



# **BRAND GUIDELINES**

THE OFFICIAL BRAND GUIDELINES FOR SOUTH PLAINS COLLEGE



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# INTRODUCTION



# WHAT IS A BRAND?

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A brand is more than a name, a logo, a history, or an ad campaign. It's the total experience that an organization creates, and how people think of that experience.



At **SPC**, that experience consists of:  
The **essence** of our organization  
The **culture** we keep  
The **promises** we make  
The **relationships** we forge  
The **interactions** we create  
The **personality** we convey



# WHAT IS OUR BRAND?

Our brand is expressed through an enduring set of ideas that articulate the total experience we hope to deliver to SPC students, alumni, and stakeholders across the South Plains. It represents our identity and point of view by communicating who we are and why we do what we do. It helps us connect with many individuals through informed and meaningful interactions.



At SPC, our brand centers on an authentic and memorable theme that draws strength from our history and fuels our aspirations for a better tomorrow for our students.



# WHY IS OUR BRAND IMPORTANT?

As humans, we form opinions very quickly, and these opinions influence the decisions we make. That's why it's critical for SPC to have intentional and meaningful interactions with people at every turn.



Our brand works by forging emotional connections with people from the very first interaction, an ad on social media, a conversation with an admissions counselor, a community-focused event by student life, a social media post from a department, or even a feature article published in the news. These interactions accumulate and shape the opinions of those we serve.



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# WHAT IS THE PURPOSE OF THIS DOCUMENT?

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This document is designed to help you make decisions in support of our story. There's a deep rationale behind everything included here in every visual and verbal decision. Ultimately, these guidelines reflect the thought process that went into defining the brand and offer guidance for using it successfully.

The elements in this document work together to ensure that every interaction people have with SPC is consistent and conveys a compelling story about our organization. These principles apply to all of us, and to every interaction, and to every piece of communication.



## **Where do I go for help?**

If you're looking for resources or simply have questions about the brand, please contact us at:

**[marketing@southplainscollege.edu](mailto:marketing@southplainscollege.edu)**

# STRATEGY

# STRATEGY OVERVIEW

The strategy forms a foundation for positioning SPC in the minds of those we need to reach. It's a valuable resource we should refer to for marketing, communications, campaigns, and fundraising initiatives. In short, it's the blueprint for building a compelling and authentic brand.

## OUR POSITIONING



## WHAT WE STAND FOR

Defines how we want to be thought of in the minds of our most important audiences.

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## OUR AUDIENCES



## WHOM WE ENGAGE

Categorizes whom we communicate with to help target our messaging.

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## OUR MESSAGING



## WHAT WE OFFER AND WHY IT MATTERS

Organizes our key ideas so that our communications are clear, consistent, and compelling.

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## OUR PERSONALITY



## HOW WE LOOK, FEEL, AND SOUND

Captures our character and defines the tone of our brand.

## BRAND POSITIONING: STATEMENT

Our brand positioning statement articulates what we're all here to do. This is the commitment we make collectively and deliver individually. Internally, this true statement helps us all come together around the same idea, giving everyone at SPC a grounding for the work that we do every day.

### THE NEXT GENERATION OF LEADERS WHO WILL CHANGE THE WORLD.

South Plains College empowers the next generation of leaders who will change the world by providing accessible, high-quality education rooted in personal support and real-world opportunities. As a comprehensive, two-year community college serving the greater South Plains region, SPC uniquely blends academic transfer pathways with innovative technical, health sciences, and workforce training programs that prepare students for both university success and in-demand careers. With modern facilities, expert faculty who are dedicated to teaching, and hands-on learning environments across campuses in Levelland, Lubbock, and Plainview, SPC delivers an educational experience where every student is known, supported, and equipped to thrive. Serving more than 15,000 learners annually through its various educational programs, including many first-generation students, South Plains College stands apart through its culture of belonging, its commitment to cutting-edge training, and its role as a driving force in the region's economic and talent development. SPC is where students gain the skills, confidence, and community they need to pursue their purpose and build brighter futures for themselves, their families, and their world.

## BRAND POSITIONING: DIFFERENTIATORS

Our positioning is aspirational, true, and has the potential to attract attention in a powerful way. Here, we identify key aspects of the SPC experience that inform our positioning. These important factors allow SPC to stand apart from other higher education institutions.

### HOW IS SPC UNIQUE?

SPC stands apart through its commitment to creating opportunity for every student—providing the personal guidance of a small college with the resources, partnerships, and career pathways of a major institution. SPC's uniqueness is its ability to blend real-world, hands-on technical training with strong academic transfer programs, giving students flexible, affordable pathways to careers, universities, and success for a lifetime. SPC is distinguished by its welcoming, family-like culture where students from all backgrounds find a sense of belonging, mentorship, and the confidence to grow into leaders who strengthen their communities. No other institution in the region develops talent for the South Plains like SPC. Our programs, partnerships, and faculty are rooted in the needs of local industries, helping students build futures right here at home.

