

SCC Style Usage Guide

This guide outlines the types of and applications for SCC's logo. All logo usage must be approved by the SCC Marketing & PR department. All promotional items must be purchased through the SCC Book Inn.

Alternate styles of logo (i.e. reversed, black & white) are available via special request to the Marketing & PR department. SCC logos should not be re-created or modified.

COLLEGE LOGOS

VERTICAL

HORIZONTAL

Full: This contains the logo button and full college name, in either vertical or horizontal layout. It should be the primary choice in most use cases, such as communications or promotional items.



Button: This is a simple visual representation of the college name. This will be used primarily when space is limited, such as social media and digital marketing opportunities. The full version of the button is called **Square** version.



LOGO FOR UNITS: CAMPUSES, PROGRAMS, DEPARTMENTS

VERTICAL

HORIZONTAL

Full - Unit: This contains the logo button, the full college name and the unit name, in either vertical or horizontal layout. This may be used at the request of the head of the respective unit, typically on promotional items.



Button - Unit: This contains the logo button and the unit name, in either vertical or horizontal layout. Unit examples include departments, programs and campuses. This may be used at the request of the unit head when the college name is already spelled out elsewhere in the communication or item.



Colors and Font

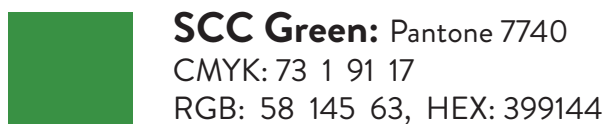
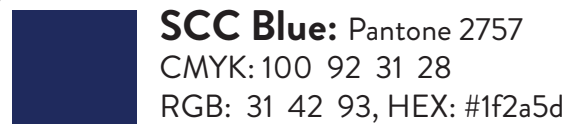
Font for Logo & Headers:

Brandon Grotesque
Bold and Light versions used
Medium is permitted in some circumstances

Font for Body: Myriad Pro

Regular weight; Light or Bold for subheaders
Can also be used as alternate for Brandon G.

Primary SCC Colors



Secondary SCC Colors (HEX)





PRIMARY Chaser Badge: The Chaser Badge is the primary image used for our beloved mascot. This is strategic, as she was introduced in late 2021, and needs a solid two years and beyond to become a recognized icon in our community. Her face, straight on with her bright eyes locked in and ready to engage embrace the true Chaser

Variations of the Chaser Badge:



Please include the **SCC button with CHASERS** when she stands alone, with no other SCC logo referenced. In some cases, the SCC button by itself is appropriate.

Only use the **Chaser Badge/CHASERS** version when SCC logo is present with it (i.e. on a flyer, postcard or website).



SECONDARY Chaser Leaping: The Chaser Paw can be used as an occasional option for referencing Chaser, but should not be interchanged as a primary version. This is strategic, as we want the Chaser Badge to become unmistakable as our mascot icon.

Chaser Leaping can be used sparingly, primarily when a fun, dynamic graphic is appropriate. Use the version with **Chaser Leaping with SCC/CHASERS**. In special cases, use of **Chaser Leaping with Spartanburg Community College** or **Standalone** may be used with permission from Marketing.



SECONDARY Chaser Paw: The Chaser Paw can be used as an occasional option for referencing Chaser, but should not be interchanged as a primary version. This is strategic, as we want the Chaser Badge to become unmistakable as our mascot icon. With other local schools having a paw as an icon, we want to use this one carefully so we remain easily distinguished among them. Therefore, use the SCC CHASERS version in almost all circumstances. The **Paw Standalone** may be used when SCC logo is present. Sometimes, a **Single Color Paw** may be used, but it still needs to tilt in the same direction as shown and be her distinct pawprint.



PAW Standalone



PAW Single Color



SCC Seal: The version introduced in 2023 replaces a seal with no distinct SCC history or meaning. This “Dream it. Chase it. Live it.” version is full of symbolism referencing SCC’s famous motto.

The image of the STAR represents DREAM, as in “wish upon a star” or “reaching for the stars” and dreaming of the future.

The paw is the actual imprint of Chaser’s paw, and represents the CHASE.

The tree represents LIFE, but also is a reference to our status as an arboretum and dedication to horticulture and agriculture within our academic offerings.

MCMLXIII - 1963, the year SCC opened as Spartanburg Tehnical College.

Latin words: Dream, Chase, Live

The SCC Seal is present on our most formal documents such as presidential announcements, diplomas, recognition certificates and plaques, flags and graduation regalia.