



## Colors

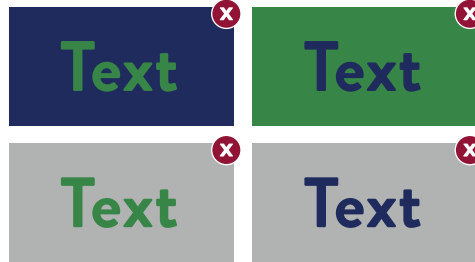
Generally, What Is Allowed:

- White Text on a Green Background
- White Text on a Blue Background

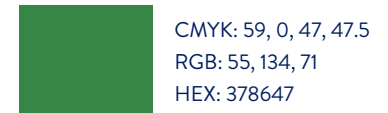


Generally, What Is NOT Allowed:

- Green Text on a Blue Background
- Blue Text on a Green Background
- Green Text on a Gray Background
- Blue Text on a Gray Background



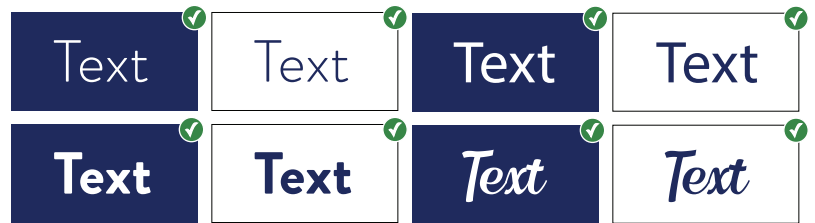
### Color Codes



## Font Treatment

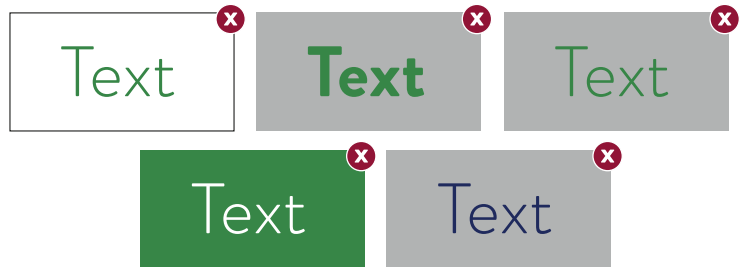
Generally, What Is Allowed:

- All Blue Font Styles on a White Background
- All White Font Styles on a Blue Background



Generally, What Is NOT Allowed:

- Green Light Text on a White Background
- White Light Text on a Green Background
- Green Font on a Gray Background
- Blue Light Text on a Gray Background



## Font Usage

Approved Heading Fonts:

- Brandon Grotesque Bold

Approved Body Copy:

- Myriad Pro Regular

Approved Additional Fonts:

- Kingsman - Script Font
- Arial - Only for Microsoft Word Documents

### Header (Brandon Grotesque Bold)

Body copy is the main text content of any printed or digital work, such as an advertisement, article, or webpage, distinguishing itself from elements like headlines, images, logos, and captions. (Myriad Pro Regular)

*Script Font (Kingsman Regular)*

Microsoft Word (Arial Regular)



REQUIRED WCAG

# ACCESSIBILITY BRAND GUIDELINES

## Text and Content Guidelines

- Provide clear, simple language where possible. Avoid using jargon.
- Use proper headings (H1,H2,H3) for structure.
- Avoid using color alone to convey meaning (i.e., red text for “error”).
- Write meaningful link text (i.e., “Apply Now” instead of “click here”).
- You **MUST** use an SCC font on any materials you are producing.
- Spell out acronyms and abbreviations upon first use to provide clarity.
- Please underline links if you include them. Do not underline any other text.



For More Information  
[myscc.info/wcag](https://myscc.info/wcag)

## Creating PDFs and Documents

- Make sure PDFs are tagged and readable by screen readers.
- Include proper headings, lists, and table structure.
- Check reading order in exported PDFs.
- Never use scanned images that include text.
- All images and non-text graphics must include “Alternative Text”.
- Always specify the document’s primary language.
- Use built-in accessibility checkers to validate PDFs. (Word, Powerpoint, Acrobat, etc.)
- Although you ran it through a checker, make sure to review it manually as well.



Examples of Built-in Accessibility Checkers

## Other Important Information

- Beginning March 2026, PDFs will no longer be permitted on the SCC website. All content must be created as HTML text or through Dynamic Forms.
- No external SCC social media accounts are allowed.
- The guidelines in this document also apply to distributed content such as flyers, classroom materials, presentations, digital materials, and other distributed content.
- If you have questions or are unsure about compliance, please contact a WCAG representative. When in doubt, always send your content to be reviewed before publishing.

## Consequences for Non-Compliance

- **Federal fines** up to \$75K–\$150K per violation.
- **Settlement demands** that typically fall in the **tens of thousands of dollars**.
- **State-level penalties** (e.g., \$4,000 per inaccessible piece of content).
- Compounded costs for legal defense, remediation, and potential loss of federal funding or reputation.
- **Reputation Damage:** Publicized violations of ADA standards can harm SCC’s reputation, reduce public trust, and negatively impact student recruitment and community relations.
- **Exclusion and Inequality:** Failure to provide accessible content excludes students, staff, and community members with disabilities, and undermines SCC’s commitment to equal opportunity education.

*When in Doubt, Don’t Send it Out!*