

Brand

Guidelines

Version 1.0

1.0

Logo



Our Logo

A modern and dynamic design that embodies the simplicity and efficiency of the brand.





Logo Symbol

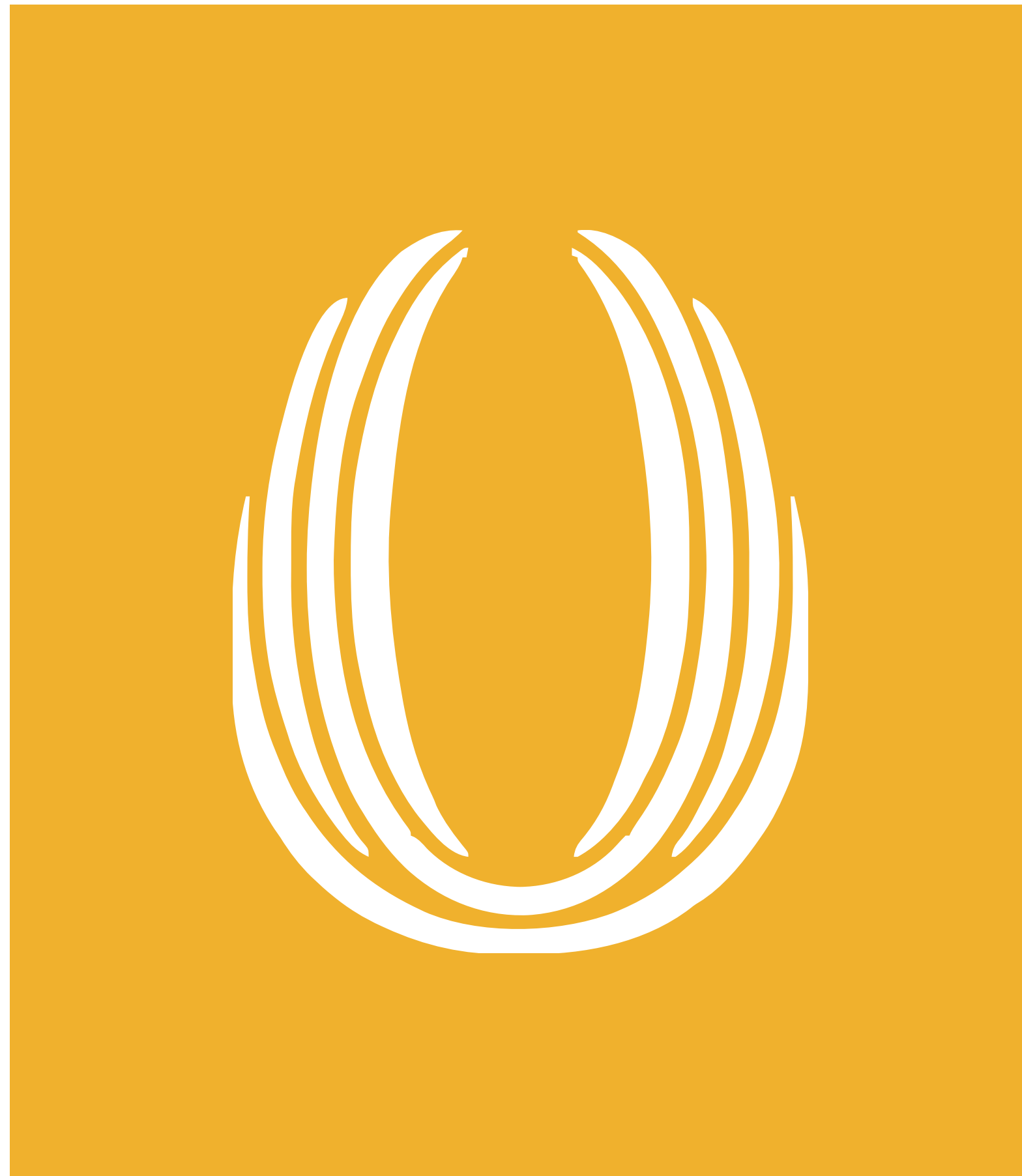
Keep a minimum clear space equivalent to the width of the “X” in the logo symbol.





Logo Usage

Standard on websites, mobile apps, and promotional materials.



