



ALAMO  
COLLEGES  
DISTRICT

## BRAND STANDARDS GUIDE

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A brand, in its simplest form, is a mark used to indicate kind, grade, make or ownership to the viewer. Branding, in modern marketing terms, is a process of presenting a name or logo to the public in an ongoing, consistent and positive manner. At the Alamo Colleges District, our branding efforts are aimed at helping convey recognition for each individual college, that college's relationship to a larger entity (the district), and the sophistication and desirability of what we have to offer (higher education, higher job skills, and the higher salaries and lifestyles that follow). The brand standards presented here are designed to help us accomplish those goals – and help assure success for our colleges, our community and the students who rely on us

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# LOGO USAGE

# LOGO FAMILY & LOGO COLORS

A consistent, unified, professional image is crucial to any marketing effort. When we present such an image to the communities we serve, each individual college's marketing efforts reinforce those of its sister colleges and the district as a whole. And our logo family is central to creating this unified image.

The Alamo Colleges District logo family reflects our unity and shared purpose while still celebrating the uniqueness of each individual college.

The mark of the logo takes advantage of the equity the district enjoys in the familiar Alamo shape. The logotype is set in Sabon Bold, a serif typeface whose classic letterforms immediately communicate prestige.

Every Alamo Colleges District logo mark has the same blue (PMS 285) sky background. Each college has selected its own color to accompany this blue. These colors cannot be altered or changed. In print, ideally, each logo should be reproduced with three inks: PMS 285, black and the specific college's color.

The PMS number and CMYK and RGB formulas for each college color are provided below.

The formulas for PMS 285 are:

C=100, M=50, Y=0, K=0

R=0, G=114, B=207



**ALAMO  
COLLEGES  
DISTRICT**

PMS 336

C=100, M=0, Y=60, K=40

R=0, G=102, B=82



**ALAMO COLLEGES DISTRICT  
Northeast Lakeview College**

PMS 368

C=60, M=0, Y=100, K=0

R=102, G=188, B=41



**ALAMO COLLEGES DISTRICT  
Northwest Vista College**

PMS 2597 C

C=80, M=100, Y=9, K=1

R=91, G=44, B=134



**ALAMO COLLEGES DISTRICT  
Palo Alto College**

PMS 3285

C=100, M=0, Y=50, K=10

R=0, G=147, B=131



**ALAMO COLLEGES DISTRICT  
St. Philip's College**

PMS Reflex Blue

C=100, M=80, Y=0, K=0

R=0, G=37, B=150



**ALAMO COLLEGES DISTRICT  
San Antonio College**

PMS 1797

C=0, M=100, Y=100, K=0

R=201, G=40, B=45

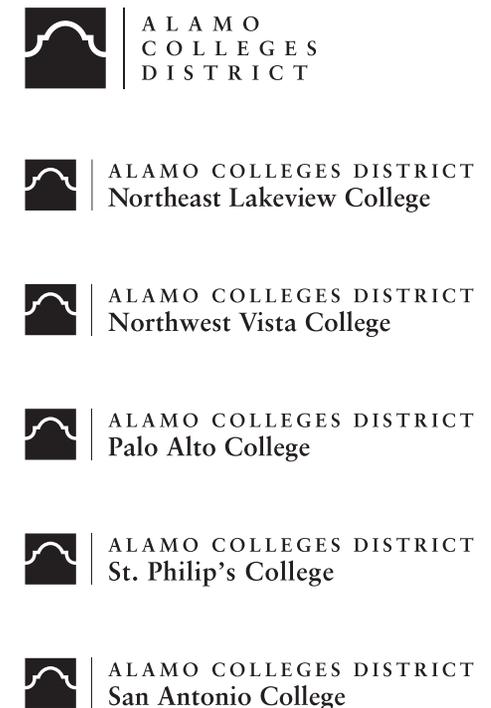
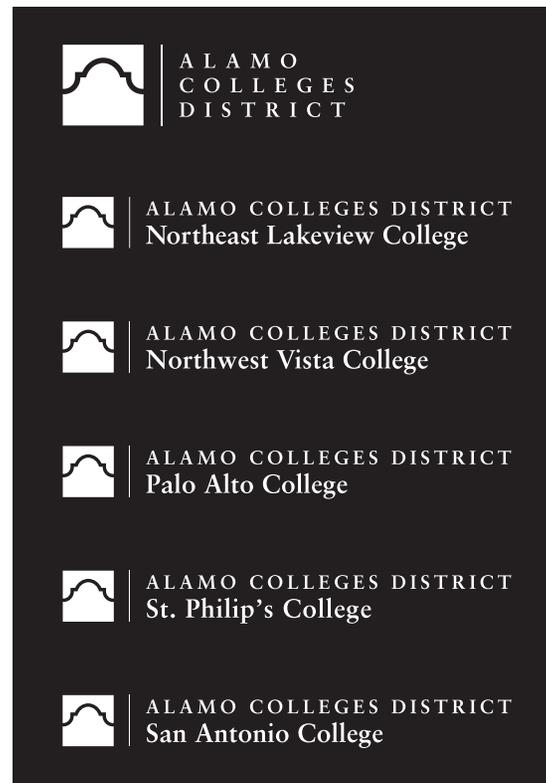
# LOGO COLORS & COLOR FORMULAS

Whenever an Alamo Colleges District logo appears on a dark background, the white logo should be used. In certain instances, though, the “reversed” logo may be used.

