GUSTAVUS ADOLPHUS COLLEGE
BRAND GUIDE
USING THE BRAND

WHY IS A GRAPHIC STANDARDS GUIDE NECESSARY?

The Office of Marketing and Communication at Gustavus Adolphus College has developed a brand identity—a "look" to be associated with the College—and in order for the identity to convey who we are, it must be used consistently in every facet of communication. This guide is designed to support and strengthen Gustavus's graphic presence, which is imperative to the College's success.

IMPLEMENTATION

This graphic standards guide must be used by everyone who produces materials for Gustavus. While implementing the identity standards doesn't mean that all materials must look exactly alike, it does mean they must look professional and look like they belong to the same family, with identifiers, fonts, and colors used consistently. All materials must adhere to the standards contained in this guide in order to maintain a high-quality look and feel, and be unique to Gustavus Adolphus College.

Materials governed by this guide include, but are not limited to, the following: letters, e-mails, product and service information, brochures, flyers, annual reports, publications, official websites, newsletters, print and broadcast advertising, promotional videos and social media sites, stationery and business cards, banners and posters, indoor and outdoor signage, promotional items, and merchandise.

Contact Information

The information described in this guide is provided to help facilitate appropriate and effective use of the Gustavus identity. Identifiers—wordmark, icon, brand line, or signature—photography, and fonts can be obtained by contacting the Office of Marketing and Communication at 507-933-7520 or e-mailing marketing@gustavus.edu.

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	Go to the drop down menu and locatate Brand Resources
	You will need your Gustavus log-in credentials

OFFICIAL COLLEGE IDENTIFIERS

THE WORDMARK

Subtle changes have been made from the original Gustavus wordmark, including larger crowns which align with the top and bottom of the "G" in Gustavus, and the College name is slightly smaller with more open letterspacing.

THE G-ICON

Commonly referred to as the "thumbprint." It can be used when the wordmark is not needed, but a strong identity of Gustavus still is desired. The G-icon should be used wherever the Three Crowns alone are currently used. The Three Crowns graphic is no longer in use and is retired.

THE BRAND LINE
Traditional and Decorative

The brand line is designed to stand alone as a statement, or be part of the full signature but not as the main College identifier.

THE SIGNATURE

The signature—the wordmark and the brand line combined—**must** be used in external publications, advertising, or anywhere "Make Your Life Count" is **not** part of the headline, or **not** a major part of the message of the creation.

USE OF THE REGISTRATION TRADEMARK SYMBOL ® The Wordmark, G-Icon, Brand Line, and Signature are registered trademarks of Gustavus Adolphus College. Therefore, as new pieces are created, use of the ® will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media..

ELECTRONIC ARTWORK Always use approved artwork when reproducing any of the Gustavus identifiers—wordmark, icon, brand line, or signature. Electronic artwork is available for download at gustavus.edu/marketing under brand resources or from the Office of Marketing and Communication by phone (507-933-7520) or e-mail (marketing@gustavus.edu).

THE OFFICIAL GUSTAVUS ADOLPHUS COLLEGE SEAL

The College Seal should only be used for official College business.

The college seal should only be used for official college business such as transcripts, commencement materials, etc. Whenever it is used, it should be used in its entirety. Under no circumstances should the seal be altered.

The preferred color for the college seal is black or gold (Pantone 7406, Pantone 872 Metallic) or gold foil. The college seal also may be reversed out to white.

If you feel your reason for using the College Seal falls outside of official college business, contact the Office of Marketing and Communication for permission.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

SUB-IDENTITY OPTIONS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.

Sub-identities may be used to identify organizations or programs related to the College (e.g., music ensembles, academic departments and programs, campaigns, etc.).

Any one of the following three options shown here (**Sub-Identity with Wordmark**, **Sub-Identity with Icon and Full College Name**, and **Sub-Identity with Icon**) may be used.

In some cases, the sub-identity may appear awkward or wrong in one or another of these formats — due to line length of multiple words in the program name, for example—so it is recommended that development of sub-identities be coordinated with and approved by the Office of Marketing and Communication. The use of any one of these three options will ensure that the sub-identity coordinates with the look of the College's graphic identity.

