Brand Identity

GUIDELINES FOR DESIGN
AND BRANDING

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Introduction

What is a brand?

A brand is more than just a logo or a name; it is the sum of perceptions, experiences, and associations that people have with an organization. For Alamance Community College (ACC), our brand represents the essence of who we are, what we stand for, and the value we provide to our students, faculty, staff, and community.

Why is branding important for us?

A strong brand is essential for ACC because it;

- Builds trust through consistent branding, which creates familiarity and makes it easier for people to choose ACC for their educational needs.

- Enhances recognition by ensuring that all our communications and materials are easily identifiable, reinforcing our presence in the community and beyond.

- A compelling brand story and visual identity attracts prospective students and faculty, while a positive brand experience helps retain them.

- A strong brand engages alumni, donors, partners, and the community, encouraging ongoing support and collaboration.

Our brand is a valuable asset that embodies the spirit and values of ACC. By understanding and adhering to the principles outlined in this Brand Identity Guide, we can ensure that every representation of ACC contributes to a powerful, unified, and inspiring brand that resonates with all our audiences.

Introduction

What is the purpose of our brand identity?

ACC's Brand Identity Guide is to provide a comprehensive and cohesive framework for maintaining and enhancing the College's visual and verbal identity. This guide ensures that all communications, both internal and external, consistently reflect ACC's mission, vision, and values.

By establishing clear guidelines for the use of our brand elements, this document aims to do the following:

ENHANCE RECOGNITION

Creating a strong and recognizable brand will distinguish ACC in the higher education landscape.

ENSURE CONSISTENCY

Maintaining uniformity in the presentation of the College's brand across all platforms and materials.

STRENGTHEN CREDIBILITY

Fostering trust and credibility by presenting a professional and unified image.

SUPPORT ENGAGEMENT

Engaging and inspiring current and prospective students, faculty, staff, alumni, and community partners through compelling and consistent brand storytelling.

Brand Story

Our Heritage, Our Future

BACKGROUND OF ALAMANCE COMMUNITY COLLEGE

ACC stands as a beacon of educational excellence and community empowerment in North Carolina. Founded in 1958, ACC has a rich history of adapting to the evolving needs of our students and the community. Over the decades, ACC has transformed from a small technical institute into a comprehensive community college that offers a wide range of academic programs and workforce training opportunities.

MISSION, VISION, AND VALUES

At the heart of ACC is our unwavering commitment to student success and community engagement.

Our mission is to provide accessible, high-quality education and training that equips individuals with the skills and knowledge necessary to thrive in a dynamic and ever-changing world.

Our Vision is a future where every member of our community has the opportunity to achieve their educational and career goals, thereby contributing to the economic and social vitality of our region.

Our Values—integrity, innovation, inclusiveness, and excellence guide every decision we make and every action we take. We believe in creating an environment where diversity is celebrated, ideas are nurtured, and students are empowered to reach their full potential.

You Belong *here.*

Logo Guidelines

LOGO AND VARIATIONS

Use of ACC's logo must comply with ACC policies, which apply to all visual representations of the College: signs, video productions, exhibit materials, social media, websites, etc., as well as printed and electronic publications. ACC's logo cannot be used in conjunction or partnership with a business, social, political, religious or any other organization, nor can it be used to imply or otherwise suggest the College's endorsement with any organization, product or service, without permission of the College.

It is the policy of ACC that all visual communications bear its name and be consistent with uniformly high professional standards in content and appearance. This includes all departments, programs and units of the College.

PRIMARY LOGO

Our logo consists of two elements: the A logo mark, and the college signature, Alamance Comunity College.

"A" Logo Mark

College Signature

PRIMARY LOGO VARIATIONS

Logo Guidelines

SECONDARY LOGO

SECONDARY LOGO VARIATIONS

LOGO MARK

LOGO MARK VARIATIONS

Logo Guidelines

LOGO USAGE

ACC's logo is the most important piece of our brand. All official materials that are circulated within the College community or externally must show this logo.

The logo appears in three standard forms: the primary logo, secondary logo, and the logo mark. Each logo has specific usage requirements that must be followed. Should you find a situation where a deviation is needed, please address your concerns to the Public Information & Marketing Office.

‣ Our logo may appear in four colors only: black, white, gold, and blue.

This ensures that our logo remain timeless, and is always recognized as the Alamance Community College logo.

