
Visual Style Guide

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TABLE OF CONTENTS

■ Logos

- Primary Logo
- Secondary Logo
- AC Mark
- AllCampus Co-Branding
- Logo Clearspace
- Logo Relationships

■ Fonts

- Typeface - Lexend
- Typeface - Lato

■ Colors

- Primary Colors
- Secondary Colors
- Color Combinations
- Text Accessibility Options
- Legacy Colors - Phasing Out

■ Photography

- Internal Photography
- Purchased Photography



LOGOS



Primary Logo

Development & History

The primary AllCampus logo was developed in August 2012 to capture our unique identity as an OPM. The logo was revised in December 2021 as we changed the operating name of our business from All Campus to AllCampus. We took this opportunity to pivot toward a modern, bold and striking typeface that is approachable and accessible.

We adopted Lexend is a font built with accessibility at it's core developed by education therapist Bonnie Shaver-Troup, EdD. AllCampus shares this commitment to inclusivity and mission to bring education to everyone, a mission embodied by this typeface.

We maintain the AllCampus Mark, a custom shape designed for use in tandem with and independent of the name and independent of the name depending on the circumstance. The "C" shape with an embedded world map represents online education's global reach and our mission to help our partners reach a worldwide audience. The intersection of the 'A' and the 'C' highlights that we work with and build off our partners' expertise.

Copyright

The primary logo should be accompanied with a ® Trademark aligned at the top right of the name.

Legacy Logo - August 2012



Revised Logo - December 2021





Secondary Logo

Usage

There are use case scenarios when the primary logo is not complementary to the visual space where it is being utilized. **Only in those scenarios should we use the secondary logo.**

The secondary logo is presented in a horizontal format with the AC Mark left aligned, the name right aligned and a separator included between the two.

Copyright

The secondary logo should be accompanied with a ® Trademark aligned at the top right of the name.

Legacy Logo - August 2012



Revised Logo - December 2021





AC Mark

Usage

The AC Mark is ideal for supplemental branding. If the AllCampus full logo or name is already referenced and a familiarity exists with the brand, then the AC Mark can be used to represent a simpler way of showcasing the logo. The AC Mark is often used in footer treatments and watermarks.

Copyright

The AC Mark should be accompanied with a ® Trademark aligned at the bottom right.



AllCampus Co-Branding

Usage

When co-branding with another product or company, the preference is to use the AllCampus name as the lockup. This is a rare example of approved usage where the name is isolated from the AC Mark. The name can be right aligned or stacked underneath and in the case of internal product development should be signed off with “by.” The product logo in these cases should be the dominant logo but the AllCampus name always needs to be legible.

Copyright

When co-branding the primary logo should be accompanied with a ® Trademark aligned top right of the name.



Logo Clear Space

Usage

To ensure the right amount of breathing space around the AllCampus logo, the following process should be applied:

Pick the letter “a” from AllCampus logo.

Rotate 90°.

Duplicate it.

The only exception to this rule is icon version use. In this case, half of the logo height should be clearspace on all four sides.

X = 

Primary Logo



Secondary Logo



Logo Relationships

AllCampus bands together with partner companies. When pairing the AllCampus logo, use your best judgment when selecting which format to use.

Primary Logo

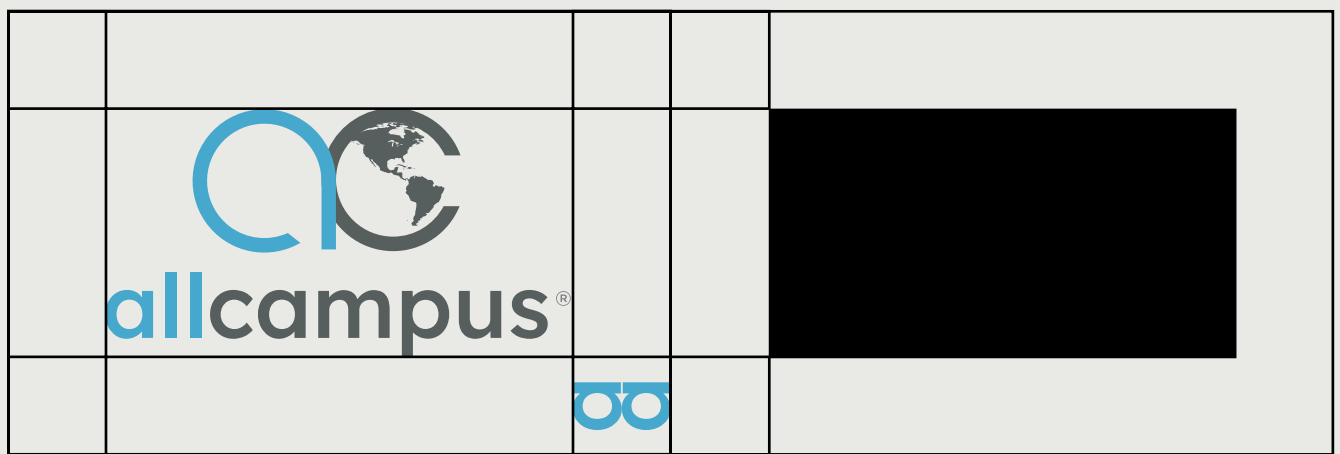
For vertical or graphic based partner logos, use the vertical version of the logo, match height and separate with a clearance equal to the height of the letter “a”.

