INTRODUCTION

The Southeast Tech Branding Identity Standards Manual was created to provide all Southeast Tech employees and associates with the ability to maintain the Institute’s branding identity through an easy-to-follow set of guidelines.

The success of the Southeast Tech Branding Identity depends on the consistent use of these standards by everyone involved in the creation of Southeast Tech communications.

The Marketing Office staff will answer any questions related to this manual and provide art and production assistance when needed.

CONTENTS

2 The Logo
   Appropriate Use
3 Logo Size & Proportions
   Alternative Logos
4 Special Programs
5 Logo Colors & Color Palette
6 Legibility
7 Control Area and Placement
   Black and White
8 Typography
9 Stationary
   Business Cards
   Envelopes
   Letterhead
11 Marketing Office Contact
THE LOGO

The basis of the Southeast Tech Branding Identity is the logo. The logo was created as a character logo, or wordmark, to maintain name recognition at all times. The “O” in Southeast Tech is actually a stylized compass depicting the direction southeast. The wordmark is unique and has been specifically crafted; do not attempt to recreate it or any other part of the logo. Art may be obtained from the Marketing Office.

APPROPRIATE USE

The Southeast Tech logo may only be used to identify the Institute’s identity, its programs and its services. The development and use of any other logo, mark, and/or symbol is strictly prohibited. The Southeast Tech logo may not be combined with any other feature — including, but not limited to, other logos, words, graphics or symbols. The shape, proportion or color of the Southeast Tech logo may not be altered in any way. The logo may not be redrawn or retyped (fig 2.2).

When in doubt about the appropriate use of the Southeast Tech logo, contact the Marketing Office.
LOGO SIZE & PROPORTIONS
To ensure legibility, the Southeast Tech logo should never be reproduced at sizes smaller than 1 inch wide (fig 3.1). The logo proportions should never be altered. Do not condense or stretch the logo (fig 3.2 and 3.3). To ensure this doesn’t happen, always hold the “shift” key on your keyboard while resizing.

fig 3.1  fig 3.2  fig 3.3

ALTERNATIVE LOGOS
Variations of the Southeast Tech logo have been created to fulfill almost any situation’s needs. Contact the Marketing Office for assistance in determining when it’s appropriate to use alternative logos. Do not attempt to recreate any of these logos; art may be obtained from the Marketing Office.

Alternative 1: Horizontal Logo
Reserved for use when space is limited to a horizontal logo such as the side of a pen, pencil or banner ad. This is to be considered a secondary version and should be used only when a stacked version is not possible.
This version also works well when the location of the logo needs to be centered.

Alternative 2: Compass Symbol
The compass should only be used alone for special occasions as it is not immediately recognizable as Southeast Tech. Examples include promotional items, social media, and clothing.
SPECIAL PROGRAM LOGOS

It is essential that the visual identities of Southeast Tech’s programs and centers reflect the branding identity of the Institute while still retaining a certain level of distinction. Therefore, separate logos have been (and can be) created for such programs. Each retains key elements of the Southeast Tech Branding Identity, but the name of the individual program is used in conjunction with the wordmark.

Do not attempt to recreate any of these logos or design a new logo. Contact the Marketing Office to obtain art for these logos, or to request assistance in producing a new logo.

NOTE: The standards discussed in other sections of this guide apply to each of the special programs and center identities. Below are just a few examples of Special Program logos that have been created.

Centers
Different centers on campus may have Special Program artwork for use on their particular documents and stationery. These are examples of centers that have obtained their specific artwork from the Marketing Office.

Degree & Diploma Programs
Program artwork may have a stacked version as well as a horizontal version, to be used where appropriate.

Unique Situations
Every so often, a situation arises that requires a creative alternative to the Special Program guidelines. Please contact the Marketing Office if you have any questions regarding unique situations.
LOGO COLORS & CORRESPONDING COLOR PALETTE

From the beginning, Southeast Tech has been represented by the color blue. Although the shade has changed over time, our students, staff, and alumni have always been proud to “live blue”. To create consistency, specific colors have been chosen to represent the blues in Southeast Tech’s logo: Pantone (PMS) 301 for the darker shade; PMS 298 for the lighter shade.

Since these blues are an integral part of the Southeast Tech Branding Identity, it is important to have the logo appear in these colors as often as possible. When production method will not permit the use of the custom colors, allowable alternatives have been provided. A process color equivalent has been assigned for each blue for use when printing in CMYK. All digital applications should use the HEX values or RGB color assignments.

