

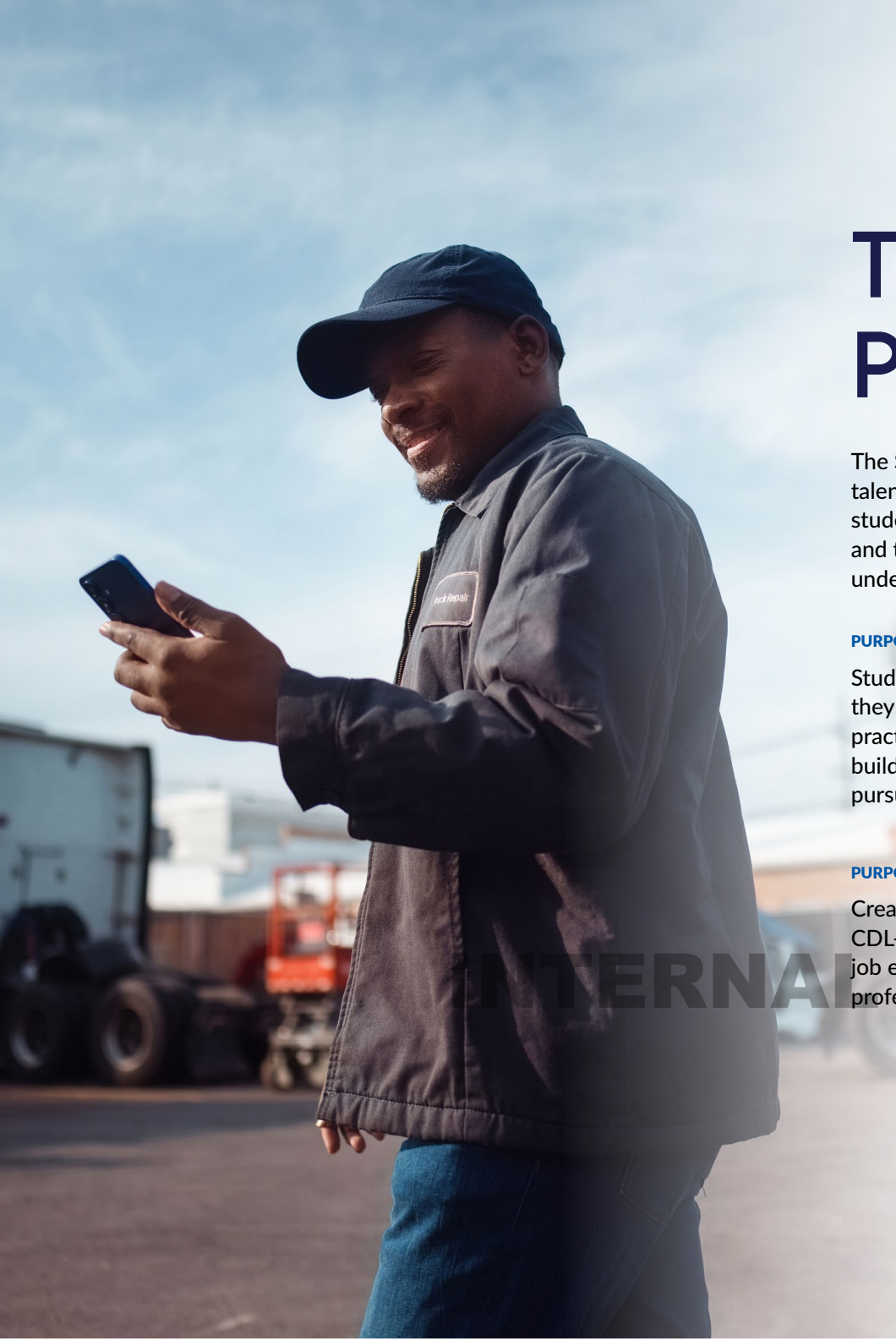
DRIVE YOUR YOUR CAREER FORWARD

THE SCHOOL OF COMMERCIAL DRIVING

PLAYBOOK

INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.



