

# Southwest Virginia Community College

## Brand Assets

Thank you for your interest in Southwest Virginia Community College. Please take a moment to familiarize yourself with the guidelines for using our brand resources.

### Our Name

“Southwest Virginia Community College” should be used in full whenever possible. You may use “Southwest” if our full name has been used at least once previously in the current context. We do not use the acronym SWCC unless communicating with the Virginia Community College System. We do not use any abbreviations in our name; such as VA, CC, Comm., Coll., or any variations of those abbreviations. We never use SVCC.

### Our Logo

We always pair our full logotype with the stylized eagle icon. We use the reversed version of the logo when placing in on a darker background. Our tagline does not have to accompany the logo, but if it does, it must appear directly below the text “Southwest Virginia Community College” using our tagline font and our secondary color.



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## Our Colors

Our primary color is maroon. Our secondary color is blue. We also use a third color, Vegas Gold, to as a compliment to these. Please refer to the table below for specific color codes.



	<b>Maroon</b>	<b>Blue</b>	<b>Vegas Gold</b>
<b>CMYK</b>	36,87,77,52	95,74,7,44	0,9,55,23
<b>RGB</b>	99,33,33	27,54,93	197,179,88
<b>RGB Hex</b>	632121	1B365D	C5B358
<b>PMS</b>	209	534 C	617 C

## Our Fonts

### Logo Wordmark

The font for our logo wordmark is Goodchild Pro. The Communications and Marketing departments have purchased licenses for use in creating brand and other institutional materials. We currently do not have an institutional use license for this font. Your department may purchase a license from Fontspring.

### Tagline/Headlines

We use Nevis Bold for our tagline and any headlines. This is a free to use font which can be obtained from the Communications department or Ten by Twenty.

### Body Copy

Georgia is our font choice for regular text and is typically preinstalled on computers.

### Considerations

Please be sure to provide plenty of space around the Southwest Virginia Community College logo and eagle icon. It is ok to make them large or small, just make sure they do not feel cluttered.

**Please do not alter the logo files in any way.** Our logo must only appear in our colors or reversed if on a dark background. Without prior consent, you may not display these graphics in any way that implies an affiliation or endorsement of your product, service, or business.

Staff in the Communications or Marketing departments will be happy to work with you or answer any questions regarding the use of the Southwest brand.