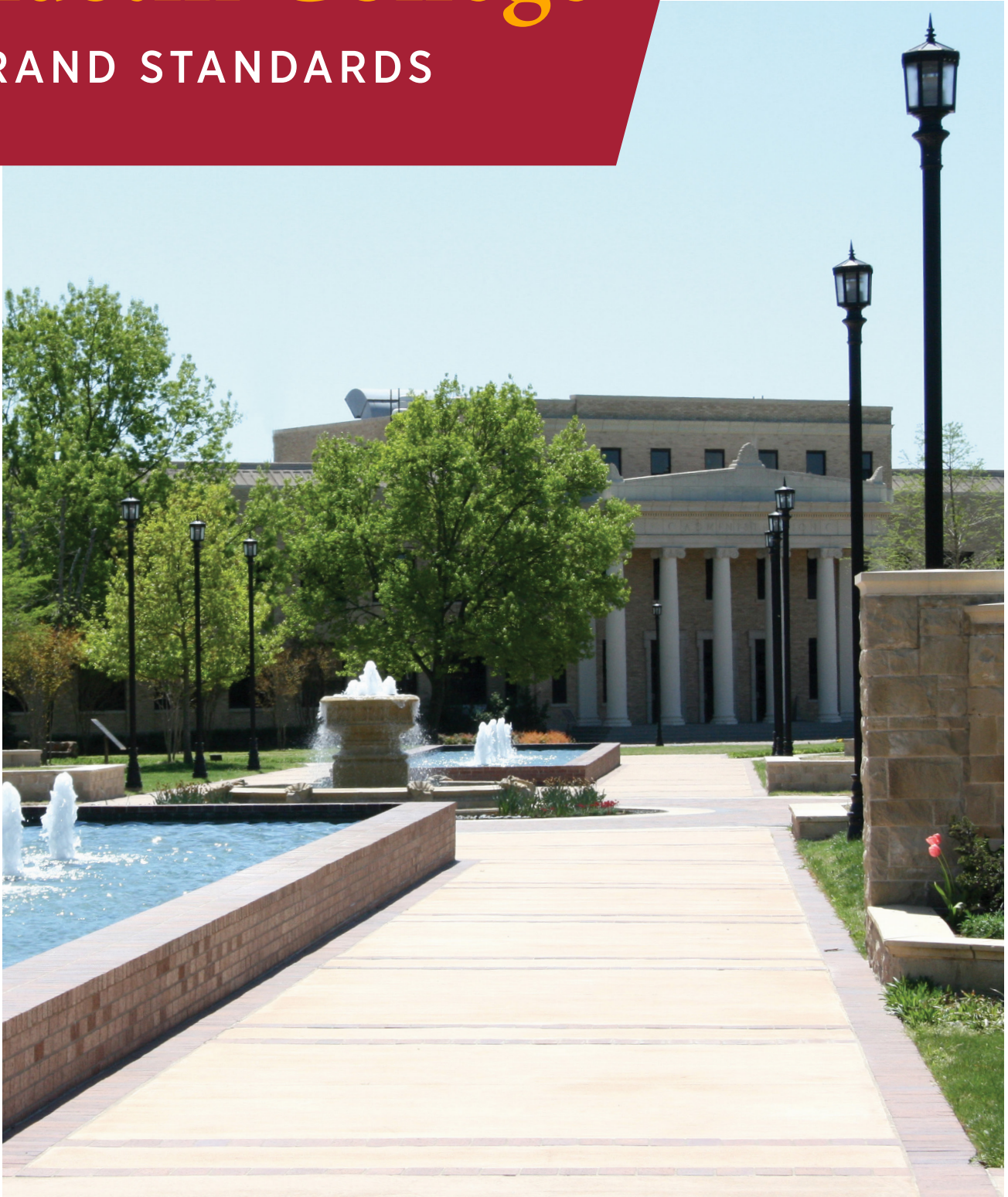


# Austin College

## BRAND STANDARDS



INSTITUTIONAL MARKETING & COMMUNICATIONS

## OUR BRAND

This guide is an introduction to the essential elements of the Austin College brand. Our brand is how others come to know us and how we recognize ourselves. It includes our logo, color palettes, typography, and more. The more we understand our brand, express it consistently, and use it correctly, the stronger it becomes.

## 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. These personality traits are more than simply words on a page. They are the defining qualities within which we should evaluate, articulate, and frame our brand.

**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.

- Our **Compass Curriculum for Navigating a Changing World** combines five elements—Experience, Engage, Discover, Develop, and Focus—to guide students on their academic journey.

## 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.



### LOGOS WITH SHIELD IN WHITE OUTLINE



These three logos are available only as PNG or AI files. Backgrounds shown here are examples and do not appear in digital files.

**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.



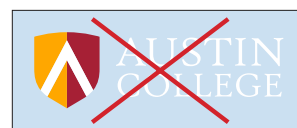
**Incorrect Logo Usage** – The examples represent incorrect usage of the Austin College logo.

- 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.
- F. Do not screen 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.



