



SAVANNAH TECHNICAL COLLEGE **VISUAL BRAND** IDENTITY GUIDE

2026

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INTRODUCTION

The Savannah Technical College visual identity represents who we are, what we stand for, and the lasting impact we make in our communities.

Every touchpoint, from digital platforms to print materials, contributes to how our institution is perceived. Consistent and intentional use of our visual identity strengthens recognition, builds trust, and reinforces the value of a Savannah Tech education.

This guide provides the standards for using the **Savannah Technical College logo, Academic Seal, typography, color palette, and supporting visual elements**. These guidelines must be followed when creating any materials that represent Savannah Technical College. By working within this system, we collectively protect, elevate, and strengthen our institutional brand.

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with
Questions**

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SAVANNAH TECHNICAL COLLEGE
LOGO & LOGO USAGE

HORIZONTAL LOGO



This horizontal logo is the primary identifier for the Savannah Technical College. This logo should be used consistently to represent Savannah Tech in print, web, and electronic communications. Please help us maintain our brand identity by using this logo as it has been created.

NOTE: Using this logo consistently helps enhance our brand recognition with all external audiences. Color and reproduction specifications follow on other pages.

HORIZONTAL LOGO WITH TAGLINE



The Savannah Technical College tagline is an important part of our brand. When associated with the horizontal logo “Hands-On Training. High-Demand Careers.” Should appear to the right of the logo in Brix Slab Black Italic, no more than 75% of the logo width.

NOTE: The Savannah Tech tagline should only be used in conjunction with the horizontal logo.

STACKED LOGO



SAVANNAH
TECHNICAL COLLEGE

When it is not possible to use the horizontal logo due to design or space requirements, this stacked logo version can be used. As with the horizontal logo, the elements cannot be modified or used as stand-alone elements and the recommended sizes should be utilized.

NOTE: This version was designed for items such as signage, banners clothing and other instances where the available design space is primarily vertical.

CLEAR SPACE



X = CLEAR SPACE



Careful consideration must be used when placing the Savannah Tech logo close to other graphic elements. Please refer to the measurements on this page for the specific amount of clear space required around the logo to protect its integrity. The “x” equals the minimum amount of clear space required.

NOTE: Allowing even more space is recommended. This also helps ensure that other graphics or words do not appear to be connected with the logo.

INCORRECT APPLICATIONS



Do not stretch or condense logo



Do not rotate the logo to a diagonal angle.



Do not separate or move elements from the logo.



Do not change the logo typeface.



Do not change the color of logo.



Do not alter or scale any of the proportions of the elements.



Do not add shapes, graphics, or text to the logo.



Do not add a drop shadow or any other effects to the logo.



Do not change the placement of element in the logo.



Do not add extra elements to the logo.



Do not put the logo on similar colored backgrounds.



Do not use the icon as a replacement for the letter 'S' within any text, sentences, or titles

The following examples illustrate usages that compromise the integrity of the logo. Avoid utilizing any of these techniques. This includes changing the logo's color or creating a custom logo for specific purposes. Use only approved logo files, which are available from the marketing and communications office.

LOGO COLORS



Primary 2-color logo



Black



Reversed 1-color logo on dark background



Reversed 1-color logo on dark photo background



2-Color on Lighter background with icon fill

The 2-color identity (primary and secondary blue) is the preferred version to use in most instances. If the 2-color application cannot be achieved for cost or other restrictions, the logo can be printed in the following 1-color applications: black, and reversed in white. Please do not use any other color except one of these options.

NOTE: The white version is only used on solid color backgrounds (preferably in the Savannah Tech color palette) or in photographs where readability is not an issue. The 2-color logo can be used over a lighter tint with a filled white icon.

STAND ALONE MARK & ICON



The Savannah Tech Icon mark can become an important stand alone identifier for the Savannah Technical College but should be used sparingly. Best used for social media profile pictures, website favicons and as a background accent in conjunction with other Savannah Tech materials.

NOTE: The white version Icon can only be used on solid color backgrounds (preferably in the Savannah Tech color palette) or in photographs where readability is not an issue. The 2-color icon can be used over a lighter tint with a filled white 'S'.