The reversed logo utilizes a color logo mark with white negative space, logotype and divider element. This logo should be used very infrequently and only when quality reproduction is assured.

The white logo should generally be used when working with dark backgrounds.

The only acceptable one-color Alamo Colleges District logos are strictly black or strictly white.

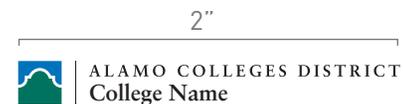
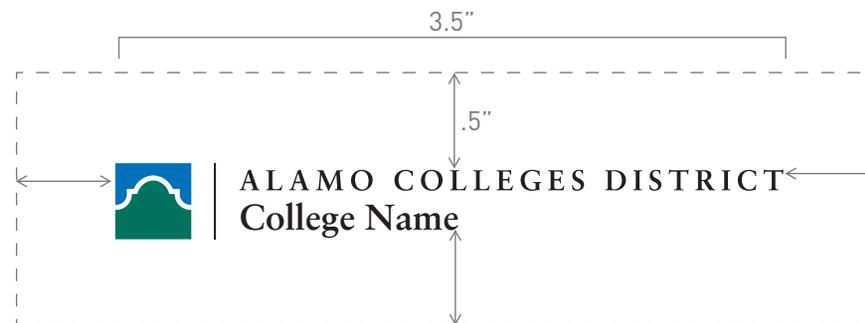


# LOGO SPECIFICATIONS & USAGE

The hierarchy and relationships of logo components must be maintained as created.

When possible, an area 1/7 the width of the logo's width should be maintained as a margin around the logo and kept free of other elements that distract from its impact. The default logo size for most media is 3.5" wide. The minimum size is 2" wide.

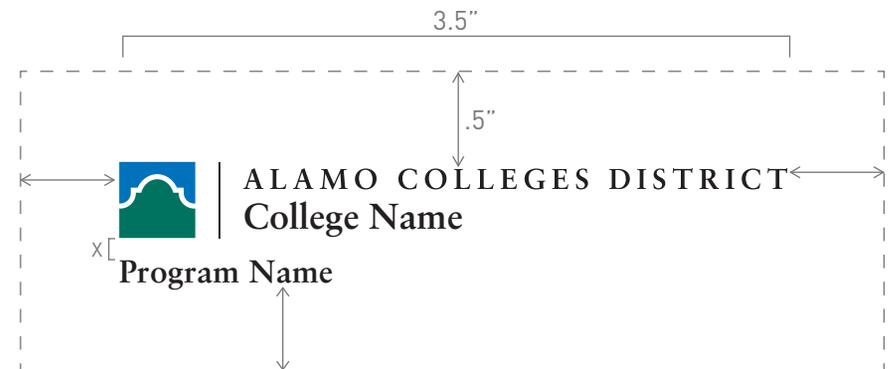
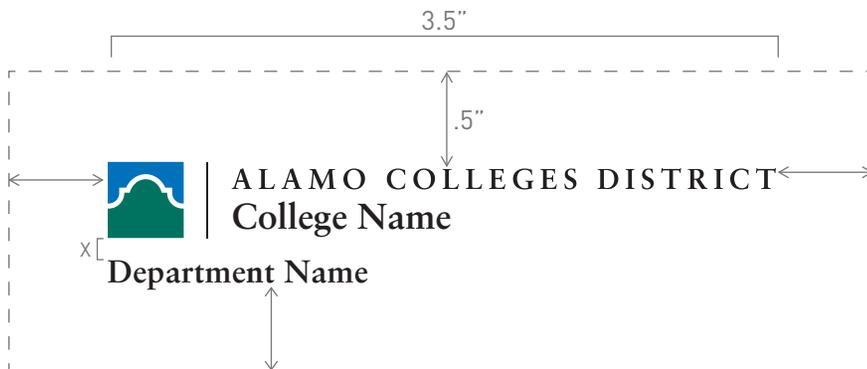
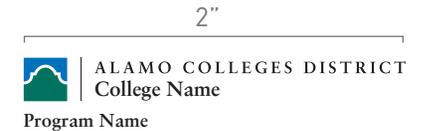
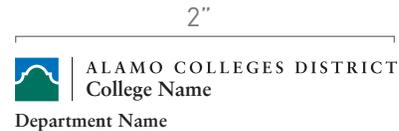
If you have any questions about specifications, usage or related issues, **contact Mario Muñiz at 210-485-0034.**



# DEPARTMENT & PROGRAM NAME LOCKUP

When specifying a department or school program, the type should be set in Sabon and sized at 12 pts. when the logo is 3.5" wide. The resulting lockup with the college logo should then be treated as a single unit (its own logo).

