

AMERICAN ACADEMY OF CULINARY ARTS

where great chefs prep

STANDARDS MANUAL
Guidelines for Logo Usage

HISTORY

The American Academy of Culinary Arts is the culinary division of PTI's School of Hospitality and Culinary Arts. The history of Pittsburgh Technical Institute, the leading career college in Western Pennsylvania, and its 65-year track record of graduating students in demand by employers, provides strength of reputation to AACA, the nouvelle cuisine of culinary education.

You are backed by the stamp of quality of PTI's Middle States Commission of Higher Education accreditation. This regional accreditation adds credibility to your transcript should you decide to pursue additional education.

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INTRODUCTION



Welcome to the Corporate Standards Guide for the American Academy of Culinary Arts at Pittsburgh Technical Institute.

A unified, easily recognized graphic identity is an essential requirement for companies functioning in today's competitive environment. This guide has been designed to distinguish AACA at PTI from other companies. The look of the logo identity is immediately recognizable and distinctive whenever and wherever it is seen.

The Corporate Standards Guide is to be used as a tool for anyone designing or supplying communication materials for/or associated with AACA of PTI. This manual may be adapted to suit unforeseen needs, and the information contained within is intended for authorized use only. Questions regarding the proper usage of the logo may be directed to the Marketing Department by calling 412-809-5389.

LOGO COLOR

Correct usage and accurate presentation of the AACA logo are essential to the long-term recognition and memorability of the image. For this reason, the colors must be applied with meticulous attention to accuracy and placement. Consistent use of the colors strengthens the impact of our brand identity. Wherever practical and appropriate, the logo should be reproduced in color rather than the 1-color alternatives defined below.

The following PANTONE® colors must be applied whenever the full color logo is used.

If the logo is reproduced as part of a 4-color process printed application, the colors can be matched by using the CMYK formula shown here.

For electronic media applications, or any other application requiring RGB files, refer to the RGB formula shown here. These RGB specifications are accurate on calibrated display devices. Differences in technical specifications of display devices may cause variances.

Although it is preferred that the logomark is reproduced in the PMS colors specified above, sometimes it is neither practical nor appropriate. In such cases, a Black and White version of the logo may be used.



CMYK Blue

C:100 M:95
Y:0 K:3



CMYK Red

C:0 M:77
Y:76 K:19



CMYK Grey

C:0 M:1
Y:4 K:59



RGB Blue

R:39 G:54
B:145



RGB Red

R:204 G:45
B:48



RGB Grey

R:104 G:102
B:99



PMS Blue

2735 C



PMS Red

1797 C



PMS Grey

Cool Gray 11



Hexadecimal

#280092



Hexadecimal

#CC2D30



Hexadecimal

#686663



Gray scale

28% Black



Gray scale

74% Black



Gray scale

89% Black

TYPOGRAPHY

Our preferred typefaces or fonts create the desired balance between our logo and verbal communications. The particular styles of fonts used lend themselves to creative and flexible typography.

Another crucial element in establishing a consistent image is typography (font and font size). The supporting typography has been chosen for all AACAA communications. It is essential to use these typefaces for all materials and applications. If other typefaces seem more appropriate for a specific application, please get approval from Corporate Marketing prior to publishing.

FS Albert Pro_Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Proxima Nova_Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890



SIZING & RESTRICTIONS

Stacked

As a general rule, no distortions of the logo are permitted. The colors, shapes and proportions may not be contorted or manipulated so as to change the appearance of the logo. The logo may not be merged, skewed or otherwise combined with other logos, marks, images, text or graphics. It is to be used independently, and in compliance with the guidelines outlined in this manual.

Do not alter the logo in any form, including:

- Do not reconfigure or change the size of any part of our standard logo versions.
- Do not alter or recreate (typeset) the lettering within the logos.
- Do not distort or in any way change the logo proportions.
- Do not change the logo colors.



Correct

Click on link below to download files:
(Click here!)



