



# Allan Hancock College

*Graphic Identity Standards*

# Why graphic identity standards?

This guide helps to illustrate the graphic identity 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.

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# Identity System

The logo is vital to the brand. This guide should help to make sure you use the logo and all of its variations properly.

## Logo Usage

Our logo is vital to the brand. It represents us at the very highest level. Our logo acts as a signature, an identifier, and a stamp of quality.

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

### Variations

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 without the slogan is used. For outreach materials, it is better to use the logo with the college slogan.



## Logo Colors

The logo can appear in four colors. The primary color is PMS 286 and is used whenever possible, PMS 116, black or white are also available. Always make sure to maximize the contrast between the background and the logo.



PMS 286  
CMYK: 100 75 0 0  
RGB: 0 51 160  
HEX: 0033A0



Black  
CMYK: 0 0 0 100  
RGB: 0 0 0  
Hex: 000000



PMS 116  
CMYK: 0 14 100 0  
RGB: 255 205 0  
Hex: FFCD00



White  
CMYK: 0 0 0 0  
RGB: 255 255 255  
Hex: FFFFFFFF

# Logo Size and Clearance

It's important to protect the space around the logo in order to retain its impact. The minimum clear space must be used and maintained throughout all AHC documents.

## Logo Clearance

Use **half the diameter of the logo mark** when measuring for the proper clear space. This measuring tool is always in relation to the size of the logo on the page.

## Minimum Size

Never reproduce the logo smaller than one inch wide. There is no maximum size limit, but use discretion when sizing the logo.

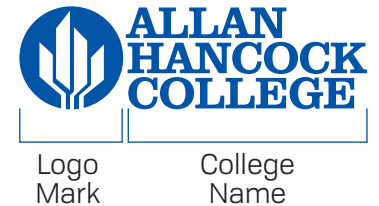
## Minimum clearance



## Minimum size



1 inch



Logo Mark

College Name

## Sub-Brand Lockups

Use this typeset treatment when it is necessary to lock up a specific academic division or department with the logo.

### Creating a New Lockup

Use these settings when creating a lockup.

#### When the logo is two inches wide:

Font: Tofino Pro Wide - All Caps

Color: Same color as the logo

Size: 10pt

Leading: 11pt

Stroke: 1pt

Stroke Color: PMS 116



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CAREER CENTER



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PUBLIC AFFAIRS *and*  
COMMUNICATIONS



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HUMAN RESOURCES



## Specialty Logos

Some students and community programs have unique logos created to better help individualize them for marketing purposes. While they may contain unique graphical elements and font styling, these logos must adhere to the standards developed.

Individual programs **MAY NOT** create their own logo for official use without Public Affairs and Communications approval.

Here are some examples of approved specialty logos.



# Logo Consistency

It's important that we use our logo consistently. Here are a few examples of practices to avoid.



**DON'T** rotate the logo in any direction.



**DON'T** alter the logo's typeface.



**DON'T** skew or bend the logo in any way.



**DON'T** squish the logo.



**DON'T** change the color of the logo to a non-approved color.



**DON'T** crop the logo.

**DON'T** use outdated versions of the logo.



ALLAN HANCOCK COLLEGE



ALLAN HANCOCK COLLEGE



ALLAN HANCOCK COLLEGE

**DON'T** use outdated versions of the logo.

## Bulldog Usage

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 & Communications. 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 athletics apparel, it is acceptable to have the college name (not logo) in conjunction with the Bulldog.

The bulldog graphic must always have his head on the right and the tail on the left.



## Bulldog Size and Clearance

It's important to protect the space around the Bulldog in order to retain its impact. The minimum clear space must be used and maintained throughout all AHC athletic documents.

### Logo Clearance

Use **30% the size of the Bulldog** from the bottom of his feet to the top of his head when measuring for the proper clear space. This measuring tool is always in relation to the size of the Bulldog on the page.

### Minimum Size

Never reproduce the logo smaller than one inch wide. There is no maximum size limit, but use discretion when sizing the logo.



### Minimum size



# Logo Consistency

It's important that we use the Bulldog logo consistently. Here are a few examples of practices to avoid.



**DON'T** rotate the logo in any direction.



**DON'T** flip the logo.



**DON'T** skew or bend the logo in any way.



**DON'T** squish the logo.



**DON'T** change the color of the logo to a non-approved color.



**DON'T** crop the logo.



**Allan Hancock College**

**DON'T** use as an alternate to the AHC logo.

## Specialty Spike Logos

Here are some examples of approved specialty Spike logos.

