UACCB

INTRODUCTION

UACCB has adopted a comprehensive graphic identity in order to create a high quality, consistent and highly recognizable image of the college. Having a set of design standards also makes the production of new materials easier, faster and less costly. To ensure that publications are professionally designed, present clear and accurate information, contain correct grammar, punctuation and spelling, present a consistent image of the college and follow college and federal guidelines, all display advertising and marketing publications intended for off-campus use will be approved prior to release by the Marketing Coordinator. All paper printing requires approval through the Office of the Vice Chancellor for Finance and Administration and must follow the proper purchasing procedures.

BRAND POSITIONING STATEMENT

University of Arkansas Community College at Batesville (UACCB) is our local community college. We have passionate faculty and staff devoted to the success of our students and regional economy by providing valuable personal enrichment and educational opportunities.

LOGO

We take great pride in our roots as Gateway Technical College combined with our time as UACCB as we celebrate nearly 50 years of providing quality education to Independence and the surrounding counties. As part of our 25th anniversary celebration in the University of Arkansas system, we are also paying tribute to the heritage of Gateway Technical College while recognizing our status as UACCB."

The top portion of the logo is the image used to represent Gateway Technical College for many years. We believe this logo is a good blending of our roots as Gateway and our current identity as UACCB. This new logo will also meet the evolving needs of digital media.

We continue to be the University of Arkansas Community College at Batesville. However, like many other schools, we see the need to have shorter versions of the name. Other schools in the University of Arkansas system have provided shortened names of their institution like University of Arkansas at Batesville, UA Batesville, and UACCB. Depending on the context in which used, one or more of those versions may be most appropriate.

PRIMARY LOGO

The UACCB Gateway logo as shown below should be the first choice when selecting a logo. The logo may be blue, red, black or white depending on the context.

SECONDARY LOGO

The UACCB lettering may be used in instances where the UACCB Gateway logo would be illegible. This includes but is not limited to promotional items, internal documents, and signage. The logo may be blue, red, black or white depending on the context.

FORMAL LOGO

The college has developed a UA Batesville logo for formal use only. Formal use includes but is not limited to letterhead, faculty and staff attire, diplomas and certification documents, etc. The logo may be blue, red, black or white depending on the context.

COLLEGE SEAL

The college seal may be used in a monochromatic color on official documents such as diplomas or certifications.

LOGO/SEAL USE

The UACCB logos/seal will not be altered in any way. Treat the logo/seal as a single graphic unit. Do not rearrange, compress, stretch, distort, or alter the logo. The logo should appear on all official college publications, in all promotional advertising, and on all printed communications that circulate off campus. This includes newspaper ads, brochures, posters, newsletters, stationery, business cards and other publications. The logo can also be applied to documents intended for use on campus by college staff. The college logo is the only logo to be used to represent UACCB, its departments and programs.

COLORS

We express the college's personality through creative use of color. The primary colors should be used for backgrounds, typography, and as the dominant colors in graphs and illustrations.

The secondary and accent colors should never dominate the primary colors. These colors may be used in conjunction with the primary colors for graphic elements like icons, shapes, infographics and illustrations.

PRIMARY
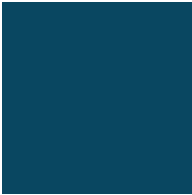
PANTONE 4160C
R:0 G:71 B:97
C:97 M:67 Y:42 K:27
HEX# 004761

PANTONE 187C
R:170 G:30 B:46
C:23 M:100 Y:88 K:15
HEX# AA1E2E

SECONDARY

PANTONE 420C
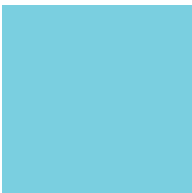R:199 G:201 B:199
C:22 M:16 Y:18 K:0
HEX# C7C9C7

PANTONE 423C
R:137 G:141 B:141
C:49 M:38 Y:40 K:3
HEX# 898D8D

PANTONE 7475C
R:71 G:122 B:123
C:75 M:38 Y:47 K:11
HEX# 477A7B

ACCENT

BLUE 0821C
R:122 G:207 B:224
C:48 M:0 Y:11 K:0
HEX# 7ACFE0

PANTONE 164C
R:245 G:133 B:70
C:0 M:59 Y:80 K:0
HEX# F58546

PANTONE 7737C
R:108 G:165 B:66
C:64 M:15 Y:100 K:1
HEX# 6CA542

FONTS

The Arial font family was selected as the primary typeface for UACCB because of its legibility and versatility in a print and digital setting.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@$%

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@$%

Times New Roman may be used as a secondary font.

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Monotype Corsiva may be used sparingly for documents that require a script font.

Monotype Corsiva
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz