Standards Guide

INTRODUCTION

WHY IS A GRAPHIC STANDARDS GUIDE NECESSARY?
The ACC Standards Guide is designed to support and strengthen ACC's presence. These standards must be used consistently in every facet of communication. While implementing these standards doesn't mean that all materials must look exactly alike, it does mean they must look professional and look like they belong to the same family, with identifiers, fonts and colors used consistently. All materials must adhere to the standards contained in this Guide in order to maintain a high-quality look and feel, and be unique to ACC.

Materials governed by this Guide include, but are not limited to, the following: brochures, flyers, publications, website, newsletters and blogs, social media, print and broadcast advertising, promotional videos and media, emails, banners and posters, indoor and outdoor signage, and promotional items.

Contact Information
The information described in this Guide is provided to help facilitate appropriate and effective use of the brand. Identifiers—the signature and the Move Mountains brand message artwork, as well as other assets, can be obtained by contacting the Marketing Department by email at marketing@arapahoe.edu.

BRAND IDENTIFIERS

THE PRIMARY SIGNATURE

The horizontal signature for ACC is comprised of two elements: the triangle-shaped symbol or logo, and the acronym logotype. This logo can be used for all internal facing marketing collateral where the ACC acronym is known.

THE SECONDARY SIGNATURE

The secondary signature uses the same elements as the primary signature. When communicating with far-reaching or external audiences who may not be familiar with Arapahoe Community College, define ACC by utilizing the logo with the full name beneath.

THE URL SIGNATURE

In select advertising and marketing materials, within the context of support copy, use this lock-up with the logo and the URL. The medium being used and the layout will dictate when this signature is appropriate.

"MOVE MOUNTAINS" BRAND PROMISE

"Move Mountains" is ACC's brand promise. This identifier is to be used in conjunction with other visuals to promote ACC. It is powerful enough to carry the school's entire message— or support other visual elements—within a balanced layout.

THE PRIMARY STURM COLLABORATION CAMPUS SIGNATURE

In select advertising and marketing materials that pertain to the Sturm Collaboration Campus at Castle Rock exclusively, within the context of support copy, use this logo and the Arapahoe Community College Castle Rock identifier. The medium being used and the layout will dictate when this signature is appropriate.

THE SECONDARY STURM COLLABORATION CAMPUS SIGNATURE

When space constraints require a more compact signature, the secondary version of the Sturm Collaboration Campus logo can be used. This version is also appropriate when legibility of the secondary line becomes an issue. Medium and layout will dictate when the stacked version is appropriate.

THE STACKED STURM COLLABORATION CAMPUS SIGNATURE

When space constraints require a more compact signature, and the "Castle Rock" location is referenced within the materials, this version of the Sturm Collaboration Campus logo can be used. This version is also appropriate when legibility becomes an issue. Medium and layout will dictate when the stacked version is appropriate.

BRAND IDENTIFIERS

PUMA LOGO

The incorporation of the puma logo is design dependent and can be used to further engage audiences by offering a collegiate flair to the communication. A combination of our primary and secondary logo with the puma is available, as well as a puma without the ACC logo. If the primary logo is already in use on the page, the solo puma design is preferred.

SUB-BRANDED LOGOS

Departments may request a sub-branded logo.

THE ACC SIGNATURE—WHITE OR LIGHT-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate.

White or Light-colored Background

On a white or light-colored background, the ACC signature must maintain a sufficient contrast between the signature and the background. Sufficient contrast means that the signature is very easy to read. Acceptable colors are not limited to the examples shown here.

THE ACC SIGNATURE—DARK-COLORED BACKGROUNDS

Dark-colored Background

On a dark-colored background, the ACC signature must maintain a sufficient contrast between the signature and the background. Sufficient contrast means that the signature is very easy to read. Alternative signatures are described in the Identity Index in the back of this guide. Acceptable colors are not limited to the examples shown here.

THE ACC SIGNATURE—IMPROPER USAGE

Always use approved digital artwork; do not attempt to recreate.

INCORRECT Do not use Pantone 266 as a background color for signatures with purple.

INCORRECT Do not use a background color that does not provide ample contrast.

INCORRECT Do not use low-resolution jpeg files in print, especially if they need to be enlarged.

INCORRECT Do not recreate the signature.

INCORRECT Do not recreate any component of the signature.

INCORRECT Do not use old signatures.

INCORRECT Do not improperly constrain the signature.

INCORRECT Do not rotate, stack, invert or put the signature on an angle.

FOR QUESTIONS, OR DIGITAL FILES
Contact the Marketing Department by email at marketing@arapahoe.edu

RECOMMENDED MINIMUM SIZE

The primary signature should never appear smaller than .25″ vertically, as shown here.

For limited uses only, such as for promotional products, the Move Mountains brand promise graphic has been moved out of the triangle and set as a single line of text. It should never appear smaller than .25″.

CLEAR ZONE

PREFERRED CLEAR ZONE

The immediate recognition and overall visibility of each signature can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the signature. This area is referred to as the "clear zone."

Measure the height of the square-shaped symbol, which is half the height of the letterforms. A clear zone, represented by the red grid surrounding the signature on all sides, must be equal to or greater than X.

LIMITED SPACE CLEAR ZONE

When the signature needs to be small, a clear zone equal to or greater than (X) is acceptable for these limited or tight space applications. The limited space clear zone scales equally to the preferred clear zone. (Note: The primary signature should never appear smaller than .25″ vertically, as shown here.)

COLOR PALETTE

It is permissible to use screens, or tints, of these colors to enhance readability or for aesthetic reasons.

