



ALAMO
COLLEGES

LOGO & USAGE GUIDE

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LOGO FAMILY

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 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.



PALO ALTO COLLEGE



NORTHEAST LAKEVIEW COLLEGE



SAN ANTONIO COLLEGE



NORTHWEST VISTA COLLEGE



ST. PHILIP'S COLLEGE

LOGO COLORS & COLOR FORMULAS

Every Alamo Colleges 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=89, M=52, Y=0, K=0

R=0, G=114, B=207



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PMS 336

C=99, M=35, Y=73, K=25

R=0, G=102, B=82



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PALO ALTO COLLEGE

PMS 3285

C=100, M=15, Y=59, K=2

R=0, G=147, B=131



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NORTHEAST LAKEVIEW COLLEGE

PMS 368

C=64, M=0, Y=100, K=0

R=102, G=188, B=41



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SAN ANTONIO COLLEGE

PMS 1797

C=15, M=98, Y=93, K=4

R=201, G=40, B=45



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NORTHWEST VISTA COLLEGE

PMS 266

C=72, M=84, Y=0, K=0

R=103, G=59, B=184



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ST. PHILIP'S COLLEGE

PMS Reflex Blue

C=100, M=89, Y=12, K=25

R=0, G=37, B=150

LOGO COLORS & COLOR FORMULAS (CONT.)

Whenever an Alamo Colleges logo appears on a dark background, the white logo should be used (see page 6). 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.



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BLACK & WHITE LOGOS

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



BLACK & WHITE LOGOS (CONT.)



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SAN ANTONIO COLLEGE



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NORTHWEST VISTA COLLEGE

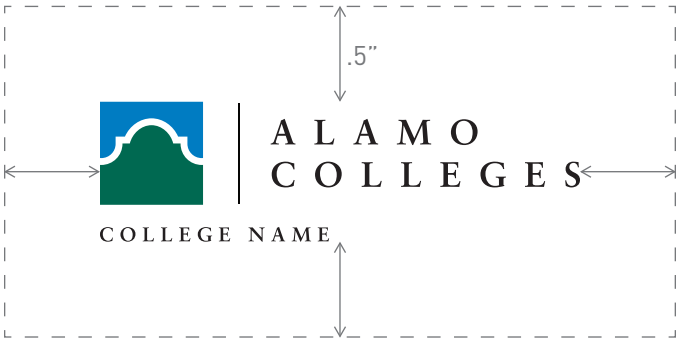


ALAMO
COLLEGES

ST. PHILIP'S COLLEGE

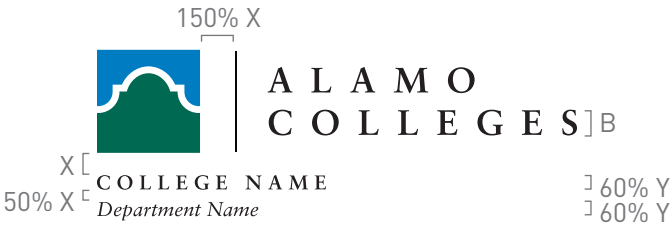
SPECIFICATIONS & USAGE

The hierarchy and relationships of logo components must be maintained as created. A .5" margin around the entirety of the logo should be kept free of other elements that distract from the logo. The minimum size for each logo is 1.25" in width.



DEPARTMENT NAME LOGO LOCKUP

When specifying a department, the type should be set in Sabon Italic, at the same point size as the college name (6 pts. when the logo is 2" wide). The resulting lockup with the college logo should then be treated as a single unit (its own logo).



PROHIBITED USAGE

Never extend or compress the logo or its components. Never stack the logo elements. Never separate the college logotype from the district logotype. Never change the heirarchy or ratio of logo elements. Never change the color of any logo element.

Never add an outline to any logo element. Never add any graphic treatment to any logo element. Never place the logo over a background that makes the logo hard to read. Always follow the standards set forth in this guide.

