



BRAND STANDARDS GUIDE

LOGO FAMILY

A consistent, unified, professional image is crucial to any marketing effort. When we present such an image to the communities we serve, each individual college's marketing efforts reinforce those of its sister colleges and the district as a whole. And our logo family is central to creating this unified image.

The Alamo Colleges District logo family reflects our unity and shared purpose while still celebrating the uniqueness of each individual college.

The mark of the logo takes advantage of the equity the district enjoys in the familiar Alamo shape. The logotype is set in Sabon Bold, a serif typeface whose classic letterforms immediately communicate prestige.



ALAMO
COLLEGES
DISTRICT



ALAMO COLLEGES DISTRICT
Palo Alto College



ALAMO COLLEGES DISTRICT
Northeast Lakeview College



ALAMO COLLEGES DISTRICT
San Antonio College



ALAMO COLLEGES DISTRICT
Northwest Vista College



ALAMO COLLEGES DISTRICT
St. Philip's College