



LOGO  
GUIDELINES

Our logo is a central part of who we are—it represents our story, our values, and the promise behind our brand. Using it consistently helps others recognize and trust our identity wherever it appears.

This document outlines the approved logo formats and provides guidance for proper use. To keep our brand strong and cohesive, the logo should never be redrawn, altered, or recreated in any way. Only the official versions shared here should be used.

By following these guidelines, we ensure that every use of the logo reflects our brand with clarity and care. Always refer to the approved files and specifications before applying the logo in any setting.



## Logo Usage and **Consistency Guidelines**

# OUR LOGO

We are excited to introduce the updated Alvin College logo—a design that reflects our vision for a modern future, while honoring the proud heritage that defines us. The new logo features the iconic sweep of the letter “A” from our original mark, symbolizing a bridge between our history and our aspirations for what’s ahead.

This refreshed look represents more than a visual update; it embodies our ongoing commitment to innovation, growth, and excellence in education. It captures the dynamic spirit of Alvin College and our dedication to creating meaningful opportunities for our students and community.

As we look to the future, our identity remains grounded in the values and traditions that have shaped Alvin College into the vibrant institution it is today.

## Primary Logo



The primary logo acts as the cornerstone of our brand identity and is the preferred variation for all applications where space allows. It showcases our unique mark alongside our branded name, designed to embody our core values of Caring, Growing Community, Excellence, and Student-Centered Learning.

The primary logo should always be presented in its full-color version, which includes a cohesive palette that embodies our brand’s essence. It is designed to be versatile yet bold, ensuring visibility and recognition across various platforms and media.

## LOGO MARK

The logo mark may be used independently from the logo type; however, prior approval from the marketing department is required.



- Red (Primary) PMS: 200C**  
CMYK: C16, M100, Y87, K7  
RGB: R198, G2, B48  
HEX: #c10230
- Burgundy PMS: 195C**  
CMYK: C31, M100, Y89, K45  
RGB: R102, G25, B29  
HEX: #66191d
- Charcoal Gray:**  
CMYK: C0, M00, Y0, K85  
RGB: R77, G77, B79  
HEX: #4d4d4f

## SECONDARY LOGO



The horizontal logo variant serves as a specialized alternative to our primary stacked logo, specifically crafted for instances where spatial limitations make the stacked version impractical. This design maintains the core elements of our brand while optimizing visibility and clarity in narrower formats. The horizontal logo is particularly useful for applications such as signage, where width is preferred over height. By utilizing this format, we ensure our brand identity remains prominent and easily recognizable, even in constrained environments.

## ONE-COLOR LOGOS



One-color variation of the logo is available in four options: PMS 200 Red, PMS 195 Burgundy, Charcoal Gray, and Process Black, along with their CMYK equivalents.



## COLORED BACKGROUNDS



When using the logo on a colored background, the logo must be reversed to white.

## MINIMUM SIZE

To ensure optimal visibility and legibility, the minimum height for the logo is set at 1/2 inch tall. This measurement is based on the height of the logo mark itself.



Clear space around the logo is essential to ensure it remains legible. The white space on each side should be half the height of the "LVIN" type.

## SPECIAL USE PROMOTIONAL SEAL



The college promotional seal may be used on promotional materials such as shirts, banners, and giveaways to enhance brand visibility and impact. However, it is essential to obtain approval from the marketing department prior to any use of the seal. This approval process ensures that all applications align with the college's branding and messaging standards. When using the seal, it is essential to maintain its design integrity by refraining from altering its color, size, or proportions.

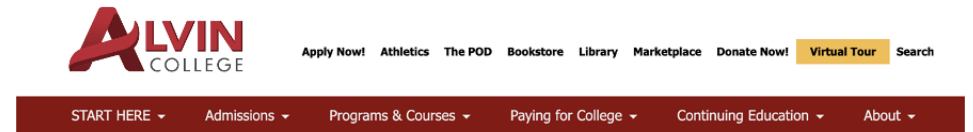
## ONE-COLOR VARIATIONS



## SOCIAL MEDIA AND WEB APPLICATIONS



For social media platforms that use circular icons, place the logo mark within a Charcoal Gray circular stroke. This maintains the primary logo's design style and ensures brand consistency and recognition across all channels.



## CURRENT STUDENTS

The Student Services team is proud and dedicated to providing the support, guidance, and resources needed to help you succeed in and beyond the classroom. Listed below are the supportive services available to assist you in your academic journey. Should you have any questions or feedback please follow the instructions below for how to contact us.



The primary full-color logo variation should be used in all web applications to establish a consistent representation of the brand. Always display the logo prominently, preferably at the top left of the site, and ensure it is sized appropriately while maintaining its aspect ratio. Surround the logo with sufficient whitespace for clarity and do not alter its colors or design.