# OUR BRAND ESSENCE: ESSENCE AND CLARITY STATEMENTS

When we consider how to tell our story, it's helpful to start from these clear and concise statements. They articulate the conceptual core of our brand and serve as an underpinning for everything we say and do. Working from these fundamental statements, we can more clearly and consistently articulate the driving principles of our organization.

Our brand essence distills all of these ideas into a succinct, memorable phrase. This is not meant to be a tagline, a slogan, or a headline, but rather a mental prompt for starting a conversation. It serves as a gut-check for the decisions we make and the spirit of everything we create.

**A COMMUNITY THAT  
BELIEVES IN EVERY  
STUDENT'S POTENTIAL.**

## **WHO** *are we?*

South Plains College is a student-centered community college rooted in the South Plains region, known for personal support, modern facilities, and a culture where every learner can belong, grow, and succeed.

## **HOW** *do we do it?*

We deliver hands-on learning through committed faculty, state-of-the-art classrooms and labs, industry-informed curriculum, and a supportive advising system that guides students every step of the way.

## **WHY** *do we do it?*

We believe education transforms lives, strengthens communities, and fuels our region's economic future. Every student deserves the chance to realize their potential and become a leader who can change the world.

## **WHAT** *do we do?*

We provide accessible, high-quality academic transfer pathways, technical training, health occupation education, and workforce development programs that prepare students for university success and in-demand careers.

## **WHOM** *do we do it for?*

We serve a community of learners across the South Plains; first-generation students, university-bound scholars, career changers, workforce trainees, and individuals seeking new skills and opportunity.

# AUDIENCES

SPC engages with a profoundly diverse collection of audiences and individuals. By understanding exactly what we’re “selling” to each audience, we can achieve greater focus and clarity about our communications and interactions. Keep in mind that audiences can be grouped in many ways. As you seek to engage with each group, the ideas that you focus on will shift, based on what you’re trying to achieve, like increasing awareness, building reputation, driving recruitment, or raising funds.

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**WHO IS SPC'S MARKET?**

**STUDENTS**



**PARENTS**



**ALUMNI**



**DONORS**



**EDUCATORS**




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**WHAT IS SPC SELLING TO THIS SEGMENT?**

**Identity, opportunity, and access**

Finding out who I am, who I want to become, and how I can make an impact.

**Choices**

Preparation that enables their children to choose their future path (education as the way to a better life).

**Community connection**

Reconnecting with those who made a difference in their lives and with those they can impact in turn.

**Societal impact**

Being part of a solution that together we are uniquely qualified to address.

**Lifelong ROI**

An investment of resources that results in a life-changing educational experience for their students.

# VOICE

# PERSONALITY

Personality is what humanizes our brand and gives our story emotional resonance.

*Rooted in Community. Driven by Opportunity.*

*Today, we are:*

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## **GROUNDING**

Our duty is to serve as the educational backbone of the South Plains.

## **STABLE**

Our history and legacy are important.

## **HUMAN**

We pour our whole heart into everything we do.

## **INDUSTRIOUS**

Today's challenges aren't going to solve themselves.

*We're growing to become more:*

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## **CONFIDENT**

South Plains College moves forward with confidence, knowing our students and programs are built to thrive in a changing world.

## **INNOVATIVE**

We embrace innovation, continually evolving our programs, technology, and teaching to meet the needs of tomorrow's learners.

## **AMBITIOUS**

Our ambition drives us to elevate opportunities, expand pathways, and push for excellence in every corner of the college.

## **VISIONARY**

We approach the future with a visionary mindset, shaping opportunities that anticipate tomorrow's challenges and possibilities.

# CREATIVE PLATFORM

The creative platform translates the message map with a more emotional appeal. It communicates not only what we do, but also the attitude with which we do it. It elevates our strengths, inspires our messaging and voice, and identifies what our audiences can expect from us. It inspires the look, feel, and tone of our communications. Ultimately, the creative platform forms the basis of our brand's unique identity.

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SPC is approachable and encouraging, grounded in the belief that every student belongs here and can succeed. We speak with warmth, clarity, and sincerity, ensuring our messages feel personal and welcoming rather than institutional. Our tone reflects the heart of our college: passionate faculty, helpful staff, and a community that truly cares.

We communicate with confidence rooted in expertise, innovation, and proven student outcomes. SPC's voice is forward-looking and optimistic, showing students and partners what is possible, not just what is available. Our tone is focused, purposeful, and easy to understand—championing pathways, opportunities, and next-generation leadership without unnecessary complexity or jargon.

SPC's voice empowers individuals to pursue growth and change, highlighting how education can transform lives and strengthen communities across the South Plains. We speak as a trusted regional partner dedicated to fostering opportunity, driving economic development, and promoting student success. Everything we say reinforces that SPC is not just a college—it is a launching point for futures, families, careers, and community impact.

# VISUAL IDENTITY

# IDENTITY ASSETS

SPC uses the SPC Seal and the SPC lockup to represent our organization. These identity assets should only be reproduced from authorized digital files. DO NOT attempt to manipulate, alter, or modify them for any reason.

