

Augustana College

BRAND GUIDELINES

Augustana’s primary brandmark is the “**Augustana College**” word mark. Sometimes the word “**Augustana**” is used alone, and sometimes only the **A**, depending on the context. The **A** in the brandmark is symbolic of architectural shapes and windows found in buildings historic and new, all across campus.

Augustana College also has an athletic graphic identity, which consists primarily of the **Augustana Viking** logo, and also includes the “**Augie script**” and **AC** used for specific teams. The athletic graphics should not be used in place of the Augustana College brandmark. The college’s primary brandmark, and all of its forms in this guide, are intended to represent the college’s academic program and overall identity. The Viking logo and all subsets of the athletic identity are specific to the athletic program. See the athletic brand guidelines for more information.

To maintain the authenticity of the brandmark, do not crowd with other visual elements or attach images directly to it.

Keep a **minimum clear space around the mark** of one times the x-height (the height of lowercase letters) of the brandmark.

The brandmark should appear on the RIGHT side (preferably lower third) of the page.

The brandmark **should not be used smaller than 1.75 inches** in width.

Colors for use with brandmark include **PMS 294, 109, 2144, 7532, black** or **white** (reversed).



**ALWAYS USE THE PROVIDED ARTWORK FOR THE BRANDMARK.
DO NOT SCAN, REDRAW OR TYPESET.**

PRIMARY BRANDMARK

Augustana College

This is the primary brandmark for use on stationery, printed communications and the website.

SECONDARY BRANDMARK

Augustana

This is the secondary form of the brandmark and is to be used only in special circumstances such as vertical banners or materials directed to an internal audience.

CLEARSPACE



To maintain the authenticity of the brandmark, do not crowd it with other visual elements. Keep a minimum clearspace around the mark of one times the x-height of the brandmark. Do not use images such as domes, bell towers, etc. in direct relationship to the brandmark.



THE AUGUSTANA A

The Augustana A or “Augie A” is used in more informal contexts and when space is limited.

(Available in both primary and secondary colors.)



The circle A is another option.

(Available in both primary and secondary colors.)



THE AUGUSTANA MEDALLION



AUGUSTANA'S SEAL

The medallion version of the Augustana A is more formal than the simpler versions, but should not be used to replace the Augustana seal. Augustana's seal is used in formal communications from the Office of the President, such as acceptance letters for new students and commencement communications. (Combination of blue and yellow, black and white.)



PRIMARY COLORS

THESE COLORS SHOULD BE USED AS PRIMARY ELEMENTS IN ANY PIECE.



Pantone 294
100 | 69 | 7 | 30
Hex 002F6C



Pantone 109
0 | 10 | 100 | 0
Hex FFDD00

Blue and gold are the core colors for Augustana College. The primary brandmark should only be reproduced in these colors only.

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SECONDARY COLORS

USE THESE COLORS ONLY AS ACCENTS TO THE
PRIMARY COLORS.



Pantone 2144
95 | 53 | 0 | 0
Hex 0067B9



Pantone 2627
85 | 100 | 6 | 38
Hex 3C1053



Pantone 7708
100 | 18 | 12 | 59
Hex 005670



Pantone 7421
18 | 100 | 45 | 67
Hex 651D32



Pantone 2915
60 | 9 | 0 | 0
Hex 62B5E5



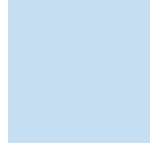
Pantone 2081
60 | 72 | 0 | 0
Hex 865E9C



Pantone 343
89 | 19 | 72 | 60
Hex 115740



Pantone 7628
8 | 93 | 78 | 33
Hex 9E2A2B



Pantone 2707
20 | 6 | 0 | 0
Hex C3D7EE



Pantone 270
29 | 25 | 0 | 0
Hex B4B5DF



Pantone 397
14 | 2 | 100 | 15
Hex BFB800



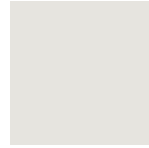
Pantone 7580
0 | 77 | 97 | 15
Hex C05131



Pantone 7532
23 | 37 | 45 | 65
Hex 63513D



Pantone 7528
5 | 10 | 17 | 16
Hex C5B9AC



War Grey 1
3 | 3 | 6 | 7
Hex D7D2CB



PRIMARY FONT

DIN (when din is unavailable, use arial)

Din Regular with proportional old style and lining figures

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 1234567890

Din Bold with proportional old style and lining figures

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 1234567890**

BEMBO (when Bembo is unavailable, use Garamond)

Bembo Regular with proportional old style and lining figures

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

1234567890

Bembo Italic with proportional old style and lining figures

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

1234567890 1234567890

Bembo Semibold with proportional old style and lining figures

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

1234567890

