

Brand Guidelines

AMERICAN INDIAN COLLEGE FUND

JUNE 2021 / V2



This is your guide to the College Fund brand. The following pages will provide you with guidelines and tools to properly implement the American Indian College Fund identity system and properly represent the brand. It should not be viewed as a set of limitations but rather as an inspirational starting point to expressing our story.

Release of any files will need to route through the College Fund marketing team for final approval.

Content Overview

Core Brand Elements

Logo Assets

Feather Flame Icon

Typography Overview

Color Overview

Photography Overview

Asset Library

Video Guidelines

Core Brand Elements

The lockup, feather flame logo, color palette, and typeface are the primary graphic elements used for representing the College Fund brand.

LOCKUP



FEATHER FLAME LOGO



COLOR PALETTE



TYPEFACE

Avenir Next
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz1234567890

Lockup Assets

The American Indian College Fund wordmark consists of the words “American Indian College Fund” with the feather flame logo.

Whenever possible, use the two-color lockup. There may be times when a white or reversed-out version is necessary on a dark background or photo.



AMERICAN INDIAN COLLEGE FUND



AMERICAN INDIAN
COLLEGE FUND



AMERICAN
INDIAN
COLLEGE
FUND



AMERICAN INDIAN COLLEGE FUND



AMERICAN INDIAN
COLLEGE FUND



AMERICAN
INDIAN
COLLEGE
FUND

LEFT-ALIGNED

RIGHT-ALIGNED



Additional Lockup Usage Guidelines

LEFT- AND RIGHT-ALIGNED

Variations of the lockup were created to best accommodate varying design and layout needs as they arise.

Designers should use discretion when combining with copy or an image in layout.

Additional Lockup Usage Guidelines

SIZE AND CLEAR SPACE

The lockup requires a fixed amount of clear space around it. Text, photos, or other graphic elements should never encroach on this space.

There are a variety of lockups, which have been provided. Designers should use discretion and follow clear space guidelines.

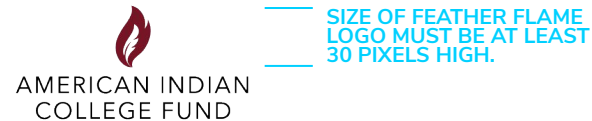
X-HEIGHT = MINIMUM SPACING AROUND LOCKUP



MINIMUM PRINT SIZE



MINIMUM WEB USAGE SIZE



Additional Lockup Usage Guidelines

USE ON IMAGES

When placing the lockup on top of an image in print or video, attempt to find a photo or footage that isn't too busy.

When appropriate, use the reversed-out version and please darken the photo to generate contrast.



Lockup Usage DOs AND DON'Ts



DON'T ADD A GLOW OR DROP SHADOW



DON'T TILT OR ROTATE



DON'T COMBINE LOCKUP WITH THE LOGO



DON'T USE WITH UNAPPROVED COLORS



DON'T USE ON BUSY PATTERN



DON'T USE ON BUSY PHOTOGRAPH

Flame of Knowledge

The flame of knowledge (or flame & feather) is a symbol of the power and difference an education can make to Indigenous people. It is created by combining two symbols. The inner feather represents Indigenous culture. The outer flame is based on the traditional symbol in upper education of the torch of knowledge, which lights the way to understanding.



Feather Flame Logo

The logo should primarily be used with the lockup. It can, however, be used alone as a graphic element separate from the lockup.



Feather Flame Usage Guidelines

As a stand-alone graphic, the logo can be a solid color or outlined. When used as an element, it needs to be legible and only cropped at the bottom, as an anchor.

It should not be used to replace the lockup or in conjunction with the lockup.

We do not recommend filling the logo with a photograph. It interferes with the integrity of the feather flame logo.



Typography Overview

The College Fund uses Avenir Next in the wordmark and as the primary font in communications. The linear sans serif font offers typographical flexibility and optimal legibility in both the logo mark and text. It's contemporary and versatile and works well across all forms of communications. It can be installed in both the Mac OS and on PCs for use with MS Office.

Palatino is a serif font that pairs well with Avenir. It is easy to read and used most commonly in body copy and can be set in headlines. It is included both in Windows (Palatino Linotype) and Mac OS (Palatino).

All fonts must be legally acquired by client/vendor partners using recommended font(s). Please do not package and share fonts with W+K or any of your vendors unless you have secured legal right to do so and have contract/invoice proof to share with packaged fonts. Need of a font "usage extension" is based on end use of font and required by some foundries' EULAs. This guide does not constitute legal purchase of recommended font on behalf of the College Fund or any of its partner vendors.