The Marketing and Communications Division at South Plains College is responsible for approving the usage of the seal and the lockup in all promotional instances, and must be consulted before any materials are ordered.

## SEAL

The seal is reserved official communications, such as stationary and signage, for the offices of the president, vice president, and alumni development. It may also be used for high-end applications, such as merchandise and gifts, but only with approval from Marketing and Communications.



## INTERLOCKING

Our primary identity is the SPC lockup. It must be present on all communications.



## LOCKUP MODIFIERS

Modifiers are applied to the lockup when entities, groups, or divisions need their own differentiating identities.

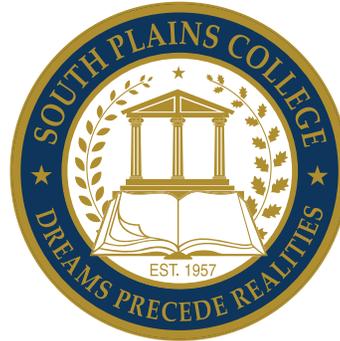


## THE SEAL

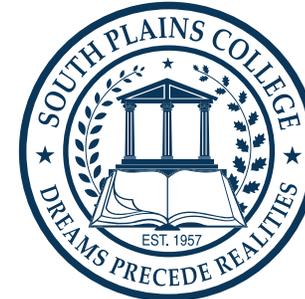
Our seal is an important part of SPC's heritage that holds crucial brand equity, and we treat it as a formal representation of the organization. You can learn more about the symbolism of these elements at [www.southplainscollege.edu](http://www.southplainscollege.edu)

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### THREE-COLOR VERSION



### One-Color Versions



Blue and White Version



Black and White Version

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PRIMARY ORANGE

#### MINIMUM PRINT SIZE

At minimum, the logo with tagline should not be printed any smaller than 1.25 in. wide.



PRIMARY BLUE

#### MINIMUM SCREEN SIZE

For screens, the logo should not be any smaller than 100 pixels wide at 72 dpi.



1 inch



100 pixels

## BRAND COLORS



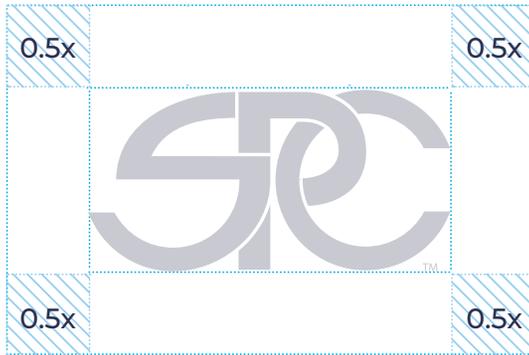
CMYK: 100/34/0/71  
RGB: 0/53/90  
WEB: #00355a  
PMS: 539 C



CMYK: 0/59/96/0  
RGB: 245/137/39  
WEB: #f68524  
PMS: 165 C

## LETTERMARK SPACING

To achieve maximum impact and legibility, clear space must be maintained around the lettermark, as shown here. It may be placed on top of simple photography, but no other graphic elements, typography, rules, or images should appear inside this clear space.



## MINIMUM SIZES

To maintain good legibility, never reproduce the here, for print or screen. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant elements on the page, but instead should live comfortably and clearly as an identifying mark.



0.25" (24 pixels)

## INTERLOCKING COLORS

While there are many colors in our palette, the two colors at the right are the only authorized colors to use for the lettermark. The color of the background will determine which version of the lettermark to use. Plan your layouts to accommodate using one of these options.



PRIMARY ORANGE



PRIMARY BLUE



BLACK



OUTLINE



WHITE



## ONE-COLOR LOGO

Use the solid, one-color versions of the logo when placed on busy backgrounds, photos, or for other one-color purposes.



WHITE ONE-COLOR LOGO  
CMYK: 0/0/0/0



BLACK ONE-COLOR LOGO  
CMYK: 0/0/0/100

# PRIMARY SANS-SERIF TYPEFACE

## BRANDON GROTESQUE

Known for its elegant appearance and various weights, including Thin, Light, Regular, Medium, Bold, and Black. It draws inspiration from 1920s and 1930s typefaces.

Designer **HANNES VON DÖHREN**



**PRIMARY TYPE** - The words, 'SOUTH PLAINS COLLEGE,' is set in the font, Brandon Grotesque, in the "Black" weight and should always be in all capitals.

**SECONDARY TYPE** - The words, 'MARKETING AND COMMUNICATIONS,' is set in the font, Brandon Grotesque, in the "Regular" weight and should always be in all capital.

## Characters

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

0123456789

abcdefghijklm  
nopqrstuvwxyz

!@#\$%&\*

## Weights

Light

*Thin Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

Bold

*Bold Italic*

Black

*Black Italic*

LIGHT

*THIN ITALIC*

REGULAR

*REGULAR ITALIC*

MEDIUM

*MEDIUM ITALIC*

BOLD

*BOLD ITALIC*

BLACK

*BLACK ITALIC*