THE PURPOSE

The **School of Commercial Driving** positions SCI as a reliable source of safety-first CDL talent in Texas. By presenting **CDL-A and CDL-B** under one clear banner, SCI can guide students to the right license type, explain what it takes to progress through training and testing steps, and set realistic expectations for entry-level roles—so prospects understand the responsibility of the work and the professionalism it requires.

PURPOSE FOR STUDENT

Students have a clear choice between CDL-A and CDL-B based on the type of driving they want to pursue. Reduce uncertainty by showing the checklist-driven skills they'll practice (inspections, backing, road habits, and safety routines) and how those skills build week to week. Help students build confidence through repetition so they can pursue entry-level driving roles with a steady, professional mindset.

PURPOSE FOR SCI

Create consistent, safety-driven messaging across campuses and channels for both CDL-A and CDL-B. Improve lead clarity by explaining license levels, training steps, and job expectations up front. Strengthen SCI's position as a training partner centered on professionalism, compliance habits, and real-world driving practice—not hype.

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THE OPPORTUNITY

Commercial driving remains one of the most direct, skills-based routes into a regulated, responsibility-driven career. The U.S. logistics system depends on drivers to move goods between manufacturers, warehouses, ports, and stores—and because trucks move most of the nation's freight, nearly every sector relies on CDL drivers to help keep supply chains running.

Students need to know the differences between CDL-A and CDL-B. CDL-A certifies for vehicles of larger semi-trucks with air brakes while CDL-B certifies drivers for box/straight trucks with air brakes. By clearly explaining the difference between license types, the safety expectations of the job, and the specific skills students practice throughout training, SCI can meet a real workforce need while helping students prepare to pursue meaningful, hands-on driving work built on consistency and safety.

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OBJECTIVES

PRIORITY

We strive to welcome every prospect with confidence, highlight the safety and professionalism standards of CDL-A or CDL-B training, and support students from first interest through completion. CDL-A or CDL-B is a high-responsibility career path built on compliance, safe decision-making, and consistency. We measure success through student progress, skill development behind the wheel, and readiness to pursue entry-level driving roles with the habits employers expect.

WHAT WE MUST

ACHIEVE

- Help the prospect feel confident investing in CDL-A or CDL-B training by clearly explaining what the job is really like and what "safe, employable driving" looks like.
- Demonstrate that the CDL-A or CDL-B programs are organized, safety-first, and focused on real-world driving skills.
- Ensure every first-time prospect understands how to start, what to expect week-to-week, and what it takes to finish and pursue entry-level roles.

HOW WE'LL

MEASURE

- Hitting enrollment targets for the CDL-A or CDL-B program across campuses and cohorts.
- Measuring course completion, licensure rates, and confirming students report feeling ready for entry-level driving work: inspections, backing, road skills, trip planning basics, and safety routines.
- Messaging consistency: CDL-A or CDL-B creative stays professional, safety-driven, and focused on the reality of the work (responsibility, routine, and long-term stability).

PRIMARY

PROFILE

- Adults 21+ seeking a stable, skills-based career, including career changers who want hands-on work and a clear path to entry-level driving roles.

CORE

NEED

- "Will this program realistically train me to drive safely, pass the required steps, and start working in entry-level CDL-A or CDL-B roles?"

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IDEAL SCHOOL OF COMMERCIAL DRIVING STUDENT
PROFILE

AGE
STAGE OF LIFE

- Typically 21+ , often 21–40 with a strong mix of adult career changers.
- Often moving out of unstable or capped jobs and looking for a skilled, respected path with clearer income potential and long-term demand.
- Motivated by structure and routine—wants a job where performance standards are clear.

TEMPERAMENT
& MINDSET

- Safety-minded and steady under pressure; doesn't take shortcuts.
- Coachable and calm: willing to hear corrections, repeat drills, and improve consistency.
- Responsible and reliable: understands that driving CDL-A and CDL-B vehicles is a responsibility with real consequences for poor driving habits.
- Comfortable working independently and following rules (not "winging it").

