



ALAMO  
COLLEGES  
DISTRICT

## **BRAND STANDARDS GUIDE**

## LOGO FAMILY

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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.



ALAMO  
COLLEGES  
DISTRICT



ALAMO COLLEGES DISTRICT  
**Palo Alto College**



ALAMO COLLEGES DISTRICT  
**Northeast Lakeview College**



ALAMO COLLEGES DISTRICT  
**San Antonio College**



ALAMO COLLEGES DISTRICT  
**Northwest Vista College**



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

## LOGO COLORS & COLOR FORMULAS

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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  
**Palo Alto College**

PMS 3285

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

R=0, G=147, B=131



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  
**San Antonio College**

PMS 1797

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

R=201, G=40, B=45



ALAMO COLLEGES DISTRICT  
**Northwest Vista College**

PMS 2602

C=50, M=85, Y=0, K=0

R=127, G=75, B=152



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

PMS Reflex Blue

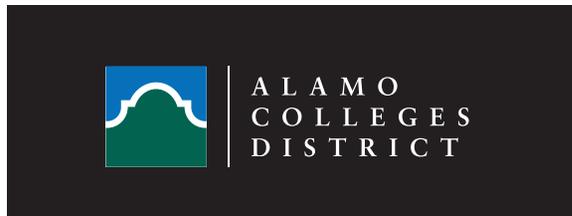
C=100, M=80, Y=0, K=0

R=0, G=37, B=150

## LOGO COLORS & COLOR FORMULAS (CONT.)

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.



ALAMO COLLEGES DISTRICT  
Palo Alto College



ALAMO COLLEGES DISTRICT  
Northeast Lakeview College



ALAMO COLLEGES DISTRICT  
San Antonio College



ALAMO COLLEGES DISTRICT  
Northwest Vista College



ALAMO COLLEGES DISTRICT  
St. Philip's College

## BLACK & WHITE LOGOS

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



ALAMO COLLEGES DISTRICT  
**Palo Alto College**



ALAMO COLLEGES DISTRICT  
**Northeast Lakeview College**



ALAMO COLLEGES DISTRICT  
**San Antonio College**



ALAMO COLLEGES DISTRICT  
**Northwest Vista College**



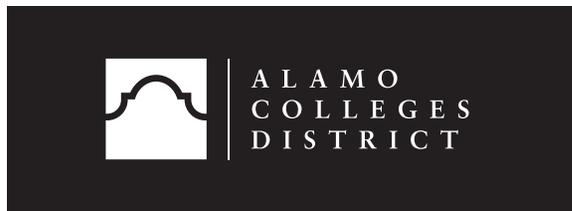
ALAMO  
COLLEGES  
DISTRICT



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

## BLACK & WHITE LOGOS (CONT.)

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



ALAMO COLLEGES DISTRICT  
Palo Alto College



ALAMO COLLEGES DISTRICT  
Northeast Lakeview College



ALAMO COLLEGES DISTRICT  
San Antonio College



ALAMO COLLEGES DISTRICT  
Northwest Vista College



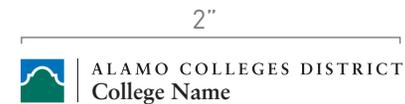
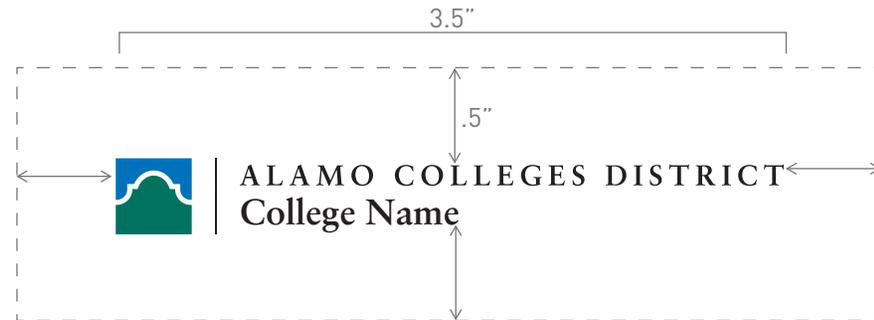
ALAMO COLLEGES DISTRICT  
St. Philip's College

# LOGO SPECIFICATIONS & USAGE

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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.





