BRANDING
and
IDENTITY STANDARDS GUIDE

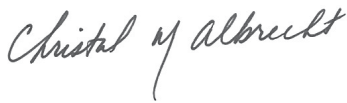## Letter from College President Dr. Christal M. Albrecht

Welcome to Alvin Community College's Branding and Identity Standards Guide. It is a critical foundation for the creation and implementation of a consistent, cohesive institutional brand. This includes web design & content, signage, ad campaigns, marketing materials, and the way we communicate with one another.

The purpose of this document is to provide guidelines for you as you communicate with the ACC community – whether your audience is students, prospective students, parents, alumni, faculty, staff, regents, the media, or friends of the College. I hope you will refer to it often.

These brand guidelines not only help us articulate and achieve our mission, but support the goals of our strategic plan. The standards and messages set forth in this guide will provide a foundation as we work together to distinguish ourselves in the area of academic excellence and to strengthen our facilities, infrastructure, and long-term financial stability.

I thank you for the work you do every day in support of our mission, vision, and goals. I am counting on you to join me also in supporting these brand standards as we are the face of a creative, vibrant, and growing College community.

Sincerely,

Dr. Christal M. Albrecht
President, Alvin Community College

INTRODUCTION

These guidelines have been established for all staff, faculty and outside vendors as a tool for image/branding consistency. The main focus of this guide is to communicate a positive, unified message for ACC.

The ACC Branding and Identity Standards Guide should be used in the preparation of all publications, documents, newsletters, flyers, promotional items and web pages. Although a distinction may be made between internal and external communications, keep in mind that sometimes communications meant for inside audiences does find a way to the community at large. The best procedure is to be consistent and professional in any communication that reflects on the College.

Since guidelines change over the course of business, the ACC Branding and Identity Standards Guide will be updated as necessary. When changes occur, updated information will be communicated or distributed to all staff.

WHAT IS OUR IMAGE?

Alvin Community College has a long standing reputation of providing academic excellence. ACC provides a friendly and safe environment that strives to give students every advantage that their educational experience can offer. Each employee of this college should convey the friendly, positive image of educational excellence of ACC.

The electronic version of this guide can be found at *www.alvincollege.edu/Marketing-Communications/Guidelines*. If you have any questions about this guide, please email us: marketing@alvincollege.edu.

Brand Overview

The branding and identity system for Alvin Community College was designed to present one cohesive image of the College to all our stakeholders – students, faculty, administrators, staff, alumni, regents, and the community at large.

Referring to Alvin Community College

When referring to the College specifically in written materials, spell out the College name on first usage: Alvin Community College. Thereafter, you may refer to the College as ACC or simply, the College. Capitalize the word College when referring to ACC. We are Alvin Community College or ACC (without periods). Never use A.C.C.

The Importance of Branding

The ongoing branding and institutional identity campaign is used to promote and position ACC to accomplish the following:

- Align the public image of the College with the impact of ACC and its programs.

- Clarify and promote ACC's identity and position as a leader in higher education to students, faculty, staff, alumni, the community, legislators, taxpayers and other key audiences.

- Promote ACC's academic excellence through consistent images and message, supported by a comprehensive, collegewide strategic marketing and communications plan.

- Instill renewed pride in the name of ACC, both internally and externally.

- Increase the value of an ACC degree or certificate in the minds of all audiences.

- Raise the profile of ACC to more effectively compete for students, faculty, financial resources and partnerships.

College Statements

Mission

"Alvin Community College exists to improve the lives of its constituents by providing affordable, accessible, high quality and innovative academic, technical and cultural educational opportunities for the diverse communities it serves."

Vision

"As a premier college that provides high-quality academic, technical and cultural programs, Alvin Community College's focus will be to promote student success, enhance quality of life and support economic development."

Equal Opportunity and Non-Discrimination

The following statement must appear in all major publications distributed to employees, students and applicants. These publications include, but are not limited to: catalogs, handbooks, schedules, policy manuals, recruitment publications, advertisements (internal and external) and application forms (employee, faculty and students). Statements are to read as follows (choose one):

Version 1:
Alvin Community College is an equal opportunity institution and does not discriminate against anyone on the basis of race, religion, color, sex, pregnancy, gender equity, sexual orientation, parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service or veteran's status.

Version 2:
Alvin Community College is an Equal Opportunity Institution.

ADA Statement (choose one):

Version 1:
If you have a disability and have questions about accessibility, need assistance or require special accommodations contact the Office of Disability Services at 281-756-3533 or ods@alvincollege.edu.

Version 2:
If you have questions about accessibility, need assistance or require special accommodations for this event please contact the Office of Disability Services at 281-756-3533 or ods@alvincollege.edu, at least 7 working days prior to the event. Requests made less than 3 working days prior to the event may not be able to be accommodated.

Correct Logo Usage:

fig. 1

fig. 2

Incorrect Logo Usage:

Guidelines of ACC College Logos and College Seal

Options for use of logos are provided at left.

