ARIZONA WESTERN

COLLEGE

BRAND
QUICKSTART
GUIDE

Welcome to your
Brand **Quickstart** Guide

azwestern.edu/branding

Our brand is how we tell our story.

It's not just the words we use, the banners we unfurl or the traditions we hold dear. It's all those things and more, working together to create a distinctive look, feel and voice that people will immediately recognize as Arizona Western College. A visual identity is more than just a symbol, logo or icon. A well-crafted visual identity represents and reflects a college's culture, mission and services. It's the sum of all the visual elements used to distinguish itself from competitors.

This quickstart guide will help you stay true to the Arizona Western College story and ensure we provide a unified visual experience.

LOGO

The Arizona Western College logo is the strongest visual representation of the entire college. It embodies who we are and unites our different voices so that together we are stronger than the sum of our parts. More than a mere visual mark, it is the face of the institution and should be consistent across all mediums.

Institutional Logo

The Primary version of the Arizona Western College institutional logo consists of the college wordmark stacked under the AW icon.

To ensure optimal visual impact when using an institutional logo, consider the primary version as your first choice.

One color* and black/white versions of the institutional logo are also available.

Primary – Vertical

Primary Reverse – Vertical

turquoise upon request and at the discretion of Marketing & Communications

The Secondary version of the institutional logo consist of the college wordmark stacked to the right of the AW icon. Use this as your secondary option, if more applicable.

Secondary – Horizontal

Secondary Reverse – Horizontal

Institutional Icon

The AW icon may be used in conjunction with other institutional identifiers and not used alone without prior authorization from Marketing & Communications.

Icon

Most common uses of the AW icon are within small applications, social media, online, department logos, campus signage, flags, tablecloths, swag and apparel.

Icon Reverse

Department Logo

Department logos consist of the institutional icon and name of the department using the institutional font (Proxima Nova) separated by a rule. No other variations of a department logo are available, permitted, or will be created. Logos available in full color and one color red, turquoise* or black. All department logos are only to be used within the AWC community. Please use the institutional logo for all communication outside of AWC.

one line – red

two line – turquoise*

location – black

turquoise upon request and at the discretion of Marketing & Communications

Do's and Don'ts

Review these examples for using
the Arizona Western College logo properly.

Use the logo proportionally.

Do not stretch the logo.

width
of the A

Provide spacing around the logo
equal to the width of the A.
(if possible)

Do not use the logo
next to an object
or text without
adequate spacing.
Do not use the logo
next to an object
or text without
adequate spacing.
Do not use the logo
next to an object
or text without
adequate spacing.

- **Minimum Height V = 1" H = .5"**
- **Use on Solid Background**
- **Keep all Elements Together**

COLOR

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive AWC brand. These colors define who we are as an educational institution.

Colors are separated into two main palettes—Primary and Secondary. Primary colors are to be used as the main color indicator for all marketing materials. Secondary colors are reserved for Marketing & Communication and special request. These colors are always to be used in conjunction with primary colors and should not be used otherwise.

Legacy colors are reserved for Special events, Presidents' Office, and the AWC Foundation.

Please refer to the color wheel for usage.

Primary Color Palette

Red (Matador Red)

Pantone **200**

C	M	Y	K	R	G	B
18	100	83	8	186	12	47

HEX #BA0C2F

Turquoise (Sky Stone)

Pantone **319**

C	M	Y	K	R	G	B
66	0	21	0	44	204	211

HEX #2CCCD3

White

C	M	Y	K	R	G	B
0	0	0	0	255	255	255

HEX #FFFFFF

Black

C	M	Y	K	R	G	B
0	0	0	100	0	0	0

HEX #000000

Accent Colors

Pantone **421**

C	M	Y	K	R	G	B
0	0	0	35	178	180	170

HEX #B2B4AA

Pantone **424**

C	M	Y	K	R	G	B
0	0	0	68	112	115	114

HEX #707372

Matador Red and Sky Stone are brand-specific and should be first-choice considerations when selecting color elements for your project. Both colors define who we are as an educational institution.