SAVANNAH TECHNICAL COLLEGE

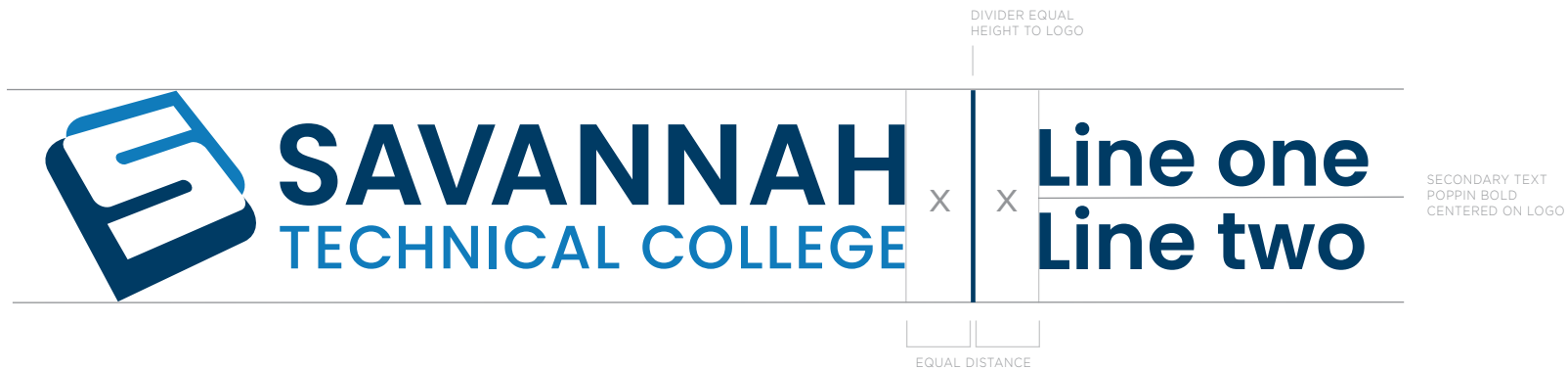
SECONDARY LOGO

HORIZONTAL SECONDARY LOGOS

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SECONDARY LOGO

SAVANNAH TECHNICAL COLLEGE



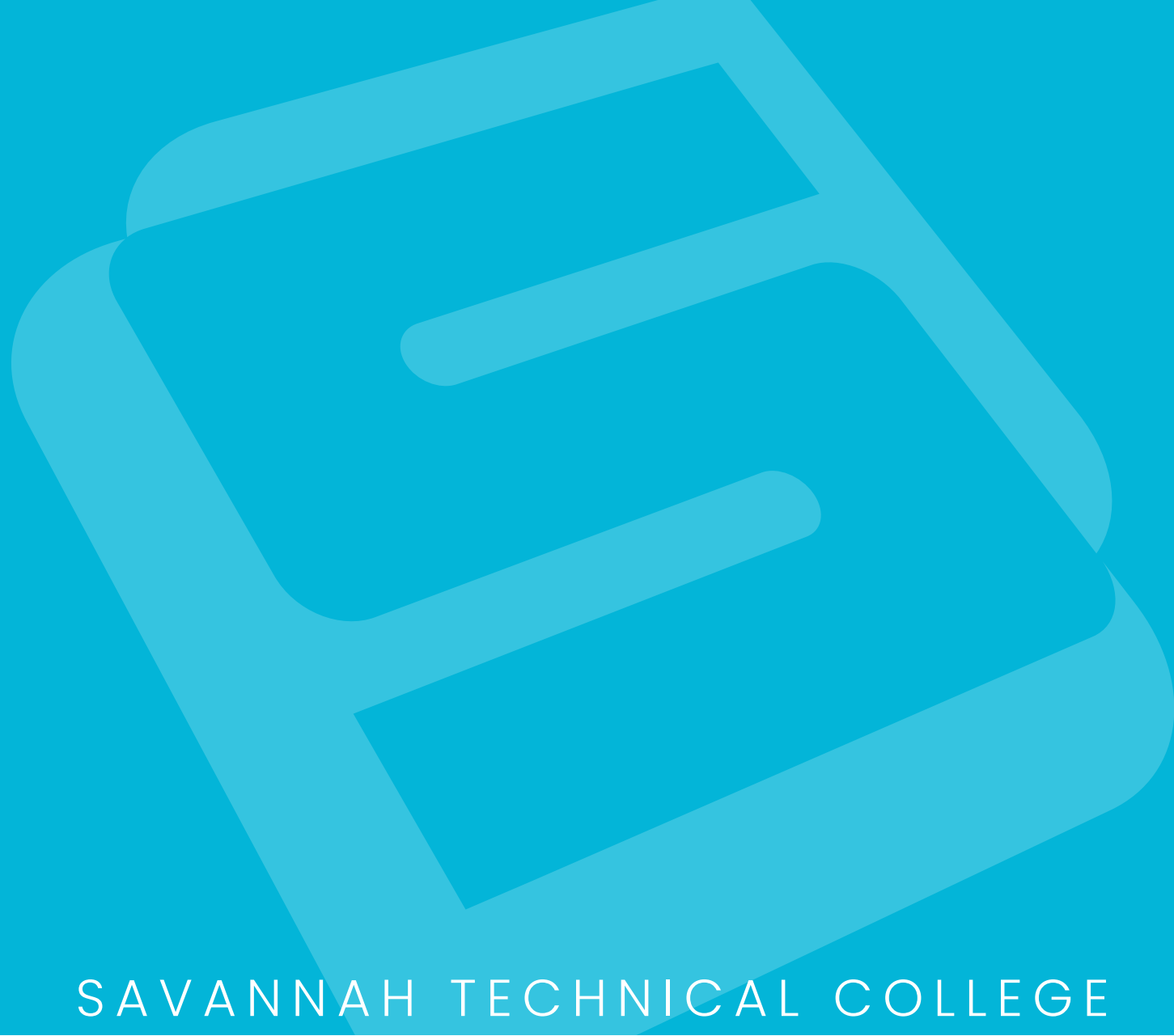
A design system has been developed that combines the institutional identity with the name of each school, college, institute, or academic center. These logos are also available in the same color applications as the institutional logo.

NOTE: These logos follow the same rules as the institutional logo, and should not be altered, modified, or separated in any way. THERE IS NOT A STACKED SECONDARY LOGO OPTION.

HORIZONTAL SECONDARY LOGOS



NOTE: Partner logos or secondary text must not exceed the horizontal height of the 'Savannah Technical College' portion or the horizontal logo.



SAVANNAH TECHNICAL COLLEGE

COLORS

COLORS

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The Savannah Technical College brand offers a streamlined, professional palette of two shades of blue. This palette conveys a sense of trust, stability, and professionalism. The lighter blue can represent new ideas and growth, while the darker blue suggests tradition and strength. This combination of colors creates a feeling of both established reliability and dynamic development.

COLORS

#003C64 – PRIMARY LOGO COLOR

Deep Ocean Blue – a strong, confident navy with a hint of teal, often used to convey stability, authority, and professionalism.

Pantone:	302 C
RGB:	(0, 60, 100)
CMYK:	(100%, 36%, 0%, 64%)

Navy text (#003C64) on White
Contrast Ratio: 12.27:1

✓ Passes WCAG AAA for normal & large text

#007AB9 – SECONDARY LOGO COLOR

Bright Sky Blue – an energetic, modern blue that conveys innovation, optimism, and approachability.

Pantone:	2925 C
RGB:	(0, 122, 185)
CMYK:	(100%, 30%, 0%, 13%)

Blue text (#007AB9) on White
Contrast Ratio: 4.52:1

✓ Passes WCAG AAA large text

#6BA539 – ACCENT COLOR

A rich, earthy green that symbolizes Savannah Technical College's commitment to sustainable practices and growth.

