



SOUTH TEXAS
COLLEGE

Experience Exceptional

INTRODUCTION

The “Experience Exceptional” brand is designed to embody the high expectations representative of South Texas College. The design is simplistic and bold in nature in order to effectively communicate the message, which is that students will experience an exceptional education at South Texas College.

BRAND MARK

Through the use of bold, sans-serif typography, the brand mark evokes a confidence that directly supports the message.

So as not to compete with South Texas College’s multi-color logo, the brand mark utilizes a muted palette that echoes STC’s brand colors.

In anticipation of spatial restraints, the brand is also available in a horizontal format.

COLOR PALETTE



PMS	285 C	BLACK C	WHITE
CMYK	41 0 20 58	0 0 0 62	0 0 0 0
RGB	4 108 56	96 97 97	256 256 256
HEX	#046C38	#606161	#FFFFFF

PRIMARY

Experience
Exceptional

HORIZONTAL

Experience **Exceptional**

BRAND COMPONENTS

The “Experience Exceptional” brand consists of two components: the brand mark and a brand shape reminiscent of a brush stroke.

The brand shape may be expressed in any of South Texas College’s many brand colors, which are specified in the South Texas College Brand Guide.

The brand mark and brand shape will be seen together in marketing materials, such as in the sample ad below. (See page 8 for additional samples.)

BRAND MARK

Experience Exceptional

BRAND SHAPE



SAMPLE AD



← Brand Shape

← Brand Mark

BRAND MARK COLOR OPTIONS

The “Experience Exceptional” brand mark may be used in color (green and gray) on white backgrounds, uncluttered backgrounds, over photos that allow for adequate readability, or in a lockup with the South Texas College logo, as specified on page 8.

The brand mark may be used in white on colored backgrounds or over photos with backgrounds that allow for adequate readability.

IN COLOR



REVERSED



CLEAR SPACE & MINIMUM SIZE

The brand mark should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this area. Use the “t” as a sizing key for determining clear space.

To avoid becoming illegible, the logo should never be smaller than .5” wide.

CLEAR SPACE



MINIMUM SIZE



LEGAL USES

The brand mark may not be redrawn, repositioned, skewed, recolored, or altered in any way. Reconstruction of the brand mark from scratch must never be attempted. Only approved original digital files should be used.

The following examples represent incorrect usage of the brand mark.

INCORRECT USAGE

The brand mark 'Experience Exceptional' is shown with the word 'Exceptional' in a significantly larger font size than 'Experience', which is not the correct proportion.

Do not distort the brand.

The brand mark 'Experience Exceptional' is shown where the text is slanted or skewed to the right, which is not the correct orientation.

Do not skew the brand.

The brand mark 'Experience Exceptional' is shown with the words 'Experience' and 'Exceptional' separated by a large gap, which is not the correct spacing.

Do not rearrange elements of the brand.

The brand mark 'Experience Exceptional' is shown rotated diagonally, which is not the correct orientation.

Do not rotate the brand.

The brand mark 'Experience Exceptional' is shown where the word 'Exceptional' is a different shade of green than the original, which is not the correct color.

Do not recolor the brand.

The brand mark 'Experience Exceptional' is shown where the word 'Exceptional' has a thick underline, which is not part of the original brand mark.

Do not add graphic elements to the brand.

The brand mark 'Experience Exceptional' is shown placed over a background of a repeating geometric pattern, which is not the correct background.

Do not place the brand on a busy background.

The brand mark 'Experience Exceptional' is shown with a purple button containing the text 'APPLY NOW!' overlaid on the bottom right of the word 'Exceptional', which is not the correct placement.

Do not place graphic elements within the clear space of the brand.

TYPOGRAPHY

An entire font family has been identified for the brand, rather than a restricted set of fonts. The family, Acumin Variable Concept, consists of over 80 fonts varying in weight, height, and style.

Specific fonts from this family have been identified to represent the brand's headers, sub-headers, body copy, and featured copy.

The use of other fonts within the family is permissible with the advised caution to practice restriction when using them. The use of too many different font styles in one design may produce a visually disjointed look that risks diluting the brand.

