



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.

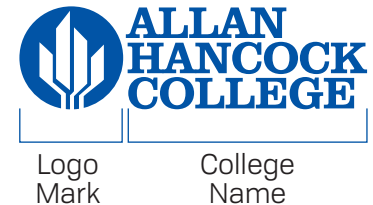
Minimum clearance



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



CAREER CENTER



PUBLIC AFFAIRS *and*
COMMUNICATIONS



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.

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

Book

Aa

Medium

Aa

Semibold

Aa

Bold

Aa

Black

Aa

Book

Aa

Medium

Aa

Semibold

Aa

Bold

Aa

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!?\$%

Aa

Regular

Aa

Semibold

Aa

Bold

Aa

Extra
Bold

Aa

Regular
Italic

Aa

Semibold
Italic

Aa

Bold
Italic

Aa

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 look 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

PMS 286 C	CMYK: 100 75 0 0 RGB: 0 51 160 HEX: 0033A0
PMS 116 C	CMYK: 0 14 100 0 RGB: 255 205 0 HEX: FFCD00

Accent Colors

PMS 303 C	CMYK: 100 47 22 82 RGB: 0 42 58	HEX: 002A3A
PMS 180 C	CMYK: 3 91 86 12 RGB: 190 58 52	HEX: BE3A34
PMS 365 C	CMYK: 24 0 44 0 RGB: 194 225 137	HEX: C2E189
PMS 325 C	CMYK: 53 0 23 0 RGB: 100 204 201	HEX: 64CCC9
PMS Violet C	CMYK: 90 99 0 0 RGB: 68 0 153	HEX: 440099

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



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

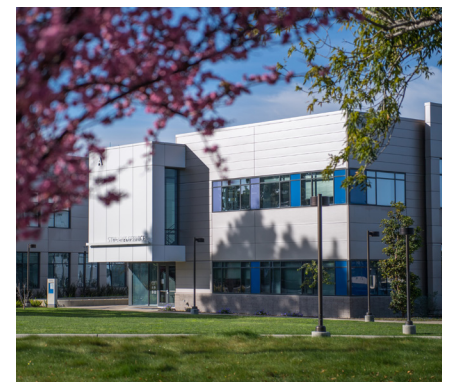
- Use a single subject or point of focus.
- Use a shallow depth of field (blurred backgrounds) for lifestyle photos and a deep depth of field for architectural photos (whole subject in focus).
- Use natural lighting whenever possible.
- Leave extra space around the subject to offer flexibility when cropping 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.



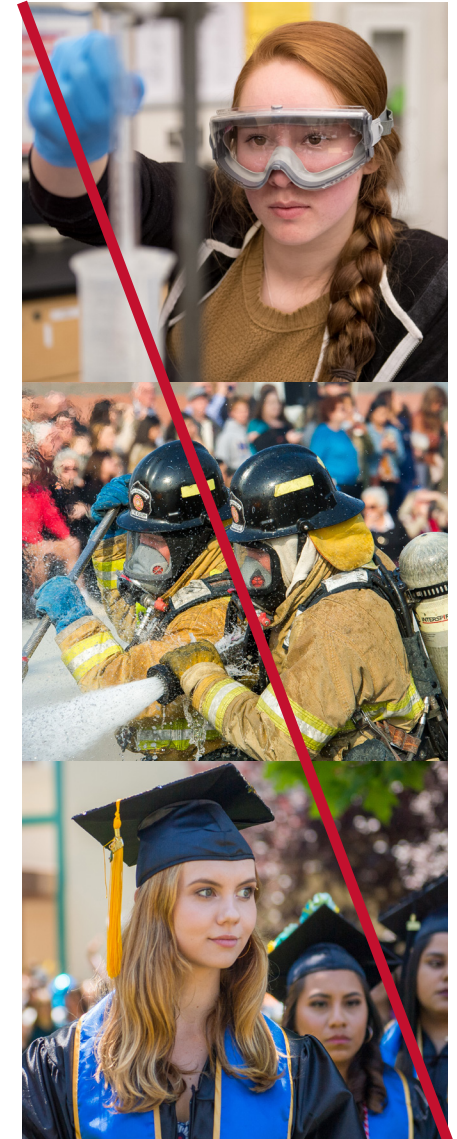
Combining Photography

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)

