



SOUTHWESTERN

AN OREGON COMMUNITY COLLEGE

BRANDING GUIDELINES

Created 2022

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OVERVIEW • IDENTITY

College Vision

Southwestern leads and inspires lifelong learning.

College Mission

Southwestern Oregon Community College fulfills the educational and cultural needs of our diverse communities by providing equitable access to exceptional teaching and learning in a collaborative, engaging, sustainable environment, which supports innovation, lifelong enrichment, and contribution to global society.

Guiding Principles

Intentional Excellence

Use objective information to guide our decisions and value all people with whom we interact.

Lifelong Learning

Cultivate the natural human need for individual growth and intellectual development.

Student Centeredness

Focus on helping students achieve their learning goals and supporting opportunities for individual success.

Collaborative Innovation

Build a community in the pursuit of new ideas, informed risk-taking, and entrepreneurial endeavors.

Who We Are - “The Lakers”

- | | |
|-----------|---------------|
| Friendly | Laid-back |
| Helpful | Natural |
| Warm | Accommodating |
| Rural | Welcoming |
| Inclusive | Personal |
| Flexible | |

Marketing and Branding Goals

Establish Southwestern Oregon Community College as a quality/premier destination for acquiring transfer degrees, high-skilled job training and lifelong learning.

Increase awareness of the college inside and outside college district with a people-based approach.

Communicate internally and externally that Southwestern is a leading educational institution — vital to our community — that gets people where they want to be and provides something for everyone.

A valuable asset to the community at-large.

A quality institution in unique settings that delivers a more personal, but university-like experience at an affordable cost.

Create a “sense of place” on both campuses that exemplifies the physical manifestation of Southwestern’s identity.

OVERVIEW • STRENGTHS

Beautiful campuses that are easy to “sell”

Active lifestyle, recreation to feature

Both campuses close to wild, natural places

Both campuses located in quiet, rural communities

Eleven athletic programs to feature

On-campus student housing to feature

New Health & Science Technology building to feature

Highly-qualified faculty – most are Ph.D.s – no teaching assistants

International Students Program brings a level of diversity to our campus not usually found at other community colleges

COLLEGE LOGO GUIDELINES



VARIATIONS • STANDARD LOGO



Minimum logo size = 1.7" wide x 0.75" tall



The standard logo has a required clear zone all around that must be equal to the height of the lighthouse icon, as it appears in the logo placement. The clear zone must be free of text, graphics and imagery that may interfere with the readability of the logo.



PANTONE®:  : PANTONE® 7545 C

CMYK:  : 76 / 60 / 44 / 25

RGB:  : 69 / 84 / 101

VARIATIONS • HORIZONTAL LOGO



Minimum logo size = 1.92" wide x 0.35" tall



The horizontal logo has a required clear zone all around that must be equal to the height of the lighthouse icon, as it appears in the logo placement. The clear zone must be free of text, graphics and imagery that may interfere with the readability of the logo.



PANTONE®:

CMYK:

RGB:

■ : PANTONE® 7545 C

■ : 76 / 60 / 44 / 25

■ : 69 / 84 / 101

VARIATIONS • LOGOTYPE

SOUTHWESTERN
AN OREGON COMMUNITY COLLEGE

Minimum logo size = 1.53" wide x 0.234" tall



The logotype has a required clear zone all around that must be equal to the height of the capital letter "O", as it appears in the word "SOUTHWESTERN". The clear zone must be free of text, graphics and imagery that may interfere with the readability of the logo.

SOUTHWESTERN
CURRY CAMPUS



SOUTHWESTERN
FOUNDATION

PANTONE®:

CMYK:

RGB:

■ : PANTONE® 7545 C

■ : 76 / 60 / 44 / 25

■ : 69 / 84 / 101

VARIATIONS • REVERSE LOGOS



The reverse logos must follow the specified minimum size and clear zone requirements on pages 2-4 of this document.

Logos must also be placed on a dark, solid color that offers enough contrast to allow readability.

USAGE GUIDELINES • LOGOS

Do not distort logo



Do not change colors of logo



Do not place the logo over a busy image



Do not rotate logo



Do not resize individual elements



Do not add any text



PROGRAM LOGO GUIDELINES

ATHLETICS • LOGO



PANTONE®:

BLUE

■: PANTONE® REFLEX BLUE

RED

■: PANTONE® 1797 C

CMYK:

■: 100/87/0/20

■: 0/92/72/6

RGB:

■: 0/20/137

■: 203/51/59

ATHLETICS • LOGO USAGE

Do not distort logo



Do not change colors of logo



Do not place the logo over a busy image



Do not rotate logo



Do not resize individual elements



Do not add any text



OREGON COAST CULINARY INSTITUTE • LOGO



PANTONE®:
■: PANTONE® 715 C

CMYK:
■: 0/50/93/0

RGB:
■: 246/141/46

OREGON COAST CULINARY INSTITUTE • LOGO USAGE

Do not distort logo



Do not change colors of logo



Do not place the logo over a busy image



Do not rotate logo



Do not resize individual elements



Do not add any text



COLOR GUIDELINES

Official Brand



Pantone 7545 C
RGB 69 84 101
HEX/HTML 425563
CMYK 76 60 44 25

Athletics



Pantone Reflex Blue C
RGB 0 20 137
HEX/HTML 001489
CMYK 100 87 0 20



Pantone 1797 C
RGB 203 51 59
HEX/HTML CB333B
CMYK 0 92 72 6

OCCI



OCCI Logo Color
Pantone 715 C
RGB 246 141 46
HEX/HTML F68D2E
CMYK 0 50 93 0

Secondary



Pantone 187 C
RGB 166 25 46
HEX/HTML A6192E
CMYK 0 85 72 59



Pantone 7401 C
RGB 245 225 164
HEX/HTML F5E1A4
CMYK 0 4 27 0

Accents



Warm Grey 6 C
RGB 165 156 148
HEX/HTML A59C94
CMYK 14 19 21 39



Cool Grey 6 C
RGB 167 168 170
HEX/HTML A7A8AA
CMYK 16 11 11 27



Pantone 404 C
RGB 119 110 100
HEX/HTML 776E64
CMYK 20 25 30 59



Pantone 458 C
RGB 217 199 86
HEX/HTML D9C756
CMYK 5 4 73 7

FONT GUIDELINES

Official Logo Font:
Gotham

PC Equivalent:
Century Gothic

Additional fonts for headlines:

Alana Pro

Arial Black

Note:

Depending on your computer operating system,
you may not have access to the official fonts.

These fonts can be used instead:

- 1) Calibri
- 2) Arial
- 3) Times New Roman

SOCIAL MEDIA



FACEBOOK

COLLEGE

facebook.com/swocc

facebook.com/currycampus

facebook.com/swoccfoundation

ATHLETICS

facebook.com/swoccatletics

OCCI

facebook.com/culinaryarts



INSTAGRAM

COLLEGE

instagram.com/swooc_oregon

ATHLETICS

instagram.com/swocclakernation

OCCI

instagram.com/occiculinaryarts



TWITTER

COLLEGE

twitter.com/swocc

ATHLETICS

twitter.com/swocclakers

OCCI

twitter.com/OregonOCCI

HASHTAG LIST

HASHTAG	DESCRIPTION & USE
#SWOCCbound	Recruitment-related posts; This hashtag is displayed on the big recruitment envelopes; Also for use as a tracking mechanism for students to participate in our campus tour giveaways each term
#TheLakerNation	Athletics-related posts/updates/news
#SWOCCbuilds	Building updates, renovations, remodels, etc.
#SWOCCGRAD20XX	Annual Graduation posts (update year as appropriate)
#MeetTheLakers	Weekly campaign (FA, WI & SP terms) with updates on SWOCC students and staff; Goal is to connect students virtually with peers and other staff members here to help them succeed
#LakersCare	Posts around support services offered at SWOCC; initially implemented during COVID timeframe
#SWOCCscholarships	Use when featuring various SWOCC Foundation Scholarship recipients
#SWOCCdonors	Use when featuring SWOCC Foundation Scholarship recipients and/or discussing scholarships, donor opportunities, etc.
#OnceALakerAlwaysALaker	Grassroots hashtag developed mostly in the context of talking about alumni-related news
#OurCampus	Content featuring our physical campuses (Coos & Curry)
#OCCI	Culinary program-related content
#FutureXXX	When featuring students, use this # (with the appropriate career highlighted in the XXX part) if they have a clear career path they are pursuing; Originally started using during SWOCC Foundation scholarship post highlights; Example: #FutureChef, #FutureNurse
#StudentAthlete	For anything student-athlete related
#STEM	Any STEM-related posts; intended to garner industry attention
#SciencelsCool	Any Science-related posts; intended to garner industry attention
#CommCollegeCareers	Specific to CTE-related careers; used during CTE month and with the launch of the OCCA website: www.oregoncommunitycolleges.com
#ORCommCollegeCTE	CTE Month promotions
#WhyCTEMatters	CTE Month promotions

LANGUAGE GUIDELINES

Southwestern Oregon Community College is always to be referred to as:

Southwestern Oregon Community College

The College name should be spelled out completely in all first instances; then the substitute “Southwestern” is preferred, but “SWOCC” is appropriate to use when space is an issue or when speaking with a local, in-district audience.