Pantone:	7737 C
RGB:	(107, 165, 57)
CMYK:	(35%, 0%, 65%, 35%)

Green text (#689F4A) on White
Contrast Ratio: 2.85:1

✗ Fails WCAG for normal text

▲ Use sparingly (e.g., accents, headings at large sizes)

#03B5D8 – ACCENT COLOR

A bright cyan that embodies the college's innovative spirit and forward-thinking educational programs.

Pantone:	3125 C
RGB:	(3, 181, 216)
CMYK:	(98%, 16%, 0%, 15%)

Cyan text (#03B5D8) on White
Contrast Ratio: 2.41:1

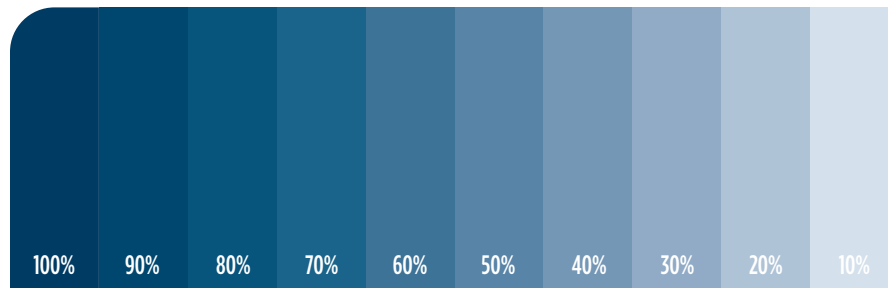
✗ Fails WCAG for normal text

▲ Can be used for large text (18pt+ bold) but not recommended for body text

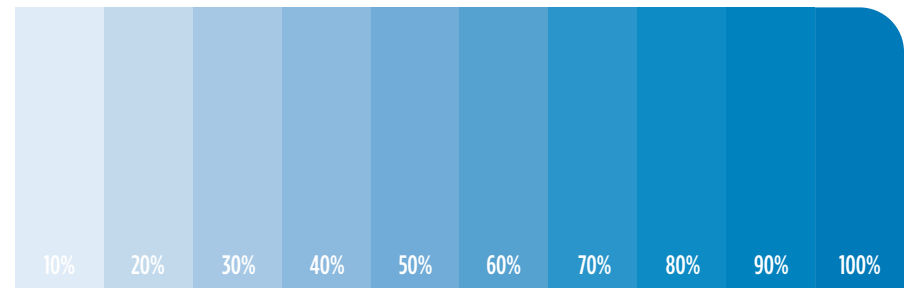
SAVANNAH TECHNICAL COLLEGE

TINTS

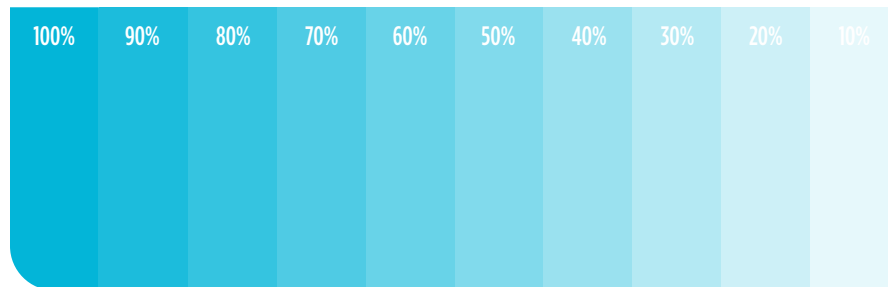
#003C64 – PRIMARY LOGO COLOR



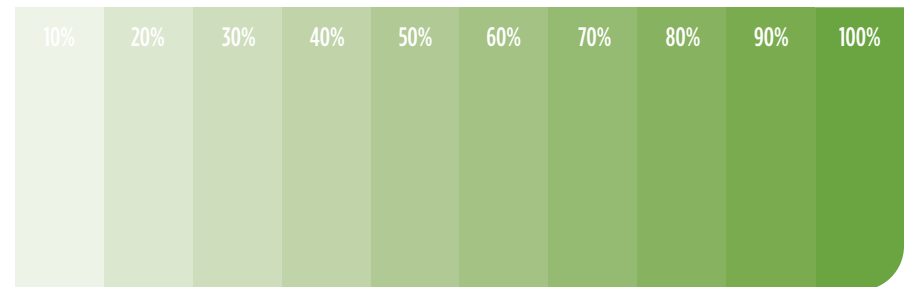
#007AB9 – SECONDARY LOGO COLOR



#03B5D8 – ACCENT COLOR



#689F4A – ACCENT COLOR



To further enhance flexibility when choosing appropriate colors, the Savannah Technical College approved colors also work well as tints. These tints can be used in 1-color applications for photographs or as a background color when 100% of the color is too strong.