2.0

The Mission



Brand Foundation

The Society for Collegiate Leadership and Achievement (SCLA) is a national organization focused on fostering leadership development among college students. Its mission is to empower students to develop essential leadership skills that will not only benefit them during their academic journey but also in their future careers and community involvement.



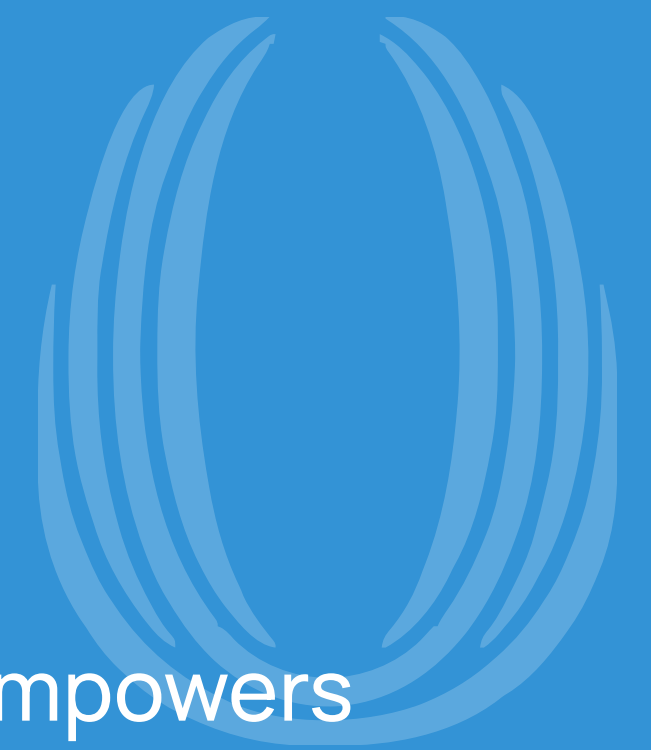
Vision & Mission

Vision



Creating a community of engaged students who are equipped to be ethical leaders. Aiming to enhance the collegiate experience by providing resources, networking opportunities, and programs that encourage personal and professional growth

Mission



The leading College-to-Career Honor Society, empowers students to excel academically and professionally. We celebrate achievement, foster personal growth, and provide the tools, connections, and credentials needed to build successful, purpose-driven careers. Our members gain the confidence and skills to thrive in their fields while making a meaningful impact on their communities.

3.0

Typography



Typeface

Proxima Nova

SCLA chosen typeface plays a crucial role in conveying the brand's professionalism and modernity. The primary typeface for SCLA is **Proxima Nova**, known for its clean, readable design and modern aesthetic.



A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	P	W	X	Y	Z	a
b	c	d	e	f	g	h	i	j
k	l	m	n	o	p	q	r	s
t	u	v	w	x	y	z	,	.



Font Weight

SCLA chosen typeface plays a crucial role in conveying the brand's professionalism and modernity. The primary typeface for SCLA is **Proxima Nova**, known for its clean, readable design and modern aesthetic.

Regular

Use for body text and general content

Medium

Use for subheadings and important notes.

Bold

Use for headings, emphasis, and calls to action.

Semibold

Use for secondary headings or important information that should stand out.



Font Hierarchy

SCLA chosen typeface plays a crucial role in conveying the brand's professionalism and modernity. The primary typeface for SCLA is Proxima Nova, known for its clean, readable design and modern aesthetic.

Headline

Font size: 96px / 6rem | Line height: 120%

Empowering You to Build a Career That Matters.

Sub Headline

Font size: 48px / 3rem | Line height: 120%

Career Readiness Certifications

Caption

Font size: 24px / 1.5rem | Line height: 120%

Recognition for your achievements is just the beginning.

Body

Font size: 16px / 1.5rem | Line height: 120%

The SCLA goes beyond what traditional honor societies offer, providing exclusive tools and opportunities to help you excel in college and launch your career

4.0

Brand Color



Brand Color

The brand colors of SCLA are carefully chosen to reflect our commitment to leadership, inclusivity, and empowerment. Each color in our palette embodies the values we uphold and the vibrant community we strive to cultivate.

A grid of color swatches representing the brand palette. The top row features a large blue swatch labeled 'Primary Color' with the name 'Vibrant Blue' and hex code '#3393D6'. To its right are several vertical bars of varying shades of blue, from dark to light. The bottom row features a large yellow swatch labeled 'Secondary Color' with the name 'Yellow' and hex code '#F1B22E'. To its right are two large swatches: a dark blue one labeled 'Dark' with the name 'Dark Blue' and hex code '#0A1E2F', and a light grey one labeled 'Light' with the name 'White Lilac' and hex code '#F6F6F9'.

