



Standards Guide

Geometric 415 BT — 18pt

INTRODUCTION

WHY IS A 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.

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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. ACC is the primary logo to be displayed throughout all brand touchpoints.



THE SECONDARY SIGNATURE

The secondary signature uses the same elements as the primary signature, but when communicating with far-reaching 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 PARKER CAMPUS SIGNATURE

In select advertising and marketing materials that pertain to the Parker campus exclusively, within the context of support copy, use this logo with the Parker location identifier. The medium being used and the layout will dictate when this signature is appropriate.



THE 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 STACKED 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 with the Castle Rock location identifier. The medium being used and the layout will dictate when this signature is appropriate as a secondary option.

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 and meets accessibility requirements. 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 and meets accessibility requirements. 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 COOL GRAY 9 C
29C 23M 16Y 51K
116R 118R 120B
HEX 928B81

Secondary ACC Colors



PANTONE 124
0C 27M 100Y 0K
234R 171G 0B
HEX EAA800



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

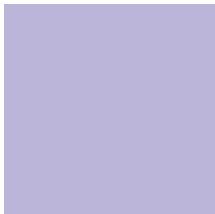


PANTONE 368
63C 0M 97Y 0K
105R 190G 40B
HEX 69BE28

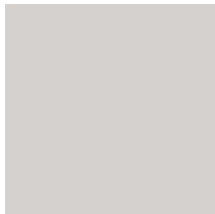


PANTONE BLACK
0C 0M 0Y 100K
0R 0G 0B
HEX 000000

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

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

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 Cool Gray 9)



**GLOBAL, HUMAN
& SOCIAL SCIENCES**
Green (Pantone 368)



HEALTH
Red (Pantone 187)



MATH & SCIENCES
Teal (Pantone 7473)



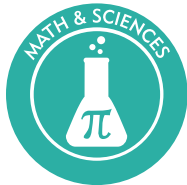
PUBLIC SERVICES
Blue (Pantone 288)



TECHNOLOGY
Black (Pantone 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 Light: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Geometric 415 BT Light Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Geometric 415 BT Medium: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Geometric 415 BT Medium Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Geometric 415 BT Black: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Geometric 415 BT Black Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Garamond

Garamond: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Garamond Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Garamond Bold: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Garamond Bold Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Friz Quadrata

Friz Quadrata Medium: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Friz Quadrata Bold: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

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.

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 audiences. The message is scalable.

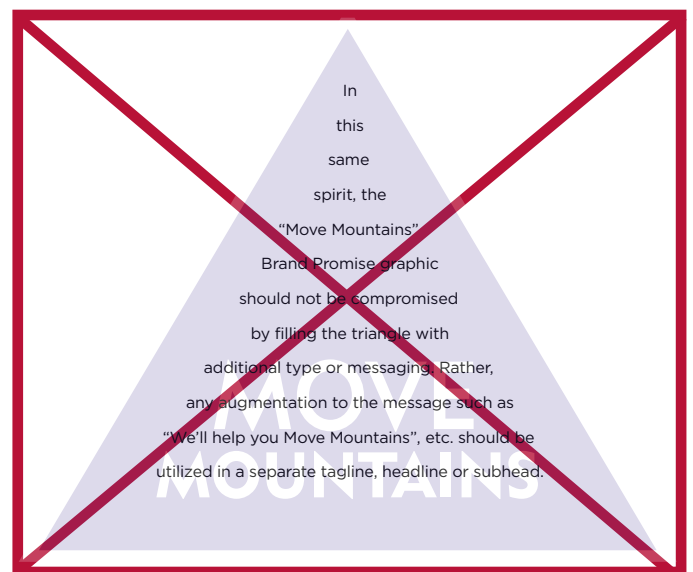


The message “Move Mountains” will instill confidence in students who are moving toward success. The metaphor of climbing a mountain, step-by-step and continuously rising toward a visible and defined goal, is akin to earning a college degree. Each student has the energy, the power and the perseverance 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.



