AMERICAN COLLEGE
of EDUCATION®

BRAND BOOK

Oct. 2025

Table of Contents

Who We Are

We believe in education without debt and that our students should have access to both quality and affordability when it comes to higher education.

Introduction to American College of Education (ACE)

Quality education you can afford.

Founded in 2005, American College of Education (ACE) offers affordable, high-quality flexible online degrees in education, nursing, healthcare, business and leadership. Eighty-six percent[1] of students graduate debt-free, with programs typically paying for themselves within a year. Tuition hasn't increased since 2016,[2] and every $1 invested generates $19.20 in future earnings.[3] ACE partners with employers to build stronger workforce pipelines and transform education for modern learners.

[1]Source: Internal research completed in June 2024 [2]Excludes RN to BSN [3]Source: https://ace.edu/wp-content/uploads/2023/11/ace-impact-study-full-2023.pdf

TAGLINE

Accredited
Industry experts

Fully online
Applicable

Quality Education You Can Afford

Healthcare provider
Educator
Business leader

Accessible
Inclusive

Mission, Vision & Core Values

These drive us forward and are central to our decisions and goals.

BRAND MISSION	BRAND VISION	CORE VALUES
The mission of American College of Education is to deliver high-quality, affordable and accessible online programs grounded in evidence-based content and relevant application, preparing graduates to serve, lead and achieve personal and professional goals in diverse, evolving communities.	The vision of American College of Education is to be a significant leader in higher education by providing high value, innovative and impactful programs to its chosen markets. By unapologetically breaking perceived links between cost of tuition and quality of programming, ACE prepares today's students to be tomorrow's global leaders.	American College of Education has established a set of core values which are foundational for our culture. They are our fundamental beliefs which underlie how we work and interact. They describe who we are at our core. Those core values are **Passion, Innovation, Social Responsibility, Integrity**.

→ ## We're passionate.

Everything we touch should radiate with our excitement to offer students a chance at more fulfilling lives and careers.

→ ## Innovation fuels us.

Online education is becoming more competitive by the day. For us to offer students the best education possible, we can't just keep up. We have to lead the way.

→ ## We're responsible for our communities.

Changing the world isn't a spectator sport — people need to actually rise to the occasion. At American College of Education, those people are us.

→ ## We have high standards.

We don't cut corners, and we always remember that we created this college to empower our students.

Social Responsibility

Our commitment to good.

It's easy to say you believe in making a difference. At ACE, we mean it. As a socially conscious institution, we believe it's our job to make an impact in the world that goes well beyond our bottom line.

That's why we became a Certified B Corporation: to better serve our students, alumni, employees and communities. ACE is certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency.

Certified

B

Corporation

This company meets the highest standards of social and environmental impact

Serving Those Who Serve Others

Educators, nurses, business professionals and beyond.

Our students have a lot of irons in the fire — typically, they're balancing work and family alongside their education. And despite being at a loss for time, they're still seeking to better their careers.

Our founders are from a family of educators that understood the economic, academic and time barriers that too often prevented servant-leaders from advancing their careers. And as they noticed a growing need for an affordable program that allowed professionals to work and learn simultaneously, they decided to create American College of Education. Initially, the focus was education, but today ACE serves a range of professions and professionals who are eager to grow.

Eddie Rodriguez-Freire
eLearning Content Designer
M.Ed. Instructional Design & Technology 2020

Design Kit

Bold, modern and relatable, ACE's visual identity helps
set us apart and define how we tell our story.

Brand Aesthetic

Getting you there.

We've created a distinctive, memorable look that balances the professionalism of our institution and the contemporary aesthetic of the digital space. While borrowing heavily from the wayfinding visual vernacular, we're infusing levity and human nature (i.e. "heart") into every touch-point.

Kelly Boersma
M.Ed. Educational Leadership 2013

Logo Clearance

Delightful and demanding.

Wear our logo proudly, but use it thoughtfully. This is our primary logo and should be used for almost all brand-related items and collateral. Don't twist, turn or alter the logo unless it's compliant with this guide.

Logo Variations

Flexible and contextual.

Here are a few different variations of how our logo can change or adapt, depending on your needs and what the space requires.

