

McCOY COLLEGE  
**STUDENT BUSINESS COUNCIL**

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# BRAND GUIDELINES

JULY 2024



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# Positioning & Messaging

## SERVICE DESCRIPTION

The Student Business Council (SBC) is a group of undergraduate students interested in professional development and helping students reach their professional goals.

SBC operates in partnership with the McCoy College Student Success Center (MCSSC) and act as business professional ambassadors at events hosted by the center.

## VALUE PROPOSITION

The support that inspires students to develop themselves professionally and become successful business professionals.

## MISSION

To support, inspire, and make professional development accessible to all students - one student and one event at a time.

## MOTTO

Students supporting students to create a roadmap to enhance and reach their professional goals.

Supporting and Inspiring the Business Professional of Tomorrow.

## VISION STATEMENT

To establish a culture of peer support amongst McCoy College students.

# Our Core Values

## Inspiration

We focus on inspiring fellow students to get involved and attend professional development events. This is executed by representing as SBC members at MCSSC events.

## Growth

The goal of students attending professional development events is to grow themselves professionally and market themselves to employers as the best candidate.

## Success

SBC's ultimate goal is to support students as they take essential steps in building their success and landing their desired full-time career or internship.

## Support

The council acts as a support system to peers as they develop themselves professionally and answer questions or connect students to the correct resource.

# Brand Story

## BRAND POSITIONING

For the students of McCoy College, the Student Business Council is the support system that will drive students to develop themselves professionally so that they can reach their professional goals.

## BRAND PERSONALITY

Our brand personality and voice is Approachable, Creative, Energetic, Inviting, Modern, Professional, and Warm

## TARGET MARKET

Primary - Undergraduate Students of McCoy College

Secondary - Business Minors of McCoy College



# Brand Persona

## **We are:**

Intellectual  
Dynamic  
Essential  
Focused  
Conversational  
Empathetic  
Neutral

## **We are not:**

Condescending  
Pretnetious  
Institutional  
Controversial  
Cocky  
Narrow-minded  
Informal  
Overbearing

# Our Logo



McCOY COLLEGE  
**STUDENT BUSINESS COUNCIL**

## **VISION AND INSPIRATION**

As our main goal is to assist other students developing successfully, this showcases a business professional in hopes that we are able to bring that side out of students. The lightbulb represents the new and successful business person.



# Logo Usage

## IMPORTANT REMINDERS



McCOY COLLEGE  
**STUDENT BUSINESS COUNCIL**

**DO NOT** change the color.  
Use colors in the palette.



McCOY COLLEGE  
**STUDENT BUSINESS COUNCIL**



**DO NOT** change the  
proportions of the logo



McCOY COLLEGE  
**STUDENT BUSINESS COUNCIL**

**DO NOT** add shadow  
or any effects.

# Logo On Light/ Dark Backgrounds



Logo on Dark  
Background



Logo on Light  
Background

# Our Color Palette

Hex Values (More found in TXST Branding Guidelines)

HEX CODE	HEX CODE	HEX CODE
#501215	#AC9155	#ECE2C8
[Swatch 1]	[Swatch 2]	[Swatch 3]
[Swatch 4]	[Swatch 5]	[Swatch 6]

# Typography Rules

## HOW WE PRESENT OURSELVES

We want to be able to **bold** and *italicize* key words to attract students.

Important items include date, time, location, benefits, etc.

PRIMARY

Glacial  
Indifference

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

SECONDARY

Agrandir

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

# Photography Guidelines



## SUBJECT

Our main subjects in photos should be students or employers. This can be still or in action (preferred).



## COMPOSITION

Action or event that is taking place.



## tone

Curious mind, skill-building, and excitement.

# Photography Examples

More stock photos can be found on <https://txstate.canto.com/allfiles?viewIndex=2>



# SBC SOCIAL ACCOUNTS



**INSTAGRAM**

@txst.sbc



**LINKEDIN**

McCoy College Student Business Council

