

Alpena Community College Office of Public Information & Marketing

Graphic Standards Manual

Version 5.2; last updated September 10, 2026

Following are the graphic and writing standards adopted by the Alpena Community College (ACC) Office of Public Information & Marketing (OPI&M) for use in producing institutional communications materials. All ACC-affiliated content producers are encouraged to use these standards so that ACC presents a positive, professional, consistent, unified, and easily-recognizable image to all constituencies.

Correct Use of ACC's Official Colors

ACC's official colors are "burgundy" and "gray."

For the purposes of using the colors in publications, web pages, etc., following are the approved color specifications.

ACC "Burgundy"

Print: Pantone PMS 201 (C or U, as appropriate)

RGB: 157, 34, 53

HEX: 9D2235

CMYK: 7, 100, 68, 32

ACC Gray

Print: Pantone 427 (C or U, as appropriate)

RGB: 210, 211, 212

HEX: DADBDB

CMYK: 0,0,0,20

While the OPI&M acknowledges that creative design allows for a variety of colors and styles to be used in attractive publications, we strongly encourage the use of PMS 201 in some way in all ACC publications as a way to promote continuity and easy visual recognition.

Please do not change the color of the ACC logo or other official ACC graphics, etc.

About Logos

Alpena Community College has one official logo, and that logo should be used on all official communications — advertising, marketing, social media, websites, etc. (Alternately, when the use of the logo is impossible due to design considerations, “Alpena Community College” should be written out and readily distinguishable.)

Branding standards recommend against multiple logos to prevent brand dilution (e.g. when a brand’s identity becomes unclear or inconsistent due to a variety of different logos) and weaken overall brand recognition. Use of a single, consistent logo helps build strong brand recognition and memorability because customers can easily recognize it across all platforms and materials.

When multiple logos or variations might be used

- Logo variants: A single brand may use different versions of its primary logo (like a simplified icon or a vertical and horizontal layout) to ensure versatility across different platforms, such as a social media profile picture versus a website header. These are variations of the same core logo, not entirely different ones.
- Brand extensions: A company might create a secondary logo for a specific product line, service, or sub-brand. This is a deliberate strategy, but it must be done carefully to maintain a connection to the master brand and avoid diluting it. ACC has created a number of “brand extension” logos to be used by departments as approved by the OPI&M. These logos incorporate the main logo and add additional text, such as the following:



- Event-specific logos: Sometimes, a temporary logo variation is used for a specific promotion or event, but it’s not intended to be a permanent part of the brand identity.



Correct Use of the ACC Logo

Alpena Community College Board Policy 2010, Use of College Name, Seal, and Logotype Policy, governs the use of the ACC logo. Following is the text of the policy:

“The exhibition or other use of the Alpena Community College name, seal and logotype is restricted to the official business of the College. Moreover, no person may use or exhibit a name, seal or logotype so nearly resembling those of the College that it tends to deceive the public. No other use is permitted without prior, written consent. Individuals wishing authorization to use the name, seal or logotype for other than official business will direct requests to the President. Apart from this policy, Michigan Compiled Laws 430.102 et seq govern the use of seals and emblems and provide penalties for violation.”

In addition, following are specific guidelines from the OPI&M for correctly using the ACC logo in publications, web pages, etc.

- The ACC logo artwork should not be altered in any way.
- Treat the ACC logo as a single graphic unit; do not rearrange the logo elements.
- Do not change the font of the ACC logo text.
- Do not change the ACC logo’s proportions (i.e. compress or stretch); the correct proportions are 1 to 3.37 height to width. For example, a logo measuring 1” tall should be 3.37” wide.
- Do not change the colors of the ACC logo; the ACC logo should use either black, the approved ACC “burgundy” color (Ink=PMS 201; HEX=9D2235; CMYK=7,100,68,2; RGB=157,34,53), or white.



ACC logo in PMS 201



ACC logo in black

- Avoid placing the ACC logo over other graphics unless there is sufficient contrast and clarity to allow the logo to be clearly discernable and meets ACC accessibility standards.
- Provide an appropriate amount of white space around the ACC logo to help it stand out.
- Include the Alt Text description “Alpena Community College logo” when placing the ACC logo.
- The ACC logo should never be used to imply endorsement of a product or service not provided by ACC, or incorporated into another logo, without prior approval.
- Use of the ACC logo by non-College people or organizations is prohibited unless approved in writing by the Director of Public Information & Marketing or the President.

