BRAND STYLE GUIDE

A comprehensive guide for visual consistency in Auraria Higher Education Center (AHEC) publications, graphic images, and clothing

Rev 06/19
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ESTABLISHING OUR BRAND

What do an apple, a swoosh, a red bulls eye, and golden arches have in common? They are well-established iconic symbols that immediately call to mind popular brands, how we’ve experienced these brands, and how these brands make us feel.

Consistent Identity
The goal of the Auraria Higher Education Center (AHEC) Brand Style Guide is to create a widely recognized, positive image of the agency. The most important element in achieving this is consistency in imagery and language. Consistency builds our identity, drives positive sentiment, delivers our key messages, and expresses our value.

AHEC is committed to providing quality services in support of quality education. This is expressed in our work, our words, and our visuals. With a unified identity, AHEC is recognizable on campus and can be seen as a resource to faculty, staff, and students.

Graphic Standards
The graphic standards are intended to guide the proper use of the Auraria Higher Education Center logo and brand, and apply to:

- all communication and marketing materials
- stationery (letterhead, envelopes, business cards)
- articles of clothing and uniforms
- promotional items and giveaways
- vehicle graphics

Materials in existence before this date become subject to these standards when they are reprinted or reordered.

As we are a constantly evolving agency, the standards offer flexibility in some applications. Departments with unique marketing needs will be addressed by request on a case-by-case basis.

Questions
Shannon Fluckey | Creative Services Manager
Integrated Marketing & Communications
303-556-2573
shannon.fluckey@ahec.edu
Logo, Colors, and Typefaces
**LOGO**

The AHEC logo reflects the “pride of service” by which we operate. The outer edges symbolize the three institutions we serve: Community College of Denver, Metropolitan State University of Denver, and University of Colorado Denver. Each edge is distinct; they are similar, but not identical. This is representative of each institution’s unique goals, services, missions, and neighborhoods.

The center of the logo symbolizes AHEC and its vital contribution as the core, serving the Auraria Campus community. It also represents the center crossroads of the campus—a unifying component of the common and shared elements. Both the inner and outer components of the logo are triangular, reflecting a pyramidal shape that is often recognized as a symbol of higher learning. The elements of our logo work together to represent a rich, collaborative community.

The colors in our logo are a combination of blues, symbolizing truth, honesty, integrity, and reliability—the very attributes that make up the fabric of AHEC.
The AHEC logo is a graphic expression of the brand and our first opportunity to make an impression on our audiences. Consistent and accurate application of the logo is required for all publications, letterhead, business cards, clothing and uniforms, signage, and vehicle graphics.

The trademarked logo (marked with a TM) should be used in all applications, except promotional items and clothing.

- **Preferred**
- **Alternate**
APPROVED LOGO COLOR VARIATIONS

AURARIA HIGHER EDUCATION CENTER™

PMS 285 + black

grayscale

AURARIA HIGHER EDUCATION CENTER™

PMS 285 + white on black background

white on black background
**LOGO USAGE**

Please follow these guidelines to ensure clarity and avoid misuse of the logo.

**Minimum Size**

- Preferred: `.5"`
- `.25"`
- `.2"`

**Area of Isolation**

To avoid crowding, the minimum amount of space around the logo should be equivalent to the center triangle height.

**DO NOT Manipulate**

- DO NOT stretch or alter proportions.
- DO NOT move or re-size logo elements.
- DO NOT change the colors.
- DO NOT combine graphically with another element or symbol.
- DO NOT separate symbol from logotype.
- DO NOT add computer effects (e.g., dimension, shadows, etc.).
**BRAND COLORS**

**40% PMS 285**
- CMYK = 36 | 17 | 0 | 0
- RGB = 159 | 189 | 227

**PMS 285**
- CMYK = 89 | 43 | 0 | 0
- RGB = 0 | 125 | 195

**Black**
- CMYK = 0 | 0 | 0 | 100
- RGB = 35 | 31 | 32
**TYPEFACES**

The official primary typeface for AHEC is Helvetica (variations: regular, oblique, bold, and bold oblique). If Helvetica is unavailable, use Arial (variations: regular, italic, bold, and bold italic). Other typefaces or distortions of these typefaces are not acceptable.

