

2020

Albany State University  
**Brand Standards  
Guide**

Albany State University  
Office of University Marketing  
and Communications

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# Brand Identity Standards Guide

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# Introduction

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The Office of University Marketing and Communications has produced a comprehensive set of brand standards to provide visual cohesiveness for Albany State University's internal and external marketing and communication efforts. The proper uses of Albany State University's logo(s) are vital to protecting the integrity of its public image. By using the Albany State University logo(s) correctly at all times—in all applications—Albany State University continues to enhance its reputation as a premier academic institution.

It is essential to adhere to branding elements when preparing printed materials, developing electronic media and creating other forms of promotional materials. The rules in this manual will help you understand the visual and editorial standards that best promote the Albany State University brand.

The Albany State University logo, and ASU Athletics' Golden Ram are the property of Albany State University. Merchants must be licensed before using the Albany State University logo on any apparel, gifts, promotional items, etc. (page 10, Merchandise/Commercial Products).

## The Value of the Campus Logo(s)

The Albany State University logo(s) are an outward expression and representation of our institution. A logo is not a brand. However, it is shorthand for a brand. Branding is the idea of the image of a certain product or service the public can connect with by identifying the image or slogan to the institution that owns it. Marketing the idea or image so that it is recognizable, when linked to a service or product distinguishes it from others presenting the same thing.

Our brand is the emotion, perception, or expectation associated with the institution and our logo reflects the strong attributes of the ASU campus: excellence, rich history, creativity, and tradition.

## Core Logo(s)

The Albany State University logo is the primary element that represents the University's public identity. Its consistent use is the key to the establishment and maintenance of the institution's identity. Alone, it is a graphic institutional signature suitable for use in promotional material, advertising, stationery, labels, etc. The logo consists of a stylized "AS" flame of knowledge with the words "Albany State University" embedded in a solid horizontal rule, stacked and unstacked. The stacked logo includes the University System of Georgia below the bar.

The logo is designed to be used alone. It may not be used in conjunction with any other logo or mark in such a way as to create the impression of a single image. ***The shape, content, style or color of the logo may not be modified in anyway except as shown in this manual.*** Reproductions of the logo should always be made with camera-ready art available through the Office of University Marketing and Communications. Please refer to the inside cover of this manual for all University Marketing and Communications contacts.

Specialized logos, not including the ASU brand extensions, cannot be used unless authorized by the Office of University Marketing and Communications.

# Official University Marks

The official University marks should be used effectively in all campus print and electronic communications media. The logos visually complement each other to build instant brand awareness that audiences know at first glance the origin of the information. As the primary element in Albany State University's public identity system, the University marks are meant for use in public contact materials, advertisements, promotional materials and institutional communications.

## Albany State University Logo

As the primary element in Albany State University's public identity system, the logo is meant for use in public contact materials, advertisements, promotional materials and institutional communications. The logo is used without a tag line on stationery and for some promotional items such as shirts, cups, etc.

The "University System of Georgia" format is the official format and is used on communications that will be distributed off campus and on official ASU documents.



## Unstacked Logo

The unstacked format is used for internal and external communications, advertisements and at other times when colleges, departments, divisions and offices must be emphasized.



## "AS" Flame Logo

The "AS" Flame is an informal logo that has become a recognized extended Albany State University mark. The "AS" Flame can be used in approved print and marketing material as a stand alone.



## "Excellence is the standard." Logo

Use of the "Excellence is the standard." official campaign mark must be approved by the Office of University Marketing and Communications.

**Excellence is the standard.**

## Golden Ram Logo

The Golden Ram logo is for primary use by Albany State University Intercollegiate Athletics Department.



## University Seal

The University Seal is used only for formal use by the Office of the President, for academic ceremonies and official certificates. It is not a symbol for publicizing, marketing, advertising or branding the University or any University programs or activities.



## 2020 Presidential Seal

2020 Presidential Seal is used only for formal use by the Office of the President. It is not a symbol for publicizing, marketing, advertising or branding the University or any University programs or activities.



