



# **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 identity standards.

The following information explains the standards and how to use them properly.

# Table of Contents

<b>Identity System</b>	<b>4</b>
<b>Typography</b>	<b>11</b>
<b>Color</b>	<b>17</b>
<b>Photography</b>	<b>21</b>
<b>Templates</b>	<b>27</b>
<b>Athletics/Bulldog Logo</b>	<b>39</b>

# Identity System

The logo is vital to the brand. This guide should help ensure you use the logo and all 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 (Changing the Odds). 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.

Available only as a graphic element (not to replace the main logo), is the isolated flame tree logo.

College logos are available on the Hancock portal under Public Affairs & Communications.



## 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.

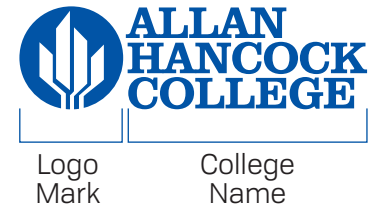
### Minimum clearance



### Minimum size



1 inch



## 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 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.

College clubs may create their own specialty logos under the direction of Student Outreach.





# 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.

# 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 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.

All color combinations are required to be ADA compliant. See next page for full details on ADA compliance.

## 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

# ADA Compliance

All color combinations are required to be ADA compliant. There must be enough color contrast between the background color and foreground color. Otherwise readability is compromised for people who have visual disabilities, such as color blindness.

## Acceptable

Text	Text
Text	Text
Text	Text
Text	Text
Text	Text
Text	Text

## Unacceptable

Text	Text
Text	Text
Text	Text
Text	Text
Text	Text






# Color Usage



Here is an example of the colors in use.

SUMMER/FALL 2022 CREDIT CLASSES

# ALLAN HANCOCK COLLEGE

SCHEDULE AT A GLANCE





## CHANGE YOUR ODDS!

Summer classes begin June 13.  
Fall classes begin August 15.

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

805-922-6966 | [www.hancockcollege.edu](http://www.hancockcollege.edu)





# CAREERS START HERE

## Fire Science

**Arcil magnatur? Um qui dolorent**

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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

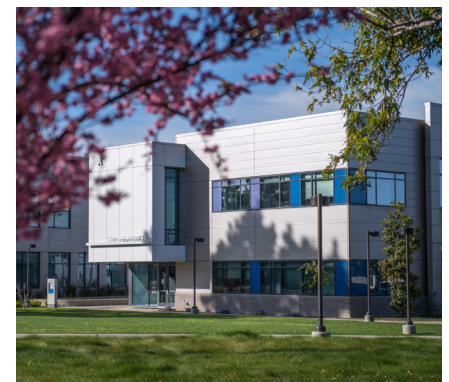
- Use a single subject or point of focus.
- Use a shallow depth of field (blurred backgrounds) for lifestyle photos and a deep depth of field for architectural photos (whole subject in focus).
- Use natural lighting whenever possible.
- Leave extra space around the subject to offer flexibility when cropping the image.
- Align subjects left or right 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 diversity of subjects' gender/ethnic/age. A wider range of subjects is necessary to accurately reflect the population we serve.

## Minimum Resolution:

Depending on where the image is 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.