**Helvetica Regular**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Helvetica Oblique**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Helvetica Bold**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Helvetica Bold Oblique**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Arial Regular**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Arial Italic**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Arial Bold**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**Arial Bold Italic**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Logo, Colors, and Typefaces 8
All departments will use the same layout for letterhead, envelopes, and business cards, with the exception of the Auraria Campus Police Department, Auraria Early Learning Center, King Center, and Tivoli Station. These departments have been approved for special logos.

**Print and Electronic Stationery Requests:**
Shannon Fluckey | Creative Services Manager
Integrated Marketing & Communications
303-556-2573
shannon.fluckey@ahec.edu

**BUSINESS CARDS**

(front)

NAME
Title
AURARIA HIGHER EDUCATION CENTER DEPARTMENT

P 303.556.XXXX
first name.last name@ahec.edu

Office Location
Campus Box XX | P.O. Box 173361
Denver, Colorado 80127-3361

(back)

AURARIA HIGHER EDUCATION CENTER SERVING
Community College of Denver
Metropolitan State University of Denver
University of Colorado Denver

www.ahec.edu
**EMAIL SIGNATURE**

Consistency in how we present ourselves digitally to the campus community is important. All email signatures must follow the brand standards with regard to format: font, size, and the contact information listed. Use your physical location, not the campus box in email signatures. Use P, C, and F; do not spell out phone, cell, and fax.

Instructions for creating your email signature: [www.ahec.edu/email-signature](http://www.ahec.edu/email-signature)

<table>
<thead>
<tr>
<th>NAME</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AURARIA HIGHER EDUCATION CENTER</td>
<td></td>
</tr>
<tr>
<td>DEPARTMENT</td>
<td></td>
</tr>
<tr>
<td><strong>P</strong> 303.556.xxxx</td>
<td>Physical Location</td>
</tr>
<tr>
<td><strong>SERVING</strong></td>
<td></td>
</tr>
<tr>
<td>Community College of Denver</td>
<td></td>
</tr>
<tr>
<td>Metropolitan State University of Denver</td>
<td></td>
</tr>
<tr>
<td>University of Colorado Denver</td>
<td></td>
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**Option A**
(with only one phone number)

<table>
<thead>
<tr>
<th>NAME</th>
<th>Title</th>
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<tbody>
<tr>
<td>AURARIA HIGHER EDUCATION CENTER</td>
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<td>DEPARTMENT</td>
<td></td>
</tr>
<tr>
<td><strong>P</strong> 303.556.xxxx</td>
<td>Physical Location</td>
</tr>
<tr>
<td><strong>C</strong> xxx.xxx.xxxx</td>
<td></td>
</tr>
<tr>
<td><strong>SERVING</strong></td>
<td></td>
</tr>
<tr>
<td>Community College of Denver</td>
<td></td>
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<tr>
<td>Metropolitan State University of Denver</td>
<td></td>
</tr>
<tr>
<td>University of Colorado Denver</td>
<td></td>
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**Option B**
(with phone and cell or fax number)
Clothing and Promotional Items
APPROVED LOGO VARIATIONS FOR PROMOTIONAL ITEMS

- **PMS 285 + black**
- **grayscale**
- **solid black**  
  (use only on items that cannot print with a screen)
- **PMS 285 + white**
  on black or blue background
- **white on black or blue background**
PROMOTIONAL ITEMS

Guidelines for Logo Use

- When possible, use only the approved logo variations (page 14). Remember, promotional item logos do not have the TM symbol.

- If an approved variation will not fit on a promotional item, please use one of the horizontal variations (page 5).

- Visit www.ahec.edu/promo-orders to learn about the process for ordering promotional items, clothing, and uniforms. 
  Note: These items are considered a good and a service, so you must set up a PO or P-Card PO in advance of making an order.

Minimum Logo Height (see page 6)

Please use Helvetica when spelling out “Auraria Higher Education Center” for a logo that is .2” or smaller.