## Brand Extensions

ASU is primarily represented by the University logo. Brand extensions of the unstacked logo can be used for colleges, departments, divisions and offices. Brand extensions are represented by the name of the college, department, division or office placed under the mark in Trajan Pro type, 9 pt, one type space below the bar. In relation, the unstacked logo is two inches horizontal, and parallel to the type.



# Color Pallete

Albany State University officially uses three colors in its logo. The values are listed in Pantone Matching System (PMS), RGB color model, CMYK color model, and Hexadecimal equivalent.



**Pantone 286**

**R 0 C 100**  
**G 51 M 91**  
**B 160 Y 2**  
**K 1**

#0033A0



**Pantone 124**

**R 234 C 0**  
**G 170 M 30**  
**B 0 Y 100**  
**K 0**

#EAAA00



**Pantone**  
**Cool Gray 9**

**R 0117 C 30**  
**G 120 M 22**  
**B 123 Y 17**  
**K 57**

#75787



UNIVERSITY SYSTEM OF GEORGIA™

Bar at bottom  
 should be gray.

Flame should always be gold  
 and the "AS" should be blue,  
 with the exception in the solid  
 blue, gold, white, or black logos.

Logotype should be blue when  
 used in full color. If used against a  
 dark background, the logo should  
 be solid white or gold.

# Logo Colors

The logo is reproduced in five colors. Depending on background color and availability of color on a given printed piece, follow these guidelines:

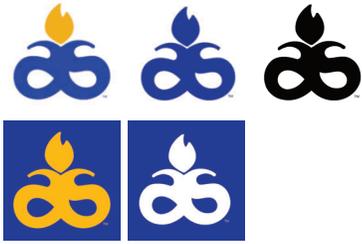


When used against a light background, the logotype and "AS" should be blue, the flame gold, and the bar gray.



Single color logos should be blue, gold, white, or black. When used against a dark background, the logo should be gold or white.





The flame should always be gold when logo is in two color. One color options for reproduction, depending on the background can be either blue, gold, white or black.

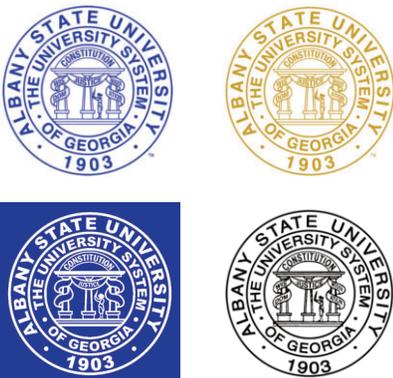
**Excellence is the standard.**

**Excellence is the standard.**

Use of the “Excellence is the standard.” official campaign mark must be approved by the Office of University Marketing and Communications. It is used in two-color and white, depending on the background.



The University brand extension color options for reproduction, depending on the background, can be three color, blue, gold, white or black.



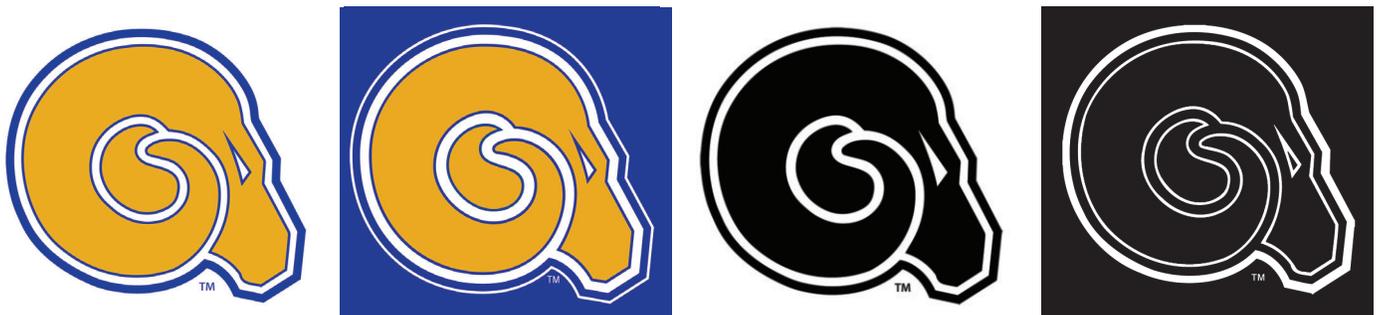
The University Seal color options for reproduction, depending on the background, can be blue, gold, white or black.

