One brand. One voice. One AC.

VISUAL STYLE GUIDE
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Branding is about much more than the proper use of a logo or a color. It’s about achieving a common look and feel. About communicating consistently. About speaking with one voice.

Put simply, our brand is about what the public thinks, feels and responds to when they hear “Angelina College.”

By developing a distinct brand, we can continue to shape the way people perceive Angelina College.

Our visual style guide is intended for those responsible for creating communication materials for AC, from recruitment pieces to student information packets and alumni or student newsletters. When used correctly, all of the visual elements in our toolkit unite to create a brand that’s recognizable, impactful and uniquely AC.
# OUR CORE VALUES
Angelina College is accountable throughout the community for the core values of:

<table>
<thead>
<tr>
<th>Core Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrity</td>
<td>Honesty, respect, fairness, and ethical conduct</td>
</tr>
<tr>
<td>Diversity</td>
<td>Individual differences and cultural acknowledgment in the learning and working environment</td>
</tr>
<tr>
<td>Excellence and Success</td>
<td>Lifelong learning through quality teaching and service experiences for personal, social and economic development</td>
</tr>
<tr>
<td>Collaboration and Partnerships</td>
<td>Communication which leads to shared goal attainment and connections within the institution and throughout the service area</td>
</tr>
<tr>
<td>Institutional Vigor</td>
<td>Fiscal accountability, personnel development, and improvement in programs and services</td>
</tr>
<tr>
<td>Innovation</td>
<td>Exploration, inquiry, and risk-taking for all relevant programs and services</td>
</tr>
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</table>
Embrace our brand. Use the brand elements consistently. Remember, it’s not you. It’s AC.

Resist the temptation to stand apart from other Angelina College communications. It is essential that all of our communications appear to be from the same institution, especially for external audiences.

Instead, employ a few techniques to help reinforce the brand:

**BE INTENTIONAL.**
Coordinate design and photography to convey your message.

**KEEP IT CLEAN.**
Avoid unnecessary elements or embellishments. Don’t confuse or clutter the design.

**BE UNIQUE.**
Avoid copying other institutions. We are unique – our communications should look that way.

**BE SURPRISING.**
While consistency and adherence to brand are important, be creative within these guidelines to keep communications fresh and interesting.
Why is it important?

MESSAGE FROM THE PRESIDENT

“In order to maintain a positive image to Angelina College students and the community at large, it is necessary to create a consistent graphic identity for the college. This Visual Style Guide sets guidelines to assist in the production of printed and online materials. The standards specified in this manual must be followed so the college’s materials will present a unified image.”
Our logo is the single, strongest symbol we use to represent the college. It is our signature of quality and innovation.

Angelina College uses two versions of our logo – an interlocking wordmark and an interlocking monogram.

The logo must appear on every communication we create:

- Publications and promotional material
- Advertisements and environmental graphics (billboards, vehicle wraps)
- College stationery, business cards, name tags
- Internal promotion
- Campus vehicles and signage
- Merchandise sold on behalf of AC or that uses the college’s name or mascot

It is vital to use our logo correctly and consistently to maximize its impact in our community and the world. In order to maintain consistency, a few simple guidelines should always be followed.
Our logo

**WORDMARK - PRIMARY**

Our primary logo, used for most applications, is a two-color interlocking wordmark with the words “Angelina College” in Times New Roman.

When printed in color, our primary logo should always be orange and blue. The capital letters “A” and “C” should always be PMS 165 C and the rest of the letters should be PMS 300 C.

When printed in grayscale, use our logo in black. Maintain legibility when reversing the logo out of colored, textured or photographic backgrounds.

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Do not alter, redraw, distort or recreate the logo in any case. Instead, please contact the Office of Communications to obtain the official logo files. Only the official, approved version(s) of the logo are appropriate for use.
Our logo

**MONOGRAM - SECONDARY**

Our monogram consists of an interlocking “A” and “C” in Times New Roman. No other font or arrangement of letters is acceptable.

The monogram may be used where space is limited or when it’s intended as a graphic element, such as on promotional items. Be sure to always include our logo somewhere on each piece.

When printed in grayscale, use our logo in black. Maintain legibility when reversing the logo out of colored, textured or photographic backgrounds.

*Do not alter, redraw, distort or recreate the logo in any case. Instead, please contact the Office of Communications to obtain the official logo files. Only the official, approved version(s) of the logo are appropriate for use.*

PMS 165 C Orange

*Preferred use*

Black

*Use for printing in black & white or grayscale.*

White (reversed)

*Use on colored, textured or photographic backgrounds where contrast is low.*
Clear space is the “breathing room” that must be maintained around the logo for legibility and prominence.

This clearance should be equal to $\frac{1}{3}$ the logo’s height on all sides of the logo. (i.e. If the logo is 3 inches tall, the clear space equals 1 inch.) See the illustration as a guide for measuring clear space.

