

# St. Petersburg College Branding and Visual Identity *Guide*

## Logo

It is important in communications to clearly distinguish between the uses for the college seal and logo. The seal represents the history, tradition and mission of the college. The logo is the college's visual identity.

The official college logo is at right. It may be used in either black, Pantone Matching System (PMS) 2955 blue, PMS 7555 gold or white. The logo should always be displayed in one single color.

## Horizontal logo configuration

A horizontal logo is a variant on the official college logo, but one that allows high visibility of the college name in very horizontal situations where the full college name in the official logo loses readability. This variant is particularly useful for website and online materials, but works for printed material as well. The horizontal logo is always used in either black, Pantone Matching System (PMS) 2955 blue, PMS 7555 gold or white. A representation of the horizontal logo is below.

**SPC** St. Petersburg  
College

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College

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College

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College

## Color

### Primary logo colors:

- Pantone Matching System (PMS) 2955 blue
- PMS 7555 gold
- white



St. Petersburg College

**SPC**

St. Petersburg College

**SPC**

St. Petersburg College

**SPC**

St. Petersburg College

**SPC**

The official college logo is above.  
Minimum size: 1 1/8 inch

## College seal

The official college seal is below. It may be used in either black, Pantone Matching System (PMS) 2955 blue or white.

The college seal should not be used for marketing materials such as brochures, flyers, posters or table drapes or other signage. Contact Marketing for questions on proper use of the SPC seal.

### Use of the college seal is reserved for items such as:

- academic certificates
- diplomas
- official college documents prepared with the President's signature
- podiums
- special commendations
- transcripts
- business cards/letterhead for the President and/or President's Cabinet



Minimum size:  
1.125 inch

Below is a list of common mistakes to avoid.

1. Do not use the logo in any other color than the specified colors



2. Do not alter the horizontal scale of the logo



3. Do not alter the vertical scale of the logo



4. Do not recreate the logo using a different or similar typeface



5. Do not add words or phrases to the logo



6. Do not add graphic elements to the logo



7. Do not enclose the logo with a border



8. Do not use a low resolution logo in printed material



9. Do not resize a low-resolution logo to make it appear larger



10. Do not screen capture the logo from the website



## Logo signature plus site, department, program or club name

A logo signature is a variant on the official college, but one that allows incorporation of site, program, department or club names. The logo signature is always used in blue - Pantone Matching System (PMS) 2955, black or white.

Samples of signature logos

St. Petersburg College



DOWNTOWN



St. Petersburg College



FOUNDATION, INC.



St. Petersburg College



EARLY COLLEGE PROGRAM



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## SPC mascot: Titan

Text - Blue or White



Full Color



2 Color - Blue and White



1 Color - Blue, Black or White



## Titan signature plus site, program, department or club name

A Titan signature is a variant on the Titan logo, but one that allows incorporation of site, program, department or club names. The Titan signature is always used in 4-color, blue - Pantone Matching System (PMS) 2955, black or white.

Samples of Titan signature logos



CLEARWATER CAMPUS



STUDENT GOVERNMENT ASSOCIATION



HEALTH SCIENCES



MIDTOWN CENTER



STUDENT LIFE AND LEADERSHIP

## Typography

Consistent typography supports the professional presentation of SPC.

The official fonts are:

Official logo font: **Palatino Bold**

Official secondary fonts: **Avenir & Open Sans**

Official web font: **Arial**

Although these are the official logo fonts, they are not required for use in all materials.

## Promotional items

Approved logos can be printed on promotional items or apparel of the following color options:

- Black
- Camouflage
- Gold
- Grey
- Light Blue
- Oatmeal
- Pink
- Royal Blue
- White



## Official campus names and locations:

**SPC Allstate Center (AC)**  
3200 34th St. S.  
St. Petersburg, FL 33711

**Bay Pines STEM Center**  
4723 Bay Pines Terrace  
St. Petersburg, FL 33708

**Clearwater Campus (CL)**  
2465 Drew St.  
Clearwater, FL 34625

**EpiCenter (EPI)**  
13805 58th St. N.  
Clearwater, FL 33760

**Fire and Public Training Center (FTC)**  
5005 126th Ave. N.  
Clearwater, FL 33760

**Caruth Health Education Center (HEC)**  
7200 66th St. N.  
Pinellas Park, FL 33781

**Seminole Campus (SE)**  
9200 113th St. N.  
Seminole, FL 33772

**SPC Downtown (DT)**  
244 Second Ave. N.  
St. Petersburg, FL 33701

**SPC Midtown (MT):  
Douglas L. Jamerson, Jr.  
Midtown Center**  
1300 22nd St. S.  
St. Petersburg, FL 33710

**Cecil B. Keene, Sr. Student  
Achievement Center**  
1048 22nd St. S.  
St. Petersburg, FL 33712

**St. Petersburg/Gibbs Campus (SP/G)**  
6605 Fifth Ave. N.  
St. Petersburg, FL 33710  
(may be shortened to St. Pete/Gibbs, but never simply Gibbs)

**Tarpon Springs Campus (TS)**  
600 E. Klosterman Road  
Tarpon Springs, FL 34683

**Veterinary Technology Center (VT)**  
12376 Ulmerton Road  
Largo, FL 33774