This guide is an Adobe Acrobat 8.0 PDF file for viewing on Macintosh or Windows platforms.

The most current version of the guide is available online at asbury.edu/identity
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INTRODUCTION  1.0

1.1  Letter From the Production Coordinator
1.2  Advice, Approvals & Resources
1.3  Submitting A Request
Dear Asbury University Community

Asbury University strives to send clear messages – written and visual – to our external audiences.

This identity guide, established in 2010, was created to help the University send a consistent, positive brand message through printed and online media venues. Working together, we can accurately reflect Asbury University as an institution that offers a high-quality Christ-centered education to its students. For additional information, questions, or further assistance using these guidelines, please contact the Office of Public Relations.

Angela Rice,
Production Coordinator
angela.rice@asbury.edu
(859) 858.3511x2129

OTHER RESOURCES AVAILABLE ONLINE

• Logo downloads
• Business card and stationery ordering system
• University editorial style guide
• Publication request form

asbury.edu/identity
Facility and Staff
Office of Public Relations
asbury.edu/pr

The Office of Public Relations is responsible for maintaining the university’s visual identity system and is available to respond to inquiries regarding its use, including:
• Requests for visual identity system graphics
• Explanation of the contents of this manual

Contact: angela.rice@asbury.edu
Your email will be forwarded promptly to the appropriate person to respond.

Trademark issues
The Office of Public Relations regulates the use of the University’s name and identifying marks, including:
• Use of the official University seal (as delegated by the Office of the President)
• Use of University symbols on merchandise (includes the university name, visual identity, athletics marks, and spirit marks)
• Use of University trademarks by student groups
• Use of University trademarks by non-University entities

Contact: (859) 858-3511 x2129

Stationery, Cards, Name Badges
asbury.edu/identity

Asbury PR is the preferred manager of all stationery products, including:
• Business cards
• Letterhead and envelopes
• Name badges

Contact: (859) 858-3511 x2129

Students and Student Groups
Individual students are not permitted to use the University’s marks. Student groups may use the Asbury University visual identity system provided they follow the guidelines in this manual used by every other unit of Asbury University. For example, the marks require a certain amount of space around them, cannot be altered in any way, and cannot be paired with other graphic elements. Use of the identity system, including the Asbury spirit marks, on commercial goods and specialty items such as T-shirts, hats, and bumper stickers is permitted for student groups only with approval from the PR office.

Contact: (859) 858-3511 x2129

Alumni and Alumni Groups
Individual alumni are not permitted to use the University’s marks. Alumni groups may use the Asbury University identity system with the approval of the Office of Public Relations upon recommendation by the Office of Alumni Relations.

Contact the Alumni Relations Office at (859) 858-3511 x 2167

Individuals External to the University
This manual is intended primarily for use by the Asbury community. Any individuals, groups, or companies external to the University wishing further information regarding the use of Asbury University marks should contact the Office of Public Relations.

Contact: (859) 858-3511 x2129
Working with the Asbury Public Relations Office
If you are interested in submitting a design project, please start with a project request form located at asbury.edu/identity/forms.
To ensure your request is met, please plan ahead and submit your form well in advance of the date needed. (4 weeks is considered typical)

Stationery/Business cards
Our Online Ordering system is being provided by a Kentucky-based printing company. Visit asbury.edu/identity for updates related to ordering your stationery online.

Name Badges
Please submit name and title (no more than 26 characters /line, 2 lines total) account number and billing detail to colleen@bestbadge.com. Badges take approximately 5 business days and cost approximately $11.00 each, plus shipping.

If you have any questions, please contact the Asbury Public Relations team, starting with:

Angie Rice, Project Coordinator • ext. 2129 • angela.rice@asbury.edu
Kacie Powell, Associate Director of Public Relations, Editorial • ext. 2411 • kacie.powell@asbury.edu
Kyle J. Schroeder, Associate Director of Public Relations, Design • ext. 2183 • kyle.schroeder@asbury.edu
WHAT WE VALUE  2.0

2.1 Value Statement
2.2 Purpose Statement
2.3 Mission Statement
CORE VALUE SYSTEM

Christian Wesleyan Theological Heritage
Asbury University stands in the Wesleyan theological tradition—believing that an act of God’s grace can transform individual believers so that, through His mercy, they can experience holiness of life, have a heart that exhibits the love of God and become an agent of God’s grace to the needs of humanity. To that end, Asbury builds on John Wesley’s four-part method—called the “Quadrilateral” —of discovering God’s truth: Scripture – the Holy Bible, Tradition – the history of the Church spanning two millennia, Reason – rational thinking and logical reasoning, and Experience – applying lessons learned from one’s personal journey in Christ. Visit asbury.edu/aboutus/profile/theologicaldistinctive to read more.

