



Your College  Right Now

BRAND **BOOK**

Visual Identity Guidelines

MISSION, VISION & **VALUES**

Mission

Alvin Community College exists to improve the lives of its constituents by providing affordable, accessible, high quality and innovative academic, technical and cultural educational opportunities for the diverse communities it serves.

Vision

As a premier college that provides high-quality academic, technical and cultural programs, Alvin Community College's focus will be to promote student success, enhance quality of life and support economic development.

Core Values - ACC CARES

Alvin Community College is a **Community Asset** that is **Accountable** and **Responsive** and strives for **Excellence** as a **Student-centered** institution.



Community Asset • Accountable • Responsive • Excellence • Student-centered

INTRODUCTION

These guidelines have been established for all staff, faculty and outside vendors as a tool for promoting image/branding consistency. The recommendations serve to help establish a positive, unified message for ACC.

The ACC Brand Book and Visual Identity Guidelines should be used in the preparation of all advertising, publications, documents, promotional items and web pages. Although a distinction may be made between internal and external communications, keep in mind that sometimes communications meant for internal audiences may eventually reach the community at large. Remaining consistent and professional in all communications will ensure the College is represented favorably.

The branding campaign is used to promote and position ACC to accomplish the following:

- Align the public image of the College with the impact of ACC and its programs.
- Clarify and promote ACC's identity and position as a leader in higher education to students, faculty, staff, alumni, the community, legislators, taxpayers and other key audiences.
- Promote ACC's academic excellence through consistent images and message, supported by a comprehensive, college-wide strategic marketing and communications plan.
- Instill renewed pride in the name of ACC, both internally and externally.
- Increase the value of an ACC degree or certificate in the minds of all audiences.
- Raise the profile of ACC to more effectively compete for students, faculty, financial resources and partnerships.

OUR **BRAND**

Our brand is a promise to our students and community. It tells them what they can expect from our services and differentiates our offerings from other colleges. The ACC brand is derived from who we are, who we want to be and who people perceive us to be.

*A brand is more than a logo,
a color combination or a
slogan. It's about reputation.*

PROMISE **STATEMENT:**

ACC fosters ideal learning environments for future-focused students who expect a life-changing education that gets results.

Promise Statement, Deconstructed (The Why Addressed)

Fosters: A proactive word to best represent ACC's nurturing nature to all of its students. We strive to create appropriate learning situations for anyone we have the privilege to enroll.

Ideal learning environments: We are proud of who we are and why we are here. ACC students, faculty, and staff work together, push each other, and are dedicated to creating a skilled workforce well-prepared for success in first, new, and re-imagined careers.

The magic we offer any student—from dual enrollment high school students to adults returning for education later in life—is far more than brick and mortar, labels, and lectures. Ours is a human-driven education alive with energy and purpose in and beyond the classroom.

And, the ACC community is far more than one physical campus—it is a living education that comes alive in classrooms, labs, and cyberspace, all dynamic learning environments extending our reach throughout the region we serve.

Future-focused students: We meet ACC students where they are in life and engage them in ways appropriate to their individual futures. Our students come from many backgrounds, with nearly every possible back-story, motivation, goal, and dream represented. The prototypical ACC students share a commonality—they are driven to take initiative to find their path. They may know what they want to do in life; they may well not. We work with all students to find the best pathway, showing them possibilities to achieve successful futures.

Life-changing: Our students apply the knowledge and skills learned at ACC to their own lives every day, impacting themselves and others in tangible and meaningful ways. Their ACC educations will make a difference to the businesses, organizations, families, and broader communities in which they engage. That is the heart of our purpose at ACC—to foster a culture where students can experience a life evolution that helps them reach the appropriate futures.

That gets results: An ACC education is minimized if our graduates don't get jobs, excel in jobs they've attained, or get into the four-year colleges they want.

Our reason for being is to prepare students for professional and personal success. To this end, we care about traditional measures (institutional job placement statistics, individual graduate job performance reviews) and personal measures (Did you get the job you planned for? Did you get into the college you desired? Is this what you wanted in life?). "Results" are multi-dimensional, and achieving and always improving on them by any measure is an ACC focus.