MOTIVATIONS
& GOALS

- Wants a clear, realistic pathway to becoming employable as a CDL-A or CDL-B driver.
- Wants hands-on practice that builds confidence: pre-trip, backing, turns, lane control, space management, and defensive driving habits.
- Motivated by stability and supporting family—wants a career that rewards consistency and professionalism.

COMMON
PAIN POINTS

- Unsure how the CDL process works and what the steps look like from start to finish.
- Nervous about backing, tight turns, and driving a large vehicle in traffic.
- Concerned about schedule demands and lifestyle (early mornings, long days, time away depending on job type).
- Worried about employer requirements and "what disqualifies me" (record, screenings, medical card).
- Concerned about cost and how quickly they can realistically start earning.

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IDEAL SCHOOL OF COMMERCIAL DRIVING STUDENT

PROFILE CONTINUED

As part of its commitment to student readiness, SCI offers a structured three-week CLP preparatory course to help students prepare to obtain their CLP.

ACADEMIC

& TECHNICAL READINESS

- Has (or is working toward) a high school diploma or GED (if required by the program/employer).*
- Can follow step-by-step procedures and checklists (pre-trip inspection routine, safety steps, backing setup).
- Willing to study rules and apply them: signage basics, safe following distance, speed management, and compliance habits.
- Learns best through demonstration + repetition: practice until it becomes automatic.

*Valid proof of high school graduation is not required for enrollment in this program unless the student is using agency or other funding sources that require proof of high school graduation or the equivalent.

PHYSICAL

& SAFETY READINESS

- Comfortable with active work: climbing steps, entering/exiting the cab, coupling/uncoupling motions as applicable, and being outdoors in varying weather within reasonable limits.
- Willing to follow safety rules every time: inspections, PPE where needed, seatbelt use, and hazard awareness.
- Understands safety is the job—speed comes after control and consistency.

SOFT SKILLS

CHARACTER

- Dependable: shows up on time and takes training seriously.
- Coachable: accepts feedback without ego; willing to improve.
- Focused and patient: can repeat maneuvers until they're correct.
- Professional: respectful communication, good attitude, and strong "license-protection" mindset.

LOGISTICS

& NON-NEGOTIABLES

- Provide SCI with a valid Commercial Learner's Permit within 28 calendar days of starting school or be reversed from their enrollment.
- Providing a valid, active Driver's License is required and non-negotiable.
- Understands CDL training requires responsible driving habits.
- Able to pass a physical/drug test and any required background checks (varies by employer). Physical/drug test also required for CLP.
- Willing to adjust schedule and personal habits to stay on track through training and prepare for entry-level job expectations (early starts, long shifts).
- Has a realistic plan for transportation, childcare, and time commitment during training.

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PAIN POINTS

TARGET AUDIENCE

Adults 21+ looking for a new or more stable career, including adult career changers who want hands-on work and a clear pathway into entry-level commercial driving role.

OBJECTIVES

- Demonstrate that the CDL programs are professional, safety-first, and focused on real driving skills—not just "getting a license."
- Attract prospects who understand the responsibility of driving and are motivated to complete training and pursue entry-level roles.

PRIMARY PAIN POINTS

CORE PAIN POINTS

- **Confidence behind the wheel:** Fear of driving a large vehicle in traffic, managing space, and staying calm under pressure.
- **Backing & maneuver anxiety:** Worry about backing, tight turns, and "messing up" in front of others.
- **Compliance & eligibility:** Concern about medical card requirements, screenings, drug testing, driving history, or other employer standards.
- **Time to income:** Wanting a realistic timeline from first day of class to being ready for entry-level work—"When can I start earning?"
- **Lifestyle uncertainty:** Questions about schedule, time away from home (depending on route type), and what entry-level roles really require.

SECONDARY

PAIN POINTS

INTERNAL USE ONLY

- **Learning load:** Nervous about rules, inspections, and remembering procedures under pressure.
- **Physical demands:** Concern about long days, stamina, and being outdoors in heat/cold.
- **Life balance & logistics:** Managing commuting, work hours, and family responsibilities while staying consistent through training.
- **Employer fit:** Not knowing which type of driving job matches them (local vs regional vs OTR, day vs night, etc.).

