



SEWARD COUNTY COMMUNITY COLLEGE

Logo & usage guidelines • Questions? Call 620-417-1125

General Information

Established: 1967
Opened to students: 1969
Location: Liberal, Kansas
Mascot: Saints or Lady Saints
Emblem: Louie the Saint ([read more here](#))
Conference: Kansas Jayhawk Community College Conference
Colors: Green and White (note academic division color key)

Institution Name

Seward County Community College
Second reference: SCCC
the college
Saints

Font

The campus-wide font that is used for the name and logo is **BW Stretch**
For secondary messaging and emphases, preferred font is **Industry**
For official documents and body copy, the preferred font is **Minon Pro**

Colors

Approved college colors are listed below. Other colors for academic divisions are specified below. Note, the SCCC name and logo maybe printed in PMS (Pantone Matching System) 342 Green or Black, or in a full color rendition as noted on this page. The name may also appear in reverse or white.

	SCCC Green PMS 342 C CMYK 95 10 75 43 RGB 0 103 71 HEX 006747		Industrial Tech Blue PMS 281 CP CMYK 100 95 5 36 RGB 35 53 107 HEX 23356B
	Light Green PMS 367 C CMYK 41 0 68 0 RGB 164 214 94 HEX AAD65E		Humanities Red PMS 7623 CP CMYK 0 97 87 53 RGB 145 45 41 HEX 912029
	Ag Division Green PMS 356 C CMYK 91 4 100 25 RGB 0 122 51 HEX 007A33		MathScience Gold PMS 131 CP CMYK 2 39 100 10 RGB 206 148 51 HEX 00941F
	Anchor Green PMS 3306 C CMYK 94 28 74 73 RGB 3 70 56 HEX 03463B		Allied Health Blue PMS 285 C CMYK 90 48 0 0 RGB 0 114 206 HEX 0072DC
	White PMS - n/a CMYK 0, 0, 0, 0 RGB 255 255 255 HEX FFFFFF		Black/Designer Black PMS - n/a OR as follows 50 30 100 RGB 0 0 0 HEX 000000

Stationery & Supplies

Individual Business Card



Electronic Signature Badge



SEWARD COUNTY COMMUNITY COLLEGE
1801 N. Kansas Ave., P.O. Box 1137, Liberal, KS 67905-1137
TRUST VALUE OTHERS QUALITY INTEGRITY STUDENT SUCCESS



Official Stationery: All departments on campus will use the same letterhead, business cards and name badges. Letterhead, envelopes of various sizes, note cards and labels are inventoried and delivered by the maintenance staff. Printable versions of the letterhead can be used and printed on demand.

TRUST VALUE OTHERS QUALITY INTEGRITY STUDENT SUCCESS [sccc.edu](#)

< SCCC Branded Powerpoint Template (left)

Social and Multi-Media Presentations:

Branding content tools are to be used on all Facebook, Instagram, Twitter and other accounts officially linked to SCCC, which are to be approved and monitored by the PR and Marketing Department.

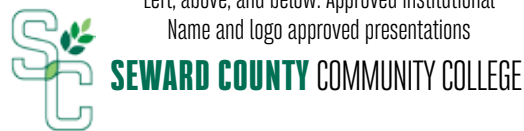
Slogan

Official Slogan: Right at Home
Approved variants: Right at home with Louie.
Right at home: Right Price. / Right at home: Right Programs.
Right at home since 1969.

RIGHT AT HOME WITH LOUIE



Emblems and special logos



Left, above, and below: Approved Institutional Name and logo approved presentations



Official College Seal



< Primary Logo (at left) Standalone mascot (above)



Wordmark



Online/Hybrid Course Wordmark