Augustana’s Mission Statement

Inspired by Lutheran scholarly tradition and the liberal arts, Augustana provides an education of enduring worth that challenges the intellect, fosters integrity and integrates faith with learning and service in a diverse world. Central to the Augustana experience are five core values. The community lives them and honors them, and they infuse the academic curriculum as well as student life. These five values are identified below, followed by a phrase that sums up the essence of the word as it informs the University’s mission. These phrases are, in turn, followed by how the value is expressed in the daily life of the University and its people.

CHRISTIAN
“By being a university of the Evangelical Lutheran Church in America”
• Centering on worship
• Welcoming all faiths
• Nurturing the search for a mature religious faith
• Relating Christian faith and ethics to learning and service

LIBERAL ARTS
“By providing an education of enduring worth”
• Affirming teaching and learning as central and lifelong
• Fostering a broad understanding of humans and their interactions
• Enriching lives by exposure to enduring forms of aesthetic and creative expressions
• Developing broad knowledge and skills crucial in a changing world
• Creating awareness of one’s own religious and ethical beliefs and those of others
  • Cultivating health and wellness

EXCELLENCE
“By committing to high standards and integrity”
• Practicing faithfulness in teaching, learning, supporting, administering
• Nurturing potential
• Challenging the intellect
• Acting ethically
• Recognizing achievement

COMMUNITY
“By caring for one another and our environments”
• Responding to needs
• Respecting human differences
• Empowering one another
• Tending to the ecology of place

SERVICE
“By affirming that wholeness includes reaching out to others”
• Accepting the call to servanthood
• Promoting justice
• Integrating career and service
• Serving church and society

Augustana’s Vision

Augustana University aspires to become one of America’s premier church-related universities.
Why Our Visual Identity Matters

The visual identity for Augustana University is a powerful symbol of who we are.

When our visual identity is portrayed deliberately, it reinforces Augustana's distinction and strength. And when it is portrayed consistently, it helps make Augustana memorable in the minds of those we reach.

So it is important that all of us use the same graphic elements to consistently and deliberately represent Augustana University. To that end, this Visual Identity Manual provides guidelines for use of the Augustana logo, whether offline (print collateral, logowear, signage, incentives and give-aways, etc.) or online (web pages, digital communications, social media, etc.), answering questions like:

• How should I use the logo?
• What specific colors can I use to match the logo in publications?
• What can't I do with the logo?
• How do I obtain the logo?
• Where can I go for design help?

All communications, internal and external, should be consistent with the Augustana University Brand. This is expected to eliminate brand confusion and to ensure that the university is positioned properly within our market. We need our brand to remain recognizable.

Thank you for joining us in this effort to consistently project the Augustana visual identity.

Verbiage Guidelines

These guidelines need to be followed on ALL marketing materials.

APPROPRIATE REFERENCES: Augustana University
                                  Augustana
                                  AU

• In print, the first reference of the university should be Augustana University and all following references should be Augustana.

INAPPROPRIATE REFERENCES: Augie
                                    Augustana College

• While we understand that people still refer to the university as Augie in conversation, it should not be used in any material that is used to represent the university.
Trademarks and Licensing

Augustana University owns and controls the use of its signature logos, insignias, seal, designs, symbols, wordmarks, depictions of campus buildings used commercially, and other marks, collectively called “trademarks," that are associated with the university. These include but are not limited to the words Augustana University, AU, Vikings, Augustana Vikings, Go Augie, as well as the signature logos of the Augustana University seal. Augustana University owns other trademarks that are specific to university events, buildings and programs. This is not an exhaustive list and is expected to continue to expand.

Augustana works with Learfield Licensing Partners to ensure that use of the brand is used appropriately by outside vendors. Reproduction of any logos or wordmarks is prohibited without the approval of Augustana University and Learfield Licensing Partners.

A copy of the university licensing sheet is posted on the employee portal under Marketing and Communication. For additional licensing information, please contact Learfield Licensing Partners at 616.395.0676 or visit college.trademarxonline.com.

The Office of Strategic Communications and Marketing personnel who work with the Augustana trademarks will be the judges of acceptability and reserve the right to grant approval. Please contact Augustana Creative Services at 605.274.4331.

All university entities, campus groups, registered student organizations, sports clubs or individuals must get prior approval from the licensing program for the use of the university’s name or marks.