HEADERS

- **Style:** Extra Condensed Bold
- **Case:** UPPERCASE
- **Kerning:** -20

HEADER FONT

SUB-HEADERS

- **Style:** Extra Condensed Bold
- **Case:** Title Case
- **Kerning:** -20

Sub-Head Font

BODY COPY

- **Style:** Semi Condensed Regular
- **Case:** Sentence case
- **Kerning:** 30

Body copy font. Optatio optur ad quis
sinust eum eos molupictota doluptatem et.

FEATURED COPY

- **Style:** Semi Condensed Black
- **Case:** UPPERCASE
- **Kerning:** 170

FEATURED COPY FONT

The headers, sub-headers, body copy, and featured copy fonts that have been identified to represent the brand are called out in the sample ad below.



The advertisement features a photograph of a smiling female student with curly hair, wearing a backpack and holding a book titled "Teaching". To the right of the photo, the main headline "THE STC EXPERIENCE" is displayed in a large, bold, black sans-serif font, with "EXPERIENCE" highlighted in a teal background. Below this is a sub-header "We're more than a college. We're a community." in a smaller, bold, black sans-serif font. The ad is divided into three sections: "EXCEPTIONAL CONNECTIONS..." with the text "Encounter new cultures. Forge new friendships. Build new networks.", "EXCEPTIONAL SUPPORT..." with "Need academic, financial or administrative assistance? STC is always happy to help!", and "EXCEPTIONAL OUTCOMES..." with "South Texas College grads can boost their earning power by \$15,000 per year or more!". A teal banner at the bottom right contains the text "JOIN US FOR A STRESS-FREE SUMMER. BUT HURRY - CLASSES START SOON!". The bottom left corner features the South Texas College logo and the "Experience Exceptional" tagline.

THE STC EXPERIENCE

We're more than a college. We're a community.

EXCEPTIONAL CONNECTIONS...
Encounter new cultures. Forge new friendships.
Build new networks.

EXCEPTIONAL SUPPORT...
Need academic, financial or administrative assistance?
STC is always happy to help!

EXCEPTIONAL OUTCOMES...
South Texas College grads can boost their earning
power by \$15,000 per year or more!

To experience STC is to Experience Exceptional!

SOUTH TEXAS COLLEGE | **Experience Exceptional**

**JOIN US FOR A STRESS-FREE SUMMER.
BUT HURRY - CLASSES START SOON!**

← **Header** ("The STC experience")

← **Sub-Header** ("We're more than a college...")

← **Featured Copy** ("Exceptional connections...")

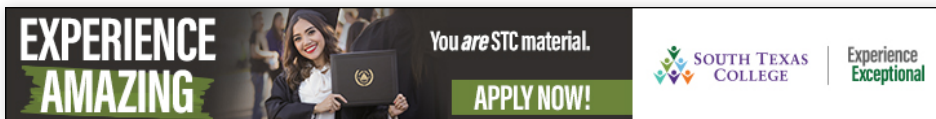
← **Body Copy** ("Encounter new cultures...")

BRAND SHAPE USAGE

The brand shape is used to emphasize the attribute word in the headers of marketing materials. It may be used in any of South Texas College's brand colors, which are specified in the South Texas College Brand Guide. Some of these colors are illustrated to the right.

The purpose of the brand shape is to highlight the message within marketing materials as well as to accentuate the positive energy representative of South Texas College.

USAGE SAMPLE



STC BRAND COLOR SAMPLES



BRAND USAGE WITH COLLEGE LOGO

Attention must be given to the relationship in size and proportion between the brand mark and the South Texas College logo when used together in a lockup.

Reconstruction of the lockup from scratch should not be attempted. Only approved original digital files should be used.

LOGO LOCKUPS

STC Logo Variation: Standard

Separated by a line segment with a height identical to that of the college logo and brand mark, it is spaced equally between each.



STC Logo Variation: Horizontal

Separated by a line segment with a height identical to that of the college logo, it is spaced equally between the college logo and brand mark.



STC Logo Variation: Promotional Format

This variation is for very limited use, such as when the logo must be scaled down to an extremely small size.



STC Logo Variation: Centered & Stacked

Separated by a line segment with a width identical to that of the college logo and brand mark, it is spaced equally between each.



Experience
Exceptional