For more information concerning securing legal end use please see:

<https://www.fonts.com/font/linotype/avenir-next>

<https://www.fonts.com/content/microsoft-typography>

<https://www.fonts.com/font/linotype/palatino/licenses>

AVENIR NEXT FAMILY

Avenir is created with a variety of weights. This sans serif font gives us the flexibility to create a variety of looks.

AVENIR CONDENSED

The condensed version of Avenir is a good alternate font to use in callouts and narrow column spaces. It complements and separates itself from the standard headlines and body copy.

PALATINO

Palatino is a complementary font to Avenir that can be used in body copy and also set as headline type. The use of a serif font in combination with a sans serif font for editorial design helps with readability, hierarchy, engagement, and overall user experience.

AVENIR NEXT

HEAVY

HEAVY ITALIC

BOLD

BOLD ITALIC

DEMI BOLD

DEMI BOLD ITALIC

MEDIUM

MEDIUM ITALIC

REGULAR

ITALIC

PLUS MORE
CONDENSED
VERSIONS

BOLD
BOLD ITALIC
REGULAR
ITALIC

PALATINO

Guide to setting headlines

The following is a reference for various headline settings using Palatino.

**LASTING
LEGACY**

SHORTER HEADLINES CAN
BE SET IN ALL UPPERCASE
FOR EMPHASIS

A BOLD PATH

**Charting Your Path
to Supporting
Native Communities**

LONGER HEADLINES SHOULD BE SET
IN HEADLINE-STYLE CAPITALIZATION
FOR BETTER LEGIBILITY

Give a Gift of Education

Additional Typographic Guidelines

Sometimes the headlines will need to be formatted for smaller executions and sometimes with supporting body copy. For each of these instances, follow these additional typographic guidelines.

SMALL SPACES

Simplify the headlines and help with legibility by using all caps.

HEADLINES + BODY COPY

Create hierarchy and variation by combining font type and size.

SMALL SPACES

YOUR DONATION
SUPPORTS STUDENTS
ON THEIR
PATH TO SUCCESS
AND BEYOND

HEADLINES + BODY COPY

LASTING LEGACY

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Nullam a molestie tortor.
Mauris eleifend est quis
bibendum lobortis. Integer in
tempor metus. Nullam dictum
vestibulum convallis.

Charting Your Path to Supporting Native Communities

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Nullam a molestie tortor.
Mauris eleifend est quis
bibendum lobortis tempor.
Nullam dictum vestibulum
convallis tempor metus.

Color Overview

Color positions the College Fund as an organization dedicated to the support and education of Native American students.

It is inspired by some of the same colors found in traditional Native arts and crafts.

The Fund's color system can speak to different audiences based on its use of color combinations. It caters to all audiences and can be serious, corporate, and playful.

Color Palette

Legacy Red is used sparingly across the brand to create consistency. It should be used for the feather flame logo when used in the lockup. Black is used for the wordmark AMERICAN INDIAN COLLEGE FUND in the lockup and is also used for typesetting copy.

Secondary colors work together with Legacy Red. They work well as a background color or accent color or if the need for additional colors arises.

For instance:

- a new website page or button
- a pattern
- when another red is needed in tandem with Legacy Red

Use the Fund color palette only: CMYK values for print and RGB/HEX numbers for web. For better control in spot color output for print, use the PMS numbers also provided.