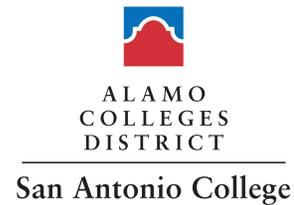
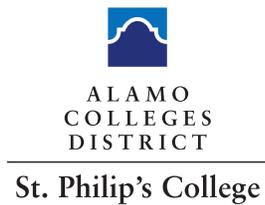
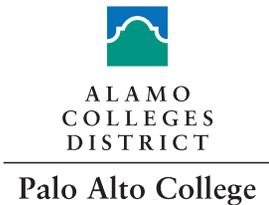
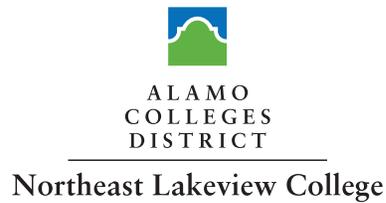
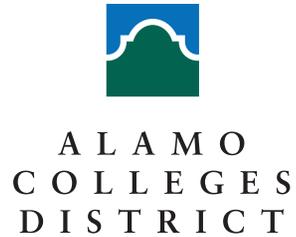
The Sabon font family can be purchased from the Alamo Colleges District vendor Software House International (SHI) as an OpenType file format compatible with both MAC and PC platforms. If you do not have access to the correct font or software, **contact Mario Muñiz at 210-485-0034.**



# STACKED LOGO OPTIONS

This stacked logo option is for emergency use only. It should only be resorted to when available horizontal space prevents the legible use of the other logo options.

Although the horizontal logo is the default logo for the Alamo Colleges District, occasionally a stacked logo may work best.



# REGIONAL CENTER LOGOS

There are several Alamo Colleges District institutions in communities outside of the district's primary service area. Economic & Workforce Development instruction is provided by multiple colleges at each of these centers. Their primary focus is training the local workforce in emerging occupations in order to stimulate economic development.

They offer a wide range of academic, technical and continuing education programs, including the granting of associate degrees through the colleges of the Alamo Colleges District. They also foster corporate and community partnerships to serve the region. Because of their unique status, for the purposes of logo usage, these institutions are treated as stand-alone entities.



PMS 1245

**ALAMO COLLEGES DISTRICT**  
**Central Texas Technology Center**

C=20, M=35, Y=85, K=0      R=213, G=159, B=13



Black

**ALAMO COLLEGES DISTRICT**  
**Greater Kerrville Center**

C=0, M=0, Y=0, K=100      R=0, G=0, B=0



# BRAND IDENTITY

# FONT USE

Marketing materials produced for the district will use the font family FF DIN for all content. This is a highly legible font with precise, modern lines. The variety of weights in the family helps the designer establish hierarchy and visual interest.

When the DIN family is unavailable, the designer should use a limited selection of the Univers or Helvetica font families. These fonts come standard with many graphics software programs. Univers is a clean sans serif font in the general tradition of Helvetica, but slightly more condensed and with a shorter x-height. Both Univers and Helvetica come in a wide variety of faces, but only the Light, Regular and Bold faces should be used.

For most body copy, use FF DIN Regular at 9.5 pt. or Univers Light or Helvetica at 9 pt.

Example:

THE ALAMO COLLEGES DISTRICT

FF DIN Light (9.5 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FF DIN Regular (9.5 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FF DIN Medium (9.5 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FF DIN Bold (9.5 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

FF DIN Black (9.5 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers Light (9 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers Regular (9 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Univers Bold (9 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Light (9 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue Regular (9 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Bold (9 pt.)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# IDENTITY PACKAGE

Printed letterhead and business cards have been provided to each college. Electronic letterhead files have also been provided in the form of Microsoft Word templates. They are available online at [alamo.edu/district/comm/stationery.html](http://alamo.edu/district/comm/stationery.html). The specifications and layout of these items should never be violated. No additional elements are permitted.

## District



## College (NLC Example)



# POWERPOINT

Each college has been provided a Microsoft PowerPoint template (available online at [alamo.edu/district/comm/stationery.html](http://alamo.edu/district/comm/stationery.html)). These templates provide art elements and type and layout guidelines to ensure consistent and professional presentations.