‣ Using the logo in a one color format is common, but only ACC's blue, white, or black is acceptable.
‣ Do not use our logo in all gold, or any other color.
‣ Only the "A" should appear in ACC gold. The college signature should not.

TAGLINE

The tagline "You Belong Here" helps position ACC as a place of inclusivity, a place to grow, and a place to reach your goals.

You Belong *here.*

You Belong *here.*

You Belong *here.*

TAGLINE SPECS

The tagline can be used;
▸ In print material on the front and back covers.
▸ In advertising when the audience has sufficient read time to take in the primary message of the ad.

This logo can also be recreated only in the above color palettes.

Contact the Public Information and Marketing Office for consultation and guidance regarding tagline use in your communication or marketing materials.

Logo Guidelines

CLEAR SPACE

Maintaining appropriate clear space around the logo ensures that it is legible. Photos, text, and graphic elements should never be placed within the clear space.

The clear space around the logo should be at least 150% of the width of the logo.

100%

150%

MINIMUM SIZE

The ideal size for print reproduction is 2 inches across, measured by the base rule. The minimum size for print reproduction is 1.25 inches across.

2 INCHES

1.25 INCHES

INCORRECT LOGO USAGE EXAMPLES

The examples on this page demonstrate unacceptable uses of the ACC brand.

Do not warp or manipulate

Do not modify the color

Do not remove elements

Do not add drop shadow

Do not outline

Do not change fonts

Do not add elements

Do not use as transluscent

Do not use with
distracting background

Color Palette

The official colors of ACC are navy blue and golden yellow. Navy should appear on all communications that use color. Secondary colors allow for variations of our official colors when more or less contrast is needed between a set of colors. Support colors are accent colors and should never be the dominant color palette in a design.

PMS (Pantone Matching System), CMYK (cyan, magenta, yellow, black), RGB (red, green, blue) and HTML (hexadecimal) values are assigned to each official color.

PRIMARY COLORS

NAVY / PMS 282 C

C 93 M 63 Y 0 K 73
R 5 G 25 B 68
HEX# 051944

GOLDEN YELLOW / PMS 1235 C

C 93 M 28 Y 89 K 0
R 255 G 184 B 29
HEX# ffb81d

SECONDARY COLORS

BLUE / PMS 2196 C

C 100 M 60 Y 0 K 0
R 0 G 102 B 179
HEX# 0066b3

LIGHT BLUE / PMS 2905 C

C 39 M 15 Y 0 K 9
R 141 G 199 B 233
HEX# 8dc7e9

WHITE / PMS 000C

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX# FFFFF

Color Palette

COLOR USAGE GUIDELINES

The consistent use of color is another component of a strong brand system.
Two color palettes are included in ACC's brand guidelines, providing a wide range of creative options. Utilizing the primary color palette as often as possible will maximize the reinforcement of the ACC brand. Do not vary from these swatches. Always refer to the Pantone Matching System for accurate results.

PRIMARY & SECONDARY COLOR PALETTES

When creating marketing pieces, ACC's primary color palette must always be used. Colors in the secondary color palette may only be used in addition to using the two primary colors. Any exceptions must be approved the Public Information and Marketing Office.

ACCESSIBLE COLOR COMBINATIONS

For readability, it is important to have sufficient contrast between colors. Low contrast colors will make it difficult for visual users to read and/or understand the content (text or images of text) on the page.

High Contrast

Low Contrast

✓ **Correct** use of foreground and background color.

✗ **Incorrect** use of foreground and background color.

Typography

PRIMARY TYPEFACE

Our main typeface is Open Sans. It can be used in all instances, including body copy and captions.

Open Sans

SECONDARY TYPEFACE

Our secondary typeface is Roboto Slab Bold. Like Open Sans, Roboto Slab Bold is compelling enough for headlines, and legible enough for large amounts of smaller copy.

Roboto Slab Bold

HEADLINE TYPEFACE

Montserrat Black should be used primarily for headlines, titles, and major announcements across all ACC materials. Its bold and eye-catching design helps draw attention to the most important parts of our messages.

Montserrat

ACCENT TYPEFACE

Amithen is an energetic accent font chosen for ACC. This font adds creativity to our visual communications, complementing the primary typefaces with its flowing lines. Amithen is used sparingly for emphasis in headings, quotes, and special announcements.