The College Logo

The Alvin Community College (ACC) logo is academic, balanced and typographic. It uses a stylized A for a distinguished look. A rising arc suggest a lifting or upward motion. The letters are in a pleasant arrangement. The "CC" is slightly smaller for a visual balance which favors the A.

The ACC logo's shape should never be altered for any use. Because spatial relationships are compromised at smaller sizes (in printing for example), a second version is available, see fig. 1 & 2. The appropriate logo should always be reproduced from digital artwork. Please use the downloadable files found on G drive - Logos - ACC Logos folder. The stylized A should never be used alone, i.e. the A is NOT the logo. The complete logo uses all three letters as shown.

Usage

The logo conveys the College's public image, and should be used on all official publications, letterhead, envelopes, business cards, certificates, brochures and other printed pieces. The logo should also be on the College web site, College power point presentations, surveys, video and apparel. The design should consist of the entire logo every time the design is printed and not separated into component parts, altered in proportion or printed in color combinations other than those outlined in this guide. Redrawing, tracing, scanning or using photocopies results in a distortion and a loss of quality. Do not use design features such as screening, reproportioning, rotating, or including the logo as part of a pattern or larger image. Such uses diminish the visual strength and undermine the goal of creating our strong image. Only electronic or camera-ready versions produced by the Graphic Department are appropriate for use.

Incorrect usage

The logo should never be altered to fit into a space or manipulated in a way which counters legibility. Any special applications should be approved by ACC.
Unacceptable use of the logo includes the following:
- changing the colors of the logo
- rotating the mark
- rearranging the mark elements
- using a different typeface
- applying perspective

Logo Color:

Pantone 200 CP

C3 M100 Y70 K12

Pantone 200 UP

C3 M86 Y62 K9

Black

College Seal:

- reducing the logo so the College name is unreadable
- enlarging the logo so that the quality of the image is degraded
- stretching or distorting the logo
- altering the proportions of the logo
- adding any elements to the logo
- altering the alignment of the elements
- copying and pasting the logos from the Web

Logo Color

The approved colors for the Alvin Community College logo are Pantone 200 (Red), black and reversed white. It should not be reproduced in other colors even to coordinate with special event colors. When printing in 4 color process, the logo should be printed using the following guide:

Pantone 200 CP (coated stock) - 3% cyan,100% magenta, 70% yellow and 12% black.

Pantone 200 UP (uncoated stock) - 3% cyan, 86% magenta, 62% yellow and 9% black.

A promotional piece printed in a one or two color job, that does not utilize Pantone 200 and black, must use the reverse white logo in one of the printed colors.

Official College Fonts

The official fonts used for printing Alvin Community College letterhead, business cards, envelopes, and publication materials is as follows: Minion Pro and Myriad Pro family of fonts.
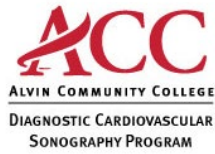
College Seal

The ACC official seal represents the history, tradition, and mission of the College. The college President or his/her designee shall be the custodian of the college Seal and shall authenticate true copies of decisions, acts or documents where official signatures are required.

Use of the College seal is limited to the following:
- Formal college documents, such as diplomas, certificates, legal documents, and contracts
- Communications from the Office of the President and Board of Regents
- Official three-dimensional displays such as on podiums and commencement medallions

The College seal should not be used on promotional materials, banners, general stationery, business cards, paper items, college vehicles, or campus signage.

DEPARTMENTAL LOGO EXAMPLE:

CO-BRANDING EXAMPLE:
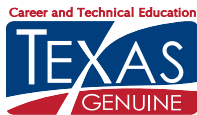
PARTNERSHIP EXAMPLE:

DEPARTMENTAL LOGOS

Request for departmental logos must be submitted to the Marketing Director. Designs will be produced by the college's Graphic Designers and approved by the Marketing Director.

COLLEGE LOGO AND PARTNERSHIPS

The logo design maintains the consistent ACC visual image and the affiliation of our institutionally related foundation. When designing for a partnership piece, please make sure logos are spaced evenly, and that all participating parties have equal visual identity. Always use the stacked ACC logo when designing a partnership publication. If the College is the main sponsor of an event and is providing all of the funding, then the ACC logo should be the prominent and proportionately larger.

Logo color usage should be discussed with the partnering organization in regards to their color requirements. If there are no color requirements stated by the partnering organization, follow the same guidelines suggested in the ACC logo color section.

CO-BRANDING:

All Perkins funded career and technical programs will co-brand using the Texas Genuine logo. This is a Texas Higher Education Coordinating Board funded statewide brand, with a job focused image. It reinforces the strengths of obtaining a career and technical education for an accredited Texas 2-year college and is required.

ACC Stationary

Letterhead, envelopes and business cards may be ordered through our Marketing Department by submitting a Marketing Project Request Form through Workamajig.

Business Cards

Business cards are representative of the College's image and brand. All business cards must follow these exact design specifications. No business cards may be computer-generated.

Business cards will contain College-related information only, including official titles. Information is restricted by space allocations of the approved design.