This is an example slide.

These are the bulleted items:

- Notice how small and pretty the bullets are?



## EMPLOYEE PROFILE

53.5% Hispanic  
31.5% White

58% Female  
42% Male



## THE ALAMO WAY



Student  
Success



Principle-Centered  
Leadership



Performance  
Excellence

Board Policy B.9.1

# PHOTOGRAPHY

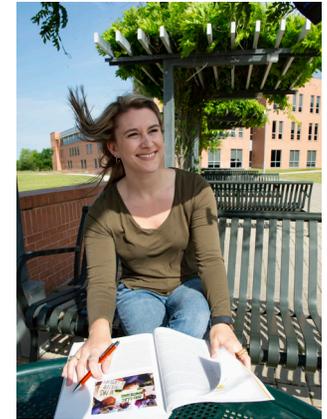
Each college in the Alamo Colleges District has at least one library of photos taken by a professional photographer. Use only professional photography in marketing materials.

As a rule, photography should look natural and candid, not posed. Use photographs of campus buildings that include people and activity. Where possible, select photos that reflect the gender and ethnic diversity of our student body, faculty and staff.

Use color photography only when quality reproduction is assured.

Always use the resolution appropriate to the medium. Specifically, never use low resolution images. If you have questions about the appropriate resolution for any particular job, contact the production department of the vendor or place of publication.

Avoid cheesy stock photography and clip art.



# COPY CONSIDERATIONS

In all written communications, write out “the Alamo Colleges District” as shown, subject to the usage guidelines noted here:

The form is singular, so use a singular verb. (Correct: The Alamo Colleges District respects the dignity of each individual in the academic community. Incorrect: The Alamo Colleges District respect the dignity of each individual in the academic community.)

Make the definite article “the” lowercase except at the beginning of a sentence or stand-alone line listing. It may be dropped entirely only when the district name is listed along with the name of an individual college or campus (see below).

Use abbreviation (i.e., ACD) only in longer documents or statements in which the name will be repeated and the first appearance utilizes the full name: the Alamo Colleges District (ACD). Example: The Alamo Colleges District (ACD) is an equal opportunity organization. ACD does not discriminate...

Using district and college names properly:

In any written or oral mention of the district or individual colleges, always use the full correct name first: Alamo Colleges District or the full name of the college:

Northeast Lakeview College.

Northwest Vista College.

Palo Alto College.

San Antonio College.

St. Philip’s College.

Once that proper identification has been clearly established, you may then use more casual references, abbreviations or initials if they seem appropriate for the medium or occasion – oral interviews, PR articles, internal memos, and so on.

Specifically:

1. The district alone: Simply “the district.”
2. A single college: “SAC,” “St. Philip’s,” “NLC” or other recognizable shortened names or initials.
3. All colleges as a group: the “Alamo Colleges.”
4. Colleges and district as a cohesive group: “Alamo Colleges” or the “Alamo Colleges District Family.”

## **In text only (print or online):**

When referring to individual colleges in text only and independent of the logo, use the specific college name.

Where space allows, immediately follow the college name with a short dash and “Alamo Colleges District” (drop the definite article “the”):

Northeast Lakeview College – Alamo Colleges District

Northwest Vista College – Alamo Colleges District

Palo Alto College – Alamo Colleges District

San Antonio College – Alamo Colleges District

St. Philip’s College – Alamo Colleges District

Where space is too restricted for this form, use a short dash and the abbreviation “ACD” (e.g., Northeast Lakeview College – ACD).

## **In audio only (print or online):**

When referring to individual colleges in audio (radio/TV/online video or audio) and time allows, immediately follow the college’s name with the phrase “part of the Alamo Colleges District.”

Northeast Lakeview College, part of the Alamo Colleges District.

Northwest Vista College, part of the Alamo Colleges District.

Palo Alto College, part of the Alamo Colleges District.

St. Philip’s College, part of the Alamo Colleges District.)

San Antonio College, part of the Alamo Colleges District.

In these cases, do not use the abbreviation (i.e., ACD)

Always show college URLs in lowercase and without <http://> or [www](http://www).

When appropriate – such as in legal documents and job recruitment materials – include an EOE statement. There are only two acceptable EOE statements for the Alamo Colleges District:

## **Long Statement:**

The Alamo Colleges District and our five individually accredited colleges are equal opportunity organizations committed to success and excellence through diversity in every aspect of our operation, including enrollment, education and employment. We seek applications from all qualified persons who share this goal. The Alamo Colleges do not discriminate on the basis of race, color, religion, gender, national origin, age, disability, veteran status, genetic information or sexual orientation.