Primary ACC Colors

PANTONE 266
82C 88M 0Y 0K
102R 57G 183B
HEX 6639B7

PANTONE 403
14C 18M 22Y 42K
146R 139G 129B
HEX 928B81

Secondary ACC Colors

PANTONE 124
0C 27M 100Y 0K
234R 171G 0B
HEX EAAB00

PANTONE 288
100C 75M 6Y 24K
0R 44G 119B
HEX 002C77

PANTONE 187
5C 100M 71Y 22K
167R 25G 48B
HEX A71930

PANTONE 7473
74C 0M 36Y 8K
30R 157G 139B
HEX 1E9D8B

PANTONE 368
63C 0M 97Y 0K
105R 190G 40B
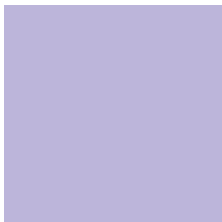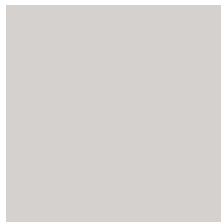HEX 69BE28

PANTONE BLACK C
63C 62M 59Y 94K
45R 41G 38B
HEX 2d2926

Tinted ACC Colors

**PANTONE 266—
30% TINT**
25C 27M 0Y 0K
217R 205G 237B
HEX D9CDED

**PANTONE 403—
30% TINT**
4C 5M 7Y 13K
228R 226G 224B
HEX E4E2E0
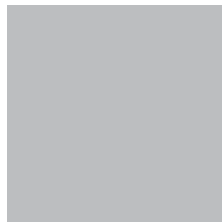
BLACK—30% TINT
0C 0M 0Y 30K
190R 190G 190B
HEX BEBEBE

FOR QUESTIONS, OR DIGITAL FILES
Contact the Marketing Department by email at marketing@arapahoe.edu

SPECIFIC COLOR PALETTES

Guided Pathways Icons and Colors

When creating materials that market and promote ACC Guided Pathways, the following colors and icons are to be used when the copy includes the pathway name.

ARTS, COMMUNICATION & DESIGN
Yellow (Pantone 124)

BUSINESS
Grey (Pantone 403)

GLOBAL, HUMAN & SOCIAL SCIENCES
Green (Pantone 368)

HEALTH
Red (Pantone 187)

MATH & SCIENCES
Teal (Pantone 7473)

PUBLIC SERVICES
Blue (Pantone 288)
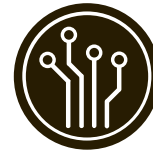
TECHNOLOGY
Black (Pantone Black C)

Pathway Name Icons

When creating materials that market and promote ACC Guided Pathways, the following colors and icons are to be used when the copy does not include the pathway name.

FOR QUESTIONS, OR DIGITAL FILES
Contact the Marketing Department by email at marketing@arapahoe.edu

TYPOGRAPHY:
GENERAL APPLICATIONS AND
MICROSOFT OFFICE SUITE AND WEB APPLICATIONS

Geometric 415 BT

Geometric 415 BT Lite: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

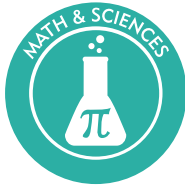*Geometric 415 BT Lite Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890*

Geometric 415 BT Medium: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Geometric 415 BT Medium Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Geometric 415 BT Black: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Geometric 415 BT Black Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond

Garamond: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Friz Quadrata

Friz Quadrata Medium: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Friz Quadrata Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

The typefaces Geometric 415 BT and Garamond are to be used in the majority of communications applications such as: brochures, flyers, annual reports, publications, newsletters, print and broadcast advertising, promotional videos and CDs, stationery and business cards, website graphics and advertising, banners and posters, indoor and outdoor signage, promotional items, and merchandise.

Friz Quadrata is the titling font used in the signature designs. It should only be used for signatures, signage, or under special circumstances—with approval from Marketing.

Preferred use:

GEOMETRIC 415 BT, a contemporary sans serif typeface, is used for headlines and intro segments to text, but it can be used for body text as well.

GARAMOND, a classic serif typeface, is used for body copy due to its readability. It can be used for headlines and intro segments, as deemed appropriate.

ARIAL is used in place of Geometric 415 BT in Microsoft Office Suite. TIMES is used in place of Garamond. A similar webfont typeface is to be used for web applications.

FOR QUESTIONS, OR DIGITAL FILES
Contact the Marketing Department by email at marketing@arapahoe.edu

BRAND PROMISE—BRAND MESSAGING

It is permissible to extend messaging to target specific types of prospective students. The message is scalable.

The message "Move Mountains" will instill confidence in students who are moving toward success. The metaphor of climbing a mountain, step-by-step and continuously rising toward a visible and defined goal, is akin to earning a college degree. Each student has the energy, the power and the perseverance to fulfill their march toward a successful future. ACC, with its support through methodologies, Guided Pathways, Learning Outcomes, and guidance from faculty and staff, ensures that students stay on an upward path.

