Allan Hancock College

Brand Standards

Our Brand

At Allan Hancock College, our brand is more than logos, colors, or typefaces — it is the promise we make to students, families, and our community every day. Built on research and the lived experiences of our students and employees, the Hancock brand reflects who we are, what we stand for, and how we present oursleves in every interaction.

These guidelines, developed by Public Affairs & Communications (otherwise referred to throughout the guidelines as Public Affairs) in conjunction with Campus Graphics, are designed to ensure that Hancock is always represented with clarity, consistency, and purpose. By unifying our voice and visuals, we strengthen the trust our community places in us and amplify the impact of our mission: changing the odds through relevant, reliable, and accessible education.

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At **HANCOCK,** *we believe*
education *should be* **relevant, reliable,**
and **within reach** **for everyone.**

Brand Statement

The brand statement articulates the essence of who our institution is and what
it stands for. It serves as the unifying message that expresses the college's
purpose, values, and promise to its students and community.

Purpose-driven *education*

delivering REAL results

Brand Position

Hancock changes lives through education—helping students build momentum for what's next through hands-on learning, support, and community connection. Our brand position defines what makes Hancock unique and guides how we share that story across every platform.

Empowered *Learning*

Meaningful academic experiences that build confidence, independence, and the skills to thrive in college, career, and life

Real-World Ready

Practical programs, flexible pathways, and hands-on experiences

Smart Investment

Education that delivers value through strong support systems and clear pathways without heavy debt

Rooted in Community

Deep connections to our region, inclusive values, and commitment to serving local needs

Substance with Integrity

A culture grounded in authenticity and purpose, focused on outcomes that create opportunity and strengthen communities

Brand Pillars

Hancock's brand pillars capture the enduring qualities that define who we are and what we value. They guide how our brand is expressed and experienced, ensuring every communication reflects our mission and purpose.

APPROACHABLE

Trustworthy & **Encouraging**

Inclusive & *Purpose-Driven*

Brand Personality & Voice

Brand personality and voice reflect the college's character and communication style. They guide how we speak and connect with audiences, ensuring a consistent, authentic tone that builds trust and reinforces the brand experience.

Why Brand Standards Matter

Our brand is more than a logo or a color palette **— it is the total experience people have with Hancock. Every flyer, webpage, social media post, or banner communicates who we are and what we stand for.**

The Allan Hancock College Brand Standards ensure that every message is consistent, professional, and true to our values. They:

- **Protect our integrity.** A unified visual system builds credibility and trust.

- **Improve efficiency.** Clear guidelines reduce confusion and streamline production.

- **Support accessibility.** Adhering to ADA standards ensures materials reach all audiences.

- **Strengthen recognition.** Consistent logos, colors, and type reinforce Hancock's presence everywhere.

By following these standards, every department and program helps tell a shared story - one of relevance, reliability, and opportunity within reach for everyone.

Identity System

The logo family is vital to the brand. This guide will help ensure you use the logo and all variations properly.

Logo Family

Hancock's identity system is designed for flexibility while maintaining brand integrity.

Primary Logos:

1. Full Logo – Horizontal (without slogan)

2. Full Logo – Horizontal (with slogan)

Secondary Logos:

3. Wordmark – Two-Line (without slogan)

4. Wordmark – Two-Line (with slogan)

5. Wordmark – One-Line (without slogan)

6. Wordmark – One-Line (with slogan)

7. Icon Only (special use)

8. Monogram – With Icon (special use)

Primary Logos

1 ALLAN HANCOCK COLLEGE

2 ALLAN HANCOCK COLLEGE CHANGING *the* ODDS

Secondary Logos

3 HANCOCK COLLEGE

4 HANCOCK COLLEGE CHANGING *the* ODDS

5 HANCOCK

6 HANCOCK CHANGING *the* ODDS

7

8 AHC

*Logos and lockups are available to download on the Public Affairs website at **hancockcollege.edu/news.***

Please adhere to usage guidlines and the logo usage matrix.

Primary Lockups

Primary lockups are official extensions of the primary logos (full logo – horizontal).

They combine the college's core mark with approved department or program names while maintaining consistent typography, spacing, and color standards.

Campus Graphics is responsible for the creation of all logo lockups.

ALLAN HANCOCK COLLEGE
PUBLIC AFFAIRS *and* COMMUNICATIONS

ALLAN HANCOCK COLLEGE
BUSINESS

Logo Usage Guidelines

Primary Logo with slogan ("Changing the Odds") — Use when space allows and when the message benefits from emphasizing the college's mission, such as on advertisements and print materials.

Primary Logo without slogan — Use when space is limited or when legibility would be reduced by including the slogan, such as on small merchandise, apparel, banners, or in digital spaces. Also use in formal or administrative contexts where the slogan is not essential to the message.

Primary Lockup — Use to represent specific departments, programs, or initiatives in a more formal way. Appropriate for apparel, swag, and event or promotional materials related to that entity's activities.

Monogram or Icon — Use only when the full logo or wordmark cannot fit clearly (for example, social media avatars, small merchandise, or other confined shapes).

DO NOT ALTER THE LOGO, PROPORTIONS, COLORS, OR ARRANGEMENT IN ANY WAY.

*Logos and lockups are available to download on the Public Affairs website at **hancockcollege.edu/news**.*

Please adhere to usage guidlines and the logo usage matrix.

Secondary Lockups

Secondary lockups extend the secondary logos (wordmarks) to provide flexibility for departments, programs, or initiatives.

These versions follow the same visual standards as primary lockups and must be approved by Public Affairs before use.

Campus Graphics is responsible for the creation of all logo lockups

Logo Usage Guidelines

Secondary Logo Lockup — Use to represent specific departments, programs, or initiatives in a more casual way. Appropriate for apparel, swag, and event or promotional materials related to that entity's activities.

