Why graphic standards?

The impact of any brand depends on continuous use resulting in a large number of impressions over a long period of time. Familiar brands are processed by the brain visually, evoking a complex set of associations much more powerful than words.

By using shared graphic standards, we can help build upon Allan Hancock College’s reputation for excellence. We can increase the quality and efficiency of our communication efforts, better reflecting the opportunities Allan Hancock College offers to both the students and the community.

This guide will help to illustrate the graphic standards established at Allan Hancock College, as well as demonstrate the variety of visual communication the standards allow.

These standards are consistently applied by Campus Graphics, the college’s official resource for design and printing of college materials.

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

Questions about these standards should be directed to Rebecca Alarcio, director, Public Affairs & Publications. She can be contacted at (805) 922-6966 ext. 3280, or via email at ralarcio@hancockcollege.edu.

Use of our logo

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

The logo is available in two variations; by itself and with the college slogan (Start here. Go anywhere.). For institutional materials such as forms, we suggest using the logo by itself. For outreach materials, we encourage the use of 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 should be placed in the lower right-hand corner whenever possible. For forms or memos, placement of the logo should fit wherever it is functional.

There should be some space 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 or overlap the logo.

Improper alterations

• 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 words in different colors. All elements of the logo should be the same color.

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

Myriad Pro
The Myriad Pro font family is the primary typeface used for Allan Hancock College. Whenever possible, use this font in publications and electronic media. Below are several samples of the faces available in this font family:

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

Minion Pro
The Minion Pro font family should be 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 Condensed

Alternative fonts
Should your computer not be installed with the appropriate fonts, please use the following as alternatives for each:

- Myriad = Tahoma
- Minion = Times New Roman

Use of other fonts
When designing posters, fliers, or similar outreach materials, decorative fonts may be used in headlines so as to better illustrate an idea or concept. However, Myriad Pro or Minion Pro must also be used to keep the designed piece within the graphi standards in order to best maintain the overall brand identity of the college.

Official college colors

Below is the official color palette for Allan Hancock College. Note that listed in each swatch is the PMS color 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 the official colors is not required. However, they are a great choice whenever possible, and should be considered first.

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

Use of Bulldog
The Bulldog graphic is to be used primarily for athletics. It may be used on a limited basis for promotions and events. The bulldog should never serve as a substitute for the logo. The bulldog should never appear on stationary items (business cards, letterhead, etc.) with the exception of athletics. Even with that exception, the college logo must be present and dominant.

On sports apparel, it is acceptable to have the college name (not logo) in conjunction with the bulldog.

Additional design elements
To help further establish a cohesive visual identity for Allan Hancock College, here is a list of design elements which can be integrated into designs 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 to incorporate the design elements from the list below:

1. The logo mark texture in backgrounds is a simple element which helps to visually identify college materials.
2. Place the logo in the lower right-hand corner whenever possible on promotional materials such as posters, fliers, or advertisements.
3. Incorporate official college fonts into designs.
4. Images and borders should have rounded edges. Images can also be placed in circular frames.
5. Balloons or bursts for emphasis should be displayed as a circle with dotted border.
6. Gradients and tints can be used for various effects.
7. Various color combinations from the official college color palette allows for diverse colors schemes.
8. When setting up divider lines, such as to separate columns, use dotted lines. Dotted lines can also be used to add emphasis to small areas of text.
9. Place contact information at the bottom of fliers and posters, next to the logo, whenever possible.