

San Antonio College Logo FAQs

Q: How can I get the logo?

A: Visit <http://www.alamo.edu/sac/sacmain/HTML/logos.htm> and follow instructions on the page.

Q: May I continue to use the old letterhead?

A: Yes – use up the old stuff. Information about new stationery is forthcoming.

Q: What is the font?

A: SABON Family

Q: What are the restrictions on the logo's usage?

A: Never separate the college logotype from the district logotype.

Never extend or compress the logo.

Never add an outline to any element, nor add any graphic treatment.

Never place the logo over a background that makes it hard to read (i.e. a photo).

Minimum logo size is 1.25" in width.

Do not jam the logo against type or photos - there must be at least ½ inch of space around the logo at all times.

Q: What about acronyms?

A: SAC is okay. Spell out Alamo Colleges when referring to the district. There is no more "ACC." (The legal name does remain Alamo Community College District).

Q: May I use the logo on my e-mail signature?

A: No – the college loses control of branding when the logo is used in emails and unnecessary graphic attachments use up memory.

Q: Can I order new business cards?

A: It is recommended to wait until the new email addresses come out (time TBA).

In the meantime, to update phone/fax numbers, create address labels with multiple numbers on each, print, cut to fit and stick on existing cards.

Contact Public Relations @ 486-0881 with questions.

Q: What about my department logo?

A: There will no longer be individual department logos, rather the department name will be incorporated into the new San Antonio College logo (pg. 8 of Usage Guide) as SABON Italic. For consistency, SAC Media Services and SAC CE will be taking care of logos for each department before the end of the summer.