Dear Asbury College community,

As we continue our mission of academic excellence and spiritual vitality into the future, it is imperative that the entire community articulates this mission clearly and consistently.

Every time someone from Asbury College communicates with any audience, it contributes to our reputation. Public appearances, publications, stationery, newsletters, t-shirts, displays, business cards, advertisements, 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 identity is a clear presentation. Collectively, we strive to present Asbury College in ways that are relevant, remembered and repeated with quality, professionalism and mission at the heart of every effort.

Bearing the name “Asbury College” is a heavy responsibility. It stands as the sum of the institution’s many parts and embodies the College’s authentic, recognizable essence which should reinforce a definitive impression to diverse audiences.

This identity guide document updates standards 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 (OPR) is charged with developing the guidelines, 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 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 identity. Please support Asbury College by applying these guidelines in every way possible.
IDENTITY GUIDELINES

WORDMARK
The wordmark of Asbury College consists of both words (“Asbury” and “College”) in Goudy Trajan typeface. 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 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 and certificates. The seal is available in black, purple, white and gray. It is used only with permission from the Office of the President or the Office of Public Relations.

Official seal treatments
LOGO GUIDELINES

MAIN LOGO
The following configuration of the official logo (the wordmark with institutional tag line) is approved for use in all print, web and multi-media materials.

DEPARTMENTAL EXPRESSIONS
In addition to several configurations, each unit of the College has an expression that contains the Asbury College wordmark with the department or program name.

ALTERATIONS
All Asbury College logos are available in black, purple and white and should not be altered in any way. If you have a need that is not being met by the resources provided, please contact the Office of Public Relations directly.

Logo Configuration

Departmental and Program expressions

To obtain a copy of your department or program logo or have a new one created, please contact the Office of Public Relations.
LOGO GUIDELINES

REPRODUCTION
The logos may be used only from electronic files which can be downloaded from <asbury.edu/publicrelations/identity>. In order to maintain the highest reproduction quality, logos may not be scanned or reproduced from a previously printed version or camera-ready artwork.

SIZE
Logos may be enlarged as necessary, but should always be scaled proportionately and maintain a minimum width of 2.25”

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 logo is available in black, purple and white. The two-color logo uses purple and gray together. When the logo is used on a one-color piece that is not purple or black, it should be reversed out of the color of the piece so as to appear white. The logos may be printed on lightly 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 guide. Misuse of the College logo, type, colors and wordmark thwart 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 mark.

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 its typeface. Because of this, the end-user does not need to hand-type in copy or graphics in the logo.
COLOR GUIDELINES

OFFICIAL INSTITUTIONAL COLORS
The official color of Asbury College is purple (PMS 2627). This slightly darkened purple replaces 2617. Asbury Purple is used as the primary institutional color in conjunction with the following colors, creating the official Asbury College primary color palette.

Purple
Gray
White

PMS 2627 Cool 4,9, PMS 425

CMYK Process Build Equivalents (For 4-color process printing only)
C=77 M=100 Y=0 K=31

RGB Build Equivalents (For web and multimedia only)
R=73 G=23 B=109

COMPLEMENTARY COLORS
This complementary color set is dedicated for external recruitment materials. It is revised periodically and should be used in a manner that is secondary to, and in support of, the original institutional colors when a broader spectrum of color is needed. Please contact the Office of Public Relations for more specific information on the appropriate application of this secondary color palette.

Gold
Green
Orange
Teal
Maroon

PMS 124 PMS 575 PMS 180 PMS 549 PMS 202
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 any time the College is presented in print, advertising and in web/multimedia 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 and Bold, with italic versions of each. Goudy Trajan, an all-caps font, is used for the ASBURY COLLEGE lettermark as well as the AMBASSADOR.
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 light, regular and bold, with italic versions of each, as well as in condensed and condensed bold. Myriad Pro can be substituted for Gill Sans when semibold weights are of critical importance.

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

Gill Sans 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

Gill Sans 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 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

Gill Sans 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

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 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 <asbury.edu/publicrelations/forms>.

COLLEGE STATIONERY/BUSINESS CARDS
If you would like business cards, letterhead, notecards, envelopes and other stationery items, please contact the Office of Public Relations.

COLLEGE NAME BADGES
Please submit your name and title (no more than 26 characters per line, 2 lines total) and billing detail to colleen@bestbadge.com. 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.

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