

BRAND STYLE GUIDE

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

Rev 09/23



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

Rebecca J. Ruiz | Director
Marketing & Campus Relations
rebecca.ruiz@ahec.edu

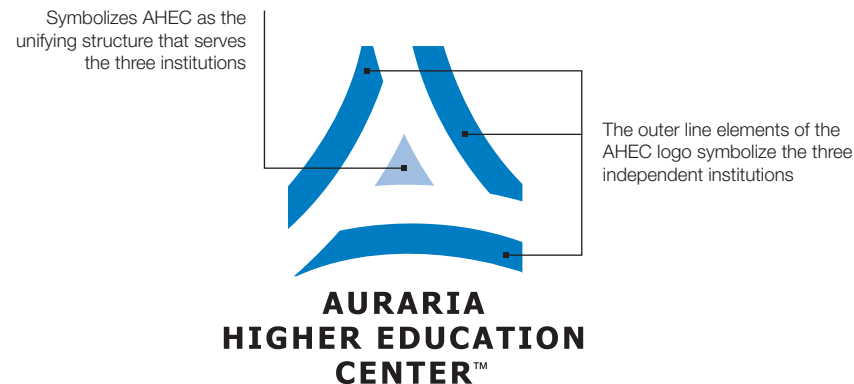
Logo, Colors, and Typefaces

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.



APPROVED LOGO VARIATIONS

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



PMS 285 + black



grayscale



PMS 285 + white
on black background

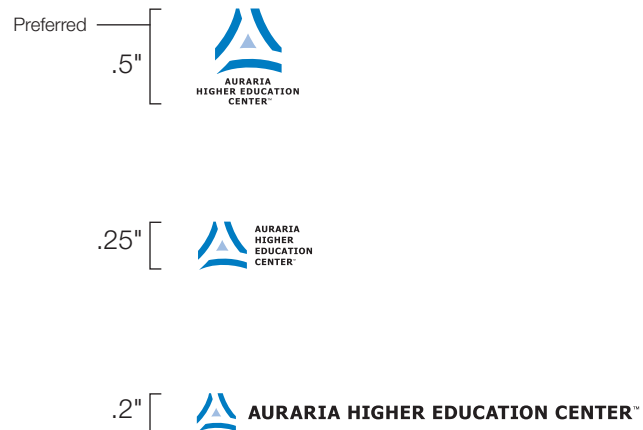


white on black background

LOGO USAGE

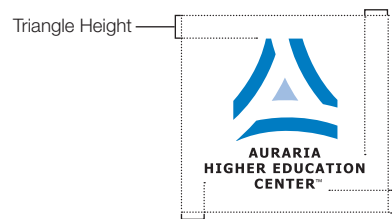
Please follow these guidelines to ensure clarity and avoid misuse of the logo.

Minimum Size



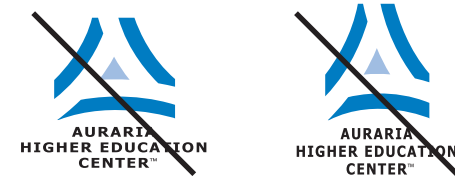
Area of Isolation

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

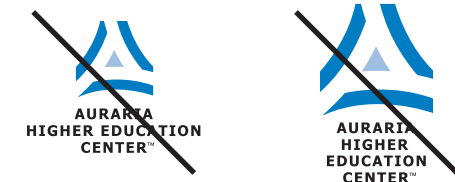


DO NOT Manipulate

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

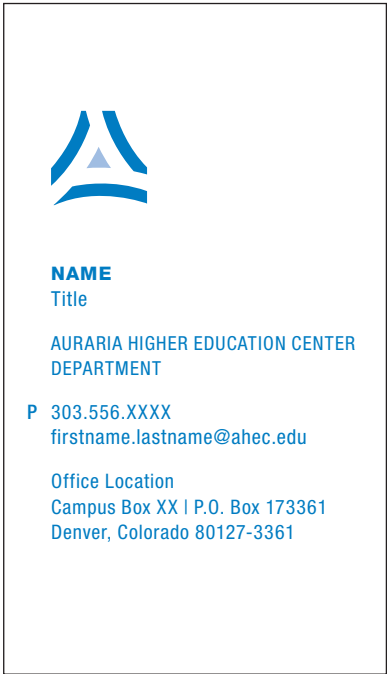
Stationery System

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.