Servant Leadership
Jesus urged his followers to be servants first. Jesus also washed the feet of His disciples, as an example of the way in which they were to serve each other. Unlike leadership approaches with a top-down hierarchical style, servant leadership instead emphasizes collaboration, trust, empathy, and the ethical use of power. At heart, the individual is a servant first, making the conscious decision to lead in order to better serve others, not to increase their own power. The objective is to enhance the growth of others and increase teamwork and personal involvement. Visit asbury.edu/leadership/award to learn more.

Academic Excellence
Asbury University inspires, challenges, and supports the highest levels of excellence for all our students, not just for some or even many of them — as evidenced by their achievements in realizing the values of engaged liberal learning while at the University and expressing them throughout their lives. The Asbury University we envision expects that a rigorous, transformative educational experience will lead to graduates whose achievements will launch them well into the next phase of their lives, who are prepared to function effectively in the complex and increasingly diverse world, and who understand and embrace the responsibilities of living as informed, compassionate, responsible global citizens.

Global Mission
The mission of Asbury University, as a Christian Liberal Arts University in the Wesleyan-Holiness tradition, is to equip men and women, through a commitment to academic excellence and spiritual vitality, for a lifetime of learning, leadership and service to the professions, society, the family and the Church, thereby preparing them to engage their cultures and advance the cause of Christ around the world.

Whole Persons
Asbury University seeks to provide an excellent integrated educational experience that appreciates truth in all areas of life and develops whole persons for achievement and service. In the words of our founder John Wesley Hughes, “Asbury’s sole objective is to develop the entire person. I believe true education involves a genuine Christian experience. To only educate the body makes a person beastly. To only educate the mind leads to dead intellectualism. And to only educate the soul results in fanaticism. But out of real Christian education comes freedom toward self, man and God, which means a power to bring things to pass. This is what has differentiated Asbury University students, at home and abroad, from students of other learning institutions.” Visit asbury.edu/aboutus/profile/purpose

OPERATIONAL VALUES

MESSAGE SYSTEM

Strong, clear messaging emanates from a strong, clear purpose. A carefully considered messaging system allows us to articulate who we are and share it effectively.

PURPOSE: The fundamental reason our organization exists.

Asbury University is an independent liberal arts institution, providing undergraduate and graduate educational programs. We are guided by the classical tradition of orthodox Christian thought. We affirm the scriptures of the Old and New Testaments as God's infallible and authoritative word, particularly its teaching that the world was created by God and that persons are created in the image of God. On this foundation, we seek to provide an excellent integrated educational experience that appreciates truth in all areas of life and develops whole persons for achievement and service.

Whether preparing students for further advanced degree study or for professional employment, the educational programs of the University reflect a liberal arts character.

The University believes in the humanizing value of broad exposure to the Western cultural heritage, the “great tradition” as both a classical body of knowledge and a dynamic conversation on the great ideas and values that have shaped this civilization.

In robust interaction with Christian faith and practice, this educational approach develops students’ natural God-given potentials as rational, moral, spiritual, social, and physical beings.

The University seeks to expand students’ horizons outward to understand the history and value of other peoples and cultures, and prepares them for involvement in a complex and changing global reality.

University life is shaped by the Wesleyan understanding of sin, grace, and the possibility of full salvation for Christ-like living.

Asbury University embraces the equality, dignity, and worth of all persons and endeavors to be a campus community that reflects both the unity and diversity of the body of Christ.

Asbury University fosters in students a commitment to Jesus Christ as personal Savior and to holiness of heart and life.

The University sends students forth to engage transformatively the cultures in which they are called to live out their allegiance to the Kingdom of God and to participate in the cause of world redemption.
MISSION: An over-arching strategy for achieving our purpose.

“The mission of Asbury University, as a Christian Liberal Arts University in the Wesleyan-Holiness tradition, is to equip men and women, through a commitment to academic excellence and spiritual vitality, for a lifetime of learning, leadership and service to the professions, society, the family and the Church, thereby preparing them to engage their cultures and advance the cause of Christ around the world.”

