Brand Standards

ANTELOPE
VALLEY
COLLEGE

ANTELOPE VALLEY COLLEGE
Brand Family

College Logo

Additional School Logos

Official Seal

Athletics Logo

The Logo & Brand Elements

The Antelope Valley College logo capitalizes on the historic brand identity through a modern and energetic expression reflecting the next generation of the school. The new identity serves as a bold symbol of the school and must be consistently activated. The following pages define the conditions of use.

The Logo

1. Lockup & Clear Space
2. Color Variations
3. Square Lockup
4. Department Lockup
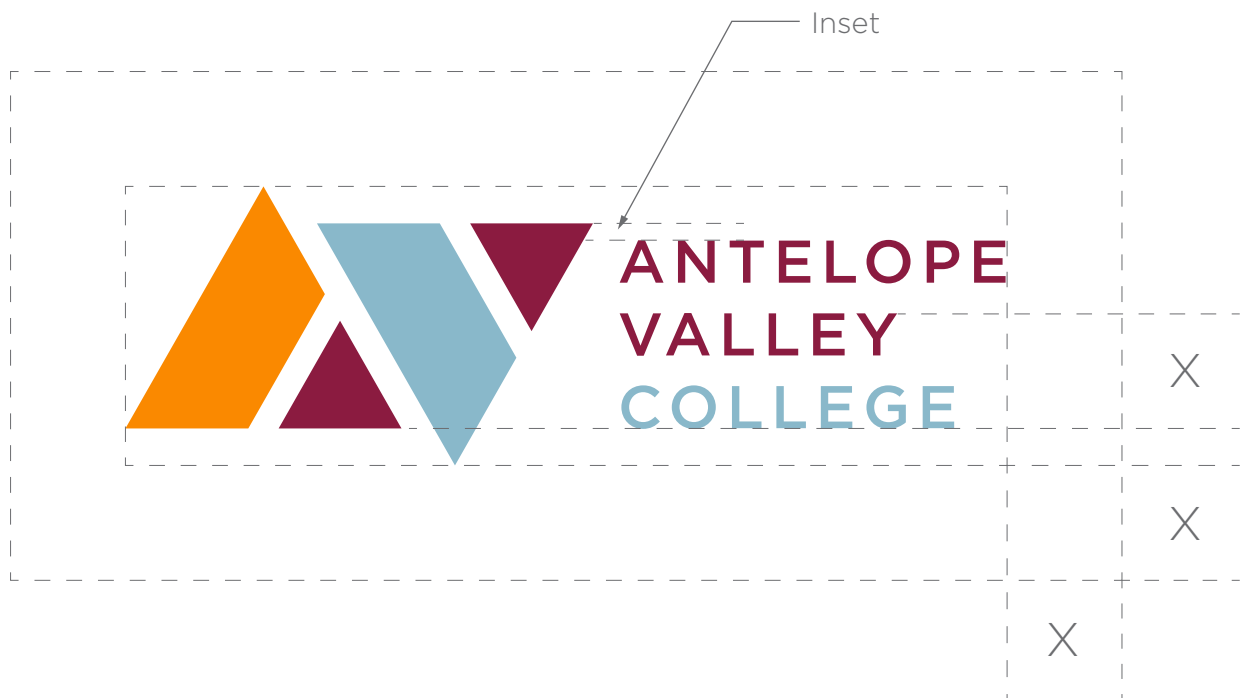5. Student Program Lockup
6. Improper Use

Brand Elements

7. Typography
8. Color
9. Oversized Symbols
10. Pattern

ANTELOPE VALLEY COLLEGE

Lockup & Clear Space

Inset

ANTELOPE
VALLEY
COLLEGE

X

X

X

1 The Antelope Valley College logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed from the top of VALLEY and the baseline of COLLEGE shown as "x."

THE LOGO
Color Variations

3 Color - White Background

3 Color - Maroon Background

1 Color - Black on White Background

1 Color - White on Black Background


Brand Color Background - Poppy

Brand Color Background - Blue

2 Color variations of the logo should be determined by the related background color. Never reverse the color of the poppy strip and blue strip. Poppy will always appear on the left and blue will always appear on the right.

For black and white applications, the logo always appears as one color reversed out, never as grayscale. Whenever applicable, on a color background, maintain the maroon accent.