BRAND **PILLARS**

Brand pillars represent what, why, and how ACC demonstrates our brand promise to stakeholders. These help guide marketing and communications messaging. Our brand pillars are:



*Faculty and Staff are Passionate
About Student Success*



A Smart Investment



*Pathways to Professional
Accomplishment*



Skills-relevant Facilities



*Our Service Area:
an Extended Classroom*

Brand Pillars in Detail

Faculty and Staff are Passionate About Student Success

Faculty and staff are the driving force of ACC. They have a commitment to the ACC way.

In our teaching-first and customer service-focused community, faculty give emphasis and direction to ACC's life-changing education in our daily fabric. They are talented and serve as the fuel to the engine of discovery. Our engaging classrooms, labs, and shops give faculty the invaluable chance to get to know their students as individuals.

Our focus on student success allows staff to work one-on-one with each and every individual. Staff focus on encouraging all students and, when possible, customizing their educational experiences and their own distinct professional paths—a powerful outcome to achieve not only a successful future, but the right future.

Finally, ACC offers a number of support services geared to help students with any and all financial, psychological, and physical challenges. Our goal is to make the experience exceptional for everyone who commits to being an ACC student.

A Smart Investment

The return on investment of an ACC education is not about the dollars spent (as too often is the case in higher education) or being

“affordable”—it is about the outcome. The value of an ACC degree depends on a student's commitment of both time and money as well as the commitment of the faculty and staff to help student's reach their potential.

With rigorous support mechanisms in place students can be prepared for both professional success—by getting into desired careers and taking relevant skills with them into life and personal success by learning and doing, and facing challenges to be a better person.

Pathways to Professional Accomplishment

At ACC, learning experiences and related opportunities are designed to encourage our students to explore their potential. We feel that, when possible and appropriate, building upon academic classroom knowledge with hands-on, real-world experiences is the best education for today's world. ACC's overall approach to education is strengthened and invigorated by our focus on relevant, real-world training. We strive to provide such opportunities intentionally in as many programs as possible; it is a way of life here at ACC that gets results and impacts lives.

Skills-relevant Facilities

Teaching skills and sharing knowledge can happen anywhere and anytime at ACC—from a classroom discussion in a dual enrollment course in Pearland to a patient simulation in a campus nursing lab to

Brand Pillars in Detail (cont'd)

operating equipment in the ACC welding shop. Our wide range of physical facilities helps us deliver on our promise of a career-minded, future-focused experience.

While there are challenges to the age and extent of facilities as a whole, the interactions and engagements that happen in them are the heart of the ACC experience.

Our Service Area: An Extended Classroom

ACC's service area is incredibly diverse by every measure and definition: vast ethnic and socio-economic differentiation and a wide range of employers in a broad array of categories, for example. Even on a very human scale, the educational goals and life motivations of area residents are as varied as the population.

This microcosm of Texas and the nation is a tremendous opportunity for ACC and the educational experiences we deliver. From growth communities like Pearland to the historic town of Alvin and the rural areas in between, ours is a robust and engaging place to call home. We are the region's skills college, and from our employees to our alumni, we are enmeshed in the region in a number of ways.

To this end, ACC's service area fosters connections among ACC graduates. Our people extend valuable relationships to one another and the communities of this area allow ACC to connect our students with both ACC alumni and other industry professionals.

Conversely, area business leaders and influencers value ACC's role as a talent engine. We are the source of graduates who bring ideas, skills, and solutions to meet their needs.

BRAND CHARACTER refers to how ACC acts or in other words, our personality as an institution. These characteristics define our brand voice and how we express it to the world. Our brand character is expressed in the following words: *Engaging, Empowering, Skilled, Dedicated, Go-getters*. We will demonstrate these characteristics in our communications and culture to reinforce our brand.

Engaging



Empowering



Skilled



Dedicated



Go-getters






CAMPAIGN **THEME**

Your College  **Right Now**

Your College>Right Now was chosen as the theme to represent ACC's Brand. The rationale behind the theme lies with the facts that our students choose ACC because it is close to home and feels *more personal and accessible*. They want to go to a college where they can belong and start their journey *right now*.

The **Your College**  **Right Now** campaign theme guides our messages but does not always take center stage. The welcoming and motivational tone inspires a multitude of supporting messages crafted to reach the diverse audiences we seek to make part of the ACC family.