PUBLIC AFFAIRS *and* COMMUNICATIONS

HUMAN RESOURCES

NURSING

BIOLOGY

*Logos and lockups are available to download on the Public Affairs website at **hancockcollege.edu/news.***

Please adhere to usage guidlines and the logo usage matrix.

Tertiary Logos

Tertiary logos are specialized extensions of the secondary logos, developed to provide even greater flexibility.

These configurations maintain all core brand standards — color, typography, and proportions.

Logo Usage Guidelines

Tertiary Logos — Use to represent the college as a whole. Suitable for certain marketing, outreach, and promotional applications, including apparel and branded items. Do not substitute tertiary logos for official college marks in formal communications.

Tertiary Lockups

Tertiary lockups are specialized extensions of the tertiary logos, developed to provide even greater flexibility for high-visibility programs, departments, or initiatives.

These configurations maintain all core brand standards — color, typography, and proportions — while allowing limited customization to meet communication needs.

Campus Graphics is responsible for the creation of all tertiary lockups.

Logo Usage Guidelines

Tertiary Logo Lockup — Use to represent specific departments, programs, or initiatives in a more casual way. These may appear on apparel, swag, and event or promotional materials related to that entity's activities. Maintain clear hierarchy and spacing to preserve brand consistency.

Logo Size and Clearance

It is important to protect the space around the logo in order to retain its impact. The minimum clearance space must be used and maintained throughout all AHC documents.

Logo Clearance

Use **half the diameter of the Icon** when measuring for the proper clearance.
This measuring tool is always in relation to the size of the logo on the page.

Minimum Size

Never reproduce the logo smaller than one inch wide. There is no maximum size limit, but use discretion when sizing the logo.

Minimum Clearance

1/2 diameter of the Icon

Minimum Size

1 inch

Icon

Three-Line wordmark

Logo Colors

Logos may only appear in official brand colors: Hancock Midnight (primary), Hancock Blue, Hancock Yellow, Black, or White.

Black

Black
CMYK: 0 0 0 100
RGB: 0 0 0
Hex: 000000

Hancock Midnight

PMS 302 C
CMYK: 100 47 22 55
RGB: 0 62 90
HEX: 003E5A

Hancock Blue

PMS 286
CMYK: 100 75 0 0
RGB: 0 51 160
HEX: 0033A0

Hancock Yellow

PMS 116
CMYK: 0 14 100 0
RGB: 255 205 0
Hex: FFCD00

White

White
CMYK: 0 0 0 0
RGB: 255 255 255
Hex: FFFFFF

Logo Consistency

It is important that we use our logo consistently. Here are a few examples of practices to avoid.

DO NOT skew or bend the logo in any way.

DO NOT squish the logo.

DO NOT rotate the logo in any direction.

DO NOT alter the logo's typeface.

DO NOT change the color of the logo to a non-approved color.

DO NOT crop the logo.

DO NOT mix and match logo elements

DO NOT mix and match colors

DO NOT use outdated or custom design icon versions of the logo.

Custom Logos & District Seals

Custom logos and District seals are unique, program-specific marks for limited use.

They must follow Hancock's brand color, type, and proportion standards and may not be altered or recreated without Public Affairs approval.

Usage of these custom logos and seals requires prior approval from Public Affairs and/or Campus Graphics. The offical AHC logo may need to accompany these and will be evaluated on a case-by-case basis.

Student Services Icons

The following icons may be used in conjunction with the Hancock logo to represent student support services. They are always secondary and never replace the college logo on outreach materials or formal/administrative contexts.

- Allowed on outreach materials and apparel (paired with primary departmental lockup or primary college logo)

- Permitted on graduation stoles and giveaway items (independently without the college logo)

- Permitted in email signatures (single icon only, not larger than the logo)

- Not permitted on letterhead or business cards

Allan Hancock College
AIM to Dream Center

Allan Hancock College
Basic Needs Center

Allan Hancock College
CARE + CalWORKs

Allan Hancock College
Extended Opportunity Programs and Services+

Allan Hancock College
Foster Youth Services

Allan Hancock College
Justice Involved Student Support Programs

Allan Hancock College
Student Engagement

Allan Hancock College
Veteran Success Center

Guided Pathways Icons

The following icons may be used in conjunction with the Hancock logo to represent and promote the college's Guided Pathways programs. They are always secondary and never replace the college logo on outreach materials or formal/administrative contexts.

· Allowed on outreach materials and apparel (paired with primary departmental lockup or primary college logo)

· Permitted on graduation stoles and giveaway items (independently without the college logo)

· Permitted in email signatures (single icon only, not larger than the logo)

· Not permitted on letterhead or business cards

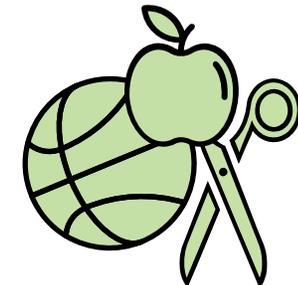**See page 31 for available Guided Pathways marketing materials.**
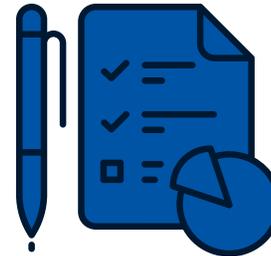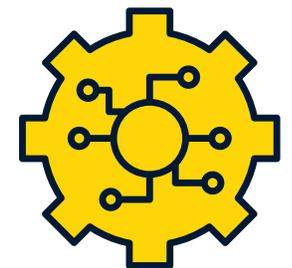
BUSINESS AND FINANCE