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INDUSTRY PROFILES



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SOUTHERN CAREERS INSTITUTE

CDL-A

Heavy and tractor-trailer truck drivers are at the center of the U.S. logistics system, moving goods between manufacturers, warehouses, ports, and stores. Trucks move most of the freight in the United States, which means almost every sector, from retail and e-commerce to construction and agriculture, depends on CDL-A drivers to keep supply chains running.

Length of Program

8-24 WEEKS

With Successful full-time enrollment

Tuition

$

$4,330.00

Registration - $70
Other fees - $1,100

Career Skill Badges

11

Conveying expertise to employers

Demonstrates knowledge of in-demand skills based on program training

Recognized License

1

Graduates are eligible to sit for licensure

Students train to sit for licensure.

Occupations

$

CDL-A students can learn how to work in a variety of roles, such as:

- *Local freight*
- *Regional truck driver*
- *Dedicated route driver*

INTERNAL USE ONLY

Looking ahead, employment for heavy and tractor-trailer truck drivers is projected to grow about 4% from 2024–2034, roughly in line with the average for all occupations. BLS's national data projects about 237,600 job openings each year over the decade, largely driven by replacement needs, retirements, people leaving the occupation, and turnover, as well as ongoing freight demand.

What this means for SCI CDL-A students



For SCI CDL-A graduates, this industry profile translates into, consistent hiring needs, especially for a career path that doesn't require a bachelor's degree. New drivers can pursue roles such as long-haul or regional truck driver, dedicated route driver, or local freight and delivery work, with room to move into higher-paying niches (hazmat, tanker, or specialized freight) as they gain experience and addtional training.

Because so many annual openings come from drivers retiring or changing careers, employers routinely need fresh CDL-A talent who can pass background checks, meet safety standards, and show up ready to work. SCI's CDL-A training positions students to compete for these entry-level roles by helping them build driving skills, safety awareness, and familiarity with the regulatory environment that employers care about.

**All statistics come from BLS.gov*

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CDL-A PATHWAYS

Entry-Level — Local & Route Roles

- Local Freight
- Dedicated Route Driver*

Mid-Level — Regional Roles

- Regional Truck Driver*

Senior-Level — Long-Haul Roles

- Long-Haul Truck Driver*

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SOUTHERN CAREERS INSTITUTE

CDL-B

Dump truck drivers and other CDL-B operators are grouped by BLS under Heavy and Tractor-Trailer Truck Drivers—drivers of trucks over 26,000 lbs GVWR, including many straight trucks such as dump trucks, concrete mixers, and some refuse or tank trucks. In 2024, this broad occupation accounted for about 2.24 million jobs nationwide, with the largest employers in truck transportation, wholesale trade, manufacturing, construction, and self-employed owner-operators.

Length of Program

4-6 WEEKS

With successful full-time enrollment

Tuition

$

$830

Registration - $70
Other fees - $1,100

Career Skill Badges

3

Conveying expertise to employers

Demonstrates knowledge of in-demand skills based on program training

Recognized License

1

Eligible to be earned during program

Students train to sit for licensure.

Occupations

$

CDL-B students can learn how to work in a variety of roles, such as:

- *Mail Delivery Driver*
- *Sanitation Truck Driver*
- *School Bus Driver**
- *Transit Bus Driver**

**These positions require additional endorsement beyond the CDL-B license.*

INTERNAL USE ONLY

CLB license holders are often delivery truck drivers and driver/sales workers. Overall employment in that group in BLS's national data is projected to grow 8% from 2024–2034 with roughly 171,400 openings per year, driven by e-commerce and demand for fast local delivery. With the right endorsements, CDL-B holders may also compete for passenger vehicle roles such as transit or intercity bus drivers and school bus drivers, respectively in 2024 and overall bus-driver employment is projected to generate about 81,800 openings per year according to BLS's national data.

