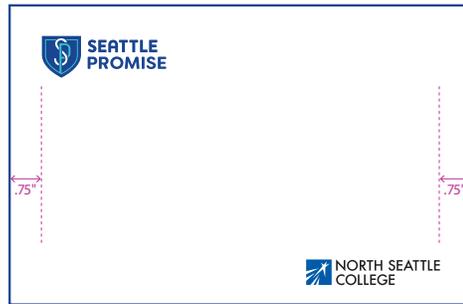# Brand Guidelines for Seattle Promise
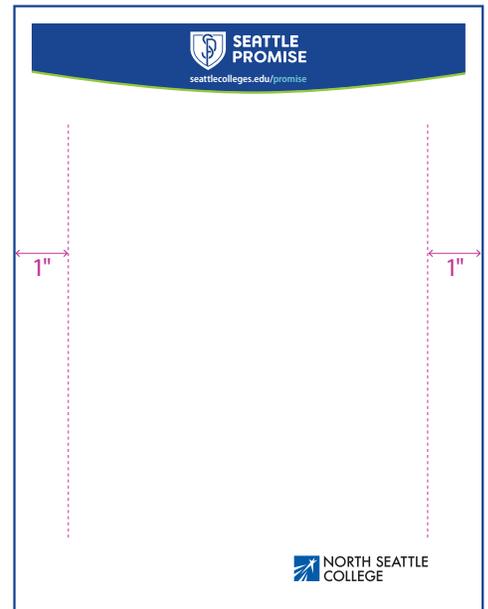
LOGO AND LOGO PLACEMENT

SP Logo Horz CMYK.png

Sample Half Sheet Layout

Full Sheet Layout.docx

LOGO LOCKUP

NS.SP Logo.png
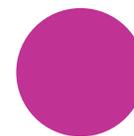

SC.SP Logo.png

SS.SP Logo.png

SCD.SP Logo.png

STAFF TYPOGRAPHY

Header: Calibri Bold
(21 point – Upper & Lower Case)

Subhead: Calibri Bold
(14 point) – Upper & Lower Case or All Caps)

Body Copy: Calibri Regular
(11–11.5 point – Upper & Lower Case)

PRO DESIGNER TYPOGRAPHY

Header: Montserrat Semibold
(18 point – Upper & Lower Case)

Subhead: MONTSERRAT MEDIUM
(14 point – Upper & Lower Case or All Caps)

Body Copy: Myriad Pro Regular
(10.5–11 point – Upper & Lower Case)

COLORS

PRIMARY

DARK BLUE
CMYK	100.85.9.2
RGB	27.69.144
WEB	#1b4590
PMS	661

AQUA
CMYK	66.0.22.0
RGB	58.193.204
WEB	#3ac1cc
PMS	319

SECONDARY

MAGENTA
CMYK	23.93.0.0
RGB	193.53.147
WEB	#c13593

GREEN
CMYK	48.0.100.0
RGB	146.200.62
WEB	#92c83e

YELLOW
CMYK	4.14.80.0
RGB	246.211.81
WEB	#f6d351

Creating Seattle Promise Marketing Materials

Presenting a consistent and professional message is essential to building a strong image and reputation for Seattle Promise. These guidelines are intended to assist Seattle Promise staff and internal college partners in developing materials for communicating with students and other groups important to the program. Adhering to these standards will ensure our commitment to quality.

PROCESS

To assist with meeting the communication needs of the program, we have categorized products into levels and identified the appropriate production process for each.

How to Get Started

Start by checking in with your immediate supervisor and completing a project brief to determine the level of product, the process for production, and the essential elements of communication.

Level I

Criteria
- Mass external distribution to 100+
- Districtwide or collegewide internal distribution
- Significant impact to image and reputation or recruitment, enrollment, retention, and/or completion-related activities

Process
- Check in with immediate supervisor
- Initiate work by submitting project brief

Production
- Produced by Communications and Marketing

Level II

Criteria
- Distribution to assigned caseload (100 or less external distribution)
- Limited internal distribution within Seattle Colleges
- Minimal impact to image and reputation or recruitment, enrollment, retention and/or completion-related activities.

Process
- Check in with immediate supervisor
- Initiate work by completing a project brief

Production
- Use a Promise design template and adhere to guidelines below
- Send to immediate supervisor for review/approval before distribution

STANDARDS AND GUIDELINES

Seattle Colleges has editorial guidelines and a graphic identity system to help build and enhance the institution's image and reputation. The Seattle Promise program's editorial, graphics, symbols, colors, and fonts are part of this system.

A Seattle Promise identity guide has been published to ensure cohesive and consistent use of the program's official marks. Adhering to these standards conveys and reinforces the qualities and strengths of the program.

Editorial Standards

Consult the Seattle Colleges editorial style guide for questions about proper use of terms, capitalization, grammar, etc.

Graphic Identity Guidelines

Design Templates
Two design templates are available. These templates are designed to be printed in-house or shared via pdf.
- One page
- Half page

When there isn't a template for what's needed
- Discuss with your immediate supervisor and indicate needs in the project brief
- Use the following approved colors and logos as outlined

Logos

When using any logo you are making an official endorsement on behalf of the organization. Use only the Seattle Promise mark and the Seattle Colleges logo you are representing.
- Seattle Promise Mark
- Seattle Colleges/Seattle Promise combined Logos

DO NOT use any third-party logo. If other logos are required, see level 1 product criteria and process.

Email Signatures
Official Seattle Promise email signatures are available for Promise staff. Please use these signatures at the bottom of your emails.

CONTACT

- Your immediate supervisor.
- If you have communication and design needs outside Seattle Promise, contact your college communications staff or district communications staff: Barb Childs or Andrew Svec.

SEATTLE COLLEGES
North · Central · South