



ALBANY COLLEGE OF PHARMACY AND HEALTH SCIENCES

BRAND GUIDELINES

MISSION - VISION - VALUES

MISSION

We educate the next generation of leaders to improve the health of our society.

VISION

ACPHS strives to be a global leader in preparing students for transformative health careers to solve problems that change the world.

CORE VALUES

These are our core values and the characteristics embodied by each:

Student Centered - Mutual respect; positive and engaging interactions; efficient student services; quality mentoring and advising; access to faculty and staff; holistic co-curricular activities; support services for personal and academic growth; first-class living and learning environment; career placement services; life-long connections and relationships

Integrity - Honesty; trust; principles; accountability; responsibility; doing the right thing even when no one is looking; applies to on- and off-campus activities; we are all representatives of the college; always behaving in a way that reflects positively on yourself and the institution

Respect - Recognition; provide environment with open channels for feedback; professional courtesy; demonstrating an appropriate level of behavior; exhibiting care, concern, and consideration of others

Collaboration - Removing silos; institutional goals come first; openness; working harmoniously to strengthen and advance the college; incorporate a student focus; placing the institution first; trust; encouraging teamwork

Community - Sense of belonging and purpose; inclusivity; shared sense of purpose; alignment; acceptance; sense of pride; affinity; identity; family; close-knit; spirit; care; compassion; empathy

LOGO

FULL COLOR LOGO OPTIONS

The grey and maroon version of the Albany College of Pharmacy and Health Sciences' logo is the primary logo that should be used whenever possible. The centered logo should be used if space allows, or the left-aligned logo can be used if there is not enough space for the centered logo.

CENTERED LOGO



**ALBANY COLLEGE OF PHARMACY
AND HEALTH SCIENCES**

LEFT-ALIGNED LOGO



**ALBANY COLLEGE
OF PHARMACY
AND HEALTH SCIENCES**

LOGO

ONE COLOR LOGO OPTIONS

Use one color logo options when the logo will be printed or displayed in black and white or two-color. Use the white logo on solid backgrounds.

CENTERED LOGO



**ALBANY COLLEGE OF PHARMACY
AND HEALTH SCIENCES**



**ALBANY COLLEGE OF PHARMACY
AND HEALTH SCIENCES**



**ALBANY COLLEGE OF PHARMACY
AND HEALTH SCIENCES**

LEFT-ALIGNED LOGO



**ALBANY COLLEGE
OF PHARMACY
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**ALBANY COLLEGE
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AND HEALTH SCIENCES**

LOGO

WORDMARK

In instances where the full logo will not fit, the wordmark options below can be used in whichever alignment looks best within the space.

**ALBANY COLLEGE OF PHARMACY
AND HEALTH SCIENCES**

CENTERED WORDMARK

**ALBANY COLLEGE OF PHARMACY
AND HEALTH SCIENCES**

LEFT-ALIGNED WORDMARK

**ALBANY
COLLEGE OF
PHARMACY
AND HEALTH
SCIENCES**

STACKED WORDMARK

LOGO MINIMUM SIZES

The Albany College of Pharmacy and Health Sciences' logo has a minimum size for each variation.

CENTERED LOGO



ALBANY COLLEGE OF PHARMACY
AND HEALTH SCIENCES

DIGITAL (WIDTH): 132 PX



ALBANY COLLEGE OF PHARMACY
AND HEALTH SCIENCES

PRINT (WIDTH): 2.5"

LEFT_ALIGNED LOGO



ALBANY COLLEGE
OF PHARMACY
AND HEALTH SCIENCES

DIGITAL (WIDTH): 137 PX



ALBANY COLLEGE
OF PHARMACY
AND HEALTH SCIENCES

PRINT (WIDTH): 2.675"

COLOR

PRIMARY COLORS:



ACPHS BURGUNDY

COATED: PANTONE 202C
(C: 9 M: 100 Y: 64 K: 48)

UNCOATED: PANTONE 202U
(C: 12 M: 88 Y: 67 K: 34)

DIGITAL: R: 134 G: 38 B: 51



ACPHS GREY

COATED: PANTONE COOL GRAY 9C
(C: 29 M: 23 Y: 16 K: 51)

UNCOATED: PANTONE COOL GRAY 9C
(C: 28 M: 16 Y: 12 K: 35)

DIGITAL: R: 116 G: 118 B: 120

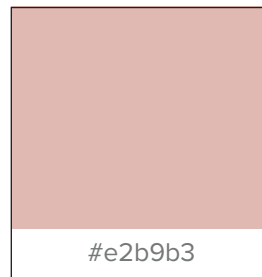
SECONDARY COLORS:



ACPHS PLUMB

COATED: PANTONE 518C
(C: 66 M: 80 Y: 43 K: 33)

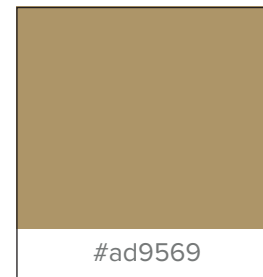
DIGITAL: R: 85 G: 56 B: 83



ACPHS PINK

COATED: PANTONE 203C
(C: 10 M: 29 Y: 23 K: 0)

DIGITAL: R: 226 G: 185 B: 179



ACPHS GOLD

COATED: PANTONE 5835C
(C: 33 M: 37 Y: 66 K: 4)

DIGITAL: R: 173 G: 149 B: 4



ACPHS NAVY

COATED: PANTONE 533C
(C: 84 M: 72 Y: 47 K: 41)

DIGITAL: R: 34 G: 56 B: 77

COLOR

COLOR USES

Below are examples of acceptable color combinations and how they could be used. Text placed over a secondary color should always be in white.



