Dear Asbury College community,

As Asbury College continues its mission of academic excellence and spiritual vitality into the future, it is imperative that the entire College communicates clearly and consistently, our message.

Every time someone from Asbury College communicates with the public, it contributes to our reputation. Public appearances, publications, stationery, newsletters, T-shirts, displays, business cards, advertisements, media interviews, web sites, flyers, signs and other forms of communication represent not just the individual or program but the entire College.

The most basic, yet comprehensive, component of a strong institutional visual identity is a strong, consistent graphic presentation. Collectively, all elements of Asbury College must be presented in a way that is relevant, remembered and repeated. The visual identity the College presents to the world must reflect our quality, professionalism and mission.

Bearing the name Asbury College is a heavy responsibility. Our name stands as the sum of the institution's many parts and embodies the College's authentic, recognizable essence. It must reinforce a definitive impression to diverse audiences.

This Graphic Identity Manual updates the College's graphic identity first introduced in the 1990s. In complying with its specifications, you help project and protect a clear, unifying visual identity for our College.

The Office of Public Relations is charged with developing the College's graphic identity, but its role goes beyond distributing the proper logo and identifiers. It is OPR's responsibility to help individuals and departments ensure that their communication vehicle meets the high standards set by our institution. The OPR staff is available to offer the guidance and technical support you need to reinforce consistently the College's visual identity.

Please support Asbury College by applying these guidelines.
WORDMARK
The wordmark of Asbury College consists of both words (Asbury and College) in Goudy typeface, all-capital and bold. The wordmark may be appear in black, purple or white (reversed). It is used whenever the name of Asbury College appears apart from text in paragraph form. If Asbury College is used in body text within a sentence or paragraph, it is not necessary to use the wordmark. In such a case, both Asbury and College are capitalized. Once referred to by the full name, Asbury College can then be referred to as the College (with a capital “C”). To avoid confusion with Asbury Theological Seminary, do not use “Asbury” without “College.”

OFFICIAL SEAL
The seal is used in formal presidential and official applications such as documents, diplomas, plaques, resolutions, certificates, etc. The seal is available in black, purple, gold and white. It is used only with permission from the Office of the President or the Office of Public Relations.
MAIN LOGOS
In order for the Asbury College logo to be used effectively in a variety of applications, two variations of the official logo are available.

Logo 1 and Logo 2 (Shown on following pages): Logos 1A and 2A, which contain the institutional tagline “Academic Excellence & Spiritual Vitality” are the approved logos for use in all print, web and multi-media materials. In certain cases, use of logos 1B and 2B (without the institutional tagline) are acceptable for use. However, these cases are rare and should be approved only by the office of public relations.

DEPARTMENTAL LOGOS
In addition to the two logos, each department in the College has a “Departmental logo.” The departmental logo contains the Asbury College logo without the tagline, and a bar below with reversed out type of the department name.

ATHLETICS LOGO
Asbury College has an official athletics logo that may be used by the athletics department. This logo contains elements of the main logo, while reflecting the athletics department.

VARIATIONS
All Asbury College logos are available in black, white and purple and may not be altered in any way.
To obtain a copy of your department’s logo or to have a new department logo created, please contact the Office of Public Relations.
Athletics Logo 1

Asbury College Athletics

Athletics logo 2

Asbury College Athletics

Athletics department/team logos (logos available for each team and coach)

Asbury College Cross Country Coach

Asbury College Men’s Soccer

Alternate athletics icons (best used on team apparel)
ASBURY COLLEGE LOGO GUIDELINES

REPRODUCTION
The logos may be used only from electronic files which can be downloaded from together.asbury.edu. In order to maintain a high level of reproduction quality, logos may not be scanned or reproduced from a previously printed version or camera-ready artwork. Exceptions to this rule can be made under the discretion of the Office of Public Relations design team.

SIZE
The logo may be enlarged to any size that is appropriate and necessary. Logos must always be a minimum of 1/2” in height. When a logo is reduced or enlarged, it should always be sized proportionately.

POSITIONING
A minimum clear 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 may be reproduced in a one-color or two-color format. In 1-color, the following logo is available in purple, black and white. The two-color logo uses purple and gold together. When the logo is used on a one-color piece that is not purple or black, it should be reversed out of the piece color so as to appear white. The logos may be printed on light textured or photographic backgrounds in the specified colors or reversed out of dark textures, backgrounds or photographs in white.

CONSISTENCY
In order to establish and maintain consistent and effective use of the Asbury College logos, it is essential to follow the standards in this manual. Misuses of the College logo, type, colors and wordmark will undermine the College’s effort to present a strong and unified image and will alter the perception and meaning of the logo. The logo is a registered identity.

HAND-SET TYPE
The logos are designed to protect the licensed font, and to maintain the subtle nuances present in the design of the logo and positioning of it’s typeface. Because of this, the end-user does not need to hand-type in copy or graphics on the logo.

