

SOUTHWEST MISSISSIPPI COMMUNITY COLLEGE

# GRAPHIC STANDARDS

OFFICE OF DIGITAL PUBLIC AFFAIRS | UPDATED JULY 2023



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Southwest Mississippi Community College does not discriminate on the basis of race, color, national origin, age, sex, religion, or disability in its programs, activities or employment practices. The following persons have been designated to handle inquiries and grievances regarding the non-discrimination policies: Mrs. Rhonda Gibson, Director of Disability Support Services, 601-276-3885; Mr. Blake Brewer, Vice President for Student Affairs and Title IX Coordinator, 601-276-3717; SMCC, 1156 College Drive, Summit, MS 39666.

# IMPORTANT INFORMATION

## OVERVIEW

When we communicate, we leave an impression. As an institution that impression is important and helps us develop relationships with current students, alumni, future students, parents of future students, faculty, staff and our community. Our communication comes from our website, newsletters, advertisements, social media posts, letters and marketing materials. All of these impressions are extensions of the Southwest Mississippi Community College brand.

A clear and consistent visual message is essential to promoting Southwest Mississippi Community College. Our graphic standards manual is the guide to apply our visual identity to the forms of communication we use as an institution to promote, recruit, encourage, and celebrate Southwest Mississippi Community College.

This guide is not an all-exhaustive list of dos and don'ts with regard to publicity. It is a starting point for faculty and staff to use moving forward. If you have any items that you would like to be included in this document please contact the Office of Digital Public Affairs.

## APPROVAL OF GRAPHICS & PUBLICATIONS

- Communications materials representing the college should be approved though Brian Emory. This includes all printed publications, advertisements, flyers, posters, etc.
- Any new logos must be approved by the college president, the chief public relations official of the college.
- When in doubt, about use of photography or graphics, ask.

BRIAN EMORY  
Director of Communication/Development  
Foundation Director  
Webmaster  
601.276.4809 office  
601.665.7884 mobile

# QUICK POINTS



1. The college name should appear on all official materials either printed or digital.  

Southwest Mississippi Community College  
*or*  
Southwest
2. An official logo should appear on every publication and advertisement paid with college funds.
3. The college seal should not be used as a general logo. The seal is reserved for use on official documents such as degrees, awards, transcripts, and official records.
4. The athletic logo is reserved for use by athletics and athletic events.
5. Photos for printed materials should be high resolution (at least 300dpi at actual size)
6. No copyrighted material should be used without permission including photos, graphics, logos and images from the web. If you did not create it, then someone else may own the rights to it.
7. The non-discrimination state should appear on all university publications, printed materials and advertisements.

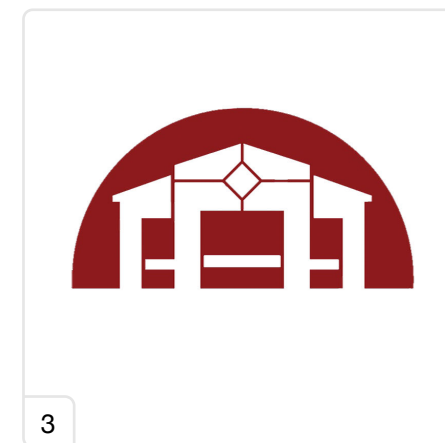
# OFFICIAL COLLEGE LOGO

- 1 Horizontal logo
- 2 Vertical logo
- 3 Glyph

The standard logo version, which works best for print, website headers, wide banners, and other horizontal spaces.

The compact version for narrow, vertical-oriented spaces.

The minimal version for secondary communication devices.



Main logo color:

Secondary logo color:

Main background color:

HEX #001c43  
RGB 0,27,67  
CMYK 100,50,0,80

HEX #940021  
RGB 148,0,33  
CMYK 0,100,75,45

HEX #FFFFFF  
RGB 255,255,255  
CMYK 0,0,0,0

# OFFICIAL ATHLETIC LOGO

1 Horizontal logo

2 Glyph

The standard logo version, which works best for print, website headers, wide banners, and other horizontal spaces.

The minimal version for secondary communication devices.



Main logo color:

Secondary logo color:

Main Character color:

Secondary Character color:

HEX #001c43  
RGB 0,27,67  
CMYK 100,50,0,80

HEX #940021  
RGB 148,0,33  
CMYK 0,100,75,45

HEX #674837  
RGB 103,72,55  
CMYK 40,60,70,45

HEX #947a67  
RGB 148,122,103  
CMYK 5,25,35,45

# OFFICIAL COLLEGE SEAL

1 Horizontal logo

2 Vertical logo

The official seal, which works best for print on official documents, certificates, degrees and awards.



Main logo color:

Secondary logo color:

Main background color:

HEX #001c43  
RGB 0,27,67  
CMYK 100,50,0,80

HEX #940021  
RGB 148,0,33  
CMYK 0,100,75,45

HEX #FFFFFF  
RGB 255,255,255  
CMYK 0,0,0,0

# LOGOS FOR 501(C)3 ORGANIZATIONS

1 Foundation Logo

2 Alumni Association





# OFFICIAL COLLEGE FONTS

1 Trajan Pro

2 Adobe Caslon Pro

Trajan Pro is the font that appears inside the official Southwest Logo

Adobe Caslon Pro is a good front for publishing with text documents.

TRAJAN PRO  
TRAJAN PRO  
TRAJAN PRO

Adobe Caslon  
**Adobe Caslon**  
*Adobe Caslon*

# OBSOLETE COLLEGE LOGOS & COLOR

These logos are not to be used on any new products, apparel, documents or advertisement.

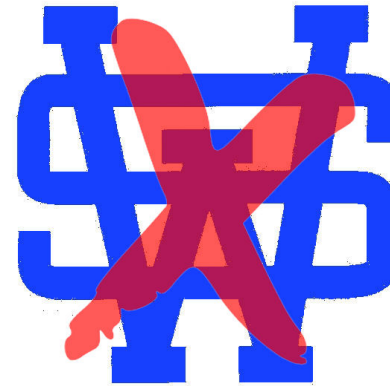
Old clothing logo



Old Website Logo



Old Athletic Logo



Old Letter Head



Old College Color Black



Old College Color Royal Blue



Old College Color Royal Red



# LOGO USAGE GUIDELINES

## LOGO APPEARANCE

The appearance of the official college logos must never be altered.

- ◆ Do not recreate or redraw the logo.
- ◆ Do not change the scale of any elements
- ◆ Do not use an old logo.
- ◆ Do not place the logo on photos without sufficient background contrast.
- ◆ Do not use a low-resolution or distorted logo.