Inquiries or complaints regarding equal opportunity should be directed to EEO/Title IX Coordinator, Linda Boyer Owens, Associate Vice Chancellor of Human Resources and Organizational Development, 210-485-0200. Address: Human Resources Department, 2222 N. Alamo, San Antonio, Texas 78215. For student accommodation or alternate format requests, contact Disabled Support Services, 210-486-0200.

## **Short Statement:**

The Alamo Colleges District and our five individually accredited colleges do not discriminate on the basis of race, color, religion, gender, national origin, age, disability, veteran status, genetic information or sexual orientation with respect to access, employment programs, or services. Inquiries or complaints concerning these matters should be brought to the attention of: Associate Vice Chancellor of Human Resources and Organizational Development, Title IX Coordinator, 210-485-0200. Address: Human Resources Department, 2222 N. Alamo, San Antonio, Texas 78215.

# EMAIL SIGNATURES

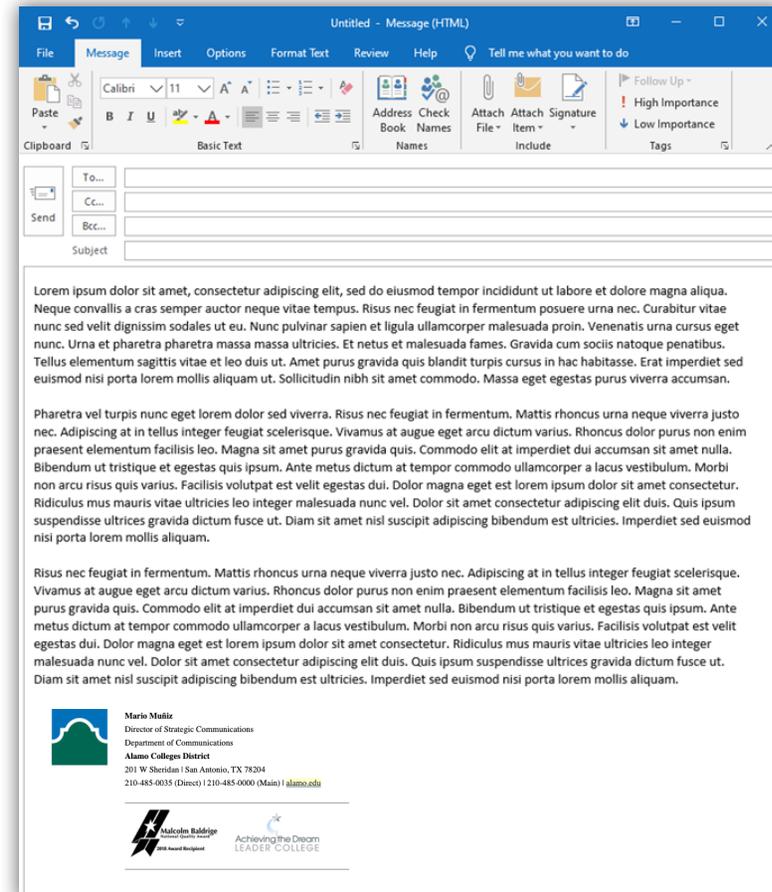
All college communications, including email, are a reflection of the institution and thus should be professional and consistent in appearance. When sending email from your Alamo Colleges District account, set up a template using the Email Signature Tool ([alamo.edu/communications](http://alamo.edu/communications)) and observe the following guidelines.

## DO USE:

- The official logo of the individual college OR the official district logo (not both).
- Standard, non-decorative fonts only.
- A salutation and a signature for external messages.
- Keep signatures simple, including only:
  - Name
  - Position/title
  - Address
  - Phone number(s)
  - Literary quotations, Bible passages, and other statements that reflect on the individual rather than the college are prohibited.

## DO NOT USE:

- Any logos, seals or graphics except the approved college or district logo, as noted above.
- Background images.
- Clip art.
- Any literary quotations, Bible passages, or other statements that reflect on the individual rather than the college. (these are prohibited).



# CREATIVE SAMPLES

USING THE LOGO ON ADS, BROCHURES, POSTERS AND OTHER PRINTED ITEMS.

Part of any branding process is consistent application and appropriate use of the logo on printed materials – including those done by our professional ad agency and by individual departments and groups within the colleges.

The following pages provide samples of graphic approaches with acceptable logo usage. These are meant as guidelines only and the design options they represent are by no means comprehensive.