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.

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. Rather, any augmentation to the message such as “We’ll help you Move Mountains”, etc. should be utilized in a separate tagline, headline or subhead.



INCORRECT

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

BRAND PROMISE—IMPROPER USAGE

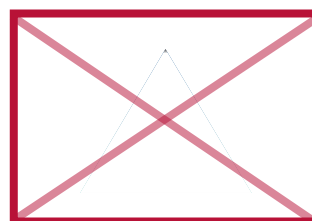
Always use approved digital artwork; do not attempt to recreate.



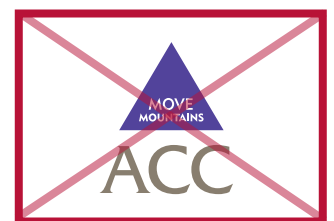
INCORRECT In initial marketing efforts, do not use the single line brand promise in lieu of the triangle graphic.



INCORRECT Do not put type on the Move Mountains brand promise graphic.



INCORRECT Do not recreate the brand promise graphic.



INCORRECT Do not recreate the signature with the brand promise graphic.

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 constantly feature the four types of programs ACC offers:

- Bachelor's Degrees;
- Associate Degrees;
- Transfer Credits; and
- Certificates.

These materials should also feature the four locations:

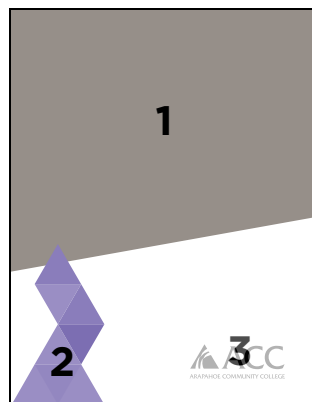
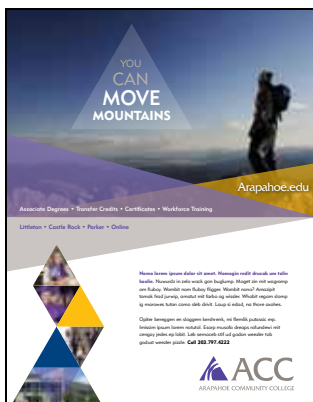
- Littleton;
- Parker;
- Castle Rock; and
- Online.



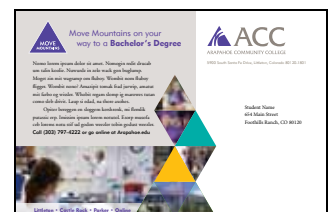
Principle of Three Sizes, Three Weights

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.



