

SL



ACC Student Life

STYLE GUIDE

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Student Life Vision:

To be an exceptional and innovative student affairs department that creates and cultivates a culture that empowers students to unlock their potential.

Student Life Mission:

To promote an environment committed to students' personal, emotional, cultural, social, and ethical development. We support this unique learning experience through a variety of organizations, community building events, experiential learning programs, and leadership opportunities. These resources enable our students to succeed in the classroom and beyond.

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STUDENT LIFE LOGO



FULL COLOR LOGO

Preferred logo on lighter backgrounds. Ensure there is enough contrast between background colors and SL mark. Star colors must remain in their Pantone, CMYK, or RGB/HEX equivalents or tints.



ONE COLOR LOGO

Use the one color version of the logo when background colors clash with the full color logo, do not provide enough contrast, or when printing in gray scale. Preferred colors are black, white, gray, or "SL purple" (see color palettes on page 5). While other colors may be used, always remember to choose colors that maintain professionalism and work well with the overall design.



MINIMUM CLEAR SPACE

Placing text and images too close to the logo can make it appear crowded. Keep some clear space around the logo. Give a minimum of clearance equal to twice the height of the triangle in the ACC Star.

ACC STAR COLORS

| | | | | | | | |
|---------------------------------------|---------------------|--|---------------------|--|---------------------|---------------------------------------|---------------------|
| PMS 334 97C, 0M, 66Y, 0K | HEX: #00957E | PMS 300 100C, 35M, 0Y, 0K | HEX: #006EB6 | PMS 116 0C, 19M, 100Y, 0K | HEX: #FFB511 | PMS 186 1C, 91M, 72Y, 3K | HEX: #D40139 |
|---------------------------------------|---------------------|--|---------------------|--|---------------------|---------------------------------------|---------------------|

MINIMUM SIZE

To ensure legibility, never reduce the logo's size smaller than 10mm in height.



INCORRECT LOGO USAGE



POOR CONTRAST

Use the one color logo in a color that will provide adequate contrast.



WRONG STAR COLORS

To be safe, use the listed CMYK values for print and RGB/HEX values for web.



WRONG SL COLORS

Never change the colors in the full color logo. Use the one color version instead.



VIBRATING COLORS

Some color combinations can strain the eyes. Select colors that work well together.



DISPROPORTIONATE

Always constrain proportions when scaling the logo. Never distort.



LOW RESOLUTION

Use the vector file (EPS) of the SL logo to keep the image sharp and non-pixelated.



ALTERING THE LOGO

Do not alter the logo in any way other than making acceptable color changes.



INCORRECT FORMATS

The logo should not have a background. Download the right file types for your needs.

ACC LOGO

PREFERRED LOGOS



MINIMUM SIZE



CLEAR SPACE



ABBREVIATED LOGOS



See the ACC brand guidelines at bit.ly/ACC_Style_Manual for more information. Download official versions of the logo from the ACC marketing resources page at bit.ly/ACC_Logos.

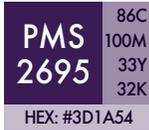
Riverbats and R.B. trademarks require prior approval for use by the ACC Office of Communications & Marketing. Contact sl@austincc.edu if you need to obtain approval.

SL PROGRAM BRANDING

STUDENT LIFE DEPARTMENT (GENERAL)



RIVERBAT
WARM PURPLE

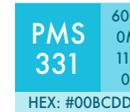


RIVERBAT
DEEP PURPLE

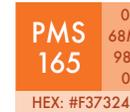
The Office of Student Life utilizes ACC's official Riverbat colors to promote college spirit within our marketing.

Additionally, each program within Student Life has its own branded color and logo. Communications that are specific to these programs should employ their respective color in designs in order to maintain identity for that program.

STUDENT LIFE PROGRAMMING AREAS



Social & Civic Awareness



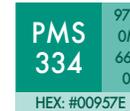
Student Organizations



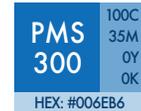
Success Series



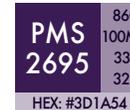
Student Ambassadors



Intramural Sports & Recreation



Male Leadership Program



Recognition



Student Media



Community Service Experience



Food Pantry & Resources

TYPOGRAPHY

Funky. Friendly. Hip. Accessible.

