

# INTRODUCTION

## The Official District Logo

The District logo is to be used on all print, electronic, and digital communications and signage representing the Antelope Valley Community College District. It is a strong and discernible symbol of our organization. This logo will continue to remain a well recognized mark when used in conjunction with similar standards and guidelines.

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

The logo must always be reproduced from a digital master reference. The logo should not be redrawn, digitally manipulated, or altered. The District logo is available in .gif and .ai formats and can be downloaded from the Antelope Valley College website at <http://www.avc.edu/administration/marketing/index.html#logos>.

### File Formats:

**.ai** vector format  
(professional usage)

**.gif** format  
(digital or desktop  
publishing usage)



**ANTELOPE VALLEY COLLEGE**

2-color: Pantone (PMS) #208 and Black



**ANTELOPE VALLEY COLLEGE**

1-color: Black



**ANTELOPE VALLEY COLLEGE**

1-color: White

# THE DISTRICT LOGO

## Variations

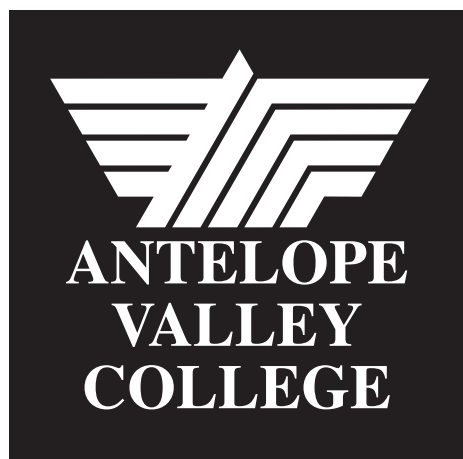
The District logo consists of the Antelope Valley College symbol in combination with the college logotype text. The relationship between the two graphic elements should not be altered. To accommodate a wider range of usage, the logo is available and acceptable in an alternate stacked version.



2-color:  
Pantone (PMS) #208  
and Black



1-color:  
Black



1-color:  
White

# THE DISTRICT LOGO

## Improper Alterations

The use of the District logo is closely monitored by the Marketing and Public Information office of Antelope Valley College. The District logo cannot be modified in any way. The following manipulations and interpretations dilute the integrity of our graphic identity and are expressly prohibited.



Symbol is stretched out of proportion.



Symbol is compressed out of proportion.



Logotype text is reduced out of proportion.



Logotype text is enlarged out of proportion.



Logotype text is displayed in an incorrect typeface.



Symbol is displayed in an incorrect color.

# THE DISTRICT LOGO

## Official Colors



Pantone (PMS) #208



Black

Above are the two main colors of the District logo. No alteration to the main colors (e.g., adjusting tone/shade/tint) will be made.



Pantone (PMS) #208  
C-M-Y-K: 32-98-61-26  
R-G-B: 140-30-65



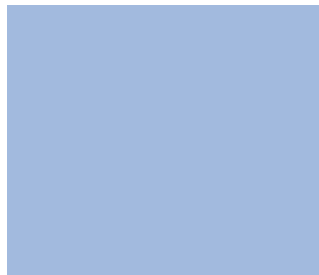
Gray/Silver (or White)  
C-M-Y-K: 0-0-0-20  
R-G-B: 209-211-212

Above are the signature colors of the District. They are an integral part of the overall identification system and when used correctly and consistently, they will build awareness and recognition.

In addition, there is an array of colors that complement the two signature colors and are acceptable for use in display and marketing pieces associated with the District.



C-M-Y-K: 25-23-36-0  
R-G-B: 194-184-163



C-M-Y-K: 35-19-1-0  
R-G-B: 162-187-222



C-M-Y-K: 25-7-61-0  
R-G-B: 198-208-131

# TYPOGRAPHY

## Typeface

Times New Roman is a serifed font to be used most times, including body copy and identity. Another acceptable serif font is Adobe Garamond. As a secondary font, Helvetica Neue, a sans serif font can be used. (e.g., headlines or other attention grabbing areas). All variations in this family are acceptable as an accent typeface as they mirror Times New Roman (Regular, Bold, Italic, and Bold Italic). Other acceptable sans serif fonts are Myriad Pro and Arial.

The District will greatly benefit from seeing a familiar and consistently used typeface being accurately applied to all materials that represent it.

As a general design rule, do not use more than two different typefaces in one piece.

Times New Roman

**Times New Roman Bold**

*Times New Roman Italic*

***Times New Roman Bold Italic***

Helvetica Neue

**Helvetica Neue Bold**

*Helvetica Neue Italic*

***Helvetica Neue Bold Italic***

# THE DISTRICT LOGO

## Identifying Departments

Official District offices and departments are not allowed to create their own logos. Individual departments may request special occasion logos but on a limited basis with prior approval from the Marketing and Public Information office.

In order to identify a District department, the individual department name should be used in conjunction with the official District logo.



## **ANTELOPE VALLEY COLLEGE**

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### Financial Aid Department

Athletic logos are overseen by the AVC's Athletic department and cannot be used by academic departments or substituted for the official college logo. For more information, please contact the Athletic Director for the campus.

