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.

Contents

History 2
Introduction 3
Logo Color 4
Typography 5
Sizing & Restrictions 6 - 7
Stationery (Business Card) 8
Letterhead 9
Envelope 10
PowerPoint 11
Signage 12

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.
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.
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 AACA 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**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Proxima Nova_Light**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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: Stretched Horizontally

Incorrect: Distorted

Incorrect: Stretched Vertically

Incorrect: Missing Text
SIZING & RESTRICTIONS

Horizontal

Correct

Incorrect: Distorted
Incorrect: Missing Text
Incorrect: Stretched Horizontally
Incorrect: Stretched Vertically
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: 3.5"w x 2h"
Fonts: FS Albert Pro, Proxima Nova
Address & Name Title: FS Albert Pro, Proxima Nova
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!
Envelope Specs:
Size: 8.5w”x 11h”
Fonts: FS Albert Pro, Proxima Nova
Address & Name Title: FS Albert Pro, Proxima Nova
Click on link below to download powerpoint:
(here!)
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.