DEFINITIONS

“A trademark is a distinctive mark placed on or attached to goods by a manufacturer or dealer to identify them as made or sold by that particular firm or person. The use of a trademark indicates that the maker or dealer believes that the quality of the goods will enhance his or her standing or goodwill, and a known trademark indicates to a buyer the reputation that is staked on the goods.

“Registration of a trademark is necessary in some countries to give exclusive right to it. In the United States, Canada and Great Britain the sufficient use of a trademark not previously used establishes exclusive right to it, but registration is provided as an aid in defending that right. In the United States trademarks are registered with the U.S. Patent and Trademark Office. Internationally, trademark registration is facilitated by the World Intellectual Property Organization, under the Madrid Protocol. Imitations of a trademark wrong both the owner of the trademark and the buyer, who is misled as to the source of goods, and such infringements of a trademark are punishable by law.” The Columbia Encyclopedia, Sixth Edition(2001-05).

Trademarks may also be considered any design, symbol, art, seal, word or groups of words that have come to be associated with the university.
Please note that the images included in this manual are legally trademarked and must include the TM or registration symbol accompanying it.

- The registered trademark symbol (®) is a symbol that provides notice that the preceding word or symbol is a trademark or service mark that has been registered with a national trademark office.
- A trademark is a symbol, word, or words legally registered or established by use as representing a company or product.
- For further trademark information, please contact the Strategic Communications & Marketing Department at marketing@augie.edu.
Licensed Vendors and Royalties

- A university-licensed vendor must be used to produce all products utilizing a university logo, wordmark or registered verbiage. Exceptions will be made only for highly specialized items that current vendors do not already have. A one-time licensing waiver must be obtained from the Strategic Communications and Marketing Department prior to placing an order.

- Failure to use a licensed vendor and have artwork approved will result in the university confiscating and destroying the items at the club or department’s expense.

- Apparel and merchandise for student clubs and organizations are subject to royalties. The only royalty exception is official uniforms for athletic play (t-shirts do not qualify) and licensed products, which are for internal use only (not for resale).

- The 12% royalty payment is paid to the university by the vendor, not the club or organization. The vendor will include this fee in the overall price of the product. When receiving a quote, be sure to ask if it includes the royalty fee or if royalties will be added on top of the quote.

- The royalties paid to the university fund student scholarships.

LOCAL VENDORS:

Use approved vendors only. For a list of those vendors, contact Creative Services.

EMPLOYEE POLICY AND PROCEDURE: Approval of logo use MUST be made by the Strategic Communications and Marketing Department. Employees and students do not have the right to give a vendor approval to use any of the university’s official logos.
Approved Logos

RULES TO FOLLOW FOR ALL UNIVERSITY LOGOS:

• The logo was created with a combination of two different fonts. **Replicating it should not be attempted.**

• All of the elements of each logo are designed to be used as one unit and **should not be separated.**

• The proportions of each logo should not be distorted or modified in any way.

• The logo should not be modified in any way. No graphic element may appear in the clear field surrounding the logo. *See more information about clear fields on page 20.*

• No part of the wordmark should be typeset. The official university artwork should be used.

• Each logo should appear only in its approved official colors.

• Each logo should always be applied from official high-resolution digital files provided by the university. **Electronic versions of approved logos are available on the Augustana website under Marketing, as well as on the Augustana portal. Multiple file formats are available (EPS/vector art, JPEG, PNG and PDF files). For print applications, EPS files are preferred. Note: EPS files cannot be opened and viewed in applications other than Adobe Illustrator, however you will be able to place the graphic into other software.**

RULES TO FOLLOW FOR ALL VIKING LOGOS:

• Logos that include the Viking are *primarily* for use by athletics, but other university departments may use them when appropriate. They may also be used on spirit-related or celebratory materials for promotions and events as approved by the Strategic Communications and Marketing Department.

• The Viking logos should never serve as a substitute for one of the institutional logos. They are not for scholarly or academic use.

• The viking head must not be reversed. His hair should always be on the left side.

• It should always be accompanied by the registered trademark symbol (®) in the lower right corner.

USE OF AU LOGO AND AU ICON:
The AU logo and AU icon cannot appear alone. *See page 11 for proper use of these two logos.*
Approved Logos

COLOR APPLICATIONS:
Different color settings work better for certain applications.

Whenever possible, use the setting listed below:
  • Print: Use CMYK or PMS color values for projects designed for print.
  • Digital: Use RGB or HEX value for projects that will be viewed on a screen.

