

SECTION 01

Who We Are

Advance SC is South Carolina's leading research partner in economic development and expert in rural and underserved communities. Formerly the Commission for Minority Affairs (est. 1993), we bridge the gap between community and policy — translating community stories into data and insights that drive real economic opportunity for every South Carolinian.

Vision: To create opportunities for all South Carolinians to achieve economic prosperity.

Mission: To strengthen SC's rural and under-resourced communities through comprehensive research, community-centered strategies, and collaborative partnerships.

"Bridging community and policy."

— Our Tagline

"Engage. Empower. Evolve."

— Our Rallying Cry

SECTION 02

How We Communicate

Advance SC speaks as a trusted Networker and Mentor — connecting communities, empowering partners, leading with purpose. All external communications on behalf of Advance SC must reflect these attributes.

OUR VOICE IS:

Honest · Strategic · Knowledgeable · Collaborative · Clear

OUR TONE IS:

Confident · Decisive · Reassuring · Practical

BRAND ARCHETYPE:

Core: The Networker — Connects communities, forges alliances, builds belonging.

Wing: The Mentor — Supports growth, shares wisdom, lifts

SECTION 03

Logo Usage

APPROVED VERSIONS

Primary Logo (horizontal) — Indigo or White
Primary Logo (centered/stacked) — Indigo or White
SCCCEAE Full Name Logo — Indigo or White
Badge / Seal — official and ceremonial use

APPROVED BACKGROUNDS

Indigo mark on white background
White mark on Indigo Blue background
White mark on any approved brand color
File formats for print: .ai · .eps · .svg (vector)

DO'S

- ✓ Use only approved color versions
- ✓ Maintain proportional scaling at all times
- ✓ Preserve clear space around the logo
- ✓ Use vector files for all print applications
- ✓ Submit proofs before any print or publication
- ✓ Refer to sbell@advance.sc.gov for approvals

DON'TS

- ✗ Do not apply shadows, glows, or effects
- ✗ Do not use unapproved brand colors
- ✗ Do not alter mark-to-wordmark proportions
- ✗ Do not enclose the logo in a shape or box
- ✗ Do not stretch, skew, or rotate the logo
- ✗ Do not recreate or redraw any logo element



SECTION 04

Primary Color Palette

Monochromatic blue scheme energized by a vibrant accent green. Indigo Blue — shared with the SC state flag — is the primary brand color. One gradient per layout maximum.

Indigo Blue #003865 RGB 0, 56, 101 CMYK 100/78/35/28 PMS 2955 C / 295 U	* PRIMARY	Sky Blue #00A3E1 RGB 0, 163, 225 CMYK 73/20/0/0 PMS 2191 C / 2202 U	Aqua #B7DDE1 RGB 183, 221, 225 CMYK 27/2/10/0 PMS 628 C / 628 U	Dark Blue #002B49 RGB 0, 43, 73 CMYK 100/81/42/45 PMS 7463 C / 2965 U	Green #00AF66 RGB 0, 175, 102 CMYK 100/0/82/0 PMS 3405 C / 2252 C
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GRADIENTS:	Indigo Blue → Sky Blue	Sky Blue → Aqua Blue	Aqua Blue → White
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SECTION 05

Typography

Role	Font	Usage	Web Alternative
Display / Headings	Montserrat Bold	Headlines, CTAs, titles, pull quotes	Montserrat (Google Fonts)
Body / Supporting	Acumin Pro	Body copy, captions, supporting text	Inter (Google Fonts)

TYPOGRAPHIC HIERARCHY H1: Montserrat Bold — primary headlines H2: Montserrat Bold, Uppercase — section headings H3: Montserrat Bold, Uppercase — subheads / labels Body: Acumin Pro or Inter Regular	TYPOGRAPHIC RULES Always left-aligned, ragged right — never justified Skip weights for contrast between paired text levels Avoid orphans (single-word last lines) in paragraphs Keep line length 45–70 characters for body text
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SECTION 06

Photography & Imagery

Every image must feel authentic, warm, and human-centered — evoking community, support, and belonging. Natural sunlight provides warmth and optimism.



SECTION 07

Graphic Elements

Three approved design elements may be used in brand-compliant materials. Do not alter their colors, forms, or proportions.

- APPROVED ELEMENTS

Pattern — Repeating Advance SC 'A' mark in a tonal grid (Indigo on Indigo). Used as background texture only.

Concentric Circles — Layered arcs in brand greens representing ripple impact and community reach.

Symbol as Graphic — Large-scale 'A' mark used as a background or design element. Brand blues only.

APPROVAL REQUIRED

All materials using the Advance SC brand require written approval before production, print, or publication. Submit proofs to your Advance SC point of contact or email sbell@advance.sc.gov. Questions prevent mishaps.