

ASBURY UNIVERSITY

Brand Standards

For Merchandise

JULY 2023

Introduction

Welcome! This guide is designed to equip the Asbury University departments and organizations, the Eagle Outlet purchasing department, and any Asbury University entity wanting to purchase merchandise for giveaways or for sale 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 questions or need approvals on designs, content, etc., please contact the Director of Strategic Communications **BEFORE placing your order.**

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.

Asbury University Departments

Asbury University departments designing and ordering merchandise using the Asbury University name and/or logo are permitted to use Asbury 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 AU departments only with approval from Strategic Communications.

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.

External Groups

This guide is intended primarily for use by the Asbury community. Any external individuals, groups or companies wishing further information or to use the Asbury University logo should contact Strategic Communications at the email above. External agencies may not use the Asbury University logo of any kind without prior written approval from the Office of Strategic Communications at Asbury University.

Project Requests / Approvals

For design approval, please submit a project request with the proposed design, who is ordering and distributing, and who the intended receivers are of the merchandise to Strategic Communications via the online project request form available at: asbury.edu/projectrequests.

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 and choose a project type. Please allow up to 4-6 weeks for your project request to be fulfilled once assigned. Not all requests will be assigned and could be returned to the individual department for outsourcing.

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.

When ordering merchandise, please adhere to these colors for both the fonts/images on the merchandise and the color of the merchandise itself. If you want to order a different color of shirt or pattern of shirt, please obtain permission from the Office of Strategic Communications. Example: a camouflage shirt with the AU logo would need permission and approval from Strategic Communications before placing the order.



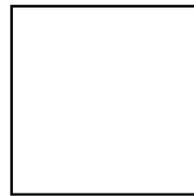
Asbury Purple

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



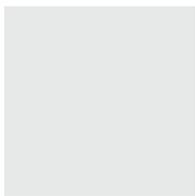
White

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



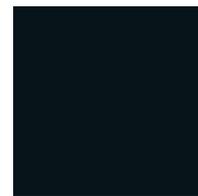
Medium Gray

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



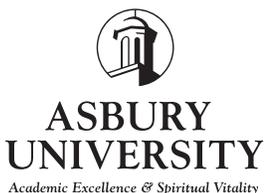
University Logo #3 with Tagline



University Logo #3 without Tagline



University Logo #4 with Tagline



University Logo #4 without Tagline



Logos are available for download at asbury.edu/logos

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

University Seal

The university 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).

For Eagle Outlet merchandise, please obtain permission regarding where the University Seal may be used on merchandise before ordering.



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

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.

If ordering merchandise, the university mark logo MAY be used with signifying words underneath, such as Asbury Volleyball. You may use the font Myriad Pro (Myriad Pro Black Condensed Italic is preferred) for this use.

The only approved fonts to use with the AU university mark are:

1. The Asbury Eagles wordmark using the Heretic font (“Asbury Eagles” or “Asbury” or “Eagles”)
2. The Asbury University wordmark using the Goudy Old Style font (“Asbury University”)
3. Words related to the sub-brand using these fonts: Myriad Pro Black Condensed Italic, Myriad Pro Regular or Myriad Pro Black.

University Mark Standard Lockups



University Mark Standard*



University Mark Alternate Lockups



University Mark Alternate*



Suggested Placement for Logos & Branding on Merchandise

The following placements are valid for all University logos and fonts.

Shirts:

Left Pocket (*If shirt brand logo is on left,*

Asbury logo may be placed on the right)

Front Center, Upper Chest

Front Center of Shirt

Lower Front Left

Back Upper Center

Lower Right Sleeve

Lower Left Sleeve (*if shirt brand logo is on right side*)

Cuff of Long Sleeve Shirt



Hats:

Front Center*

**If using the AU university mark without the text lockup, please place "Asbury" or "Asbury University" somewhere else on the hat (for example, on the back or the side)*

Fonts:

Please be sure you that are using University approved branded fonts for all merchandise. If the only font available from a vendor is one that can't be accommodated by the current brand guidelines, please obtain approval from Strategic Communications before you order.

Fonts should always be solid colors. Don't mix colors or insert anything into the "white space" of letters.

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

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.

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.



**ASBURY
UNIVERSITY**



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.

Fonts should be used in the manner indicated below. In situations where it is not possible to use one of these fonts, contact Strategic Communications for approved alternatives.

Goudy Old Style

Uses: Headlines, subheads, sentence text, sub-heads under logo, signage, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro

Uses: Headlines, subheads, sentence text, sub-brand under logo, signage, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Black Condensed Italic

Uses: As a header or subhead. May also be used as a sub-brand for Athletics using logo with Heretic font to indicate sub-brand (Example: Asbury Eagles wordmark in Heretic, with Basketball as the sub-brand in Myriad Pro Black Condensed Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bebas Neue Pro

Uses: Headlines, subheads, sentence text, sub-brand under logo, signage, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zooja*

Uses: In design, for impact words only. All lowercase is preferred; never use in all caps. Please do not use on merchandise that is clothing, as the font is too hard to read. It is reserved for print materials, presentations, and visual displays.

abcdefghijklmnopqrstuvwxyz

**The Zooja font is primarily used only with the "For the Journey" marketing campaign for TUG Admissions. When used, it is only used for the impact word, not the full sentence. It is only combined with the following fonts: Bebas Neue Pro, Myriad Pro, or Goudy Old Style. Do not mix Zooja with the Heretic or Collegiate fonts.*

Fonts (continued)

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.

Fonts should be used in the manner indicated below. In situations where it is not possible to use one of these fonts, contact Strategic Communications for approved alternatives.

Heretic Extended Italic*

Uses: Asbury Athletics headlines and sub-heads only. Reserved for Asbury Athletics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Collegiate

Uses: For merchandise only. Use on non-Athletics merchandise where a “collegiate” look & feel is desired and no other brand fonts will work. Do not use on Athletics merchandise or in print materials, signage, presentations, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**The Heretic font is 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.*