

# Austin College Brand Guide



Austin College is a jewel among higher education institutions, having long occupied a special niche as the small liberal arts college with an expansive worldview. Our identity captures a sense of adventure, even as it honors our history.

The clear and consistent expression of this identity is, in today's parlance, our brand. It is our promise and our reputation.

This guide provides quick access to the dual elements of our identity: The *Messaging Identity* and the *Visual Identity*. We offer tools and templates to save you time and help you make a strong first impression and present our college as a treasure worth finding and supporting.

## MESSAGING IDENTITY

These **key messages** are offered to help communicate with target audiences.

- Austin College is a premier learning institution that provides transformative experiences to students. The college offers extraordinary opportunities to learn and is committed to an intellectually rigorous, value-oriented education. Students learn to think creatively about self, community, and the world.
- Austin College educates students in the liberal arts and sciences in preparation for rewarding careers and full, engaged, and meaningful lives.
- The characteristics most associated with Austin College, indeed our “brand personality,” are adventurous, challenging, open-minded, supportive, and curious.
- **Adventurous** – Austin College is a place where exploration and courage are accepted and encouraged. From immersion learning experiences to hands-on research, our students find a sense of adventure in learning.
- **Challenging** – Few would question that Austin College is academically challenging. Beyond academics, we provide challenging experiences to push students to think beyond the obvious.
- **Open-Minded** – The culture at Austin College is as diverse as our constituents. We foster an environment that encourages students to consider opinions and lifestyles that are different than their own.
- **Supportive** – Despite the demands and rigors of the academic program, we often are praised for a strong sense of community and the exceptional mentoring and support provided by our faculty.
- **Curious** – We invite smart people with big ideas and big questions to explore those areas. We offer an environment for the intellectually curious to flourish.

## VISUAL IDENTITY

The following information regarding logos, fonts, and template library are offered for print and electronic communications. The logo is the visual shorthand for our institution's name. The Austin College logo should be used strategically and with precision in expression of our institution's mission and successes, and in turn, the reputation and promise offered.

## LOGO USAGE

As the most important visual element of our brand, the logo must be clearly visible with the shield and the words Austin College locked together. Do not alter or attempt to recreate the logo. Always use prepared digital art.



**Clear Space** – In order for the logo to be clearly seen in any application, it must always be surrounded by an area of clear space equal to the height of the “E” in the logo. This rule applies to all versions of the logo.



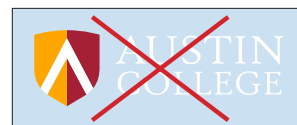
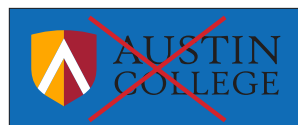
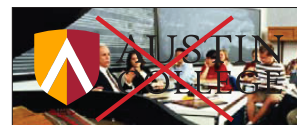
**Incorrect Logo Usage** – The examples represent incorrect usage of the Austin College logo.

- A. Do not use the logo in a centered configuration.
- B. Do not change the typeface.
- C. Do not angle or rotate the logo.
- D. Do not distort or stretch the logo.
- E. Do not alter the colors in any part of the logo.



**Incorrect Background Usage** – The examples represent incorrect backgrounds for the Austin College logo.




- A. Do not use the logo on a patterned background.
- B. Do not place the logo on a complex area of imagery that diminishes the logo's legibility.
- C. Do not reproduce the “A” inside the shield in any color other than white.
- D. Do not use the logo on a dark color that diminishes the logo's legibility.
- E. Do not use the logo in negative form (reversed) on a light color that diminishes the logo's legibility.







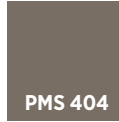
## COLOR PALETTES

The primary color palette consists of crimson, gold, and black. Secondary colors for presentations, reports, and artwork are approved.

### Primary Palette

		
<b>PMS 201</b>	<b>PMS 130</b>	<b>BLACK</b>
<b>CMYK</b> 7, 100, 65, 32	<b>CMYK</b> 0, 30, 100, 0	<b>CMYK</b> 0, 0, 0, 100
<b>RGB</b> 152, 30, 50	<b>RGB</b> 253, 185, 19	<b>RGB</b> 30, 30, 30
<b>HEX#</b> 981E32	<b>HEX#</b> FDB913	<b>HEX#</b> 1E1E1E

