Brand Standards
ANTELOPE VALLEY COLLEGE
Brand Family

College Logo

Additional School Logos

Official Seal

Athletics Logo
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 & Brand Elements

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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.”
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.
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.
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.
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.
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

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.
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.
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.

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

Prototype Applications
11. Business Card
12. Brochure
13. Signage
14. Tote
15. Apparel
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.
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.
In signage applications, the logo can incorporate materials used in the architecture or landscape palette.
PROTOTYPE APPLICATIONS

Tote

See page 11 on patterning for details on overlapping elements.
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.