Incorrect: Distorted



Incorrect: Stretched Horizontally



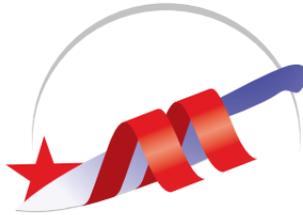
Incorrect: Stretched Vertically



Incorrect: Missing Text

SIZING & RESTRICTIONS

Horizontal



AMERICAN ACADEMY OF CULINARY ARTS

where great chefs prep

Correct



Incorrect: Distorted



Incorrect: Stretched Horizontally



Incorrect: Missing Text



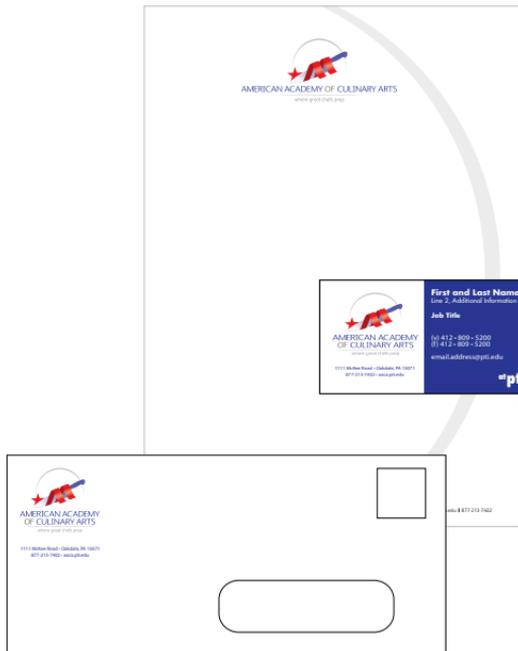
Incorrect: Stretched Vertically

STATIONERY

BUSINESS CARD

The stationery diagrams shown on the following pages are helpful in illustrating the many parts of the visual system as a hierarchy of information: color, size, position, scale, and typography.

All measurements are in inches. They serve as a model for the application of the logo and the specification of typography accompanying the logo. All departments and offices should order letterhead, envelopes, and business cards from the supply office. Name badges also may be ordered through the supply office. Call 412-809-5389.



Business Card Specs:

Size: 3.5w"x 2h"

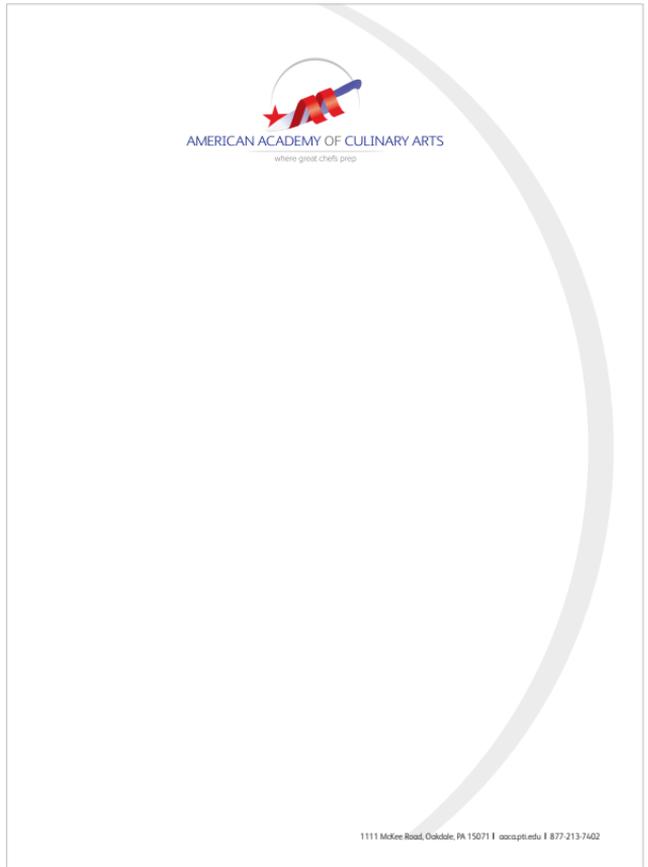
Fonts: **FS Albert Pro**, **Proxima Nova**

Address & Name Title: **FS Albert Pro**, **Proxima Nova**



STATIONERY

LETTERHEAD



Letterhead Specs:

Size: 8.5w"x 11h"

Fonts: FS Albert Pro, Proxima Nova

Address & Name Title: FS Albert Pro, Proxima Nova

Click here to download letterhead:
[click here!](#)