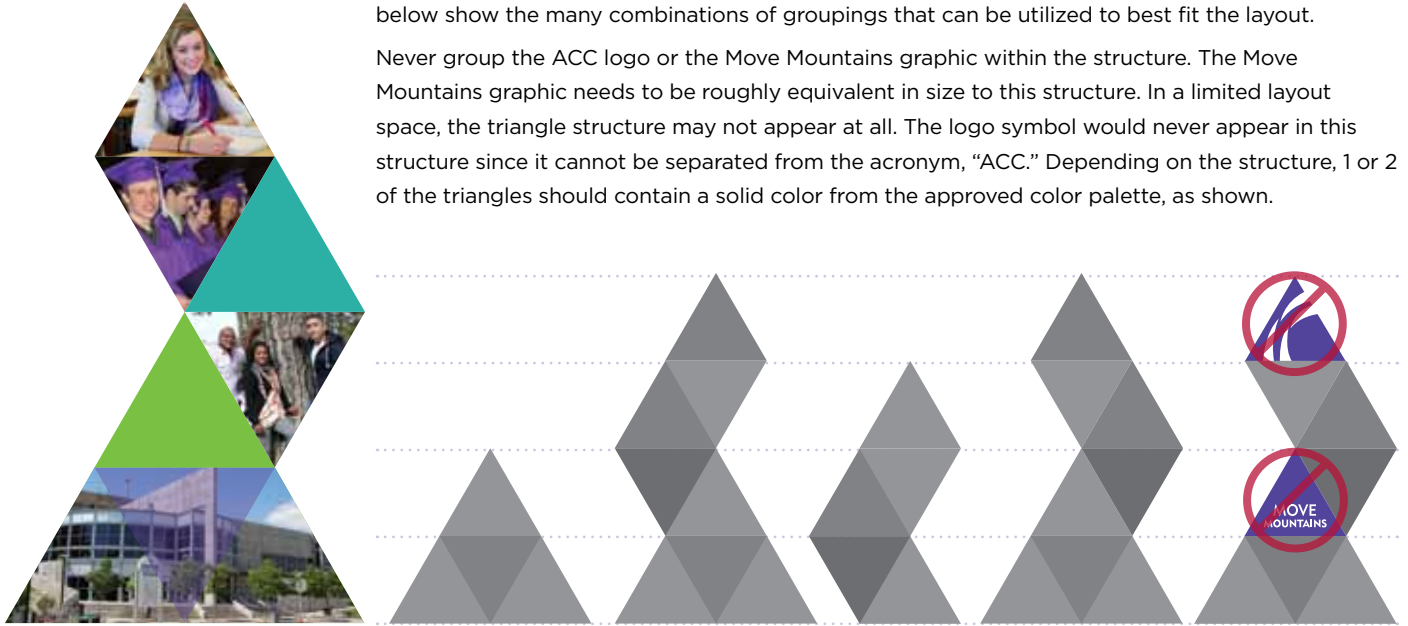
BACK: This panel supports the information presented on the front panel. It's a more thorough description of the program and includes a call to action.

DESIGN: GEOMETRIC INSPIRATION AND APPLICATIONS

Triangle Structures

The triangle groupings are graphic elements that bring 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 new 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.

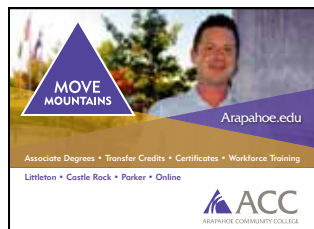
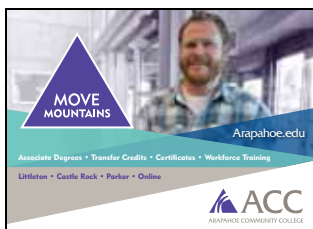
Never group the ACC logo or the Move Mountains graphic within the structure. The Move Mountains graphic needs to be roughly equivalent in size to this structure. In a limited layout space, the triangle structure may not appear at all. The logo symbol would never appear in this structure since it cannot 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.



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.



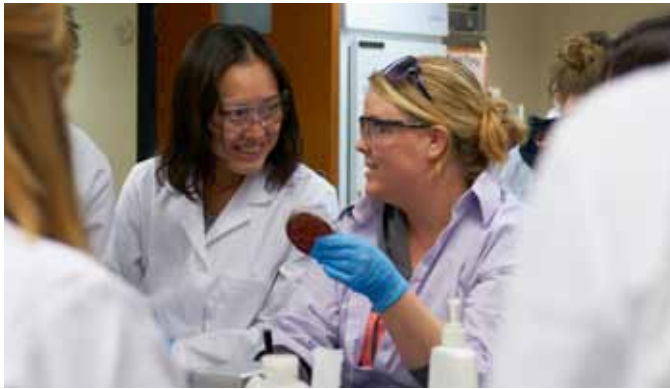
NOTE: The white space, as seen above at bottom left, can also use these angles. Negative space is a valuable tool in breaking free from common rectangular or square layouts. If content dictates that a different angle be used for graphics, you may use a varying degree angle.



PHOTOGRAPHY: RULES OF THUMB AND EXAMPLES

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

ACC is continually adding to a vast image library. 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 Photography/Video Release Form. For a copy of the form and more information, 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. 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 students 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 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. Avoid stock photos; our competitors could use the same photo.