The "Move Mountains" brand promise graphic is designed to punctuate the message of any ad, campaign, or item it accompanies. It may appear above the angled graphics, or above a photo. But the "Move Mountains" graphic should be used on the top-most layer of any piece; and not as a background. This will ensure legibility and the impact of the "Move Mountains" brand promise. In this same spirit, the "Move Mountains" brand promise graphic should not be compromised by filling the triangle with additional type or messaging.
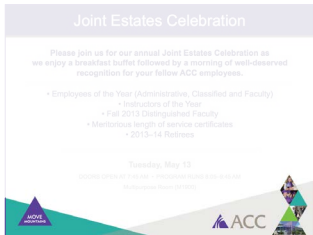
Sometimes, when space is limited—as on this PowerPoint slide—the brand message may simply be the "Move Mountains" brand promise graphic juxtaposed with the signature. This combination is enough to tell the whole story.
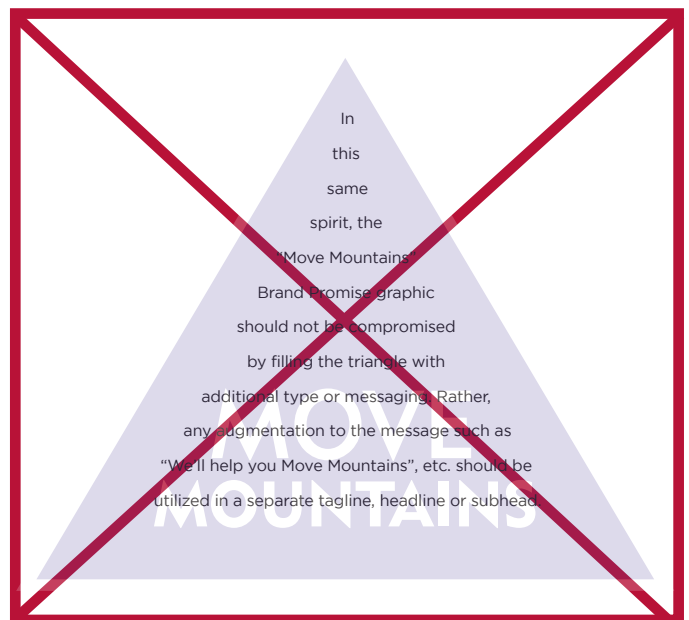
INCORRECT

Do not reduce the opacity and/or overlap text on the Move Mountains brand promise graphic.

BRAND PROMISE—IMPROPER

Always use approved digital artwork; do not attempt to recreate.
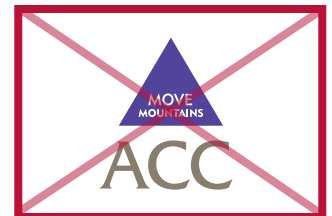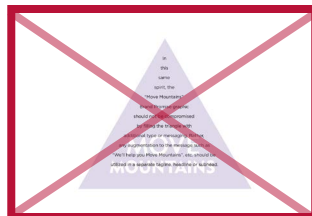
FOR QUESTIONS, OR DIGITAL FILES
Contact the Marketing Department by email at marketing@arapahoe.edu

DESIGN: GUIDELINES FOR ADVERTISING AND MARKETING

It is important that all ACC-branded marketing materials share common design and style elements.

To maintain a consistent identity and visual image, it is imperative that all ACC brochures, digital media and printed materials share common design and style elements. The signature should be prominently placed on the front and/or back cover of a printed publication, preferably both. The use of colors, typeface, etc., must be consistent in all uses and as outlined in this guide. All collateral published by the school and directed to internal and external audiences should have a high-quality look and should be designed, written, programmed, or produced professionally. The marketing department must review your materials to ensure they follow these Graphic Standards.

Advertising and marketing materials should always feature the four types of programs ACC offers:
• Degrees
• Transfer Credits
• Certificates
• Workforce Training

These materials should always feature the four locations:
• Littleton
• Castle Rock
• Lone Tree
• Online
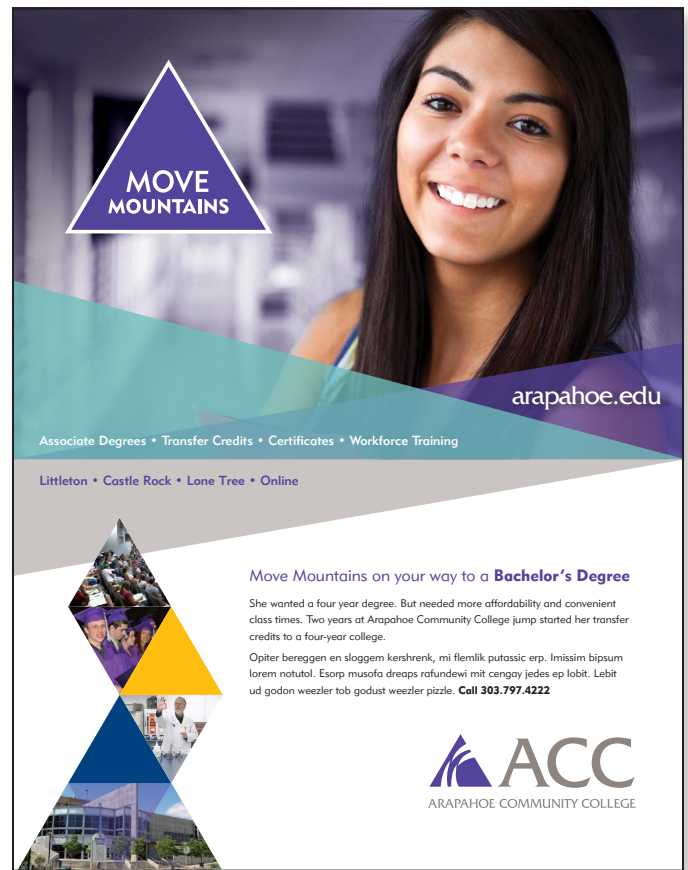
Principle of Three Sizes, Three Weights