## OTHER LOGO USAGE

### 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. To obtain the correct configuration with your department name, contact Melanie Fountaine at [mfountaine@austincollege.edu](mailto:mfountaine@austincollege.edu).

#### HORIZONTAL EXAMPLES



#### VERTICAL EXAMPLES



### CO-BRANDING

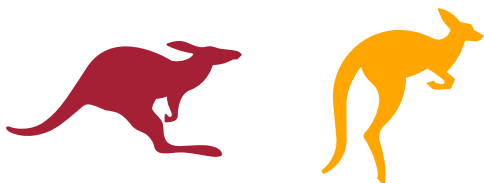
When using the Austin College logo in a co-branding configuration, separate the two logos with a .5 pt. rule, and maintain a balanced proportion between logos. Be sure to allow the required clear space around the Austin College logo when positioning the two logos.



## MASCOT IMAGERY

### 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.



## AC MONOGRAM

The AC Monogram is for specific use when the logo is not suitable, especially for social media that requires a round crop. The monogram is to be used only where the Austin College identity is already established and not in place of the logo on printed materials. For usage information, contact Heidi Rushing at [hrushing@austincollege.edu](mailto:hrushing@austincollege.edu).





## Fonts



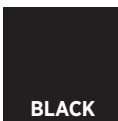
The following fonts are approved for print and electronic materials.

	<b>SERIF FONTS</b>	<b>SANS SERIF FONTS</b>
REGULAR	Times New Roman • Cambria • Georgia	Arial • Helvetica • Calibri
BOLD	<b>Times New Roman • Cambria • Georgia</b>	<b>Arial • Helvetica • Calibri</b>
ITALIC	Times New Roman • Cambria • Georgia	<i>Arial • Helvetica • Calibri</i>
BOLD ITALIC	<b><i>Times New Roman • Cambria • Georgia</i></b>	<b><i>Arial • Helvetica • Calibri</i></b>

Our creative team uses a body of fonts for digital and print collateral representing Austin College. Those fonts include **Minion**, **Stone Serif**, **Whitney**, and **Gotham Narrow**.

## Primary Color Palette

The primary colors of Austin College are gold, crimson, and black.

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

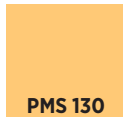







**Always reproduce colors at 100% in the logo;  
do not screen the logo.**

Always reproduce base colors using the formulas specified on this page. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.

## Screens and Tints

In graphics *outside* of the logo, screen percentages or tints of the College gold (PMS 130) and black may be used.

60% TINT		50% TINT		40% TINT	
 <b>PMS 130</b>	 <b>BLACK</b>	 <b>PMS 130</b>	 <b>BLACK</b>	 <b>PMS 130</b>	 <b>BLACK</b>

**100%** The College crimson (PMS 201) must always be reproduced at 100%; do not screen.

**129U** For offset printing by outside printers, the PMS color for the College gold as a spot color on uncoated stock is PMS 129U (instead of PMS 130).

## SECONDARY COLOR PALETTE

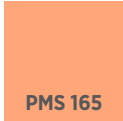


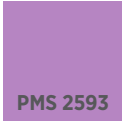





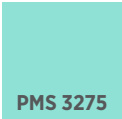
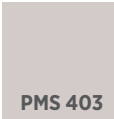
The colors in the Secondary Palette were created to complement the primary colors. Secondary colors are approved for presentations, reports, and artwork.

PMS 165	PMS 369	PMS 660	PMS 2593	PMS 3275	PMS 403
CMYK 0, 68, 96, 0	CMYK 58, 0, 100, 4	CMYK 74, 44, 0, 0	CMYK 59, 94, 0, 0	CMYK 93, 0, 57, 0	CMYK 39, 36, 40, 14
RGB 255, 103, 32	RGB 100, 167, 11	RGB 64, 126, 201	RGB 132, 50, 155	RGB 0, 179, 152	RGB 140, 133, 123
HEX# FF6720	HEX# 64A70B	HEX# 407EC9	HEX# 84329B	HEX# 00B398	HEX# 8C857B

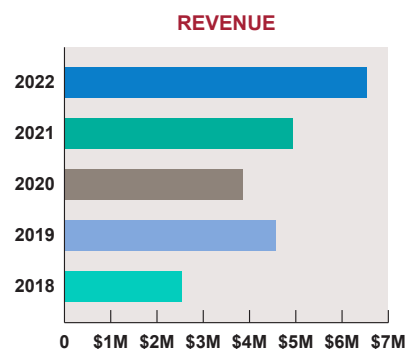
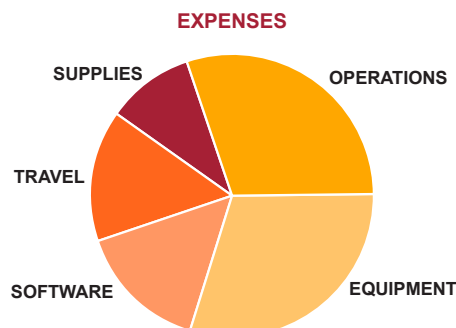
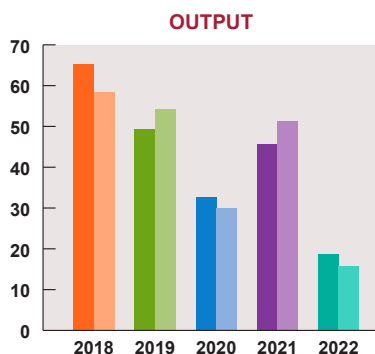
Always reproduce base colors using the formulas specified on this page. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.