TRUELINE: An internal expression of our brand’s most compelling differentiator.

“Equipping men and women for a lifetime of learning, leadership and service to the professions, society, family and Church.”

TAGLINE: An outward facing expression of our trueline.

“Academic Excellence and Spiritual Vitality.”
BASIC STANDARDS 3.0

3.1 Revised Logomark
3.2 From College to University
3.3 Using Wordmarks and the Official Seal
3.4 Acceptable Configurations of the Logo
3.5 Acceptable Configurations of the Logo
3.6 The Logo with Unit-level Signifiers
3.7 Safety Zones and other Guidelines
3.8 Logo Treatments to Avoid
Revised Logomark
The official shift to Asbury University is scheduled for March 5, 2010. The revised Asbury mark shown below will be instituted at that time but not before. Revisions include the following changes: 1. Spire is now self-contained with simpler, weightier strokes used in the tower. 2. Goudy Series Medium is used for the words “ASBURY UNIVERSITY” Goudy Old style italic is maintained for the AE&SV tagline. 3. Horizontal separators have been eliminated.

Please contact the Public Relations office with questions concerning items that will bear the name “University.” To request an Asbury logo that incorporates your school unit, please download a project request form at asbury.edu/identity/forms and submit it to angela.rice@asbury.edu
Changing our name from College to University

Given the shift to Asbury University on March 5, 2010, the revised Asbury marks shown below are made available now in preparation for use at that time. Please contact the Public Relations office with questions concerning items that will bear the name “University.” To request an Asbury logo that incorporates your school unit, please download a project request form at asbury.edu/identity/forms and submit it to angela.rice@asbury.edu University marks can be downloaded at asbury.edu/identity/logos beginning January 31, 2010.
Wordmark
The Asbury University wordmark is a logo that consists of both words (“Asbury” and “University”) in Goudy Medium typeface. The wordmark may appear in black, purple or white on a dark background and is used whenever “Asbury University” appears apart from paragraph copy. If “Asbury University” is used within a sentence, it is not necessary to use the wordmark. In such a case, both “ASBURY” and “UNIVERSITY” are capitalized. Once referred to by the full name, Asbury University can then be referred to as “the University” (with a capital "U"). To avoid confusion with Asbury Seminary, please avoid using “Asbury” without “University.” *Our Athletic marks are an exception.

1&2 Line Wordmarks

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OFFICIAL SEAL
The University seal is used in formal presidential and official applications such as documents, diplomas, plaques, resolutions and certificates. The seal is available in black, purple, white and gray. It is used only with permission from the Office of Public Relations.

University Seal
Acceptable Configurations

In order for the Asbury University logo to be used effectively in a variety of applications, configurations of the official logo are available.

The following configurations containing the institutional tag line are approved for use in all print, web and multi-media materials. In certain cases, use of the Asbury University wordmark without the bell tower is acceptable. A call to action in the header of an advertisement, is an example.

Alterations

All Asbury University logos (4 configurations) are available in black, purple and white. They should not be altered in any way. If you have a need that is not being met by the resources made available to you, please contact the Office of Public Relations directly.

Configuration 1

Configuration 2
Configuration 3

Configuration 4
Unit-level signifiers

A unit-level signifier is configuration 1 or 2 of the Asbury University logo combined with a school, department, program or club name in Myriad Pro.

*To obtain a copy of your unit level mark, please contact the Office of Public Relations.
Reproduction
Official logos are available online and can be downloaded from asbury.edu/identity.

In order to maintain the highest reproduction quality, logos should not be scanned or reproduced from a previously printed version or photocopy.

Minimum Size
Always scale logos proportionately, and please adhere to minimum width requirements:

- Config. 1: 2.25"
- Config. 2: 1.5"
- Config. 3: 2.25"
- Config. 4: 1"
- 1 Line Wordmark: 2.25"

Safe Zones
A minimum safe zone equal to the height of the capital “A” in “Asbury” is required on all sides of the logo (see figure below).

Color
The logos are for use as one-color and available in black, purple and white. The two-color logo uses purple 2627 and Cool gray 11 together. A white (or reversed) logo is best used on slightly textured, dark backgrounds, or on photographs.