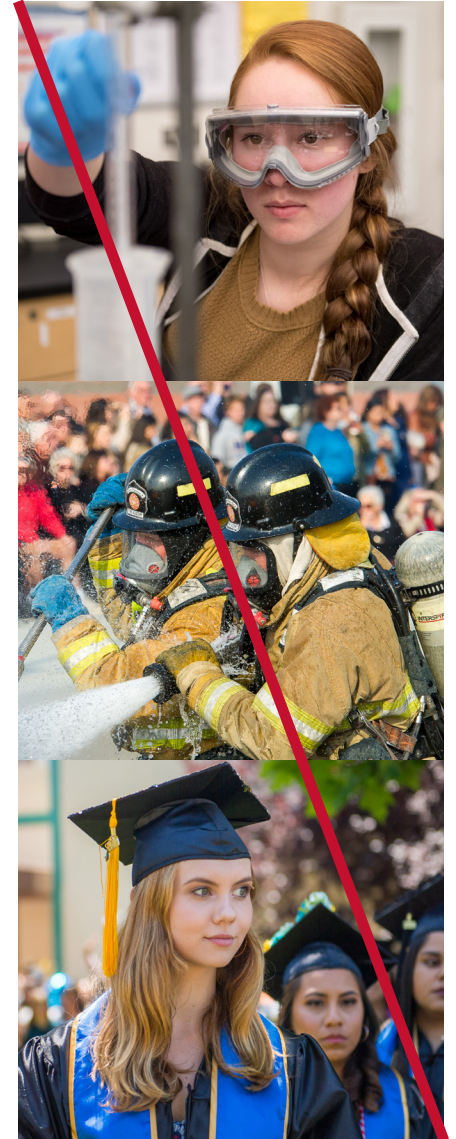
# Combining Photography

## 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

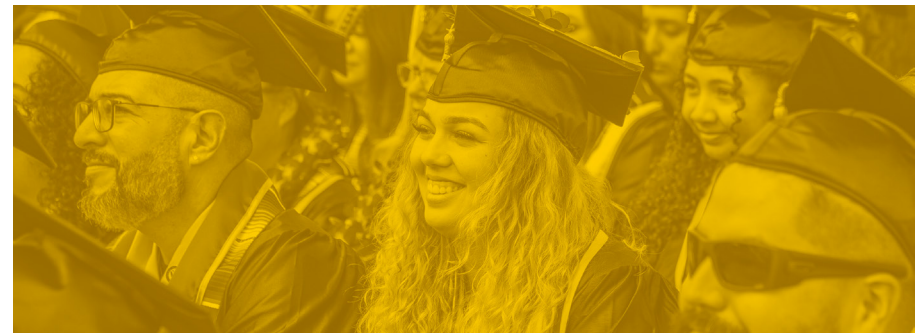
1. Open the photograph in Adobe Photoshop.
2. From the "Layer" menu, select "New Adjustment Layer" and then "Gradient Map".
3. Input name and select "OK".
4. In the properties panel, click on the gradient.
5. Adjust values as shown to the right.



**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)



**Dark Yellow**  
RGB (150, 106, 0)  
CMYK (35, 54, 100, 18)  
Hex (#966a00)



**Hancock Yellow**  
RGB (255, 205, 0)  
CMYK (0, 18, 100, 0)  
Hex (#ffcd00)

# 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 can be used for college program promotion.

- 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"



## CAREER CLOSET

*Dress for success!*

**Need business apparel for an upcoming job interview or career-related event? The Allan Hancock College Career Closet can outfit you for success. Students are encouraged to keep all items of clothing—free of charge!**


**Students can choose from a variety of professional attire, including:**

- Men's business suits and professional attire
- Women's business and professional attire
- Men's and women's accessories
- Assorted footwear

**Career Closet Hours of Operation**  
Mon.-Thurs. 9 a.m. – 7 p.m.  
[www.hancockcollege.edu/careers](http://www.hancockcollege.edu/careers)

POWERED BY  
California  
Community  
Colleges

ALLAN HANCOCK COLLEGE  
CAREER CENTER



## HANCOCK HANDSHAKE

*Partners for a strong workforce!*

**Looking for a job? Hancock Handshakes are one-stop hiring events for Allan Hancock College students.**

Local industry representatives will be on hand to interview potential job candidates for positions in a variety of career fields, including business, agriculture, welding, automotive repair, and more.

**2019-20 Hancock Handshake Event Schedule**

- Friday, Nov. 1, 2019
- Friday, Dec. 13, 2019
- Friday, Jan. 31, 2020
- Friday, Feb. 28, 2020
- Friday, April 17, 2020

All Hancock Handshake events take place between 9 a.m. and 3 p.m. on the Santa Maria Campus.

