Brand Style Guide
Palo Alto College
As part of Palo Alto College’s mission to inspire, empower, and educate our community for leadership and success, the Marketing & Strategic Communications team curates a consistent, unified, professional image. This document is meant to help all Palo Alto College faculty and staff accurately and proudly represent Palo Alto College by upholding the brand identity, which is crucial to any marketing effort and vital for recruiting, retention, and relationship-building within our community.

This guide is meant to compliment the Alamo Colleges District Brand Standards Guide, which can be viewed at alamo.edu/brand.
When printing in one color, use the black or white logo option in lieu of any other stand-alone colors.

Palo Alto College departments, programs, or initiatives that request a graphic will receive the following approved logo lockup. This lockup is only available in the horizontal orientation; it can be provided in one-color if needed.

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 standalone mark.

Designed font treatment of “Palo Alto College” or a standalone graphic may be allowed for special events or resources, such as PACfest, Discover PAC, or the S.H.A.R.E. Center. The official logo should appear separately on any material that features these standalone graphics.
Athletic Branding
These guidelines are to be used for Athletics-related programming only.

Athletic Palomino

Word Mark | Text Only

Palo Alto College Athletics

Primary Font
AIRSTRIKE EXPANDED
(Lower Case Only)

Secondary Font
DIN

Fonts

Primary Font
PROUD
(Upper Case Only)

Secondary Font
DIN

Specialty Promotional Samples
With the approval of the Marketing and Strategic Communications department, youth branding may be used on specialty promotional items for College Starts at Birth initiatives.

Youth Palomino

Youth Branding
These guidelines may be used for materials targeted for youth audiences (early childhood through grade 6) – our future Palominos. These illustrations were created to position Palo Alto College as a fun, inviting atmosphere as part of the College Starts at Birth initiative. These graphics may only be used with approval from the Marketing and Strategic Communications department.

Youth Palomino

These guidelines may be used for Athletics-related programming only.

Texture & Usage

Palo Alto College Soccer
Palo Alto College Volleyball
Palo Alto College Baseball
Palo Alto College Softball
Palo Alto College Basketball
Women’s Basketball

[One-Color Example]