## SCREENS AND TINTS

Screen percentages or tints of the secondary colors may be used.

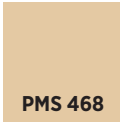
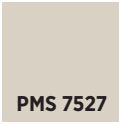
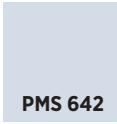
	SAMPLE TINTS					
60% TINT	 PMS 165	 PMS 369	 PMS 660	 PMS 2593	 PMS 3275	 PMS 403
40% TINT	 PMS 165	 PMS 369	 PMS 660	 PMS 2593	 PMS 3275	 PMS 403

## COLOR USAGE SAMPLES



## NEUTRAL COLOR PALETTE

The colors of the Neutral Palette are useful for backgrounds behind other graphic elements, such as the Austin College logo, imagery, or typography.

		
<b>PMS 468</b>	<b>PMS 7527</b>	<b>PMS 642</b>
<b>CMYK</b> 8, 14, 33, 0	<b>CMYK</b> 3, 4, 14, 8	<b>CMYK</b> 13, 2, 1, 1
<b>RGB</b> 221, 203, 164	<b>RGB</b> 218, 215, 203	<b>RGB</b> 211, 222, 228
<b>HEX#</b> DDCBA4	<b>HEX#</b> DAD7CB	<b>HEX#</b> D3DEE4

We use PMS 7527 to highlight subheadings throughout this document.

Always reproduce base colors using the formulas specified on this page. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.

## APPAREL

### SAMPLE COLOR COMBINATIONS



ONE COLOR (WHITE)  
ON CRIMSON SHIRT



ONE COLOR (WHITE)  
ON GREY SHIRT



TWO COLORS (GOLD & WHITE)  
ON CRIMSON SHIRT



THREE COLORS (CRIMSON, BLACK & WHITE)  
ON GOLD SHIRT

If the T-shirt color matches one of the logo colors, it may not be necessary to print that portion of the logo, thus keeping the number of colors for screen printing at a minimum. However, embroidery may require stitching all colors in an intricate area such as a logo, even if one of those matches the fabric color.



SAMPLE COLOR COMBINATIONS



For apparel, the shield may be separated from the logotype, but must appear elsewhere on the item.



### EMBROIDERY THREAD COLORS

#### GENERAL

GOLD: 910-1172 Madeira Classic Rayon #40 Weight  
RED ORANGE: 910-1238 Madeira Classic Rayon #40 Weight

#### ATHLETICS

GOLD: 910-1070 Madeira Classic Rayon #40 Weight  
CRIMSON: 910-1182 Madeira Classic Rayon #40 Weight

## 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, log in to Outlook using a web browser. Open your settings, then search “signature” to find the correct prompt. You may copy the text from the card to the right and paste it in your signature with your own personalization.

**NOTE: Do NOT attach the logo as an image file!**

Instead, click on this link and copy the web link version of the logo and paste it into your signature.

**[www.austincollege.edu/images/AusColl\\_Logo\\_Email.gif](http://www.austincollege.edu/images/AusColl_Logo_Email.gif)**

This will include the logo as a linked file rather than an attachment.

**Name**  
Title

**Austin College | Department**  
900 North Grand Avenue | Box or Suite  
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 or Neutral Color Palettes in the Austin College Brand Guide.

### 2. 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.

### 3. 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 Page 7.

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

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

## CAMPUS RESOURCES

- **Mailing and Printing Services**, located in the Wright Campus Center, offers custom printing, lamination, flyers, and more. They are also your source for business cards and letterhead. Email [ACprinting@austincollege.edu](mailto:ACprinting@austincollege.edu) with questions or to request a print job or order letterhead.
- To order **business cards**, use the form on the Intranet: <https://myac.austincollege.edu/intranet/maillingprinting/Pages/default.aspx> or email [ACprinting@austincollege.edu](mailto:ACprinting@austincollege.edu).
- To order **name badges**, go to [www.austincollege.edu/badge](http://www.austincollege.edu/badge)
- For **Institutional Marketing & Communications** requests (communications, marketing, creative design, or video production), complete the online project request form: [www.austincollege.edu/prf](http://www.austincollege.edu/prf)
- Find libraries of **logos, images, and templates** in the media kit on the Austin College website: [www.austincollege.edu/mediakit](http://www.austincollege.edu/mediakit)
- For questions about the **Austin College brand and logo usage**, contact Heidi Rushing at [hrushing@austincollege.edu](mailto:hrushing@austincollege.edu)