## STACKED LOGO OPTIONS

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



ALAMO COLLEGES DISTRICT

ALAMO COLLEGES DISTRICT

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Palo Alto College



ALAMO COLLEGES DISTRICT

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Northeast Lakeview College



ALAMO COLLEGES DISTRICT

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San Antonio College



ALAMO COLLEGES DISTRICT

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Northwest Vista College



ALAMO COLLEGES DISTRICT

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St. Philip's College

## STACKED LOGO OPTIONS (CONT.)

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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.



ALAMO  
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DISTRICT



ALAMO  
COLLEGES  
DISTRICT

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**Palo Alto College**



ALAMO  
COLLEGES  
DISTRICT

---

**Northeast Lakeview College**



ALAMO  
COLLEGES  
DISTRICT

---

**San Antonio College**



ALAMO  
COLLEGES  
DISTRICT

---

**Northwest Vista College**



ALAMO  
COLLEGES  
DISTRICT

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**St. Philip's College**

## LOGO MARK AS STAND-ALONE

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On rare occasions, the logo mark can be used as a stand-alone design element. On even rarer occasions, the logo mark can be used in place of the full logo.

For instance, the example shown here was designed for a digital billboard. Because digital outdoor is a low resolution medium, and because so much space is required for messaging in this example, the stand-alone mark is preferable to a small, illegible logo. Note that the district is identified by both name and URL in close proximity to the mark.



## SPECIALTY ITEMS & SPECIAL EVENTS

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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.).

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 Public Relations.



## REGIONAL CENTER LOGOS

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There are several Alamo Colleges District institutions in communities outside of the district's primary service area. These institutions are Economic & Workforce Development initiatives and are not specifically affiliated with any individual college. Moreover, instruction is provided by multiple colleges at each center. 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.



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

PMS 1245

C=20, M=35, Y=85, K=0

R=213, G=159, B=13



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

Black

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

R=0, G=0, B=0

# FONT USE

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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 heirarchy 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.

To purchase font packages, contact Alamo Colleges District SHI Account Executive Adrienne Pubylski at [centraltx@shi.com](mailto:centraltx@shi.com) or 1-800-870-6079 (option 1).

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

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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.htm](http://alamo.edu/district/comm/stationery.htm). The specifications and layout of these items should never be violated. No additional elements are permitted.



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DISTRICT



ALAMO  
COLLEGES  
DISTRICT

Your Name | Title If Applicable  
Department Name Placeholder  
[210] 000-0000 | yourname@alamo.edu  
0000 St. Address  
San Antonio, TX 00000-0000



alamo.edu



ALAMO  
COLLEGES  
DISTRICT

201 W. Sheridan | San Antonio, TX 78204-1429  
alamo.edu

201 W. Sheridan | San Antonio, TX 78204-1429 | [210] 485-0000 | [alamo.edu](http://alamo.edu)

# POWERPOINT

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



# PHOTOGRAPHY

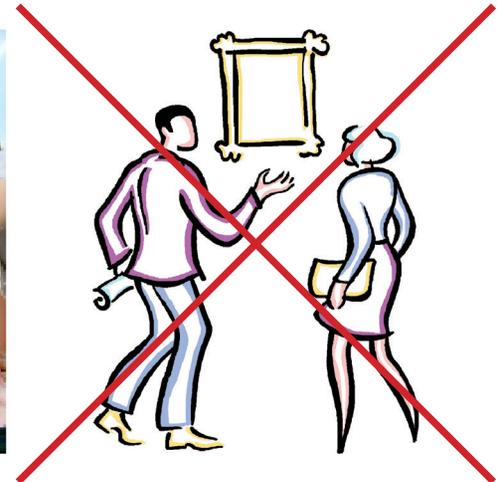
Each college in the Alamo Colleges District has at least one library of photos taken by a professional photographer. Only professional photography should be used in marketing materials.

