Logo Use for Clothing and Promotional Items
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Guidelines for Logo Variations

- Use only the approved logo variations for clothing, and when possible, promotional items (page 2).
- If an approved variation will not fit on a promotional item, please use one of the horizontal variations (page 3).
- Sometimes the AHEC logo will include a department name. If a promotional item is too small to fit text for both the Auraria Higher Education Center and the department name, please contact Shannon Fluckey, Creative Services Manager, at 303-556-2573 or Shannon.Fluckey@ahec.edu, for a custom graphic.
Approved Logo Variations

- 2-color (PMS 285 + black)
- Grayscale
- Solid black (use only on items that cannot print with a screen)

- 2-color (PMS 285 + white) on black or blue background

- White on black or blue background
MINIMUM LOGO HEIGHT

Preferred \[0.5\]

\[0.25\]

\[0.2\]

Please use Helvetica when spelling out “Auraria Higher Education Center” for a logo that is 0.2” or smaller.

**Note:**
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 on promotional items that includes a phone number or URL, similar to the following example:
Clothing

**Application**
Logos should be embroidered or screen printed on all AHEC employee garments.

**Location**
In general, the logo should appear on the left chest area above the pocket. Some items, such as hats and aprons, may have variations. Please place logos according to the guidelines for these items.

**Size**
The logo should be approximately 3” x 3.25” (L x H).

**Color**
The preferred colors for garments are **black, grey, AHEC cornflower blue, navy, white, ivory, cream**, and **khaki**. Please consider how the logo will appear against a color before choosing.

**Departments with Special Logos**
Some department logos are different from the AHEC logo. Department logos should appear on the left chest area above the pocket. The AHEC logo should appear on the sleeve, sized at 2”x2”.
Polos & Long Sleeved Shirts
Smock

**Front**

Logo embroidered or printed on left pocket

**Back**

Logo embroidered or printed on back right shoulder
Hats, Aprons & Vests
Submitting an Order

We have partnered with Halo Branded Solutions to provide clothing and promotional items for AHEC departments. To start the ordering process, contact:

Jack Wilson
Halo Branded Solutions
720-203-6878
jackwilson319r@msn.com

Allow **at least five weeks** before delivery when making an order. Keep in mind the time it will take to set up the purchase order (PO), as well the time it takes for proofing, production, and shipping of the items.

For information on setting up a PO, contact:

Stacy Steelman
Procurement Services
303-556-3289
stacy.steelman@ahec.edu
Contacts

**Submitting an Order**  
Jack Wilson, Halo Branded Solutions  
720-203-6878  
jackwilson319r@msn.com

**Questions About Proper Usage, Colors, or Placement**  
Meagan Smith, Marketing Coordinator  
303-556-3441  
Meagan.Smith@ahec.edu  
Katy Brown, Director of Communications  
303-556-8090  
Katy.Brown@ahec.edu

**Setting Up a Purchase Order**  
Stacy Steelman, Director of Procurement & Distribution Services  
303-556-3289  
Stacy.Steelman@ahec.edu

**Custom Files**  
Shannon Fluckey, Creative Services Manager  
303-556-2573  
Shannon.Fluckey@ahec.edu