Individuals **MAY NOT** create their own Spike logo for official use without Public Affairs and Communications approval.



# Typography

Typefaces provide visual “voices,” each with a different personality, density, and texture, which can help promote and advance the AHC brand.

## Primary Typeface

The Tofino Pro font family is a clean, balanced, modern typeface, self described as “West Coast Swiss.” Swiss style is known for its cleanliness and readability. Take that, and add a little warmth and character (the West Coast) and you get Tofino Pro. It is an important element in our visual identity and must be used on all marketing communications.

Tofino Pro should be used as the primary and most abundant font in a design. It must be used for all headers, headings, titles and lead paragraphs.

# Tofino Pro

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUu  
 VvWwXxYyZz  
 1234567890!?\$%

**Aa**   **Aa**   **Aa**   **Aa**   **Aa**  
 Book   Medium   Semibold   Bold   Black

*Aa*   *Aa*   *Aa*   *Aa*   *Aa*  
 Book   Medium   Semibold   Bold   Black



## Secondary Typeface

Abril is a contemporary take on classic typefaces that adds an extra layer of sophistication and helps break monotony.

Abril is used as a secondary, supporting typeface in publications, used mainly for body copy.

# Abril

AaBbCcDdEeFfGgHhIiJj  
 KkLlMmNnOoPpQqRrSs  
 TtUuVvWwXxYyZz  
 1234567890!?\$%

<b>Aa</b>	<b>Aa</b>	<b>Aa</b>	<b>Aa</b>
Regular	Semibold	Bold	Extra Bold
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Regular Italic	Semibold Italic	Bold Italic	Extra Bold Italic

## Alternate Typefaces

Our brand fonts may not be readily available on all desktop computers. Arial and Times New Roman are alternative options if necessary.

**PLEASE NOTE:** In every situation, it's better to use our brand typefaces when available; this substitution should be used as a last resort.

Our brand fonts (Tofino and Abril) are primarily used by graphic designers and are not available on many desktop computers. Therefore, the designated alternative fonts (Arial and Times New Roman) should be used when creating Word, Excel, or PowerPoint files. All college materials should use the main typefaces or the alternative typefaces.

## Arial

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUu  
 VvWwXxYyZz  
 1234567890!?\$%

## Times New Roman

AaBbCcDdEeFfGgHhIiJjKkLl  
 MmNnOoPpQqRrSsTtUu  
 VvWwXxYyZz  
 1234567890!?\$%

# General Typographic Rules

- Always use an appropriate level of leading.
- Always use an appropriate level of tracking.
- Larger fonts can use tighter tracking, and smaller fonts benefit from slightly looser tracking.
- Be sure to kern individual letters when needed.
- Always ensure proper hierarchy between different level of text by utilizing a type scale.

**Leading:** Space between lines of text.

**Tracking:** Space between letters throughout the entire word.

**Kern:** Space between single letters

**Hierarchy:** A system of organized type that establishes an order of importance within the information, allowing the reader to easily find what they are looking for and navigate content.

## Leading

### TOO MUCH

Too much leading can cause the text to look disconnected and hard to read.

### TOO LITTLE

Too little leading can cause the text to look squished and extremely difficult to read.

### CORRECT

Proper leading allows clear text and legibility and ensures that your documents have proper flow.

## Tracking

### +300 TRACKING

Too much tracking can cause a strain on the readers' eyes.

### -80 TRACKING

Too little tracking can cause the text to melt together and a reduction in legibility and clarity.

### 0 TRACKING

Proper tracking allows clear text and legibility and ensures that your documents have proper flow.

# Type Scale

A type scale defines the sizes of text to be used when creating hierarchy in layouts and designs. We use multipliers to relate steps in the scale back to each other. Step one of the scale is referred to as 1.0X.

- You can skip steps in the scale if needed.
- You can start with a large font size and calculate smaller sizes accordingly, or vice versa.
- You should never need more than eight font sizes in a single design—a maximum of five is encouraged.
- The sample on the right is for example only.

**8pt | 1.0x**

The quick brown fox jumps over the lazy dog.

**10.5pt | 1.33x**

The quick brown fox jumps over the lazy dog.

**16pt | 2x**

The quick brown fox jumps over...

**24pt | 3x**

The quick brown fox...

