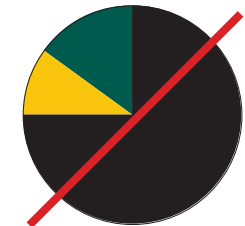
Do not use colors in equal proportions.



Do not use a non-approved color as the dominant color in a layout.



Do not use tertiary colors as the dominant color in a layout.



Do not use black as the dominant color in a layout.

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## **PHOTOGRAPHIC STYLE**

Photography is an essential tool for communicating the many narratives at Shoreline Community College. Using our identity platform as a foundation, the following photo style guide is intended to enhance our story and communicate our values.

The style direction listed in this section provides specific guidelines for directing photo shoots or selecting the appropriate photos from stock photography sites.



## STYLING

- Subject has a naturalistic feel that is optimistic and engaging
- Bright, warm lighting
- Shallow depth of field with foreground or background environment appearing soft (allows viewer to feel like they are part of the photo)
- Asymmetric framing is recommended, but not prohibited
- Photo should communicate positivity, inclusivity, and collaboration

## SUBJECT

- Subject(s) should always appear fully engaged with another person or an activity
- Subject(s) should appear active, not passive
- Subject(s) should not look at the camera, except in instances where an individual or group has been personally identified (i.e. a basketball team photo, a featured faculty member, etc.)

### STUDENT PORTRAIT

These images portray specific individuals who are actively engaged with other people or activities.



### FACULTY PORTRAIT

These images portray faculty who are actively collaborating with one or more students.



### STUDENT GROUPS

These images portray acts of student bonding and collaboration. Though groups may be larger than three people, the primary focus should be on just one to three students within the group.



### CAMPUS

Campus imagery should appear active and maintain a depth of field.



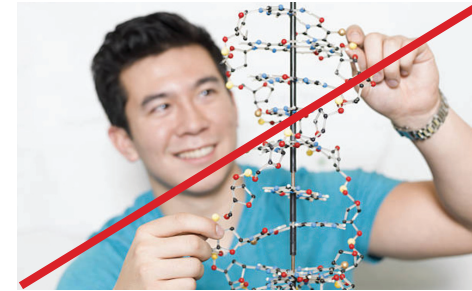
## Photographic Style



Avoid poor lighting.



Avoid overly dramatic lighting.



Avoid abstract or studio backgrounds that don't indicate a sense of place.



Avoid overly complex images that don't have a clear focus.



Avoid images of students who appear distracted or unengaged.



Avoid overly staged "collaboration".



Avoid individuals looking at the camera who are not actively engaged in an activity.



Avoid close-up hands or objects when a person's face is not visible.



Avoid unnatural or trendy photo filters or effects.

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## **SHORELINE ATHLETICS**

The Shoreline Community College Athletics department has its own distinct logo and colors which should be used for all Athletics gear and collateral.

## ATHLETICS IDENTITY

The Shoreline Athletics identity consists of a distinct Athletics logo and color palette.

These elements are intended to distinguish the college in competitive sports uses, such as team uniforms, gym facilities, fan gear, or advertising.

In addition to the Athletics department, the dolphin mascot and green/gold color palette may also be used in some non-athletic contexts, such as bookstore merchandise and apparel, or some student activities materials.

The Athletics logo, mascot, and colors should not be used on college-wide official documents, such as letterhead, name badges, or diplomas.

## ATHLETICS LOGO

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## ATHLETICS COLORS

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### ATHLETICS GREEN

PANTONE: 7484C  
C=91, M=14, Y=78, K=60  
R=0, G=87, B=63  
HEX: 00573F

### ATHLETICS GOLD

PANTONE: 7409C  
C=0, M=31, Y=100, K=0  
R=240, G=179, B=35  
HEX: F0B323



## IDENTITY GUIDE

Updated on 09.21.17

For questions please contact:

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