Secondary Logo

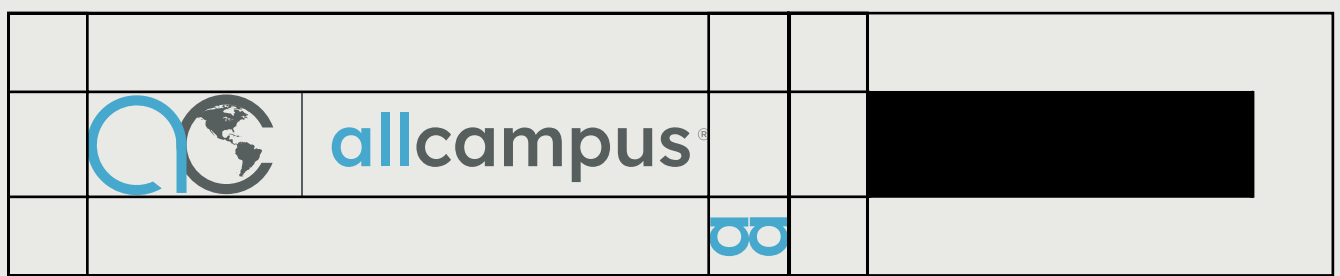
For horizontal or type-based partner logos, use the horizontal version of the logo, match height and separate with a clearance equal to the height of the letter “a”.

X = 

Primary Logo



Secondary Logo



Fonts



Typography

LEXEND

History

[Lexend](#) is a font built with accessibility at it's core developed by education therapist Bonnie Shaver-Troup, EdD, who founded the Lexend project in 2000. Bonnie partnered in 2017 with Google and the first sets of the online version by Thomas Jockin were available in 2018. Lexend plays into our commitment to inclusivity and bringing education to everyone. It has been discussed in two Stanford labs, at HP & Microsoft, was listed on Apple K-12 Assistive Technology from 2003-2005 and has recently been referenced in research and patents by Adobe. It is available both on [Google Fonts](#) & as an open-source download.

Usage

Lexend is primarily used for headlines and bigger copy although it's legibility lends itself to a broader usage if needed. By default, Lexend does not include italic options which is a limitation (although faux italic options are available through design software like Photoshop).

Alternatives

There is no obvious alternative for Lexend but the Google font [Lato](#) is also an AllCampus brand font that can be utilized for headlines and is more commonly available through applications and platforms.

LEXEND EXTRALIGHT

LEXEND THIN

LEXEND LIGHT

LEXEND REGULAR

LEXEND MEDIUM

LEXEND SEMIBOLD

LEXEND BOLD

LEXEND EXTRABOLD

LEXEND BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography

LATO

History

[Lato](#) is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry [tyPoland](#), with support from Google.

After Lato was added to Google Fonts it quickly gained popularity, becoming the third most used web font after Google’s own Roboto and Open Sans. Lato 1.0 is available through Google fonts but Lato 2.0 released in 2014 is currently only available through [Adobe Typekit](#).

Usage

Lato is primarily used as the body font across all collateral but can equally be used for headlines. It has an array of weights that allow for a lot of flexibility and different combinations. We do not currently plan on using the Hairline weight.

Alternatives

Lato is commonly available through applications, platforms and the suite of Google products. The Google font Open Sans is an acceptable substitute. If a system font is needed, Helvetica or Arial are acceptable substitutions.

