



# **Student Success Center** **NETWORK**

## **GRAPHIC STANDARDS**

MARCH 2017

# Student Success Center Network Logo

**This is the logo for the Student Success Center Network.**

Page 2 shows the Network Member logo. Page 3 shows the state-specific logo.

## PRIMARY LOGO

(File name: vertical)



**Student Success Center  
NETWORK**

## SECONDARY LOGO

(File name: horizontal)

*Use only when the primary logo will not fit in the available space*



**Student Success Center  
NETWORK**

## REVERSED LOGO

(File name: white)

*Use on color backgrounds*



**Student Success Center  
NETWORK**



**Student Success Center  
NETWORK**

## GRAYSCALE LOGO

(File name: bw)

*Use when printing with only black ink*



**Student Success Center  
NETWORK**



**Student Success Center  
NETWORK**

## USING THE LOGO

Use the PNG version of the logo in Microsoft applications, online applications, and other on-screen applications.

Use the EPS version for printed materials (reports, promotional materials, etc.).

## SIZING THE LOGO

The primary and horizontal logos should never be smaller than 1" wide.

Always have at least 1/4" space around the logo when it is placed near other items.

Do not stretch or distort the logo.



# Network Member Logo

**A Center can use this logo to indicate that it is a member of the Network. Use it in conjunction with your own logo or by itself.**

Optional language to explain what it means to be a Network member:

*[Name of Center]* supports *[name of state]* community colleges' efforts to develop student-centered pathways and increase student completion rates. It is part of the national Student Success Center Network, which provides opportunities for Centers to learn from one another and shares information about innovations at institutions nationwide so more colleges can implement and scale promising practices.

## PRIMARY LOGO

(File name: vertical)



## SECONDARY LOGO

(File name: horizontal)

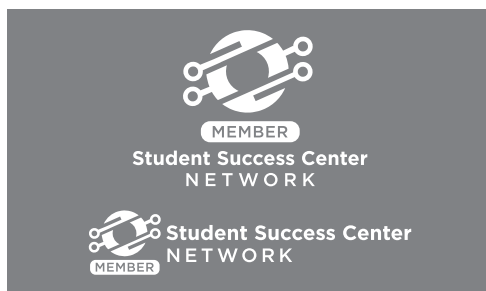
*Use only when the primary logo will not fit in the available space*



## REVERSED LOGO

(File name: white)

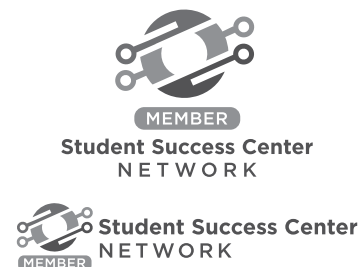
*Use on color backgrounds*



## GRAYSCALE LOGO

(File name: bw)

*Use when printing with only black ink*



## USING THE LOGO

Use the PNG version of the logo in Microsoft applications, online applications, and other on-screen applications.

Use the EPS version for printed materials (reports, promotional materials, etc.).

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# State-Specific Logo (Sample)

**Each Center has the option of using this variation of the logo with its state name.**

If you would like such a logo for your state, please contact JFF.

## PRIMARY LOGO

(File name: vertical)



## SECONDARY LOGO

(File name: horizontal)

*Use only when the primary logo will not fit in the available space*



## REVERSED LOGO

(File name: white)

*Use on color backgrounds*



## GRAYSCALE LOGO

(File name: bw)

*Use when printing with only black ink*



## USING THE LOGO

Use the PNG version of the logo in Microsoft applications, online applications, and other on-screen applications.

Use the EPS version for printed materials (reports, promotional materials, etc.).

## SIZING THE LOGO

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# FONT & COLORS

## FONT FOR DESIGNED MATERIALS

**Gotham Bold** is used to set all type in the logo. Use the Gotham family when designing accompanying materials.

*If Gotham is unavailable, Montserrat can be used in its place. Download Montserrat free at <https://www.fontsquirrel.com/fonts/montserrat>.*

## FONT FOR WORD DOCUMENTS

For Word docs, either download Montserrat as described above or use Century Gothic, which is a standard Word font.

## COLORS

The logo has 3 colors and should be printed as 4-color process.

The colors are presented with their CMYK, RGB, HEX, and Pantone values. Use CMYK for printing, RGB values for Microsoft Office, and HEX values for web. Pantone values are listed for color matching purposes only.



**CMYK**  
87-29-90-16

**RGB**  
17-121-70

**HEX**  
#117946

**Pantone**  
7726



**CMYK**  
82-44-9-0

**RGB**  
36-125-181

**HEX**  
#247db5

**Pantone**  
7689



**CMYK**  
100-84-31-17

**RGB**  
0-58-112

**HEX**  
#003a70

**Pantone**  
654