AMERICAN COLLEGE *of* EDUCATION®

1-Line

AMERICAN COLLEGE
of EDUCATION®

Centered

AMERICAN
COLLEGE *of*
EDUCATION®

Vertical

AMERICAN
COLLEGE *of*
EDUCATION®

Horizontal

Logo Color Variations

Adaptive and deliberate.

Sometimes you might need more color, and other times, you might need less. These color variations provide some flexibility for any occasion.

Full Color

3-Color

1-Color on Dark

1-Color on Light

Logo File Naming

Intuitive and informative.

We've created a naming convention for our logo variations to help you quickly understand the alignment and color styling of each option just by looking at the logo file name. Each part of the file name contains information about that logo variation looks like.

print - ace-logo - centered - fullcolor - darkbackground .eps

USAGE	COMPANY	LOCKUP	VERSION	COLOR	FORMAT
print	American	centered	fullcolor	darkbackground	eps
web	College of	horizontal	1color	lightbackground	png
	Education	vertical	3color		jpg
		block	wordmark		
		1line	flame		

EPS
This vector based file is used primarily for printed materials.

PNG
These files are web-friendly with a transparent background.

JPG
This image file is primarily used for digital applications.

print-ace-logo-centered-1color-lightbackground.eps
The one-color logo is used when the background clashes with the flame or printing is restricted.

web-ace-logo-horizontal-fullcolor-darkbackground.png
This full-color logo is often used at small size on a dark background.

Examples: social media, website

print-ace-logo-centered-fullcolor-lightbackground.jpg
This full-color logo is typically centered at the top of a document without any background color.

print-ace-logo-centered-3color-lightbackground.eps
This three-color logo is used sparingly when printing is restricted.

Examples: screen printing, embroidery

Partners & Sponsors

Stronger together.

The logos of partners and co-sponsors should always be center-aligned, spaced equally and optically at the same size and separated by a hairline rule. Use the examples here to guide logo placement. The ACE logo should always appear first or on top.

CCNE Disclaimer

When using the CCNE logo, you mut always include the following disclaimer:

Bachelor of Science in Nursing (BSN) and Master of Science in Nursing (MSN) programs are accredited by the Commission on Collegiate Nursing Education, ccneaccreditation.org.

Collegiate Seal

Historic and legitimate.

Our seal is a token of our profound history in education, our credibility as a college and our serious commitment to education. Often, you'll find our seal on official documents — diplomas, transcripts and more. The seal is also prominently used in ACE Commencement collateral, as commencement is a formal event of degree conferral.

Color Palette

Experienced, but current.

Our bold mix of colors embodies a modern look without losing the rich history of education. We've brightened the familiar tones of academia, like blue and red, to create a fresh feel that's fit for an online college.

Core Base

ACE NAVY
PMS: 289 C
CMYK: 97, 81, 47, 56
RGB: 5, 33, 59
HEX: #05213b

ACE DARK TEAL
PMS: 7713 C
CMYK: 85, 39, 37, 7
RGB: 29, 122, 140
HEX: #1d7a8c
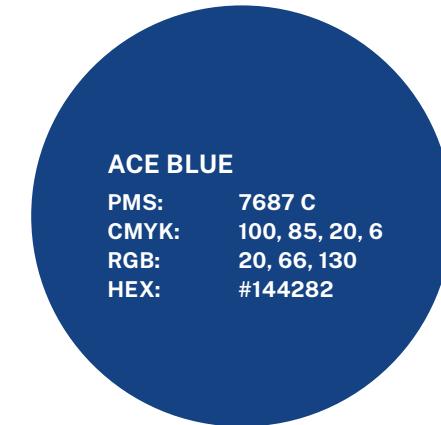
ACE BLUE
PMS: 7687 C
CMYK: 100, 85, 20, 6
RGB: 20, 66, 130
HEX: #144282