LATO HAIRLINE / *ITALIC*

LATO THIN / *ITALIC*

LATO LIGHT / *ITALIC*

LATO REGULAR / *ITALIC*

LATO MEDIUM / *ITALIC*

LATO SEMIBOLD / *ITALIC*

LATO BOLD / *ITALIC*

LATO HEAVY / *ITALIC*

LATO BLACK / *ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

COLORS



Primary Color Palette: Logo



AllCampus Blue

Web: **#44a9cc**
RGB: **68 / 169 / 204**
CMYK: **68 / 16 / 12 / 0**
Pantone: **7702 C**

AllCampus Gray

Web: **#565e5f**
RGB: **86 / 94 / 95**
CMYK: **66 / 52 / 53 / 25**

The AllCampus Blue is the dominant color associated with our brand. As we have begun to analyze our brand from an accessibility standpoint, we are moving towards a color palette that we can use across the web and applications that meets acceptable contrast ratios. This will mean pivoting away from some legacy color choices and providing a range of shades that will compliment our primary colors allowing us greater flexibility and freedom to meet accesibility criteria.

Blues

White text on the AllCampus Blue does not meet the [color contrast ratio](#) we need for accessibility standards but can be used graphically for borders and other visual elements. The tone color passes [contract ratio](#) for white text if using larger text (above 18pt or bold above 14pt). The shade color passes all [contrast ratios](#) for white test and can be utilized in any scenario.

Base	Tone	Shade
Web: #44a9cc RGB: 68 / 169 / 204	Web: #3198bb RGB: 49 / 152 / 187	Web: #277a96 RGB: 39 / 122 / 150

Grays

Similarly, the base AllCampus gray does not meet accessibility standards if layering on white text. It can still be used graphically but both the tone and shade color outlined below pass contract ratio's for white text small and large.

Base	Tone	Shade
Web: #565e5f RGB: 86 / 94 / 95	Web: #404748 RGB: 64 / 71 / 72	Web: #242424 RGB: 36 / 36 / 36

Secondary Colors

We’ve introduced a secondary palette consisting of colors that compliment and allow us to expand our visual output. Catalina Blue is the most dominant secondary color utilized throughout our creative. Apple is primarily used for calls to action and Jagged Ice and Aqua Haze are both alternative background colors.

Catalina Blue Web: #2b4162 RGB: 43 / 65 / 98 CMYK: 90 / 75 / 38 / 26	Jagged Ice Web: #c0e0de RGB: 192 / 224 / 222 CMYK: 24 / 2 / 13 / 0
Apple Web: #4da72d RGB: 77 / 167 / 45 CMYK: 73 / 10 / 100 / 1	Aqua Haze Web: #f3f3f3 RGB: 243 / 243 / 243 CMYK: 3 / 2 / 2 / 0

UI Colors

For user interface design, it’s important to have colors that be used as visual indicators for the user. We’ve outlined the below for this purpose.

Success

Shade Web: #3e8624 RGB: 62 / 134 / 36	Base Web: #4da72d RGB: 77 / 167 / 45	Tint Web: #71b957 RGB: 113 / 185 / 87
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Warning

Shade Web: #b6730e RGB: 182 / 115 / 14	Base Web: #e49011 RGB: 228 / 144 / 17	Tint Web: #e9a641 RGB: 233 / 166 / 65
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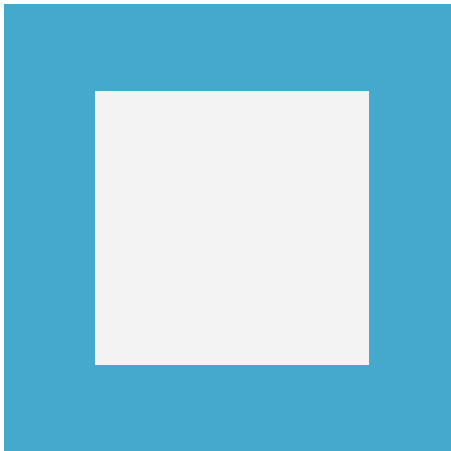
Danger

Shade Web: #bf3636 RGB: 191 / 54 / 54	Base Web: #ef4444 RGB: 239 / 68 / 68	Tint Web: #f26969 RGB: 242 / 105 / 105
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Color Combinations

Examples

While we've tried to develop a color palette that's complementary and allows flexibility, it's understood that not all colors gel together. Here are examples of combinations that we think work well. When combining colors in creative, use the below as a guide but continue to use your best judgement.