As a rule, photography should look natural and candid, not posed. Photographs of campus buildings should include people and activity.

Color photography should be used 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.

Cheesy stock photography and clip art should be avoided.



# COPY CONSIDERATIONS

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In all written communications, the name “Alamo Colleges District” will now be used to refer to the district organization, subject to the guidelines offered below. The name itself, alone or in a simple list, will consist of just the three words. In written text, conversation or audio, it should be preceded by the definite article “the”: “the Alamo Colleges District.”

The name is singular and requires a singular verb form. 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.

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

Abbreviation (i.e., ACD) is acceptable 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...

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

When individual colleges are referred to in text only and independent of the logo, the college name should be used. Where space allows, each college’s name should be preceded by “Alamo Colleges District” and a short dash.

Alamo Colleges District – 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

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

## **In audio only (radio or TV voice-over):**

When individual colleges are referred to in audio (radio/TV/online video or audio) and time allows, the college’s name should be immediately followed by 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  
San Antonio College, part of the Alamo Colleges District  
St. Philip’s College, part of the Alamo Colleges District  
In these cases, abbreviation (i.e., ACD) should not be used, since most listeners will not be aware of what “ACD” means.

College URLs should always appear in lowercase and without http:// or www.

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

## **Long Statement:**

The Alamo Colleges District and our five independently 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, 201 W. Sheridan, Building A, San Antonio, Texas 78204. For student accommodation or alternate format requests, contact Disabled Support Services, 210-486-0200.

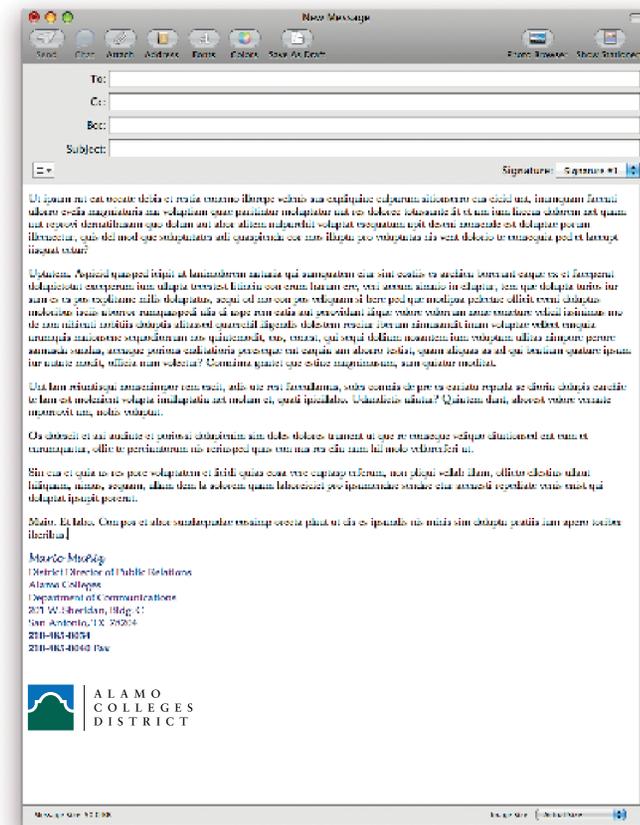
## **Short Statement:**

The Alamo Colleges District and our five independently 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, 201 W. Sheridan, Bldg. A, San Antonio, Texas 78204.

# EMAIL SIGNATURES

All college communications, including email, are a reflection of the institution. Consequently, it is important that email messages sent from college accounts are professional and consistent in appearance. The following guidelines should be observed when sending email.