# The Golden Rams Logo

The Golden Ram athletic logo is the single graphic image primarily used by Albany State University Intercollegiate Athletics. The Golden Ram mark is designed to project an image of strength and aggressiveness, while embodying the heritage and dignity of Albany State University. It is intended for primary use on all forms of Albany State Athletic Department visual communication, including athletic department uniforms, stationery, business cards, brochures, advertisements and other publications. The athletic logo is also used on promotional items associated with ASU Golden Ram Athletics.

The Golden Ram logo is for use by the ASU Athletics Department. Users outside of the ASU Athletics Department are required to secure permission for its use from University Marketing and Communications or its authorized licensing partner, Learfield Licensing Partners, LLC and pay a licensing fee. The logo should not be altered from the following examples.

## Primary



## Wordmark



# Typography

Font selection is an important element in setting an appropriate tone in both print and digital communications.

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While there are an abundance of fonts available to those who produce documentation, Albany State University seeks to limit which fonts may be used in official ASU publications to establish a consistent visual identity, as well as to ensure legibility. Generally, serif fonts are used for documents that will be printed, while sans-serif fonts are for Web-based use.

The following fonts are acceptable to use in ASU documents. Cambria is the standard ASU serif font, with Times New Roman and Georgia as substitutes. Arial is the standard ASU sans serif font, with Century Gothic and BW Haas Head as substitutes. Font size can vary among and within documents; the examples shown below are 10-point size with bold headings. Use your professional judgment as to what font style and size are most appropriate for your specific document.

## Serif Fonts

Cambria

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz 1234567890

Times New Roman

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz 1234567890

Georgia

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz 1234567890

## Sans Serif Fonts

Arial

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz 1234567890

BW Haas Text 55 Roman

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz 1234567890

Century Gothic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz 1234567890

### Avoid:

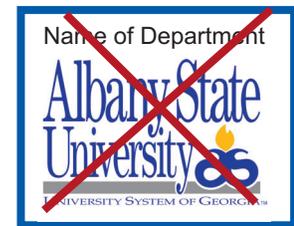
- Using more than three fonts per publication
- Using all caps in the body of text
- Using over stylized fonts that are hard to read
- Distorting text by over tracking, stretching or condensing
- Overusing effects
- Using font colors that are hard to read.

# How to Use the Logo

The purpose of the logo is to give a common look to all university materials distributed to the public. The logo should be treated as a one-piece unit and **never** be modified in any way. To ensure the quality of the mark, do not attempt to recreate, manipulate or change the logo in any way.

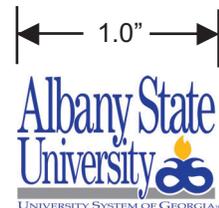
- Elements of the logo should never be cut apart and reassembled.
- The logo should never be tilted or run vertically.
- Never add design elements to the logo. Lines, shapes, or other graphic elements surrounding or touching the logo changes its appearance and effectiveness.
- The logo should not be “crowded” by type or other graphic elements. Leave enough white space around the logo to ensure adequate readability.
- Never add extra graphic elements to the logo or place it on top of or in close proximity to other graphic elements that could be confused with the logo.
- Do not attempt to re-create the logo from a standard typeface. The logo type has been kerned to specific proportional measurements and cannot be duplicated using any available standard font.
- The logo should not be distorted to fit a certain shape space. If space is a problem, use a smaller version of the logo.

Examples of  
**UNAUTHORIZED**  
use of the logo:



Not less than 1 inch

The logo should never be reproduced smaller than 1 inch in length.



## Exclusion Zone

The minimum space of 1/4" should be left clear on all sides of the logo. This space ensures no other graphic elements interfere with the logo's clarity and integrity.

