



ANDERSON COLLEGE

BRAND GUIDELINES

The Anderson Identity System

Logos · Colour · Typography · UI · Imagery · Voice

CONTENTS

What's inside

01	Cover	p. 01
02	Contents	p. 02
03	The Brand	p. 03
04	Logo system	p. 04
05	Logo rules	p. 05
06	Colour — primary	p. 06
07	Colour — secondary	p. 07
08	Typography — families	p. 08
09	Typography — hierarchy	p. 09
10	Typography — at actual size	p. 10
11	UI components	p. 11
12	Imagery & voice	p. 12
13	Production specs	p. 13
14	Approvals & contact	p. 14

01 · THE BRAND

Built on 140+ years of practical education

Anderson College of Health, Business and Technology has trained more than 150,000 students since 1885. Every touchpoint we publish — from a billboard to a button — should feel rooted in that legacy of practical,

Brand pillars of practical education. The visual system below is the working toolkit our team and our partners use to

keep the promise consistent.

PRACTICAL Real classrooms, real practicum hours, real outcomes — never theoretical.

CARING We support each student through transitions, funding, and family realities.

TRUSTED Provincially registered, accredited, and proudly Canadian since 1885.

IN-DEMAND Programs aligned to workforce needs across Ontario.

Verbal signature

“Practical education that opens doors.” Always sentence-case, never all-caps. Use the full school name on first reference: Anderson College of Health, Business and Technology. Use “Anderson College” thereafter. Never abbreviate to “ACHBT”.

02 · LOGO SYSTEM

Four lockups, one identity

Anderson College has four approved logo lockups. Always use the file from this guideline — never re-create the wordmark or shield. Maintain clear space equal to the height of the “A” in “Anderson” on every side.

**PRIMARY HORIZONTAL**

Full-colour on light backgrounds

**ALL-WHITE HORIZONTAL**

Reverse use on royal/red/photographic backgrounds

**HERITAGE SHIELD SEAL**

Quadrant crest with MDCCCLXXXV ribbon

**STACKED 140+ YEARS LOCKUP**

Footer / signage / official documents

03 · LOGO RULES

Clear space, sizing & misuse

Minimum size

Horizontal lockup: never smaller than 110 px wide for digital or 25 mm wide for print. Shield seal: never smaller than 24 px or 8 mm in any direction. Stacked “140+ Years” lockup is reserved for footers and

large format applications — minimum 96 px tall.

Maintain a margin of safety equal to the cap-height of the “A” around every lockup. Nothing — including text, photography, edges, and other logos — may enter that zone.

Do / Don't

- DO** Use the supplied colour or all-white file in full.
- DO** Place white logo on royal-blue, brand-red, or photographic surfaces.
- DO** Pair the shield with the wordmark — never invent new combinations.
- DON'T** Stretch, condense, recolour, or apply effects (drop-shadow, outline, glow).
- DON'T** Place the colour logo on a coloured background that compromises contrast.
- DON'T** Re-typeset “Anderson College” — the wordmark is custom-set Futura PT.
- DON'T** Crop or rotate the shield or the 140+ Years ribbon.

04 · COLOUR

Primary palette

Anderson Red and Anderson Royal are the load-bearing colours of the system. They appear on every brand surface — from CTAs to footers. Always specify exact values; do not rely on the screen-rendering of any single device.

A solid red rectangular color swatch with the hex code #A21D23 in white text in the top left corner.

#A21D23

Anderson Red

--ac-red

RGB 162, 29, 35

CMYK 0, 82, 78, 36

Primary brand red — CTAs, accent rules, key headlines.

A solid dark blue rectangular color swatch with the hex code #1D426C in white text in the top left corner.

#1D426C

Anderson Royal

--ac-royal

RGB 29, 66, 108

CMYK 73, 39, 0, 58

Primary brand blue — body headlines, secondary CTAs, structural surfaces.

Pantone (approximate, request official match for press)

- Anderson Red ≈ PMS 7427 C / Uncoated PMS 7427 U
- Anderson Royal ≈ PMS 540 C / Uncoated PMS 540 U

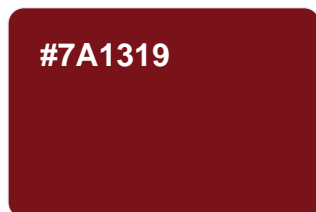
Contrast & accessibility

Anderson Red on white passes WCAG AA for large text and graphical elements. For body text, use Anderson Royal or Ink on light, and white on dark. Never set long-form copy in red.

