# Assumption University

BRAND IDENTITY GUIDELINES

VERSION 1.0: 6/26/20

## CONTENTS


| | |
|---|---|
| LOGO TIER 1 – HORIZONTAL | 3 |
| LOGO TIER 1 – VERTICAL | 4 |
| WORDMARK | 5 |
| LOGO TIER 2 & TIER 3 | 6 |
| LOGO COLOR VARIATIONS AND BACKGROUND | 7 |
| LOGO MISUSE | 8 |
| SEAL-PRIMARY | 9 |
| SEAL: SECONDARY | 10 |
| SEAL COLOR VARIATIONS AND BACKGROUND | 11 |
| SEAL MISUSE | 12 |
| TYPOGRAPHY | 13 |
| CONTACT | 14 |

## LOGO
## TIER 1 – HORIZONTAL

The Assumption logo consists of the crest and the Assumption University name. This horizontal format is the primary use.

HORIZONTAL LOGO

Assumption University

au_horizontal_blue_cmyk.eps

CLEAR SPACE

COLOR

**ASSUMPTION BLUE**
PANTONE 301
CMYK 100 | 50 | 0 | 23
RGB 0 | 75 | 135
HEX #004b87

MINIMUM SIZE: 1”

## LOGO
## TIER 1 – VERTICAL

The Assumption logo consists of the crest and the Assumption University name. This vertical format is the secondary use.

VERTICAL LOGO

Assumption University

au_vertical_blue_cmyk.eps

CLEAR SPACE

COLOR

**ASSUMPTION BLUE**
PANTONE 301
CMYK 100 | 50 | 0 | 23
RGB 0 | 75 | 135
HEX #004b87

MINIMUM SIZE: .75”

## WORDMARK

The Assumption wordmark is used only when the format will not allow for the crest to be present.

HORIZONTAL WORDMARK

Assumption University

au_wordmark_horizontal_blue_cmyk.eps

VERTICAL WORDMARK

Assumption University

au_wordmark_vertical_blue_cmyk.eps

COLOR

**ASSUMPTION BLUE**
PANTONE 301
CMYK 100 | 50 | 0 | 23
RGB 0 | 75 | 135
HEX #004b87

MINIMUM SIZE: 1”

## LOGO
## TIER 2 & TIER 3

TIER 2 – SCHOOLS
LOGO AND SAFE SPACE

au_school_gradstudies_blue_cmyk.eps

TIER 3 – CENTERS, INSTITUTES, DEPARTMENTS
LOGO AND SAFE SPACE

au_department_cdic_blue_cmyk.eps

COLOR

**ASSUMPTION BLUE**
PANTONE 301
CMYK 100 | 50 | 0 | 23
RGB 0 | 75 | 135
HEX #004b87

MINIMUM SIZE: 1.25" WIDE

## LOGO COLOR VARIATIONS AND BACKGROUNDS

Below illustrates the five logo color options available to ensure optimal legibility across varied backgrounds.

---

BLUE & WHITE ON A LIGHT BACKGROUND

au_horizontal_blue_cmyk.eps

BLACK & WHITE ON A LIGHT BACKGROUND

au_horizontal_black_cmyk.eps

BLUE & WHITE ON A MEDIUM BACKGROUND

au_horizontal_white_blue_cmyk.eps

BLACK & WHITE ON A MEDIUM BACKGROUND

au_horizontal_white_black_cmyk.eps

WHITE ON MEDIUM OR DARK BACKGROUND

au_horizontal_white_blue.eps

## LOGO MISUSE

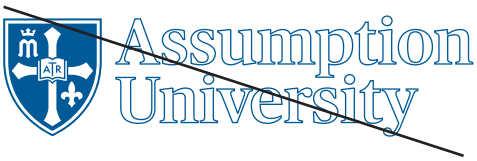
Our logo should not be misinterpreted or modified. Its orientation, color and composition should remain as indicated in this document.

