

# South Seattle College Official Logos

There are two official versions of the logo: Centered Stacked and Horizontal. The logos are available in four color options—black, two color, blue and reversed. The color versions of the logo should be used whenever possible.

## Horizontal



## Centered Stacked



SOUTH SEATTLE  
COLLEGE



SOUTH SEATTLE  
COLLEGE



SOUTH SEATTLE  
COLLEGE



## Proper Logo Usage

The color logo may be used only on white backgrounds or neutral backgrounds that have values lighter than or equal to 10% black. The black version of the logo may be used on any uncluttered background with a value lighter than 30% black. Use the reversed logo on colored backgrounds or photos with a value of 60% black or more.



## Clear Space and Minimum Size

For the logo to communicate effectively and distinctively, clear space surrounding them should always be maintained.

This minimum clear space is equal to the height of the letters in Seattle Colleges.

The logo should never be smaller than 1.5 inches wide for variations of the horizontal logo and 1.25 inches for the stacked versions of the logo.



1.5"

1.25"

## Incorrect Logo Usage



Do not put the logo on a busy or patterned background.



SOUTH SEATTLE COLLEGE

Do not change the color.



SOUTH SEATTLE COLLEGE

Do not alter the relationship of the type and icon.



Do not use icon as a separate design element or pattern.



Do not use the color logo on dark backgrounds.



SOUTH SEATTLE COLLEGE

Do not distort the logo. (stretch or condense)



SOUTH SEATTLE COLLEGE  
WELCOME

Do not place elements within clear space of logo.



Do not place the logo in a confined shape without clear space.

## Tips on Successful Logo Usage

The **eps** and **png** files have transparent backgrounds and can be used for print. The **eps** (print) files can be enlarged as much as you want without any degradation. The **png** files are also used for the web and on-screen viewing (i.e. email, etc.) The **jpeg** files are flexible in their use and are what most of you will use in your documents. They can be sized down, but not up or they will become pixelated.

If you "double-click" or "File/Open" the files will open in Adobe Illustrator. If you want to use them in Word, Publisher, Outlook, InDesign, etc. you must: import > place > insert > picture from file or drag into another document. **Be sure to hold down the shift key while resizing or the logos will distort.**

# Olivia the Otter Logo

There is one official Otter logo and it's available in three color options—black, blue and reversed.



## Proper Otter Logo Usage

The Otter logo is intended to be used as a supplemental graphic that promotes college pride and camaraderie. The Otter logo should not replace the standard South Seattle College logo for external uses like professionally printed brochures, official college letterhead, or flyers being distributed off campus. There are and will be some exceptions, including promotional “swag” and gear where the college spirit of the Otter logo makes sense. Please contact the Communications/Public Information Office with questions.

The Otter logo is a good fit for internal communications with students, including flyers/posters on bulletin boards, internal emails and promotional materials.

If used in conjunction with South’s logo, the Otter logo should be in another location as a secondary graphic away from South’s logo.

The same principles that apply to the proper use of South’s official logo also apply to the Otter logo.

## Incorrect Otter Logo Usage

DO NOT alter the logo in any way.

DO NOT make the logo so small that the college name becomes illegible.

DO NOT reverse the direction of the logo.

DO NOT distort the proportion of the logo.

DO NOT change the color of the logo (blue and black are approved colors).

DO NOT separate elements of the logo.

Modifying or dressing-up the otter logo is only approved by the Communications/Public Information Office in limited instances. Themed Otter logos should only be modified by a designated graphic designer. The basic features of the Otter logo should not be altered.