Core Accent
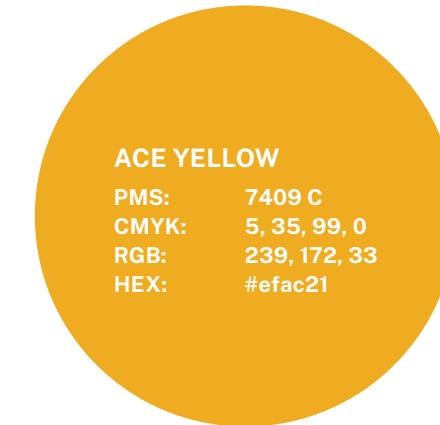
ACE YELLOW
PMS: 7409 C
CMYK: 5, 35, 99, 0
RGB: 239, 172, 33
HEX: #efac21
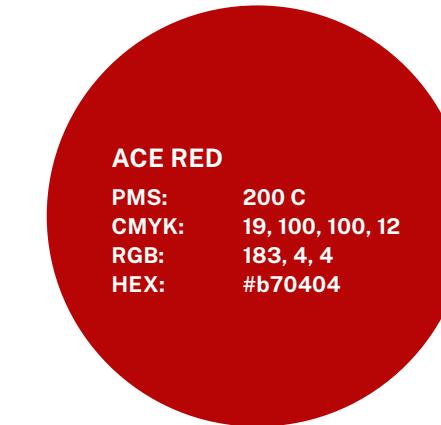
ACE RED
PMS: 200 C
CMYK: 19, 100, 100, 12
RGB: 183, 4, 4
HEX: #b70404

ACE TEAL
PMS: 631 C
CMYK: 71, 10, 28, 0
RGB: 58, 175, 185
HEX: #3aafb9

Secondary

ACE LIGHT BLUE
PMS: 299 C
CMYK: 73, 20, 0, 0
RGB: 29, 162, 220
HEX: #1da2dc

ACE SLATE
PMS: 7699 C
CMYK: 87, 62, 30, 10
RGB: 51, 92, 129
HEX: #335c81
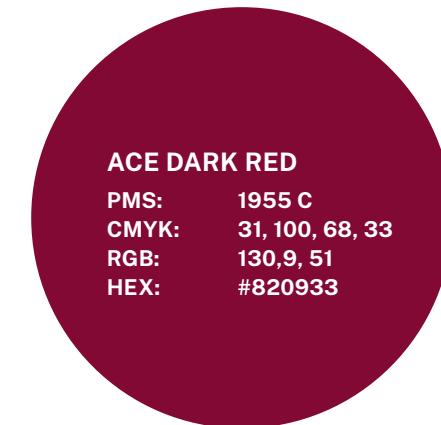
ACE DARK RED
PMS: 1955 C
CMYK: 31, 100, 68, 33
RGB: 130,9, 51
HEX: #820933

ACE ORANGE
PMS: 7578 C
CMYK: 4, 75, 97, 0
RGB: 231, 100, 40
HEX: #e76428
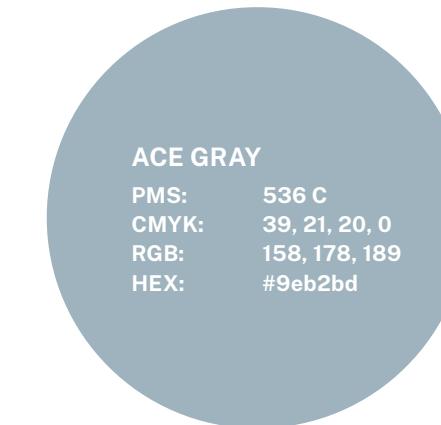
ACE GRAY
PMS: 536 C
CMYK: 39, 21, 20, 0
RGB: 158, 178, 189
HEX: #9eb2bd

ACE DARK GRAY
PMS: 431 C
CMYK: 67, 52, 44, 17
RGB: 90, 102, 113
HEX: #5a6671

Typography

A modern classic with a bold personality.

Primarily used for headlines and display copy, Blacker is a wedge serif type family with high contrast proportions. We chose it for its ability to evoke a feeling of establishment and credibility.

Aa

Blacker Display

A unique serif with bold angles and refined curves. It feels academic without being stodgy.

Aa
Light

Aa
Light Italic

Aa
Regular

Aa
Italic

Aa
Medium

Aa
Medium Italic

Aa
Bold

Aa
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&*()-+/?

Typography

A useful tool with a friendly, no-nonsense demeanor.

Primarily used for subheads and support copy, Public Sans is a typeface meant to be neutral, legible and consistent. We chose it for its practicality and utility.