Primary colors can be used together in varying amounts and should be the dominant colors used.



Secondary colors can be used together in varying amounts but should be used in smaller amounts as compared to the primary colors.

FONT

PROXIMA NOVA BLACK

Used for display type such as headlines. Text should be in all caps.

**PROXIMA NOVA
BLACK IS USED
FOR HEADLINES
AND LARGE
DISPLAY TYPE**

BODY COPY

Body copy should be set in Proxima Nova Regular, but the whole type family can be used where appropriate. Proxima Nova Black and Italic for emphasis, Proxima Nova Regular for running text.

ALTERNATIVE BODY COPY FONT

Adobe Garamond Pro

Adobe Garamond Pro is a serif typeface that can be used for body copy to compliment Proxima Nova. When used together, Adobe Garamond Pro should never overpower Proxima Nova.

Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic
Adobe Garamond Pro Regular
Adobe Garamond Pro Italic

Here, it's all possible - and more. With your passion for science and our 135-year tradition of success, we can redefine the future of human health together.

It's our mission to prepare you - the next generation of leaders - to work together in the name of healthier people and improved health care systems. To give you the research opportunities, real-world exposure, and patient care experience so you can turn those possibilities into reality—and a rewarding career.

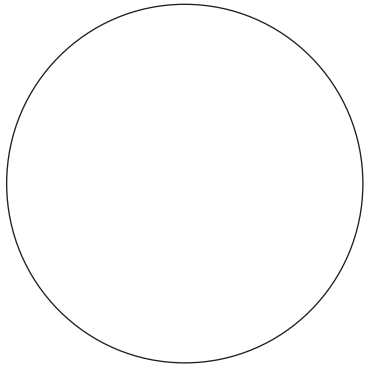
In fact, the *Georgetown University Center on Education and the Workforce* named us #1 in NYS and #2 in the country for value-added.

This is where you prepare for the new frontier of health. Not just to keep up with it, but to lead it.

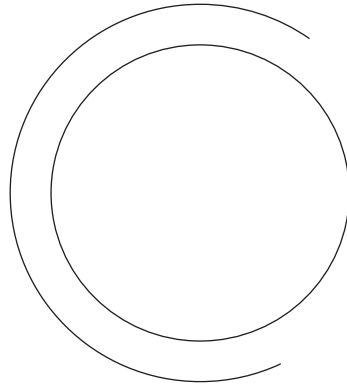
BRAND ELEMENTS

CIRCLE ACCENTS

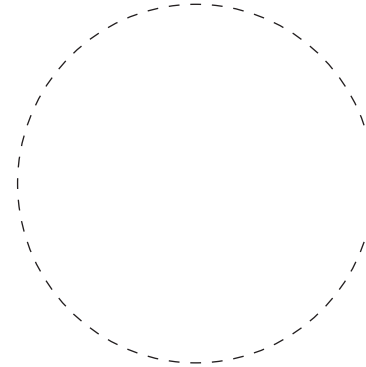
These graphic elements can be used as accents for graphic design.



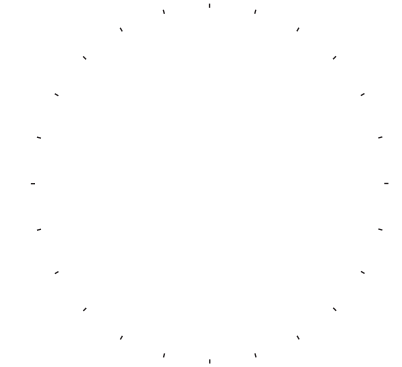
THIN LINE CIRCLE



CHOPPED CIRCLE

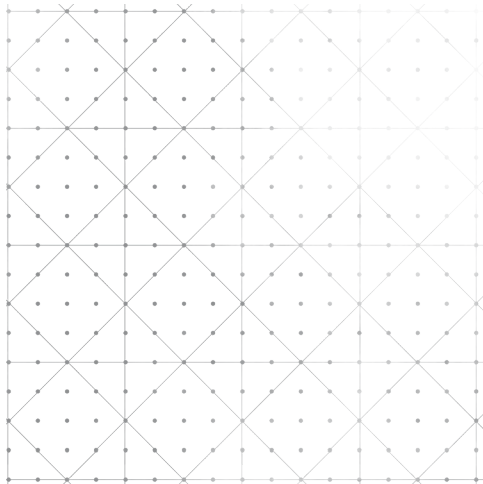


DASHED CIRCLE



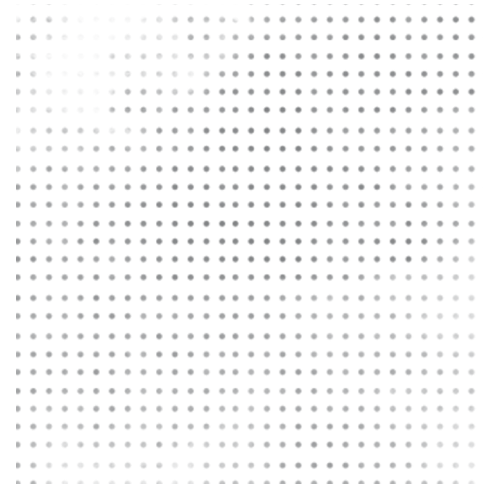
TIC-MARK CIRCLE

TEXTURAL ELEMENTS



LINE GRID

The line grid (like the dotted grid) should be subtly overlaid on an image. Both grids are interchangeable, but the line grid should be used as a background for typographic-driven pieces.



DOTTED GRID

The dotted grid should be used subtly overlaid on an image. It is treated with the organic, particle texture to give it an ephemeral quality. It should never be noticeable enough to compete visually with the imagery laying underneath.