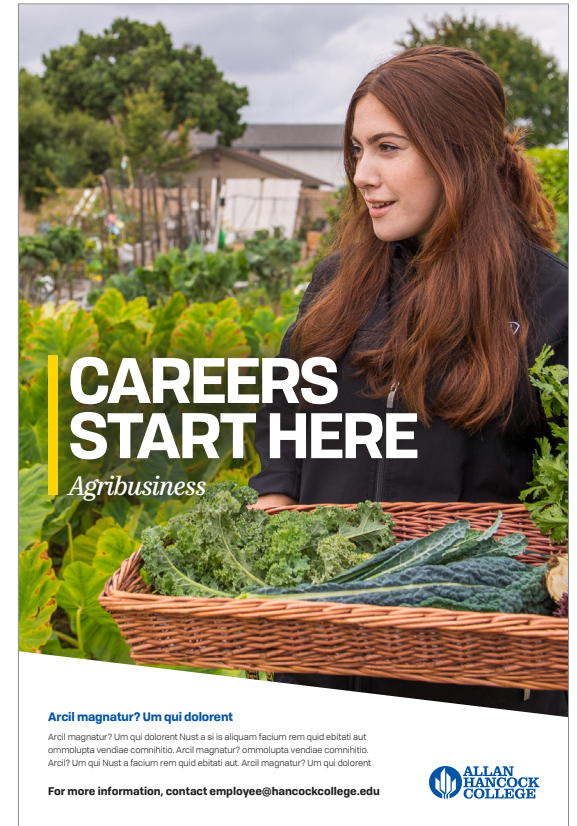
Templates

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

A photograph of an art studio with students and a teacher. The entire image is covered with a semi-transparent blue overlay. The text 'Fine Arts' is in large white font, with a vertical yellow bar to its left. Below it is the placeholder text 'ARCIL MAGNATUR? UM QUI DOLORENT' in white. At the bottom left, there is a small paragraph of placeholder text. At the bottom right is the Allan Hancock College logo.

Fine Arts

ARCIL MAGNATUR? UM QUI DOLORENT

ARCIL MAGNATUR? UM QUI DOLORENT

Arcil magnatur? Um qui dolorent Nust a si is aliquam facium rem quid ebitati aut ommolupta vendiae connihitio. Arcil magnatur? ommolupta vendiae connihitio. Arcil? Um qui Nust a facium rem quid ebitati aut.

 ALLAN HANCOCK COLLEGE

A photograph of an art studio with students and a teacher. The image has natural colors. The text 'Fine Arts' is in large blue font. Below it is the placeholder text 'ARCIL MAGNATUR? UM QUI DOLORENT' in blue. At the bottom left, there is a small paragraph of placeholder text. At the bottom right is the Allan Hancock College logo.

Fine Arts

ARCIL MAGNATUR? UM QUI DOLORENT

ARCIL MAGNATUR? UM QUI DOLORENT

Arcil magnatur? Um qui dolorent Nust a si is aliquam facium rem quid ebitati aut ommolupta vendiae connihitio. Arcil magnatur? ommolupta vendiae connihitio. Arcil? Um qui Nust a facium rem quid ebitati aut.

 ALLAN HANCOCK COLLEGE

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



Title Here

Bus alit doluptati cone aliquidero eumenim eaque vollupt verumqui nus.

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ALLAN HANCOCK COLLEGE

800 South College Drive
Santa Maria, CA 93404-6390
1-805-922-6966
www.hancockcollege.edu

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

The Allan Hancock Joint Community College District is committed to the active promotion of diversity and equal access and opportunities to all staff, students, and applicants, including qualified members of underrepresented/protected groups. The college asserts that no person shall be discriminated against because of race, color, ethnicity, religion, gender, national origin, age, physical/mental disability, medical condition, status as a Vietnam-era veteran, marital status, or sexual orientation.

Allan Hancock College will provide, upon request, alternate translation of its general information documents in large print, Braille, or text, etc. Please call (805) 922-6966 ext. 3788.



Fine Arts

3.4688"

3.4688"

3.5313"

3.5313"

Inside



Fine Arts

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Subtitle Here

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Text Wrap Photo



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Subtitle Here

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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






Fine Arts



800 South College Drive
 Santa Maria, CA 93454-6399
 1-805-922-6966
www.hancockcollege.edu

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

The Allan Hancock Joint Community College District is committed to the active promotion of diversity and equal access and opportunities to all staff, students, and applicants, including qualified members of underrepresented/protected groups. The college assures that no person shall be discriminated against because of race, color, ancestry, religion, gender, national origin, age, physical/mental disability, medical condition, status as a Vietnam era veteran, marital status, or sexual orientation.

Allan Hancock College will provide, upon request, alternate translation of its general information documents in large print, Braille, e-text, etc. Please call (805) 922-6966 ext. 3788.

3.6358"

3.6667"

3.6983"

Inside



Fine Arts

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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

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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



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



Admissions & Records
800 South College Drive
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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.



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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.