CREATIVE ARTS

HEALTH SCIENCES

HOSPITALITY, RECREATION, AND FASHION

PEOPLE, CULTURES, AND LANGUAGES
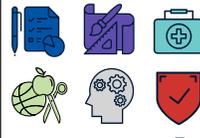
PUBLIC SERVICE

SCIENCES AND TECHNOLOGIES

Logo Usage Matrix

	Primary Logos	Secondary Logos	Lockups & Tertiaries	Guided Pathways	Custom Logo/Icon	Student Services Icon/Lockup	Student Club Logos	Spike Logo Suite
Staff & Departments	✅	✅	✅	✅	🟡	🔺	STOP	STOP
Students & Clubs	✅	✅	⭐	✅	🟡	STOP	⭐	⭐
Athletics & Sports	✅	✅	✅	✅	🟡	STOP	STOP	✅
Community & Organization sponsorships	🔵	🔵	STOP	STOP	STOP	STOP	STOP	STOP
Apparel	⭐	⭐	⭐	⭐	⭐	⭐	⭐	⭐

✅	Approved for use. Please reference the brand standards for additional information regarding usage.		🔺	Approval needed from the Associate Superintendent/Vice President, Student Services and Public Affairs & Communications.
STOP	Not approved for use.		⭐	Approval needed from Public Affairs & Communications.
🟡	Approval needed from Public Affairs & Communications for specific use and timeframe.		🔵	Approval needed from the Superintendent/President and/or Public Affairs & Communications.

Color Palette

Color is one of the most powerful visual cues of our brand. The Hancock palette creates instant recognition and unifies our materials across media.

Color Palette

Usage Guidelines

· Use Hancock Midnight as the primary anchor color in most designs.

· Use Hancock Blue and Hancock Yellow as supporting colors.

· Use accent colors as needed to enhance clarity, contrast, and visual impact.

· All applications must meet ADA accessibility and contrast standards.

Primary Color

| Hancock Midnight 55 PMS 302 C | CMYK: 100 47 22 55 RGB: 0 62 90 HEX: 003E5A |

Primary Color (variants for print applications when needed)

Hancock Midnight 65	CMYK: 100 47 22 65
Hancock Midnight 72	CMYK: 100 47 22 72
Hancock Midnight 82	CMYK: 100 47 22 82

Secondary Colors

| Hancock Yellow PMS 116 C | CMYK: 0 14 100 0 RGB: 255 205 0 HEX: FFCD00 |
| Hancock Blue PMS 286 C | CMYK: 100 75 0 0 RGB: 0 51 160 HEX: 0033A0 |

Accent Colors

Red	CMYK: 3 91 86 12 RGB: 190 58 52	HEX: BE3A34 PMS 180 C
Light Green	CMYK: 24 0 44 0 RGB: 194 225 137	HEX: C2E189 PMS 365 C
Teal	CMYK: 53 0 23 0 RGB: 100 204 201	HEX: 64CCC9 PMS 325 C
Violet	CMYK: 90 99 0 0 RGB: 68 0 153	HEX: 440099 PMS Violet C
Orange	CMYK: 0 50 100 0 RGB: 247 148 29	HEX: F7941D PMS 1495 C
Magenta	CMYK: 0 0 100 0 RGB: 236 0 140	HEX: EC008C PMS Magenta C
Green	CMYK: 77 13 100 1 RGB: 62 160 71	HEX: 3EA047 PMS 362 C

ADA Compliance

All color combinations are required to be ADA compliant. Enough color contrast must exist between the background color and foreground color. Otherwise, readability is compromised for people who have visual disabilities, such as color blindness.

Acceptable

Text	Text
Text	Text
Text	Text
Text	Text
Text	Text

Unacceptable

Text	Text
Text	Text
Text	Text
Text	Text
Text	Text
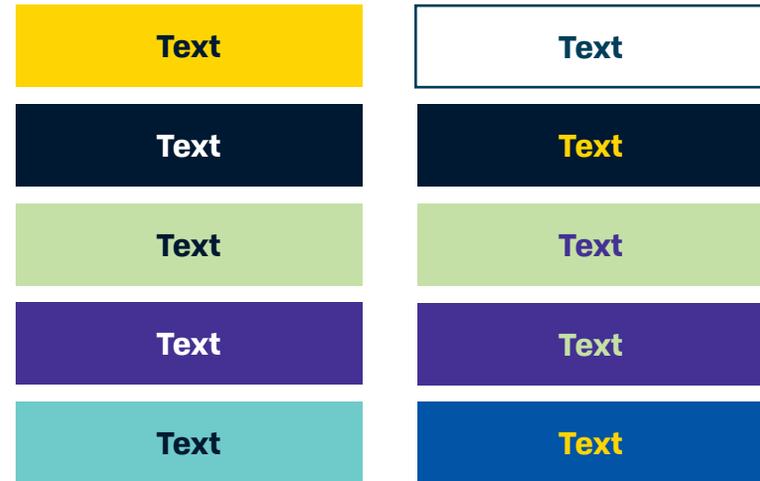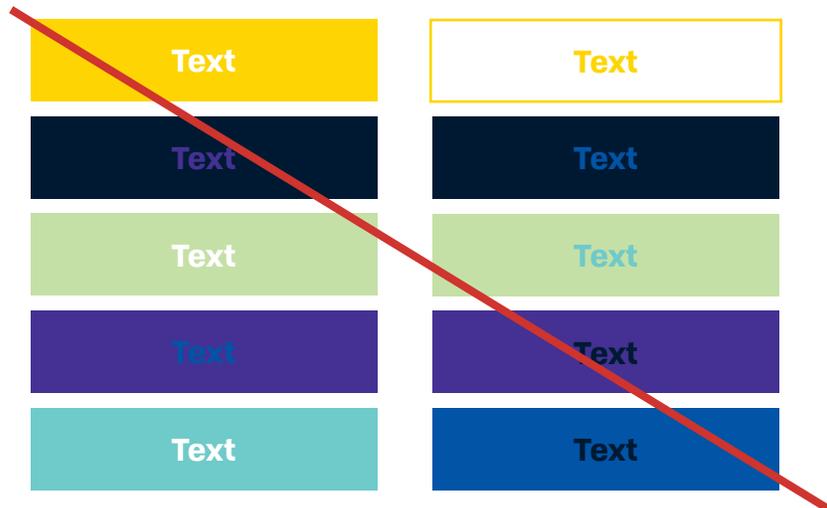
Typography

Typography gives Hancock its voice in print and digital spaces. It establishes structure, clarity, and professionalism.

