



Brand Style Guide

Palo Alto College



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Purpose

As part of Palo Alto College’s mission **to inspire, empower, and educate our community for leadership and success**, the Marketing & Strategic Communications team curates a consistent, unified, professional image. This document is meant to help all Palo Alto College faculty and staff accurately and proudly represent Palo Alto College by upholding the brand identity, which is crucial to any marketing effort and vital for recruiting, retention, and relationship-building within our community.

This guide is meant to compliment the Alamo Colleges District Brand Standards Guide, which can be viewed at alamo.edu/brand.

Fonts & Colors


Primary Font


Din Light
 Din Regular
 Din Medium
 Din Bold
 Din Black

Secondary Font

Sabon
 BEBAS
 Helvetica
 Univers

Colors


 PMS 3285 | C:100 M:0 Y:50 K:5 | R:0 G:147 B:131
 HEX 009681


 PMS 285 | C:100 M:50 Y:0 K:0 | R:0 G:114 B:207
 HEX 0072CE

Primary | Horizontal



ALAMO COLLEGES DISTRICT
Palo Alto College



ALAMO COLLEGES DISTRICT
Palo Alto College



ALAMO COLLEGES DISTRICT
Palo Alto College



ALAMO COLLEGES DISTRICT
Palo Alto College

Secondary | Stacked Long



ALAMO COLLEGES DISTRICT

Palo Alto College



ALAMO COLLEGES DISTRICT

Palo Alto College



ALAMO COLLEGES DISTRICT

Palo Alto College



ALAMO COLLEGES DISTRICT

Palo Alto College

Tertiary | Stacked Short



ALAMO
COLLEGES
DISTRICT

Palo Alto College



ALAMO
COLLEGES
DISTRICT

Palo Alto College



ALAMO
COLLEGES
DISTRICT

Palo Alto College



ALAMO
COLLEGES
DISTRICT

Palo Alto College

Usage

When printing in one color, use the black or white logo option in lieu of any other stand-alone colors



ALAMO COLLEGES DISTRICT
Palo Alto College



~~ALAMO COLLEGES DISTRICT
Palo Alto College~~

Department Logos

Palo Alto College departments, programs, or initiatives that request a graphic will receive the following approved logo lockup. This lockup is only available in the horizontal orientation; it can be provided in one-color if needed.



ALAMO COLLEGES DISTRICT
College Name

Veterans Affairs



ALAMO COLLEGES DISTRICT
College Name

Veterans Affairs

Official Palomino



Standalone Graphics

There is only one official logo family for each school. No other logo should be used as the main college identifier. Sometimes, though, a graphic treatment of the college name is appropriate for certain materials or events. Other times, special events or organizations may require a standalone mark.

Designed font treatment of "Palo Alto College" or a standalone graphic may be allowed for special events or resources, such as PACfest, Discover PAC, or the S.H.A.R.E. Center. The official logo should appear separately on any material that features these standalone graphics.



Athletic Branding

These guidelines are to be used for extramural sports only. All other sports or campus recreation creative should align with standard Palo Alto College branding.

Athletic Palomino



Word Mark | Text Only

PALO ALTO COLLEGE



PALO ALTO COLLEGE
ATHLETICS

PAC

In this word mark, the word "athletics" can be substituted for the name of the sport.

Fonts

Primary Font

AIRSTRIKE EXPANDED
(Lower Case Only)

Secondary Font

DIN

Texture & Usage

PALO ALTO COLLEGE
SOCCER

PALO ALTO COLLEGE
VOLLEYBALL

PALO ALTO COLLEGE
BASEBALL

PALO ALTO COLLEGE
SOFTBALL

PALO ALTO COLLEGE
BASKETBALL

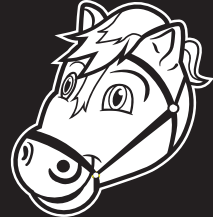
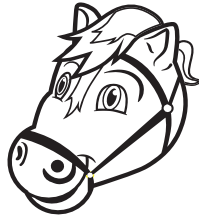
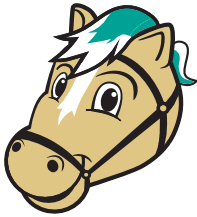
PALO ALTO COLLEGE
WOMEN'S BASKETBALL

(One-Color Example)

Youth Branding

These guidelines may be used for materials targeted for youth audiences (early childhood through grade 6) – our future Palominos. These illustrations were created to position Palo Alto College as a fun, inviting atmosphere as part of the College Starts at Birth initiative. These graphics may only be used with approval from the Marketing and Strategic Communications department.

Youth Palomino



Fonts

Primary Font
GROBOLD
(Upper Case Only)

Secondary Font
DIN

Specialty Promotional Samples

With the approval of the Marketing and Strategic Communications department, youth branding may be used on specialty promotional items for College Starts at Birth initiatives.





ALAMO COLLEGES DISTRICT
Palo Alto College

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