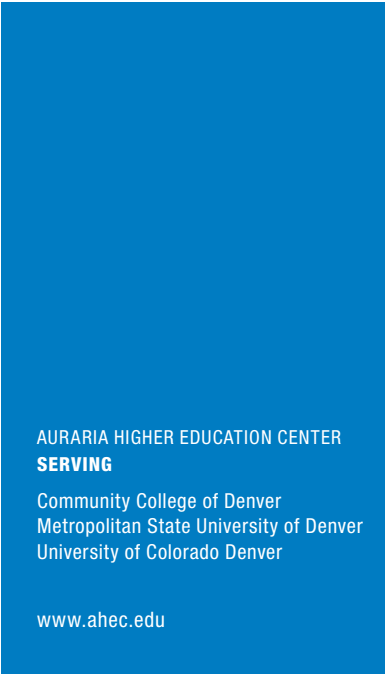
Print and Electronic Stationery Requests:

Kristen Morrison | Graphic Designer
Marketing & Campus Relations
kristen.morrison@ahec.edu

BUSINESS CARDS



(front)



(back)

LETTERHEAD
AND ENVELOPES



DEPARTMENT NAME
AURARIA HIGHER EDUCATION CENTER

SERVING
Community College of Denver
Metropolitan State University of Denver
University of Colorado Denver

SERVING Community College of Denver | Metropolitan State University of Denver | University of Colorado Denver

www.ahec.edu



DEPARTMENT
AURARIA HIGHER EDUCATION CENTER
Campus Box XX | P.O. Box 173361
Denver, Colorado 80217-3361

(front)

(back)

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

Option A
(with only one
phone number)

NAME | Title

AURARIA HIGHER EDUCATION CENTER
DEPARTMENT
P 303.556.xxxx | Physical Location



SERVING

Community College of Denver
Metropolitan State University of Denver
University of Colorado Denver

Option B
(with phone and
cell or fax number)

NAME | Title

AURARIA HIGHER EDUCATION CENTER
DEPARTMENT
P 303.556.xxxx | **C** xxx.xxx.xxxx
Physical Location



SERVING

Community College of Denver
Metropolitan State University of Denver
University of Colorado Denver

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 Marketing & Campus Relations at this website: www.ahec.edu/ahec-staff/integrated-marketing-communications. They 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:



APPROVED AURARIA CAMPUS GRAPHIC VARIATIONS FOR CLOTHING



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).