Primary Color

Vibrant Blue
#3393D6

Secondary Color

Yellow
#F1B22E

Dark

Dark Blue
#0A1E2F

Light

White Lilac
#F6F6F9

5.0

Icons



Icon Pack

Icons are an essential part of SCLA's identity, providing visual cues for functionality and enhancing user experience.

Guidelines for usage:

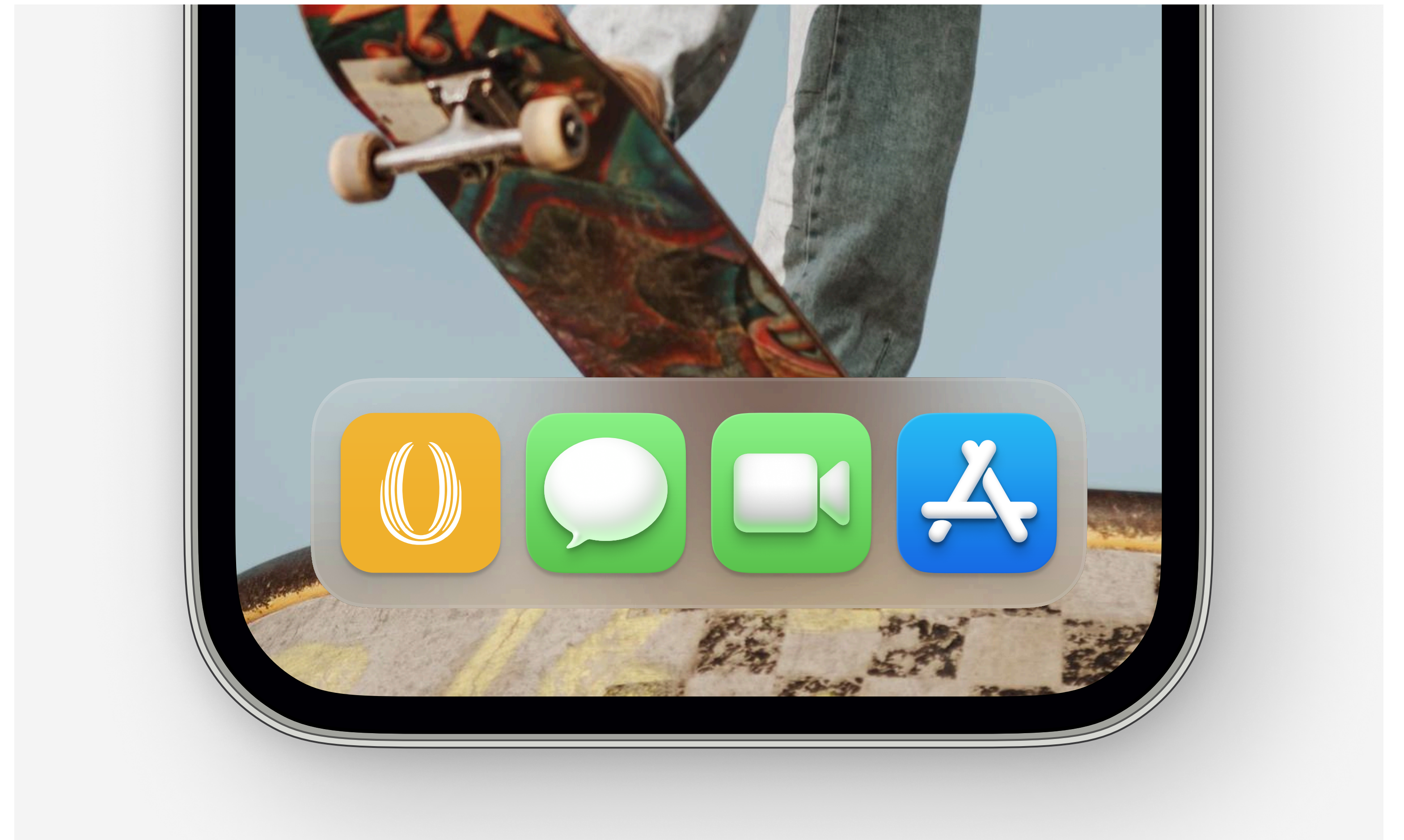
- The icon should always appear in its approved color palette, maintaining brand consistency.
- Maintain clear space around the icon for optimal visibility.
- Avoid using the icon in contexts where its clarity might be compromised, such as overly busy backgrounds.