Primary Typeface

The Tofino Pro font family is a clean, balanced, and modern typeface, self-described as "West Coast Swiss." Swiss style fonts are known for their cleanliness and readability. Tofino Pro introduces a touch of warmth and West Coast character. As an important element in our visual identity, it must be used on all marketing communications.

Tofino Pro should be used as the primary and most abundant font in a design. It must be used for all headers, headings, titles, and lead paragraphs.

The font family is available through Campus Graphics upon request.

Tofino Pro

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!?$%

Aa	Aa	Aa	Aa	Aa
Book	Medium	Semibold	Bold	Black

Aa	Aa	Aa	Aa	Aa
Book	Medium	Semibold	Bold	Black

Secondary Typeface

Abril is a contemporary take on classic typefaces that adds sophistication and prevents visual fatigue.

It is used as a secondary, supporting typeface in publications, used mainly for body copy.

The font family is available through Adobe Fonts.

Abril

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890!?$%

Aa
Regular

Aa
Semibold

Aa
Bold

Aa
Extra Bold

Aa
Regular Italic

Aa
Semibold Italic

Aa
Bold Italic

Aa
Extra Bold Italic

Alternate Typefaces

Our brand fonts may not be readily available on all desktop computers. Arial and Times New Roman are alternative options if necessary.

PLEASE NOTE: In every situation, it's better to use our brand typefaces when available; this substitution should be used as a last resort.

Our brand fonts (Tofino and Abril) are primarily used by graphic designers and are not available on many desktop computers. Therefore, the designated alternative fonts (Arial and Times New Roman) should be used when creating Word, Excel, or PowerPoint files. All college materials should use the main typefaces or the alternative typefaces.

Arial

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!?$%

Times New Roman

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!?$%

Photography & Social Media

Photography and social media are powerful ways to reflect Hancock's spirit: diverse, approachable, and rooted in community.

Photography Guidelines

- Prioritize candid, authentic photography over staged or stock imagery.

- Use natural light when possible.

- Showcase real students, faculty, and campus life.

- Ensure representation across age, ethnicity, gender, and backgrounds.

- Artificial Intelligence (AI) imagery is only permissable on a case-by-case basis. Please consult Public Affairs and/or Campus Graphics prior to its creation and/or use.

Accessing Approved Photograpy

Photos for public use are available on Flickr:

For new photography or videography, submit a request through the Photography/Videography Request Form:

Digital & Social Media Guidelines

Hancock's presence on digital platforms is an extension of our brand. Every post, account, and interaction represents the college.

Institutional Accounts

The following official Hancock accounts are managed by Public Affairs.

Facebook
facebook.com/allanhancockcollege

Instagram
instagram.com/allanhancockcollege

LinkedIn
linkedin.com/company/allan-hancock-college

TikTok
tiktok.com/@allanhancockcollege

YouTube
youtube.com/@AllanHancockCollege

X (Twitter)
twitter.com/HancockCollege

Departmental Accounts

Departments wishing to launch a new social media account must contact Public Affairs before creating or publishing.

Visual Standards

Profile images must use a Public Affairs-approved version of the Hancock logo or icon.

Publicity & Promotion

For publicity and promotion through social media, submit a Publicity Request:

Templates & Request Forms

This section provides information on official templates and request forms that support consistent, high-quality communication and design across the college.

Guided Pathways Brochure Template

Consistency across materials signals professionalism and strengthens recognition. Public Affairs maintains Guided Pathways templates for:

Rack Cards

Each academic program has a rack card — a two-sided marketing piece that provides top-level program information along with a QR code to the program's webpage. Rack cards are designed to entice, offering an overview while guiding audiences to program websites for up-to-date details. It is critical that program websites are always maintained with accurate information.
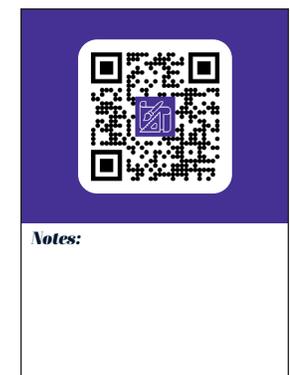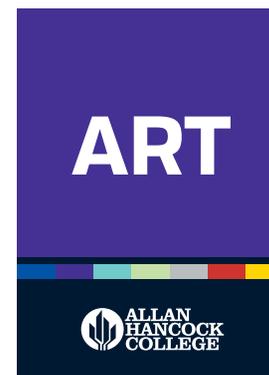
Rack cards follow the college's established Guided Pathways Areas of Interest branding (as seen here: hancockcollege.edu/pathways/).

