IDENTITY SYSTEM
The logos may be reproduced in various color configurations over simple color backgrounds. The logos may also be reproduced over photographs in positive or reversed formats (white lettered text).

**SINGLE COLOR VARIATIONS FOR THE COLLEGE LOGOS**

The college logos can be used as a single color. There are two versions of the single color logo: a greyscale version and a reverse white format.

**FOR COLOR VERSION**

The college has a specific reverse logo file that has been modified for visual spacing. Do not attempt to re-create a reverse logo or change the logo’s colors. Contact the Communications Department if you need assistance selecting the proper logo file.

**FOR GREYSCALE VERSION**

Use the single, solid color logos as opposed to half tones, for newspapers, Xerox, or facsimile reproductions, or any reproduction type with large halftone screens.
Acceptable Presentations

The Graphic Identity System provides several variations of the logo that allow for greater design flexibility. In addition to the primary two-color logo, the College also provides single color and single color with halftone variations, as well as reversed color version.

SPECIFICATIONS

Version A:
Preferred for all uses.
Cmyk or spot color version are provided
Files: Full logos cmyk.eps, full logos pantone.eps

Version B:
Greyscale version for duotone or greyscale prints only
Files: Full logos black.eps

Version C:
Reverse color version for use with dark backgrounds
Files: Full logos cmyk reverse.eps, Full logos reverse pantone.eps

Version D:
White version for use with dark backgrounds and greyscale prints only.
Files: Full logos white.eps
Examples of Unacceptable Logo Treatment

Do not give the logos a drop shadow or try to make it “pop”

Do not crop any part of the logos

Do not distort the logos, making them stretched or too thin.

Do not retype or use a substitute font for the signature.

Do not change the colors of the logos.

Do not tilt the logos in any direction.

Do not surround or enclose the logos with a competing shape.

Do not present the Shield without the Signature.

Do not reconfigure the elements of the logos into a different composition.

NOTE: DEREE: Do not use web version or low-resolution version for print applications. Minimum Size: DEREE: 1,3 cm tall - ACG: 1,7 cm tall - ALBA at The American College of Greece: 2 cm tall
The above font families are selected for use throughout the College. Using these typefaces will help the college maintain a consistent brand for its diverse publications and promotions. Use of substitute fonts is acceptable only if the standard fonts are not available.

### PRIMARY FONT

The College uses the Georgia font in its primary logo. The Georgia family is a versatile font that can be used for large, single-word banner headlines, taglines, and mastheads. It is also an excellent font for heavy body text, such as manuscripts, type-heavy newsletters, and large documents.

**Georgia Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Georgia Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Georgia Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Georgia Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

### SECONDARY FONT

The Myriad Pro family was selected as the secondary font used for all of the small text applications for official college documents. Myriad Pro was chosen for its visual contrast to Georgia. In general, use the Myriad Pro fonts for briefer text applications, also for all advertising means such as leaflets, banners, posters e.t.c.

**Myriad Pro Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Myriad Pro Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Myriad Pro Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Myriad Pro Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Myriad Pro Semi Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Myriad Pro Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Myriad Pro Condensed Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Myriad Pro Condensed Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Myriad Pro Condensed Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
### Official Color Palette

<table>
<thead>
<tr>
<th>Sample</th>
<th>Solid</th>
<th>Process (CMYK)</th>
<th>RGB</th>
<th>Hexidecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PANTONE 293C</td>
<td>C: 100, M: 60, Y:0, K:0</td>
<td>R:0, G:91, B:168</td>
<td>#005ba8</td>
</tr>
<tr>
<td></td>
<td>none</td>
<td>C: 0, M: 0, Y:0, K:70</td>
<td>R:III, G:III, B:II0</td>
<td>#6f6f6e</td>
</tr>
<tr>
<td></td>
<td>PANTONE 302C</td>
<td>C: 100, M: 60, Y:20, K:10</td>
<td>R:0, G:93, B:141</td>
<td>#005d8d</td>
</tr>
<tr>
<td></td>
<td>none</td>
<td>C: 0, M: 0, Y:0, K:40</td>
<td>R:III, G:III, B:172</td>
<td>#a7a9ac</td>
</tr>
<tr>
<td></td>
<td>none</td>
<td>C: 0, M: 0, Y:0, K:20</td>
<td>R:III, G:III, B:212</td>
<td>#d1d3d4</td>
</tr>
</tbody>
</table>