**36pt | 4.5x**

The quick brown...

**56pt | 7x**

The quick...

# Color

Our color palette is one of the most recognizable elements of our brand.

# Color Palette

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces.

To maintain visual consistency across all college materials, it's important to use only the colors outlined here. For professional printing, it's best to use spot color whenever possible; if you can't, please consult the four-color process builds here, as they have been optimized to match our spot colors as closely as possible.

## Primary Colors

<b>PMS 286 C</b>	CMYK: 100 75 0 0 RGB: 0 51 160 HEX: 0033A0
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<b>PMS 116 C</b>	CMYK: 0 14 100 0 RGB: 255 205 0 HEX: FFCDD0
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## Accent Colors

<b>PMS 303 C</b>	CMYK: 100 47 22 82 RGB: 0 42 58 HEX: 002A3A
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<b>PMS 180 C</b>	CMYK: 3 91 86 12 RGB: 190 58 52 HEX: BE3A34
------------------	---

<b>PMS 365 C</b>	CMYK: 24 0 44 0 RGB: 194 225 137 HEX: C2E189
------------------	--

<b>PMS 325 C</b>	CMYK: 53 0 23 0 RGB: 100 204 201 HEX: 64CCC9
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<b>PMS Violet C</b>	CMYK: 90 99 0 0 RGB: 68 0 153 HEX: 440099
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# Color Usage

Here is an example of the colors in use.

SUMMER AND FALL 2019 CREDIT CLASSES

# ALLAN HANCOCK COLLEGE

SCHEDULE AT A GLANCE



**CHANGE YOUR ODDS**

Nelly Guerra,  
Santa Maria High School graduate  
AHC alum  
Cornell University Class of 2018

**Register online for both summer and fall 2019 classes beginning May 6.**

Summer classes begin June 10.  
Fall classes begin August 19.

All classes are \$46 per credit. Other fees may apply.



www.hancockcollege.edu



# CAREERS START HERE

## Fire Science

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**For more information, contact [employee@hancockcollege.edu](mailto:employee@hancockcollege.edu)**



# Photography

Our brand imagery focuses primarily on our people, especially our students. It should reflect the modern, dynamic, multicultural and multidisciplinary nature of our college.



# People, Environmental & Detail Photography

## DO

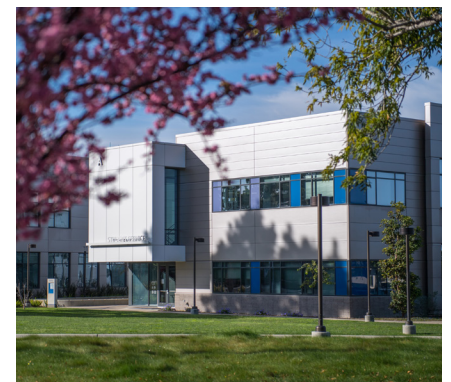
- Use a single subject or point of focus.
- Use a shallow depth of field (blurred backgrounds) for lifestyle photos and a deep depth of field for architectural photos (whole subject in focus).
- Use natural lighting whenever possible.
- Leave extra space around the subject to offer flexibility when cropping the image.
- Left- or right- align subjects to leave space for text when needed.
- Shoot spontaneous, candid campus activity.
- Use simple or out of focus background for portraits.
- Use visibly staged, posed, or unnatural lighting only when required for portraits.
- Lifestyle photography can be personalized or de-personalized/ detail oriented.
- When selecting photos, always consider the gender/ethnic/ age diversity of the subject(s). A wider range of subjects is necessary to accurately reflect the population we serve.

## Minimum Resolution:

Depending on where the image is getting used, resolution requirements may differ.

**WEB:** 1920p x 1080p

**PRINT:** Size depends on the application but a resolution of 300dpi is required.



# People, Environmental & Detail Photography

## DO NOT USE

- 1 stock or staged photography that appears forced.
- 2 photography that does not have a single point of focus.
- 3 faked/forced shallow depth of field.
- 4 forced concept/overused visual metaphors.
- 5 over saturated photos.
- 6 flash for outdoor/candid photography.