What this means for SCI CDL-B students



For SCI students training in a CDL-B program, this labor market translates into a range of local and regional opportunities tied directly to ongoing construction, infrastructure, and municipal-service work. Graduates have the opportunity to pursue entry-level roles such as dump truck driver on road and bridge crews, aggregate haulers for quarries and concrete plants, refuse and recycling truck drivers, and other heavy straight-truck positions that typically allow drivers to be home most nights. Because BLS's national data projects hundreds of thousands of heavy-truck openings each year, including short-haul and local routes, students who successfully complete training and licensing may find a steady flow of employers needing safe, reliable CDL-B drivers.

CDL-B PATHWAYS

Entry-Level — Local Commercial Driving

- Box Truck Driver
- Local Delivery Driver
- Dump Truck Driver

Mid-Level — Passenger & Route Driving

- School Bus Driver*
- Shuttle Bus Driver*
- City/Transit Bus Driver

*Contingent on earning required endorsements

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Senior-Level — Heavy Straight-Truck Roles

- Concrete Mixer Truck Driver
- Refuse Truck Driver
- Stake Bed / Flatbed Local Driver

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TONE & VOICE

How SCI Talks (Voice, Tone, Style)

STRAIGHTFORWARD, HUMAN AND EMPOWERING

- **Plain-spoken, steady, and respectful:** we sound like a trusted foreman or mentor—helpful, not hypey.
- **People-first language:** talk about students and Trades professionals as people with goals, families, and responsibilities, not just "workers."
- **Concrete > clever:** prefer clear steps, tools, labs, and timelines over slogans or buzzwords.
- **Active, hands-on verbs:** study, train, prepare, build, wire, weld, repair, troubleshoot, drive, install.
- **Consistent word choices:** instructors are "knowledgeable" and "experienced," not "gurus" or "masters." Use "in as little as [X]" when talking about timelines.
- **Pathway framing:** "Choose your trade → train in labs and shops → prepare for certifications or endorsements → pursue entry-level opportunities."
- **Visualize progress:** show what students practice first, what comes next, and how they can use those skills on real job sites.
- **Consistent word choices:** Do not say "ensure", "guarantee", and "you will."

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SEMINARS

HAZMAT ENDORSEMENT

WHAT IT'S FOR

The Hazmat endorsement is for CDL drivers who want to transport hazardous materials. This seminar prepares students to sit for the Hazmat endorsement exam, with required information uploaded to the FMCSA Training Provider Registry upon completion. Students must also complete the additional steps required to obtain the endorsement, including the TSA background check and knowledge test.

TANKER ENDORSEMENT

WHAT IT'S FOR

The Tanker endorsement is for CDL drivers who want to operate a tanker truck and transport large volumes of liquid cargo. This seminar supports students in preparing for the tanker endorsement knowledge test required to add the endorsement to an existing CDL. It is designed for drivers who want to expand the types of commercial vehicles and loads they are eligible to operate.

PASSENGER ENDORSEMENT

WHAT IT'S FOR

The Passenger endorsement is for current CDL-A or CDL-B holders who want to operate commercial vehicles that require a Passenger endorsement. This seminar covers FMCSA-aligned ELDT theory and key driving-range proficiency skills, including passenger safety procedures and vehicle inspections. It is designed to help students meet the training requirements associated with earning the Passenger endorsement.

THE CDL-E AUTOMATIC RESTRICTION

WHAT IT'S FOR

Removal seminar is for CDL drivers who have an **Automatic Only** restriction and want to qualify to operate a commercial vehicle with a manual transmission. This in-truck seminar focuses on the driving skills needed to proficiently operate a **manual-transmission** commercial vehicle. It is designed for drivers who want to remove the restriction and expand the types of vehicles they are eligible to operate.

CDL REFRESHER

WHAT IT'S FOR

The CDL Refresher seminar is for CDL-A drivers who have not driven a commercial vehicle in a while and want to refresh their road and range skills. It includes FMCSA-aligned ELDT theory and behind-the-wheel refresher time, including pre-trip and post-trip inspection. It is designed to help current CDL-A holders rebuild confidence and return to safe, consistent commercial driving.