App Icon

This section outlines how icons should be designed, styled, and used across all platforms.



6.0

Photography



Photo carousel

Images should be bright, clean, and professional, conveying trust and expertise. Any edits should subtly enhance the image quality while retaining an authentic look.





Image Treatment

Images should be bright, clean, and professional, conveying trust and expertise. Any edits should subtly enhance the image quality while retaining an authentic look.



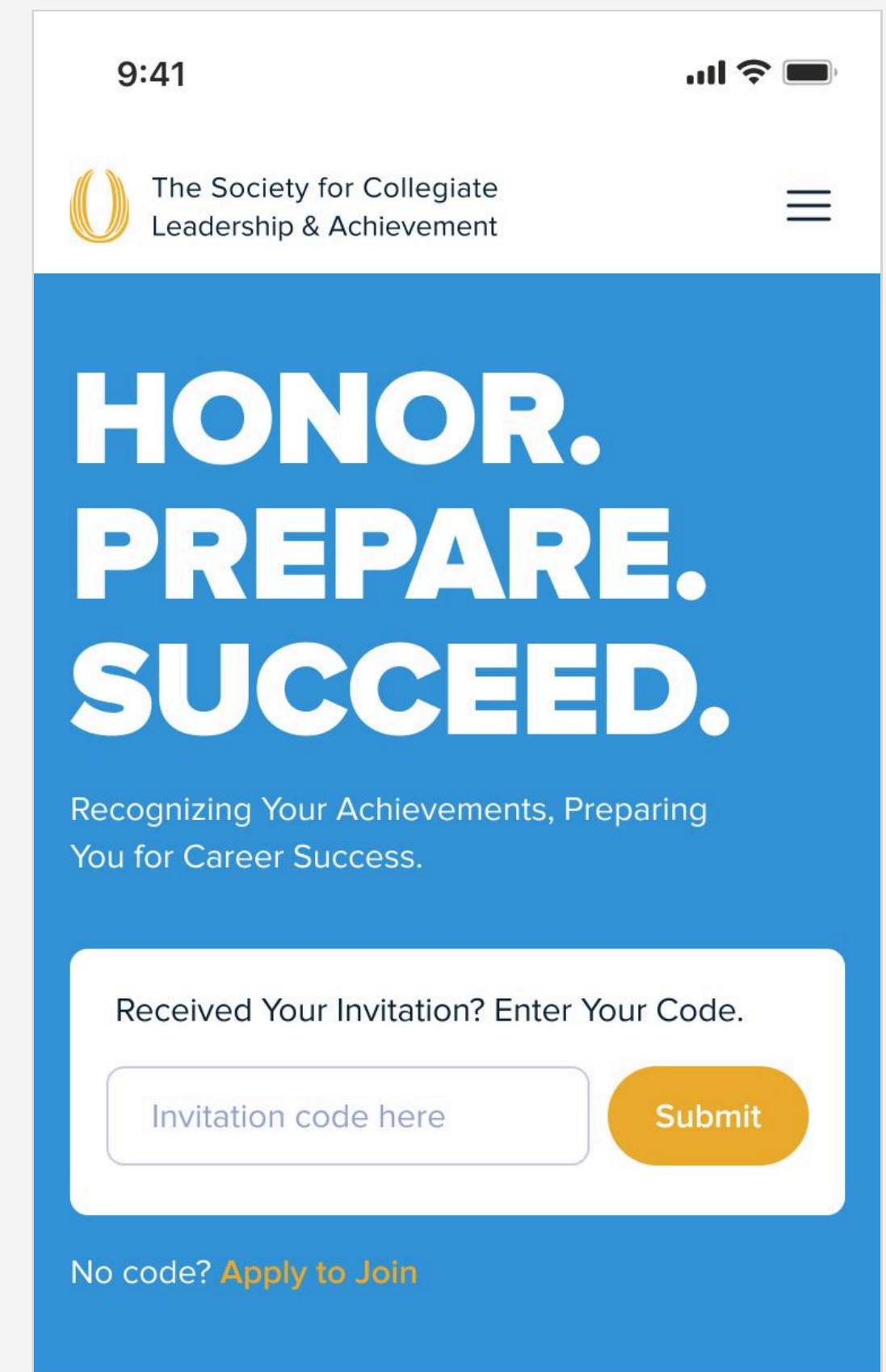
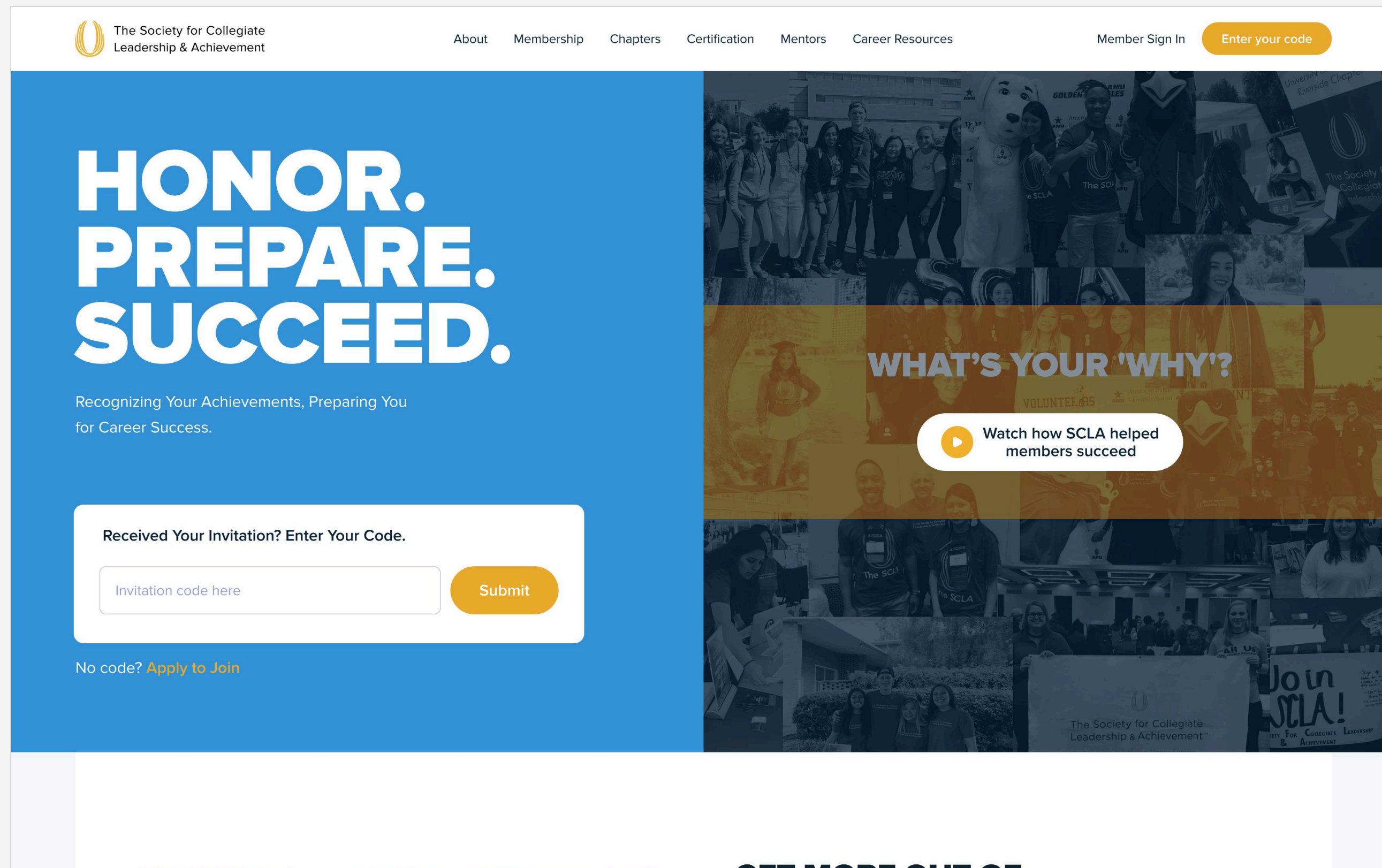
7.0

Web Design



Hero Section

The Hero Section is the first visual and messaging encounter students have with SCLA. It serves as a powerful introduction to our school, promoting key courses, services, or offers. This section must be designed with clarity and impact to engage visitors immediately.