Students in specific environments are very definitive.



PHOTOGRAPHY: EXAMPLES



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.

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.

ACC offers bachelor's and associate degrees, certificate and apprenticeship programs, with many services to support student success. Consistent marketing of these programs and services across-the-board will strengthen the ACC brand and allow the student to focus on their needs and interests. This approach also allows ACC to utilize one format for the myriad of programs and

services, 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.



Notes and Recommendations

1. Depth of angled triangles can be altered to accommodate information but 15- and 30-degree angles should be maintained. See page 11 for more details.
2. Colors can be changed, with the ACC color palette, as desired. See page 6.
3. Copywriting to fit the template is highly recommended. Do not use copy that is too lengthy and force it into the layout by making the typeface smaller. Word counts are provided within the template.
4. Always run spellcheck and have a layout proofread. The more reviewers, the better.
5. Within layouts, use a variety of photos specific to the program or department / services. The grouping of photos shown in this template represents the types of photos which could be used to market ACC to prospective or current students.
6. The Move Mountains External Brand message, as it's built into this template, applies to all program / department audiences. It should be considered boilerplate copy and should not be altered or removed.
7. Upon completion of a design have the Marketing Department review the file as revisions may be required. Approval is needed before the file is printed or shared publicly.

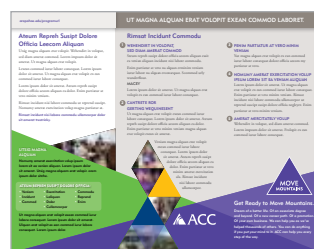
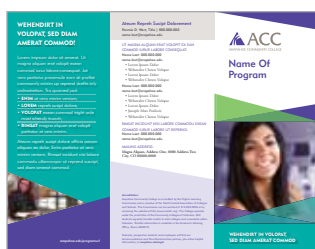
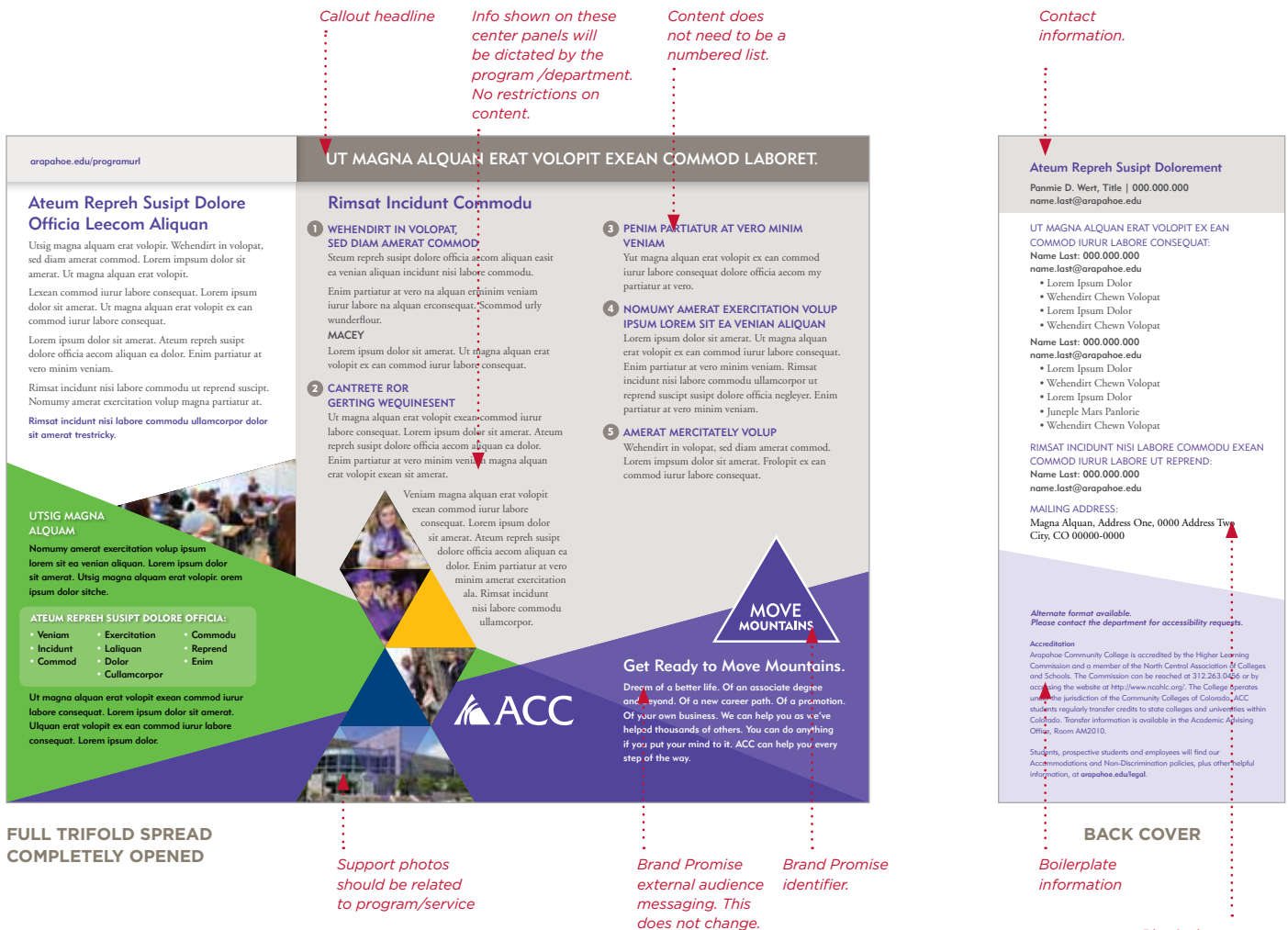
FOR QUESTIONS, OR DIGITAL FILES

