



South Texas College Dual Credit Programs Graduation Stole Guidelines

The South Texas College logo is one of the most vital components of our identity. The image binds the entire institution together and signifies the pride in the tradition and commitment to excellence. When used, the South Texas College logo must provide a memorable impression that brandishes the significance of the College's core values.

When and if the logo is disturbed in any way, it could potentially create confusion and weaken the institution's image.

South Texas College's partnering High Schools/ISD's are allowed to use the STC logo on the graduation stoles, when approved. To avoid any form of issue, it is important to maintain a consistent appearance and abide by the following guidelines.

Acceptable use of the Official South Texas College logo

- Use the Vertical, large pyramid, 2-line logo. This is the official & primary logo. There are 3 ink options; full color, black and white
- Use the full color logo on white stoles. Below are sample mock-ups of the inks, not logo placement
- View the official STC Colors and high-resolution logos at <https://admin.southtexascollege.edu/pr/logo/>
- Verify that the STC logo is equal to other institution/partner logos. The logo of another organization should not exceed the height of the STC logo.
- Email Jennifer Solis, Creative Services Manager at jsolis@southtexascollege.edu regarding questions about the use of the STC logo or to obtain the high-resolution logo artwork.



UN-Acceptable use of the Official South Texas College logo:

- Do not use the logo without the logotype
- Do not use the logotype without the logo
- Do not use the lettering "STC"
- Do not stretch the logo
- Do not rearrange the logo and logotype
- Do not switch up logo colors
- Do not add an outline, border or stroke to the logo
- Do not add drop shadows
- Do not add 3D effects on logo; it should be flat and crisp
- Do not use the logo over any gradients
- Do not attempt to recreate the logo or logotype
- Do not put full-color logo on a bright color background
- Do not put full-color logo on a photo background
- Do not use Dual Enrollment Academies artwork
- Do not use STC division artwork
- Do not use the STC Jaguar artwork
- Do not use STC graduation artwork (STC seal)

The final artwork must be approved by Ray Pedraza, STC PR & Marketing Assistant Director before usage.

High School Name

Date

High School Representative & Title (print name)

High School Representative (signature)

South Texas College

Institution name

Date

Dual Credit Program Representative (print name)

Dual Credit Program Representative (signature)

South Texas College

Institution name

Date

Ray Pedraza

STC PR&M Assistant Director (print name)

STC PR&M Assistant Director (signature)