

ASBURY UNIVERSITY

# Brand Standards

MAY 2023

# Introduction

Welcome! This guide is designed to equip you with the knowledge to confidently and correctly work with the Asbury University brand, including logos, colors and fonts. Asbury's brand standards are maintained by the Office of Strategic Communications. If you have any questions about the contents of this guide or the Asbury University brand in general, please email [\*\*strategic.communications@asbury.edu\*\*](mailto:strategic.communications@asbury.edu).

## **Trademark Issues**

Strategic Communications regulates the use of Asbury University's name and identifying marks, including use of the official university seal and logos, use of university logos or symbols on merchandise, use of university trademarks by student groups and use of university trademarks by non-university entities.

## **Students and Student Groups**

Individual students are not permitted to use Asbury University logos. Official student groups may use university logos provided they follow the brand standards in this guide. Use of any university logos or symbols on commercial goods and specialty items (such as t-shirts, hats or bumper stickers) is permitted for student groups only with approval from Strategic Communications.

## **Alumni and Alumni Groups**

Individual alumni are not permitted to use Asbury University logos. Alumni groups may use university logos with approval from Strategic Communications upon recommendation by the Office of Alumni Relations ([alumni@asbury.edu](mailto:alumni@asbury.edu)).

## **External Groups**

This guide is intended primarily for use by the Asbury community. Any external individuals, groups or companies wishing further information should contact Strategic Communications at the email above.

# Project Requests

Strategic Communications is able to assist with a range of design, photo, video and other media-related requests. To submit a project request, visit [\*\*asbury.edu/projectrequests\*\*](https://www.asbury.edu/projectrequests) and choose a project type. You will then be directed to the proper place to submit your request.

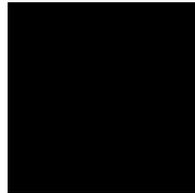
# Colors

The colors on this page are the only colors approved for use on Asbury University merchandise and/or marketing/communications deliverables. Do not use other colors or incorrect shades of these colors; avoid lavender purple and bluish purple. Gold may be used as an accent color only.



## Asbury Purple

PMS: 2627 C  
CMYK: 83, 100, 32, 35  
RBG: 62, 25, 82  
HEX: 3e1952



## Black

PMS: N/A  
CMYK: 60, 40, 40, 100  
RBG: 0, 0, 0  
HEX: 000000



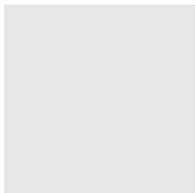
## White

PMS: N/A  
CMYK: 0, 0, 0, 0  
RBG: 255, 255, 255  
HEX: ffffff



## Asbury Gold (Accent)

PMS: 110 C  
CMYK: 11, 25, 74, 0  
RBG: 227, 191, 66  
HEX: e3bf42



## Light Gray

PMS: Cool Gray 2  
CMYK: 0, 0, 0, 10  
RBG: 230, 231, 232  
HEX: e6e7e8



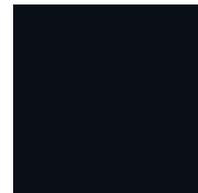
## Medium Gray

PMS: Cool Gray 6  
CMYK: 0, 0, 0, 32  
RBG: 184, 186, 188  
HEX: b8babc



## Dark Gray

PMS: Cool Gray 11  
CMYK: 0, 0, 0, 68  
RBG: 113, 115, 117  
HEX: 717375



## Charcoal Gray

PMS: 426C  
CMYK: 73, 65, 62, 67  
RBG: 37, 40, 42  
HEX: 25282a

# University Logos

The logos on this page and the following three pages are the only logos approved for use. They may only be used in Asbury purple (“standard”), black (“alternate”) or white (“reversed”). Please don’t use other logos, modify or crop these logos, or change them to a different color without the written permission of the Director of Strategic Communications. Please use the pre-prepared logo files and do not attempt to make do-it-yourself logos with fonts.

## University Logo #1 with Tagline



## University Logo #1 without Tagline



## University Logo #2 with Tagline



## University Logo #2 without Tagline



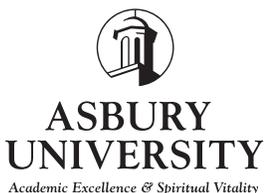
## University Logo #3 with Tagline



## University Logo #3 without Tagline



## University Logo #4 with Tagline



## University Logo #4 without Tagline



Logos are available for download at [asbury.edu/logos](http://asbury.edu/logos)

## University Wordmark

The university wordmark may be used in place of the university logo where appropriate.