Contact the Marketing Department by email at marketing@arapahoe.edu

This branded Adobe InDesign template should be used for all programs offered by ACC.

The trifold template is built in Adobe InDesign CC. 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.



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

The eps and jpg artwork will work in both Mac OS and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS5.

jpg Use in Microsoft® Office Suite and Web applications. (Also available in PNG format.)

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

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.

IDENTITY INDEX: ACC SIGNATURE WITH COLLEGE NAME SECONDARY

The eps and jpg artwork will work in both Mac OS and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS5.

jpg Use in Microsoft® Office Suite and Web applications. (Also available in PNG format.)

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

eps: Spot color (Pantone)



ARAPAHOE COMMUNITY COLLEGE

File name: ACC_Name_2C

eps: 4-color process (CMYK)



ARAPAHOE COMMUNITY COLLEGE

File name: ACC_Name_4C

eps: Spot color (Pantone)



ARAPAHOE COMMUNITY COLLEGE

File name: ACC_Name_266

eps: Black



ARAPAHOE COMMUNITY COLLEGE

File name: ACC_Name_BLK

eps: 4-color process (CMYK)+White



ARAPAHOE COMMUNITY COLLEGE

File name: ACC_Name_4C_WHT

eps: White



ARAPAHOE COMMUNITY COLLEGE

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

The eps and jpg artwork will work in both Mac OS and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS5.

jpg Use in Microsoft® Office Suite and Web applications. (Also available in PNG format.)

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

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 PARKER CAMPUS

The eps and jpg artwork will work in both Mac OS and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS5.

jpg Use in Microsoft® Office Suite and Web applications. (Also available in PNG format.)