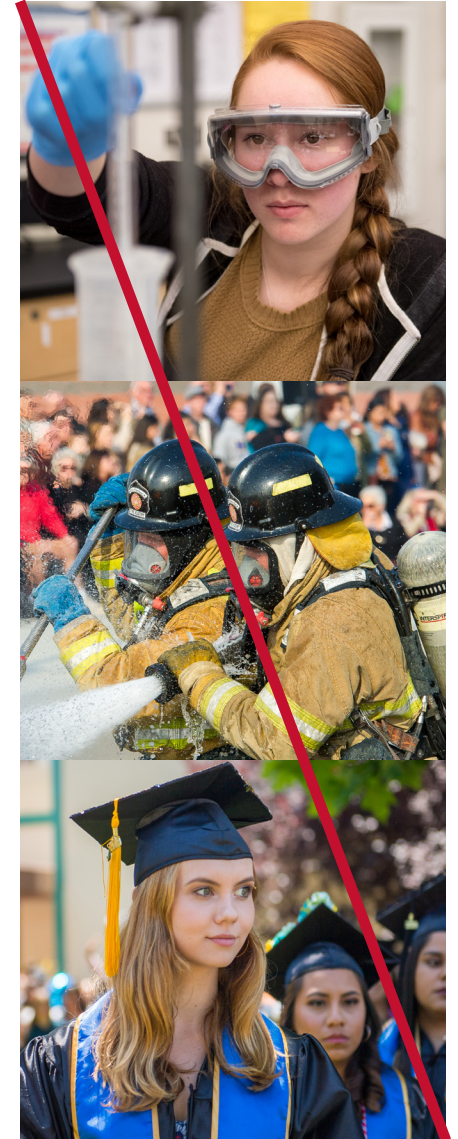
# Combining Photography

## DO

- Combine different styles of shot (personalized with depersonalized, atmospheric, detail-oriented or architectural). This keeps the combination from getting too busy and unappealing to look at.

## DO NOT USE

- the same type of shot multiple times in a single design element.



## Gradient maps in photography

Gradient maps replace the lightest values in a photo with a chosen color, and darkest values in a photo with another. Mid-tones are gradually replaced with values that lie somewhere between the two chosen colors, or can be chosen manually.

We use gradient map ranges. While the color values should remain the same, you can tweak the position of the values and their midpoints to better suite the tones of the photo being used.

### Why use gradient maps?

- Create brand recognition.
- A great way to establish a uniform look for photography, in particular in ad campaigns or across social media channels.
- Useful for creating a flat look that allows for easy and legible text overlay.



## How to create the gradient maps

1. Open the photograph in Adobe Photoshop.
2. From the "Layer" menu, select "New Adjustment Layer" and then "Gradient Map".
3. Input name and select "OK".
4. In the properties Panel, click on the gradient.
5. Adjust values as shown to the right.



**Cool Charcoal Black**

**RGB (6, 12, 30)**  
**CMYK (84, 76, 57, 76)**  
**Hex (#060c1e)**



**Light Blue**

**RGB (0, 129, 255)**  
**CMYK (77, 49, 0, 0)**  
**Hex (#0081ff)**

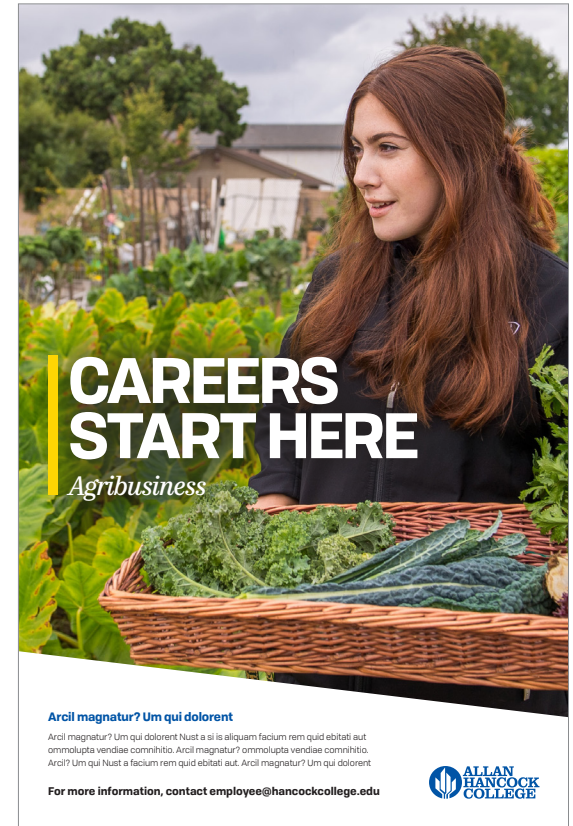
# Templates

Templates have been developed as a blueprint for all college promotional material. Each template follows the standards described throughout this document.