Note:

Sometimes the AHEC logo will include a department name. When a department logo is too small to fit text for both Auraria Higher Education Center and the department name, please contact Shannon Fluckey, Creative Services Manager, at 303-556-2573 or shannon.fluckey@ahec.edu. She will provide you with a custom graphic similar to the following example:

Using a Call to Action

Whenever possible, include a call to action (a phone number or website) on promotional items, similar to the following examples:

AURARIA CAMPUS POLICE DEPARTMENT
303.556.5000
www.ahec.edu/police
NIGHT TRIPPER SERVICE 303.556.2001
APPROVED AURARIA CAMPUS GRAPHIC VARIATIONS FOR CLOTHING

AURARIA CAMPUS

PMS 285 + black

AURARIA CAMPUS

PMS 285 + white on black or blue background

AURARIA CAMPUS

white on black or blue background
CLOTHING

- The Auraria Campus graphic (page 16), not the AHEC logo, should be used on clothing.

- **Do not** use the Auraria Campus graphic on any items but clothing.

**Application**

Graphics should be embroidered or screen printed on all AHEC employee garments.

**Location**

In general, the graphic should appear on the left chest area above the pocket. Some items, such as hats and aprons, may have variations. Please place graphics according to the guidelines for these items (pages 19-20).

**Size**

The graphic should be approximately 3” x 0.8” (W x H).

**Colors**

The preferred colors for garments are **black, gray, light blue, navy, white, ivory, cream**, and **khaki**. Please consider how the graphic will appear against a color before making a choice.
POLOS AND LONG-SLEEVED SHIRTS
SMOCK

Front
Graphic embroidered or printed on left pocket

Back
Graphic embroidered or printed on back right shoulder

AURARIA CAMPUS
HATS, APRONS, AND VESTS
**SUBMITTING AN ORDER**

We have partnered with [ProCorp](http://www.procorp.com) to provide clothing and promotional items for AHEC departments. To start the ordering process, contact:

Tyler Eagen  
ProCorp  
303-261-5718  
tyler@logostuff.com

**Plan ahead when making an order.**  
Keep in mind the time it will take for proofing, production, and shipping. Once the order is approved and placed, delivery of the items usually happens in about two weeks.

**Catalogs**  
Use the following catalog links to start your search for clothing and promotional items. If you need more selections or can’t find what you need, please discuss your ideas with Tyler Eagen. He’ll be able to provide you with additional options.

**Clothing Items**
- [www.sanmar.com](http://www.sanmar.com)
- [www.alphabroder.com](http://www.alphabroder.com)
- [www.ssactivewear.com](http://www.ssactivewear.com)

**Promotional Items**
- [www.pcna.com/leeds](http://www.pcna.com/leeds)
- [online.bicgraphic.com](http://online.bicgraphic.com)
- [www.logomark.com](http://www.logomark.com)

**Questions About Proper Usage, Colors, or Placement**  
Jane Hood | Director of Marketing & Campus Relations  
Integrated Marketing & Communications  
303-556-3441  
jane.hood@ahec.edu

**Custom Files**  
Shannon Fluckey | Creative Services Manager  
Integrated Marketing & Communications  
303-556-2573  
shannon.fluckey@ahec.edu
Vehicles
**VEHICLES**

The AHEC logo is required on all agency vehicles except for the Auraria Campus Police Department.

**Service Vehicles**

Due to AHEC’s wide variety of service vehicles, these general standards apply:

- The logo must appear on each side of the vehicle, along with a vehicle number, assigned by the vehicle mainentence shop.
- The logo and vehicle number must also appear on **either** the front or rear of the vehicle, depending on what is most practical.
Departments with Special Logos
SPECIAL LOGOS

The Auraria Campus Police Department, Auraria Early Learning Center, Auraria Sustainable Campus Program, King Center, Tivoli Station, and Tivoli Student Union have unique logos due to the nature of their business with the campus community.

Special Logo Usage

Special logos must be co-branded with the AHEC logo. Placement of the AHEC logo is dependent on the item or marketing piece and varies widely.

Questions on Co-Branding and Special Logo Use:

Shannon Fluckey | Creative Services Manager
Integrated Marketing & Communications
303-556-2573
shannon.fluckey@ahec.edu