Student Life, being the gateway for students to engage with their campus community through unique programs and fun events, strives to convey a tone that is fun/funky, friendly, hip, and accessible. The fonts below, while not exhaustive of all allowed typefaces, work to communicate that tone of voice. Their consistent use helps maintain a stronger visual identity and are preferred for general promotions or communications.

FOR HEADLINES OR SMALLER COPY

Hand of Sean

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

Coolvetica

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

Champagne & Limousines

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

Delicious

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

Futura

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

Gotham

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

Museo

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

Rakesly

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

Pacifico

ABCDEFGHIJKLMNopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890 !@#\$%^&*()

TYPOGRAPHY - cont.

FOR HEADLINES ONLY

PRISMA
(Caps only)

**AMERICAN
PURPOSE**
(Caps only)

KG Happy

**HORSESHOES
& LEMONADE**
(Caps only)

OTAKU RANT
(Caps only)

**Nouvelle
Vague Black**

INTRAMURAL SPORTS AND RECREATION FONTS

VARSITY REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

EA SPORTS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !

FREE FONT RESOURCES

dafont.com
fontsqurrel.com
1001freefonts.com
fonts.google.com

TYPOGRAPHY - style

Don't use MORE than three distinct TYPEFACES in any given design, instead... Use different weights, styles, and sizes from the same font family to achieve contrast and **HIERARCHY!**

Centered text is boring, unappealing, and difficult to read

Keeping your text aligned left or right where possible creates impact, looks clean, and is easy on the eyes.

Use line spacing (leading) to break up chunks of text.

It keeps information well ordered and readable.

It's just easier on the eyes.

Large chunks of text can be daunting and you only have a few seconds to grab someone's attention. Make sure your audience doesn't have to search too hard to find important information or else they may not bother reading at all.

When using more than one font, always

Combine fonts Similar fonts
..... *that* don't
create good work so well
CONTRAST **TOGETHER**

Kerning is the space between letters.
Keming is bad kerning. So is kerning.
Use comfortable and consistent spacing.

Hierarchy is all about
what's important.
Identify the key elements. Make them stand out.

IMAGES



Stay away from cheesy clipart! Try to use high quality graphics instead. Always check licenses to ensure images are free for commercial use. Ensure images are in the correct resolution and color space for their intended use. Use PNGs with transparent backgrounds when possible to make your designs more seamless.

Raster images (JPEGs, PNGs, TIFFs, etc.) have a finite number of pixels and cannot be resized beyond their original resolution.

For print, raster images must be at a resolution of 300-600 pixels per inch (ppi). Images displayed online may be as low as 72 ppi.

Vector images (AI, EPS, SVG, etc.) however, can adjust their pixel count in any size, allowing vectors to be infinitely scalable. Use vector images when possible!

All print materials should be designed in **CMYK** color format. Items intended for digital display should be created in **RGB** format.



IMAGE RESOURCES*

[freepik.com](https://www.freepik.com)

[flaticon.com](https://www.flaticon.com)

[iconfinder.com](https://www.iconfinder.com)

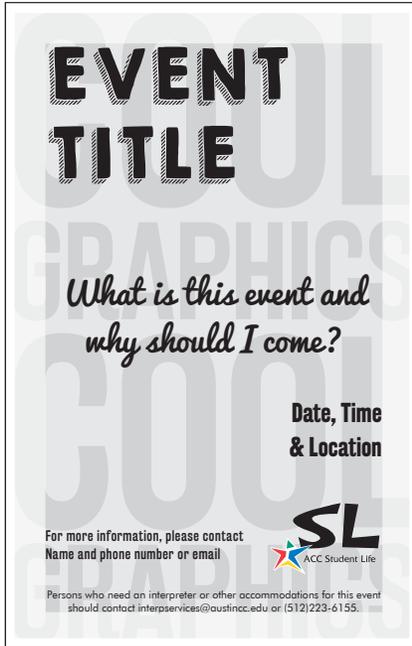
[vecteezy.com](https://www.vecteezy.com)

[pexels.com](https://www.pexels.com)

[pixabay.com](https://www.pixabay.com)

*Always check licenses when downloading free images online to ensure they are free for commercial use.