Aa

Aa	Aa	Aa	Aa
Light	Light Italic	Regular	Italic
Aa	Aa	Aa	Aa
Medium	Medium Italic	Bold	Bold Italic
Aa	Aa	Aa	Aa
SemiBold	SemiBold Italic	ExtraBold	ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()-+/?

Public Sans

Geometric and functional without being boring. This typeface is useful in any scenario and makes for a natural reading rhythm.

Imagery

Evocative and genuine.

Our imagery is a blend of elements that arouse thoughts of movement and authenticity. The patterns and shapes hint at our wayfinding theme, while the images that capture real people let the world know we're human.

Imagery

Evocative and genuine.

Our imagery is a blend of elements that arouse thoughts of movement and authenticity. The patterns and shapes hint at our wayfinding theme, while the images that capture real people let the world know we're human.

Dos & Don'ts

➔ Avoid sad images

➔ Avoid images with low contrast

➔ Avoid overly posed stock images

➔ Avoid images that are dated

➔ When using AI images, check hands and backgrounds closely

➔ Avoid AI images that are overly polished

Editorial Guide

The quality of our written content directly impacts the perception of our brand. To maintain our reputation and authority as a higher education institution, we must strive for clarity and consistency.

Naming Conventions & Usage

Naming conventions for ACE.

We want people to remember who we are — American College of Education. At first mention of the piece or used alone, we should always be referred to by our full name.

If there will be subsequent mentions of our name in any given place, include our acronym in parentheses after the first mention of our full name: "American College of Education (ACE)." Do not use "the" before our full name or our acronym.

To reinforce our brand name and avoid confusion, "ACE" must never appear alone or as the first reference on any given page. The acronym "ACE" may only be used in secondary/ subsequent references.

INCLUSION OF COPYRIGHT

The first mention of American College of Education in any context must include the copyright symbol: ®. If ACE's official logo is present at the top or beginning of any piece of collateral (such as along the top of a webpage, in an email header, brochure or multi-page document), the copyright symbol does not need to be included in the first mention our name in writing. If there is no identifying logo and the first mention of our name appears within writing, place the copyright symbol alongside our name within the copy: "American College of Education®" or "American College of Education® (ACE)."

Boilerplate

American College of Education (ACE) is an accredited, fully online college specializing in high-quality, affordable programs in education, business, leadership, healthcare and nursing. Headquartered in Indianapolis, ACE offers more than 60 innovative and engaging programs for adult students to pursue a doctorate, specialist, master's or bachelor's degree, along with graduate-level certificate programs.

Elevator Pitch

SHORT

Founded in 2005, American College of Education (ACE), an accredited, fully online private college, offers affordable, high-quality flexible degrees in education, business, healthcare and nursing. Eighty-six percent of students graduate debt-free, with programs typically paying for themselves within a year. Tuition hasn't increased since 2016*, and every $1 invested generates $19.20 in future earnings. ACE partners with employers to build stronger workforce pipelines and transform education for modern learners. Learn more at ace.edu.

*Excludes RN to BSN

LONG

Founded in 2005, American College of Education (ACE), an accredited, fully online private college, provides accessible, flexible and high-quality degrees designed to be largely debt-free and deliver a strong return on investment for working adults. We offer over 60 practical online programs in education, business, healthcare and nursing, all at industry-low tuition rates. Eighty-six percent of our students graduate debt-free from our flexible, career-focused programs, which typically have a payback period of less than one year. Tuition has not increased since 2016*, and third-party market research shows that every $1 investment in our programs generates $19.20 in future career earnings. We partner directly with employers to create customized solutions that strengthen the workforce pipeline for teachers, nurses, and healthcare professionals. ACE is a Top Workplace rapidly growing and expanding its impact by transforming education and thereby strengthening communities for its modern learners, employer partners, faculty and staff. Discover the difference at ace.edu.

