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Amarillo College
Introduction

- Preface
  In order to develop a common identity for Amarillo College, this Communications Standards Guide has been developed. This manual is intended to help all of us, who in one way or another, market the College to the community.

- General Assumptions
  Communication is part art, be it visual or verbal in nature, and as such is subjective.

  Each program, service and event offered by Amarillo College warrants individual attention, but the identity and integrity of the institution must be maintained in doing so.

  AC as an acronym may not be known to external audiences, especially as the College becomes more involved in distance learning. (i.e., AC in and of itself is meaningless to an uninformed audience.)

  AC as an acronym is well-known among internal audiences (students, staff).

  Simple is best. Less can be more
THE LOGO
PART ONE - The Logo

The Basics

- Objectives:
  Visually unite the diversity of individuals and resources at Amarillo College with one common look.

Establish a fundamental set of rules that will be used to create Amarillo College's unique visual style and personality in a distinctive and proprietary form.

Communicate a clear and recognizable image-in virtually every graphic expression-by promoting a consistent look.

- Integrity
  The primary mark-the AC graphic-should appear in all visual forms of communication. The primary mark may be used alone with internal audiences. It may not be distorted or manipulated in any way.

The preferred usage is for the primary mark to appear with the secondary mark-the name “Amarillo College.” When used as such, the name should appear below the graphic.

A 1 pt. line separates the primary and secondary marks. (See p. 4 regarding size & proportion of the line.) The word College should be the same width as the lower portion of the primary mark. The secondary mark should always appear in Aria1 Bold, upper and lower case (Helvetica Bold may be used as a substitute font.) Neither the individual components or their relationship to one another may be modified.
The Logo-(continued)

Right

used as primary symbol only

primary symbol w/secondary mark

Amarillo College

Wrong

Amarillo College

AMARILLO COLLEGE

Amarillo College
The Logo-(continued)

- Size & Proportion
The Logo must never be reproduced smaller than 3/8" in dimension to be measured in vertical length from the top of the symbol to the bottom of the name. Both elements of the logo must be sized proportionately. The line separating the two marks should be 1 pt. when the logo is no larger than 2" wide (example shown here) and never less than .75 pt. when reduced to a smaller width. When the logo appears larger than 2", it should be sized proportionately. If a smaller size is required, either the primary symbol or secondary mark may be used independently. The horizontal application can also be used in a smaller size when both primary and secondary marks are desired. When the secondary mark appears alone in the smaller size, it should be set in Arial Bold (Helvetica Bold) exactly as it appears in the logo, upper and lower case and no smaller than 8 pt.

- Clear Space
To effectively maximize the design of the AC logo, a proportional amount of clear space is required. The minimum amount of clear space should be equal to approximately 1/2 of the logo height. (See pg. 4 regarding division names, internal systems and programs appearing with the logo.)
Color & Type Faces

• Color
The primary symbol and secondary mark/name appear in PMS Reflex Blue and the line in black on a white or light colored background (when applicable). One color or black only can also be used respectively on a white or light colored background. On a dark-colored background, all elements should be reversed out.

• Type Faces
Arial* should be considered as the primary type face with regard to most print and electronic media when applicable. Not only is its readability and versatility appealing, but it also helps to solve the growing need to be able to share and read digital media on both PC and Mac platforms. This is not to say that all creative freedom is tossed out the window. Realizing that composition and layout can be very subjective, one should consider-from an aesthetic point of view-any secondary or display type face that is going to complement the design.

*Helvetica is the typeface used with Macintosh
APPLICATIONS
Positioning Guidelines
Because of the diversity of the College, the positioning of division, department, and program names in relationship to the logo is helpful in quick identification as well as maintaining a common look. The same guidelines apply regarding clear space as described on 2.

The suggested outline should be considered for most applications:

- Arial Bold/black type size should be approximately 80% smaller than the secondary mark, upper & lower case (Example: 10 pt./8 pt.; 12 pt./10 pt.; 14 pt./11 pt.)
- Stack a longer name, justify right leading should be 1 pt. larger than type size (the example on the right is set in 10 pt. type over 11 pt. leading)
- Stack a longer name, justify right
COMMUNICATIONS STANDARDS GUIDE

Paper System

- Print Specs
  2 color: PMS Reflex Blue & Black
  Paper stock: while paper stock may vary in finishes and weights, the color white should be considered as the primary choice.

Suggested outline for stationery shown here at 70% of the size

(Letterhead)

Amarillo College
Department Name

(Business Card)

Amarillo College
P.O. Box 447
Amarillo, TX 79178

(Please note)

CBI Certified Counseling Instructors
CPE Certified Program Evaluators
All Equal Opportunity Community College

Amarillo College, P.O. Box 447, Amarillo, TX 79178
An Equal Opportunity Community College

(#10 Envelope – 9.5” x 4.125”)

Amarillo College, P.O. Box 447, Amarillo, TX 79178
An Equal Opportunity Community College
Publication Ads

**Nursing Program**

- **AC Amarillo College Nursing**

**Give Yourself A Raise.**

- **EDUCATION PAYS.**

- **AC Amarillo College**
COMMUNICATIONS STANDARDS GUIDE

Logo Sheet

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PART TWO
PART THREE