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BRAND PROMISE

ACM is about People. We improve the lives of our students, our community, and each other. Our roots are strong and run deep. We are proud of the college and the work we do.

• We promise that everyday we will strive to support each other, celebrate our successes, keep our students as our primary focus, and endeavor to help them achieve success;

• We will be a cultural hub for our communities;

• We will stand with our business and industry leaders to re-energize the economy in our region;

• We will work hard to communicate across the college so faculty and staff are aware of everything the college is involved with;

• We promise that everyday we will seek to grow and be the best college we can be;

• We will respect the past, but not hold so tight that we are unable to move forward and make a difference in the future;

• We will create a culture of growth and acceptance for everyone who comes on our campuses — our staff, our students and our guests;

• We will embrace our campuses and move forward as One College with One Voice to serve our communities with the stellar education and services they deserve.
THE ALLEGANY COLLEGE OF MARYLAND LOGO

The Allegany College of Maryland logo is the graphic symbol which embodies the brand promise. The green side of the logo represents the growth of the students and the life they bring to the campuses. The blue side of the logo represents the faculty and staff of the college. The two colors (Students and Faculty/Staff) join together with the gray color (the community) and provide the solid foundation for the college (and logo). Where the students, faculty and staff, and community come together at the base of the logo they form the arrow directing the college, the community and the students upwards and forwards to a positive future.

Centered version and primary logo.

This logo is the preferred format and should always be first choice.
LOGO OPTIONS

Horizontal version

Stacked version

ALLEGANY COLLEGE of MARYLAND

ALLEGANY COLLEGE of MARYLAND
ENGAGE YOUR FUTURE

ALLEGANY COLLEGE of MARYLAND

ALLEGANY COLLEGE of MARYLAND
ENGAGE YOUR FUTURE
LOGO COLORS

4 color - CMYK

The 4 color logo is the primary and preferred logo, and should be used whenever possible.
LOGO COLORS

2 color - PMS

When restricted to two colors, the shaded 2 color PMS logo is the primary and preferred choice. It should be used whenever printing 2 color jobs.

The solid 2 color logo is the secondary choice. This logo should be used for 2 color embroidery jobs or for printing 2 colors on token items (USB drive, folder).

- Name is 100% PMS 654
- Lines are 35% PMS 654
- Tagline is 100% PMS 368
LOGO COLORS

1 color - Grayscale

When printing 1 color, the shaded grayscale logo is the primary and preferred choice. It should be used when printing 1 color jobs - black ink.

The solid 1 color logo is the secondary choice. This logo should be used for 1 color embroidery jobs or for printing 1 color on give away items, such as pencils.
ACM LOGO

4 color - CMYK

2 color - PMS

1 color - Grayscale

5 Color - PMS

It’s not recommended to use this 5 color logo unless absolutely necessary
REVERSED LOGOS

When reversing the logo, make sure there is enough contrast. In gray scale applications, the logo can only be reversed out of a value that is at least 40% black.

This gray is 40% black
When using the four color logo on dark backgrounds, use the “outlined” version. The logo mark has been outlined with white to ensure strong contrast to the background. When using the logo on dark backgrounds, normally it is recommended to use the reversed logo shown on the previous page.
LOGO IMAGE USE

When using the four color logo on an photographic background ensure there is enough contrast to clearly see the logo. If contrast is low or the logo is on a dark photo, be sure to use the “outline” logo.
LOGO IMAGE USE

When using the reversed logo on a photographic background make sure there is enough contrast to clearly see the logo. To help increase the contrast you can add a dark transparent gradient on top of the image as shown below.
CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.
CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. By leaving ample space around the logo, we make sure the logo stands out.
MINIMUM SIZE

At certain small sizes, the logo becomes illegible. To prevent legibility issues, keep to the minimum sizes specified here on this page and do not use any of the logo versions at a smaller size than specified.

Centered logo
1.5” wide (108 px)

Centered logo with tagline
2” wide (144 px)
(the tagline should never be smaller than 6 pt)

Stacked logo
.75” wide (54 px)

Stacked logo with tagline
1.14” wide (82 px)
(the tagline should never be smaller than 6 pt)

Horizontal logo
2” wide (145 px)

Horizontal logo with tagline
2.7” wide (193 px)
(the tagline should never be smaller than 6 pt)

ACM logo
.5” wide (35.4 px)
WORD MARK LOGO

This page shows how to use the college name without the logo graphic. These word mark logos would be used on small token items like pencils or pens.