# Poster Templates

Using the guidelines explained in this document, this template is to be used for all career center posters.

- Type sizes can be adjusted as each poster will have varying amounts of copy.
- The height of the photo can change depending on the amount of copy. It is recommended to only have the essential copy on a poster. Too much copy takes away from the impact of the design.
- Please use a 1/8" (.125) bleed with crop marks.
- Please make sure all images are CMYK and at least 300dpi.
- Margins: 0.625"
- Columns: 10
- Gutter: 0.375"



# Poster Templates



**Fine Arts**  
ARCIL MAGNATUR? UM QUI DOLORENT

**ARCIL MAGNATUR? UM QUI DOLORENT**

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**Fine Arts**  
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# Brochure Cover Templates



# Brochure Double Parallel Fold Templates (Outside)

Using the guidelines explained in this document, this template is to be used for all double parallel fold brochures.

- Panel widths will need to match what is shown here to fold correctly.
- Type sizes can be adjusted as each brochure will have varying amounts of copy.
- Please use a 1/8" (.125) bleed with crop marks.
- Please make sure all images are CMYK and at least 300dpi.
- Margins: 0.3125"
- Columns: 6
- Gutter: 0.125"

## Outside



3.4688"

3.4688"

3.5313"

3.5313"

# Inside



## Fine Arts

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**Bulletd List — Single Column**

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**Text Wrap Photo**



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3.5313"

3.4688"

3.4688"

# Tri-fold Brochure Templates

Using the guidelines explained in this document, this template is to be used for all tri-fold brochures.

- Panel widths will need to match what is shown here to fold correctly.
- Type sizes can be adjusted as each brochure will have varying amounts of copy.
- Please use a 1/8" (.125) bleed with crop marks.
- Please make sure all images are CMYK and at least 300dpi.
- Margins: 0.3125"
- Columns: 6
- Gutter: 0.125"

## Outside



3.6358"

3.6667"

3.6983"

# Inside



## Fine Arts

Bus alit doluptati cone aliquidero cores dolestrum eumenim eaque vollupt atibea verumqui nus.

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### Subtitle Here

"The success of The Hancock Promise has exceeded our expectations with the number of local students who are participating in The Promise program," said Hancock Associate Superintendent/Vice President of Student Services Nohemy Ornelas. "We are so excited to be able to have a program like The Promise available to students in our community. For many, The Hancock Promise has opened up educational opportunities that may have not been an option."

We are so excited to be able to have a program like The Promise available to in our community. For many, The Hancock Promise has opened up educational opportunities that may have not been an option."

We are so excited to be able to have a program like The Promise available to students in our community. For many, The Hancock has opened up educational opportunities that may have not been an option."

### Bulleted List — Single Column

- Bus alit doluptati cone aliquidero cores dolestrum eumenim eaque vollupt atibea verumqui nus.
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### Bulleted List — Double Column

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### Text Wrap Photo



"The success of The Hancock Promise has exceeded our expectations with the number of local students who are participating in The Promise program," said Hancock Associate

Superintendent/Vice President of Student Services Nohemy Ornelas. "We are so excited to be able to have a program like The Promise available to students in our community. For many, The Hancock Promise has opened up educational opportunities that may have not been an option."

We are so excited to be able to have a program like The Promise available to in our community. For many, The Hancock Promise has opened up educational opportunities that may have not been an option."



3.6983"

3.6667"

3.6358"

# Stationery Templates

**ALLAN HANCOCK COLLEGE**

**Admissions and Records**  
1-805-922-6966 ext. 3511  
fax 1-805-922-6966

**ALLAN HANCOCK COLLEGE**

**Admissions & Records**  
800 South College Drive  
Santa Maria, CA 93454-6399

Santa Maria Campus  
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**ALLAN HANCOCK COLLEGE**

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**Our Mission**  
Allan Hancock College provides quality educational opportunities that enhance student learning and the creative, intellectual, cultural, and economic vitality of our diverse community.

**ALLAN HANCOCK COLLEGE**

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# Email Signatures

Do not recreate the e-signature.  
 Contact Public Affairs for the email signature template.