# Signage

Consistent building signage is a critical part of Albany State University's brand standards. While consideration may be given to factors such as donor recognition and architectural design, particularly for interior signage, all building signage should be consistent with the university's brand.

## Temporary Signage

Temporary signs and banners are used for special university events to guide visitors to the correct location. For help designing signs, please contact the Office of University Marketing and Communications before production.

## Long-Term Signage

All exterior signs must meet the University's brand standards. Exterior signs are authorized through Facilities Management and University Marketing and Communication. Most signs require special installation where safety standards are required.

## Merchandise/Commercial Products

University bookstores and vendors who sell commercial products should consult the Albany State University Brand Identity Standards Guide to ensure that all products using the University's name and/or logo meet the graphics and style standards.

**CLC** manages licensing for ASU. To begin a Licensing Application, please visit [apply.clc.com](http://apply.clc.com). If you currently hold a license with Learfield or IMG College, please email: [licensing@clc.com](mailto:licensing@clc.com).

If you have any questions about the licensing process, institutions we represent, or have questions about your application, please email: [applications@clc.com](mailto:applications@clc.com).

## Promotional/Specialty Items

University divisions, colleges, departments and units are encouraged to use the official university logo on all promotional items and activities. When using the logo on items or in activities, usage must adhere to the standards outlined by the Albany State University Office of Marketing and Communications. Before ordering any promotional items, University Marketing and Communications should review.

## Clothing

The university logo and the "AS" flame should be used as the primary elements on clothing. Clothing designed for internal audiences, such as shirts for college and department staff, does not require the University name with the logo. The Seal should not be used for advertising.

## Name Badges

Name badges for faculty and staff should have a white background with ASU blue lettering. The unstacked official ASU logo (3 color) should be placed at the top with the lettering underneath. So that name badges maintain a consistent look, the campus community should use the same vendor for ordering badges: Clear Choice Engraving | 1137 Dawson Rd., Albany, GA 31707 | 229.435.7700.

# Creating a Brand Compliant Video

Videos with a consistent message, tone and standard are key for recognition of the Albany State University brand. All videos from any entity of Albany State University that will be published externally should be consistent with the University's brand standards and use of the official university colors. A brand compliant video must also have the stacked or unstacked logo at the beginning or the end. The University website address ([www.asurams.edu](http://www.asurams.edu)) must also be included.

### Basic Video Settings/YouTube

- Resolution: 1920 x 1080 or higher
- File Format or Container: MP4
- Audio Codec: AAC
- Video Codec: H.264
- Frame Rate: Should match what the video was shot in (varies)
- Video Bitrate: 1080P = 8 mbps
- Audio Bitrate: Stereo = 384 kbps or Mono = 128 kbps
- Facebook, Twitter: 1280 x 720
- Instagram: 640 x 360
- IGTV: 1080 x 1920

# University Stationery and Templates

We've streamlined the ordering of branded stationery to include letterheads, envelopes, note cards, note pads and business cards. Faculty and staff members can now order these items online from More Business Solutions. To register a new account or log into your existing account with More Business Solutions, please visit the web address listed below. If you have any issues logging into the portal, contact [help@morebizz.net](mailto:help@morebizz.net).

<https://marcomcentral.app.pti.com/morebizz/asurams>

## University Letterheads and Envelopes

The design of stationary (letterhead, envelopes, note cards and business cards) is limited to specific templates. These standards assist with maintaining our identity in the public and assist in resource savings in the design and production of stationary items. Letterheads and envelopes are available in one color ASU Blue or three color print.



