

Santiago Canyon College Visual Identity Guide

PRIMARY LOGO



LOGO VARIATIONS



HORIZONTAL LOCKUP with REVERSE



Seal



Signature Lockups



Primary Color Palette

Primary Color: Dark Blue #081f41

R: 0 C: 100% PANTONE: PMS 282 C
G: 45 M: 68%
B: 98 Y: 00%
K: 64%

Secondary Color: Gold #ffc52e

R: 235 C: 18% PANTONE: PMS 123 C
G: 231 M: 08%
B: 229 Y: 07%
K: 00%

Periwinkle Sunrise	Salmon Sunset	Midday Sky
C: 68% #5e78ba M: 52% R: 96 Y: 00% G: 120 K: 00% B: 187	C: 04% #e8664b M: 74% R: 233 Y: 74% G: 103 K: 00% B: 76	C: 70% #27a9e1 M: 15% R: 41 Y: 00% G: 170 K: 00% B: 225

College Mascot

The SCC Mascot is the Hawk. Typically visualized with blue feathers and a gold beak, legs, and talons, the hawk signifies the strength of our school and pays homage to the flora and fauna of the college's landscape.



Photography



SCC Photography is student and campus focused. Warm and engaging, SCC photography should evoke a welcoming feeling of belonging, personal growth, academic excellence, active learning, and student life. Style is professional, but casual and accessible.

Typography

Avenir

Primary Font • Headlines
Avenir Next is also acceptable

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mulish

Secondary Font
Body Copy

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat

Web Font

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

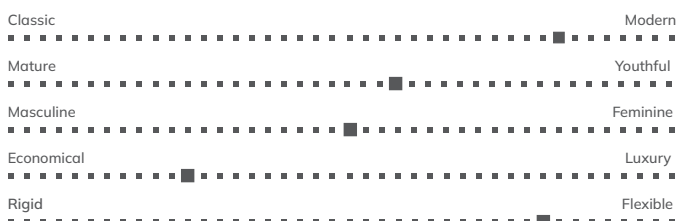
Richmond

Serif Font
Body Copy

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Personality

Personality Axis



Mission Statement

Santiago Canyon College is an innovative learning community dedicated to intellectual and personal growth. Our purpose is to foster student success and to help students achieve these core outcomes: to learn, to act, to communicate, and to think critically. We are committed to maintaining standards of excellence and providing the following to our diverse community: courses, certificates, and degrees that are accessible, applicable, and engaging.