Separate files have been created for PMS, Black, and White. These files may be obtained from the Marketing Office.

In addition to the Southeast Tech blues, a color palette of complimentary colors for use in publications, ads and banners has been created to accent the Southeast Tech blues. These colors are to be used as accents only, and should never replace the logo colors.
LEGIBILITY

Clarity and readability are key to the overall strength of the Southeast Tech logo. Do not place the logo on colored or patterned backgrounds that impair the readability of the mark. The preferred color backgrounds for the Southeast Tech logo are white or black. Colored backgrounds are acceptable; however, it is important to use care in selecting the correct version of the logo to use in these situations.

In situations where the logo is used on a color of similar value to any of the complimenting colors in the Southeast Tech color palette, the logo should be reversed (white) from the color. Or, if there is enough contrast, it can be printed in black.

For assistance in selecting the appropriate version of the Southeast Tech logo to use, please contact the Marketing Office.
CONTROL AREA AND PLACEMENT

To be visually effective, the Southeast Tech logo requires an open area around it. This open area is called the “Control Area.” No other visual elements may appear in the Control Area. The Control Area is a margin of empty space around the logo equal to the width of the letter “O” in the Southeast Tech wordmark (fig 7.1).

Photographs may be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read.

BLACK AND WHITE

There may be instances when color is not an option, such as a newspaper advertisement, or a one-color document. Black and white versions of the logo have been developed for use on these occasions. Do not attempt to recreate these logos; art may be obtained from the Marketing Office.

To ensure the quality of reproduction in any black and white media, the black logo does not utilize any shades of gray. As with the color logo, always take care in the placement of the logo and avoid busy or highly patterned backgrounds.
TYPOGRAPHY

A consistent approach to typography reinforces the effectiveness of the Southeast Tech Branding Identity. With consistent use, these typefaces, also known as fonts, will create a strong and recognizable identity for Southeast Tech.

To provide flexibility and complement the Southeast Tech logo, two groups of typefaces have been selected for the use in the Southeast Tech Branding Identity. Group 1 is for documents such as memos, letters and flyers created by the general population of Southeast Tech. Group 2 is for use in documents that are being created by the Marketing Office such as brochures, posters, newsletters, etc.

NOTE: The fonts used on the Southeast Tech website are automatically applied as users enter copy through the content management system used on campus.

Group 1

The typeface selected for this group complements the typography used in the logo and is available on most PCs. The sans-serif face for letters, forms and other documents is Calibri (see figures 8.1).

Group 2

The typefaces selected for this group are for use by the Marketing Office and communication professionals. These typefaces have been purchased for use in Southeast Tech marketing materials. The serif family selected for newsletters and long blocks of copy is Adobe Caslon Pro. The serif family used for design elements is Berthold City. The sans-serif type family used for most other publications and design elements is Gotham (see figures 8.2a, 8.2b and 8.2c).
STATIONARY

Stationary is one of the most visible and prominent representative of Southeast Tech. Stationary includes business cards, letterhead and envelopes. As part of the objectives of the Southeast Tech Branding Identity, all stationary must have the same appearance.

ORDERING STATIONARY ITEMS

Southeast Tech works with local vendors to produce stationary items using templates outlined in this manual. Contact the Marketing Office for information on ordering letterhead and envelopes. Business card forms are sent out bi-monthly for full-time employees who need to order business cards. The business card format approved for official use by the Institute is shown below.

fig 8.1 – Business card (actual size shown)

The #10 envelope is the standard envelope used by the Institute along with its letterhead. On those occasions when a different envelope size is required, or when an office or department name is needed in the return address, contact the Marketing Office for assistance.

fig 8.2 – #10 Envelope (not actual size; actual size is 9.5x4.125 inches)
Contact the Marketing Office for a letterhead Word Document template.

fig 9.1 – Letterhead (not actual size; actual size is 8.5x11 inches)
MARKETING OFFICE CONTACT

Margaret Pennock  
*Marketing Director*  
Margaret.Pennock@southeasttech.edu  
605.367.7667  
MC 216

Caroline Rexwinkel  
*Marketing Assistant / Graphic Artist*  
Caroline.Rexwinkel@southeasttech.edu  
605.367.4760  
MC 208