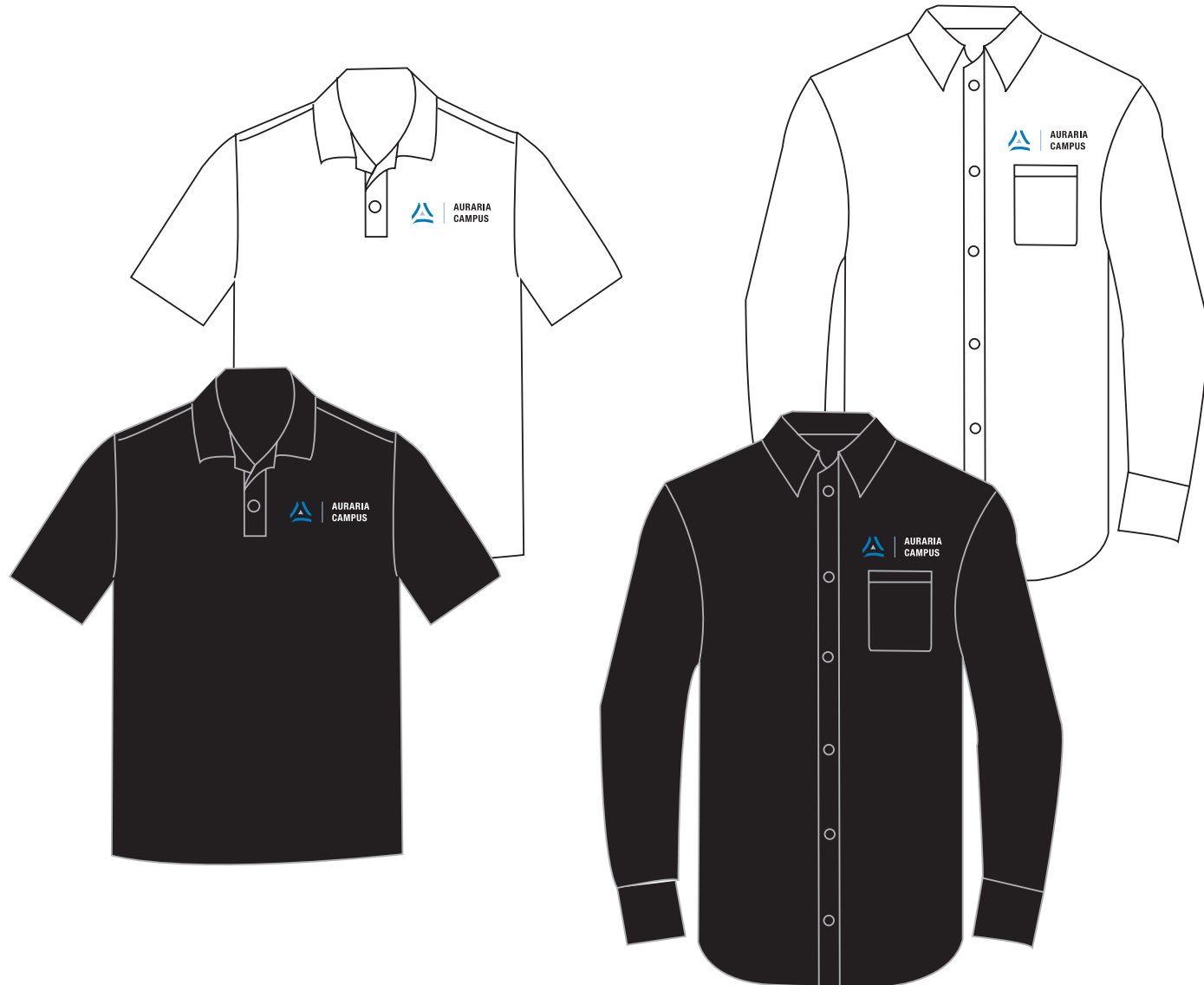
Size

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.