- ONLY the official logo of the individual college OR the official district logo (not both) may be used as a graphic element or in an email template.
- Any other logos, seals or graphics should NOT be included in emails, not even as part of the signature.
- No background images.
- No clip art.
- Only standard, non-decorative fonts should be used.
- External messages should include a salutation and a signature.
- Signatures should consist of no more than:
  - 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.



## CREATIVE SAMPLES:

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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 for direct mail, ads, brochures and posters. 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.

## CREATIVE SAMPLES: DIRECT MAIL

The white margin surrounding this direct mail piece helps it appear refined and precise. But the image choice and the solid white field intruding on the image keep it from feeling too restricted. The headline and color highlights in the text help make the piece dynamic and engaging. The text highlights and the blue color field on the opposite side are based on the blue that is common to all Alamo Colleges District logos.

All future advertising layouts for the Alamo Colleges District should make similar creative use of negative space and color fields. Each college should rely upon color fields based on the college's unique logo color. Messaging should offer specific rewards or specific calls to action.



**Hey, I  
You're  
And y**

But don't forget to...  
Alamo College by...  
the quality educa...  
career and the higher pay you'll eventually get from hitting...  
the books while you're young. And let's be honest—the...  
"current you" already likes the low tuition and fees, so you...  
certainly won't mind avoiding a late registration fee. Click...  
[alamo.edu](http://alamo.edu) or call 485-0000 for full details.

 **ALAMO  
COLLEGES  
DISTRICT**

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

The Alamo Colleges are an EOE. For any special accommodations issues or an alternate format, contact the Title IX Coordinator, (210) 485-0200.

## CREATIVE SAMPLES: INTERIOR BUS CARD



**Parental guidance  
is suggested.\***

**\*If your kid hasn't enrolled by  
August 18th, start nagging.**

Because there's no late registration fee before that. And let's face it—saving money (tons of it, compared to most major state or private universities) is one of the big advantages of sending your kids to Alamo Colleges. Quality classes and credits that transfer anywhere aren't bad reasons, either. Click [alamo.edu](http://alamo.edu) or call 485-0000 for full details.



ROBERTSON LASALLE COLLEGE  
ROBERTSON VISTA COLLEGE  
SACO ALTO COLLEGE  
SAN ANTONIO COLLEGE  
ST. PHILIP'S COLLEGE

## CREATIVE SAMPLES: SMALL SPACE NEWSPAPER

Full color photography should be used sparingly in newspaper advertising. In the two-color example to the left, the solid color fields will help the ad stand out amid the general clutter of a newspaper spread. And the strict use of the Alamo Colleges District logo blue/CMYK mix (see page 3) will help ensure consistency and quality of reproduction. Body copy should be no smaller than 9.5 pt. for FF DIN and 9 pt. for Univers or Helvetica Neue.

# Rock. Enroll.\*

**\*Do both by August 22nd.**

**Hey, it's summer. You're young. And yes, you rock.**

But don't forget to enroll for fall classes at your favorite Alamo College by August 22nd. The "future you" will want the quality education, the transferable credits, the better career and the higher pay you'll eventually get from hitting the books while you're young. And let's be honest—the "current you" already likes the low tuition and fees. So click [alamo.edu](http://alamo.edu) or call 485-0000 for full details.



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

[alamo.edu](http://alamo.edu) | 485-0000

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ALAMO  
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PALO ALTO COLLEGE  
SAN ANTONIO COLLEGE  
ST. PHILIP'S COLLEGE

[alamo.edu](http://alamo.edu) | 485-0000

# CREATIVE SAMPLES: INSTITUTIONAL BROCHURE

## ACADEMIC ADVANCEMENT

RESHAPING SCHOLASTIC SUCCESS.

The first two years of college should provide a solid foundation of learning for future endeavors. Completion of coursework may or may not culminate in an Associate or AAS degree, but it certainly should prepare the student to continue study toward a bachelor's or higher degree, if desired. At Alamo Colleges, we honor this traditional educational path and we encourage our students toward ongoing success. So to ensure the value of our courses, including their transferability to other institutions, we maintain an enviable level of academic rigor in our liberal arts and science programs. This provides all students with quality basic courses – at classwork levels fully appropriate to the curriculum yet at tuition much lower than that charged by four-year colleges.