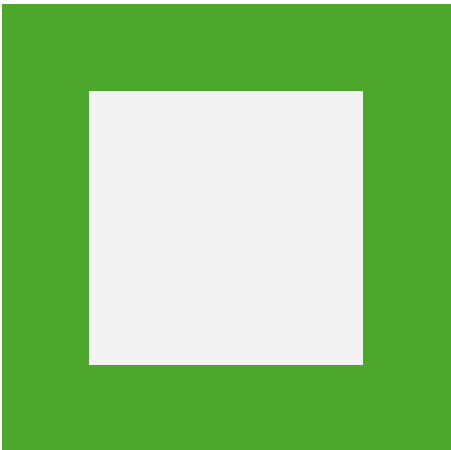
AC BLUE / AQUA HAZE



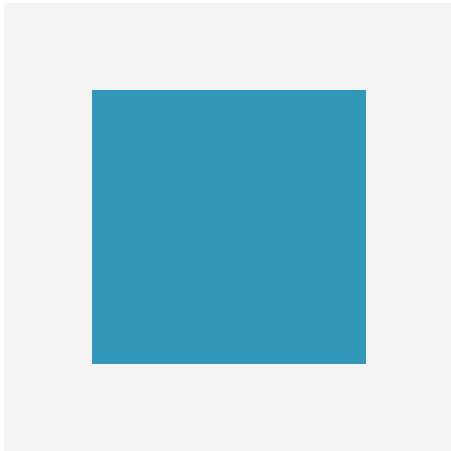
AC GRAY / AC BLUE



AC GRAY SHADE / AC BLUE TONE



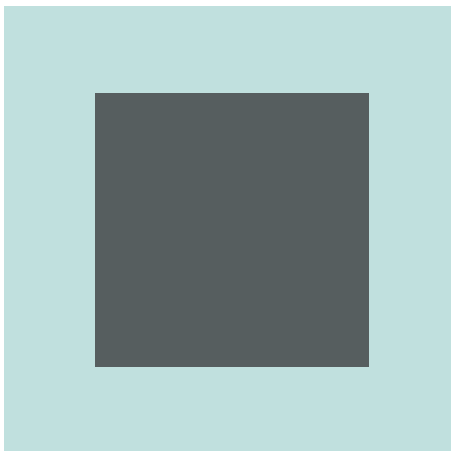
APPLE / AQUA HAZE



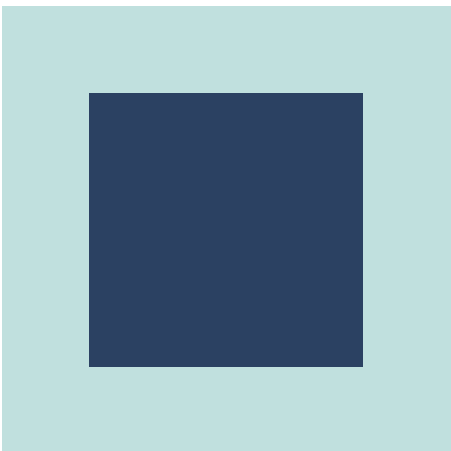
AQUA HAZE / AC BLUE TONE



AQUA HAZE / APPLE



JAGGED ICE / AC GRAY



JAGGED ICE / CATALINA BLUE



CATALINA BLUE / APPLE TINT



CATALINA BLUE / UI ORANGE TINT

Text Accessibility Options

Web Accessibility

Accessibility refers to the design of products, devices, services or environments for people who experience disabilities, ensuring that they have the same access as anyone else. AllCampus is committed to providing an accessible web experience for all.

The level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text (at least 18pt) or bold text. These are some contrast combinations that are fully WCAG AA compliant.

Contrast Ratio

6.64:1

Background:

AC Gray Highlight (#404748)

Text:

White (#fff)

Normal Text:

WCAG AA: Pass ✓

WCAG AAA: Fail ✗

Large Text:

WCAG AA: Pass ✓

WCAG AAA: Pass ✓

UI Components:

WCAG AA: Pass ✓

Contrast Ratio

7.35:1

Background:

Jagged Ice (#c0e0de)

Text:

Catalina Blue (#2b4162)

Normal Text:

WCAG AA: Pass ✓

WCAG AAA: Pass ✓

Large Text:

WCAG AA: Pass ✓

WCAG AAA: Pass ✓

UI Components:

WCAG AA: Pass ✓

Contrast Ratio

4.87:1

Background:

AC Blue Shade (#W)

Text:

White (#fff)

Normal Text:

WCAG AA: Pass ✓

WCAG AAA: Fail ✗

Large Text:

WCAG AA: Pass ✓

WCAG AAA: Pass ✓

UI Components:

WCAG AA: Pass ✓

Contrast Ratio

10.31:1

Background:

Catalina Blue (#2b4162)

Text:

White (#fff)

Normal Text:

WCAG AA: Pass ✓

WCAG AAA: Fail ✗

Large Text:

WCAG AA: Pass ✓

WCAG AAA: Pass ✓

UI Components:

WCAG AA: Pass ✓

Legacy Colors - Phasing Out

These are previous brand colors that are being phased out. Please refrain from using them going forward and look to the above primary and secondary color palettes outlined previously.