Campaign Voice

Casual, informal, first-person voice. Warm, welcoming, familiar, and natural.

Voice Example

You have a name and you deserve to go to a college that knows it. The life you want starts right here, close to home. Your success is our priority. At ACC you can quickly find your place and carve the path to your future. Make ACC Your College, Right Now!

Headline Examples

Change Your Life

Make a Difference

Realize Your Potential

Find Your Voice

Feel Like You Belong

Discover Your Strength

Explore Your Possibilities

Achieve Your Dreams

Your College Right Now

CAMPAIGN *IN* ACTION

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ACC launched the *Your College, Right Now* ad campaign in September 2019. It has been utilized to promote the college on print ads, digital ads, brochures, publications, signage, the ACC website, clothing, billboards, stationery, promotional items, and more.





ACC
ALVIN COMMUNITY COLLEGE

CHANGE
Your Life.

Your College Right Now



Your College Right Now



MAKE

Alvin Community College

Your College Right Now

ACC
ALVIN COMMUNITY COLLEGE

alvincollege.edu



Your College Right Now



VISUAL **IDENTITY**

ACC's visual identity is expressed through our logo, typography, color palette and photographic style. These guidelines provide instructions on how to maintain consistency in our visual language.

THE ACC **LOGO**

The Alvin Community College (ACC) logo features a balanced and typographic treatment. The stylized “A” gives it a distinguished look. The rising arc suggests a lifting or upward motion, signifying ACC’s mission of improving lives. The “CC” is slightly smaller achieving a visual balance favoring the “A”.

Two types of logos are approved for usage. The vertical signature is the preferred format for most applications. An alternate horizontal configuration may also be used if size or space considerations make it a better choice.

PREFERRED **LOGO** (*vertical*)

Red & Black



Black and White



Reversed



ALTERNATE **LOGO** (*horizontal*)

Red & Black



Black and White



Reversed



LOGO COMPONENTS

The ACC logo is comprised of two components, the ACC monogram and the words Alvin Community College.



The complete monogram uses all three letters and can be used alone in special circumstances. The stylized "A" should never be used alone.



Never use the words Alvin Community College without the ACC monogram.



LOGO PLACEMENT & SIZES

At minimum, the logo should be surrounded on all sides by clear space of approximately .175". More is better to allow for visibility and impact.



Minimum Logo Sizes

To ensure visibility and legibility, the vertical logo should never be smaller than 1.25" in width. The horizontal logo should not be smaller than 2" wide.



Recommended Logo Sizes

The following sizes are recommended for most types of documents utilizing standard 8.5" x 11" paper. *Please do not exceed sizes of 2.75" for the vertical and 4" for the horizontal logo.*



UNAPPROVED USAGE

The ACC logo must be used as the original digital art file. It may not be redrawn, re-proportioned or modified. The following examples demonstrate unapproved changes to the logo and are prohibited.

Do not alter the logo color



Do not stretch or distort the logo



Do not rearrange elements



Do not rotate or tilt logo



Do not use drop shadows or effects



Do not place inside other elements



Do not change the fonts



Do not alter the proportions



Do not use the "A" by itself



All ACC faculty and staff have permission to use the ACC logo without prior approval.

To download logos visit the [ACC Brand Portal](#).

Anyone else must request permission from the Marketing & Communications department to utilize and download the logo.

COLLEGE SEAL



The ACC official seal represents the history, tradition, and mission of the College. The college President or his/her designee shall be the custodian of the college Seal and shall authenticate true copies of decisions, acts or documents where official signatures are required.

Use of the College seal is limited to the following:

- Formal college documents, such as diplomas, certificates, legal documents, and contracts
- Communications from the Office of the President and Board of Regents
- Official three-dimensional displays such as on podiums and commencement medallions

The College seal should not be used on promotional materials, banners, general stationery, business cards, paper items, college vehicles, or campus signage.

DEPARTMENTAL LOGOS



BUSINESS OFFICE



BUSINESS OFFICE

Department/program specific logos are available in vertical and horizontal styles with several color options.

Visit the [Logos page](#) in the Brand Toolkit to download logos for your area.