Consistency
In order to establish and maintain consistent and effective use of the Asbury University logos, please follow the standards in this guide. Misuse of the University logo, type, colors and wordmark hinders our effort to present a unified image and can alter the perception of the institution. The Asbury University logos and seal are registered marks.

D.I.Y.
The logos are designed with careful positioning of its type characters. For this reason, end-users should not hand-set type or graphics to “build your own logo.”

Safe zone around logomark = Cap Height of the letter “A”
Logo Treatments to Avoid

LONELY PENNY
- “The bell tower” used apart from the words “Asbury University”

RINGLESS HYDRANT
- “The bell tower” without the circle

JUST BECAUSE
- An isolated or arbitrary exploration of logo play

LAVENDER LOST
- To avoid lavender watermark, tint from black, not purple.

TILT STEERING SEAL
- “Hands at 10&2... now slowly turn left.”

TREATED CONCRETE
- Name of institution is overwhelmed by position and weight of unit name.

THE SEAGLE
- Now extinct.
COLOR 4.0

4.1 Institutional Colors
4.2 Color Treatments to Avoid
4.3 One, Two, Three and Full Color Reproduction
Institutional Colors
The official colors of Asbury University are purple and white. Using these two colors with the six background colors shown below creates the official Asbury University color palette.

**Purple 2627**
Purple is the color of royalty. It associated with both nobility and spirituality. The opposites of warm red and cool blue there is no better color to represent the excellence and vitality of Asbury University. It is the perfect choice.

**White**
White is the color of purity. Strictly speaking, it is not a color, but a manifestation of every color in the visible spectrum. Often used to signify moral or spiritual purity, it also stands for wholeness and completion. White reminds us of our completion in Christ.

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**CMYK EQUIVALENTS:**
15,11,13,0

**RGB EQUIVALENTS:**
205,204,202

**HEXADECIMAL:**
cdccca

*Please contact the Office of Public Relations for more specific information on the appropriate application of these six colors.*
Color Treatments to Avoid
One, two, three, and full color reproduction

1. The simplest solution for producing Asbury University collateral is a one color solution - A purple Asbury University logo on white paper for example.

2. Solid two color solutions would include the asbury eagle silk screened in black and white ink on a purple T-shirt or purple and white ink on a gray shirt.

3. Three color solutions are less common but still viable, like embroidering with black, white and gray thread on a purple polo shirt.

4. A strong full color solution combines purple, white, black or gray with a full color photograph.

Alternative Use of Metallic Silver

Silver, as a color and a metal, relates best to the grays in the Asbury University color palette. Silver metallic inks, silver foils and silver-like metals and vinyls are preferred over antique gold or bronze for commemorative applications or special occasions.

* Please contact the Office of Public Relations for more specific information on the appropriate application of the school colors.
5.0 TYPOGRAPHY

5.1 Primary Typefaces
5.2 Primary Typefaces Continued
5.3 OnScreen Typefaces
Primary Typefaces

To support the Asbury University identity, the following fonts have been selected for use as the institution's official typefaces. These fonts are to be used any time the institution is presented in print, advertising on the web or in multimedia presentations. If you do not have access to these fonts, contact the Office of Public Relations.

Primary Typeface 1: **GOUDY SERIES**

The Goudy family provides Asbury University with a look that is both stable and classic. Goudy is highly readable for body copy, headlines, captions and callouts. Goudy is available in Old Style, Medium and Bold, with italic versions of each. Goudy Medium is used for **ASBURY UNIVERSITY** wordmark as well as the **AMBASSADOR** magazine title.

<table>
<thead>
<tr>
<th>Goudy Series Regular</th>
<th>Goudy Series Medium</th>
<th>Goudy Series Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</td>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890</td>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890</td>
</tr>
<tr>
<td>Goudy Old Style Italic</td>
<td>Goudy Series Medium</td>
<td>Goudy Bold Italic</td>
</tr>
<tr>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890</td>
<td></td>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890</td>
</tr>
</tbody>
</table>
Primary Typeface 2: **MYRIAD PRO**

The Myriad Pro family is extremely readable and provides a clean and contemporary look for body copy, headlines, captions and callouts. At Asbury University, Myriad Pro is available in light, regular and bold, with italic versions of each, as well as in condensed and condensed bold. Arial can be substituted for Myriad Pro when not available.