FLYER REQUIREMENTS



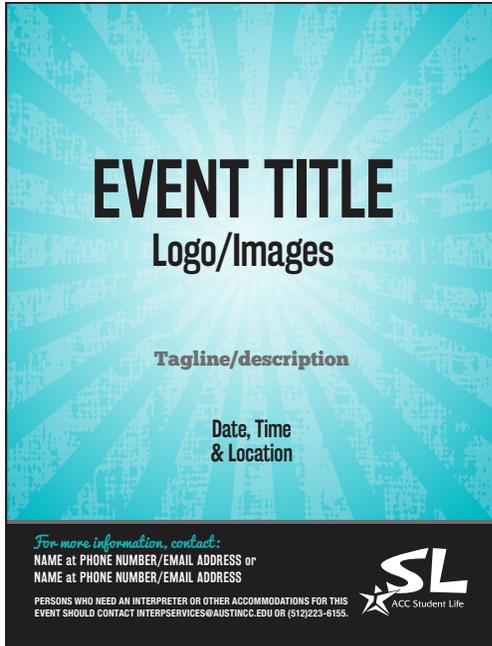
Campus, ambassador, and organization event posters, flyers, and graphics **must** include:

- The event title, date, time, location
- A short, clear description (your flyer should be easy to understand and quick to read)
- Event contact name and email
- The Student Life logo (files on austincc.edu/sl under "Resources")
- The mandatory ACC Student Accessibility statement in fine print at the bottom of the flyer: **"Persons who need an interpreter or other accommodations for this event should contact interservices@austincc.edu or (512) 223-6155."**

Your flyer text must be free of typos and grammatical errors. Finally, any images, graphics, and language used must be college-appropriate.

Dimensions of 8.5"x11" in high quality PDF format is preferred for flyers that intend to be printed. Contact your SL staff member if you need printing assistance. 800px x 800px in JPEG format is recommended for social media graphics. **Submit all designs to sl@austincc.edu or organizations@austincc.edu for final approval before promoting (see pg. 12).**

FLYER TEMPLATES - Canva.com and SL Templates



Use our approved branded templates as a starting point to create a flyer or fill in the information specific to your event. We welcome you to use your creativity, but **all flyer designs must include the mandatory ACC Student Accessibility statement and Student Life logo.**

CANVA.COM

Canva is a free online resource that offers high quality templates for flyers and graphics and offers a variety of font, image, and customization options. Use the 8.5"x11" size template for a flyer design, or 800 x 800px social media template for graphics.

If you are an Ambassador, contact your SL staff member to use the Student Life Canva account which contains our branded templates.

MS PUBLISHER, ILLUSTRATOR, PHOTOSHOP TEMPLATES

Visit sites.austincc.edu/sl/resources/styleguide to download our pre-made templates for Publisher, Illustrator, and Photoshop.

VIDEOS AND ONLINE CONTENT

Student Life encourages your creativity through video content; whether it's a video for YouTube or Instagram, we want you to have fun with it, as long as you have legal use to it. For creative content, there are licenses that you must abide by to use it in your video; no matter the duration.

Check the license for any stock footage, b-roll, music, sound effects, photos, and animations that you have not created or do not have permission to use from a friend – just because it's on the internet does NOT mean it's up for grabs. Look for royalty-free content to help you build your video, make it yourself, or collaborate with friends!



FREE RESOURCES*

videezy.com

freemusicarchive.org

creativecommons.org

*Always check licenses when downloading free media online to ensure it is free for commercial use.

STUDENT LIFE RESOURCES

STUDENT AMBASSADOR MARKETING:

For assistance with flyer design and marketing for your event (printing, promotional item orders and/or social media), please contact:

sl@austincc.edu

All marketing needs should be discussed with the Student Life Specialist and/or Coordinator on your campus prior to production.

STUDENT ORGANIZATION MARKETING:

For assistance with flyer design and marketing for your event (printing, promotional item orders and/or social media), please contact:

organizations@austincc.edu

All marketing needs should be discussed with the Organizations Coordinator prior to production.