## More **design samples**

# Graphic Standards

**ALLAN HANCOCK COLLEGE**
Start here. Go anywhere.

## **Why** graphic standards?

This guide helps to illustrate the graphic standards established at Allan Hancock College. These standards are consistently applied by Campus Graphics, the college's official source for design and printing of college materials.

Using established graphic standards builds upon Allan Hancock College's reputation for excellence and increases the quality and efficiency of our communication efforts.

It is essential that documents for students or the general public (fliers, booklets, brochures, banners, etc.) be designed by Campus Graphics to maintain this consistency. However, if circumstances necessitate that your materials be designed outside of Campus Graphics, they must comply with the college's graphic standards. The following information explains the standards and how to use them properly.

It is not necessary that classroom materials be developed by Campus Graphics, but that is an option for all faculty.

## Use of **our logo**

The Allan Hancock College logo is used on all publications, internal documents, promotions and collateral material representing Allan Hancock College.

**ALLAN HANCOCK COLLEGE**

**ALLAN HANCOCK COLLEGE**
Start here. Go anywhere.

The logo is available in two variations: by itself and with the college slogan (*Start here. Go anywhere.*) For institutional materials such as forms, the logo withouth the slogan is used. For outreach materials, it is better to use the logo with the college slogan.

## Placement of **our logo**

When placing the logo on promotional materials such as posters, fliers or advertisements, the logo with the college slogan is placed in the lower right-hand corner whenever possible. For forms or memos, the logo is placed where it is most functional.

Some white space is left around the logo so as not to lose focus or draw attention away from its importance. No other type, images or miscellaneous graphics should interfere with or overlap the logo.

## **Improper** alterations

### Elements of the logo

**ALLAN HANCOCK COLLEGE**
❶ ❷

❶ Logo mark
❷ College name

- Do not rotate, stretch, distort or manipulate it in any way.
- Do not overlap with logos or other graphics.
- Do not apply the logo mark separately from the college name. The logo always contains both elements.
- Do not fill in the white space of the logo mark with a color.
- Do not color the logo mark and college name in different colors. All elements of the logo should be the same color.

**Please note:** Logos depicting individual department programs are not part of our graphic standards. The Allan Hancock College logo is the primary identifier on all materials promoting the college or a college department or program, including publications, advertising and electronic media.

If you have other questions regarding the logo, contact Campus Graphics at (805) 922-6966 ext. 3511.

## Use of **identity marks**

An identity mark serves as a secondary means to identify print or web materials as being associated with an Allan Hancock College program or grant. While the college's preference is not to have identity marks for programs and grants, there are special circumstances under which one is needed or required. To discuss whether or not an identity mark is appropriate for your program or grant, please contact Public Affairs & Publications.

**Please note:** An identity mark is not to serve as a replacement for the college logo. Therefore, the two must be used in conjunction with one another. If ever there is not enough room to include both the identity mark and the AHC logo on an item, the AHC logo is to be used.

# Official **college fonts**

## Myriad Pro

The Myriad Pro font family is the primary typeface used for Allan Hancock College.  Below are several samples of the faces available in this font family:

- Myriad Pro Regular
- **Myriad Pro Black**
- Myriad Pro Light
- *Myriad Pro Italic*
- **Myriad Pro Semibold**
- Myriad Pro Condensed

## Minion Pro

The Minion Pro font family is used as a secondary, supporting typeface in publications.  Below are several samples of the faces available in this font family:

- Minion Pro Regular
- **Minion Pro Bold**
- Minion Pro Display
- *Minion Pro Italic*
- **Minion Pro Semibold**
- Minion Pro Condensed

## Alternative fonts

Should Myriad or Minion Pro not be available, use the following alternatives for each:

- Myriad = Tahoma
- Minion = Times New Roman

# Use of **other fonts**

When designing posters, fliers or similar outreach materials, Campus Graphics uses decorative fonts in headlines so as to better illustrate an idea or concept.  However, Myriad Pro or Minion Pro are also used to keep the designed piece within the graphic standards in order to best maintain the overall brand identity of the college.

# Official **college colors**

Note that listed in each swatch is the PMS color number as well as the CMYK percentages of each when using process colors.

## Hancock blue and gold

The color choices involved in the production of publications are many.  Because of the variety of different paper, inks and other design options, the use of Hancock blue and gold is not required.  However, they are a great choice whenever possible and **should be considered first**.

**PMS 124**
C:0 M:30 Y:100 K:5

**PMS 286**
C:100 M:70 Y:0 K:0

## Additional colors

In addition to the blue and gold, there are several other colors available for use in our graphic standards palette.  The range of this palette and the pairing of different color combinations help provide Campus Graphics with a broad spectrum of visual possibilities when designing materials for the college.  Lighter and darker tints of these colors are also used.

**PMS 158**
C:0 M:60 Y:100 K:0

**PMS 187**
C:0 M:100 Y:80 K:20

**PMS 248**
C:40 M:100 Y:0 K:0

**PMS 3298**
C:100 M:0 Y:60 K:20

**PMS 376**
C:50 M:0 Y:100 K:0

# Use of **Bulldog**

The Bulldog graphic is used primarily for athletics but may be used on a limited basis for promotions and events at the discretion of Public Affairs & Publications.  It should never appear on stationery items (business cards, letterhead, etc.) with the exception of athletics.  Even with that exception, the college logo must also be present and dominant.  The Bulldog is not a substitute for the logo.

On sports apparel, it is acceptable to have the college name (not logo) in conjunction with the Bulldog.  Note that when using the college name, we are "Allan Hancock College" not "Allan Hancock."

# Additional **design elements**

To help further establish a cohesive visual identity for Allan Hancock College, Campus Graphics integrates a variety of design elements into publications for both print and Web.  While the boundaries of use for these elements is not particularly rigid, using these elements whenever possible should always be considered when designing college materials.  The adjacent panel displays samples of printed college items to better illustrate how Campus Graphics incorporates design elements into the basic graphic standards of logo, font, etc.

1. The logo mark texture in backgrounds (watermark) is a simple element which helps to visually identify college materials.

2. The logo is placed in the lower right-hand corner whenever possible on promotional materials such as posters, fliers or advertisements.

3. Official college fonts are incorporated into designs.

4. Images and borders have rounded edges.  Images are also sometimes placed in circular frames.

5. Balloons or bursts for emphasis are displayed as a circle with a dotted border.

6. Gradients and tints are used for various effects.

7. Various color combinations from the official color palette allow for diverse color schemes.

8. Dotted lines are used when setting up divider lines, such as those separating columns.  Dotted lines are also used to add emphasis to small areas of text

9. Contact information is placed at the bottom of fliers and posters, next to the logo whenever possible.