All elements such as typography, other logos and photos must honor this clear area.

Clear space also refers to the minimum distance from the edge of the page.
The logo must appear on every communication we create. It acts as our signature and identifier in all media.

If possible, place the logo in one of the corners. This will help to anchor your message. In some cases, it may be necessary to center the logo. As a general rule, keep the logo inside the shaded area shown here.

For campus communications, such as event fliers, leave the bottom right corner free to place the stamp of approval.
Logo size

The Angelina College logo should never be the dominant element on the page; instead it should live comfortably and clearly as an identifying mark.

Use this formula to determine how to size the logo for each publication:

Size the logo at 1/5 of the format width  
*Example:* Portrait letter (8.5 in x 11 in), logo = 2.2 in width

Never reproduce the logo at widths smaller than 1 inch.

There is no maximum size limit, but use your best judgment when sizing the logo.

*Maintain the original proportions of the logo. To do this, hold the shift key down when resizing. If the logo looks squished or stretched, it is incorrect.*
Preserve the logo

To maximize the impact of the Angelina College logo, correct and consistent use must be followed. Do not alter, distort or recreate the logo. The official logo can be obtained from the Office of Communications.

Here are a few examples of practices to avoid. The following list is not meant to be all-inclusive. If you have questions or concerns about logo use, contact the Office of Communications for guidance.

- Never stretch, skew or distort the logo.
- Never change the color of the logo.
- Never place a box or border around the logo.
- Never outline or add strokes to the logo.
- Never use drop shadows or visual effects with the logo.
- Never crop the logo.
- Never place the logo on a color or on a photograph that provides low contrast or impedes legibility.
- Never change the color of the logo.
- Never rearrange the logo elements.
- Never use another font or font weight to recreate the logo.
- Never add foreign design elements to the logo.
- Never place the Roadrunner spirit logo on top of the AC logo.
- Never rotate the logo or render three-dimensionally.
- Never use the logo as a background or watermark.
- Never crop the logo.
- Never place the logo on a color or on a photograph that provides low contrast or impedes legibility.
Other college marks

The Angelina College brand identity extends into sub-marks in very limited use cases. These sub-brands remain linked to the core AC brand and yet have individual personalities, while sharing the same mission.

Sub-brands should be used in combination with the Angelina College logo and be presented as a locked logo, if possible.

All communications MUST include the official Angelina College logo in addition to a sub-mark. Prior to use, sub-brands should have clear guidance agreed for how they work with AC as the lead brand.

Sub-brands should always be created professionally. Please contact the Office of Communications for approval and design guidance.

The Office of Communications maintains marketing and advertising guidelines and regulates the use of the Angelina College name, along with all logos and sub-marks.
The Angelina College athletics department has its own approved logos and emblems. These marks are to be used only for Angelina College athletic groups, athletic events or student-focused, spirit-building campaigns.

Though it is preferred to partner athletics logos with the AC logo, each mark may be used as an independent stand-alone brand graphic.

The athletic logos may not be modified in any way, including the addition of any sub-brands for departments or clubs within them.

*The official Roadrunner Spirit logo is the only illustration of a bird that may be used to represent Angelina College.*
Other college marks

COLLEGE SEAL

The official college seal is intended for communications from Angelina College's president and board of trustees, and its use must be approved by the college president.

If approved, follow these guidelines:

Maintain a clear area around the seal.

Never pair the college seal with any other logo or word mark.

Never stretch or distort the seal.

Never use the seal as a background or watermark.
Our typefaces

Typography is one of the easiest ways to create a consistent visual tone for our brand.

Angelina College uses two typefaces, Open Sans and Times New Roman. It’s important to use these typefaces for all Angelina College marketing and communication efforts. Though rare, there may be occasions to stray, such as a promotional event.

What to do:

- Use the Open Sans family for bold headlines and titles, distinctive sub-heads and legible body copy.
- Use Times New Roman for longform content, text that requires a distinguished look, such as block quotes, or to inject a sense of formality into your design.
- Mix and match different weights to create hierarchy and visual interest.

If there are any questions about typography, contact the Office of Communications.
Our typefaces

OPEN SANS

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. It was designed with an upright stress, open forms and a neutral, yet friendly appearance. Open Sans was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Use it in:

• headlines/titles
• sub-heads
• body copy

Default font substitute:

Arial or Calibri are acceptable substitutes for Open Sans in Word documents, Powerpoint presentations or other digital applications.

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details ensure our professional appearance and greatly improve readability.