SUB-IDENTITY WITH WORDMARK

Each College department or office may have its own identity. Displayed at left are examples where the department is combined with the Gustavus wordmark. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Gustavus through the wordmark.

SUB-IDENTITY WITH ICON & FULL COLLEGE NAME

Each College department or office may have its own identity. Displayed at left are examples where the department is combined with the Gustavus icon and full College name. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Gustavus through the icon and full College name.

SUB-IDENTITY WITH ICON

Each College department or office may have its own identity. Displayed at left are examples where the department is combined with the Gustavus icon. This configuration maintains its relationship to Gustavus through the icon.

WANT A SUB-IDENTITY LOGO FOR YOUR OFFICE OR DEPARTMENT?
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

HOW TO USE THE COLLEGE IDENTIFIERS
Clear Zone

PREFERRED CLEAR ZONE

The immediate recognition and overall visibility of the Gustavus wordmark or signature can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the wordmark or signature. This area is referred to as the "clear zone."

Measure the height of the "G" in Gustavus (X). A clear zone, represented by the gray grid surrounding the wordmark or signature on all sides, must be equal to or greater than X.
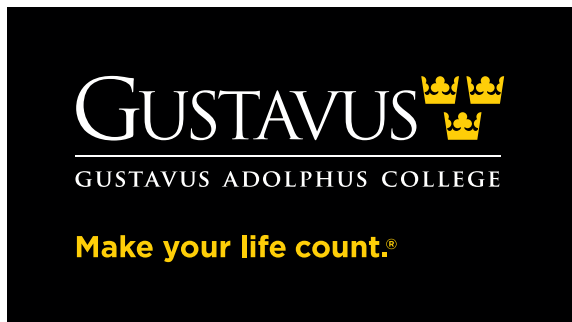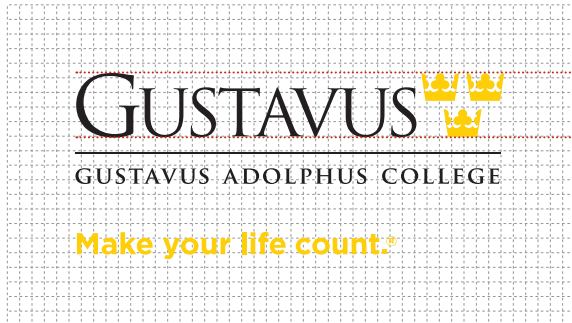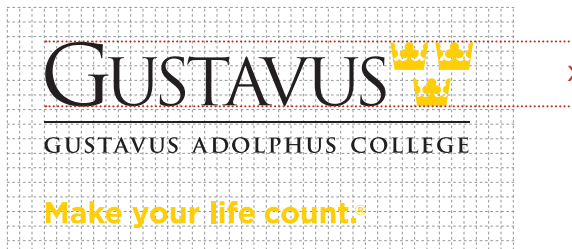

ENCLOSED IN A BOX

When the signature is enclosed in a box, use the preferred clear zone.

TIGHT APPLICATIONS CLEAR ZONE

Sign, banner, or website applications often require more flexibility. A clear zone equal to or greater than half (1/2-X) the height of the "G" in Gustavus (X) is acceptable for these limited or tight space applications.

Recommended Minimum size

THE WORDMARK
Minimum size is a 1-1/2-inch width.

THE ICON
When used on its own, the minimum size is a 1/2-inch square.

THE BRAND LINE–TRADITIONAL
When used on its own, especially in Gustavus gold, the minimum size is a 2-inch width, including ®.

THE BRAND LINE–DECORATIVE
When used on its own, especially in Gustavus gold, the minimum size is a 1-inch width, including ®.

THE SIGNATURE
Minimum size is a 1-1/2-inch width. The signature minimum is slightly larger than the wordmark minimum. This allows for the readability of the brand line.

SUB-IDENTITY WITH WORDMARK
Minimum size of "Gustavus" and the "Three Crowns" is a 1-1/2-inch width. A longer department name may extend past this measurement. *Same minimum size as the signature.*

SUB-IDENTITY WITH ICON AND FULL COLLEGE NAME
Minimum size of the icon is a 3/8-inch square. This is slightly smaller than the icon used on its own.