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**Myriad Pro Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Myriad Pro Condensed**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Myriad Pro Bold Condensed Italic**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Myriad Pro Bold Condensed**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Myriad Pro Semibold Italic**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Myriad Pro Semibold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Myriad Pro Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Myriad Pro Bold Italic**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Myriad Pro Italic**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Jeeves Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*(){}?<@©®†
OnScreen Typefaces
Our official institutional typeface is Goudy. When it isn’t available for a particular format/document, use the following guidelines:

Serif typefaces:

Option 1: Perpetua — 13 point size, 14 line space

Option 2: Century Schoolbook (or New Century Schoolbook)— 10 point size, 12 line space

Option 3: Times New Roman — 11 point size, 13 line space

Sans serif typefaces:

Option 1: Verdana — 10 point size, 13 line space

Option 2: Arial — 11 point size, 13 line space

Option 3: Helvetica — 11 point size, 13 line space
6.0 STATIONERY

6.1 About Stationery
6.2 Standard Letterhead
6.3 Standard Letterhead: Detail
6.4 Standard Letterhead: Unit-level
6.5 Standard Envelope
6.6 Standard Envelope: Unit-level
6.7 Executive Letterhead
6.8 Standard Business Card
6.9 Business Card with Title Length Variations
6.10 Mailing Label
6.11 Fax Cover Form
6.12 Primary Note Card
6.13 Executive Note Card
6.14 Note Card Envelope
6.15 #9 Window Envelope
6.16 Other Envelopes
6.17 Memo Pads
6.18 Routing Slips
6.19 Preferred Vendors
About Stationery

The stationery standards provided in this section are an essential part of the Asbury University visual identity system and are to be used by all units within the university.

Download MS Word templates for letterhead, envelopes and other commonly used items at asbury.edu/identity

An Online Ordering system is being provided by a Kentucky based printing company. Visit asbury.edu/identity for updates related to ordering preprinted stationery online.
Month XX, XXXX

Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000

Dear Ms. Doe:

Isi. Onum zzrit, quat venit adiat lor sis dolorem quismod te mod ero dolummy nullaor peraestrud ming exeratumsan henit utat vullam eum volor aliquis alit ip ex exer adio ercidunt lum diam, sum quisim iusto ero cortis nulputpatem numsandit vercincipisi et, qui tie doluptat. At loreetum autpat. Ut lum delesequisl in esendio conse vel ilis nulluptatue del ut lorer sustrud et wis aut nibh erate do odo ex esendiam il in utat prat. Quisi blaore con vullan hendit, sumsandre tie del dolorer sequatio commodiam ipisi bla fac ipit aut acinim do odipis accummy nisl dignim nulput pratisci enisl do eugiat ad ex ex esequat. Ud el enissi eum vel dolobor tincipsusci bla aliquat ut la facilisl utet nonsequiscil ullaoreet aut nisl do consed tisl ulputpatum diam venis dolent in ullute dipsusto od diat la feu feu faccum ex eu feu feugiam dolorerillam nulla faciliquat, con henit ullatat. Si exercidunt lorerici ex eriuscil et, vulland rerciduisit at velit lorperi usciliquate con hent elessim illandit ad duipsusto con eugue ese commy nostrud molor il digna feugait praessim nulput wismoluptat, con vendre tinit at.

Iduis et lobore tie veraassissim diatio dolorperil ut lore mod dolori onsectem velit utem ex etuerostie min et, veraeseectet vel in er sissequat alid el dolesqueatum dipit dolobor se dolor irit iriureet, core endit velit verci bla core te tetea te consequam velisil eugiait nissecte conse tincip et nosto conseni secte mod delit vel ut lum et wis nostis exer summodip eugue con veros doleslo ex eu feuisim et lor iiquat. Duisit volor sismodo do consectem quis adigniam quisis nonum zz- riliquam, qui tet veliqueste velesio odiemco nullum eummy nonum ipti estrud molessi.

Volor sum eugue diat adit ut wis dolore magna feugiatet wisis num venibh eu facinciduisisi deli- quatem iuscincip etue et ulla feugiam conseniamet dolorem zzrilisi blaorti smodionse dipsum zzril, qui wis digna feugait atumsan vullat ut wis nim nim aut adit nostis nis atet,

Sincerely,

First Last Name
Standard Letterhead: Detail

This illustration is a detail of the standard letterhead from the previous page.