Enter your code

HONOR. PREPARE. SUCCEED.

Recognizing Your Achievements, Preparing You for Career Success.

Received Your Invitation? Enter Your Code.

Invitation code here

Submit

No code? [Apply to Join](#)



WHAT'S YOUR 'WHY'?

Watch how SCLA helped members succeed



MISSION & HISTORY

Society for Collegiate Leadership and Achievement (SCLA) Mission
Empowering Leaders to Build Careers That Matter



OUR MISSION

The Society for Collegiate Leadership & Achievement (SCLA) celebrates student achievement and empowers future leaders with the tools, connections, and credentials to build meaningful careers. Our members gain the confidence and competitive edge to stand out and make a positive impact in their fields and communities.



ONLINE MEMBERSHIP



BECOME A MEMBER, WHEREVER YOU ARE

Even if your campus doesn't have an SCLA chapter—or current members—you can still be part of the Society for Collegiate Leadership & Achievement! Our online membership offers the same exclusive benefits as on-campus chapters, giving you


8.0

Prints



Invitations

It is important to maintain brand consistency across all materials, ensuring that every document or stationery item reflects SCLA's professional image and design principles.



1892 STRAYER UNIVERSITY

proudly announces the selection of

Allan Smith

to the Society for Collegiate Leadership & Achievement (SCLA), recognizing their achievements and leadership.

Spring Semester / 2025

Strayer University ORIENTATION DETAILS

Date:
February 25, 2025

Time:
8:00 am

Why SCLA Stands Out:

- ◆ #1 College to Career Honor Society
- ◆ Over 100,000 Members Nationwide
 - ◆ Founded in 2014
- ◆ Represented on Over 600 Campuses
- ◆ Nationally accredited

"Accepting their invitation to the SCLA has provided our members with invaluable resources, connections, and career development opportunities. Our chapter is proud to support this prestigious organization and its mission of empowering students for success."

Nisrine Smith
Office of Student Affairs
Strayer University

Dear Allan Smith,

Congratulations on your selection to the Society for Collegiate Leadership & Achievement (SCLA). Your outstanding accomplishments and leadership potential have earned you this exclusive recognition.

The SCLA stands apart by offering career advancement resources such as industry-recognized certifications, professional mentorship, and a nationwide network of members. As a nationally accredited organization with over 100,000 members on more than 600 campuses, SCLA is committed to supporting your personal and professional growth.

By accepting your invitation, you gain access to valuable career tools designed to prepare you for success beyond the classroom, including free college credit, professional certifications from top companies like Google and Microsoft, and personalized letters of recommendation that highlight your achievements.

We understand you may receive invitations from other honor societies. However, SCLA is uniquely committed to empowering your future through meaningful professional connections and career-focused development.

Visit www.theSCLA.org Strayer and enter your nomination code: ONLN202001 to learn more and accept your invitation.

Warm regards,

Nisrine
Nisrine Smith
Office of Student Affairs
Strayer University



Postcards

It is important to maintain brand consistency across all materials, ensuring that every document or stationery item reflects SCLA's professional image and design principles.





Prints

It is important to maintain brand consistency across all materials, ensuring that every document or stationery item reflects SCLA's professional image and design principles.



Empowering Students. Supporting Institutions.

Start a Chapter of the Society for Collegiate Leadership & Achievement (SCLA). Accredited. Aligned. Outcome-driven.

The Society for Collegiate Leadership & Achievement (SCLA) is a nationally accredited honor society that helps institutions prepare students for leadership and career success—without adding administrative burden.

SCLA supports your educational mission by delivering career-centered, experiential learning opportunities and measurable programming aligned with institutional priorities.





The Society for Collegiate Leadership & Achievement

The University of Texas at El Paso Chapter

OUR MISSION

Empowering you to build a career that matters.

Why Institutions Partner with SCLA



ACCREDITED AND TRUSTED

SCLA is accredited by Array Global, with dual accreditation from the Western Association of Schools and Colleges (WASC)—ensuring alignment with academic and operational standards.



CAREER-READY LEARNING

Students access industry-recognized certifications, SMART goal setting, and guided experiential learning tailored to modern workforce needs.



DATA-DRIVEN IMPACT

Institutions receive real-time participation reports that support retention, career outcomes, and strategic assessment.