05 · COLOUR

Secondary & neutrals

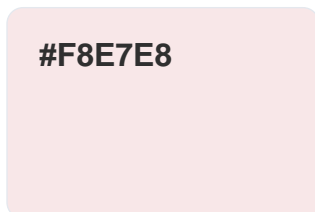
Use the secondary palette for hover states, supporting surfaces, and small accents. Neutrals carry typography and rules across every layout.



#7A1319

Red Dark

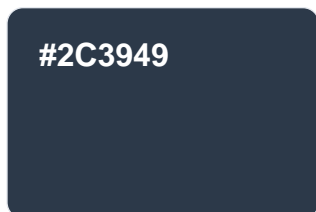
--ac-red-dark
 RGB 122, 19, 25
 CMYK 0, 84, 80, 52
 Hover state on primary red CTAs.



#F8E7E8

Red Soft

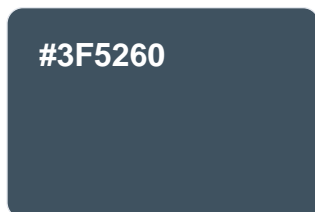
--ac-red-soft
 RGB 248, 231, 232
 CMYK 0, 7, 6, 3
 Tinted backgrounds for red callouts and alerts.



#2C3949

Navy

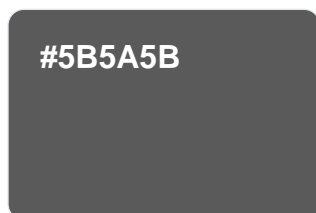
--ac-navy
 RGB 44, 57, 73
 CMYK 40, 22, 0, 71
 Deep utility surfaces (footer, nav backdrop).



#3F5260

Muted

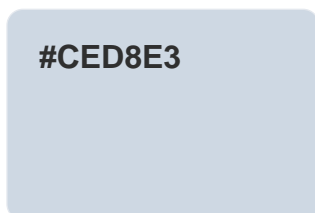
--ac-muted
 RGB 63, 82, 96
 CMYK 34, 15, 0, 62
 Body subheadings and secondary copy.



#5B5A5B

Titanium

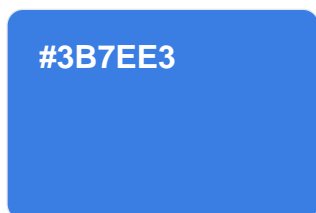
--ac-titanium
 RGB 91, 90, 91
 CMYK 0, 1, 0, 64
 Tertiary copy, captions, metadata.



#CED8E3

Cool Blue

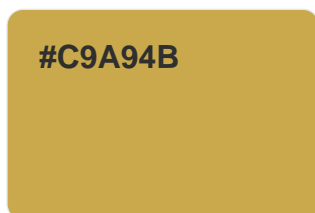
--ac-cool-blue
 RGB 206, 216, 227
 CMYK 9, 5, 0, 11
 Soft pill backgrounds, dividers in cool sections.



#3B7EE3

Blue Glow

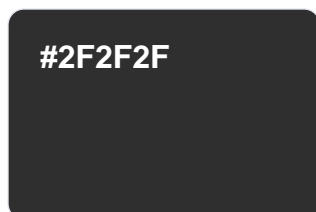
--ac-blue-glow
 RGB 59, 126, 227
 CMYK 74, 44, 0, 11
 Web-only accent — focus rings, aurora glow.



#C9A94B

Gold

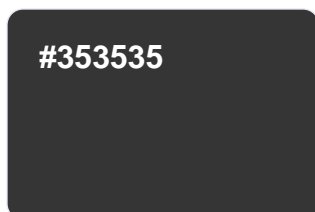
--ac-gold
 RGB 201, 169, 75
 CMYK 0, 16, 63, 21
 Verification badges, premium accents (sparingly).



#2F2F2F

Ink

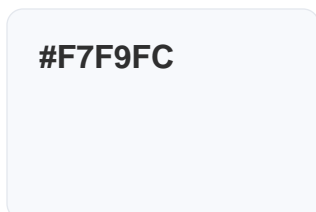
--ac-ink
 RGB 47, 47, 47
 CMYK 0, 0, 0, 82
 Default text colour.



#353535

Body

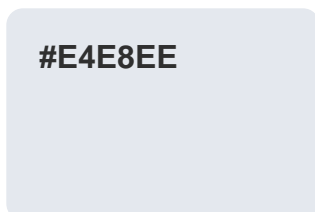
--ac-text
 RGB 53, 53, 53
 CMYK 0, 0, 0, 79
 Long-form body text on light surfaces.



#F7F9FC

Cream

--ac-cream
 RGB 247, 249, 252
 CMYK 2, 1, 0, 1
 Page surface for cards and section breaks.



#E4E8EE

Line

--ac-line
 RGB 228, 232, 238
 CMYK 4, 3, 0, 7
 Hairline borders and dividers.