Month XX, XXXX
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000

Dear Ms. Doe:

Isi. Onum zzrit, quat venit adiat lor sis dolorem quismod te mod ero dolummy nullaor peraestrud ming exeratumsan henit utat vullam eum volor aliquis alit ip ex exer adio ercidunt lum diam,
Standard Letterhead: Unit-level

Asbury University logomark with unit signature:
Asbury University logomark: Pantone® 2627
Signature: Pantone® Cool Gray 11

Address header text:
Myriad Pro Regular 7.5 pt.
tracked 25+, Pantone® Cool Gray 11

Body Text:
Goudy 11 pt., Black

Size: 8.5" x 11"

Dear Ms. Doe:

Isi. Onum zzrit, quat venit adiat lor sis dolorem quismod te mod ero dolummy nullaor peraestrud ming exeratumsan henit utat vullam eum eum valor alipus aliquis alit ip ex exer adio ercidunt lum diam, sum quissim justo ero cortis nulputpatem nunsandit vercincipsi et, qui tie doluptat.
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Sincerely,

First Last Name
Standard Envelope

Asbury University logomark: Pantone® 2627

Return address text: Myriad Pro Regular 7.5 pt. tracked 25+, Pantone® Cool Gray 11

Addressee text: Goudy 12 pt., Black

Size: #10 envelope 9.5” x 4.125”

The structure shown at right is used for all envelopes large enough to adhere to these specifications. On small envelopes the signature appears on the back flap. (See page 6.14)
Standard Envelope: Unit-level

Asbury University logomark with unit signifier:
Asbury University logomark: Pantone® 2627
Signifier: Pantone® Cool Gray 11

Return address text:
Myriad Pro Regular 7.5 pt.
tracked 25+, Pantone® Cool Gray 11

Size: #10 envelope
9.5" x 4.125"

Left margin: 3.5"
Top margin: vertical half-way point
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000

Dear Ms. Doe:

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Sincerely,

Sandra C. Gray, Ph.D

OfficEL of the President
Month XX, XXXX

Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000

Dear Ms. Doe:

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Sincerely,

Sandra C. Gray, Ph.D
Standard Business Card

Anthem Paper
100# Cover
Matte finish.

Front Side:
Asbury University logomark:
Reversed from Pantone® 2627

Personal text block:
Name: Goudy Series Medium
Regular 13 pt.
Title and department: Myriad Pro
Regular 7.75 pt., tracked +25
Contact information: Myriad Pro
Regular 6.965, tracked +25, 8.96 pt.
leading between lines

Back Side:
Clear Varnish +1.5% metallic silver over
Pantone® 2627

Trueline Statement: Myriad Pro
Semibold Italic 7.5 pt., 10 pt. leading
between lines, Pantone® Cool Gray 11

Size: 3.5" x 2"
Business Cards with Title Length Variations

For instances where the amount of information exceeds the space available, a number of adjustments have been made within the online ordering system to accommodate the extra text.

Look for ordering instruction at: asbury.edu/identity
Mailing Label

Asbury University logomark with address:
Reversed from Pantone® 2627

Addressee Text:
Goudy 12 pt., Black

Size: 4” x 3.33” on 6 up sheets
Fax Cover Sheet

Asbury University logomark: Black

Address header text: Myriad Pro Regular 8.5 pt., Black


Size: 8.5” x 11”

This file is available for download at asbury.edu/identity
Primary Note Card

Asbury University logomarks:
Pantone® 2627

Backside address text:
Myriad Pro 6.883 pt., Pantone® 2627
Physical address: Regular
Web address: Semibold

Size: 5.5” x 4.5”
Executive Note Card

Asbury University logomark:
Pantone® 2627

Backside address text:
Myriad Pro 6.883 pt., Pantone® 2627
Physical address: Regular
Web address: Semibold

Size: 5.5” x 4.5”
Note Card Envelope

Asbury University logomark:
Pantone® 2627

Return address text:
Pantone® 2627

Size: 5.75" x 4.75"

Left margin: 2"
Top margin: vertical half-way point
#9 Window Envelope

Asbury University logomark:
Pantone® 2627

Return address text:
Myriad Pro Regular 7.5 pt., tracked
25+, Pantone® Cool Gray 11,

Size: #9 envelope
8.875” x 3.875”
Other Envelopes

Other envelopes can be constructed as needed, using these specifications.