Three sizes, three weights. This is a general rule of thumb for composing a layout. Try to incorporate three sizes of elements: small, medium and large. Likewise, include three weights to those elements: light, medium and heavy. Every layout should maintain a flow of energy throughout the page. This is done by determining the right balance between images, graphics, content and color.
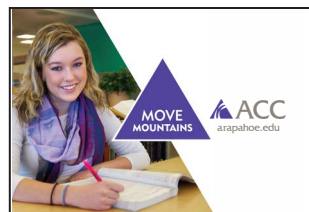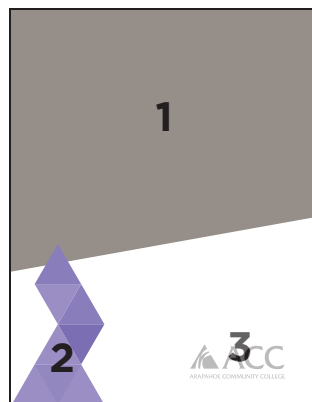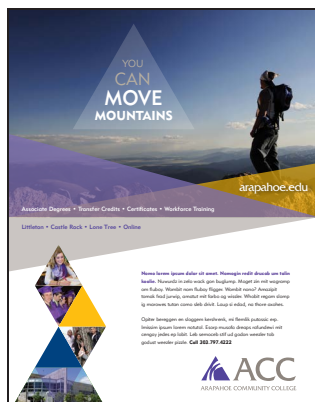
FRONT: This panel represents the core elements of the brand in its simplest form. Brand message, logo with URL, positive and engaging programmatic photograph.
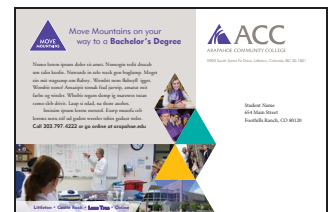
BACK: This panel supports the information presented on the front panel. It's a more thorough description of the program and includes a call to action.

DESIGN: GEOMETRIC INSPIRATION AND APPLICATIONS

Transparent Angular Graphics

The geometry found within the Colorado topography is the visual inspiration behind the brand's graphics. Equal-sided isosceles triangles represent mountains and are the basis for the ACC logo and the Move Mountains graphic. Real-life landscapes

feature vertical grades that are typically more gradual and were derived from foothills seen in the photo below. 15- and 30-degree semi-transparent triangles should be used to divide space, and can be used in any aesthetically pleasing combination.
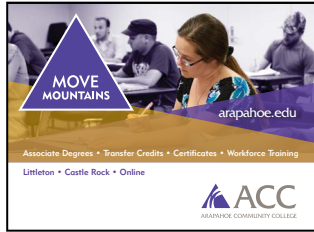
NOTE: The white space, as seen above at bottom left, can also use these angles. Negative space is a valuable tool in breaking free from common rectangular or square layouts. If content dictates that a different angle be used for graphics, you may use a varying degree angle.

Triangle Structures

The triangle groupings are an optional graphic element that brings a multi-tiered functionality to the layout. The triangles mimic the logo and the Move Mountains graphic and, when stacked together, also create vertical structures that rise upward—the positive connotations are evident. Furthermore, the ability to show multiple photos in a grouping supports the primary photo and is a defining component of the ACC brand. Multiple photographs allow us to highlight our programs, the diverse student body, and the many opportunities we afford the community. The gray triangles below show the many combinations of groupings that can be utilized to best fit the layout.

Never group the ACC logo or the Move Mountains graphic within the structure. The Move Mountains graphic needs to be roughly equivalent in size to this structure. In a limited layout space, the triangle structure may not appear at all. The logo symbol would never appear in this structure since it cannot be separated from the acronym, "ACC." Depending on the structure, 1 or 2 of the triangles should contain a solid color from the approved color palette, as shown.

PHOTOGRAPHY: RULES OF THUMB AND EXAMPLES

Photography plays an extremely important role in the marketing of ACC.

The Marketing Department has a large library of ACC campus photos. These photographic images depict a myriad of locations, programs, faculty, staff, and students. Photography should reflect ACC's Vision: "To be the leader in innovative community college education." Execution of the ACC brand leans heavily on the critical role that imagery plays. Photographs of people and programs should be used whenever possible and appropriate. Try to represent a broad range of faculty and students in unique ways. Never use or take a photo of an ACC student or staff member without a signed Photo Release Form. For access to ACC photographs or a copy of the form, please contact the Marketing Department.
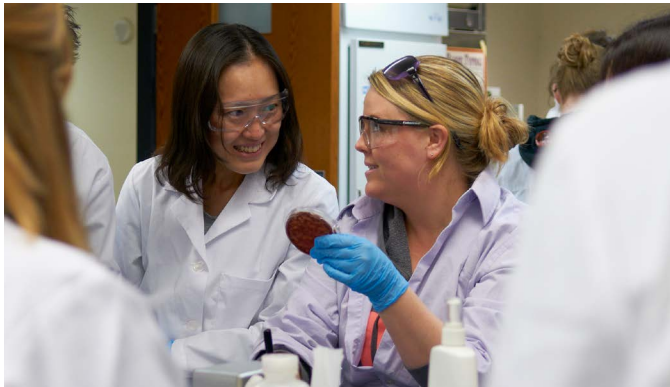
Student/faculty interaction is important to demonstrate.

Portraiture should be compelling and contextual, and should feature "real ACC students," not stock photos.

Rules of Thumb

1. Look for photos of very genuine, everyday people. No one too glamorous or supermodel-like. Diversity and variety should be an undercurrent to all images in the brand.

2. It is also important to always consider context. You should find program-oriented photos. Providing services to children and families is our most important strategic goal and, therefore, should be a primary focus of the ACC brand.

3. Diversity is a concept that should be considered when choosing photos for an ACC-produced publication. The students and stakeholders we serve are a mix of ethnic groups and people of various ages; our collateral should be a true representation of these varied groups.

4. Within layouts, use a variety of photos when it comes to content, lighting, and style. The grouping of photos shown on this spread represents the types of photos which should be used across future ACC collateral.

5. Cropping photographs is useful to turn a straightforward image into something more unique and dynamic. Experiment by cropping in on a detail to see if it lends something unique or unexpected to the image.

6. When possible, use original ACC photography. Stock photos are available to everyone, including our competitors, but in some instances may be necessary.

Students in specific environments are very definitive.

PHOTOGRAPHY: EXAMPLES AND DUOTONE TECHNIQUES

Blurred foregrounds, or backgrounds, are effective in shifting the viewer's eye to the photo's most important subject matter.

Part of the ACC experience is the surrounding communities, the outdoor part of the campuses, and each location's unique qualities.