**Need help before your interview?**  
Students can utilize Hancock's Career Center for resume writing assistance, mock interviews, and more.

**FOR MORE INFORMATION:**  
Visit the Career Center in bldg. A-207, or the Career Connect kiosk in the Student Center, bldg. G.  
Contact AHC Career Readiness Specialist Rebecca Jacobs:  
1-805-922-6966 ext. 3012.  
[rebecca.jacobs@hancockcollege.edu](mailto:rebecca.jacobs@hancockcollege.edu)

**FOR MORE INFORMATION:**  
Visit the Career Center in bldg. A-207, or the Career Connect kiosk in the Student Center, bldg. G.  
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[www.hancockcollege.edu/careers](http://www.hancockcollege.edu/careers)

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Colleges

ALLAN HANCOCK COLLEGE  
CAREER CENTER



# 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



**Title Here**

Bus alit doluptati cone aliquidero eumenim eaque vollupt verumqui nus.

Ga. Agnimaximusa coriaes et etum, seque velitatur? Aris event int voliorib earibus eum quo que secullabor res ere videluptas as eum qui ut fugia dust asped et aut dis quuntia vitia nobitam reprovit excerorem venimineit moluptatis vid eum num et laborestio millend antio. Di laceaquat quam, quunt.

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**Bulleted List – Single Column**

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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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**Bulleted List — Double Column**

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**Text Wrap Photo**



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**Subtitle Here**



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Ga. Agnimaximusa coriaes et etum, seque vellatur? Aris event int volorib earibus eum quo que seculabor res ere videlluptas as eum qui ut fugia dust asped et aut dis quuntia vitia nobitam reprovit excerorem venimincit moluptatatis vid eum num et laborestio millend antio. Dt laceaquam quat quam, quunt.

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**Bulleted List — Single Column**

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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

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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

- Bus alit doluptati verumqui nus.
- eumenim eaque verumqui nus.
- eumenim eaque verumqui nus.
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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"

# Certificate Templates

AHC-branded template certificates are available for departments to use for events, completion of a program/professional development, and/or a certificate of appreciation. Please follow the college's Stylebook when filling out the content.


**Note:** The template certificates do not represent official college diplomas or certificates for completion of academic programs.

Colors featured in the certificate may only be altered via approval of the Public Affairs & Communications Department on a case-by-case basis.




# Stationery Templates

The bulldog logo may not be used on college stationary.




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




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

Santa Maria Campus  
800 South College Drive  
Santa Maria, CA 93454-6399  
www.hancockcollege.edu



**Gabriel Marquez**  
Associate Professor | Welding Technology | Industrial Technology  
805-922-6966 ext. 3298 | fax 1-805-349-9380  
gabriel.marquez@hancockcollege.edu  
www.hancockcollege.edu  
800 South College Drive, Santa Maria, CA 93454-6399

**Our Mission**  
Allan Hancock College fosters an educational culture that values equity and diversity and engages students in an inclusive learning environment. We offer pathways that encourage our student population to achieve personal, career, and academic goals through coursework leading to skills building, certificates, associate degrees, and transfer.



**Name**  
Title Here | Department Here  
1-805-922-6966 ext. 3511 | fax 1-805-555-5555  
matthew.macpherson@hancockcollege.edu  
www.hancockcollege.edu  
800 South College Drive, Santa Maria, CA 93454-6399

**Our Mission**  
Allan Hancock College fosters an educational culture that values equity and diversity and engages students in an inclusive learning environment. We offer pathways that encourage our student population to achieve personal, career, and academic goals through coursework leading to skills building, certificates, associate degrees, and transfer.