We have a roadmap to update existing properties and assets beginning with more high visibility items. Any questions on which alternative colors to use in specific scenarios, please contact design@allcampus.com.

AllCampus Light Gray

Web: **#e9eae5**
RGB: **233 / 234 / 229**
CMYK: **8 / 5 / 8 / 0**

AllCampus Green

Web: **#bed065**
RGB: **190 / 208 / 101**
CMYK: **29 / 4 / 77 / 0**

AllCampus Summer Green

Web: **#92bda3**
RGB: **146 / 189 / 163**
CMYK: **44 / 11 / 41 / 0**

AllCampus Light Gray Highlight

Web: **#d7d8d4**
RGB: **215 / 216 / 212**
CMYK: **15 / 10 / 13 / 0**

AllCampus Green Highlight

Web: **#acc143**
RGB: **172 / 193 / 67**
CMYK: **37 / 9 / 95 / 0**

AllCampus Metallic Orange

Web: **#e47911**
RGB: **228 / 121 / 17**
CMYK: **8 / 63 / 100 / 1**

PHOTOS



Internal Photography

Our Approach

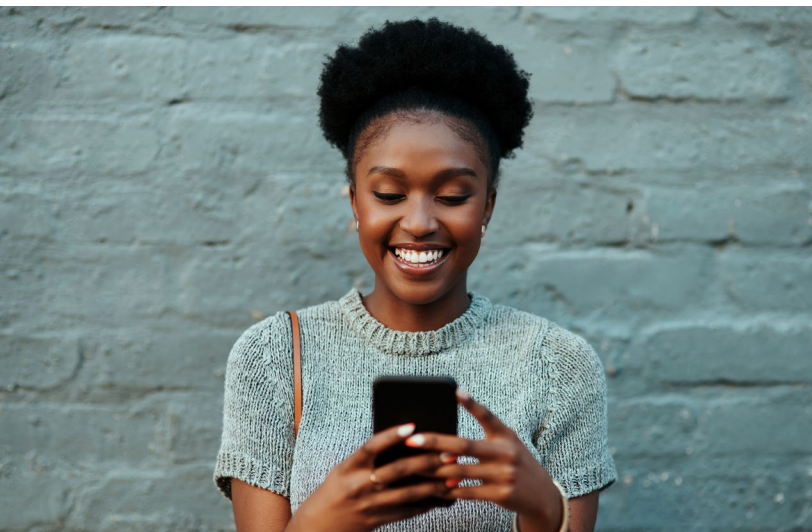
Internal imagery that represents AllCampus should showcase our diversity, authenticity, and vibrancy. While we may carefully curate some of our photos for marketing purposes, it is important to ensure that even staged shots reflect the genuine experiences one would have on any given day at AllCampus. AllCampus is a lively and engaging workplace where we thrive on collaborative problem-solving with our partners, and we want our imagery to reflect that spirit. We embrace the play of light, reflections, blurring, and shadows as they add depth and interest to our visual aesthetic, and we incorporate these elements into our photography without hesitation.



Purchased Photography

We want imagery that reflects our core values: Exceed Expectations, Embrace Curiosity, Just Say It, Show Kindness, Be Resourceful, Even Scrappy and Persevere. From a thematic standpoint, we want imagery that reflects those virtues and represents curiosity, candidness and kindness. From a visual standpoint, we want imagery that pulls in some of the AllCampus colors to reinforce the brand.

Our brand is ultimately about our people, so look for imagery that captures something unique about our culture or about our partners and their students. The imagery should be bold, inviting and fresh. Modern technology is not just at the heart of everything we do. We use technology to augment our expertise, helping us streamline repetitive and monotonous work so that we can focus on the more difficult and more fulfilling work: creating engaging materials for AllCampus and our partners. When incorporating technology in the imagery, it should portray people collaborating or leveraging the value derived from the data and technology they utilize.





allcampus.com/visual-style-guide