## CREATIVE SAMPLES: SPECIAL EVENTS ADVERTISING

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Occasionally, there are special events or initiatives that would not be well served by traditional Alamo Colleges District graphic standards. These events or initiatives may require graphic treatments of their own. As discussed earlier, college logos should remain distinct and separate in all materials.

All special event and initiative materials should be submitted to the Office of Communications for review.



## COLLEGE SEALS: USING INDIVIDUAL COLLEGE SEALS

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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.

# ALAMO COLLEGES FOUNDATION LOGO

The Alamo Colleges Foundation is an important part of our overall organization and an invaluable asset to all of our colleges and their students. The following logos have been created specifically for their use and they have agreed to abide by the same rules of appropriate usage followed by the colleges. Brochures created by our ad agency demonstrate this, and application to stationery is similar to that of the colleges.

- Any printed items or website requiring usage of the Foundation logo should follow the size, design and placement principles found throughout in this guide.
- Questions and/or designs should be submitted to the district PR director for approval before production.

Stacked



Horizontal



# ALAMO COLLEGES DISTRICT POSITIONING LINE

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Our original line “Reshaping futures” was used for several years, then modified to “Reshaping futures. Building leaders.” as the importance of leadership training at our colleges grew. Both lines have served us well. However, recent dramatic changes in our operations — including adoption of our unified strategic plan (The Alamo Way), the creation of innovative pathways for student academic and career success, and others — call for a change in our positioning line, as well. Specifically, we felt that an inspirational call-to-action for both our students and for our faculty, staff and administration, would be especially appropriate:

DARE TO DREAM. PREPARE TO LEAD.™

This line will be used from this point forward wherever positioning is required. Please make a point to use the new positioning in all new print jobs – and substitute the new line in any older materials as they come up for reprinting.

It is the intent of the colleges and district to protect equity in this line through application for formal trademark registration. Thus, going forward, it is expected that individual colleges, departments or groups will wish to utilize the line. When writing informational or advertising copy, the terms “dare,” “dream,” “prepare,”

“lead” and so on should be used as you normally would. However, when using the specific word combination of “Dare to dream. Prepare to lead.” in graphic form, on any printed piece, the following rules shall apply:

- The line shall be used in the specific DIN Medium\* typeface, as shown.
- The line shall carry a small superscript “TM” as shown here: DARE TO DREAM. PREPARE TO LEAD.™ (NOTE: When formal legal registration is complete, the TM shall be replaced by a “circle R” symbol — ® — but this will ONLY be allowed when clearance by legal advisors has been received. This manual will be updated at that time.)
- The line shall maintain a graphic relationship (in relative size and position) to the official logo as shown in the specific examples offered here.
- Any desired uses of the line (other than those shown here) should be approved before production by application in writing and/or submission of design(s) to the district PR director.



ALAMO  
COLLEGES  
DISTRICT

**Dare to Dream. Prepare to Lead.™**

## USE OF LOGO ON ITEMS FEATURING COLLEGE MASCOT

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Usage of an individual college mascot with its corresponding official college logo can be problematic, given the essential informal nature of a mascot (whether realistically or comically represented) and the formal nature of the logo. However, in all cases, graphic standards given elsewhere in this guide must be followed.

And specifically:

- The logo must be used as is — never broken apart or elements used separately, in lieu of the logo in its entirety.
- The mascot should not be shown as interacting with the logo (holding it, standing on it, etc.).
- If used on printed paper materials (poster, magazine/newspaper ad, flyer, other), follow the standards given for print ads for logo placement and size, and regard your mascot as the body/text/illustration portion of the examples shown.
- If used on apparel (shirts, hats, etc.), it may be preferable to site the mascot on the item in a different area from the logo. Example: for a t-shirt, mascot on front/logo on sleeve, or mascot on back/logo on chest “pocket” area.