# 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 has sections for 'Clipboard' (Paste, Cut, Copy, Format Painter), 'Basic Text' (font face: Calibri, size: 11, bold, italic, underline, text color, background color, bullet points, numbered list, link, unlink), and '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:

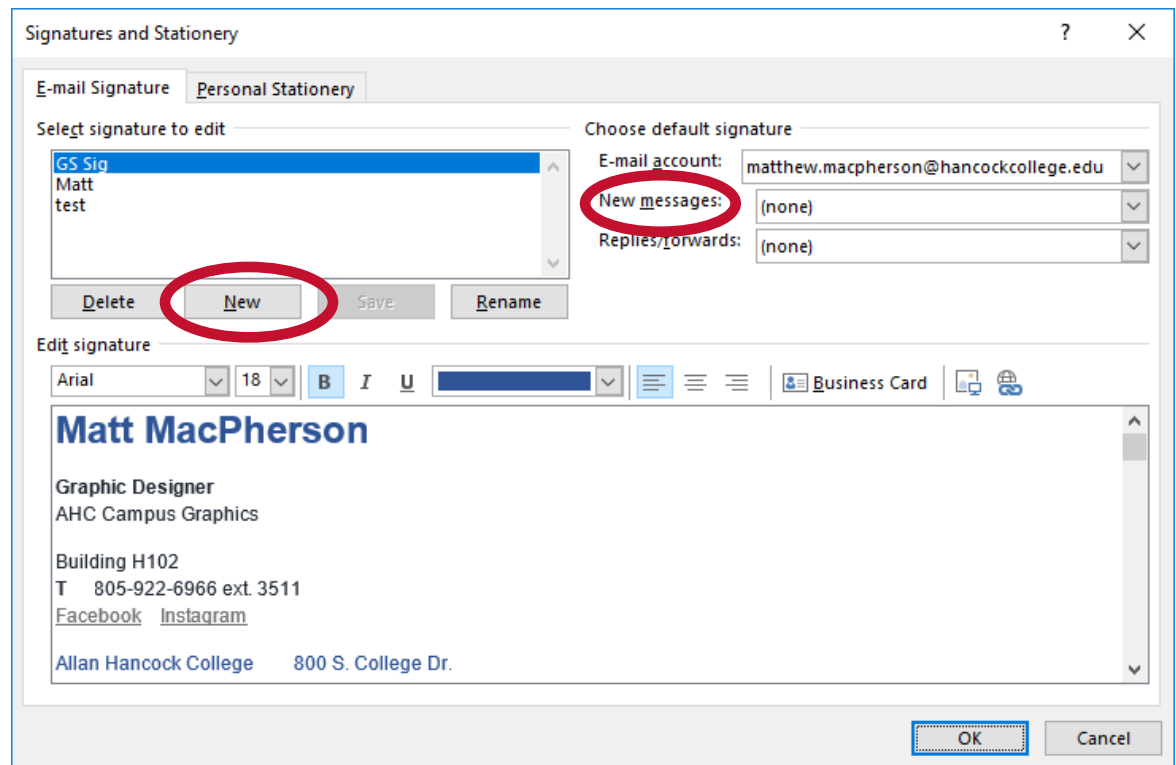
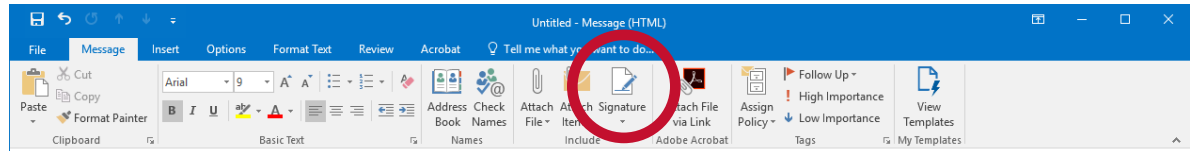
**Name Goes Here**  
**Title**  
**Department**  
**T 805-922-6966 ext. XXXX**  
**Allan Hancock College**  
**800 S. College Dr.**  
**Santa Maria, CA 93454**  
[Facebook](#) | [Instagram](#) | [hancockcollege.edu](http://hancockcollege.edu)

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' in blue capital letters.