Amithen

Typography

Aa	Open Sans	Open Sans Light *Open Sans Light Italic* Open Sans Regular *Open Sans Regular Italic* **Open Sans Semibold** ***Open Sans Semibold Italic*** **Open Sans Bold** ***Open Sans Bold Italic*** **Open Sans Extrabold** ***Open Sans Extrabold Italic***
Aa	**Roboto Slab**	**Roboto Slab Bold**
Aa	**Montserrat**	Montserrat Light *Montserrat Light Italic* Montserrat Regular *Montserrat Regular Italic* Montserrat Medium *Montserrat Medium Italic* **Montserrat Bold** ***Montserrat Bold Italic*** **Montserrat Black** ***Montserrat Black Italic***
Aa	*Amithen*	*Amiten Regular*

Typography

TYPE HIERARCHY

Selecting the correct hierarchy plays a pivitol role in make sure the information is clear.

Headlines should always be in Montserrat Black.

All type, from headlines to body copy, should be left aligned, unjustified, with hyphenation turned off.

Body copy should be in open sans.

Lorem Ipsum Dolor

Headline
Montserrat Black
Leading: 45 pt

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

Sub-Headline
Montserrat Regular
Leading: 23 pt

Dolore Magnam

Title
Roboto Slab
Leading: 23 pt

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderi in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in qui officia deserunt mollit anim id est laborum.

Body Copy
Open Sans
Leading: 12 pt

USAGE GUIDLINES

Below are some basic recommendations that can better align your use of type with the ACC brand.

In general, use dark foreground text on a light background, or vice versa. Legible white type with ample leading on a dark background makes for a more comfortable read.

Use white/golden yellow type on top of blue. There is enough contrast between these colors to ensure accessibility and legibility.

Use no more than two or three type styles and a limited number of type sizes.

SUBSTITUTE FONT

There are certain instances/platforms where ACC's fonts are not offered. In these cases, our substitute font is Arial.

Photography

PHOTOGRAPHY STYLE AND STANDARDS

Photography should depict a dynamic and vibrant environment, capturing the essence of ACC's campus life. Images should feature well-composed scenes highlighting students, faculty, facilities, events, and other significant aspects of the college.

Thoughtful attention should be given to what is intentionally featured in our images, including the main subject and the elements in the foreground, middle ground, and background. This approach ensures that each photograph tells a compelling story about ACC's inclusive and progressive community.

AUTHENTIC & RELATABLE

POSITIVE AND INSPIRATIONAL

▸ Use candid, real-life shots that capture genuine moments and interactions.
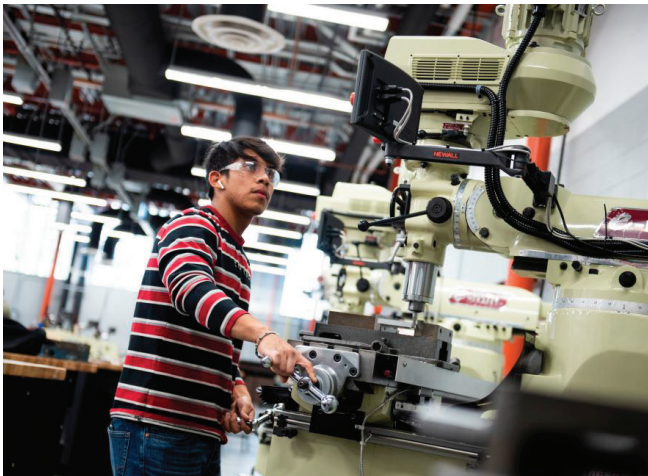▸ Highlight diverse groups of students, faculty, and staff in various settings.

▸ Capture images that evoke a sense of optimism, growth, and achievement.
▸ Focus on students and faculty engaging in learning and collaboration.

Photography

ENSURE CLARITY

Minimize extraneous objects and visual textures in your photographs to ensure clarity and focus.

▸ **Don't** let the subject get lost with the surrounding objects.

▸ **Keep** composition clear to direct viewer's attention to main subject.

USAGE AND APPLICATION

It is imperative to use professional imagery on ACC materials. The Public Information & Marketing Department has a database of images to ensure consistency with marketing materials. Contact the office for a specific image, or to coordinate a photoshoot.

Use photography to complement and enhance written content in brochures, website, social media, and other marketing materials. Ensure that images are relevant to the accompanying text and context.

Application

STATIONARY

LETTERHEAD

When using the ACC letterhead, it's important to use the correct margins.