The minimum sizes of the word mark logos are as follows:

**ALLEGANY COLLEGE of MARYLAND**
- Centered logo: 1.5” wide (108 px)
- Horizontal logo: 1.5” wide (108 px)

**ALLEGANY COLLEGE of MARYLAND**
- Stacked logo: .75” wide (54 px)

**ACM**
- ACM logo: .5” wide (35.4 px)
The logos on this page are considered the “sub-brand” logo. The sub-brand basically replaces the tagline and includes the different departments and campuses. The sub-brand logos should only be used in the centered or horizontal formats.

The minimum sizes of the sub-brand logos are as follows:

- Centered sub-brand logo
  2” wide (144 px)
  *(the sub-brand should never be smaller than 6 pt)*

- Horizontal sub-brand logo
  2.7” wide (193 px)
  *(the sub-brand should never be smaller than 6 pt)*
SMALL LOGO

When using the solid 2 color logo and solid 1 color logo, if you have to use the logo at a small size, be sure to use the “small” version of the logo, so the lines don’t close up.

Centered Logo
If you need to use the logo smaller than 2”W, please use the “small” version

Horizontal Logo
If you need to use the logo smaller than 3”W, please use the “small” version

Stacked Logo
If you need to use the logo smaller than 1”W, please use the “small” version

ACM Logo
If you need to use the logo smaller than .75”W, please use the “small” version

Centered logo
1.5” wide

Centered logo
1.5” wide

Centered logo
2” wide

The tagline should never be smaller than 6 pt

Centered logo
2” wide
INCORRECT USAGE

These guidelines apply to all versions of the logo (Centered, Horizontal, Stacked and ACM).

- Do not adjust the colors of the logo
- Do not adjust the spacing of the logo
- Do not use drop shadows on the logo
- Do not recreate logo or use a different font for college name or tagline
- Do not distort, stretch or squish the logo
- Do not use the logo mark as bullets or other graphic marker

Bulleted copy goes here, aldsfhgalk lkadhg osgeh o
Bulleted copy goes here, aldsfhgalk lkadhg osgeh o
Bulleted copy goes here, aldsfhgalk lkadhg osgeh o
INCORRECT USAGE

- Do not adjust the size of the tagline.
- Do not use gradients.
- Do not remove the lines from the logo.
- Do not create a mask from the logo to hold imagery.
- Do not use the logo on a busy photographic background.
- Do not use the logo on a background with insufficient contrast.
PRIMARY COLOR PALETTE

The colors shown on this page are the primary colors of the logo and should never be altered. They are the core of the Allegany College of Maryland color palette and should be dominant in all communications.

PANTONE  654
CMYK = 100-73-10-48
RGB = 0-44-95
HEX = 002C5F

PANTONE  368
CMYK = 63-0-97-0
RGB = 105-190-40
HEX = 69BE28

PANTONE  429
CMYK = 21-11-9-22
RGB = 165-172-175
HEX = A5ACAF
SECONDARY COLOR PALETTE

These secondary colors have been carefully selected to enhance the primary colors. Secondary colors are designed to act as accent colors, adding richness and vibrancy to the brand when used in marketing and corporate communications materials. They should be used minimally to enhance the primary colors and should never compete with the primary colors. The primary colors are shown below with the secondary palette to show how they all work together.
Sabon is the font used in the logo, and Univers is the font used in the tagline.

### Sabon Family
- **Sabon Roman**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Sabon Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Sabon Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Sabon Bold Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Univers® Family
- **Univers® Std 45 Light**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 45 Light Oblique**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 55 Roman**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 55 Oblique**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 65 Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 65 Bold Oblique**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 75 Black**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 75 Black Oblique**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 85 Extra Black**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Univers® Std 85 Extra Black Oblique**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
SECONDARY TYPOGRAPHY

If Sabon or Univers is not available, please use the following secondary fonts.

**Times New Roman Family**
- Times New Roman Regular  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Times New Roman Italic  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Times New Roman Bold  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Times New Roman Bold Italic  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Arial Family**
- Arial Roman  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Arial Italic  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Arial Bold  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Arial Bold Italic  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
LOGO IMAGE USE

The logo can be used as a stand alone element but should only be used on campus signage and in situations when the College name is implied.