If you do not see a logo for your department or program, please email your request to the Marketing Director.

STUDENT ORGANIZATIONS



BLACK STUDENT ASSOCIATION

Student Organization



WHOVIAN CLUB

Student Organization

Faculty or staff sponsors of official student organizations can request an ACC co-branded logo for use on promotional materials and official organization documents. Requests must be submitted to the Marketing Director. Designs will be produced by the college's Graphic Designers.

SPECIAL LOGOS



Specialized logos have been created to support the college's Career Pathways initiative. The logo system includes the main logo (above) representing the initiative as a whole and individual logos (below) representing each of the eight Career Pathways.

These logos remain the property of Marketing & Media and the College and Career Pathways department and are not for general usage.

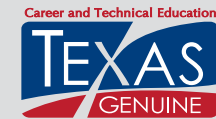


ATHLETIC LOGOS



Athletic logos must remain in their original format and cannot be manipulated in any way. Logos should be placed on a solid or blank background and should not touch other elements of branding material.

CO-BRANDED LOGOS



When designing for a partnership piece, please make sure logos are spaced evenly, and that all participating parties have equal visual identity. Always use the stacked ACC logo when designing a partnership publication. If the College is the main sponsor of an event and is providing all of the funding, then the ACC logo should be prominent and proportionately larger.

The color scheme should be the primary colors of each entity (i.e., red+black for ACC, red+white+blue for Texas Genuine), all black or all white.

TYPOGRAPHY

ACC's official brand typography uses a combination of three fonts called Stag, Barlow Condensed, and Flood. Headings and subheads utilize the Stag family to convey the strong, energetic, and practical aspects of Alvin Community College. Stag Sans is

utilized for most running text. Barlow Condensed is optimal for text heavy documents requiring a more compact font. Flood is a script font that looks like handwriting and is only to be used as an accent for things like factoids or a very short quote.

Stag (serif)

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

Stag Sans (sans serif)

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

Barlow Condensed (sans serif)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$*

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-'"*!/?/(\$

FLOOD (SCRIPT)

STANDARD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,-'"*!/?/(\$

ALTERNATE FONTS

Whenever possible, the primary typefaces should be employed.

The following alternate fonts may be used when brand fonts are not available or cannot be accessed.

- Cambria (replaces Stag)
- Calibri (replaces Stag Sans)
- Myriad Pro Condensed (replaces Barlow Condensed)

COLOR PALETTE









Color is a crucial component of our visual communications. ACC's color palette is vibrant and bold and is an important part of our brand. The official ACC colors are Pantone 200 Red and black. Cyan and Charcoal Gray have been added

to provide variation and build brand recognition. However, red must remain the dominant color to maintain the equity that has already been built in this color throughout the college's history.

<p>Red (primary)</p> <p>PMS: Pantone 200C CMYK: C16 M100 Y87 K7 RGB: R198 G2 B48 HEX: #c10230</p>	<p>Black (primary)</p> <p>CMYK: C0 M0 Y0 K100 RGB: R0 G0 B0 HEX: #000000</p>	<p>Cyan (secondary)</p> <p>CMYK: C100 M0 Y0 K0 RGB: R0 G170 B239 HEX: #00aef</p>	<p>Charcoal Gray (secondary)</p> <p>CMYK: C0 M0 Y0 K85 RGB: R77 G77 B79 HEX: #4d4d4f</p>
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Complimentary Palette

The complimentary palette is comprised of colors representing ACC's eight Career Pathways. These colors will be used in support of the main brand colors where appropriate. See Marketing & Communications for direction on accepted uses and any changes to this palette.