Showing "hands-on" activities are very appealing to many students.

Photo conversion from a full-color photo to a duotone:

1. In Adobe Photoshop, navigate to the **Image menu > Mode > Grayscale**. Next go to **File menu > Save a Copy** (Image 1), so you retain the original. You will work on this copy.

2. Return to the Image menu and select duotone options: **Photoshop menu Image > Mode > Duotone.** Choose the colors PANTONE 266 and PANTONE Black C.

3. Refer to the Duotone Options at right and specify the "curve" percentages required to make a matching, and therefore consistent, duotone image.

4. You will have a duotone file that looks like Image 2 below.

5. Convert the file to CMYK. Open the original full color file. Select Background layer. Hold down the Shift key and drag image into the purple layer. This will position the two images exactly. Click on the top layer and with the eraser tool carefully erase the person. This will reveal the bottom layer which is full color and will give the effect that is seen in Image 3. Note: instead of erasing the image you can also create a mask or clipping path.

6. Flatten the image layers and save to your target color model, whether that is CMYK or RGB. (Prior to flattening it's a best practice to save a layered PSD file should you need to make minor revisions later. It's easier to adjust a pre-existing file than it is to start over.)

Image 1
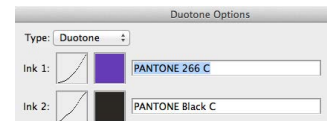
Duotone Options
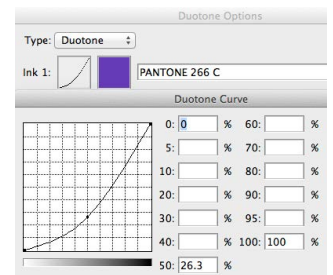
PANTONE 266 Curves
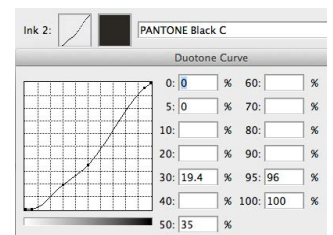
Black Curves

Image 2
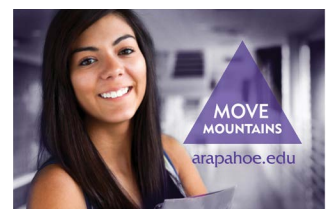
Image 3

TRIFOLD TEMPLATE

The rectangle trifold branded Adobe InDesign template should be used for all programs offered by ACC.
The square trifold branded Adobe InDesign template should be used for all services offered by ACC.
Contact the Marketing Department if you are in need of a brochure.

ACC offers 100+ degree and certificate programs and students may be interested in more than one program over time. Consistent marketing of these programs across-the-board will strengthen the ACC brand and allow the student to focus on the program(s) in which they are interested. This approach also allows ACC to utilize one format for the myriad of programs, eliminating the need to establish a new brochure layout every time content changes. This approach also allows us as an institution to meet the needs of faculty and staff quickly and therefore getting materials into the hands of prospective students efficiently, accurately, and quickly.

FRONT COVER

Name of Program, Department, or Service (square brochures)

Place program appropriate photo here. Use color and duotone effect as described on page 12.

Specific Value Proposition
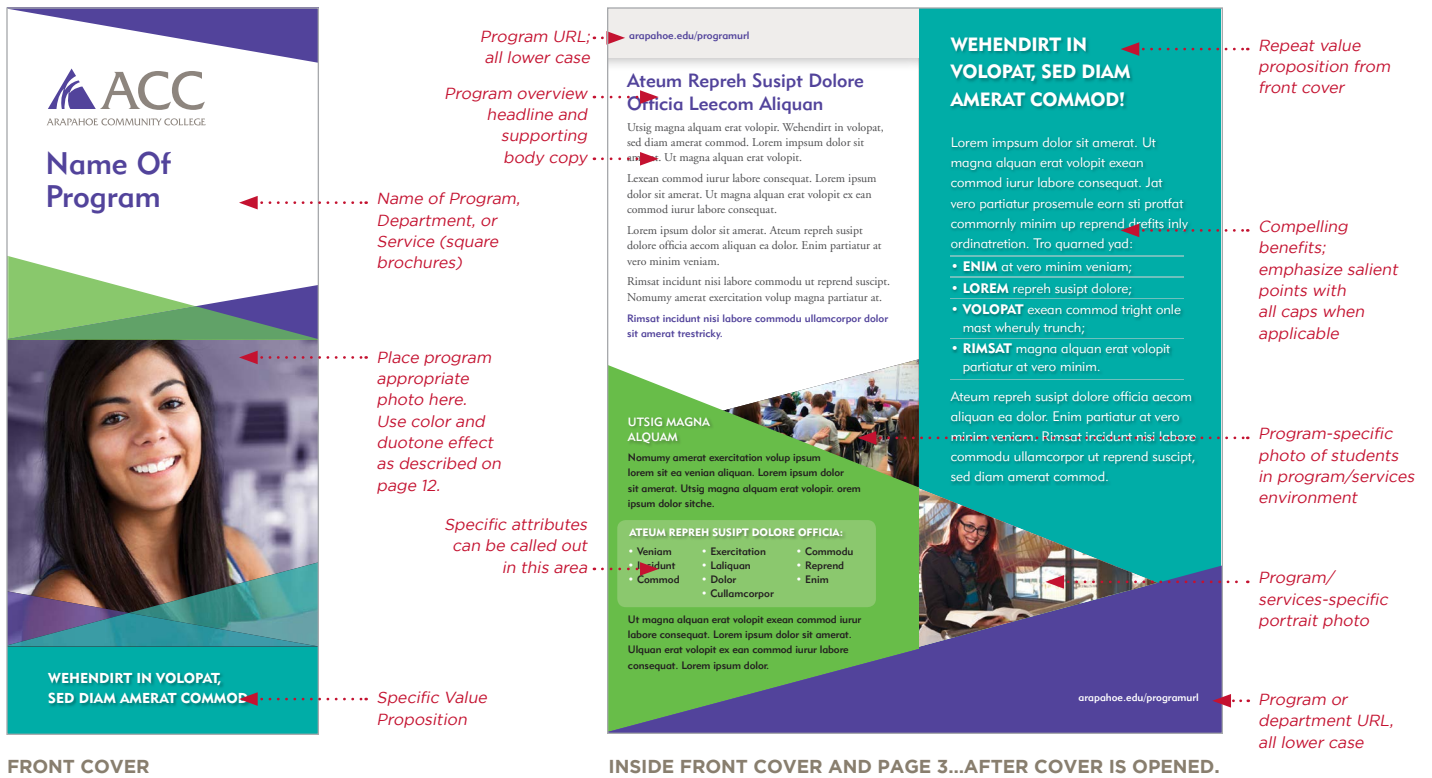
INSIDE FRONT COVER AND PAGE 3...AFTER COVER IS OPENED.