UNIVERSITY MARKETING  
AND COMMUNICATIONS

Three Color



UNIVERSITY MARKETING  
AND COMMUNICATIONS  
504 COLLEGE DRIVE | ALBANY, GEORGIA 31705

504 COLLEGE DRIVE · ALBANY, GEORGIA 31705 · TELEPHONE DIRECT 229-500-3511 | MAIN 229-500-2000

# One Color ASU Blue



UNIVERSITY MARKETING  
AND COMMUNICATIONS

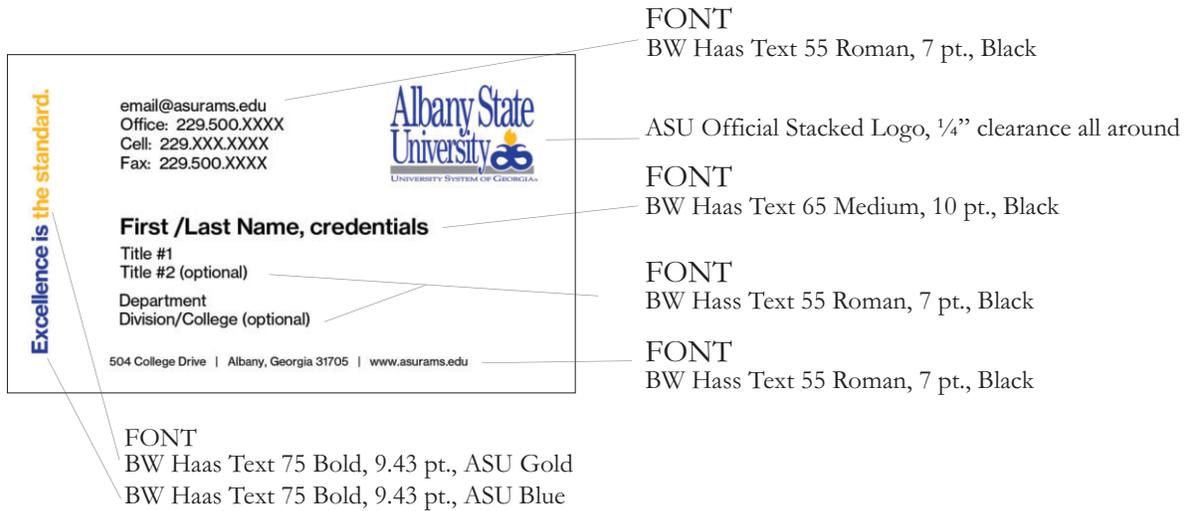


UNIVERSITY MARKETING  
AND COMMUNICATIONS  
504 COLLEGE DRIVE | ALBANY, GEORGIA 31705

504 COLLEGE DRIVE · ALBANY, GEORGIA 31705 · TELEPHONE DIRECT 229-500-3511 | MAIN 229-500-2000

# Business Cards

Albany State University offers standard business cards measuring 3.5” x 2”, on white cardstock for ASU personnel. All business cards are printed in four-color ink. The orientation and placement of information on the card is outlined below.



## First Name Last Name

Primary Title/Position  
 Secondary Title/Position  
 Additional Title/Position  
 Primary Department  
[emailaddress@asurams.edu](mailto:emailaddress@asurams.edu)  
 000.000.0000 (office)  
 000.000.0000 (cell optional)