## DO

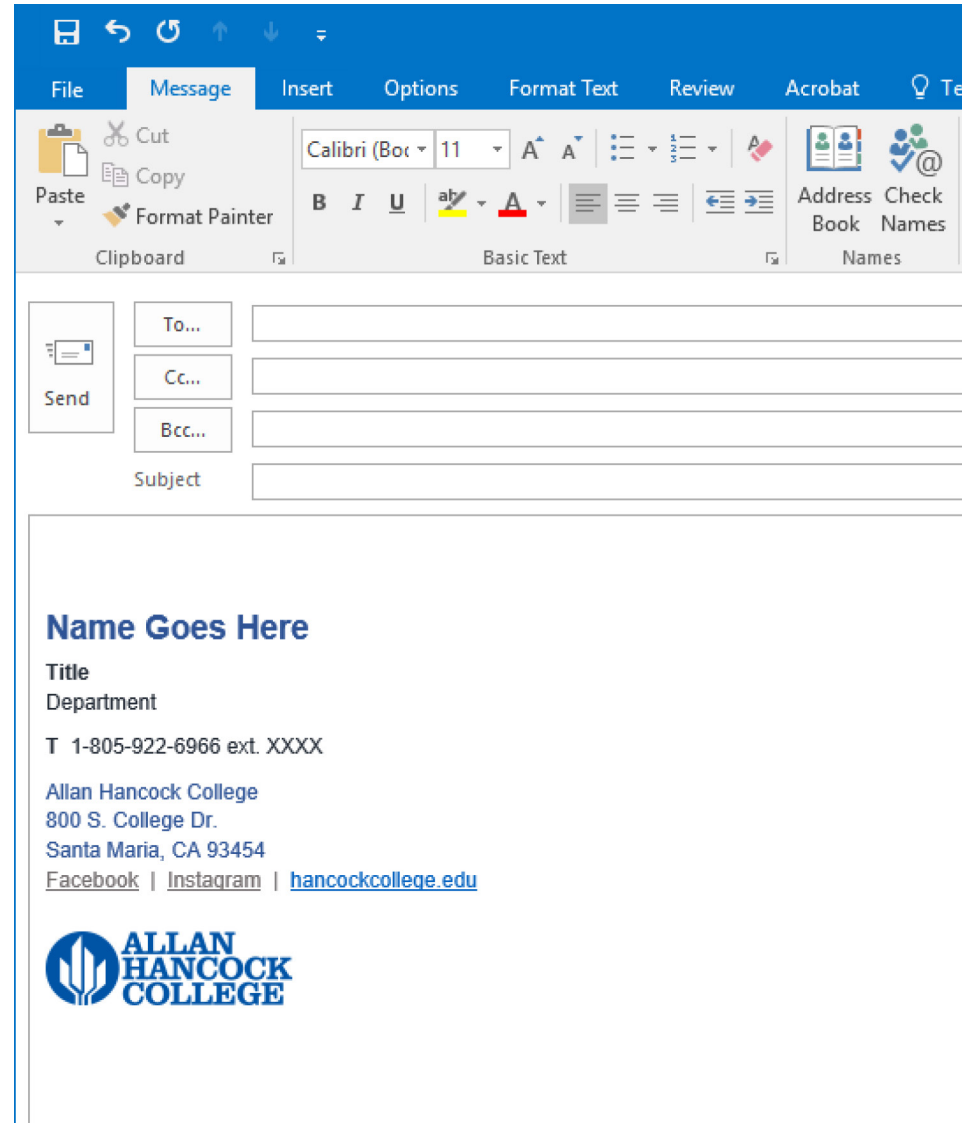
- keep it simple, including only essential information
- use Arial; other fonts may not display correctly
- include simple URLs, without "http://"