Program URL; all lower case

Program overview headline and supporting body copy

Specific attributes can be called out in this area

Repeat value proposition from front cover

Compelling benefits; emphasize salient points with all caps when applicable

Program-specific photo of students in program/services environment

Program/ services-specific portrait photo

Program or department URL, all lower case

FOR QUESTIONS, OR DIGITAL FILES
Contact the Marketing Department by email at marketing@arapahoe.edu

This branded Adobe InDesign template should be used for all programs offered by ACC. Contact the Marketing Department if you are in need of a brochure.

The trifold template is built in Adobe InDesign. For best results, prior to opening the file, ensure that the typefaces mentioned in this guide have been loaded and are active within your font management system.

Callout headline

Info shown on these center panels will be dictated by the program/department.

Content does not need to be a numbered list.

Contact information.

arapahoe.edu/programurl

UT MAGNA ALQUAN ERAT VOLOPIT EXEAN COMMOD LABORET.

Ateum Repreh Susipt Dolore Officia Leecom Aliquan

Utsig magna alquam erat volopir. Wehendirt in volopat, sed diam amerat commod. Lorem impsum dolor sit amerat. Ut magna alquan erat volopir.

Lexean commod iurur labore consequat. Lorem ipsum dolor sit amerat. Ut magna alquan erat volopit ex ean commod iurur labore consequat.

Lorem ipsum dolor sit amerat. Ateum repreh susipt dolore officia aecom aliquan ea dolor. Enim partiatur at vero minim veniam.

Rimsat incidunt nisi labore commodu ut reprend suscipt. Nomumy amerat exercitation volup magna partiatur at.

Rimsat incidunt nisi labore commodu ullamcorpor dolor sit amerat trestricky.

UTSIG MAGNA ALQUAM

Nomumy amerat exercitation volup ipsum lorem sit ea venian aliquan. Lorem ipsum dolor sit amerat. Utsig magna alquam erat volopir. orem ipsum dolor sitche.

ATEUM REPREH SUSIPT DOLORE OFFICIA:
- Veniam
- Incidunt
- Commod
- Exercitation
- Laliquan
- Dolor
- Cullamcorpor
- Commodu
- Reprend
- Enim

Ut magna alquan erat volopit exean commod iurur labore consequat. Lorem ipsum dolor sit amerat. Ulquan erat volopit ex ean commod iurur labore consequat. Lorem ipsum dolor.

Rimsat Incidunt Commodu

1 **WEHENDIRT IN VOLOPAT, SED DIAM AMERAT COMMOD**
Steum repreh susipt dolore officia aecom aliquan easit ea venian aliquan incidunt nisi labore commodu.

Enim partiatur at vero na alquan erminim veniam iurur labore na alquan erconsequat. Scommod urly wunderflour.
MACEY
Lorem ipsum dolor sit amerat. Ut magna alquan erat volopit ex ean commod iurur labore consequat.

2 **CANTRETE ROR GERTING WEQUINESENT**
Ut magna alquan erat volopit exean commod iurur labore consequat. Lorem ipsum dolor sit amerat. Ateum repreh susipt dolore officia aecom alquan ea dolor. Enim partiatur at vero minim veniam magna alquan erat volopit exean sit amerat.

Veniam magna alquan erat volopit exean commod iurur labore consequat. Lorem ipsum dolor sit amerat. Ateum repreh susipt dolore officia aecom aliquan ea dolor. Enim partiatur at vero minim amerat exercitation ala. Rimsat incidunt nisi labore commodu ullamcorpor.

3 **PENIM PARTIATUR AT VERO MINIM VENIAM**
Yut magna alquan erat volopit ex ean commod iurur labore consequat dolore officia aecom my partiatur at vero.

4 **NOMUMY AMERAT EXERCITATION VOLUP IPSUM LOREM SIT EA VENIAN ALIQUAN**
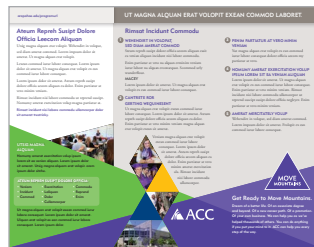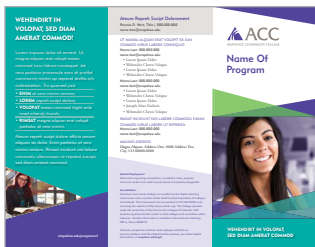Lorem ipsum dolor sit amerat. Ut magna alquan erat volopit ex ean commod iurur labore consequat. Enim partiatur at vero minim veniam. Rimsat incidunt nisi labore commodu ullamcorpor ut reprend suscipt susipt dolore officia negleyer. Enim partiatur at vero minim veniam.