Legacy Red	C 9 M 100 Y 64 K 48
	R 134 G 38 B 51
	#862633 PMS 202c

Cream	C 0 M 2 Y 12 K 0
	R 248 G 241 B 224
	#F8F1E0 PMS P7-1C

Tandem Red	C 18 M 100 Y 87 K 9
	R 186 G 15 B 47
	#BA0F2F PMS 200c

Black	C 0 M 0 Y 0 K 100
	R 0 G 0 B 0
	#000000

SECONDARY COLORS

C 26 M 86 Y 100 K 22
R 157 G 58 B 16
#9D3A10 PMS 7600c

C 26 M 31 Y 38 K 0
R 192 G 170 B 153
#C0AA99 PMS 7529c

C 84 M 31 Y 56 K 10
R 27 G 127 B 118
#1B7F76 PMS 7720c

C 100 M 75 Y 43 K 35
R 2 G 57 B 85
#023955 PMS 2380c

C 1 M 72 Y 100 K 7
R 220 G 94 B 16
#DC5E10 PMS 159c

C 14 M 26 Y 100 K 0
R 223 G 182 B 30
#DFB61E PMS 110c

Color Palette DOs and DON'Ts

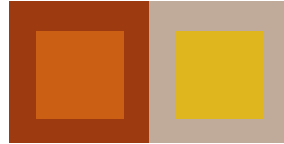
DOs



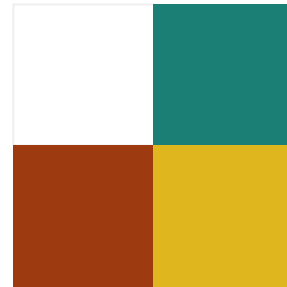
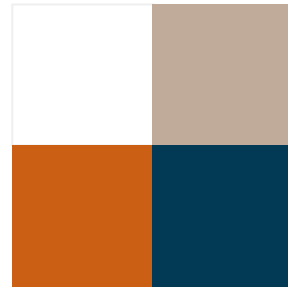
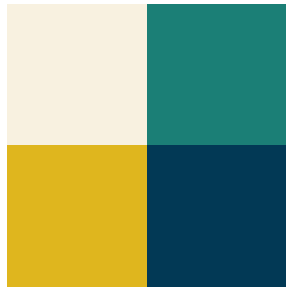
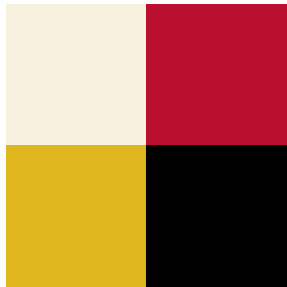
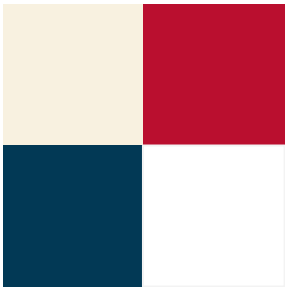
DON'T COMBINE COLORS THAT VIBRATE



DON'T COMBINE COLORS THAT ARE TOO SIMILAR IN HUE



Color Combination Examples



Photography Overview

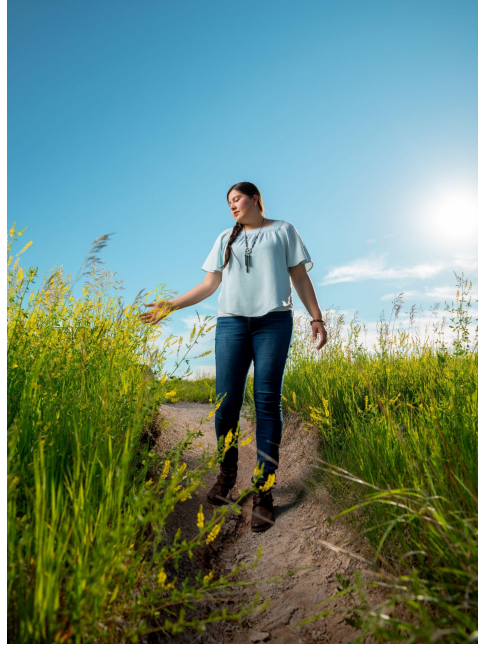
Photography is primarily focused on student portraits. Whenever possible, use the library assets provided. They provide the best color, contrast, and resolution for multiple uses.

The purpose of the student photography library is to provide a variety of images that can stand alone in a header or be paired with a headline.

RGB Photography



RGB Photography



RGB Photography



Pattern Assets

Patterns are a good way to add texture and visual interest to solid colored backgrounds in support of design and layout.

When creating a pattern as a background, adjust the opacity as needed to achieve the desired result.

When used in combination with another color, use one of the recommended color combinations.



Video Guidelines

Intro Treatment

Lower Third Treatment

Title Cards

Logo Animation / End Card

Assets

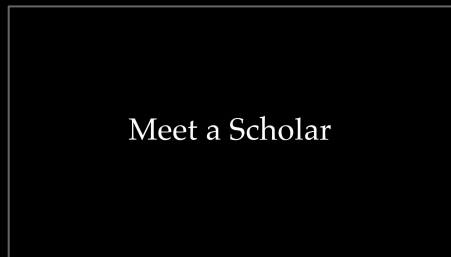
OPENING AND CLOSING SEQUENCE - V1



INTRO - AICF (Defocus title sequence begins)



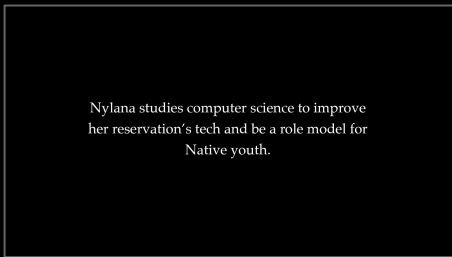
INTRO - PRESENTS slides in and moves AICF over



Reveals to VIDEO TITLE (student VO begins)



LOWER THIRD



TITLE CARD (Palatino matches video title)



