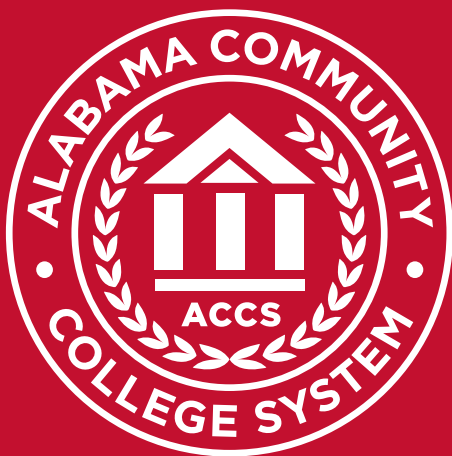


ALABAMA COMMUNITY COLLEGE SYSTEM

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# Graphic Standards Manual

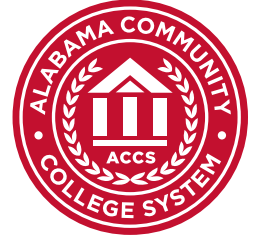
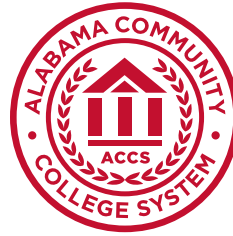


# Trademark Seal

MINIMUM USAGE SIZE 2"

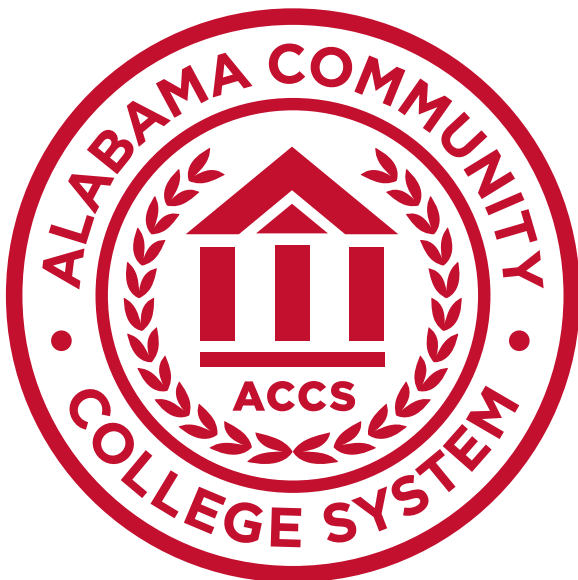


REVERSE



## ALABAMA COMMUNITY COLLEGE SYSTEM

SUPPORTING TEXT - TRADE GOTHIC BOLD



POSITIVE

PANTONE  
187 C

# Typography **Consumer Marketing**

**It takes a  
community  
to build a  
state**

TRADE GOTHIC - BOLD

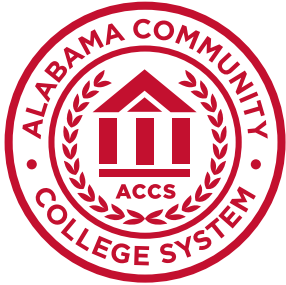
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abcdefghijklmnopqrstuvwxyz  
1234567890**

TRADE GOTHIC - CONDENSED NO.18

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

There are 27 institutions across the Alabama Community College System. At the heart of each one is a team of well-educated, highly-trained men and women, who educate and invest in the future of our state. They are doing more than simply teaching; they are making a long-term impact on the economy and the next generation of the Alabama workforce. These passionate professionals are living proof that it requires more than good grades and ambition to be a part of Alabama's future. It takes a community.

# Typography Official State Level



**STATE OF ALABAMA DEPARTMENT OF POSTSECONDARY EDUCATION**  
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**MARK A. HEINRICH, PH. D.**  
Chancellor

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T 334.293.4500 | F 334.293.4504 | dean.argo@dpe.edu  
www.accs.cc

FRANKLIN GOTHIC - CONDENSED SSK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

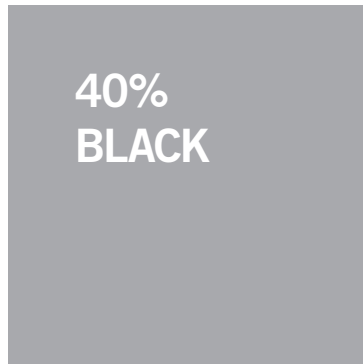
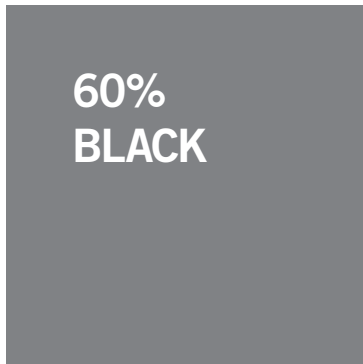
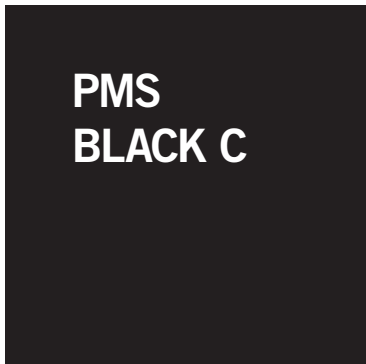
MERCURY - TEXT G4 SEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Color



C 000  
M 100  
Y 079  
K 020  
  
R 196  
G 018  
B 048



# Usage

**It takes a  
community  
to build a  
state**

There are 27 institutions across the Alabama Community College System. At the heart of each one is a team of well-educated, highly-trained men and women, who educate and invest in the future of our state. They are doing more than simply teaching; they are making a long-term impact on the economy and the next generation of the Alabama workforce. These passionate professionals are living proof that it requires more than good grades and ambition to be a part of Alabama's future. It takes a community.

[WWW.ACCS.CC](http://WWW.ACCS.CC)



**It takes a  
community  
to build  
a career**

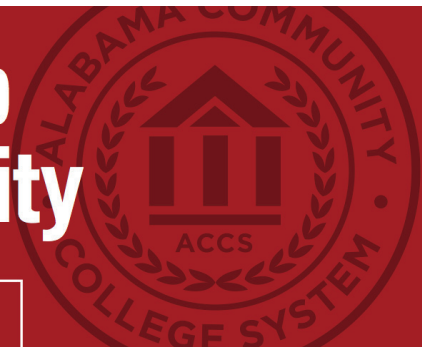


Today's job market isn't for the faint of heart. Starting a career takes more than simply believing in yourself and knowing that you can and will find your path to a better life. It begins with getting the education and training you need in the Alabama Community College System. With over 100 degree and certificate programs in 26 institutions across the state, your career path is far more accessible than you think. To get a job in today's economy, it takes more than just a diploma. It takes a community.



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**The path to a better job  
starts in your community**



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