Clear space:
Allow for the width/height of a capital “A” on all sides.

Academic Excellence & Spiritual Vitality
ASBURY COLLEGE COLOR GUIDELINES

OFFICIAL INSTITUTIONAL COLORS
The official color of Asbury College is purple (PMS 2617). Asbury Purple is used in conjunction with the following colors, creating the official Asbury College color palette.

Asbury Purple  Gold  Orange  Green  Burgundy

PMS 2617  PMS 117  PMS 180  PMS 575  PMS 202

CMYK Process Build Equivalents (For 4-color process printing only)

<table>
<thead>
<tr>
<th>Color</th>
<th>C MYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asbury Purple</td>
<td>C=79  M=100  Y=0  K=15</td>
</tr>
<tr>
<td>Gold</td>
<td>C=0  M=18  Y=100  K=15</td>
</tr>
<tr>
<td>Orange</td>
<td>C=0  M=79  Y=100  K=11</td>
</tr>
<tr>
<td>Green</td>
<td>C=48  M=0  Y=100  K=53</td>
</tr>
<tr>
<td>Burgundy</td>
<td>C=0  M=100  Y=61  K=43</td>
</tr>
</tbody>
</table>

RGB Build Equivalents (For web and multi-media only)

<table>
<thead>
<tr>
<th>Color</th>
<th>R G B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asbury Purple</td>
<td>R=73  G=17  B=106</td>
</tr>
<tr>
<td>Baby Pink</td>
<td>R=209  G=187  B=23</td>
</tr>
<tr>
<td>Electric Green</td>
<td>R=184  G=83  B=34</td>
</tr>
<tr>
<td>Burnt Orange</td>
<td>R=85  G=109  B=32</td>
</tr>
<tr>
<td>Vintage Teal</td>
<td>R=124  G=0  B=47</td>
</tr>
</tbody>
</table>

ADMISSION “CHANGE” CAMPAIGN COLORS
These bolder, more dynamic and fresh colors are to be used only on external admission recruitment materials. This color palette will change with each new admissions campaign. When using this palette, the original institutional colors are not to be used. Please contact the Office of Public Relations for more specific information if you wish to use this color palatte.
In order to uphold the Asbury College visual identity, the following fonts have been selected for use as the official college typefaces. These fonts are to be used anytime the College is presented in print, advertising and in web/multi-media presentations. If you do not have these fonts on your individual computer and are unable to purchase them, you may substitute them with a similar font, such as Times New Roman or Arial.

**Goudy**

The Goudy family provides Asbury College with a look that is both stable and classic. Goudy is highly readable for body copy, headlines, captions and callouts. At Asbury College, Goudy is available in Old Style, Bold, Extra Bold, with italic versions of each.

<table>
<thead>
<tr>
<th>Font</th>
<th>Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goudy Old Style</strong></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Goudy Old Style Italic</strong></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Goudy Bold</strong></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Goudy Bold Italic</strong></td>
<td>1234567890</td>
</tr>
<tr>
<td><strong>Goudy Extra Bold</strong></td>
<td>1234567890</td>
</tr>
</tbody>
</table>
GILL SANS
The Gill Sans family is extremely readable and provides a clean and contemporary look for body copy, headlines, captions and callouts. At Asbury College, Gill Sans is available in regular, light, condensed and bold, with italic versions of each.

GILL SANS

Gill Sans Light
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

Gill Sans Light 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

Gill Sans 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

ITC EDWARDIAN SCRIPT
The delicate, sophisticated letterforms of Edwardian make it an excellent choice for design elements, drop caps and headlines. Additionally, Edwardian can be used in formal printed pieces, such as invitations and programs. Edwardian’s fine detail makes it a poor choice for large amounts of body copy. For the best readability, ITC Edwardian Script should never be used in all uppercase, bold or italic.

ITC Edwardian Script
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
WORKING WITH THE OFFICE OF PUBLIC RELATIONS
If you are interested in submitting a design project, please do so one month prior to the deadline. The production form can be located at together.asbury.edu.

COLLEGE STATIONERY/BUSINESS CARDS
If you would like business cards, letterhead, notecards, envelopes and other stationery items, please contact Roger Davis at Minuteman Press: roger.davis@minutemanpress.com

COLLEGE NAME BADGES
Please submit your name and title (no more than 26 characters per line, 2 lines total) to lisa.harper@asbury.edu or brandon.rush@asbury.edu. Badges take approximately 5 business days and cost $9.00 each, plus shipping.

If you have any questions, please contact the Office of Public Relations.

  Lisa Harper, Director of Communications
  lisa.harper@asbury.edu | ext. 2412

  Brandon Rush, Art Director & Production Manager
  brandon.rush@asbury.edu | ext. 2183

  Kacie Powell, Editor & Media Relations
  kacie.powell@asbury.edu | ext. 2411