Playing Cards

Each program also has a small, business card–sized "playing card." These serve as fun, portable handouts that fit easily into a wallet or pocket, and include space to write down contact information.
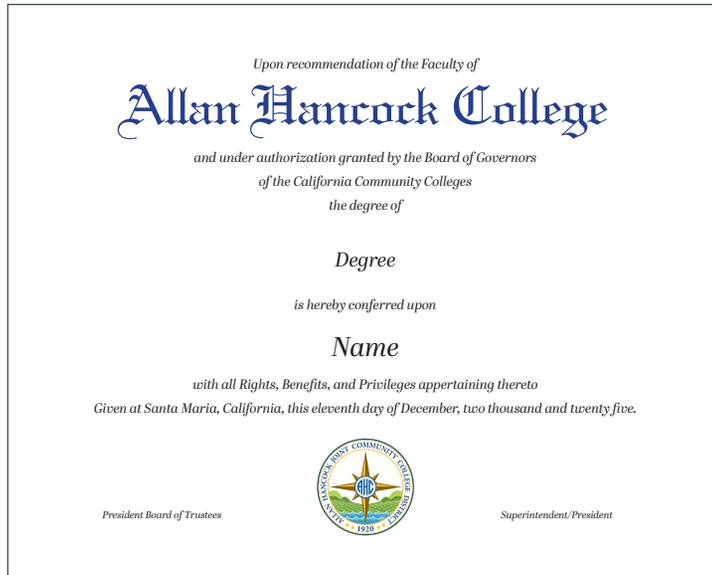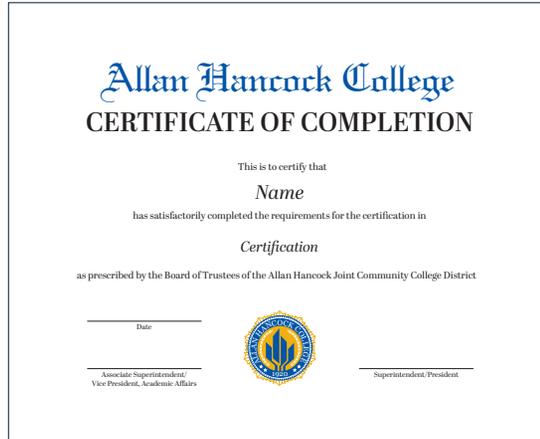
Playing cards also follow the college's established Guided Pathways Areas of Interest branding.

To order rack cards or playing cards, visit Campus Graphics:

AGRICULTURE

SCIENCES & TECHNOLOGIES
Contact Information
805-922-6966 ext. 3202
Santa Maria campus, bldg. M 200

ALLAN HANCOCK COLLEGE

AGRICULTURE

Local agriculture employment opportunities are plentiful, with a high demand for skilled workers in positions that provide living wages and rewarding work experiences. Completion of the Hancock agriculture program will provide students with the skills necessary for success in the dynamic agriculture industry. The program emphasizes workforce and transfer readiness, provides a hands-on learning environment, and offers guidance toward career and college pathways. Program options include agricultural science, agribusiness, agricultural plant science, crop protection, and pest control advising.

This program will help you to:
- apply plant scientific principles to plant breeding, crop production, genetics, and crop protection
- solve and address natural resource management concerns
- gain competency in current agriculture issues, laws, and regulations affecting local crop and livestock producers
- learn techniques employed in vegetable, fruit, and animal production
- acquire knowledge in crop protection, pest identification, and pest management
- apply economic principles, sales, and marketing techniques to agricultural business, exemplified through the on-campus student farm stand
- master principles of soil health, plant nutrition, fertilizer, and amendment use for balancing soil nutrients and improving plant health
- utilize modern precision agriculture equipment and techniques to improve agricultural efficiency and natural resource conservation

Degree/certificate information available at
hancockcollege.edu/pathways/sciences-technologies/agriculture.php

ART

ALLAN HANCOCK COLLEGE

Notes:

Certificate Templates

Hancock certificates reflect the achievement of our faculty, staff, and students. Approved templates ensure a consistent, dignified look across academic, service, and recognition certificates. Campus Graphics provides templates that follow brand font, color, and logo standards.

Allan Hancock College
CERTIFICATE OF COMPLETION

This is to certify that

Name

has satisfactorily completed the requirements for the certification in

Certification

as prescribed by the Board of Trustees of the Allan Hancock Joint Community College District

Date

Associate Superintendent/
Vice President, Academic Affairs

Superintendent/President

Certificate of Completion

THIS ACKNOWLEDGES THAT

<<Name>>

SUCCESSFULLY COMPLETED
THE COURSE

<<Class>>

Name
Title

Name
Title

Upon recommendation of the Faculty of

Allan Hancock College

and under authorization granted by the Board of Governors
of the California Community Colleges
the degree of

Degree

is hereby conferred upon

Name

with all Rights, Benefits, and Privileges appertaining thereto
Given at Santa Maria, California, this eleventh day of December, two thousand and twenty five.

President Board of Trustees

Superintendent/President

ALLAN HANCOCK COLLEGE

Classified Employee Achievement Award

This is to certify that

Name

was selected to receive this $350 award for a suggestion, service or accomplishment that has resulted in improvement of a service, program or operation of the district.

You are a valued member of the classified bargaining unit and have been selected to receive this award by a committee composed of two administrators and two California School Employees Association representatives. Congratulations!

Date

Superintendent/President

Stationery Templates

Stationery, including letterhead, envelopes, and business cards, projects a professional and unified image. All stationery designs are standardized to maintain consistency across departments and can only be ordered through Campus Graphics.

Information on business cards and letterhead can either be individualized or department specific. Please follow the templated prompts accordingly when placing these orders.

Information on envelopes should always be department specific.

ALLAN HANCOCK COLLEGE

Admissions & Records
800 South College Drive
Santa Maria, CA 93454-6399

ALLAN HANCOCK COLLEGE

Admissions and Records
805-922-6966 ext. 3511
fax 805-922-6966

Santa Maria Campus
800 South College Drive
Santa Maria, CA 93454-6399
www.hancockcollege.edu

ALLAN HANCOCK COLLEGE

Robert Nourse
Supervisor
Campus Graphics
805-922-6966 ext. 3249
rnourse@hancockcollege.edu
www.hancockcollege.edu
800 South College Drive, Santa Maria, CA 93454-6399

Our Mission
Allan Hancock College fosters an educational culture that values equity and diversity and engages students in an inclusive learning environment. We offer pathways that encourage our student population to achieve personal, career, and academic goals through coursework leading to skills building, certificates, associate degrees, and transfer.