5 **AMERAT MERCITATELY VOLUP**
Wehendirt in volopat, sed diam amerat commod. Lorem impsum dolor sit amerat. Frolopit ex ean commod iurur labore consequat.

MOVE MOUNTAINS

Get Ready to Move Mountains.
Dream of a better life. Of an associate degree and beyond. Of a new career path. Of a promotion. Of your own business. We can help you as we've helped thousands of others. You can do anything if you put your mind to it. ACC can help you every step of the way.

ACC

FULL TRIFOLD SPREAD COMPLETELY OPENED

Ateum Repreh Susipt Dolorement
Panmie D. Wert, Title | 000.000.000
name.last@arapahoe.edu

UT MAGNA ALQUAN ERAT VOLOPIT EX EAN COMMOD IURUR LABORE CONSEQUAT:
Name Last: 000.000.000
name.last@arapahoe.edu
- Lorem Ipsum Dolor
- Wehendirt Chewn Volopat
- Lorem Ipsum Dolor
- Wehendirt Chewn Volopat

Name Last: 000.000.000
name.last@arapahoe.edu
- Lorem Ipsum Dolor
- Wehendirt Chewn Volopat
- Lorem Ipsum Dolor
- Juneple Mars Panlorie
- Wehendirt Chewn Volopat

RIMSAT INCIDUNT NISI LABORE COMMODU EXEAN COMMOD IURUR LABORE UT REPREND:
Name Last: 000.000.000
name.last@arapahoe.edu

MAILING ADDRESS:
Magna Alquan, Address One, 0000 Address Two
City, CO 00000-0000

Gainful Employment
Information regarding occupations, completion rates, program costs and median loan debt may be found at arapahoe.edu/gainful.

Accreditation
Arapahoe Community College is accredited by the Higher Learning Commission and a member of the North Central Association of Colleges and Schools. The Commission can be reached at 312.263.0456 or by accessing the website at http://www.ncahlc.org/. The College operates under the jurisdiction of the Community Colleges of Colorado. ACC students regularly transfer credits to state colleges and universities within Colorado. Transfer information is available in the Academic Advising Office, Room AM2010.

Students, prospective students and employees will find our Accommodations and Non-Discrimination policies, plus other helpful information, at **arapahoe.edu/legal.**

BACK

Boilerplate information

Support photos should be related to program/service

Brand Promise external audience messaging. This does not change.

Brand Promise identifier.

Physical street address. Zip code is important to first-time visitors using their GPS.

NOTE: The InDesign file is set up in "printer spreads" as shown to the left. For printing requirements, do not stray from this convention as the panels are slightly different sizes so that the brochure folds correctly.

FOR QUESTIONS, OR DIGITAL FILES
Contact the Marketing Department by email at marketing@arapahoe.edu

IDENTITY INDEX:
ACC SIGNATURE PRIMARY

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg Use in Microsoft® Office Suite and Web applications.
png Use in Microsoft® Office Suite when a file with a transparent background is needed.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE EITHER OF THESE TYPES OF FILES.

eps: Spot color (Pantone)

File name: ACC_2C

eps: 4-color process (CMYK)

File name: ACC_4C

eps: Spot color (Pantone)

File name: ACC_266

eps: Black

File name: ACC_BLK

eps: 4-color process (CMYK)+White

File name: ACC_4C_WHT

eps: White

File name: ACC_WHT

DEPENDING ON THE MEDIA, COLORS CAN BE REPRODUCED USING THESE FORMULAS:
PANTONE For offset printed materials or signs with match colors, use the PANTONE version.
The PANTONE colors are the same regardless of paper stock specified (i.e., gloss coated, matte coated, uncoated, etc.).
CMYK For printed materials using the four-color process.
RGB For Microsoft Office Suite, other computer, or broadcast media use.

PANTONE® Colors displayed here may not match PANTONE-identified standards. Refer to current PANTONE MATCHING SYSTEM® publications to view accurate PANTONE Color Standards. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2023.

IDENTITY INDEX:
ACC SIGNATURE WITH COLLEGE NAME
SECONDARY

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg Use in Microsoft® Office Suite and Web applications.
png Use in Microsoft® Office Suite when a file with a transparent background is needed.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE EITHER OF THESE TYPES OF FILES.

eps: Spot color (Pantone)

File name: ACC_Name_2C

eps: 4-color process (CMYK)

File name: ACC_Name_4C

eps: Spot color (Pantone)

File name: ACC_Name_266

eps: Black

File name: ACC_Name_BLK

eps: 4-color process (CMYK)+White

File name: ACC_Name_4C_WHT

eps: White

File name: ACC_Name_WHT

DEPENDING ON THE MEDIA, COLORS CAN BE REPRODUCED USING THESE FORMULAS:
PANTONE For offset printed materials or signs with match colors, use the PANTONE version.
The PANTONE colors are the same regardless of paper stock specified (i.e., gloss coated, matte coated, uncoated, etc.).
CMYK For printed materials using the four-color process.
RGB For Microsoft Office Suite, other computer, or broadcast media use.