SUB-IDENTITY WITH ICON
Minimum size of the icon is a 3/8-inch square. This is slightly smaller than the icon used on its own. *Same minimum size as the sub-identity with icon and full College name.*

THE COLLEGE SEAL
Minimum size is a 3/4-inch width.

WHAT NOT TO DO WITH THE COLLEGE INDENTIFIERS

This applies to ALL College Identifiers

DO NOT modify, stretch, rotate, or distort any of the official College Identifiers in any way.

DO NOT crop any of the official College Identifiers in any way.

DO NOT use colors outside of the Gustavus Primary Palette (PMS 7406, Black, White).

DO NOT recreate any of the official College Identifiers with different fonts.

DO NOT use the G-icon without the use of the bounding box.

DO NOT use the G-icon as a letter in text.

ELECTRONIC ARTWORK Always use approved artwork when reproducing any of the Gustavus identifiers — wordmark, icon, brand line, or signature. Electronic artwork is available for download at gustavus.edu/marketing under brand resources or from the Office of Marketing and Communication by phone (507-933-7520) or e-mail (marketing@gustavus.edu).

NON-OFFICIAL COLLEGE IDENTIFIERS

The below identifiers should not be used as official College identifiers.

ATHLETICS LOGOS

Athletic Identifiers should be used for Athletics purposes only and are not indended to be used as official College identifiers.

The Shield

The Emblem

The Ligature

GUS THE LION

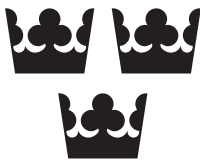*Gus the Lion should be used for internal College uses only.*

DISCONTINUED OR UPDATED INDENTIFIERS

These identifiers have been discontinued or updated. Please discontinue their use or update to the newest version.

Three Crowns
(discontinued)

Brand Line
(discontinued)

MAKE YOUR LIFE **COUNT**®

Brand Line
(updated)

Make your life count.®

Lion Head
(discontinued)

Signature
(discontinued)

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE **COUNT**™

Signature
(updated)

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE

Make your life count.®

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
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COLOR PALETTE

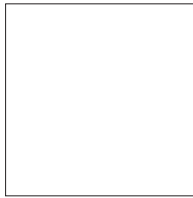*It is permissible to use screens, or tints, of these colors to enhance readability or for aesthetic reasons.*

PRIMARY COLORS

The main College colors are PANTONE 7406 or the equivalent in CMYK, RGB, or HEX, Rich Black, and White.

PANTONE 7406
0C 18M 100Y 0K
235R 183G 0B
HEX FFCF00

BLACK
60C 40M 40Y 100K
0R 0G 5B
HEX 000005

WHITE
0C 0M 0Y 0K
255R 255G 255B
HEX FFFFFF

EXTENDED PALETTE

These colors are to be used as the primary Gustavus colors. This extended palette allows flexibility, yet narrows the spectrum of color choices in order to enhance consistency.

PANTONE 872
Metallic Gold

PANTONE 723
0C 43M 97Y 17K
212R 137G 28B
HEX D4891C

PANTONE 7533
0C 22M 85Y 85K
75R 57G 0B
HEX 4B3900

PANTONE 1805
0C 91M 100Y 23K
191R 49G 26B
HEX BF311A

PANTONE 7476
100C 0M 43Y 60K
0R 89G 88B
HEX EBB700

PANTONE 7491
32C 0M 100Y 40K
120R 142G 30B
HEX 788E1E

PANTONE 647
100C 56M 0Y 23K
0R 86G 149B
HEX 005695

PANTONE 7449
72C 100M 77Y 40K
73R 24G 45B
HEX 49182D

RESTRICTED COLOR
The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.

BACKGROUND COLORS

These neutral, grayed-out tones should be used as background or field colors, and serve as a foundation for the primary colors.
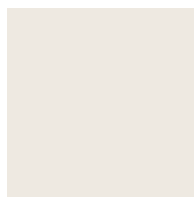
PANTONE 7402
0C 6M 30Y 0K
255R 236G 188B
HEX FFECBC

PANTONE 7492
12C 0M 50Y 7K
212R 219G 144B
HEX D4DB90

PANTONE 552
15C 2M 0Y 10K
193R 212G 227B
HEX C1D4E3

PANTONE 7527
0C 2M 6Y 7K
237R 231G 221B
HEX EDE7DD

DEPENDING ON THE MEDIA, COLORS CAN BE REPRODUCED USING THESE FORMULAS:

PANTONE For offset printed materials or signs with match colors, use the PANTONE version.
The PANTONE colors are the same regardless of paper stock specified (i.e., gloss coated, matte coated, uncoated, etc.).
CMYK For printed materials using the four-color process.
RGB For Microsoft Office Suite, other computer, or broadcast media use.
HEX For websites and online use.