Do not use SOCC to refer to the College, unless you are referring to the website url or college email addresses.

Capitalize the word College when it stands for Southwestern Oregon Community College.

Legal Mandatories

One of the following statements must appear on all Southwestern communications.

Short documents (for one page documents):

Southwestern Oregon Community College is an equal opportunity employer and educator.

Long documents (for documents of two or more pages):

Southwestern Oregon Community College does not discriminate on the basis of race, color, gender, sexual orientation, marital status, religion, national origin, age, disability status, gender identity, or protected veterans in employment, education, or activities as set forth in compliance with federal and state statutes and regulations.

Full ADA Statement:

Southwestern Oregon Community College does not discriminate on the basis of race, color, gender, sexual orientation, marital status, religion, national origin, age, disability status, gender identity, or protected veterans in employment, education, or activities as set forth in compliance with federal and state statutes and regulations. Persons having questions about equal opportunity and nondiscrimination should contact the Vice President of Administrative Services in Tioga 511. Phone 541-888-7206 or TDD 541-888-7368. All other issues, concerns and complaints should also be directed to the Vice President of Administrative Services for referral to the appropriate administrator. Campus Security Report - Jeanne Clery Act: The “Jeanne Clery Disclosure for Campus Security Policy and Campus Crime Statistics Act” (formerly the Campus Security Act) is a federal law that requires institutions of higher education to disclose campus security information, including crime statistics for the campus and surrounding area. As a current or prospective Southwestern student or employee, you have a right to obtain a copy of this information. You may review this information by accessing the federal government web site (enter “Southwestern Oregon Community College “ in the search field) or on the Southwestern web site. You may also obtain a hard copy of this information upon request by contacting Administrative Services at 541-888-7206.

LANGUAGE GUIDELINES

Inclusive Language

- When referring to a specific condition or disease use “a person with epilepsy”, not “an epileptic”
- When referring to citizens of other countries/ regions use “Asian students”, not “Asians”
- Use “international students”, not “foreign students”
- Use “people with disabilities” or “hearing impaired”, not “disabled people” or “deaf”
- When referring to individuals/students from diverse racial and ethnic backgrounds use “people of color” or “students of color”, not “minority”

Inclusive Language Resources: www.usca.edu/diversity-initiatives/training-resources/guide-to-inclusive-language/inclusive-language-guide/file

www.ohsu.edu/sites/default/files/2021-03/OHSU%20Inclusive%20Language%20Guide_031521.pdf

Other Terms

Advisor, not adviser

Alumna, Alumnae, Alumni, Alumnus:

- Alumna: singular, female
- Alumnae: plural, women only
- Alumni: plural, men only or men and women
- Alumnus: singular, male
- Alum: casual form for male or female appropriate for informal contexts

Academic Language Resources

Academic Degrees: writingexplained.org/ap-style/ap-style-academic-degrees

Academic Glossary: www.edglossary.org/

PHOTOGRAPHY AND VIDEOGRAPHY

The law requires written permission for use of an image if either of these two conditions are met:

1. Individuals captured are identifiable and had an expectation of privacy.

This includes individuals in the following spaces unless these spaces are being used to host classes, lectures or other public events: residential spaces; private offices; libraries; in chapels or worship spaces; and in secluded spaces engaged in private conversation.

2. The individuals captured are identifiable and the image is used for marketing or promotional purposes.

This applies when an individual or individuals are identifiable and “featured” — the focus of an image — for websites, publications, e-communications, social media etc. for the purposes of: promoting academic or administrative programs; promoting events in advance; fundraising; recruiting; and encouraging attendance or participation, etc.

Southwestern reserves the right to take candid photographs and video at college sponsored events on and off the College’s property, and to use the resulting images and video in media for both internal and external distribution without seeking consent from each individual depicted.

College employees and agents will give notice of any photo shoots in private venues, including but not limited to classrooms, laboratories and offices. In all venues, College photographers will comply with the requests of individuals who decline to be photographed.

COPYRIGHTED CONTENT

Use of public domain or creative commons images can be used when images of students, landscapes, faculty, etc. are not available. Copyrighted images such as stock photography should have the appropriate licensing purchased before use. Never use images extracted from the internet that are not in the public domain or creative commons.



SOUTHWESTERN

AN OREGON COMMUNITY COLLEGE

For questions regarding brand guidelines please contact the Southwestern Oregon Community College marketing department at: marketing@socc.edu.

Southwestern Oregon Community College does not discriminate on the basis of race, color, gender, sexual orientation, marital status, religion, national origin, age, disability status, gender identity, or protected veterans in employment, education, or activities as set forth in compliance with federal and state statutes and regulations.