**NEVER** place over a photograph if readability is compromised

**NEVER** place over a pattern, color or illustration that compromises readability.

**NEVER** alter the size of the crest or change the composition of the logo in any way.

**NEVER** outline the logo or alter the letters in any way.




**NEVER** change the color of the logo. It is Assumption blue, white or black.

**NEVER** change the width of the logo, squish, twist, rotate, or elongate.

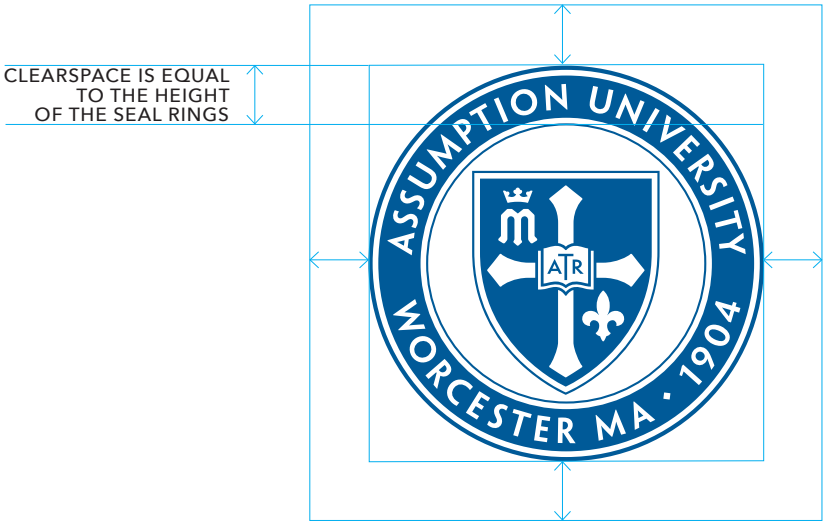
## SEAL-PRIMARY

The Assumption University seal is a historic symbol of our heritage. It's reserved for use on our most official communications.

PRIMARY SEAL

au_seal_lg_blue_white_cmyk.eps

CLEAR SPACE




COLOR

**ASSUMPTION BLUE**
PANTONE 301
CMYK 100 | 50 | 0 | 23
RGB 0 | 75 | 135
HEX #004b87

MINIMUM SIZE: 1"

## SEAL: SECONDARY

The secondary seal is a simplified version that should be used when the seal is less than one inch.

au_seal_small_blue_white_cmyk.eps

MAXIMUM SIZE: 1"

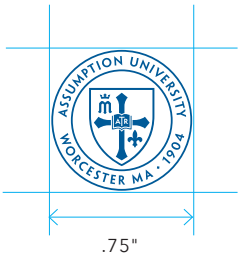
MINIMUM SIZE: .75”

## SEAL: SPECIALTY/OUTLINE

The specialty seal is a simplified version that should be used for specialty printing such as embossing or foil stamping

au_seal_outline_blue_cmyk.eps

MINIMUM SIZE: .75"



## SEAL COLOR VARIATIONS AND BACKGROUND

BLUE & WHITE ON A LIGHT BACKGROUND

au_seal_lg_blue_white_cmyk.eps

WHITE ON A MEDIUM OR DARK BACKGROUND

au_seal_white.eps

BLACK & WHITE ON A LIGHT BACKGROUND

au_seal_lg_black_white.eps

## SEAL MISUSE

The Assumption University seal should not be misinterpreted, modified, or added to. No attempt should be made to alter the seal in any way. Its orientation, color and composition should remain as indicated in this document.

**NEVER** place the seal over an image, pattern, or color that compromises readability.

**NEVER** rotate the seal

**NEVER** change the color of the seal beyond its approved blue, white or black colors

**NEVER** stretch or compress the seal

HEADLINES / AVENIR BOLD

# AVENIR BOLD
# Avenir Bold

BODY TEXT / AVENIR ROMAN

Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore sint occaecat labore et dolore.

ALTERNATIVE HEADLINE / PUBLICO HEADLINE

# Publico Headline

ALTERNATE OFFICE FONTS

**SANS SERIF**

Office: Arial

**SERIF**

Office: Georgia

Please submit logo and template requests to: www.assumption.edu/marketingrequest
For any questions about usage or if you need assistance, please contact marketing@assumption.edu.