Margins on letterhead:

· Top margin: 1.75"

· Left margin: 1"

· Right margin: 1"

· Bottom margin: 0.75"

The letterhead is also available as a digital download on the Public Information and Marketing webpage.

alamancecc.edu/brand-tools

ENVELOPES

ACC envelopes match the design from the letterhead for a cohesive look. Envelopes are printed on #10, white envelopes.

To download the template, vist the following link.

🌐 **alamancecc.edu/brand-tools**

BUSINESS CARDS

ACC business cards are printed single-sided on 100lb smooth paper. Business cards are printed in-house in the print department.

To submit a business card request, vist the following link.

🌐 **alamancecc.edu/design-request**

Application

DIGITAL PRESENCE

SOCIAL MEDIA

Social media is a powerful tool for ACC to connect with students, faculty, staff, alumni, and the broader community. To ensure our social media presence aligns with our brand values and mission, we have established the following guidelines.

▸ **Strategic Planning**

Consider the purpose of the social media account and set clear goals.

▸ **Provide Meaningful Content**

Share content that is informative, relevant, and engaging.

▸ **Clear Identification**

Clearly identify the department, center, or institute's relationship to ACC. Include a link to ACC's website in the bio or about section to reinforce this connection.

▸ **Respectful Communication**

Only post content that is appropriate for public viewing. Maintain a polite and constructive tone in all communications to uphold ACC's values and standards.

EMAIL SIGNATURE

Email is our most used form of communication, and often times, the first point of contact between ACC and the community. Our email signatures are professional and inviting. Brand consistent email signatures can provide additional recognition of the College.
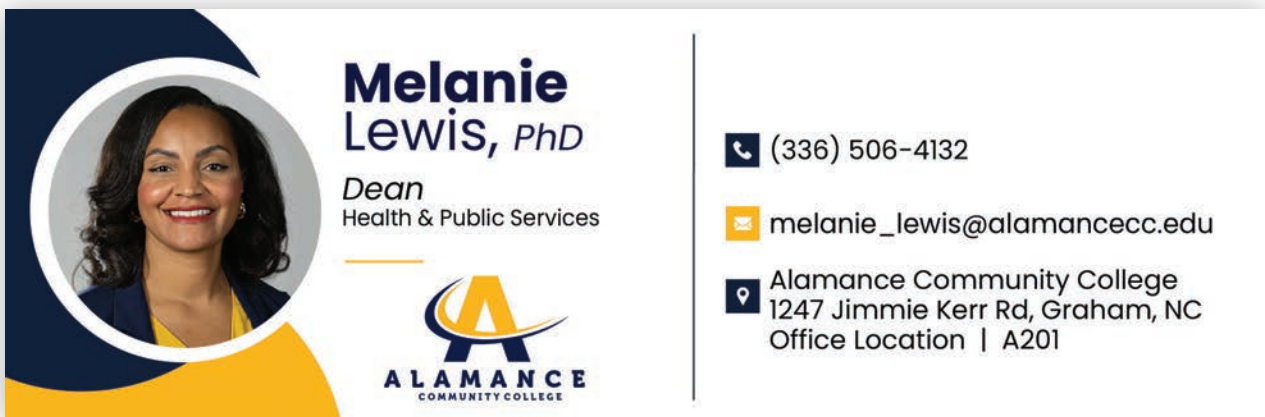
To submit an email signature request, vist the following link.

alamancecc.edu/email-sig

Application

WEBSITE

ACC's website is a valuable tools for sharing information about the College and engaging with the surrounding community.

▸ **User Accessibility**

Accessibility is a core priority in the design and maintenance of the ACC website. We adhere to the Web Content Accessibility Guidelines (WCAG) to ensure that our site is usable by everyone, including individuals with disabilities. Features such as alt text for images, keyboard navigation, and screen reader compatibility are integrated to provide a seamless experience for all users.