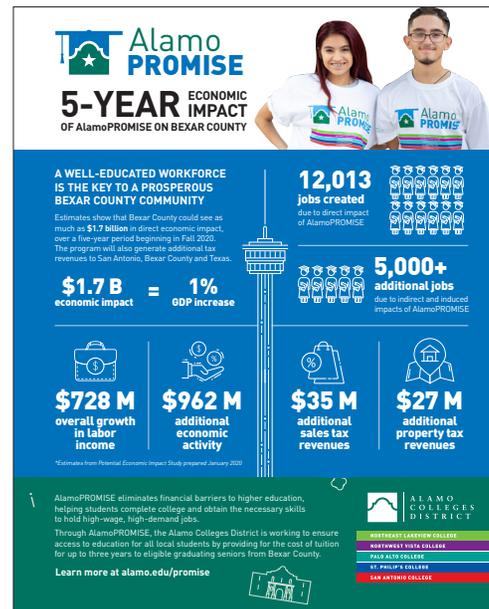
Thus, an individual or group designing an ad or printed item utilizing any official Alamo Colleges District logo should submit the design to the appropriate person for approval before production.

- At the college level, contact the individual college PR director.
- At the district level or for pieces involving more than one college, contact Mario Muniz at [mmuniz46@alamo.edu](mailto:mmuniz46@alamo.edu).

Outdoor



Example



Example



# CREATIVE SAMPLES: COLLATERAL

View Book



1-Pager

**Alamo PROMISE**  
5-YEAR ECONOMIC IMPACT OF AlamoPROMISE ON BEXAR COUNTY

A WELL-EDUCATED WORKFORCE IS THE KEY TO A PROSPEROUS BEXAR COUNTY COMMUNITY

Estimates show that Bexar County could see as much as \$1.7 billion in direct economic impact over a five-year period beginning in Fall 2020. The program will also generate additional tax revenues to San Antonio, Bexar County and Texas.

**12,013 jobs created** due to direct impact of AlamoPROMISE.

**5,000+ additional jobs** due to indirect and induced impacts of AlamoPROMISE.

**\$1.7 B economic impact** = **1% GDP increase**

**\$728 M** overall growth in labor income

**\$962 M** additional economic activity

**\$35 M** additional sales tax revenues

**\$27 M** additional property tax revenues

**THE ALAMO COLLEGES DISTRICT FAMILY**

- ST. PHILIP'S COLLEGE - Est. 1818
- SAN ANTONIO COLLEGE - Est. 1925
- PALO ALTO COLLEGE - Est. 1993
- NORTHWEST VISTA COLLEGE - Est. 1994
- NORTHEAST LAKEVIEW COLLEGE - Est. 2007
- GREATER KERRVILLE CENTER - Est. 2008
- CENTRAL TEXAS TECHNOLOGY CENTER - Est. 2013

**BOARD OF TRUSTEES**

Marcelo Casillas (Chair)  
Joe Adkins, Jr. (Vice Chair)  
Anna Urriegas Bustamante (Secretary)  
Joe Jesse Sanchez (Asst. Secretary)

Roberto Zarate  
Jose A. Macias, Jr.  
Dr. Gene Sprague  
Dr. Yvonne Katz  
Clint Kingsberry  
Alejandra Gomez (Student Trustee)

Alamo.edu

Push Card

**ALAMO COLLEGES DISTRICT**

- NORTHEAST LAKEVIEW COLLEGE
- NORTHWEST VISTA COLLEGE
- PALO ALTO COLLEGE
- ST. PHILIP'S COLLEGE
- SAN ANTONIO COLLEGE

Located in San Antonio, Texas, the Alamo Colleges District boasts a combined enrollment of over 100,000 students in our system of five colleges, making us the largest provider of higher education in South Texas. We offer a vast array of programs for associate degrees and certificates, providing opportunities for quality, accessible and affordable higher education.

**Alamo PROMISE**

**A WELL-EDUCATED WORKFORCE IS THE KEY TO A PROSPEROUS SAN ANTONIO COMMUNITY**

The Alamo Colleges District and its partners are providing the promise of up to three years of tuition-free community college for eligible students in Bexar County.

This program provides last-dollar funding, filling the gap between a student's financial aid award and the cost of tuition and mandatory fees at the Alamo Colleges.

**AlamoPROMISE is now available to:**

- ✓ 9,000+ eligible students in Bexar County
- ✓ 25 participating high schools
- ✓ 20 more Bexar County high schools in 2021

**WHY AlamoPROMISE?**

An investment in college education is an investment in the prosperity and vitality of our community. San Antonio is one of the fastest-growing economic regions in the country, yet the percentage of San Antonio's population in poverty is the highest of the top 25 largest U.S. metro areas in 2018.

**WORKFORCE NEEDS** - 65% of all jobs require credentials beyond high school by the year 2020.

**EDUCATIONAL ATTAINMENT** - Only 65% of high school seniors attend college, and only 35% complete college in San Antonio.

**EQUITY** - Only 11% of 8th grade students from low-income families in Bexar County earned a two- or four-year degree six years after high school graduation.