Email Signature Template

All faculty and staff are required to use the approved Hancock email signature.

To create your signature in Outlook:

1. Open Outlook

2. Go to File > Options > Mail > Signatures

3. Select "New" and enter a name for your signature

4. Copy the approved signature format as seen on the image to the right

5. Apply the correct fonts and links

6. Save and assign the signature to new messages (application to replies/forwards is optional)
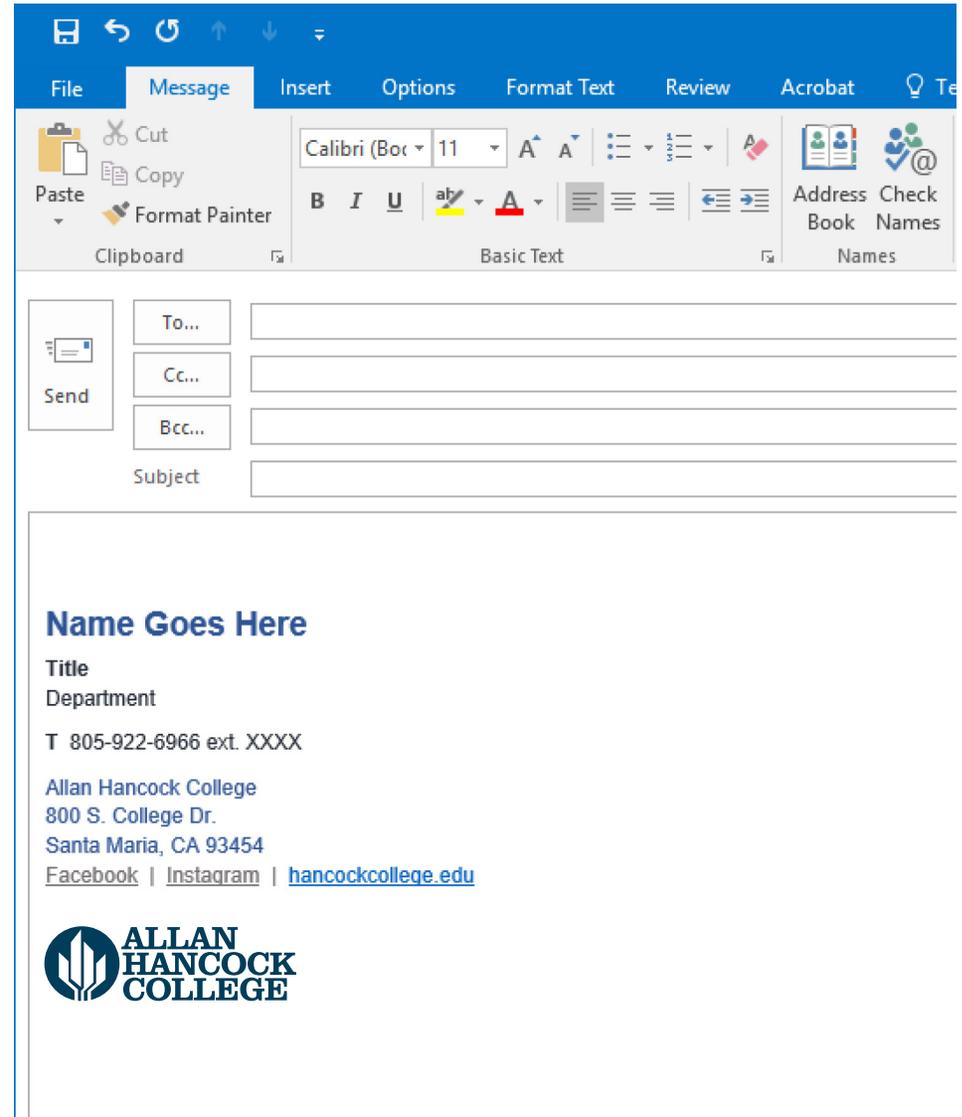
PowerPoint Template

Public Affairs maintains branded slide deck templates for presentations. Templates include approved title slides, content layouts, and color schemes that align with Hancock's brand standards. Using the official templates ensures presentations are professional, recognizable, and accessible.