The screenshot shows an email client interface with the 'Message' tab selected. The ribbon includes 'File', 'Message', 'Insert', 'Options', 'Format Text', 'Review', 'Acrobat', and 'Te'. The 'Message' ribbon shows 'Clipboard' (Paste, Cut, Copy, Format Painter) and 'Basic Text' (font face: Calibri, size: 11, bold, italic, underline, text color, background color, bullet points, numbered list, link, unlink, indent, outdent, decrease indent, increase indent). The 'Review' ribbon shows 'Names' (Address Book, Check Names). Below the ribbon are fields for 'To...', 'Cc...', 'Bcc...', and 'Subject'. A 'Send' button is on the left. The signature area contains the following text:

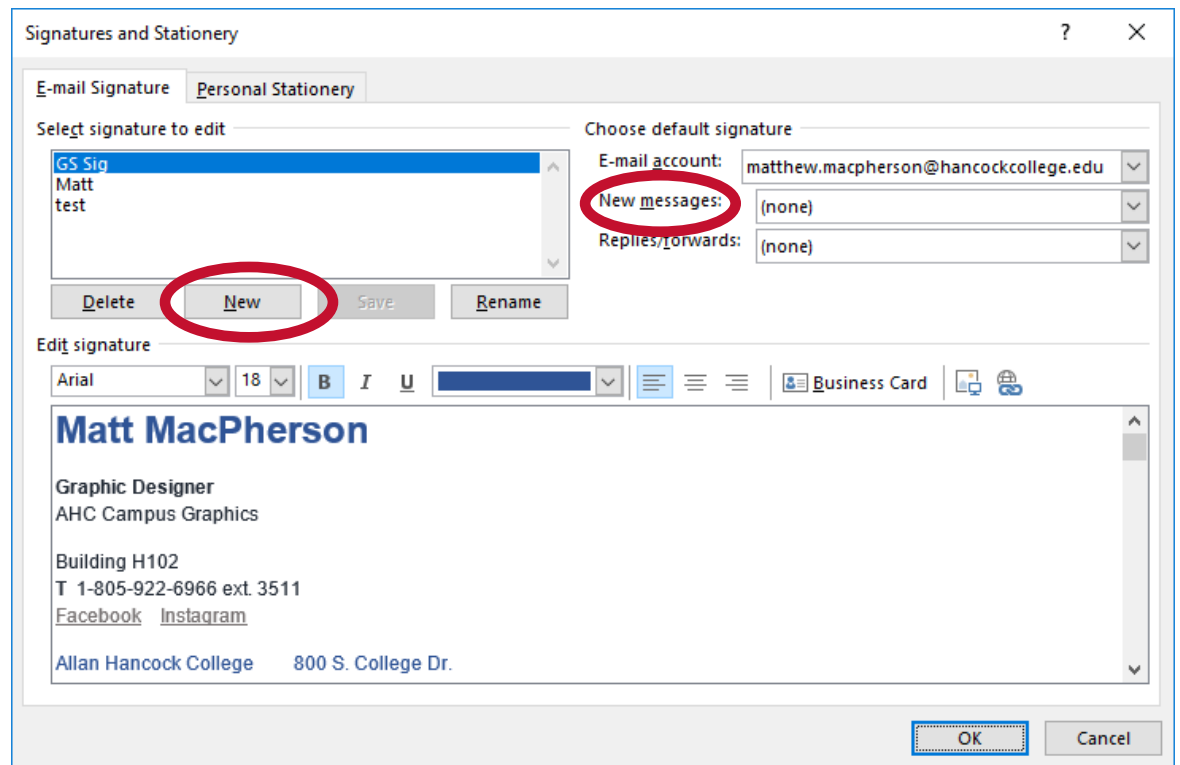
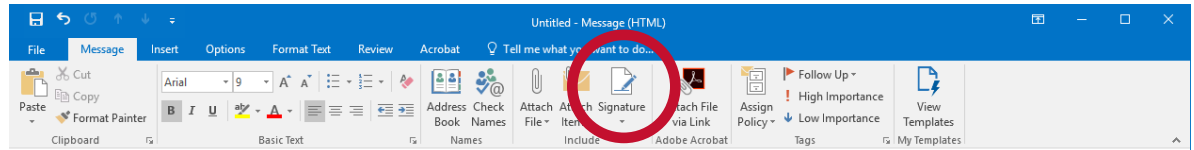
Name Goes Here
Title
Department
T 1-805-922-6966 ext. XXXX
Allan Hancock College
800 S. College Dr.
Santa Maria, CA 93454
[Facebook](#) | [Instagram](#) | hancockcollege.edu

At the bottom is the **ALLAN HANCOCK COLLEGE** logo, which features a stylized blue flame or leaf icon next to the text 'ALLAN HANCOCK COLLEGE'.

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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