**PUBLIC FUNDING**

- The City of San Antonio
- Bexar County
- The Alamo Colleges District

**PRIVATE FUNDING**

- Individuals
- Corporations
- Foundations

# SPECIALTY ITEMS & SPECIAL EVENTS

There is only one official logo family for each school. No other logo should be used as the main college identifier. Sometimes, though, a graphic treatment of the college name is appropriate for certain materials or events. Other times, special events or organizations may require a stand-alone mark.

All such identity marks should be submitted to the Office of Communications for review. All such insignias should remain independent of the official logo. No embellishments of the official logo are allowed. The official logo should appear separately on any material that features a unit-specific or event-specific insignia.

These same principles apply to all specialty items (mugs, pens, hats, koozies, etc.).

## Mascot

The schools of the Alamo Colleges District use a variety of mascots representing the spirit and tradition of each college. The official college mascot should be used only in association with sports-related activities and corresponding merchandise.

Varying styles of lettering may be used for mascot name designations. Mascots may not appear in close proximity to the Alamo Colleges District logo. Specific use of the mascot must be approved by the Office of Marketing & Communications.



# COLLEGE SEALS: USING INDIVIDUAL COLLEGE SEALS

The district recognizes the existence of college seals and various other marks that have been used from time to time in the past. These may be considered as “legacy” marks and, as such, have significance to the individual college. However, they are NOT part of the branding effort and should NOT be used in items intended for general public exposure. Thus, their use should be carefully monitored. Use the following rules as a guide.

- College seals/legacy marks MAY BE USED on plaques, diplomas, certificates and similar items ONLY. Generally speaking, these items should be used only for internal communication or presentation within each college.
- College seals/legacy marks MAY NOT BE USED in place of or in conjunction with the official college logo on any ad, brochure, branding item or other official external communication. Any such use would serve to dilute efforts being made to serve all colleges and the district as a whole.
- In any situation where appropriate usage of college seals/legacy designs is in question, specific designs are to be submitted for approval to the individual college PR director or to the district PR director.





# SPECIAL BRAND USAGE

# MALCOLM BALDRIGE NATIONAL QUALITY AWARD LOGO

In 2018, ACD was honored with the Malcolm Baldrige National Quality Award – the nation’s highest presidential honor for performance excellence through innovation, improvement and visionary leadership.

Help commemorate this honor by accompanying Alamo Colleges District logos with the Baldrige logo whenever possible. As an award recipient, we have permission to use the Baldrige Award trademark, and other material or objects that incorporate the trademark – including the Baldrige Award medallion and photos of the Baldrige Award crystal – and the name “Malcolm Baldrige National Quality Award.”

Simply use the following lockups – created to comply with ACD brand standards and established Baldrige trademark guidelines.

Refer any questions concerning Baldrige logo usage to the District Department of Communications.

## Alamo Colleges District Lockup



## Alamo Colleges District Lockup + College Example



Logo



Letterhead & Business cards



## Using proper form of the name

- In ad headlines, photo captions, on outdoor boards or anywhere you wish to give the name prominence, use the logotype form (Alamo in cap & lowercase followed by no space and PROMISE in all caps): **AlamoPROMISE**
- In standard text for body copy, PR articles, memos, reports and so on, use standard form (two words, each capitalized to designate the proper name of the program, and with intervening space): **Alamo Promise**

## Call-to-Action Statement

- Join the Promise of Tuition-Free College

## Core Program Messages

- AlamoPROMISE is more than a new program of the Alamo Colleges District; it is a new community-wide initiative.
- Working with local government and community partners, Alamo Promise provides community college tuition to eligible students who plan to earn an associate degree, certification, courses for transfer or workforce training.
- Alamo Promise provides last-dollar funding to fill the gap between a student's financial aid award and the cost of tuition and mandatory fees for up to three years at one of the Alamo Colleges District's five colleges.
- The average associate degree graduate from the Alamo Colleges District will experience a \$9,400 earnings increase each year compared to a high school graduate in Texas.

## Students

- The Alamo Promise program makes college more accessible to graduating high school seniors by providing the support necessary to earn a certificate or associate degree at one of the five Alamo Colleges: Northeast Lakeview College, Northwest Vista College, Palo Alto College, San Antonio College, and St. Philip's College.
- This initiative ensures that your tuition and mandatory fees at the Alamo Colleges are covered. As a last-dollar funding, Alamo Promise covers the gap between financial aid and the cost of tuition for up to three years. Your household income does not disqualify you. And because we know plans sometimes change, you are not locked into a commitment.
- To become an Alamo Promise scholar, you must be a senior graduating from any one of the 25 participating high schools with a high school diploma in 2020 and a Bexar County resident eligible for in-district tuition.
- A person graduating with an associate degree from the Alamo Colleges District will typically earn \$9,400 per year more than a high school graduate in Texas.