The position of the logomark and return address maintains the exact position in relationship to the upper left corner as the standard envelope. (See page 6.5.)

The address of the recipient ideally positions flush left with the address block and top aligns with the vertical center of the envelope.
Memo Pads

Asbury University logomark:
Pantone® 2627

Personal text:
Line one: Myriad Pro Regular Small Caps
8 pt. tracked +75
Lines two & three: Myriad Pro
Regular 8 pt.
Pantone® Cool Gray 11

Size: 4" x 5.5"
Routing Slips

Asbury University logomark:
Pantone® 2627

Address header text:
Myriad Pro 7.5 pt., tracked +25
Pantone® Cool Gray 11

Form text:
Myriad Pro Regular 9.6 pt., Pantone®
Cool Gray 11

Size: 5.5" x 8.5"

This file is available for download at asbury.edu/identity
Preferred Vendors
To suggest vendors that you would like to see included in the preferred vendor list, please contact the Office of Public Relations.

Printing
• Welch Printing, Linda Kirkman, (502) 636-3511, welchprinting.com
• Copy Express, Dana Mingua, (859) 255-2679, www.e-printingexpress.com
• The Cobb Group, Tom Herman (800) 733-2040, tomherman@cobbinc.com

Promotional
• Hands On Originals: Derek, (859) 231-7465, www.handsonoriginals.com
• Integrity Premium Advertising: Hugh Sims, 859-858-8485, sales@IntegrityPremium.com
• 10th Planet: Cliff Hellyer, 859-236-4488, go10thplanet.com
• The Cobb Group, Tom Herman (800) 733-2040, tomherman@cobbinc.com
ONSCREEN SYSTEM  7.0

7.1  Desktop, Login, Lower Third & Favicon
7.2  E-Blast and E-Newsletter Template
7.3  E-mail Signature
Desktops, Logins, Lower thirds and favicons

Apply Asbury University Logomark to standard login screen

Extended Lower Third: Myriad Pro Condensed Logo Modified Config. 4

Asbury University Favicons
E-blast and E-newsletter template example
Electronic Signature Standard

--- dashed line

First Name  Last Name
12pt Calibri Bold
Upper/lower
Purple  RGB: 73,23,109

9pt Calibri Regular
Dark gray  RGB: 60,61,66

Physical Address
phone
toll free (optional)
fax (optional)
cell (optional)
APPLICATIONS 8.0

8.1 Placement of Logo on Published Covers
8.2 Unit-level Identities
8.3 Sample Publications
8.4 Presentation Templates
8.5 Merchandise Examples
8.6 Vehicle Plates, Frames and Stickers
8.7 Interior Signage
8.8 Exterior Signage
8.8 Advertising Examples
8.10 Hager Administration Entrance
8.11 Vehicle Signage
Placement of AU logomarks on Published Covers

The University example shown below utilizes safe zones and positions the logomarks in a manner that establishes a clear visual hierarchy and integrates with both text and image content.
Unit-level Identity Development
The before and after comparison below demonstrates the desired relationship between the institutional brand and unit-level expressions of the brand. Look to asbury.edu/identity for information on how to appropriately develop the identity of your school or unit in a manner that is relevant to you as well as serves the institution.

BEFORE

A&M College of School Work, Imparting

Master of Social Work Program
ASbury College
Make plans now to join us this August.

mww@asbury.edu 859-858-3511 Ext. 2266 www.asbury.edu/maw

AFTER

ASBURY UNIVERSITY
MASTER OF SOCIAL WORK

DO YOU
FEEL CALLED
TO HELP
OTHERS?

Find out how the MSW Degree from Asbury College and help you

ASBURY UNIVERSITY
Academic Excellence & Spiritual Mission

Be a part of the
A&M College of School Work, Imparting

Master of Social Work Program
ASbury College
Make plans now to join us this August.

mww@asbury.edu 859-858-3511 Ext. 2266 www.asbury.edu/maw
Sample Publications

Please visit asbury.edu/identity for information on the desired relationship between the Asbury University brand and unit-level expressions of the brand.
Onscreen Presentation Template (PPT)

To download on-screen presentation templates visit: asbury.edu/identity
University Merchandise Examples

Laptop Case

Billed Beanie

Ball Caps

Pennants

Asbury U Hoodie

Asbury University merchandise is available both on campus and at bookstore.asbury.edu
Vehicle Plates, Frames and Stickers

Ask about the Official Asbury University License Plate at your local Bureau of Motor Vehicles.