OPEN SANS LIGHT
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS LIGHT ITALIC
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS REGULAR
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS ITALIC
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS SEMIBOLD
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS SEMIBOLD ITALIC
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS BOLD
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS BOLD ITALIC
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS EXTRABOLD
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

OPEN SANS EXTRABOLD ITALIC
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Our typefaces

TIMES NEW ROMAN

Steeped in tradition, the Times New Roman® family has been described as one of the most familiar and successful typefaces in the world – and has been used for just about every typographic application imaginable. Times New Roman is considered an exceptionally legible design that translates well to hard copy and on-screen environments.

Use it in:

- headlines/titles
- formal body copy
- block quotes

Default font substitute:

Times New Roman is available as a system font for Word documents, Powerpoint presentations or other digital applications. No substitute is needed.

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details ensure our professional appearance and greatly improve readability.
Our colors

Angelina College has a distinctive color palette grouped into two categories – a primary palette of orange and blue, and an extended secondary palette which includes coordinating bright, muted and neutral tones.

Consistent use of this palette will ensure a cohesive expression of the Angelina College brand.

Our color palette was selected from the printing industry standard, Pantone Matching System (PMS). The 4-color process values and digital color mixes were derived from the PMS colors.
Our colors

PRIMARY COLOR PALETTE

We are defined by our primary color palette – Orange, Royal Blue and Columbia Blue – and our communications should rely heavily on this color group, especially when delivering our brand message to external audiences.

Of this signature palette, orange is the most distinctive to Angelina College and should appear on some level in all communications.

For print pieces, use the PMS (spot) color whenever possible to retain its integrity. On rare occasions, a screen tint may also be used.
## Our colors

### SECONDARY COLOR PALETTE

Our secondary color palette adds depth and vibrancy to Angelina College communication. It was developed to complement our core color group as accent colors or subtle backgrounds behind typography or graphics.

While the colors in our supporting palette add greater visual flexibility for the AC brand, they should never replace the primary palette in designs and communications.

If color limitations exist for any printed product, apply the primary palette.

<table>
<thead>
<tr>
<th>Brights</th>
<th>Muted/Neutrals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bright Red C</strong></td>
<td><strong>479 C</strong></td>
</tr>
<tr>
<td>RGB 249 56 34</td>
<td>RGB 173 133 109</td>
</tr>
<tr>
<td>HEX F93822</td>
<td>HEX AD85D</td>
</tr>
<tr>
<td>CMYK 0 78 74 0</td>
<td>CMYK 14 48 53 26</td>
</tr>
<tr>
<td><strong>805 C</strong></td>
<td><strong>162 C</strong></td>
</tr>
<tr>
<td>RGB 255 114 118</td>
<td>RGB 255 190 159</td>
</tr>
<tr>
<td>HEX FF7276</td>
<td>HEX FFBE9F</td>
</tr>
<tr>
<td>CMYK 0 58 41 0</td>
<td>CMYK 0 25 35 0</td>
</tr>
<tr>
<td><strong>116 C</strong></td>
<td><strong>7506 C</strong></td>
</tr>
<tr>
<td>RGB 255 205 0</td>
<td>RGB 239 219 178</td>
</tr>
<tr>
<td>HEX FFCD00</td>
<td>HEX EFDBB2</td>
</tr>
<tr>
<td>CMYK 0 14 100 0</td>
<td>CMYK 0 7 25 1</td>
</tr>
<tr>
<td><strong>7488 C</strong></td>
<td><strong>324 C</strong></td>
</tr>
<tr>
<td>RGB 120 214 75</td>
<td>RGB 156 219 217</td>
</tr>
<tr>
<td>HEX 78D64B</td>
<td>HEX 9CDBD9</td>
</tr>
<tr>
<td>CMYK 52 0 82 0</td>
<td>CMYK 35 0 14 0</td>
</tr>
<tr>
<td><strong>326 C</strong></td>
<td><strong>651 C</strong></td>
</tr>
<tr>
<td>RGB 0 178 169</td>
<td>RGB 167 188 214</td>
</tr>
<tr>
<td>HEX 00B2A9</td>
<td>HEX A7BCD6</td>
</tr>
<tr>
<td>CMYK 81 0 39 0</td>
<td>CMYK 38 14 1 2</td>
</tr>
<tr>
<td><strong>2725 C</strong></td>
<td><strong>Cool Gray 1 C</strong></td>
</tr>
<tr>
<td>RGB 104 91 199</td>
<td>RGB 217 217 214</td>
</tr>
<tr>
<td>HEX 685BC7</td>
<td>HEX D9D9D9</td>
</tr>
<tr>
<td>CMYK 76 76 0 0</td>
<td>CMYK 4 2 4 8</td>
</tr>
</tbody>
</table>
Do the right thing

Our secondary color palette only exists to add interest and versatility to the primary palette of orange and blue. By using color wisely, you can help maintain a strong visual identity for Angelina College.

Abuse and overuse of certain secondary colors and color combinations can evoke other brands and confuse the message.