- Development of “sub-logos” for departments, functions of the College, etc., must be approved in advance by the Director of Public Information & Marketing.
- Use the appropriate file format of the ACC logo depending on the design situation. For example, print publications will use the EPS file format in most instances. Microsoft Word prefer PNG files. JPG versions can also be used on occasion. **In all circumstances the ACC logo must look clean, proportionate, and be easily discernable.**

Correct Use of the ACC Seal

Use of the ACC Seal is **reserved for official documents** such as diplomas, transcripts, or other officially sanctioned uses. Do not use the seal as an alternative to the ACC logo or other graphic.

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In addition, following are specific guidelines from the Office of Public Information & Marketing for correctly using the ACC Seal in publications, web pages, etc.

- The ACC Seal may not be used without written approval from the OPI&M or the President.
- The ACC Seal should not be used as a logo or in place of the ACC logo.
- The ACC Seal should use ACC’s official colors; either black, the approved ACC “burgundy” color (Ink=PMS 201; HEX=9D2235; CMYK=7,100,68,2; RGB=157,34,53), or white.
- Treat the ACC Seal as a single graphic unit; do not rearrange the graphic elements.
- Do not change the font of the ACC Seal text.
- Do not change the ACC Seal’s proportions (i.e. compress or stretch); the correct proportions are 1 to 1 height to width. For example, a logo measuring 2” tall should be 2” wide.



ACC Seal in PMS 201



ACC Seal in black

- Avoid placing the ACC Seal over other graphics.
- Provide an appropriate amount of white space around the ACC Seal to help it stand out.
- Include the Alt Text description “Alpena Community College Seal” when placing the ACC Seal.
- When using the ACC Seal, ensure appropriate color contrast as determined by ACC accessibility standards.

Use of the ACC Lumberjack Mascot

The Lumberjack Mascot has occasionally been modified to allow it to be used in areas such as athletics. While there is some design flexibility with the Lumberjack graphic, designers are encouraged to keep all variations appropriate and recognizable.



File Formats and Standard Content Creation Software

Ideally all publications, images and graphics created for use by ACC should be of high quality, the appropriate resolution, and rendered in professional software packages — Adobe Creative Cloud applications including InDesign, Illustrator, Photoshop, and Acrobat — so that the images reproduce well and can be edited by others, including the OPI&M and vendors. Content creators should know the difference in file formats (e.g. vector images vs. raster images, RGB vs. CMYK, AI, EPS, PDF, JPG, TIFF, PNG, etc.) and be able to use the correct file formats when creating publications, graphics, webpages, and posting images online.

Accessibility Standards

As a public institution, ACC is required by Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 to ensure that digital institutional content is accessible by everyone.

“Accessible” means a person with a disability is afforded the opportunity to acquire the same information, engage in the same interactions, and enjoy the same services as a person without a disability in an equally effective and equally integrated manner, within the same timeframes, and with substantially the same ease of use.

Practical examples of accessibility include:

- Content must be navigable by screen readers and by hot keys
- Pictures must have an accompanying alt-text description
- Links must be descriptive and identifiable
- Videos must be captioned or provide a text transcription

ACC has committed to adhering to **Web Content Accessibility Guidelines (WCAG) 2.0 AA** standards for accessibility. WCAG 2.0 is a stable, referenceable technical standard with 12 guidelines that are organized under 4 principles: perceivable, operable, understandable, and robust. For each guideline, there are testable success criteria, which are at three levels: A, AA, and AAA. ACC will meet level AA.

ACC content editors are responsible for creating and maintaining online content that meets WCAG 2.0 AA standards. ACC content editors include faculty and staff who are assigned by their department heads or supervisors to maintain accessible ACC web content for departments or organizations.

Practical examples of online content which need to be accessible include:

- Web pages
- Graphics (such as charts and graphs) used on webpages
- Documents posted on a webpage (PDF, Word, etc.)
- Videos posted online

General Standards for Promotional Materials

- All communications should be clearly identified as originating with Alpena Community College. Either the ACC logo or “Alpena Community College” (written out) should be included on all materials.
- Include the name of a contact person or department along with a phone number, email address, website address, or other way for someone to verify the communication/sender and ask questions.
- Include the ACC website address: discover.alpenacc.edu or www.alpenacc.edu.
- Where practical, include the appropriate ACC campus address:

Alpena Campus
665 Johnson Street
Alpena, MI 49707

Oscoda Campus
5800 Skeel Avenue
Oscoda, MI 48750

AI-Generated Marketing Materials

- All AI-generated content (writing, datasets, graphs, pictures, etc.) must be thoroughly reviewed by an individual with proficiency in evaluating such content for accuracy as well as general proofing and editing. AI-generated content should be viewed as a starting point, and not the finished product. AI-generated content, especially materials for media, promotion, or public consumption (such as flyers, logos, promotional items, or messaging being posted internally or externally) must be reviewed and approved by the Office of Public Information & Marketing prior to distribution or publication.