NO INSTITUTIONAL COST

SCLA operates independently and transparently—there's no cost or administrative lift for your campus.

Designed to Support What Matters in Higher Education

SCLA contributes directly to:

- ◆ **Retention & Engagement:** Provides meaningful, goal-oriented programming that enhances student persistence.
- ◆ **Career Preparation:** Aligns with NACE career readiness competencies, co-curricular learning outcomes, and experiential learning goals.
- ◆ **Assessment & Accreditation:** Delivers institutional-level data that supports accreditation, reporting, and program review.

Step 01

SELECT A CHAPTER ADVISOR

A faculty or staff member serves as your campus liaison. Advisors receive

Step 02

COORDINATE ELIGIBLE STUDENT LIST

The advisor works with your registrar to securely share a FERPA-compliant list. Our

Step 03

HOST A VIRTUAL CAMPUS ORIENTATION

We partner with the advisor to deliver a live, virtual orientation tailored to your



YOU'VE RECEIVED A SPECIAL INVITATION

On behalf of College Adviser, we are pleased to personally recognize **Rachel Pineda** for selection into the Society for Collegiate Leadership & Achievement (SCLA), an accredited Regional Honor Society.

Dear Rachel,

Congratulations! You have been recognized for your outstanding academic achievements and leadership qualities by College Adviser, Administrator of SCLA. This exclusive honor, extended to only a small percentage of students, reflects your commitment to excellence and leadership.

You will soon receive a formal invitation in the mail with important details, including information about your SCLA Orientation at SCLA. This invitation provides you the opportunity to join a prestigious network that aligns with our mission: **Honoring Success. Empowering Futures.**

Hear From Your Fellow Members



Why it Matters:

- ◆ **Recognition:** Celebrate your achievements with an honor reserved for top-performing students.
- ◆ **Leadership Development:** Gain exclusive access to workshops and certifications to build your skills, including the opportunity to earn free college credit and certificates from Orange and Menards.
- ◆ **Career Advancement:** Gain access to tools that go beyond the standard job search, helping you create meaningful connections and professional relationships not typically provided by other groups.

We encourage you to visit www.scla.org/SupportInstitution and enter your invitation code: **0NAN202001** to explore these benefits further.

SCLA Chapter Invitation & Outreach Best Practices

Building a Strong, Credible, and Engaging SCLA Chapter on Your Campus

The **Society for Collegiate Leadership & Achievement (SCLA)** is dedicated to empowering students to build careers that matter by providing leadership development, career readiness, and exclusive networking opportunities.

A successful chapter launch is built on institutional credibility, structured leadership, and branded outreach, which are key to maximizing student engagement and increasing invitation acceptance rates. We work with institutions to understand campus policies, ensure compliance, and provide all necessary templates for a seamless process.

FERPA Compliance & Institutional Alignment

As an accredited institution, SCLA is fully FERPA-compliant, ensuring the protection of student data and adherence to institutional privacy policies.

- ◆ Student information is never shared with third parties for marketing purposes and is used solely for program access and outreach.
- ◆ We work directly with institutions to understand campus policies and align invitations with university standards.
- ◆ All invitation templates and outreach materials are provided, making integration simple and efficient for schools.

*SCLA ensures that all student outreach is secure, compliant, and aligned with institutional policies.**

Key Components for a Strong Chapter Launch

A successful chapter launch includes the following elements to ensure students receive a professional, trusted, and engaging invitation experience:

- 1 School Logo Permission (Institutional Branding & Trust)
 - Chapter Advisor either provides an approved logo for use on invitations or reviews and approves SCLA-prepared invitation materials before distribution.
- 2 Chapter Advisor & Student President Signatures (Institutional Endorsement Matters)
 - Invitations signed by both the Chapter Advisor and Student President, reinforcing credibility and leadership.
 - Student President alone (without Chapter Advisor) is not preferred and may impact engagement.
- 3 Chapter Advisor Testimonial (Building a Personal Connection)
 - A brief endorsement from the Chapter Advisor included in invitation emails or postcards.
 - Helps students understand the value of participation and strengthens institutional alignment.
- 4 3.0+/- Database (Ensuring Selective Recognition)
 - Invitations are sent to high-achieving students (3.0+ GPA), maintaining the integrity and exclusivity of SCLA membership.
 - When possible, the university provides a verified student database to support accurate outreach.



Thank You!