Our color wheel illustrates priority usage for our color palette. Below are a few best practices:

**LEAD WITH ORANGE.**
Orange is uniquely AC and should be present on some level in every piece.

**BE SELECTIVE.**
Avoid using the entire palette. Instead choose a small set of colors from the extended palette.

**APPLY COLOR THEORY.**
Use similar hues together to create cohesion. Add pops of an opposite hue to create visual interest.

**EMBRACE WHITE.**
Large areas of white space keep layouts fresh.

*Colors or graphics may shift from monitor to monitor, or color printer to color printer. Stick to the color mixes defined in this guide for confidence in color printing.*
Our images

Our photography captures the spirit of Angelina College – engaging and authentic. From our students and staff to our grounds and classrooms, every image should provide a glimpse into the compelling stories that originate on the college campus.

Images should feature actual AC students, faculty and staff, and feel candid and natural. Show people in real situations, photographed at natural angles with soft light. Also, be mindful of diversity. Our campus is full of individuals from countless backgrounds, and it’s important to reflect that in our marketing and communication materials.

**ALWAYS:**

- Focus on the subject and employ depth of field to tell a visual story
- Capture genuine “of the moment” responses and natural poses
- Shoot with natural lighting to achieve rich color and contrast

**NEVER:**

- Feature stiff, unnatural poses
- Adopt moody settings or unusual angles
- Add unnecessary filters or effects

Please limit stock photography to objects and places, unless there is no alternative. Contact the Office of Communications if you need photos of students, alumni, faculty, or staff.
Our textures

When crafting a design, you may use wide -23 degree bar(s) as a subtle graphic layer. Include the angled bar to add visual interest, movement and dimension to a photograph or an otherwise solid color. Use one bar or layer multiple, but keep contrast between the graphic and your background to a minimum.

Other patterns may be acceptable if they are appropriate to the overall concept of the design and do not distract from the message.

The main thing to keep in mind when choosing a texture or pattern is legibility. Contact the Office of Communications for guidance on incorporating pattern or texture into your design.
Bring it all together

Ending up with a good design begins with making good choices.

Here are five of the most important principles of design as they may be applied to a promotional piece.

1. **PROPER HIERARCHY**
   Proper hierarchy defines how written content is organized on the page and how your audience absorbs your message. Type sizes and line breaks guide the reader through the content. Generally speaking: headline first, body copy second.

2. **COMPELLING PHOTOGRAPHY**
   Our photos should express the personality of our brand. They should illustrate our story and resonate with our audience emotionally.

3. **CUSTOMER-FOCUSED COPY**
   Consider your customer’s perspective when writing copy. Tell them a story and make it relatable to them.

4. **NEGATIVE SPACE**
   Often overlooked, negative space (AKA white space) is a design element that allows a layout to “breathe.” Proper use of negative space gives the eye somewhere to rest and allows the audience to digest the content at a comfortable pace.

5. **ESSENTIAL BRANDING**
   Every communication and marketing material creates a touch point for our brand. Take the opportunity to reinforce the AC brand by including the logo on every piece.
PHONE NUMBER FORMAT
Enclose the area code in parentheses and separate with a hyphen.
(XXX) XXX-XXXX

WEB ADDRESS
Our web address always appears in bold. Do not include any prefix before the start of a web address.
✓ angelina.edu
✗ Never http://www.angelina.edu
✗ Never https://www.angelina.edu
✗ Never www.angelina.edu

TITLES
School titles use conjunction “and”
e.g. School of Arts and Education
Office titles use symbol “&”
e.g. Office of Student Success & Inclusion

EVENT INFORMATION
Include in this order:
Event Title
Day, Date (Month DD, YYYY or MM/DD/YYYY) | Time (6:30 p.m. or 6 p.m.–7 p.m.)
Location (Campus, Building, City, State)

RESIZING THE LOGO
Hold the shift key down when resizing the logo to maintain its proportions.

TRACKING KERNING
Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed.
PURPOSE

The purpose of the Office of Communications is to support the mission of Angelina College through the creation of effective print and electronic publications, maintenance and quality assurance of the College website, and maintenance of the College’s graphic standards policy.

POLICY

Publications* geared toward students, parents, alumni, and other college constituencies must be approved by the Communications Manager PRIOR to printing/copying.

Angelina College publications reflect not only the quality of individual events and programs, but also the character of the college. The Office of Communications works to establish consistency and accuracy in College publications and to provide a consistent identity for Angelina College publications.

SERVICES

- Publications
- News Releases
- Social Media
- Digital Signage
- Web Content
- Communication Plans

*Publications are those materials that use the College name or logo, are distributed on or off campus, and/or are paid for with College funds. Examples include brochures, fliers, event programs, etc. This does not include course syllabi/handouts, student publications, letters, memoranda, or other personally signed communications.