*Excludes RN to BSN

Brand in Action

The following brand guidelines for our website, emails, collateral and more will ensure we present ourselves with professionalism and consistency across all the places we tell our story.
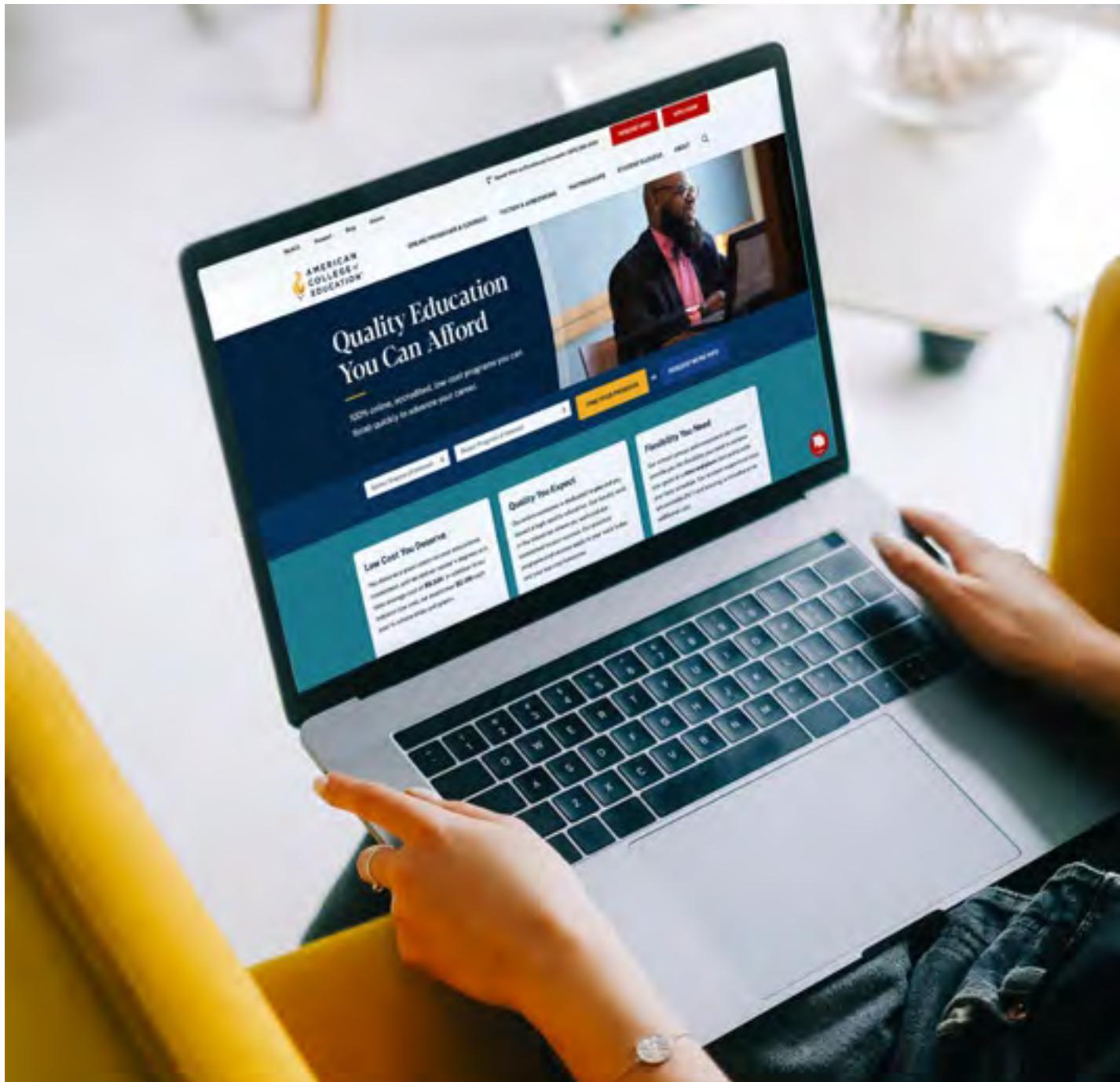
ace.edu

VOICE AND TONE

The ACE website is primarily designed for prospective students to learn more about our college and why they should enroll. To that end, the voice and tone we use for website content should align with the voice and tone we use for the future student audience: approachable, conversational, knowledgeable and clear.

American College
of **EDUCATION**®

ace.edu

101 West Ohio St, Ste 1200 // Indianapolis, IN 46204