STATIONERY

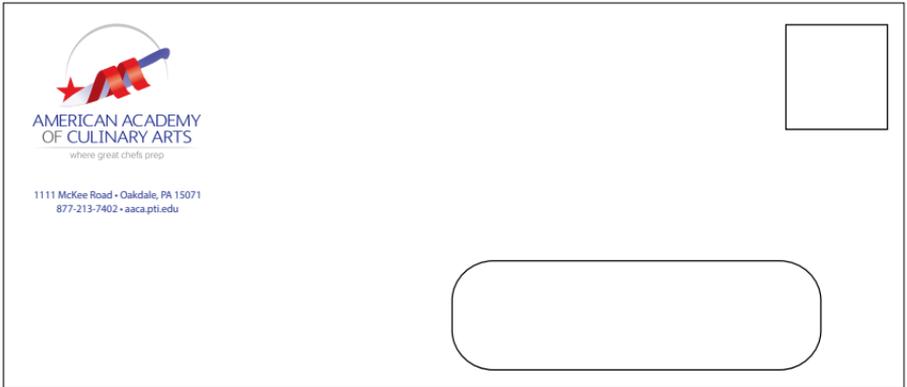
ENVELOPE

Envelope Specs:

Size: 8.5w" x 11h"

Fonts: FS Albert Pro, Proxima Nova

Address & Name Title: FS Albert Pro, Proxima Nova

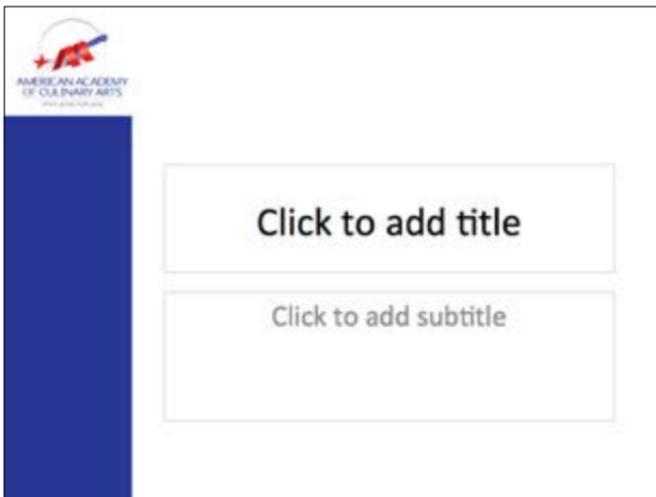
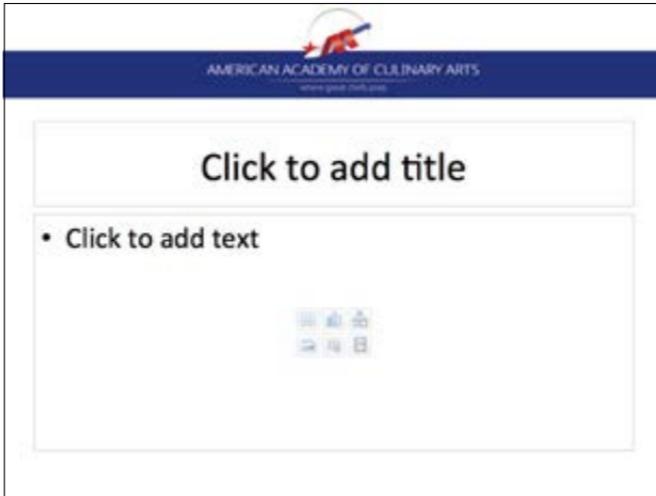


The envelope template features the American Academy of Culinary Arts logo on the left, which includes a stylized red and blue ribbon with a star. Below the logo is the text "AMERICAN ACADEMY OF CULINARY ARTS" and the tagline "where great chefs prep". The address "1111 McKee Road - Oakdale, PA 15071" and phone number "877-213-7402" are listed below the address. A square box is located in the top right corner, and a rounded rectangular box is located in the bottom right corner.


AMERICAN ACADEMY
OF CULINARY ARTS
where great chefs prep

1111 McKee Road - Oakdale, PA 15071
877-213-7402 - aaca.pti.edu

POWERPOINT



Click on link below to download powerpoint:
(here!)

SIGNAGE

New signage should be developed in cooperation with the marketing department. Signs must follow size, color, and area of isolation requirements. When the logo is placed on large areas, such as walls or vehicles, the designer may make size determinations so the logo is placed in a visually pleasing manner.

Standard signage materials are to be used when constructing signs. Background colors and textures should be carefully considered. They must maintain the integrity of the AACA logo. Materials must conform to color requirements.

This page provides visual suggestions for the application of the logo on various promotional items. Other layout possibilities are possible, keeping in mind the guidelines outlined throughout this manual.





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