

ARC Brand Identity



Whether it is a webpage or a flyer, it is important that we communicate in an attractive, professional, and consistent graphic identity. All employees have an important part to play in this area.

American River College has created these style guidelines to ensure that all print and online materials visually define the college in a strong, consistent manner that will be instantly recognizable. These guidelines support and protect the image of the college.

These guidelines mostly cover the issue of logos. While logos are not the sole elements of a college's image, they are its visual representation and extension. Consistency in this area is crucial.

The ARC tree logo and lettering have registered trademark protection, so any use of these elements other than those described in these guidelines is prohibited, regardless of funding sources.

Please read on for more information!

ARC Logo

As the primary visual identifier for American River College, the ARC logo should be used in all promotional, marketing, recruitment and outreach materials including, but not limited to, print, apparel and online communications. **The tree and ARC lettering are officially trademarked and copyrighted and cannot be modified in any way.**

Find digital files of the logos on the download page.

Please use only the provided files of the logo in the official colors without distorting the logo in any way or adding special effects.

OFFICIAL ARC LOGO



NO!

Do not stretch
or squash



NO!

Do not use
special effects



NO!

Do not recolor



NO!

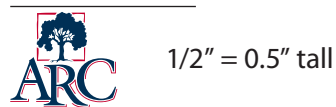
Do not use
poor quality logos



Logo Size

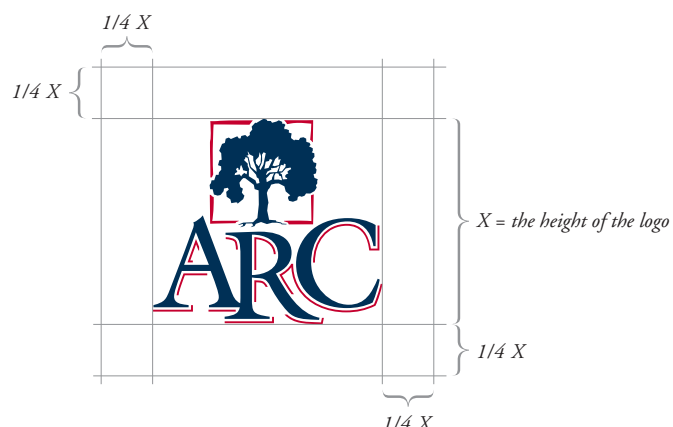
Size minimum of 1/2" tall (0.5") is recommended to ensure the logo is recognizable and prominent in various media.

Please contact the Public Information Officer for specific guidance for proper logo sizing.



Logo Clear Space

Clearspace is needed to ensure the ARC logo is sufficiently prominent. Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of 1/4 X, where X is equal to the total height of the logo displayed.



Logo with Wordmark

When placing "American River College" in conjunction with the ARC logo, only use available logo versions with text included or type the college name using an approved font:

Adobe Garamond: AMERICAN RIVER COLLEGE
American River College

Georgia: AMERICAN RIVER COLLEGE
American River College

TRAJAN PRO: AMERICAN RIVER COLLEGE
AMERICAN RIVER COLLEGE

Do not add any other text to the logo.



Area / Program Logos

Custom area/program logos combine the ARC tree logo with the area, department or program name with the text “American River College” below. They provide brand consistency and are available by request from Graphic Design Services. A logo package will be provided for print and web use.

Standard Logos



Stacked Logos



TWO COLORS:
Pantone 540 C (Blue)
Pantone 200 C (Red)



ONE COLOR:
Pantone 540 C (Blue)



BLACK



WHITE
(Reversed)

Off Campus Center Logos

Off campus center logos combine the ARC tree logo with the center name. They provide brand consistency and are available by request from Graphic Design Services. A logo package will be provided for print and web use.

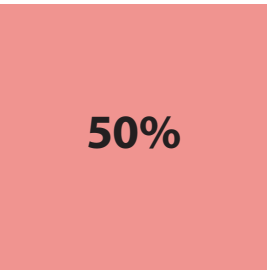
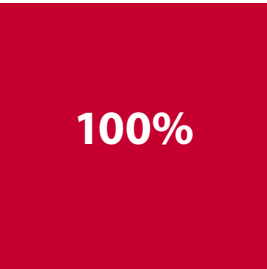


Color Scheme

The official colors of American River College are: **PANTONE 200 RED** and **PANTONE 540 BLUE**. These colors may be tinted or complemented with tints of neutral grey. These colors create the dominant color scheme for all print and web communication.

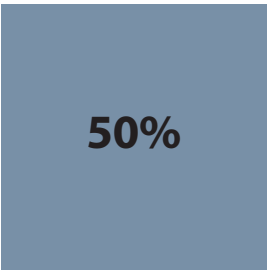
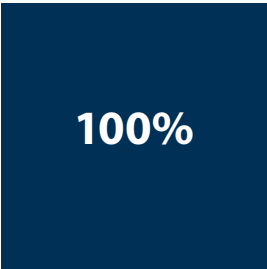
Pantone 200 C (RED)

Color values:
CMYK: 3 / 100 / 70 / 12
RGB: 186 / 12 / 47
HEX/HTML: BA0C2F



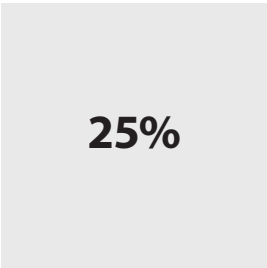
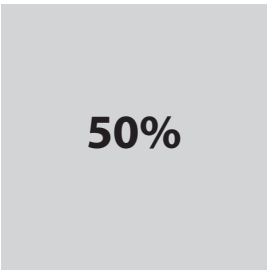
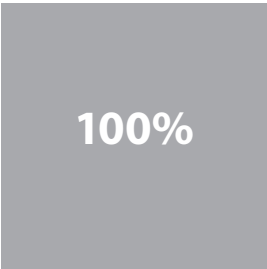
Pantone 540 C (BLUE)

Color values:
CMYK: 100 / 57 / 12 / 66
RGB: 0 / 48 / 87
HEX/HTML: 003057



Neutral Grey

Color values:
CMYK: 0 / 0 / 0 / 40
RGB: 153 / 153 / 153
HEX/HTML: 999999



Typography

Font Use

Use of these typefaces (fonts) creates a consistent look across all materials representing American River College. Exceptions might include promotion of an event with a specific theme such as an art exhibit, musical event, social event or conference.

OFFICIAL SERIF FONT:

Adobe Garamond:

AMERICAN RIVER COLLEGE
American River College

AMERICAN RIVER COLLEGE
American River College

OFFICIAL SANS-SERIF FONT:

Myriad Pro:

AMERICAN RIVER COLLEGE
American River College

AMERICAN RIVER COLLEGE
American River College

ALSO ACCEPTABLE FONTS:

Georgia:

AMERICAN RIVER COLLEGE
American River College

AMERICAN RIVER COLLEGE
American River College

Helvetica:

AMERICAN RIVER COLLEGE
American River College

AMERICAN RIVER COLLEGE
American River College

TRAJAN PRO:

AMERICAN RIVER COLLEGE

AMERICAN RIVER COLLEGE

Univers:

AMERICAN RIVER COLLEGE
American River College

AMERICAN RIVER COLLEGE
American River College