# 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 on the Hancock portal under Public Affairs & Communications.



# Athletics/ Bulldog Logo



# Bulldog Logo

## Bulldog Usage

There are two main marks for the bulldog graphic. A full bulldog body version (primary mark) and a straight-on bulldog head (version 2).

The full body version must always have his head on the right and the tail on the left.

The bulldog logo is used primarily for athletics but may be used for promotions, apparel 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.

## Main Bulldog Marks



**PRIMARY MARK**



**SECONDARY MARK**

## Bulldog Logo Variants

The bulldog logo has many variants and the variants can be chosen for use at the discretion of the user and/or graphic designer.



Please note: some options state "Hancock College," others state "Allan Hancock College". It is up to the user's preference as to which logo variant is used.

There are asymetrical versions and centered versions. All versions can be used at the user's discretion.



### Bulldog Logo Variants (continued)

Some options have "Athletics" or a sport stated below "Bulldogs". Non-athletic variants (e.g. Academic departments, categorial programs) may not place their name below the logo nor receive a logo variant. Please refer to official college logo lock-ups for departmental or program options.



These alternative bulldog logo designs can be used if approved by Public Affairs & Communications.



## Bulldog Logo Variants (continued)

All previously listed bulldog logo options have corresponding designs for use on darker backgrounds.

A version of the secondary mark can be used without a stroke on a dark background. Because of the design, all elements can be clearly seen or implied without losing its impact. All other primary and secondary logos must have be used with a stroke on a dark background.



This one-color logo can be used when doing one-color printing on products that require the use of a logo with only one color.

If one-color printing is required, the logo must be black or midnight blue on a yellow or white background.



# Color Palette

Our color palette helps audiences identify us at a glance. The bulldog logo must always use these colors as shown on the logo; changing them is not permitted. All approved color versions of the logo will be provided as needed.

## Primary Colors

Hancock Yellow	PMS 116 C CMYK: 0 14 100 0 RGB: 255 205 0 HEX: FFCDD0
Midnight Blue	PMS 303 C CMYK: 100 47 22 82 RGB: 0 42 58 HEX: 002A3A

## Secondary Colors

Hancock Blue	PMS 286 C CMYK: 100 75 0 0 RGB: 0 51 160 HEX: 0033A0
Athletics Grey	PMS ?????? C CMYK: 0 0 0 20 RGB: 204 204 204 HEX: cccccc

## 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

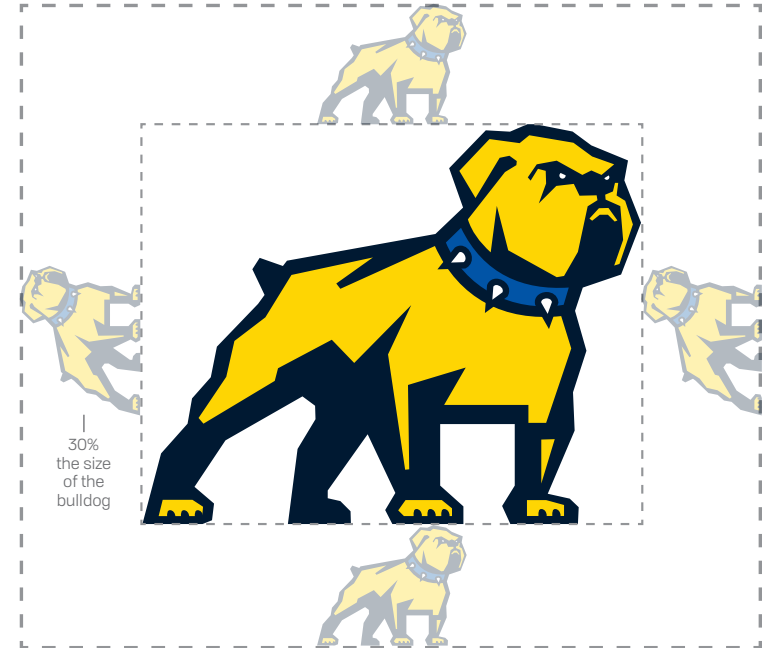
Never reproduce the logo smaller than one inch wide for version 1 or 3/4 inch for version 2. There is no maximum size limit, but use discretion when sizing the logo.