06 · TYPOGRAPHY

Two type families

Anderson uses Jost (Futura PT substitute) for display and Source Sans 3 for body. Both are Google-hosted, free for commercial use, and ship with broad weight ranges. On-platform fallbacks are listed below.

DISPLAY — JOST

Fallback stack: "Futura PT", "Futura", "Helvetica Neue", sans-serif

Practical education that opens doors.

Use weights: 500 Medium · 700 Bold · 800 Extrabold

Use cases

- H1 headlines and oversized hero copy
- Section eyebrows (uppercase, letter-spacing 0.18-0.22 em)
- Buttons, navigation, and any UI label that needs authority

BODY — SOURCE SANS 3

Fallback stack: "Source Sans Pro", -apple-system, "Segoe UI", sans-serif

We've trained more than 150,000 students since 1885.

Use weights: 400 Regular · 600 Semibold · 700 Bold

Use cases

- Long-form body copy, paragraphs, lists, captions
- Form labels, table headers, metadata
- Default for all email and print body text

07 · TYPOGRAPHY

Hierarchy & sizing

Use the hierarchy below across web, email and print. Sizes are mobile / tablet / desktop where three values are listed; otherwise mobile / desktop. Letter-spacing is set in the live web build via Tailwind's tracking utilities

LEVEL	FAMILY	WEIGHT	SIZE (MOB / TAB / DESK)	LEADING	COLOUR
H1 / Hero	Jost	800	48 / 56 / 64 px	1.05	ac-royal
H2 / Section	Jost	700	30 / 36 / 44 px	1.15	ac-royal
H3 / Subsection	Jost	700	22 / 24 / 26 px	1.25	ac-royal
H4 / Card title	Jost	700	18 / 20 px	1.30	ac-royal
Eyebrow / kicker	Source Sans 3	700	11 / 12 px (UPPER)	1.20	ac-royal
Body Large	Source Sans 3	400	17 / 18 px	1.55	ac-text
Body	Source Sans 3	400	15 / 16 px	1.55	ac-text
Body Small	Source Sans 3	400	13 / 14 px	1.50	ac-muted
Caption / meta	Source Sans 3	600	11 / 12 px	1.40	ac-titanium
Button label	Jost	700	12 / 13 px (UPPER, tracked 0.12-0.18 em)		white-on-brand

Tracking & treatment

Eyebrows and small caps: track 0.18 – 0.22 em. Buttons: track 0.12 – 0.18 em. Body text: default tracking; never letter-spaced. Italics are reserved for motivational quotes (Source Sans 3 Italic only).

08 · TYPOGRAPHY AT ACTUAL SIZE

See the hierarchy, set in home-page copy

Every sample below is set at its true desktop point-size using copy pulled straight from the Anderson College home page. Use this page as your on-screen reference when recreating the system in a new tool —

<p>H1 / HERO Jost 800 64 px desktop · 56 tab · 48 mob</p>	<h1>You Can!</h1>
<p>H2 / SECTION Jost 700 44 px desktop · 36 tab · 30 mob</p>	<h2>Find your path.</h2>
<p>H3 / SUBSECTION Jost 700 26 px desktop · 24 tab · 22 mob</p>	<h3>Why Anderson College</h3>
<p>H4 / CARD TITLE Jost 700 20 px desktop · 18 mobile</p>	<h4>Cardiology Technology Diploma</h4>
<p>EYEBROW / KICKER Source Sans 3 700, tracked 0.22 em 12 px desktop · 11 mob · always UPPER</p>	<p>CAREER DISCOVERY QUIZ</p>
<p>BODY LARGE Source Sans 3 400 18 px desktop · 17 mob · leading 1.55</p>	<p>Trained 150,000+ students since 1885.</p>
<p>BODY Source Sans 3 400 16 px desktop · 15 mob · leading 1.55</p>	<p>Ten Ontario campuses. 25 accredited programs. Career-ready in weeks.</p>
<p>BODY SMALL Source Sans 3 400 14 px desktop · 13 mob · leading 1.50</p>	<p>Private results · only you and your advisor</p>
<p>CAPTION / META Source Sans 3 600 12 px desktop · 11 mob · leading 1.40</p>	<p>Updated May 2026 · 10 Ontario campuses</p>
<p>BUTTON LABEL Jost 700, tracked 0.14 em 13 px desktop · 12 mob · always UPPER</p>	<p>BOOK APPOINTMENT</p>

Point-sizes in this PDF are desktop px converted to pt (x 0.75) so that a printed page reproduces the on-screen impression at 100% zoom.