TRAJAN

TRAJAN: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TRAJAN BOLD: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ITC Galliard

Galliard Roman: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Roman Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Black: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Black Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Ultra: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Ultra Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Trajan, ITC Galliard, and Gotham—Gustavus's main type families—are used in the majority of communications applications such as: brochures, flyers, annual reports, publications, newsletters, print and broadcast advertising, promotional videos and social media, stationery and business cards, banners and posters, indoor and outdoor signage, promotional items, and merchandise.

Preferred use:

TRAJAN, an all capital letter, classic, serif typeface, is used for headlines, titles, and initial caps.

ITC GALLIARD, a traditional serif typeface, is used for body text, but it can be used for headlines and intro segments.

GOTHAM, a contemporary sans serif typeface, is used for headlines and intro segments to text, but it can be used for body text as well.

Gotham

Gotham Thin: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Thin Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham XLight: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham XLight Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Light: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Condensed Light: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Light Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Book: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Condensed Book: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Book Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Condensed Medium: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Condensed Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Black: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Black Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Ultra: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Gotham Ultra Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond

Garamond: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Verdana

Verdana: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Verdana Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Verdana Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Verdana Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond and Verdana — Gustavus's default typefaces — are used for Microsoft Office Suite and Web applications such as: PowerPoint presentations, letters, memos, faxes, e-mails, websites, and Word templates.

Preferred use:

GARAMOND is used in place of Trajan or ITC Galliard for body text, headlines, titles, initial caps, and intro segments.

VERDANA is used in place of Gotham for headlines, intro segments to text, and body text.

BRAND RESOURCES

All resources are available for use by downloading from the Marketing and Communication Brand Resources page.

GUSTAVUS LOGIN IS REQUIRED.

Gustavus Identifiers

Always use approved artwork when reproducing any of the Gustavus identifiers — wordmark, icon, brand line, or signature. Electronic artwork is available for download from the Office of Marketing and Communication Brand Resources page.

eps   **Use for quality reproduction, scalable vector art created in Adobe® Illustrator.**

jpg   **Use in Microsoft® Office Suite and Web applications.**

png   **Use in Microsoft® Office Suite and Web applications when wanting transparent backgrounds.**

The eps, jpg, and png artwork will work in both Macintosh and Windows platforms.

Presentation Templates

Standard (4:3) or Widescreen (16:9) PowerPoint templates are available for download in Microsoft PowerPoint. These templates can be used for presentations and digital screens around campus.

Newsletters and Info Sheets

Gustavus 4-page and 2-page newsletter templates and single sheet templates are available for download in Microsoft Word or Adobe Indesign.

Letterhead

The College's letterhead and stationary can be customized to an individual, office, or department. Available for download in Microsoft Word or Adobe Indesign. Letterhead and stationary can be preprinted/laser printed or laser printed using Microsoft Word or Adobe Indesign.

For any additional stationary sizes, order directly from Gustavus Print Services. gustavus.edu/printandmail

Envelopes and Mailing Labels

Gustavus envelopes and mailing labels can be ordered directly from Gustavus Print Services. gustavus.edu/printandmail

Business Cards

Gustavus business cards can be ordered directly from Gustavus Print Services. gustavus.edu/printandmail

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

CANVA

Template resources are available for download from the Marketing and Communication Brand Resources page.

GUSTAVUS LOGIN IS REQUIRED.

Canva has become a widely-used graphic design platform for internal promotion of on-campus or virtual events; highlighting speakers, students, or faculty; and announcing information that would be beneficial to the campus community.

While the Marketing and Communication Office encourages departments and groups to promote their events, we do ask that all Gustavus Brand Standards be adhered to, including colors, typefaces, and appropriate use of all Gustavus Adolphus College logos and identifiers. The Marketing and Communication Office reserves the right to request alterations or remove any materials if brand style is not followed.