PowerPoint slide deck can be accessed through the myHancock portal.
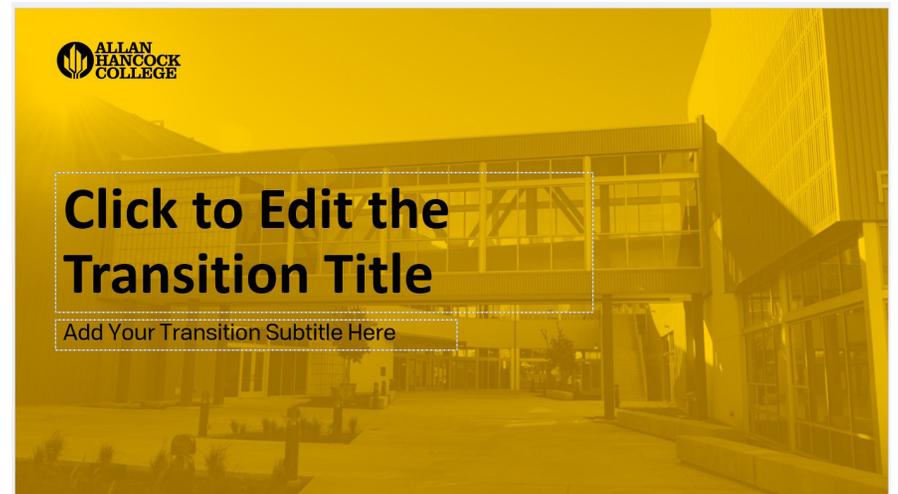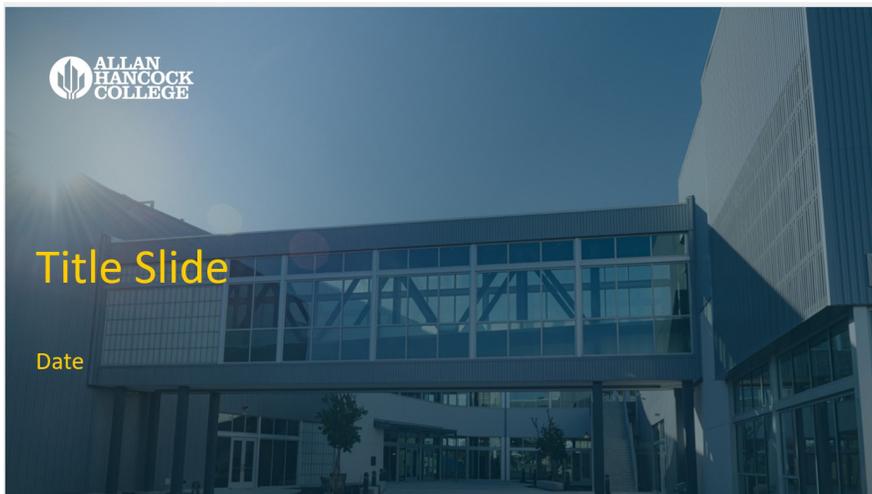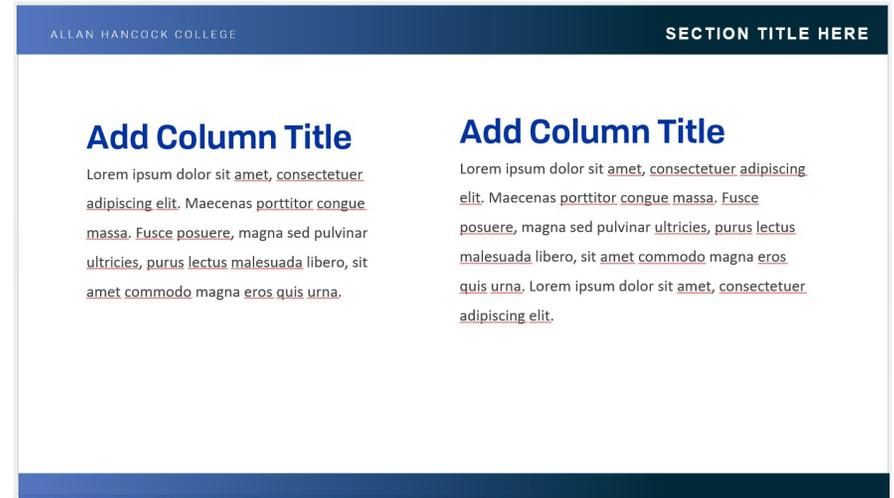
Governance & Approvals

Public Affairs and Communications is the central authority for brand oversight.

Visit hancockcollege.edu/news to access all request forms and contact information for staff support.

Marketing Materials

All marketing materials (flyers, posters, banners, etc.) must be reviewed/approved by Public Affairs and designed through Campus Graphics to maintain brand integrity and consistency.

Outreach Materials

Artwork for all branded outreach items (pens, keychains, tablecloths, and other promotional giveaways) purchased from outside vendors must be approved by Public Affairs. The approved manufacturer's artwork proof must be attached to your purchase request to Business Services.

Apparel

Artwork for all branded apparel (t-shirts, hats, jackets, etc.) purchased from outside vendors must be approved by Public Affairs. The approved manufacturer's artwork proof must be attached to your purchase request to Business Services.

Request Forms

Publicity Request Form

The Publicity Request Form is used to request promotion of college events, programs, and initiatives through official communication channels. Submissions ensure accurate messaging, brand alignment, and coordination through the Public Affairs and Communications team.

hancockcollege.edu/news/publicity.php

Photography/Videography Request Form

The Photography and Videography Request Form is used to request visual media coverage for college events, marketing projects, publications, and headshots. Requests allow the Public Affairs team to plan resources, maintain visual standards, and capture content that reflects the college brand.

hancockcollege.edu/news/photo-req.php

Graphic Design & Print Request

The Graphic Design and Print Request portal is used to request creative services for marketing materials, publications, and digital assets. This process ensures all materials meet brand standards, design quality expectations, and production timelines.

hancockcollege.webdeskprint.com/psp/app/

Project Timelines

Projects will be completed in the order they are received. Failure to provide the necessary content and instructions may delay completion time frame. When specifying the "Desired Delivery Date," please list the date the item is needed in your hands and/or to external parties.

Note: The approximate timelines below begin on the date all content is received.

1 to 2 Weeks

· Social media post: 1-2 weeks
· Email or portal announcement: 2 weeks

2 to 4 Weeks

· Flyer or poster: 2-4 weeks
· iPhone video: 2-4 weeks
· Photography: 2-4 weeks
· Vinyl banners: 2-4 weeks
· Press release: 2-4 weeks

4 to 6 Weeks*

· Digital ads: 4-6 weeks*
· Print ads: 4-6 weeks*
· Logos: 4-6 weeks*
· Custom graphics: 4-6 weeks*
· Promotional items: 4-6 weeks*

8 to 12 Weeks*

· Marketing campaign: 8-12 weeks*
· Basic event marketing: 8-12 weeks*
· Professional video: 8-12 weeks*

3 to 6 Months*

· Major event marketing (needs include five or more of the following services: save-the-date, invitations, signage, designed program, printed program, media relations, social media promo, flyers, posters, paid digital advertising, photography, videography).*

Requires consultation

Athletics/
Bulldog Logo

Bulldog Logo (Spike)

The Bulldog Logo — affectionately known as Spike — is Allan Hancock College's official mascot and athletics logo. It represents school spirit, pride, and determination, and is reserved primarily for athletics and select promotional uses.