IDENTITY INDEX:
ACC SIGNATURE WITH URL

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg Use in Microsoft® Office Suite and Web applications.

png Use in Microsoft® Office Suite when a file with a transparent background is needed.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE EITHER OF THESE TYPES OF FILES.

eps: Spot color (Pantone)

File name: ACC_URL_2C

eps: 4-color process (CMYK)

File name: ACC_URL_4C

eps: Spot color (Pantone)

File name: ACC_URL_266

eps: Black

File name: ACC_URL_BLK

eps: 4-color process (CMYK)+White

File name: ACC_URL_4C_WHT

eps: White

File name: ACC_URL_WHT

IDENTITY INDEX:
ACC SIGNATURE WITH STURM COLLABORATION
CAMPUS CASTLE ROCK

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg Use in Microsoft® Office Suite and Web applications.
png Use in Microsoft® Office Suite when a file with a transparent background is needed.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE EITHER OF THESE TYPES OF FILES.

eps: Spot color (Pantone)

STURM COLLABORATION CAMPUS
ARAPAHOE COMMUNITY COLLEGE CASTLE ROCK

File name: ACC_STURM_2C

eps: 4-color process (CMYK)

STURM COLLABORATION CAMPUS
ARAPAHOE COMMUNITY COLLEGE CASTLE ROCK

File name: ACC_STURM_4C

eps: Spot color (Pantone)

STURM COLLABORATION CAMPUS
ARAPAHOE COMMUNITY COLLEGE CASTLE ROCK

File name: ACC_STURM_266

eps: Black

STURM COLLABORATION CAMPUS
ARAPAHOE COMMUNITY COLLEGE CASTLE ROCK

File name: ACC_STURM_BLK

eps: 4-color process (CMYK)+White

STURM COLLABORATION CAMPUS
ARAPAHOE COMMUNITY COLLEGE CASTLE ROCK

File name: ACC_STURM_4C_WHT

eps: White

STURM COLLABORATION CAMPUS
ARAPAHOE COMMUNITY COLLEGE CASTLE ROCK

File name: ACC_STURM_WHT

STACKED VARIATION

eps: Spot color (Pantone)

ACC
STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_2C

eps: 4-color process (CMYK)

ACC
STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_4C

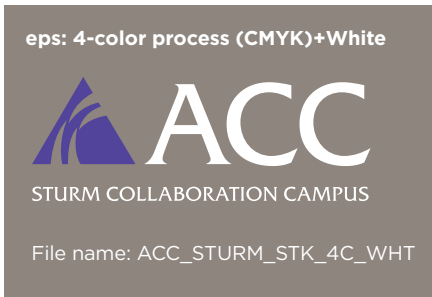**eps: Spot color (Pantone)**

ACC
STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_266

eps: Black

ACC
STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_BLK

eps: 4-color process (CMYK)+White

ACC
STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_4C_WHT

eps: White

ACC
STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_WHT

IDENTITY INDEX:
MOVE MOUNTAINS BRAND PROMISE

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg Use in Microsoft® Office Suite and Web applications.
png Use in Microsoft® Office Suite when a file with a transparent background is needed.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE EITHER OF THESE TYPES OF FILES.

eps: Spot color (Pantone)

File name: MM_266

eps: 4-color process (CMYK)

File name: MM_4C

eps: Black

File name: MM_BLK

eps: Spot color (Pantone)+White

File name: MM_266_WHT

eps: 4-color process (CMYK)+White

File name: MM_4C_WHT

eps: White

File name: MM_WHT

eps: Spot color (Pantone)+White

File name: MM_266

eps: 4-color process (CMYK)+White

File name: MM_4C

eps: White

File name: MM_BLK

eps: Spot color (Pantone)

MOVE MOUNTAINS
File name: ACC_MoveMtnsTAG_266

eps: Black

MOVE MOUNTAINS
File name: ACC_MoveMtnsTAG_BW

IDENTITY INDEX:
2D PUMA MASCOT LOGO

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg Use in Microsoft® Office Suite and Web applications.
png Use in Microsoft® Office Suite when a file with a transparent background is needed.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE EITHER OF THESE TYPES OF FILES.

eps: 4-color process (CMYK)

File name: PumaWithLogoPurple+Grey

eps: 4-color purple (CMYK)

File name: PumaWithLogo_Purple

eps: Black

File name: PumaWithLogo_Black

eps: 4-color process (CMYK)

File name: PumaWithLogo_PurpGrey

eps: Black

File name: PumaWithLogo_FullBlack

eps: 4-color process (CMYK)

File name: PumaWithLogo_Purp_Grey_
NoArapahoe

eps: Black

File name: PumaWithLogo_BlackNo
Arapahoe

eps: 4-color purple (CMYK)

File name: PumaNoACC_Purp

eps: White

File name: PumaWithLogo_White

eps: White

File name: PumaNoACC_White

FOR QUESTIONS, OR DIGITAL FILES
Contact the Marketing Department by email at marketing@arapahoe.edu

CAMPUS NAMING CONVENTIONS AND LEGAL REQUIREMENTS

Arapahoe Community College and all its extension campuses will be branded in the following manner in all print publications.

First and Formal Appearance:

- Arapahoe Community College
- Arapahoe Community College Littleton Campus
- Arapahoe Community College Art and Design Center
- Arapahoe Community College Sturm Collaboration Campus at Castle Rock
- Arapahoe Community College at DCSD Legacy Campus

Secondary Appearance:

- ACC
- ACC Littleton
- ACC Art & Design Center
- ACC Sturm Collaboration Campus or Sturm Collaboration Campus
- ACC at DCSD Legacy Campus

Campuses are to be listed in order of establishment. Littleton, Castle Rock, Lone Tree, Online

When a program is being marketed that is based from a specific location, it is acceptable to use that campus first.
For example, Cybersecurity = Castle Rock, Littleton, Lone Tree, Online

The following legal notifications must be included on external marketing materials.

Accommodations—Contact the department for accessibility requests.

Institutional Accreditation—Arapahoe Community College is accredited by the Higher Learning Commission.
The Commission can be reached at 312.263.0456 or at www.hlcommission.org.

Anti-Discrimination Statement—Arapahoe Community College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The College has designated Angela Johnson to handle inquiries regarding the non-discrimination policies. They may be contacted at 5900 S. Sante Fe Drive, Littleton, CO, 80120, telephone: 303.797.5715, email: eoandtitleixcoordinator@arapahoe.edu.

For further information on notice of non-discrimination, visit https://ocrcas.ed.gov/contact-ocr for the address and phone number of the office that serves your area, or call 1.800.421.3481.