08 · UI COMPONENTS

Buttons, cards & forms

These components anchor every digital touchpoint. Reproduce them faithfully in any new vendor work — landing pages, email templates, microsites — and they will feel native to the brand.



BOOK APPOINTMENT



GET STARTED



LEARN MORE



CONTINUE

Secondary — #1D426C

Outline — 1.5 px stroke

Premium gradient — linear-gradient(180deg, #1D426C 0%, #2A4E82 55%, #3B7EE3 100%)

Used for high-emphasis flows: enquiry, application, quiz CTAs.

Sizing & spacing

- Pill radius 9999 px (fully rounded). Square 6 px radius reserved for legacy forms.
- Padding: 12-14 px vertical, 24-28 px horizontal.
- Label: Jost 700, uppercase, 12-13 px, letter-spacing 0.12-0.18 em.
- Height range: 36 px (compact) to 52 px (hero).

Cards

PROGRAM SPOTLIGHT

Cardiology Technology Diploma

76 weeks · On-Campus · EQual-accredited · 600 Practicum hours

Card surface: #FFFFFF · Border: #E4E8EE · Radius: 16 px · Shadow: 0 30px 70px -30px rgba(29,66,108,0.30)
 Padding 24-32 px · Stack: eyebrow, headline (H4 / Jost 700), meta line, body (Source Sans 3 400).

09 · IMAGERY & VOICE

Looking and sounding like Anderson

Photography

Use authentic photography of students, faculty and Ontario campuses. Avoid obvious stock. Subjects should feel candid — eye-contact only when natural. Wardrobe leans toward scrubs, professional attire and

Image treatment program-specific. Lighting is warm and bright; we avoid heavy filters or duotones.

- Programme heroes: 16:9 desktop, 4:3 inset, 1:1 mobile crop. Subject right-of-center.
- Hero overlays: left-fade gradient (rgba(29,66,108,0.78) → transparent) for legibility.
- Avoid: heavy blur, monochrome, vignette, lens-flare overlays.
- File formats: WebP/JPEG for web, CMYK TIFF/PDF for print, PNG-with-alpha for email.

Voice & tone

Anderson is warm, confident, and practical. We talk to prospective students like an experienced advisor would: respectful of their time, clear about next steps, and never sales-y. We never patronise. We use

Examples
Canadian English (programme/program, labour/labor — match the staging site, currently US-spelling for shorter program).
DO “Talk to an advisor — most callers reach a real human in under two minutes.”
DO “Practicum hours are baked into the schedule, not bolted on at the end.”

DON'T “Unlock your dream career today!!!” (over-promised, exclamation-heavy).

DON'T “Guaranteed job placement.” (legally and contextually inaccurate).

10 · PRODUCTION SPECS

Print, email & signage

Print

- Colour space: CMYK. Use the CMYK values listed beside every swatch.
- Resolution: 300 dpi at final size. Logos must be vector (.ai or .pdf) when possible.
- Paper: matte 100-130 gsm body, 250-300 gsm covers. Spot UV reserved for the shield.
- Bleeds: 3 mm on every edge. Safe area: 5 mm from trim.
- Don't apply registration black to copy — use 100K only.

Email

- Width: 600 px container. Body padding 24-32 px.
- Header band: Anderson Royal #1D426C with the all-white horizontal logo (180-220 px wide).
- Buttons: same Jost-700 uppercase pills as web. Bullet-proof MSO HTML fallback required.
- Web fonts: load Jost & Source Sans 3 from Google with a Helvetica fallback declaration.
- Pre-header copy: 60-90 chars summary; never repeat the subject.

Signage

- Exterior: stacked 140+ Years lockup, white on Anderson Royal substrate.
- Interior wayfinding: horizontal logo + room numbers in Jost 700, 60-90 mm cap-height.
- Vinyl colours: Avery 950 #2640 (Anderson Red equivalent) and #2658 (Royal equivalent).

11 · APPROVALS

Working with the Anderson team

Anderson College's Marketing team is the steward of this guideline. Submit any asset that uses the Anderson logo, name, or imagery for review before it goes to print, post, or production. Most approvals turn around in 1-2 business days.

1. Final artwork (PDF, AI, or InDesign package + linked assets).
2. Production specs (size, paper, finishes, vendor).
3. Proof reference: which page of this guideline you matched.
4. Schedule and any deadline constraints.

Contacts

Brand & Marketing

marketing@andersoncollege.com

Web & digital

webteam@andersoncollege.com

Admissions enquiries

1.833.787.1885 · admissions@andersoncollege.com

Head office

Anderson College, Toronto, Ontario, Canada

Thank you for keeping Anderson on-brand.

This guideline is a living document — we reissue it as the system evolves.

Issued June 2026. Version 1.0.