Secondary Color Palette

Regional Colors

Tan (Sand Dune)
Pantone **4675**

Orange (Sunset)
Pantone **172**

Green (Romaine)
Pantone **7738**

Burgundy (Prickly Pear)
Pantone **7420**

Legacy Colors

Gold (Golden)
Pantone **116**

Brown (Vintage)
Pantone **483**

OFFICIAL MAIN COLORS

72%

24%

4%

8%

LEGACY

REGIONAL

ACCENT
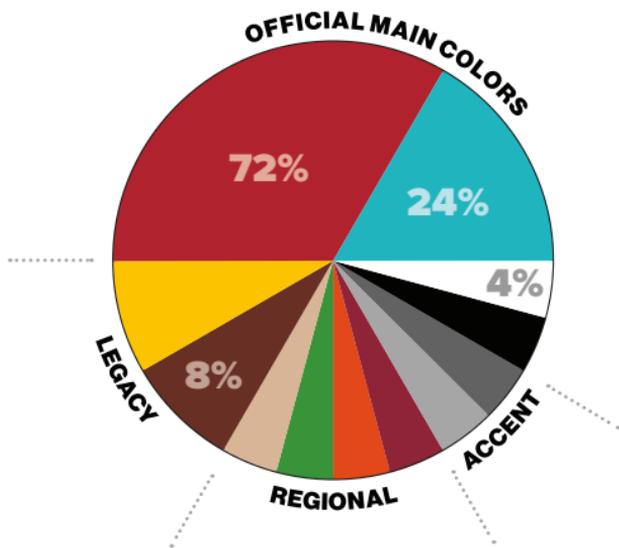
Brand Colors
Matador Red and Sky Stone should always be dominantly displayed with 72–24% ratio, majority red.

FONTS

W

In addition to logos and colors, typography plays an important role in identifying materials that represent the Arizona Western College brand. Arizona Western College strives to maintain a standard in how we manage and maintain our brand message through type.

Primary Institutional Fonts

Proxima Nova

Proxima Nova and Proxima Nova Condensed are the college-wide institutional sans serif fonts. They should be used as the primary font for all college-wide marketing and communications when available. They may be used in a broad range of applications, including word processing and as body copy in printed materials and web.

Proxima Nova Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Extrabold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Condensed Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Condensed Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Condensed Extrabold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Condensed Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Alternative Fonts
Helvetica or Arial are
acceptable substitutes for Proxima.

Garamond Pro

Adobe Garamond Pro and Garamond Premier
Pro are the college-wide institutional serif fonts.
They should also be used as the primary fonts for
all college-wide marketing and communications
when available. They may be used in subheads,
headlines and display type. A version of
Garamond comes with the Microsoft Office Suite.

Adobe Garamond Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premiere Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premiere Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premiere Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premiere Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond Premiere Pro Caption
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Alternative Fonts
Goudy Old Style or Times New Roman
are acceptable substitutes for Garamond Pro.

ASSETS

What are brand assets?

Who has access to brand assets?

Why do I use brand assets?

Where can I find brand assets?

When may I start using brand assets?

How often are brand assets refreshed?

1. What are brand assets?

Brand assets are tools, including official college logos, templates (Word, PowerPoint, and Canva), color guides, desktop and zoom backgrounds, email signatures, and so much more, provided by Marketing & Communications. Use of logos, color, and fonts should follow branding guidelines.

2. Who has access to brand assets?

Arizona Western College faculty and staff students*, and community partners* have access to brand assets.

3. Why do I use brand assets?

Brand assets are used to help maintain a unified visual experience for Arizona Western College.

*limited access

4. Where can I find brand assets?

AWC faculty and staff can find all assets within Workplace in folder...
"AWC BRANDING RESOURCES."

Students, community members, and the public can find limited assets at...
azwestern.edu/branding

5. When may I start using brand assets?

You may start using brand assets immediately. Use responsibly and according to guidelines.

6. How often are brand assets refreshed?

Any new brand assets will be available at the beginning of each semester.

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Arizona Western College Mission

Transforming lives through education and partnerships to create thriving communities.

azwestern.edu/connect