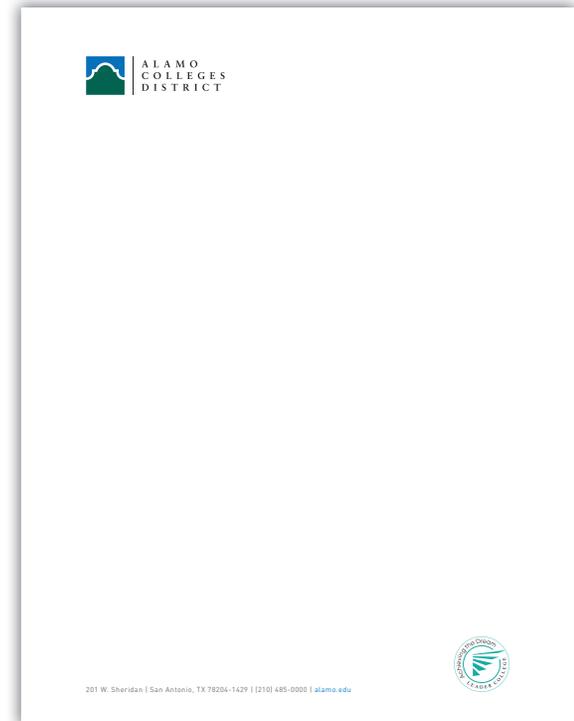
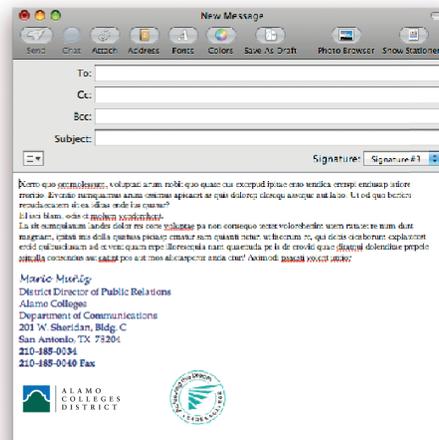
If any question arises regarding the proper use of the logo with the mascot, please refer to your college or district public relations department for assistance before finalizing or printing takes place.

# LEADER COLLEGE LOGO USAGE

Having the Achieving the Dream Foundation name the Alamo Colleges District to be among only seven Leader Colleges in the nation is an impressive achievement. Obviously, the reason for our selection – helping people complete courses of higher education – is also reason to be proud. In addition, the award has prestige as well as great news and public relations value. This value strongly suggests that the logo associated with the award be utilized. Since this would involve an exception to the graphic branding principles being established (no other logo, etc.), college PR directors were consulted and the ad agency was enlisted to suggest acceptable ways to accomplish this. As a result, the following rules now apply:

- The exception is limited to the Leader College logo only. In no way is this to be construed as an invitation to insert other logos and marks or otherwise violate the basic graphic standards.
- The exception shall maintain the primacy of the college/district logo. Except where used as an illustration of an ad promoting the award, the Leader College logo shall be graphically subordinate to the official Alamo Colleges District logo.

- The exception will be carefully monitored. Examples and templates shown here represent acceptable usage. If use of the logo is desired on a printed item or in formatting NOT shown here, the design should be submitted for approval by the individual college PR director or the district PR director.



# LEADER COLLEGE LOGO USAGE (CONT.)

Specific examples and templates:

- Stationery. The Leader College logo should be positioned in the lower right corner with descriptor line to its left.
- Business cards.
- Email signatures (template provided).
- Memoranda. The Leader College logo in the email signature suffices and should not be duplicated elsewhere in the message.
- PowerPoint presentations. The Leader College logo should be positioned in the lower left with descriptor line to its right along the bottom of the frame.
- External marketing pieces. Consider using the Leader College logo when copy/content speak to academic achievement and quality of education. Be sensitive to messages or marketing elements in which the logo may NOT be appropriate.