NOTE: Selection of the right percentage will depend on the application and production goal, which is why a range of 10-100% is provided.



SAVANNAH TECHNICAL COLLEGE

TYPOGRAPHY

POPPINS

AaBbCcDdEeFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz
 1234567890.,:~'"*!()?)/\$

GOTHAM

AaBbCcDdEeFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz
 1234567890.,:~'"*!()?)/\$

BRIX SLAB

AaBbCcDdEeFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz
 1234567890.,:~'"*!()?)/\$

Breaking Road
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890.,:~'"!()?)/\$*

The use of consistent typefaces is very important to the Savannah Technical College's brand. Specific fonts are available for headlines and body copy for all Savannah Tech visual communications. If these fonts are not available please use a sans serif font for all headlines and body copy.

HEADER

Poppins Bold

100% Horizontal Scale

24pt font size

All Caps

FONTS

CALL-TO-ACTION

Breaking Road

100% Horizontal Scale

Sentence Case

Apply Today!

SUB-HEADER

Brix Slab Medium

100% Horizontal Scale

18pt font size

Sentence Case

Mission Statement

Savannah Technical College, a unit of the Technical College System of Georgia, is a public, two year college that provides world class education, skills training and lifelong learning opportunities through the delivery of associate degrees, diplomas, technical certificates of credit and non-credit economic development programs and adult education. The College is committed to meeting the dynamic education, academic, and workforce development needs of individuals, employers and communities throughout the Coastal Empire with market-driven, environmentally-conscious education offered in the classroom, laboratory, community, and online.

BODY COPY

Gotham Book

90% Horizontal Scale

11pt font size

15pt leading

Vision Statement

Savannah Technical College will continue to be the premier provider of world class education, skills training, and lifelong learning for success in a global economy with our guiding principles of quality, integrity and sustainability.

TAGLINE

Brix Slab Black Italic

100% Horizontal Scale

Sentence Case



SAVANNAH
TECHNICAL COLLEGE

Hands-On Training. High-Demand Careers.



SAVANNAH TECHNICAL COLLEGE

ACADEMIC SEAL

ACADEMIC SEAL



The Savannah Technical College Academic Seal represents the flame of knowledge through its 'S' & 'T' central icon. This seal should be used sparingly to represent official college communications or events.

NOTE: Appropriate usage includes communications from the president or provost, as well as special events including commencement. It is also used on formal documents including diplomas and certificates. Other uses should be approved by the Marketing and Communications office.

APPROVED VARIATIONS



ONE COLOR
BLACK OR DARK
BLUE ONLY



The Savannah Technical College Academic Seal can be used in limited color combinations. The seal has no color combinations and should only be presented in one color (black, white, primary blue or secondary blue on primary blue).



ON BLACK
REVERSED WHITE
ONLY



ON DARK BLUE
WHITE OR SECONDARY
BLUE ONLY



SAVANNAH TECHNICAL COLLEGE

www.savannahtech.edu

Equal Opportunity Institution | A Unit of the Technical College System of Georgia

SAVANNAH CAMPUS

5717 White Bluff Road
Savannah, GA 31405
912.443.5700

LIBERTY CAMPUS

100 Technology Dr,
Hinesville, GA 31313
912.443.5700

EFFINGHAM CAMPUS

2890 Hwy 21 South
Rincon, GA 31326
912.443.4100

CROSSROADS CAMPUS

190 Crossroads Parkway
Savannah, GA 31407
912.443.3010

FORT STEWART

100 Knowledge Drive
Ft. Stewart, Georgia 31314
912.408.2430

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