 <p>PANTONE 660C CMYK 84, 44, 0, 0 RGB 5, 124, 93 HEX #0F7CC1</p>	 <p>PANTONE 7738C CMYK 76, 0, 98, 0 RGB 49, 180, 76 HEX #31B44CC</p>	 <p>PANTONE 2583C CMYK 45, 76, 0, 0 RGB 157, 88, 182 HEX #9D58B6</p>	 <p>PANTONE 7408C CMYK 0, 20, 100, 10 RGB 255, 202, 0 HEX #FFCA00</p>	 <p>PANTONE 158C CMYK 0, 62, 100, 0 RGB 245, 126, 32 HEX #F57E20</p>	 <p>PANTONE 292C CMYK 53, 19, 0, 0 RGB 97, 179, 255 HEX #61B3FF</p>	 <p>PANTONE 7433C CMYK 21, 86, 30, 1 RGB 197, 73, 121 HEX #C54979</p>	 <p>PANTONE 485C CMYK 2, 100, 100, 1 RGB 234, 16, 16 HEX #EA1010</p>
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PHOTOGRAPHIC **STYLE**

The style of photography used to represent the College should convey the energetic, successful, interesting, and welcoming place that ACC is. Subjects should be actively engaged with one another or have direct eye contact with the camera. Images should include the diverse student body and convey the concept of personal and academic achievement.

Brand campaign images may feature a black and white photo with only the subject remaining in color (see cover images). This effect will accentuate the subject and reinforce the conveyed message(s).







Find photos for your project in our [Photo Library](#).





WHAT'S IN **A NAME?**

Referring to Alvin Community College

When referring to the College specifically in written materials, spell out the College name on first usage: Alvin Community College. Thereafter, you may refer to the College as ACC or simply, the College. Capitalize the word College when referring to ACC. We are Alvin Community College or ACC (without periods). Never use A.C.C.

LEGAL STATEMENTS

Equal Opportunity and Non-Discrimination

The following statement must appear in all major publications distributed to employees, students and applicants.

These publications include, but are not limited to: catalogs, handbooks, schedules, policy manuals, recruitment publications, advertisements (internal and external) and application forms (employee, faculty and students).

Statements are to read as follows (choose one):

Version 1:

Alvin Community College is an equal opportunity institution and does not discriminate against anyone on the basis of race, religion, color, sex, pregnancy, gender equity, sexual orientation, parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service or veteran's status.

Version 2:

Alvin Community College is an Equal Opportunity Institution.

ADA Statement (choose one):

Version 1:

If you have a disability and have questions about accessibility, need assistance or require special accommodations contact the Office of Disability Services at 281-756-3533 or ods@alvincollege.edu.

Version 2:

If you have questions about accessibility, need assistance or require special accommodations for this event please contact the Office of Disability Services at 281-756-3533 or ods@alvincollege.edu, at least 7 working days prior to the event. Requests made less than 3 working days prior to the event may not be able to be accommodated.



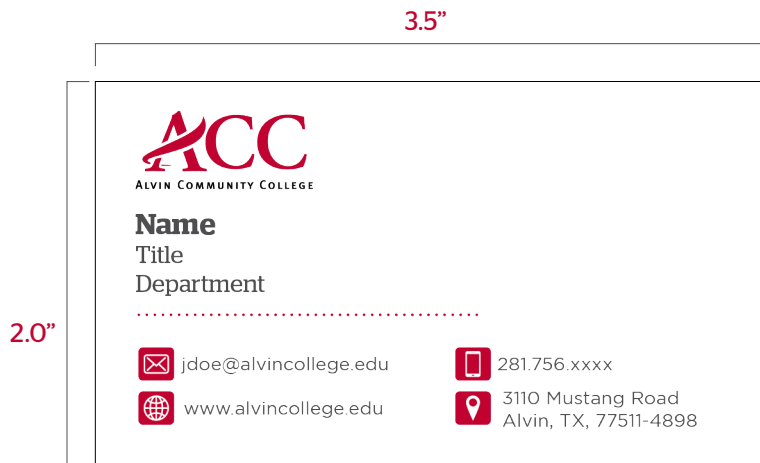
BRAND **TOOLKIT**

ACC business cards, letterhead, envelopes and other stationery items have all been redesigned to incorporate the new visual identity system. The online [Brand Portal](#) contains access to these items as well as flyer-poster templates, logos, and presentation templates. These items are administered by the Graphics team to maintain brand integrity.

STATIONERY TEMPLATES

Business cards, letterhead, and envelopes are representative of the College's image and brand. All stationery items must follow these exact design specifications. See instructions for ordering on the [ACC Brand Portal](#).