## DO NOT

- delete or change the address/URL of the college in the signature

## Options

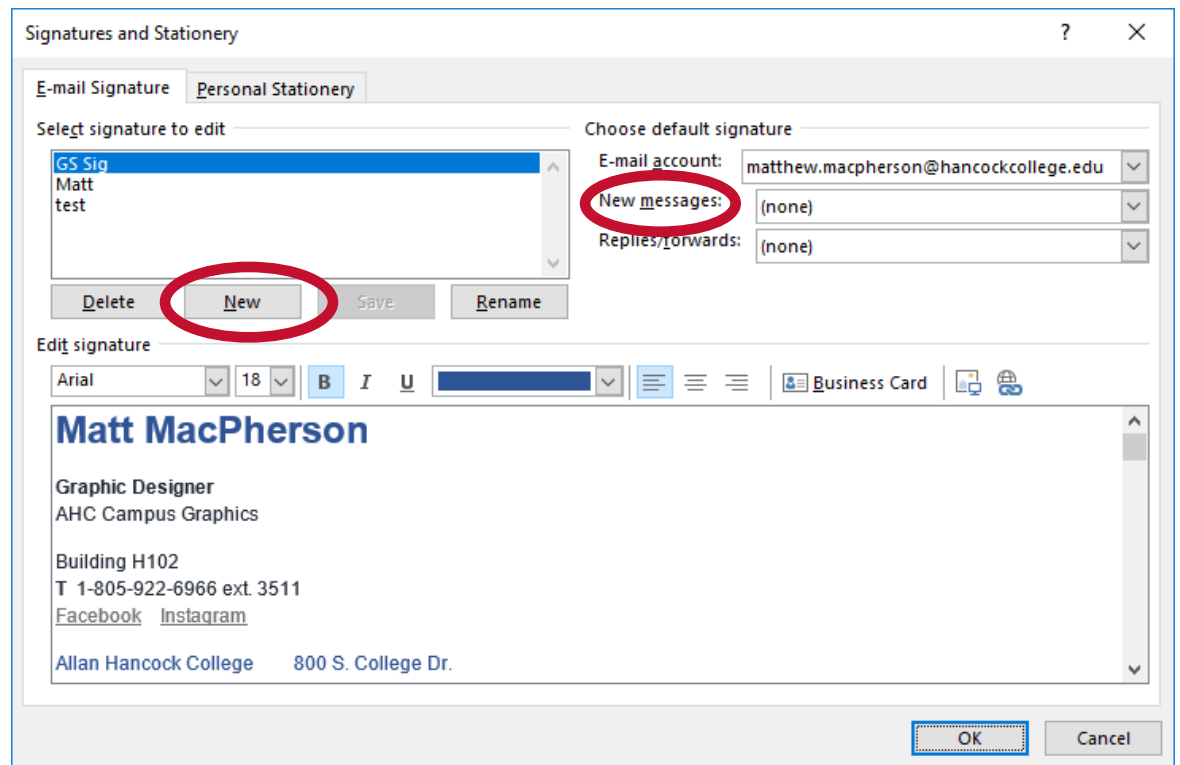
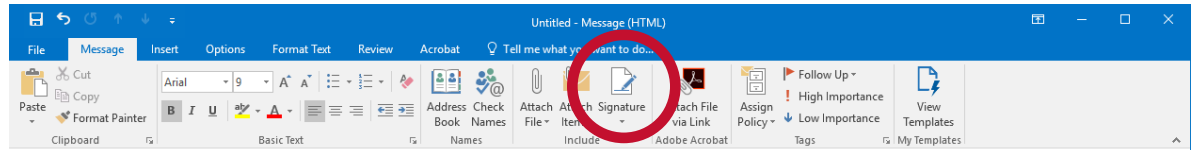
- With permission from Public Affairs, you may add one logo next to the college logo, but it may not exceed the size of the college logo.
- You may include one extra line of text below the logo (inspirational quote etc.). The additional copy may not dominate the email signature.



# Email Signature Setup Instructions

Setting up an email signature is simple once you know how.

1. Request the template from Public Affairs.
2. A file should be sent to you as an attachment. Open it.
3. Edit the default signature with your information. Unnecessary information may be deleted.
4. Once all of the default information has been changed to your information, select the whole signature and copy it.
5. In the menu bar, next to the Attach file button, should be the signature button, click on it, and select "Signatures"
6. Click on the "New" button and name your new signature.
7. In the text box below, paste the signature
8. In the top right, in the "New messages:" drop down menu, select your new signature.
9. Click "OK" and you are done.





# PowerPoint Template

In general, all of the standards apply to the powerpoint template. Here are some guidelines/tips for a powerpoint presentation.

- Keep your slides simple. Less is more. A cluttered slide is distracting and may cause confusion for an audience. The audience will either read the presentation, or listen to the presenter, usually not both.
- Use high quality photos and graphics. Pixellated or blurry images will lower the quality of the presentation and reflect poorly on the college.
- Complicated text animations or slide transitions can be distracting and should be avoided most of the time.
- Type size is important. Most of the time, you don't want the type size to go below 20pt. 24-32pt for most text, and 36pt+ for titles is optimal for presentations.
- The template is available upon request of Public Affairs.





**IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT**

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