Square Lockup

Aligned

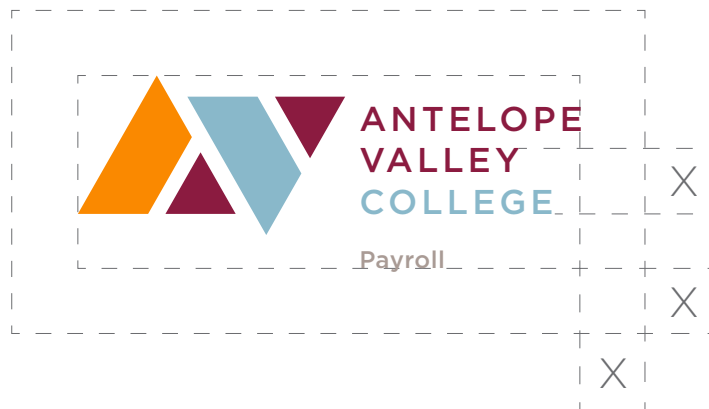Overlaps the inner margin for optically centered alignment
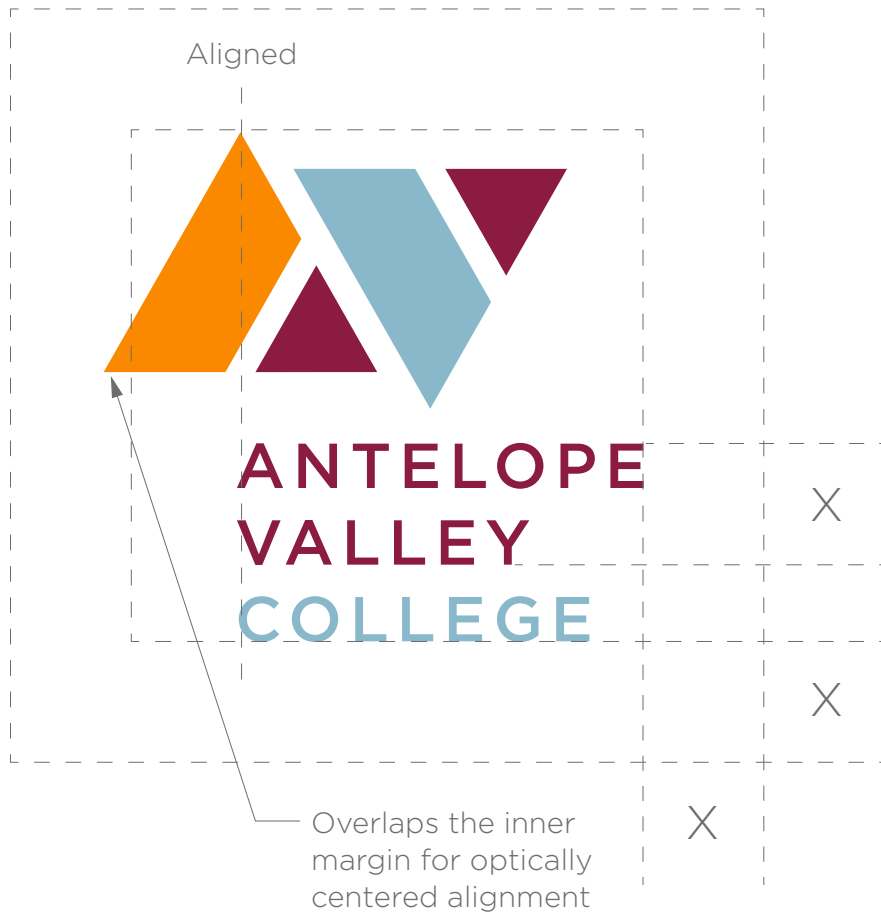
3 The square lockup should only be used in specific instances where the application of the main logo is not practical. For example, website avatars are set in a square format. In all other instances the standard lockup should be used to maintain maximum brand consistency and recognition.

Clear space is developed from the top of ANTELOPE and the baseline of VALLEY shown as "x."

The square logo is optically centered within the clear space (positioned slightly to the left) instead of technically centered to avoid illusion of being too far right.

Department Lockup

ANTELOPE
VALLEY
COLLEGE
Payroll

ANTELOPE
VALLEY
COLLEGE
**Arts and
Humanities**

ANTELOPE
VALLEY
COLLEGE
**Business,
Computer Studies and
Economic Development**

4 To identify an office or department, the individual name is positioned beneath the AVC primary typography and set in Gotham Medium. The three methods shown above represent one-, two-, or three-line formats depending on the length of the name.

Approval from the Marketing and Public Information office of Antelope Valley College is required prior to use.

Student Program Lockup

Honors Program

Books HELP Program

Extended Opportunity Program

5 To identify specific student organizations and programs, the name is positioned beneath the AVC primary typography and set in The Mix SemiBold Italic. The three methods shown above represent one-, two-, or three-line formats depending on the length of the name.

Approval from the Marketing and Public Information office of Antelope Valley College is required prior to use.

Improper Use

Do not stretch the symbol or text

Do not change the proportions

Do not change the logo lockup

Do not change the logo font

Only use brand approved colors

Do not add effects or drop shadows

Only use brand color backgrounds

Only use brand logo colorways on backgrounds

6   Solid brand awareness is built on consistency in use. The Antelope Valley College logo should never be redrawn, digitally manipulated, or altered in any way. The above conditions dilute the graphic integrity of our brand identity and are strictly prohibited.