### Secondary Palette

				
<b>PMS 159</b>	<b>PMS 370</b>	<b>PMS 660</b>	<b>PMS 2612</b>	<b>PMS 404</b>
<b>CMYK</b> 1, 74, 100, 7	<b>CMYK</b> 64, 5, 100, 24	<b>CMYK</b> 91, 53, 0, 0	<b>CMYK</b> 70, 100, 0, 5	<b>CMYK</b> 18, 23, 27, 55
<b>RGB</b> 199, 91, 18	<b>RGB</b> 91, 143, 34	<b>RGB</b> 42, 110, 187	<b>RGB</b> 107, 31, 124	<b>RGB</b> 119, 111, 101
<b>HEX#</b> C75B12	<b>HEX#</b> 5B8F22	<b>HEX#</b> 2A6EBB	<b>HEX#</b> 6B1F7C	<b>HEX#</b> 776F65

For offset printing by outside printers, the PMS color for the gold as a spot color on uncoated stock is PMS 129U.

## KANGAROOS

Two kangaroos are approved for presentations, reports, and artwork, preferably used in crimson, gold, or black.



## ATHLETICS

A logo family has been developed for exclusive use of athletics and is not to be used by other groups.



## OTHER DEPARTMENTS

In order to strengthen the identity of the college logo, additional logos for departments and centers are not approved. Standard use of the logo for departments, horizontal and vertical, is below.

### HORIZONTAL EXAMPLES



### VERTICAL EXAMPLES



## ONLINE LIBRARIES

Find the following libraries on the Austin College website for self-serve artwork, images, logos, and templates.

[www.austincollege.edu/mediakit](http://www.austincollege.edu/mediakit)

**Logo Library** A repository of logo images and athletic art with white backgrounds and transparent backgrounds.

**Image Library** A repository of photos and images in web and print resolutions for download.

**Template Library** Power Point presentation (several styles) | Meeting Agenda | Memo Form | Other

## EMAIL SIGNATURE

Electronic communications are part of the Austin College brand identity. Faculty and staff are requested to use the Austin College signature logo, created specifically for email signatures. To add a signature in Outlook, copy the information from the card to the right and paste it in your signature with your own personalization.

**NOTE:** Do NOT copy and paste the logo or attach it as an image file! Follow these instruction on a PC.\*

**LOGO:** To insert the image, click the insert image button, then paste the url in the file name entry ([www.austincollege.edu/images/AusColl\\_Logo\\_Email.gif](http://www.austincollege.edu/images/AusColl_Logo_Email.gif)), then select Open.

\*Does not currently work on Macs.

Name  
Title

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Sherman, TX 75090-4400  
Phone: xxx.xxx.xxxx  
[www.austincollege.edu](http://www.austincollege.edu)



Please contact the help desk at 903.813.2063 for assistance.

## FREQUENTLY ASKED QUESTIONS

### 1. Must everything be crimson, gold, or black?

Not at all. For other approved colors, see the Secondary Color Palette in the Austin College Brand Guide.

### 2. Does it matter which type fonts I use?

**Times New Roman** and **Arial** are approved for print and electronic materials. Our creative team will use a body of fonts for print collateral representing Austin College.

### 3. Do I need to put the Austin College logo on every publication and document?

For internal use, no. For documents that extend beyond the campus, you should identify Austin College by using the logo appropriately.

### 4. When using the logo, may I use the shield without the words “Austin College”?

No, not in print publications or electronic form without permission. When applying the logo to apparel, it is acceptable to use the elements in a different configuration from that of the logo lockup. See the online libraries.

### 5. Is there a black and white logo?

Yes, there is a grayscale and also a pure black and white logo.

## CAMPUS RESOURCES

- For **Mailing and Printing**, contact [ACprinting@austincollege.edu](mailto:ACprinting@austincollege.edu). This group offers mailing, printing, lamination, flyers, and more.
- For **letterhead** orders, order from [warehouse@austincollege.edu](mailto:warehouse@austincollege.edu).
- To order **name badges**, go to [www.austincollege.edu/badge](http://www.austincollege.edu/badge).
- To order **business cards**, email [ACprinting@austincollege.edu](mailto:ACprinting@austincollege.edu) or use the form on the Intranet: <https://myac.austincollege.edu/intranet/maillingprinting/Pages/default.aspx>.
- For questions about **publicity, media, or public relations**, contact Lynn Womble at [lwomble@austincollege.edu](mailto:lwomble@austincollege.edu) or Heidi Rushing at [hrushing@austincollege.edu](mailto:hrushing@austincollege.edu).
- For questions about the **Austin College brand and logo usage**, contact Lynn Womble at [lwomble@austincollege.edu](mailto:lwomble@austincollege.edu).