If you want to make sure you are adhering to all brand standards you can submit a proof of you work to neely@gustavus.edu for a 24-hour or less review and approval.

If your event is geared toward an external-facing audience and requires professionally designed materials, contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
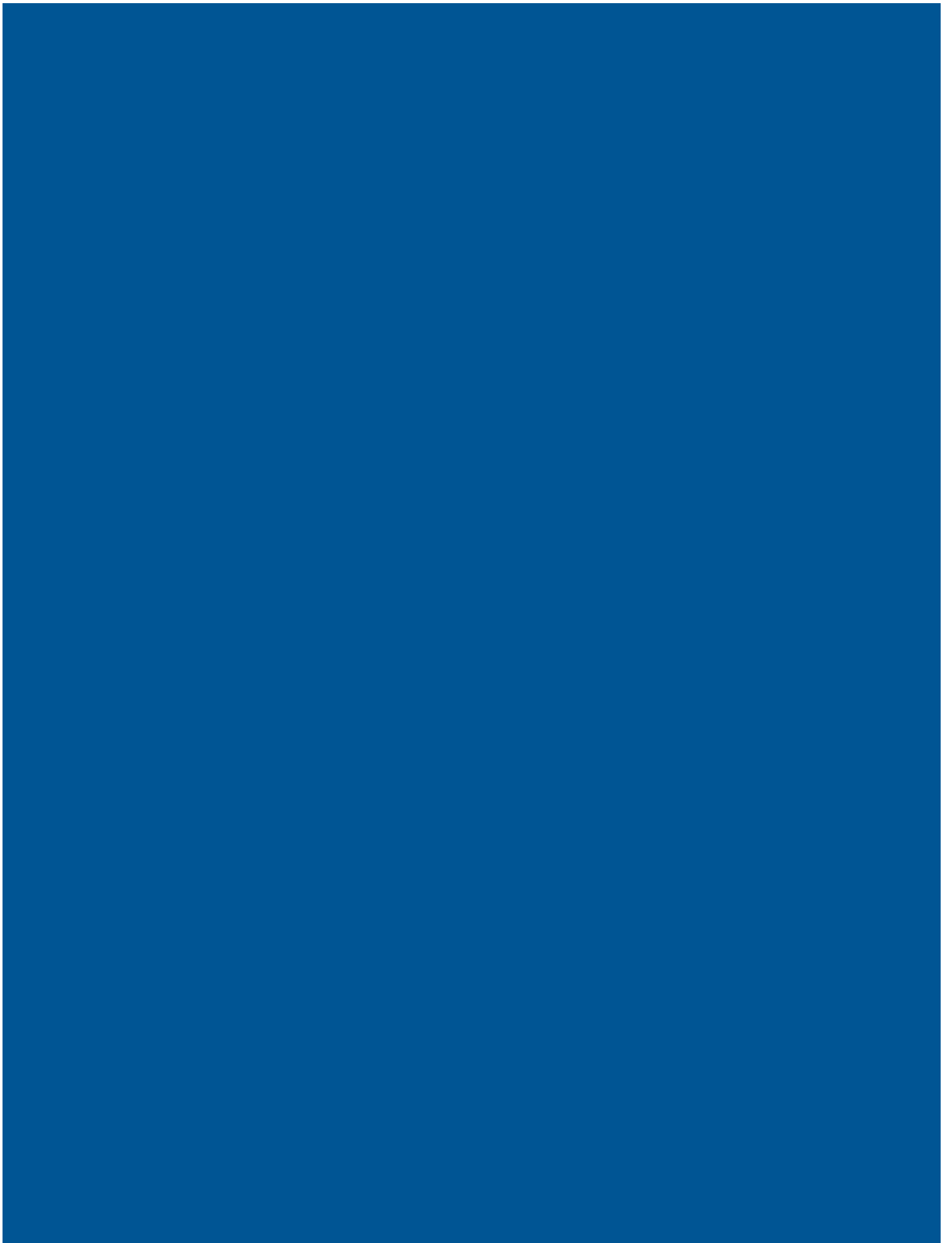
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NOTES

NOTES

GUSTAVUS

GUSTAVUS ADOLPHUS COLLEGE

Make your life count.®

**Office of Marketing
and Communication**

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