CDL-B TO CDL-A UPGRADE

WHAT IT'S FOR

The CDL-B to CDL-A Upgrade seminar is for CDL-B drivers who want to meet FMCSA requirements and train toward earning a CDL-A. It includes required Class A ELDT theory plus range and behind-the-wheel proficiency development, covering skills like inspection, backing maneuvers, and shifting. It is designed for drivers who want to expand the class of commercial vehicles they are eligible to operate through a Class A upgrade path.

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PROGRAM DESCRIPTION

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LEARN iT.

This program is designed to prepare individuals for jobs in the transportation industry. Students may gain a solid foundation of knowledge that includes classroom work and hands-on driving training in real world situations. This course prepares the student to sit for the Class A Commercial Driver's License. Students will train on a standard cab tractor and/or a sleeper tractor, with a 53-foot trailer.

Our students will have the opportunity to train in:

- Commercial vehicle systems, air-brakes, maintenance & inspections
- Backing up & coupling
- Speed & space management
- Night operation & adverse conditions

After earning a Class A Commercial Driver's License graduates may find entry-level employment as a:

- Commercial vehicle operator in both intrastate and interstate transportation

Program completion estimated:

8-24 WEEKS

Earn the following 11 Skill Badges conveying proficiency in your field:

Coupling · Backing & Docking · Vehicle Inspection · Maneuverability · Night Operations

Extreme Conditions · HAZMAT* **Not an endorsement* · Emergency Maneuvers · Maintenance · Safety & Regulations · Road Ready

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Discover more information about this program in the Southern Careers Institute School Catalog at SCItexas.edu

LEARN iT.

CMV101-1
Basic Operation & Basic Control of a Commercial Vehicle
Gain a solid foundation of commercial vehicle control systems including dashboard, air brakes, sliding fifth wheel & inspections

CMV101-2
Proficiency Development I
Learn Vehicle maneuvers on a range: Straight line backing, offset backing, parallel parking, and other maneuvers

Provide SCI with a valid Commercial Learner's Permit within 28 calendar days of starting school or be reversed from their enrollment. The 21-day reverse start status does not apply to this program.

CMV101-3
Systems, Procedures, Reporting, and Activities
Learn about a variety of traffic situations such as: speed management, space management, night operation, emergency maneuvers, and extreme conditions

CMV101-4
Proficiency Development II
Gain over-the-road experience behind the wheel of a standard transmission, 10 speed tractor & 53' trailer

TX Commercial Learners Permit, TX CDL-A License Test & Second Motor Vehicle Record
AVAILABLE THROUGH DEPARTMENT OF PUBLIC SAFETY (DPS) DIRECTLY

**CDL-A Student pays exam fee directly to (DPS)*

Southern Careers Institute is approved by the Federal Motor Carrier Safety Administration to provide Entry Level Driver Training (ELDT) for CDL-A A operators. As of February 7, 2022, in order to take your CDL-A A Skills and Drivers test, you must successfully complete an approved program offered at an Approved Training Provider.



Get Started Checklist
Ask your Admissions Advisor for details

- ☐ Verify CDL-A eligibility
- ☐ Get your DOT physical and pass a drug test
- ☐ Study for the Commercial Learners Permit
- ☐ Secure your CDL-A Permit
- ☐ Successfully complete the SCI CDL-A program
- ☐ Schedule & pass the CDL-A Skills & Driver Tests

SPEAK WITH AN ADMISSIONS ADVISOR TODAY! 1.833.SCI.TEXAS or visit SCItexas.edu

Austin Main Campus
1701 W. Ben White Blvd., Ste. 100
Austin, TX 78704

Pharr Branch Campus
1500 North Jackson Rd.
Pharr, TX 78577

San Antonio-North Branch Campus
6963 NW Loop 410
San Antonio, TX 78238

San Antonio-South Branch Campus
238 Southwest Military Dr., Ste. 101
San Antonio, TX 78221

Waco Branch Campus
3700 S IH 35, Ste. A
Waco, TX 76706

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LEARN iT.