## Parents and Guardians

- By achieving a degree, your student will receive a stream of higher future earnings that will continue to grow throughout their working lives.
- Eligible high school seniors in Bexar County can make the choice to become an Alamo

Promise scholar, which will provide up to three years of tuition-free attendance at one of the Alamo Colleges.

- Alamo Promise includes comprehensive student support services from career exploration and advising to connections to social services and student advocacy centers.
- Typically, an associate degree graduate from the Alamo Colleges District will earn \$9,400 per year more than a high school graduate in Texas.

## Community Partners

- The Alamo Colleges District and its partners are committed to ending poverty, enhancing economic and social mobility, and meeting workforce demands in our city. We are joining forces to help more students complete college and obtain the necessary skills to hold high-wage, high-demand jobs.
- Through Alamo Promise, the Alamo Colleges District is working to ensure access to education for all local students by providing for the cost of tuition for up to three years to eligible graduating seniors from the San Antonio area.
- Alamo Promise eliminates financial barriers to higher education, making a college degree a reality.
- Alamo Promise combines a mix of sustainable and continuous public and private funding sources. These include business contributions and private funding.

## Foundation and Individual Donors

- Alamo Promise provides a college education for a larger percentage of high school graduates. This will have a meaningful financial impact on the prosperity of families across the San Antonio region and address workforce needs in the area.
- By eliminating the barriers to a higher education, Alamo Promise provides the life-changing opportunity for students to achieve their dreams of a college education – and get the skills to hold high-wage, high-demand jobs.
- One of the best ways to help support Alamo Promise is to make a tax-deductible contribution to support the Promise Scholarships Fund offered through the Alamo Colleges Foundation. Your help is critical. Alamo Promise is more than a new program of the Alamo Colleges District; it is a new community-wide initiative. sources. These include business contributions and private funding.

## Use:

### Anti-Poverty Program

By eliminating the cost barrier to higher education, Alamo Promise will significantly improve San Antonio's economic and social mobility – leading to a lower poverty rate.

## Community Partnership

This phrase appropriately emphasizes that Alamo Promise is a collaboration between employers, school districts, universities, and state and city partners.

## Educational Program

This term highlights that education is at the core of Alamo Promise. Alamo Promise aims to increase student enrollment and graduation rates across San Antonio.

## Join the Promise

Use this as the official call to action of Alamo Promise.

## Last-Dollar Scholarship

Use this term to describe how Alamo Promise completely covers the gap between a student's financial aid award and the cost of tuition and fees.

## Tuition-Free College

This term is both specific and accurate. The word "free" should never be used apart from "tuition."

## Investment

This word conveys the fact that Alamo Promise is the key to a more prosperous future for San Antonio through a well-educated workforce.

## Save Your Seat for College

Use this phrase as a call to action when speaking to potential Alamo Promise scholars.

## High-Wage, High-Demand jobs

These words accurately describe the kind of jobs Alamo Promise prepares scholars for.

## Workforce Economic Development Initiative

Use these words to explain how Alamo Promise creates a well-educated pipeline of workers. Alamo Promise is an economic strategy with the potential to lower San Antonio's poverty rate, increase household income, and address the skilled workforce shortage currently affecting industries like technology and energy.

## Scholars

Refer to students in Alamo Promise this way.

## Avoid:

### No-Cost

A vague term that doesn't convey the proper meaning of "tuition-free" to students. Also, not an accurate description of Alamo Promise as a cost is incurred, but not paid by the students.

### Free College

Alamo Promise isn't free college. It's a partnership with a sustainable funding model from public and private sources.

### Free

Never use this word apart from "tuition." A cost is incurred.

# AlamoPROMISE LOGO

The AlamoPROMISE logo represents the Alamo Colleges District's commitment to student success.

## Main Logo



## Horizontal Logo



## Vertical Logo



## Fonts

DIN Pro Family

-Light -Regular -Medium -Bold -Black

## Student Communications

CHANTAL

-LIGHT -LIGHT ITALIC -MEDIUM -MEDIUM ITALIC -BOLD -BOLD ITALIC

## Colors



#0070b9



#006350



#000000



#6d6e71

# 75 YEARS LOGO

The Alamo College District's Department of Communications has created 75th Anniversary logos and graphic elements for use on 75th Anniversary-related materials and events. As with all Alamo College District logos, the use of the 75th Anniversary logos must follow all brand standards and guidelines. The logos will not be released or distributed. If you would like to use the 75th Anniversary logo, please contact the Department of Communications for assistance with the design and production of any materials displaying the logo(s). The 75th Anniversary logos can be used starting January 2020 and throughout the Anniversary celebration timeframe.

A special letterhead has been designed for employee use which is available at [www.alamo.edu/news--events/communications/brand-standards-logos/](http://www.alamo.edu/news--events/communications/brand-standards-logos/).

Logo



Logo Lockup