Quantities of 250 business cards (one box) will be printed for faculty and staff unless more are requested. Reprints and changes on business cards require approximately two weeks for production. Business cards must be ordered through the Graphics Department and are printed at the end of each month.

Letterhead

All letterhead must follow these exact design specifications. No letterhead may be computer-generated.

All official correspondence, if published on paper in letter format and intended for an external audience, must be written on official letterhead. Letterhead are packaged in quantities of 250 or 500.

Envelopes

All envelopes must follow these exact design specifications. No envelopes may be computer-generated.

Envelopes are packaged in quantities of 500.

When using college stationary for large mailouts (over 50 copies of same document) use one color (black).
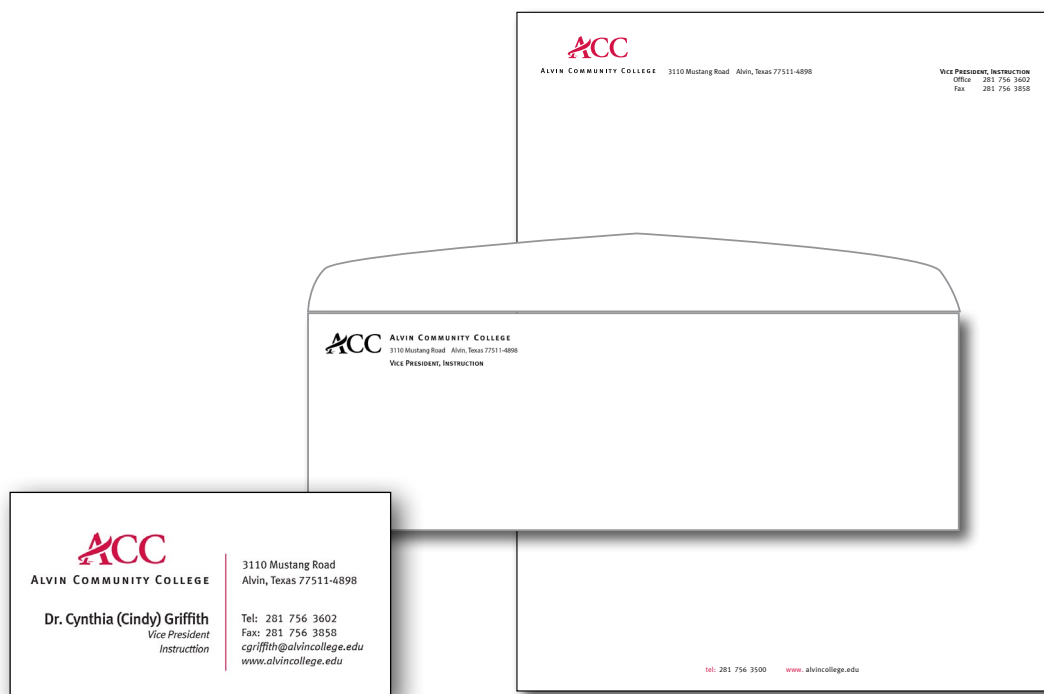
Campus Signage

A College wide plan has been developed to promote a consistent visual image for all College signage. Please contact the Media Specialist at 281-756-3570 with request for internal or external signage.

- Building and directional signs
- Door and classroom signs
- Glass door signs

Designing Promotional Items

Campus departments who need to purchase items with the ACC logo **must** contact the Marketing Department prior to ordering. Designs for promotional items must be approved by the Marketing Department. This includes t-shirts and all ad specialty items. Any artwork requested for these must be provided by the ACC Graphics Department.

Brochures and Flyers

Brochure and flyers will be created by the Marketing Department to ensure brand consistency. For more information contact the Marketing Department in C-236.

Name Tags

Official name tags are part of the College's visual identity system and are representative of the College's image and brand. Name tags must be ordered through the Marketing Department in C-236.

Other Graphic Support

Signs, banners, posters, electronic scanning, power point presentations should be ordered through the Marketing Department in C-236.

How Do I Get Started?

New and updated brochures, posters, postcards, specialty items and all advertisements should be submitted to the Marketing Department. All print and graphic requests must be made using our online project request system. It is quick and easy to complete online and can be accessed best on Google Chrome and Firefox web browsers.

Creative Production Timeline

Our production services are responsible for seeing that material produced by the College supports our identity and is intended to save time, while producing professional looking materials for today's competitive market. Jobs must be submitted to the appropriate production department weeks ahead of the scheduled event in order for deadlines to be met. All of our production services are available to consult with you for a production schedule.

Proofing Process

All pieces produced by Graphics or outside of graphics must be sent through a three-part proofing process. Jobs must be sent to Marketing to begin proofing. Please allow one (1) week for proofing.

Photography

A Photo/Video Release form must be signed by the person being photographed if the photo/video is to be used in college marketing materials (Ex. printed publications, webpages or video presentations). Forms are located at www.alvincollege.edu/Marketing-Communications/Tips-Resources.

Marketing Resources Available To College Staff

See the What We Do section available on our website.