This program is designed to prepare individuals for jobs in the transportation industry with a focus on single-unit vehicles. Students gain a solid foundation of knowledge including classroom work and hands-on driving training in real-world situations. This course prepares students to sit for the Class B Commercial Driver's License.

After completing this program, graduates will be able to:

- Sit for the Class B Commercial Driver's License.
- Operate Class B heavy straight vehicles in both intrastate and interstate transportation.

The Class B CDL qualifies drivers to:

- Operate commercial vehicles in both intrastate and interstate transportation.
- Entry-level employment in the transportation industry.

Program completion estimated:

4-6 WEEKS

Earn the following 3 Skill Badges conveying proficiency in your field:

Vehicle Inspection

Range Ready

Road Ready



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Discover more information about this program in the Southern Careers Institute School Catalog at SCItexas.edu

LEARN iT.

CDLB101-1
Class B ELDT Theory - 1
Students will gain a solid foundation of the theory portion of the required Entry Level Driver Training for Class B drivers as set forth by the Federal Motor Carrier Safety Administration.

CDLB101-2
Proficiency Development Range
This course instructs individuals in vehicle inspection pre-trip/enroute/ post-trip, straight line backing, alley dock backing (45/90 degree), off-set backing, parallel parking blind side, parallel parking sight side.

CDLB101-3
Class B ELDT Theory - 3
This course instructs individuals on vehicle controls including: left turns, right turns, lane changes, curves at highway speeds, and entry and exit on the interstate or controlled access highway, shifting/transmission, communications/signaling, visual search, speed and space management, safe driver behavior, hours of service (hos) requirements, hazard perception railroad (rr)-highway grade crossing, night operation, extreme driving conditions, skid control/recovery, jackknifing, and other emergencies.

TX Commercial Learners Permit, TX CDL-B License Test & Second Motor Vehicle Record
AVAILABLE THROUGH DEPARTMENT OF PUBLIC SAFETY (DPS) DIRECTLY

Southern Careers Institute is approved by the Federal Motor Carrier Safety Administration to provide Entry Level Driver Training (ELDT) for CDL-B operators. As of February 7, 2022, in order to take your CDL-B Skills and Drivers test, you must successfully complete an approved program offered at an Approved Training Provider.

**CDL-B Student pays exam fee directly to (DPS)*



Get Started Checklist
Ask your Admissions Advisor for details

- ☐ Verify CDL-B eligibility
- ☐ Get your DOT physical and pass a drug test
- ☐ Study for the Commercial Learner's Permit
- ☐ Secure your CDL-B Learner's Permit
- ☐ Successfully complete the SCI CDL-B program
- ☐ Schedule & pass the CDL-B Skills & Driver Tests

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Austin Main Campus
1701 W. Ben White Blvd., Ste. 100
Austin, TX 78704

Pharr Branch Campus
1500 North Jackson Rd.
Pharr, TX 78577

San Antonio-North Branch Campus
6963 NW Loop 410
San Antonio, TX 78238

San Antonio-South Branch Campus
238 Southwest Military Dr., Ste. 101
San Antonio, TX 78221