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

eps: Spot color (Pantone)



File name: ACC_PC_2C

eps: 4-color process (CMYK)



File name: ACC_PC_4C

eps: Spot color (Pantone)



File name: ACC_PC_266

eps: Black



File name: ACC_PC_BLK

eps: 4-color process (CMYK)+White



File name: ACC_PC_4C_WHT

eps: White



File name: ACC_PC_WHT

IDENTITY INDEX: ACC SIGNATURE WITH STURM COLLABORATION CAMPUS CASTLE ROCK

The eps and jpg artwork will work in both Mac OS and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS5.

jpg Use in Microsoft® Office Suite and Web applications. (Also available in PNG format.)

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

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)



STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_2C

eps: 4-color process (CMYK)



STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_4C

eps: Spot color (Pantone)



STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_266

eps: Black



STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_BLK

eps: 4-color process (CMYK)+White



STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_4C_WHT

eps: White



STURM COLLABORATION CAMPUS

File name: ACC_STURM_STK_WHT

IDENTITY INDEX: MOVE MOUNTAINS BRAND PROMISE

The eps and jpg artwork will work in both Mac OS and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS5.

jpg Use in Microsoft® Office Suite and Web applications. (Also available in PNG format.)

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

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

Specifications: How to use the mascot

As a defining part of our brand's overall message, it is important that the 2D mascot version follow the ACC marketing specifications, similar to those of the ACC logo:

- Use original mascot design files. Do not redesign, redraw, improperly constrain, or alter them from the original designs.
- Re-size the mascot images as needed, but retain all proportions to avoid distortion. Do not use low resolution files for printed pieces.
- Follow the color values when using the Pantone, Hexadecimal or the RGB (Red, Green & Blue) values. The ACC Puma should only be purple, black, or white depending on accessibility usage. The ACC purple values are:
 - o Pantone 266
 - o 82C 88M 0Y OK
 - o 102R 57G 183B
 - o HEX 6639b7
- Follow the detailed specifications font, name, and images for the puma mascot. Do not use old files or mascot images prior to 2020.
- ACC Marketing department has various version of the puma mascot that include text, ACC logo, plain. Refrain from added non-approved fonts to spell out "puma", the name of the mascot, or the college name. Refrain from using the ACC logo, mascot, and Move Mountains triangle all together on one piece (e.g., two brand images should be the maximum).

Guidelines: When to use the mascot

Mascots create brand recognition, generate excitement, get our students, staff, faculty, community, and followers involved and champion the ACC marketing strategy. Here are general guidelines for when to add the mascot on print and/or electronic material:

1. The mascot does not represent the business, it represents the people, values and culture. Use when wanting to promote the feel of the college (e.g., school spirit).
2. The mascot personifies the brand and communicates the values of the brand. Use when wanting to promote the value propositions of the college (e.g., strength, power).
3. The mascot speaks about our brand's principles. Use when wanting to promote the culture of the college (e.g., community, welcoming).
4. The mascot adds personality and builds a relationship with people. Use when wanting to make a personal/human connection with our students, staff, faculty, and/or the community (e.g., friendship, alliance).
5. The mascot can emotionally connect to audience. Use when wanting to create a particular emotion with our audience (e.g., trustworthy, excitement).
6. The mascot can offer a distinct theme to the brand. Use when wanting to make the ACC brand into a more functional tool (e.g., puma moving mountains).
7. The mascot can clarify our benefits. Use when needing to give additional or hard to understand details to our services (e.g., ACC puma is here for you).

Remember, the mascot should always match the platform in which it is added to.

Contact the Marketing department with any questions or assistance on a project or event 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 Parker Campus
Arapahoe Community College Sturm Collaboration Campus at Castle Rock

Secondary Appearance:

ACC
ACC Littleton
ACC Art & Design Center
ACC Parker
ACC Sturm Collaboration Campus or Sturm Collaboration Campus

Campuses are to be listed in order of establishment. Littleton, Parker, Castle Rock, 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, Parker, 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.

EOE – Arapahoe Community College is an equal opportunity/affirmative action employer. The College operates under an Affirmative Action Plan which ensures equal opportunity for all students, faculty and staff.