Primary and Secondary Marks

1. Primary Logo: Full bulldog body (head facing right, tail left).

2. Secondary Logo: Straight-on bulldog head.

These are the core versions of the Bulldog logo. The full version must always face right to maintain consistency.

Logo Usage Guidelines

- The Bulldog logo is used primarily for athletics.

- Use of the Bulldog logo on non-athletics related materials is never allowed unless approved by Public Affairs.

- Use the versions with a white outline when the logo is on dark backgrounds.

- The Bulldog logo should never be used on stationery items (business cards, letterhead, etc.), except in athletics contexts.
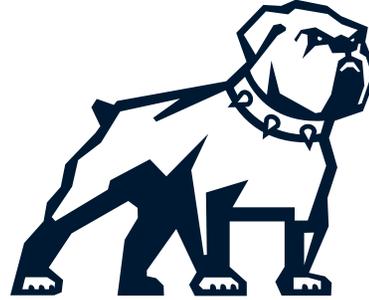
Main Bulldog Logos

PRIMARY LOGO

SECONDARY LOGO

Bulldog Logo Variants

Multiple variants of the Bulldog logo are available. These include:

·   Single color versions

·   Options that read "Allan Hancock College" or "Hancock College"

·   Centered and asymmetrical versions

·   Variants that include "Athletics" or specific sports beneath the Bulldogs wordmark

Important: Non-athletic units (e.g., academic departments, categorical programs) may not add their names beneath the Bulldog logo or request a customized Bulldog variant. They must instead use official college logo lockups (pages 11, 12, 14).

Bulldog Logo Suite Usage Matrix

	Allan Hancock College **Lockup Suite**	**Circle**	**Standing**	**Face**	Hancock College **Lockup Suite**	"Spike" **Lockup**	"AHC" **Lockup**
Recruiting & Formal Events	✔	✔	🟡	🟡	🟡	🟡	🟡
Print Materials	✔	✔	✔	✔	✔	🟡	🟡
Social Media	✔	✔	✔	✔	✔	🛑 STOP	🛑 STOP
***Apparel**	🟡	🟡	🟡	🟡	🟡	🛑 STOP	🛑 STOP

✔	Approved for use. Please reference the brand standards for additional information regarding usage.
🛑 STOP	Not approved for use.
🟡	Approval needed from Athletic Director or Assistant Athletic Director.

Logo choice may be limited based on color availablilty. Please consult the Assistant Athletic Director/Sports Information Director for the correct version.

Color Palette

The Bulldog logo must always appear in approved brand colors. Color substitutions are not permitted.

· When placed on dark backgrounds, certain variants include an outline to ensure visibility.

· A one-color version may be used for specialty printing (e.g., merchandise), but only in black or Hancock Midnight on a yellow or white background.

Primary Colors

Hancock Yellow	PMS 116 C CMYK: 0 14 100 0 RGB: 255 205 0 HEX: FFCD00
Hancock Midnight 82	PMS 303 C CMYK: 100 47 22 82 RGB: 0 42 58 HEX: 002A3A

Secondary Colors

Hancock Blue	PMS 286 C CMYK: 100 75 0 0 RGB: 0 51 160 HEX: 0033A0
Athletics Grey	PMS 427 C CMYK: 0 0 0 20 RGB: 204 204 204 HEX: D3D3D3 or cccccc

Bulldog Size and Clearance

To preserve impact and legibility, follow these specifications:

Clear Space

Always leave space equal to **30% of the Bulldog's height** (from feet to head) around the logo.

Minimum Size

- 1 inch wide for the full-body logo

- ¾ inch wide for the head logo

With Wordmark: When paired with a wordmark, the Bulldog logo must never be reproduced smaller than 1.5 inches wide.

Minimum Size

1 inch

Minimum Size

3/4 Inch

Minimum Size

1.5 inch

30% the size of the bulldog

30% the size of the bulldog

Logo Consistency

Using the Bulldog logo consistently ensures it remains a strong, recognizable athletic identity.
Do not:

· Alter proportions or orientation

· Recolor or add effects

· Place academic or non-athletic program names beneath the Bulldog logo

DON'T rotate the logo in any direction.

DON'T flip the logo.

DON'T skew or bend the logo in any way.

DON'T squish the logo.

DON'T change the color of the logo to a non-approved color.

DON'T crop the logo.

Allan Hancock College

DON'T use as an alternate to the AHC logo.

DON'T create customized designs

Primary Typeface

Millionaire — used exclusively for Bulldog logos. Any other use of this typeface requires Public Affairs approval.

Secondary Typeface

Tofino Pro — also the college's primary typeface and used throughout athletics branding.

MILLIONAIRE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Tofino Pro

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz 1234567890!?$%

Aa	Aa	Aa	Aa	Aa
Book	Medium	Semibold	Bold	Black

Aa	Aa	Aa	Aa	Aa
Book	Medium	Semibold	Bold	Black

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT

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Mission Statement

Allan Hancock College fosters an educational culture that values equity and diversity and engages students in an inclusive learning environment. We offer pathways that encourage our student population to achieve personal, career, and academic goals through coursework leading to skills building, certificates, associate degrees, and transfer.

Updated: January 2026

ALLAN
HANCOCK
COLLEGE