LOGO ANIMATION



RESOLVE TO LOGO ICON

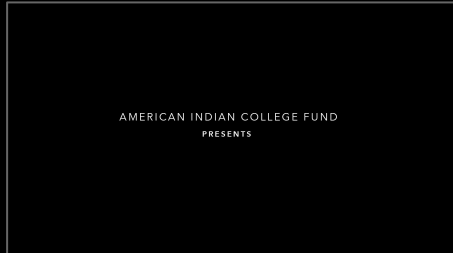


END CARD LOCKUP

OPENING AND CLOSING SEQUENCE - V2



INTRO - AICF (Defocus title sequence begins)



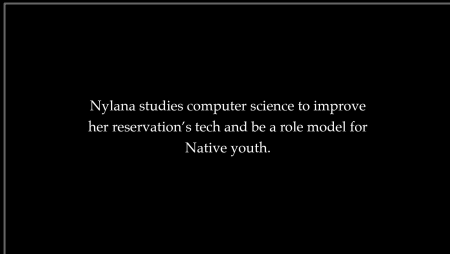
INTRO - AICF moves up then PRESENTS slides in



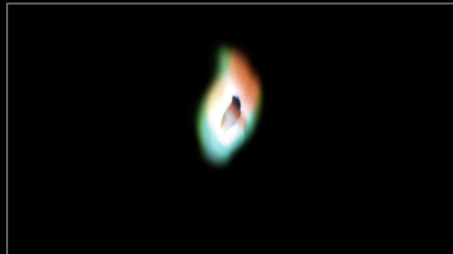
Reveals to VIDEO TITLE (student VO begins)



LOWER THIRD



TITLE CARD (Palatino matches video title)



LOGO ANIMATION



RESOLVE TO LOGO ICON



END CARD LOCKUP

Intro Treatment

Text overlay on black background should be reversed out in white. The font used is Avenir Next and is center-aligned and uses specific letter tracking and text sizing.

PhotoShop asset provided:

[CF_Video_IntroCard.psd](#)

Illustrator asset provided:

[CF_Video_IntroCard.ai](#)



AMERICAN INDIAN COLLEGE FUND



AMERICAN INDIAN COLLEGE FUND PRESENTS

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For more information concerning securing legal end use please see:

<https://www.fonts.com/font/linotype/avenir-next>

<https://www.fonts.com/content/microsoft-typography>

<https://www.fonts.com/font/linotype/palatino/licenses>

Title Cards

Text overlay on black background should be reversed out in white. The font used is Palatino and is center-aligned and uses specific text tracking and leading.

PhotoShop asset provided:

[CF_Video_TitleCard.psd](#)

Illustrator asset provided:

[CF_Video_TitleCard.ai](#)

Meet a Scholar

Please Use This
Layer for Two Lines

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<https://www.fonts.com/font/linotype/palatino/licenses>

Nylana studies computer science to improve
her reservation's tech and be a role model for
Native youth.

Lower Third

Text overlay should be reversed out in white on bottom left corner of video frame. The font used is Avenir Next and is left-aligned and uses specific text tracking and leading.

PhotoShop asset provided:

[CF_Video_LowerThird.psd](#)

Illustrator asset provided:

[CF_Video_LowerThird.ai](#)



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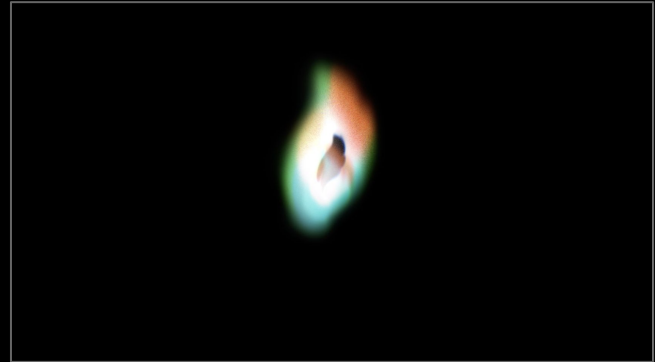


NYLANA
Information Technology Major
Navajo Technical University

Animated Logo

Text overlay should be reversed out in white on bottom left corner of video frame. The font used is Avenir Next and is left-aligned and uses specific text tracking and leading.

Asset provided:
[After Effects .aep file](#)



FEATHER FLAME ANIMATION



END CARD STILL

<https://simian.me/sr20v>

Assets

Great care has been taken to assemble and provide both PhotoShop and Illustrator files to use for College Fund video production. Use of these files will insure brand consistency throughout the production process.

NOTE:

If outstanding circumstances arise and other assets are needed, please use the visual guidelines provided to help guide the creation of new files. Please reach out to the College Fund marketing team for approval.

AMERICAN INDIAN COLLEGE FUND PRESENTS

Meet a Scholar

NYLANA
Information Technology Major
Navajo Technical University

Nylana studies computer science to improve her reservation's tech and be a role model for Native youth.



AMERICAN INDIAN COLLEGE FUND



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