**NOTE:** These specs are for when the mark is used by itself. Specs are different when the bulldog is used with a word mark (see page 42).

### Minimum size



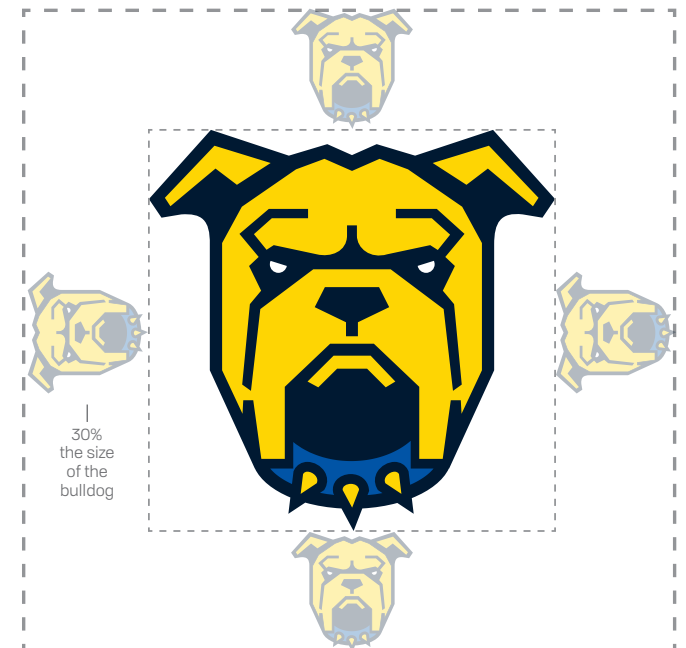
1 inch



### Minimum size



3/4 Inch



## Bulldog + Wordmark Size and Clearance

These specs are specific to the bulldog logo when the wordmark is used in order to take into account the size of the wordmark. If the Bulldog logo with the wordmark is too small, it won't be readable.

### Logo Clearance

Use **30% the size of the bulldog** from the bottom of the mark 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 mark on the page.

### Minimum Size

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



### Minimum size



1.5 inch

## Logo Consistency

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

**Note: Specialty Spike Logos are permitted at the discretion of Public Affairs & Communications.**



**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.



# Primary Typeface

The primary typeface used in the bulldog logo is Millionaire. This font is rarely used for Allan Hancock College materials except for the bulldog logo. Usage of the Millionaire font outside of the bulldog logo use must be considered and approved by Public Affairs & Communications.

# Secondary Typeface

The secondary typeface is Tofino Pro. Tofino Pro is also the AHC primary typeface and should be used throughout all athletics branding.

MILLIONAIRE

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

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

## Apparel

Apparel featuring the college or Spike logo(s) must adhere to the college's Graphic Identity Standards. This includes official use of logos, fonts, and colors. Fabric colors should be white, yellow/gold, navy/royal blue, black, light grey, or any other neutral shade.

Apparel can be purchased at the college Bookstore, the online Athletics Store, or via a list of approved apparel vendors (which can be provided by contacting the Public Affairs & Communications Department).





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

Lauren Milbourne | [lauren.milbourne@hancockcollege.edu](mailto:lauren.milbourne@hancockcollege.edu) | ext. 3779

Robert Nourse | [rnourse@hancockcollege.edu](mailto:rnourse@hancockcollege.edu) | ext. 3249

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