Proper use of the logo is closely monitored by the Marketing and Public Information office of Antelope Valley College.

BRAND ELEMENTS
Typography

Gotham Light
Use for body copy

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium
Use for headline copy

**1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Arial Regular
Only use when Gotham is not available

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

7 All copy should be set in Gotham when available. Additional weights of Gotham are allowed following the above general notes. Arial can be used in lieu of Gotham in digital applications such as websites, emails and Powerpoint files. Other fonts can be used in very limited applications to add graphic interest and never for body copy, headlines, or captions.

BRAND ELEMENTS
Color

Primary Brand Colors

AVC Maroon
PMS 208

C 32%	R 140
M 98%	G 30
Y 61%	B 65
K 26%	#8b1c40

AVC Poppy
PMS 144

C 2%	R 241
M 54%	G 139
Y 100%	B 33
K 0%	#f18a20

AVC Blue
PMS 550

C 44%	R 141
M 15%	G 185
Y 15%	B 202
K 0%	#8db9ca

Secondary Brand Colors

AVC Gray
PMS Warm Gray 6

C 36%	R 167
M 35%	G 155
Y 38%	B 148
K 1%	#a79b93

AVC Green
PMS 7719

C 99%	R 0
M 36%	G 108
Y 59%	B 104
K 18%	#006b67

AVC Brown
PMS 7519

C 50%	R 96
M 60%	G 75
Y 71%	B 60
K 40%	#604b3c

8

Consistent and appropriate use of these colors will create a strong and consistent visual presence for the college.

To ensure the consistency of the brand identity, specifications for each color are provided for both print and digital use. Pantone colors and CMYK values are provided for color printing applications.

When using the palette, it is recommended to use one or two primary colors and one secondary color.

BRAND ELEMENTS
Oversized Symbols

When using the oversized symbol, it is acceptable change the scale relationship they have to each other, and to use the symbols individually.

9 As part of the brand elements, employing the oversized AV symbol as a super graphic helps create dynamic layouts. If the official logo also appears on the layout, these super graphics should be shown at a minimum of 3 times the scale of the official logo to increase the contrast between logo and graphic implementation.
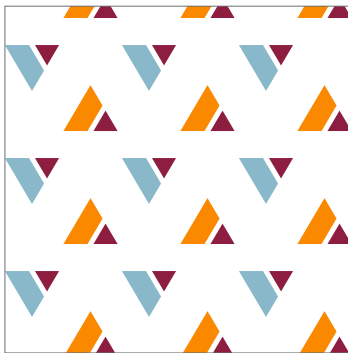
Additionally, they can be used as a frame for imagery, and transparent color can be overlayed.

Pattern

Combined Pattern Overlay

Small Scale

Medium Scale

Large Scale

10   The pattern is constructed by overlaying
small-, medium-, and large-scales of the
symbols to create various densities.

Prototype Applications

The following section shows prototypes of the system in use. These are meant to illustrate notional examples of brand applications and are not meant as strict templates or rules.
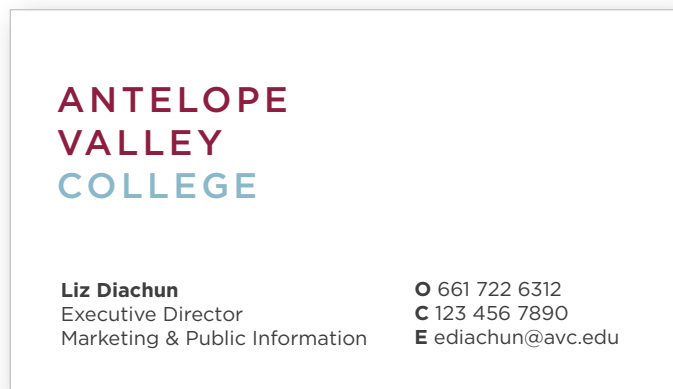
ANTELOPE
VALLEY
COLLEGE

Business Card

In limited instances, the AV symbol can be used as the focal element and displayed without the official name. This is successful when the symbol is displayed without competing graphics.

avc.edu

ANTELOPE VALLEY COLLEGE

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Marketing & Public Information

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Brochure

Playful headline typography can interact and respond to the geometry of the oversized symbol.

ANTELOPE
VALLEY
COLLEGE

START YOUR CAREER AT AVC!

Exploring your career and technical education options

Depending on where you are in your career path, Antelope Valley College can assist with the transition from school to work or advancement to a more highly skilled job.

Create dynamic layouts by using the internal geometry of the oversized AV symbol and cropped photography; see page 10 for more details.

PROTOTYPE APPLICATIONS
Signage

In signage applications, the logo can incorporate materials used in the architecture or landscape palette.

13

Tote

14

See page 11 on patterning for details on overlapping elements.

Apparel

15

In limited instances, the AV symbol can be used as the focal element and displayed without the official name. This is successful when the symbol is displayed without competing graphics.

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