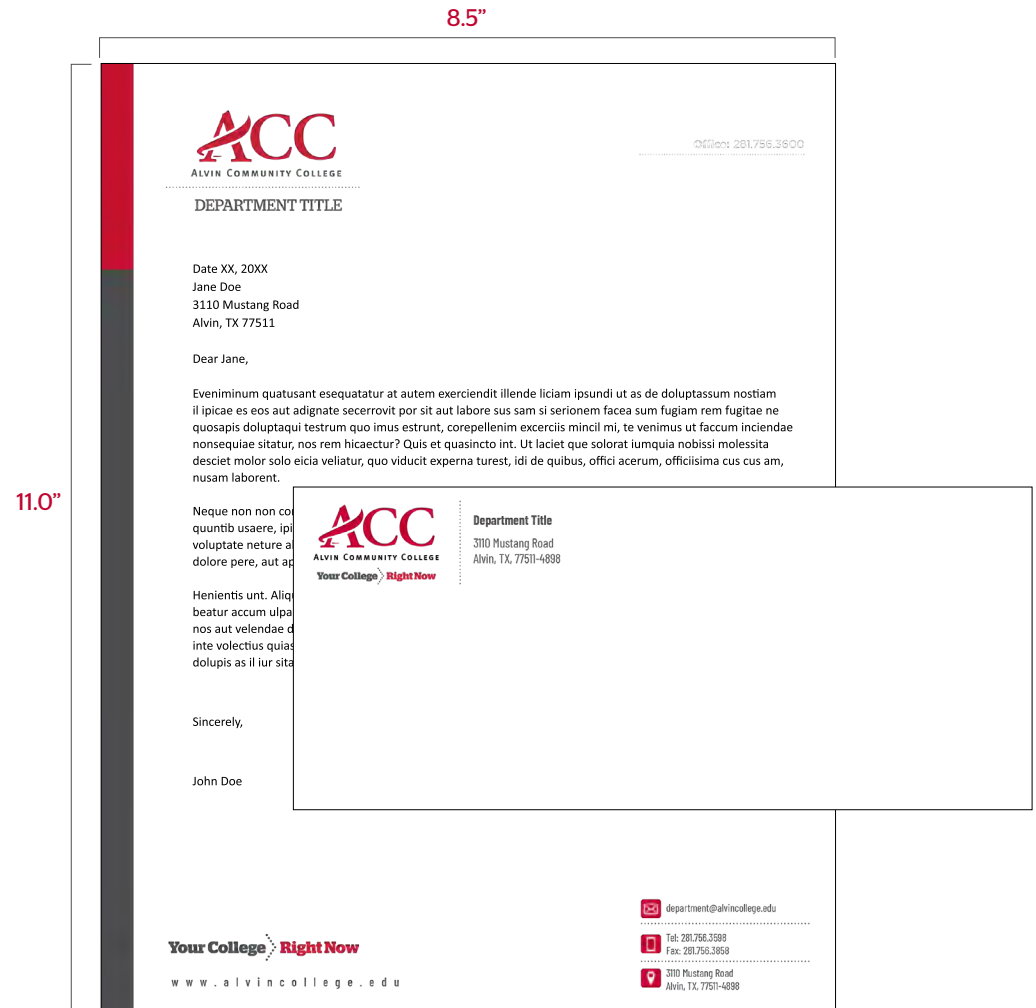
Business Cards



BACK



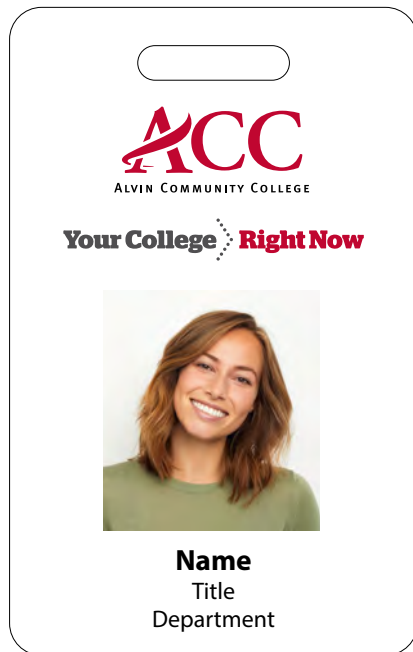
Letterhead & Envelopes



ID & NAME BADGES

ACC employees can be identified by ID and Name Badges. ID Badges may be worn on campus and are useful for entry into certain campus buildings. Name Badges are great to use when attending conferences, seminars, or hosting events that bring the community to our campus.