### University Wordmark #1

ASBURY UNIVERSITY

### University Wordmark #2

ASBURY  
UNIVERSITY

## Presidential Seal

The presidential seal may only be used with special approval from Strategic Communications. It may be used in purple, black, white, gray or metallic silver (where appropriate).



## Unit Signifiers and Sub-Brands

Each school, department or program within Asbury University is represented by a unit signifier, available upon request from Strategic Communications. Certain entities specifically authorized by Strategic Communications may have a standalone logo and sub-brand standards within the university brand; however, these are generally discouraged.

### Unit Signifier Configuration #1



### Unit Signifier Configuration #2



Logos are available for download at [asbury.edu/logos](http://asbury.edu/logos)

## University Mark

The university mark is used for both University and Athletics purposes. The university mark may only be used if either “Asbury” or “Asbury University” appears elsewhere on the design, so the context makes it clear that the “AU” refers to Asbury University. For this reason, the below university mark lockups are preferred. A university wordmark may be used in place of the collegiate-style wordmark.

The standard color (purple) should be used preferentially. Please don’t crop, modify or change colors without the written permission of the Director of Strategic Communications.

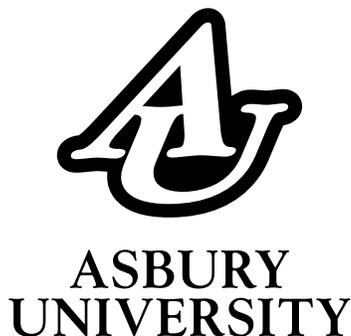
### University Mark Standard Lockups



### University Mark Standard\*



### University Mark Alternate Lockups



### University Mark Alternate\*



*\*Standalone university marks must be accompanied by either the Asbury Eagles wordmark or the Asbury University wordmark somewhere on the design. For example, if there is a university mark on the front of a hat, “Asbury University” should be included on the side of the hat.*

Logos are available for download at [asbury.edu/logos](http://asbury.edu/logos)

# Asbury Eagles

These have traditionally been Athletics logos; however, we are incorporating them into the overall collegiate brand of the University. Please use these brand logos as collegiate-style logos. Please don't crop or change the colors without the written permission of the Director of Strategic Communications.

**Asbury Eagles Logo #1**



**Asbury Eagles Logo #2**



**Asbury Eagles Wordmark #1**



**Asbury Eagles Wordmark #2**



**#TeamAU Logo**



**Asbury Eagle Mark**



Logos are available for download at [asbury.edu/logos](http://asbury.edu/logos)

# Avoid These Logo Treatments

It's important to always use Asbury University logos correctly, as specified in this guide. These brand standards exist to keep our visual identity consistent, so that others can easily recognize Asbury documents and communications. If you aren't sure how to use these brand standards or have any questions, just email [strategic.communications@asbury.edu](mailto:strategic.communications@asbury.edu).

## The "Lonely Penny"

Don't use the bell tower icon by itself unless you have specific approval from Strategic Communications.



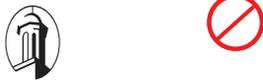
## The "Ringless Hydrant"

Never use the bell tower icon without the enclosing circle.



## The "Squished Logo"

Avoid changing the aspect ratio of logos or images. Use your design program's corner handles if resizing is needed.



**ASBURY UNIVERSITY**  
*Academic Excellence & Spiritual Vitality*

## The "Stretched Logo"

Avoid changing the aspect ratio of logos or images. Use your design program's corner handles if resizing is needed.



**ASBURY UNIVERSITY**  
*Academic Excellence & Spiritual Vitality*

## The "Background Watermark"

Try not to reduce the opacity of logos or use them as background graphics.



## "Just Because"

Don't change logos to non-approved colors or change any design aspects.



# Fonts

The following fonts are the official fonts for Asbury University. Font files are available from Adobe Fonts. If you need to access fonts, contact Strategic Communications.

In situations where it is not possible to use one of these fonts, contact Strategic Communications for approved alternatives.

## **Goudy Old Style**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## **Myriad Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## **Bebas Neue Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## **Zooja**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## **Heretic Extended Italic\***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

*\*Only for use with Asbury Eagles logos or university marks. Please use the pre-prepared wordmark files instead of attempting to generate wordmarks with fonts.*