Waco Branch Campus
3700 S IH 35, Ste. A
Waco, TX 76706

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1 SCI Star Logo Icon

3 SCI Name - Lemon Milk Font - Regular

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2 Lemon Milk Font - Regular

4 Brand Red Banner Bar

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PROGRAM LOGOS

SOUTHERN CAREERS INSTITUTE
CDL-A

SOUTHERN CAREERS INSTITUTE
CDL-B

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INTERNAL USE ONLY

INTERNAL USE ONLY


THE SCHOOL OF COMMERCIAL DRIVING
INTERNAL USE ONLY

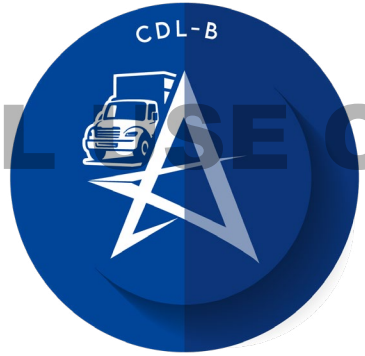
MARKETING SEALS



SCHOOL OF COMMERCIAL DRIVING



CDL-A



CDL-B

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COLOR PALETTE

PRIMARY

#E81D2C	#A11C2D	#1B1E4D	#014599
RGB 232 / 29 / 44	RGB 161 / 28 / 45	RGB 27 / 30 / 77	RGB 1 / 69 / 53
CMYK 2 / 100 / 93 / 0	CMYK 24 / 100 / 86 / 20	CMYK 100 / 96 / 36 / 39	CMYK 100 / 83 / 7 / 1

SECONDARY

#101820	#A11C2D	#1B1E4D	#FFFFFF
RGB 16 / 24 / 32	RGB 84 / 86 / 91	RGB 177 / 177 / 177	RGB 255 / 255 / 255
CMYK 82 / 71 / 59 / 75	CMYK 66 / 57 / 51 / 29	CMYK 31 / 25 / 26 / 0	CMYK 0 / 0 / 0 / 0

FONTS

HEADLINE + SUB-HEADLINE FONT | LEMON MILK

LEMON MILK HEADLINE MEDIUM

LEMON MILK HEADLINE MEDIUM

ITALIC LEMON MILK TEXT MEDIUM

LEMON MILK TEXT MEDIUM

ITALIC LEMON MILK TEXT BOLD

LEMON MILK TEXT SEMIBOLD ITALIC

HEADLINE FONT | LEMON MILK BOLD

BE THE ULTIMATE CAREGIVER

URL | LATO BLACK + REGULAR

SCItexas**.edu**

LC-BLACK

REGULAR

UC-BLACK

BODY COPY FONT | LATO REGULAR

Lato Nova Black

Lato Nova Black Italic

Lato Nova Regular

Lato Nova Italic

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SUBHEAD FONT | LATO BLACK

Welcome to Southern Careers Institute.

OVERSIZED BODY COPY FONT | LATO MEDIUM

Lato Medium can be used on occasion for large running text. It is an unconventional move with more impact.

OVERSIZED BODY COPY FONT | LATO REGULAR

Lato Medium can be used on occasion for large running text. It is an unconventional move with more impact.

DO NOT INCLUDE WWW. | USE ALL CAPS FOR SCI. LOWERCASE FOR TEXAS.

This helps with reading and remembering the url.

PHOTOGRAPHY PORTRAIT

Our brand photography should capture subjects who are in their element – using close-up portrait photography with natural lighting of students, faculty, and others, engaged in a moment or in self-reflection.

Vibrant: Subjects should appear inspired, excited, diverse and full of life.

Inclusive: Showcase moments of belonging and the diversity of our community.







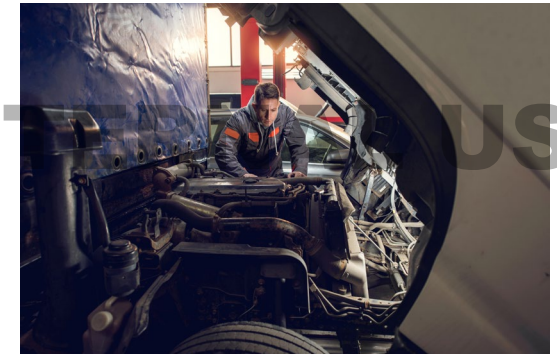
INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

PHOTOGRAPHY IN ACTION

Photography should capture the spirit and activity of SCI. Highlight both individuals and groups engaged in quiet moments and loud action. Bright and clear photos.







INTERNAL USE ONLY

NOTE

This document is a guide for everyone who shares our message. By keeping our voice steady and true, we create a better experience for our students, faculty, staff, and communities across Texas — proudly carrying forward the SCI name as a symbol of opportunity, resilience, and success.

INTERNAL USE ONLY

BRAND ESSENTIALS

Download logos and essential marketing items at the **SCI Brand Library**

DISCLAIMER

This is a living document. Elements outlined within are subject to change.

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