**Albany State University**  
 Office Address  
 Albany, GA ZIP Code  
<https://www.asurams.edu>

# Email Signature

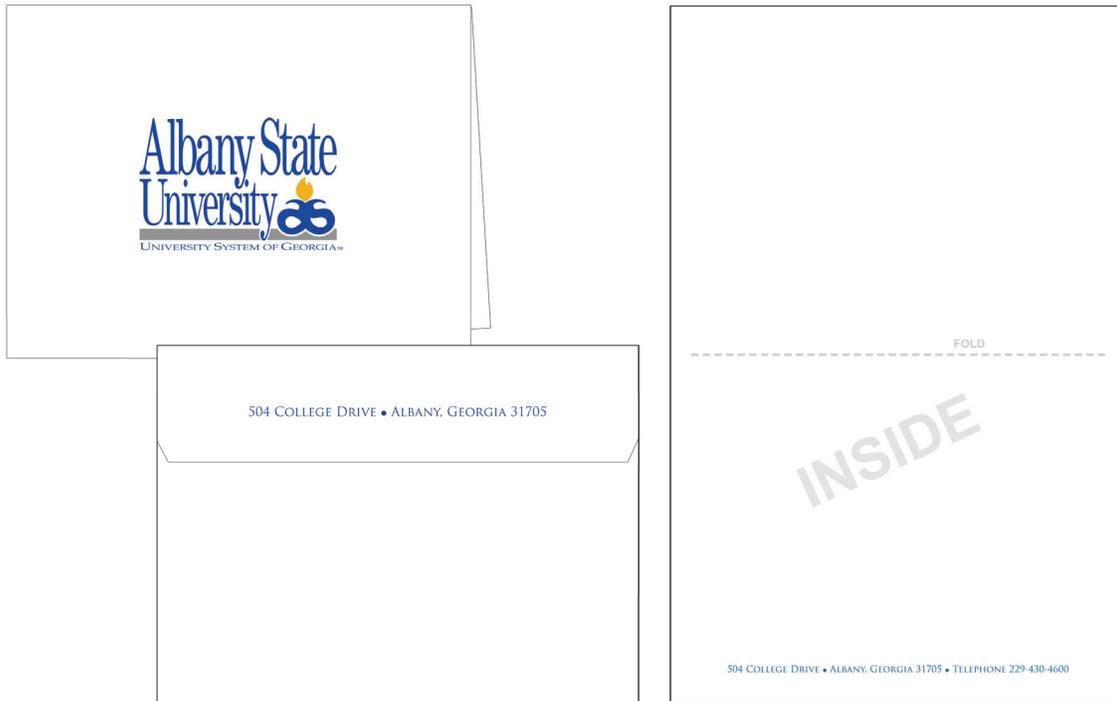
The University email signature should be used consistently by all ASU personnel in email correspondence.

Email signatures are generated through Information Technology Services - Web Software & Services at:

[https://apps.asurams.edu/dev\\_code/signature/](https://apps.asurams.edu/dev_code/signature/)

# Blank Note Cards + Envelopes

The standard note card is available for purchase by all ASU colleges, departments, divisions and offices. The card is 5.5" x 4.25" folded, with the inside blank for personalized notes. Printed return address envelopes are also available.



# Note Pads

The University branded 4" X 6" note pads can be personalized at the lower right corner under the tagline. The pads come 50 sheets per pad, minimum of 9 pads per order.



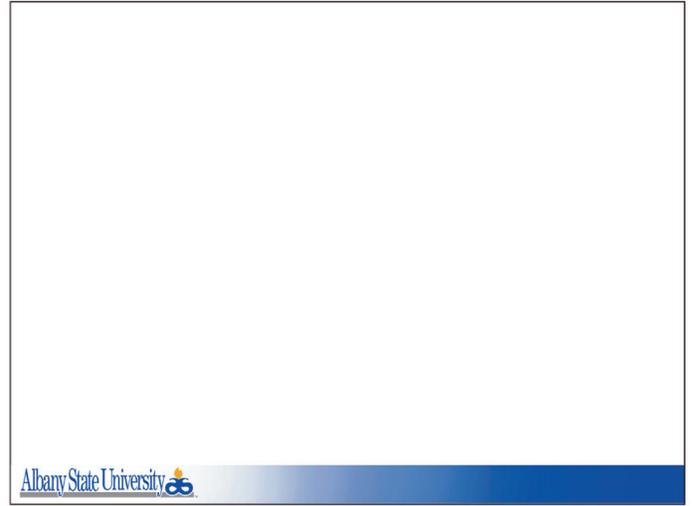
# PowerPoint Template

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There are a variety of standard template slides for PowerPoint presentations. These are available for download from the website.



COVER SLIDE



INSIDE SLIDE

# Samples: Logo usage in Public Contact Material

Currently, the campus community sends multiple communication materials with multiple messages to multiple audiences. Consistent use of the campus logo creates visual consistency and helps maintain our brand. It means that a person who visits the University web site or receives a publication from any campus unit can see how the tremendous breadth and depth of our flagship applied research efforts, teaching, and public engagement efforts are interconnected.



# Notes