▸ **Marketing & Recruitment Tool**

The website is a powerful marketing and recruitment tool, playing a pivotal role in attracting prospective students and showcasing the college's offerings. By leveraging these features, ACC's website serves as an effective tool helping to attract and retain students while promoting the College's values and strengths.
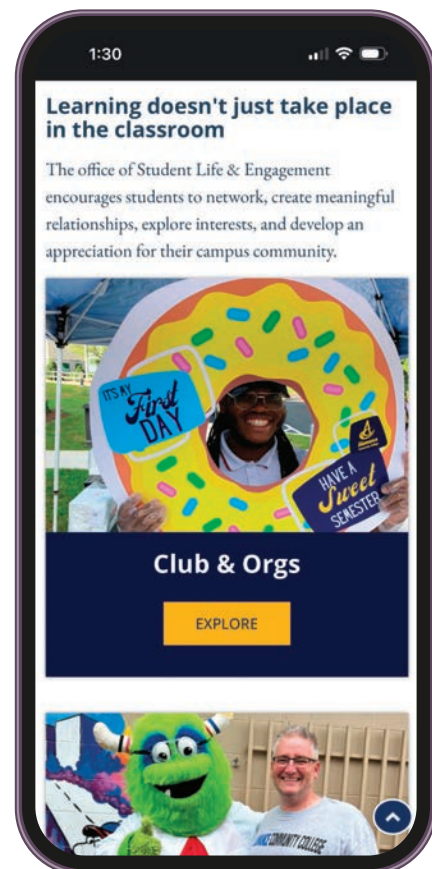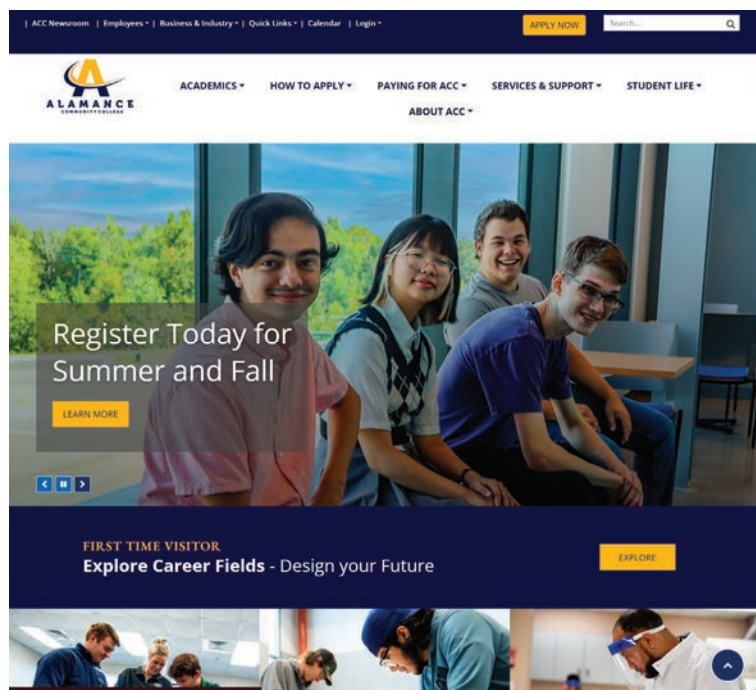
MERCHANDISE & PROMOTIONAL ITEMS

GENERAL GUIDELINES

‣ Items should be ordered in official ACC colors when possible.
‣ White and black are acceptable.
‣ When colors can't be exact, select the option closest to ACC colors to keep the item on brand.

Brand Voice

At ACC, our brand voice is the echo of every student, the catalyst for innovation, and the beacon of inclusivity and excellence.

Our brand voice at ACC is warm, inclusive, and supportive, reflecting our commitment to fostering a welcoming and dynamic learning environment. By maintaining a consistent tone that is encouraging and inspirational, we aim to connect meaningfully with our community, empowering everyone to reach their full potential.

Our brand personality can be described with the following traits:

Inclusive
Embracing | Respectful | Openess | Valued

Innovative
Forward-thinking | Enhancement | Progress | Learning

Supportive
Dedicated | Encouraging | Helpful | Empathetic

Inspirational
Growth | Motivate | Potential | Community

CONTACT

The Public Information & Marketing team offers customized marketing services for promotional materials that reflect institutional needs. This includes division or college-level projects, as well as projects that support enrollment, student retention, diversity and inclusion, campus health and safety, large-scale community partnerships, and other areas as directed by College leadership.

Director of Public Information & Marketing 336-506-4178
Graphic Designer 336-506-4171
Web Designer 336-506-6150
Staff Writer 336-506-4122

The Public Information & Marketing team must review all interal/external marketing collateral for brand consistency.

Submit a proof to publicinfo@alamancecc.edu and we will reply within 48 business hours for most materials.

DOWNLOADS

For quick access to a variety of ACC marketing resources, visit the Public Information & Marketing website.

alamancecc.edu/brand-tools

ALAMANCE
COMMUNITY COLLEGE

You Belong *here.*