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**AMERICAN RIVER COLLEGE**

## **Logo Usage Guide**

**American River College**

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# Identity System

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!



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## Our Logo

Our logo is vital to the brand. Acting as a signature, an identifier, and a stamp of quality, it represents us at the very highest level. The American River College logo is used on all publications, internal documents, promotions, and collateral material representing the College.



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# Logo Variations

## Orientation

The logo is available in three variations:

- Stand-alone symbol
- Horizontal orientation
- Vertical orientation

Variations of the logo are provided to ensure wide implementation in a variety of end uses and dimensions.

SYMBOL



HORIZONTAL



VERTICAL



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# Logo Variations

## Web Version

The web version of this logo is **only** to be used on the American River College website.

### DESKTOP



### MOBILE



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## Logo Variations

There is a full color, black, and white logo. Make sure there is enough contrast for the white logo on a colored background.



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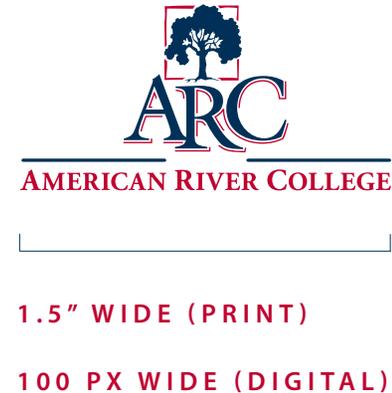
## Clear Space

It is crucial to protect the space around the logo in order to retain its integrity and impact. The minimum clear space must be used and maintained throughout all American River College materials. Use the four brackets around the tree that form a square when measuring for the proper clear space. This measuring tool is always in relation to the size of the logo on the page.



## Minimum Size

Never reduce the logo to less than 1.5 inches for print materials and maintain 100-pixel width for any and all digital collateral. There is no maximum size limit but use discretion when sizing the logo.



# Logo Misuse

The logo must be used with consistency in order to keep brand continuity and visual impact. Here are some examples of how not to use the logo.



**DON'T** USE AN OLD LOGO



**DON'T** STRETCH OR DISTORT LOGO



**DON'T** USE A LOW RESOLUTION LOGO



**DON'T** ENLARGE ONLY ONE PART



**DON'T** USE AN UNAPPROVED COLOR



**DON'T** ALTER THE LOGO'S TYPEFACE

# Area/Program Logos

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

The provided logo package will contain the following two folders:

**PRINT** (300 dpi/.eps) These files are high resolution for printed materials and can be submitted to an outside vendor for merchandise orders and inserted into documents for on campus printing.

**SCREEN** (72-ppi/ .png files) These are smaller files and are intended for use on the web and on-screen viewing.

Each folder also contains a **STANDARD** and **STACKED** logo set in black, white and two full color versions.

## STANDARD LOGOS



FULL COLOR  
(BLUE)



BLACK



FULL COLOR  
(RED)



WHITE  
(REVERSED)

## STACKED LOGOS



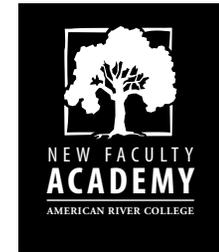
FULL COLOR  
(BLUE)



FULL COLOR  
(RED)



BLACK



WHITE  
(REVERSED)

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## Off Campus Centers

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.

### STANDARD



### STACKED



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## Athletics Logos

The ARC Athletics have two distinct logos and a logotype that are **only** for use by the department to market and promote its intercollegiate sports and events with only a few exceptions. These marks follow the same guidelines as the American River College logo and should be shown the same treatment and respect as they are a vital piece in our cohesive branding efforts.

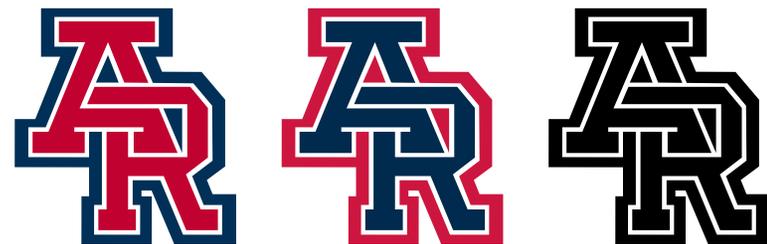
### LOGOTYPE

**AMERICAN RIVER COLLEGE**  
***BEAVERS***

### BEAVER MASCOT



### AR INTERLOCK



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## District Lockups

American River College is a proud partner of the Los Rios Community College District. As such, it is our duty to ensure visual continuity and cohesion between the College and the District. Following these guidelines will help ensure that students, faculty, and members of our community understand the relationship between ARC and the District. That consistent brand connection reinforces a level of quality and opportunity throughout our region.