Employee ID



A standard issued Employee ID badge is provided to every ACC employee upon hire. To replace a lost or stolen ID badge, please contact the Human Resources Office.

Name Badges



Name badges are ordered once per month from our vendor depending on the size of the order. See instructions for ordering on the [ACC Brand Portal](#).

FLYERS & POSTERS

These quick turnaround flyers and posters are ideal for promoting your events and programs. Customization is easy, just submit your content and photo selection.

Headline

Stag Medium or
Cambria Bold Left Aligned

Details

Barlow Condensed Medium
or Myriad Pro Semibold
Condensed Left Aligned

Section Headline

Stag Bold or
Cambria Bold Left Aligned

Body Copy

Barlow Condensed
or Myriad Pro Condensed
Left Aligned

Footer

Barlow Condensed
or Myriad Pro Condensed
Left Aligned

**HEADLINE/
EVENT NAME**

Date
Time
Location

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dignissim, velit in mattis pulvinar, urna quam commodo velit, sit amet pellentesque purus tortor in dui. Cras at convallis libero. Senatem hor hora? Abitem acchuis, cris Multuuspere ilicio, nihilibus, conihilla moentus clero et? Maiorips, con te aucturistiu signos

- Bullet Point
- Bullet Point
- Bullet Point

ACC
ALVIN COMMUNITY COLLEGE
Your College Right Now

For More Info ✉ yourname@alvincollege.edu ☎ 281.756.xxxx

alvincollege.edu
Alvin Community College is an Equal Opportunity Institution

ACC
ALVIN COMMUNITY COLLEGE
Your College Right Now

**HEADLINE/
EVENT NAME**

Date
Time
Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dignissim, velit in mattis pulvinar, urna quam commodo velit, sit amet pellentesque purus tortor in dui. Cras at convallis libero.

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dignissim, velit in mattis pulvinar, urna quam commodo velit, sit amet pellentesque purus tortor in dui. Cras at convallis libero. Senatem hor hora?

Ut aliqui bernalibus magnam re elundi tet acillaccab im fugiati imi ium qialis abo.

- Bullet Point
- Bullet Point
- Bullet Point

For More Info ✉ yourname@alvincollege.edu ☎ 281.756.xxxx

alvincollege.edu
Alvin Community College is an Equal Opportunity Institution

HEADLINE/EVENT NAME

December 25, 2019
3:00pm - 7:00pm

Alvin Community College
3110 Mustang Rd
Alvin, TX 77511

alvincollege.edu

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus dignissim, velit in mattis pulvinar, urna quam commodo velit

Pa voluptatur re, tenquam demque acit lab ipsa simpre sequam colens delli, con et voluplat la doloriont que volupic imiectuctuzi. Mollare nonsecte perque velonit, conibitc tendandare porum equis num aliquosam sitam atempore valores toropia tlasperum vents ma que eum rem.

ACC
ALVIN COMMUNITY COLLEGE
Your College Right Now

For more information, contact:
Name, Title
281.756.xxxx
yourname@alvincollege.edu