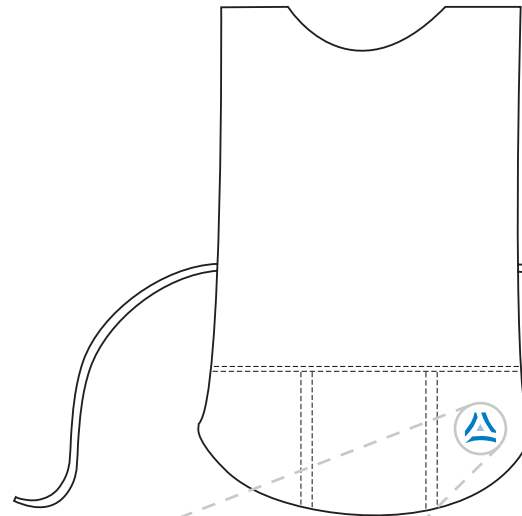
POLOS AND LONG-SLEEVED SHIRTS



SMOCK

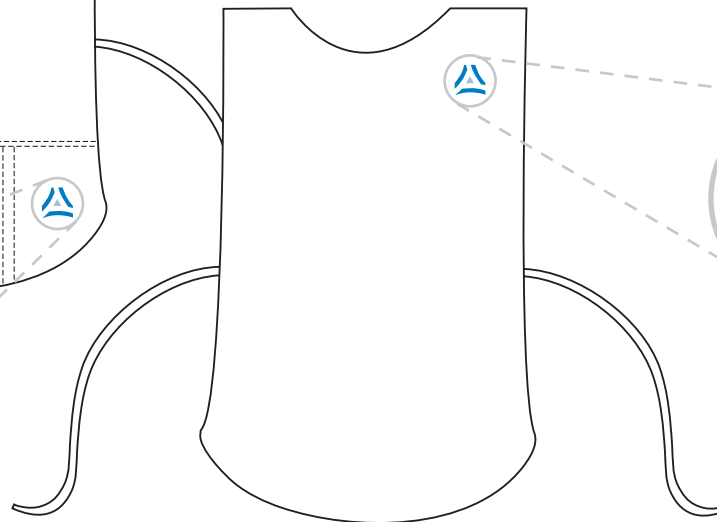
Front

Graphic embroidered or printed on left pocket



Back

Graphic embroidered or printed on back right shoulder



HATS, APRONS, AND VESTS



SUBMITTING AN ORDER

We have partnered with **ProCorp** 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
- www.alphabroder.com
- www.ssactivewear.com

Promotional Items

- www.pcna.com/leeds
- online.bicgraphic.com
- www.logomark.com

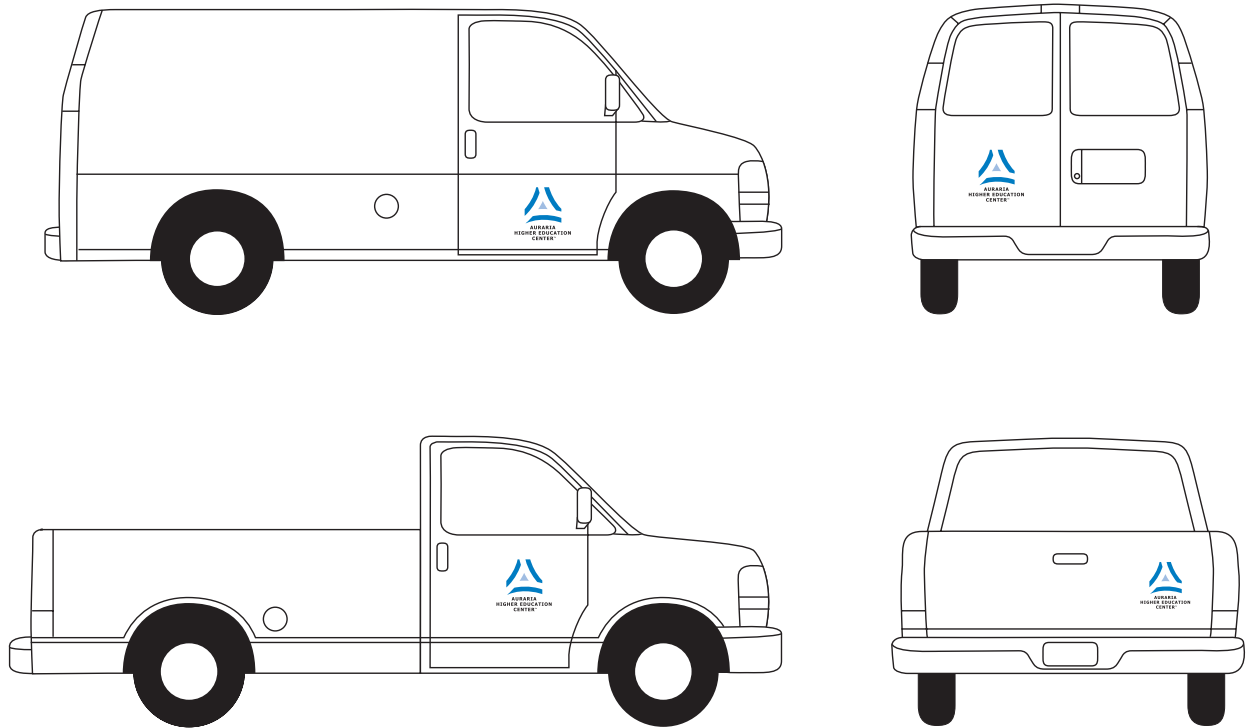
Questions About Proper Usage, Colors, or Placement and Custom Files

Rebecca J. Ruiz | Director
Marketing & Campus Relations
rebecca.ruiz@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 maintenance 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:

Rebecca J. Ruiz | Director
Marketing & Campus Relations
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