Logo lockups are available in two orientations to ensure wide implementation in a variety of end uses and dimensions.

### OPTION A



### OPTION B



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## Specialty Lockups

Many college departments and programs have unique logos created to better help individualize them for marketing purposes. As a general rule horizontal logos require lockup with the ARC horizontal logo and vertical logos with ARC's vertical logo.

While they may contain unique graphic elements and font styling, these logos must follow this defined lockup format to create harmony across all ARC initiatives.

Here are some examples of approved specialty logo lockups.

### OPTION A



### OPTION B



# Color Palette

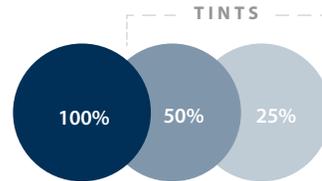
The logo colors create consistency and recognition across all brand elements. The palette allows audiences to identify visually with the brand. It also sets the mood and creates an environment for graphics, imagery, and messages to operate within.



# Our Color Palette

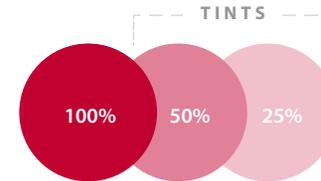
It is important to maintain visual consistency by **only** using the primary and secondary colors represented here. Seven additional approved accent colors are used on the official ARC website(s).

## PRIMARY BLUE



CMYK: 100, 57, 12, 66  
 RGB: 0, 48, 87  
 PANTONE: 540 C  
 HEX: #003058

## SECONDARY RED



CMYK: 3, 100, 70, 12  
 RGB: 186, 12, 47  
 PANTONE: 200 C  
 HEX: #bA0c2f

## GRAYS



BLACK	HEX: #000000	RGB: 0, 0, 0
CHARCOAL	HEX: #374049	RGB: 55, 64, 73
DARK GRAY	HEX: #73777d	RGB: 115, 119, 125
MEDIUM GRAY	HEX: #a3a6ab	RGB: 163, 166, 171
LIGHT GRAY	HEX: #c8cbce	RGB: 200, 203, 206
LIGHTER GRAY	HEX: #f7f7f9	RGB: 247, 247, 249
WHITE	HEX: #ffffff	RGB: 255, 255, 255

## WEB ACCENT COLORS



RGB: 84, 123, 150  
 HEX: #547b96



RGB: 153, 57, 85  
 HEX: #993955



RGB: 136, 100, 136  
 HEX: #886488



RGB: 192, 84, 89  
 HEX: #c05459



RGB: 190, 86, 35  
 HEX: #be5623



RGB: 16, 126, 125  
 HEX: #107e7d



RGB: 255, 233, 165  
 HEX: #ffe9a5

# Typography

The specific typefaces chosen to represent the brand put forth a visual voice and tone to convey key words and messages. Our brand typography establishes the College's dignity and prestige in an approachable and modern way.



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## Primary Typefaces

When available, use Myriad Pro and Garamond as the primary header and body fonts. Use a mix of regular, bold, and italic to create hierarchy when necessary. Additional fonts may be used on official website(s).

## Alternate Typefaces

Use Helvetica or Univers, when Myriad Pro is not available for headings. Use Georgia or Trajan Pro, when Garamond is not available for body text.

**Exceptions** are made if promoting an event or a campaign with a specific theme. A few examples of this are social events, art exhibits and conferences where a certain message is conveyed by using colors and type that does not align with the standard branding of the college.

### PRIMARY HEADER

## MYRIAD PRO

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

### ALTERNATE HEADER

## HELVETICA

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

## UNIVERS

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

### PRIMARY BODY

## GARAMOND

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

### ALTERNATE BODY

## GEORGIA

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

## TRAJAN PRO

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz



ARC

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AMERICAN RIVER COLLEGE