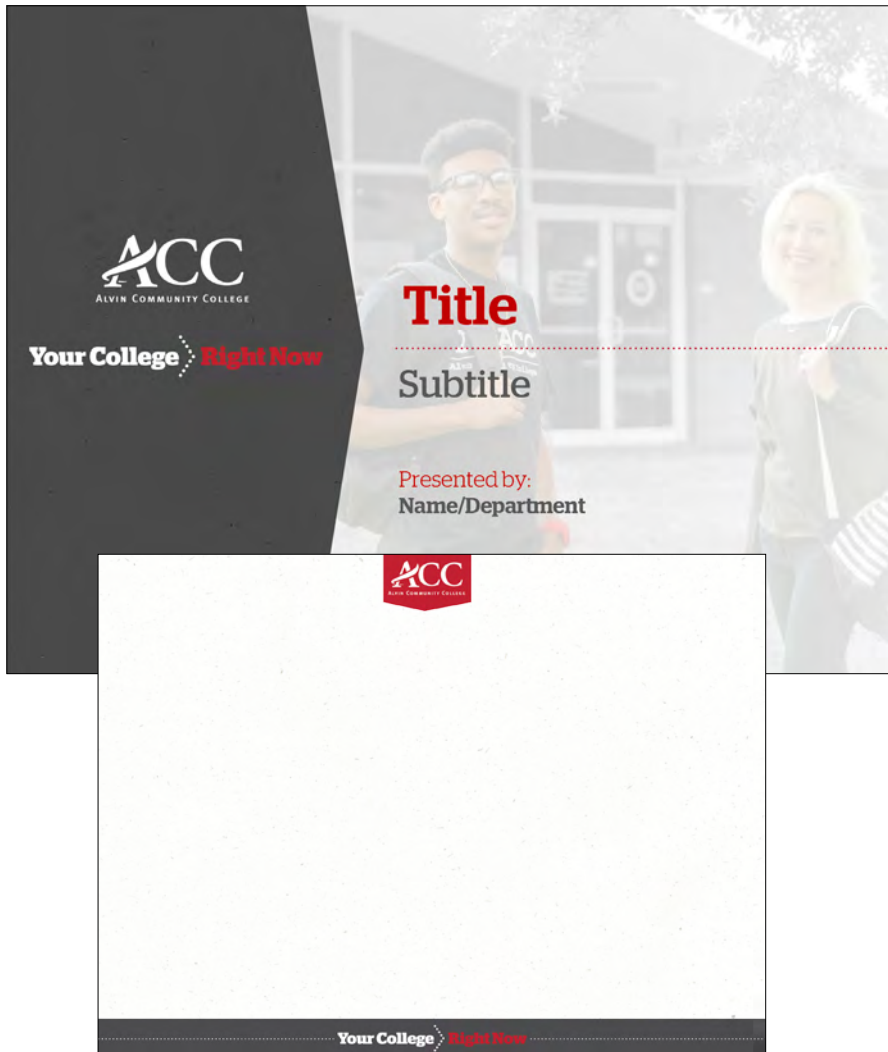
Alvin Community College is an Equal Opportunity Institution

Find the full set of templates on the [ACC Brand Portal](#).

Request your flyer or poster using the Flyer/Poster request form on [Workamajig](#).

PRESENTATION **TEMPLATES**

Our template suite includes branded PowerPoint templates available for download. PowerPoints are great tools for in-person presentations. Use the ACC PowerPoint as a base and customize your presentation with your own photos and images to add visual interest. Find the full set of PowerPoint templates on the [ACC Brand Portal](#).



ADDITIONAL GUIDELINES & RESOURCES



Advertising

All external advertising must be purchased and designed through the Marketing & Communications department. This is to ensure ACC maintains a coordinated public presence and gets the best price through deep relationships with media outlets.



Editorial

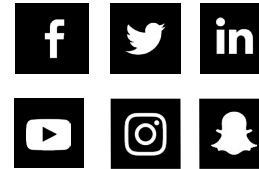
In general, the college follows AP style for all external-facing publications including press releases, news and magazine articles.

All items produced by Marketing including advertisements, flyers, brochures, catalogs, newsletters, event programs, signage etc. are proofed to ensure correct use of spelling, grammar, contact information, legal statements, and brand usage.



Promotional Items

The Marketing & Communications department has an inventory of basic items such as pens and notepads that can be provided for your event. Visit the [Additional Resources](#) section for instructions and guidelines on how to request promotional items.



Social Media

Marketing & Communications maintains official college social media accounts and has created [standards and guidelines](#) to support faculty and staff as they participate in various forms of social media.



Signage

A College wide plan has been developed to promote a consistent visual image for all College signage. Please contact the Media Specialist at 281-756-3570 with request for internal or external signage.

- Building and directional signs
- Door and classroom signs
- Glass door signs



Work Requests

For requests for marketing & graphic design, media services, website changes, stationery, and quick turnaround flyers/posters, use our Workamajig request forms available through The POD.



ACC

ALVIN COMMUNITY COLLEGE

Your College  **Right Now**

WRITING
CENTER

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