OFFICIAL LOGOS

Colors

This zip file contains logos provided in all acceptable color versions of each logo. Each set of color versions is provided in two different color modes: CMYK and RGB. Be sure you use the correct color type and color modes for the project you are working on.

Color Versions

- **K:** Black
- **G:** Garnet
- **W:** White
- **2C:** Two-color, garnet and black
- **Spot:** Pantone 202
- **Rev:** Reverse (colored box, white text)

Color Modes

Print

- **CMYK:** color system used in four-color process printing
- **Used for:** printed projects

Digital

- **RGB:** color system for representing the colors on a digital display
- **Used for:** digital projects such as an outdoor billboard, digital displays, websites, emails, social media, PowerPoint presentations

File Types

This zip file contains logos in a variety of file types. Be sure to use the appropriate file type for the project you are creating.

EPS and PDF Files

- **Used in:** Adobe Creative Suite including InDesign, Illustrator and Photoshop, and printed projects
- Vector-based file
- Scales up and down easily and without losing quality

PNG Files

- **Used in:** Microsoft Office Suite, and web and digital projects
- Pixel-based file with a transparent background
- Only scale down; can't scale up without losing image quality

JPG Files

- **Used in:** Microsoft Office Suite,
- Pixel-based file with a solid white background
- Only scale down; can't scale up without losing image quality

SC.EDU/TOOLBOX

All guidelines and usage for university brand elements are outlined in the brand toolbox at **sc.edu/toolbox**. Only use official files; do not alter the files in any way or create your own.