Asbury University front plates and vehicle stickers are available on campus and at bookstore.asbury.edu.

Nickel Finish Plate Frames
Interior Signage
Interior signage generally falls into three categories: Historical, Commemorative and Informational. An historical plaque should be maintained for its historical value even if it includes the words “Asbury College.” Informational signage however, will be updated to include Asbury University marks.

The Office of Public Relations and the Operations Office will take responsibility for the changeover of your interior signage.

FOR ADA STANDARDS, SEE SECTION 4.30 at the link below.
http://www.ada.gov/reg3a.html#Anchor-10133

HISTORICAL/COMMEMORATIVE

An historical plaque (usually black on metal) can be maintained for historical purposes even if it includes the words “Asbury College.”

New commemorative plaques should be charcoal on a nickel finish substrate instead of brass or antique gold.

INFORMATIONAL

INTERIOR SIGNAGE STANDARD

ASBURY UNIVERSITY

Alumni Relations & Intergenerational Weaving
Carolyn Ridley
LB 7A

ASBURY UNIVERSITY
School of Education
Dr. Verna Lowe
RE 312A

ASBURY UNIVERSITY
Kinlaw Library
Bonnie Temple
KL 00A

ASBURY UNIVERSITY
School of Graduate and Professional Studies
Dr. Bonnie Banker
RE 317A
EXTERIOR SIGNAGE

Asbury University exterior signage will begin appearing around campus during the first week of March 2010. Upgrades to Asbury marks like those shown below will be instituted at that time but not before. Public Relations and the Operations Office will take responsibility for the changeover of exterior signage. Please contact the PR office with questions concerning items that will bear the name “university.” To request an item in preparation for the switch, please download and submit a project request form at asbury.edu/identity/forms.

AU logomark Configuration 1
Silver Painted Posts
Lot numbers and parking groups included. Faculty/Staff, Students and Guest etc.
Advertising Examples

14’x48’ Bill Boards

4.13x10” Magazine Layout
Hager Administration Entrance

Rust, Blue & Cream “College” ➔ Purple, White and Gray “University”
Vehicle Signage

Consider unit level, magnetic sign strips for AU vans transporting sports or outreach teams.

White is the preferred color for Asbury University vehicles. Use White logomarks for dark vehicle exceptions.

Better still, maybe an Eco-friendly, “Higher Ed Smart Car” as a VIP shuttle just in time for AU’s participation in the 2010 Equestrian Games?
ATHLETIC SYSTEM 9.0

9.1 Asbury Spirit Mark
9.2 Building Blocks
9.3 Configurations and Color Treatments
9.4 Safe Zones
AU Spirit Mark

The AU mark is a general use “school spirit” mark that bridges academics and athletics. The AU logomark should be applied to purple, white, gray and black apparel items only.

Consider Shoulder blade placement on staff polo or crew shirts
Building Blocks
The Asbury Athletic system builds on 2 symbols and 3 type faces.

1.) The AU symbol

2.) Eagle symbols

3.) HERETIC BLACK, MYRIAD PRO and COLLEGIATE
(see example on 8.5)

Protecting an endangered species
Printing or embroidering purple ink & thread on purple, gray and 
black apparel requires white pad beneath the artwork.

The only true ONE COLOR printing is purple on white apparel 
and white on purple apparel. Black and gray apparel call for an 
application of TWO COLORS (purple and white).

See section 9.3 to avoid ruffling feathers when producing 
AU apparel.

Please avoid these athletic logo treatments
Configurations and Color Treatments

black   purple   purple & black   white   purple and white   black and white

ASBURY EAGLES

black   purple   purple & black   white   purple and white   black and white
Safe Zones
Each mark in the spirit system has an implicit safe zone. These are minimum margins established in 1 of 3 ways:
1. Width of ascender in stand-alone “A”  
2. Height of eagle beak  
3. Cap height of letters
APPENDIX 10.0

10.1 Campus Map
10.2 Short-term Notice
Campus Map
Download campus maps at asbury.edu/identity
Short Term Notice Template

Download the short term notice template at: asbury.edu/identity

STUDENT CENTER WILL CLOSE @ 5p.m. TUESDAY JANUARY 10th FOR HVAC REPAIRS.

-PHYS PLANT MGMNT