APPAREL APPLICATIONS:
Our approved PMS 109 Yellow often reproduces as a lemony yellow that is much brighter than it should appear. **When printing on apparel, vendors should use PMS 116 to more closely match the printed appearance of PMS 109.** This is the ONLY instance that PMS 116 should be used in Augustana logos instead of PMS 109.

Apparel in any color other than official university colors (navy or gold) should have the single color application in ONLY white or black. No alternative imprint colors should be used.

**Example:** DO NOT use the white and gold logo on a black shirt. Only the white single color version of the logo should be used in order to avoid black, white and gold being mistaken as university colors.
Approved Logos

VERTICAL LOGO:
The AU icon above the Augustana University wordmark

HORIZONTAL LOGO:
The AU icon to the left of the Augustana University wordmark

THE AUGUSTANA UNIVERSITY WORDMARK:
The wordmark is the text \textit{without} the AU icon

\textit{Logo use must follow the rules on page 7.}
Approved Logos

THE AUGUSTANA UNIVERSITY PRESIDENTIAL SEAL:
The seal is an official symbol to be used only by the university President’s Office on official academic materials such as commencement publications, diplomas, certificates and messages from the university president.

*Usage of the seal MUST be approved by the Strategic Communications and Marketing Department.*

*Logo use must follow the rules on page 7.*
DEPARTMENTAL/PROGRAM LOGOS:
Logo variations that may be created for university departments or programs are shown below. The logos on the left are used for less formal applications, while the logos on the right are intended for more official, academic-focused applications.

These logos are ONLY designed by Augustana Creative Services.

Logo use must follow the rules on page 7.
Approved Logos

UNIVERSITY SCHOOL LOGOS:
Logos will be created for schools that are established for the university. The school itself will have a logo, as well as the programs underneath the school. *These logos are ONLY designed by Augustana Creative Services.*

SCHOOL LOGO:
The official university logo or wordmark with the school name below UNLESS the school has permission to create its own icon to use in conjunction with the university wordmark. Multiple color breaks available. *These logos are ONLY designed by Augustana Creative Services.*

PROGRAMS LOGO:
Logos will be created for the programs underneath schools. See below for samples. *These logos are ONLY designed by Augustana Creative Services.*

*Logo use must follow the rules on page 7.*
Approved Logos

**STUDENT CLUB/ORGANIZATION/CAMPAIGN LOGOS:**
This is a logo variation that may be created for events, organizations, student groups/clubs, or campaigns at Augustana University, while staying aligned with university branding. It moves marketing closer to a more cohesive and consistent visual identification system.

*These logos are ONLY designed by Augustana Creative Services and subject to the Strategic Communications and Marketing Department for approval.*

**LOGO GUIDELINES:**
- Intended to be expressive and unique to represent the group or event it represents
- Required to have the group or event’s full name in the design
- Student groups, clubs and organizations must include the word “intramural,” “club,” “organization,” “society,” etc. to help differentiate the group from official university groups, clubs, or organizations
- Not restricted to the university’s official colors
- Usable in print, websites, and on promotional items
- These logos are NOT meant to represent official Augustana departments
  The departmental logo format on page 9 should be used in those instances
- These logos are NOT a replacement for the primary Augustana University logos

**APPROVED USAGE (SEE SAMPLES BELOW):**
- When used on campus only, “Augustana University” DOES NOT need to be typeset underneath it or be accompanied by an official Augustana University logo.
- When used off campus, the logo should have “Augustana University” typeset underneath it OR be accompanied by an official Augustana University logo in order to show the group is associated with the university.

An explanation of the template setup, and a current example of this type of logo are shown here:

**TEMPLATE:**

**EXAMPLES:**

**ON CAMPUS EXAMPLE:**

**OFF CAMPUS EXAMPLE:**

“Augustana University” typeset underneath it OR accompanied by an official Augustana University logo
Approved Icons

**AU ICON:**
The AU from the full Augustana University logo. The AU icon can be used on social media and apparel, among others. *MUST FOLLOW RULES BELOW.*

![AU Icon](image)

**AU SPIRIT ICON:**
The AU from the full Augustana University logo with an outline added. The spirit icon is primarily used on items related to student activities, school spirit and athletics. *MUST FOLLOW RULES BELOW.*

![AU Spirit Icon](image)

Where the full logo or wordmark cannot be used, the stand-alone AU Icon or the AU Spirit Icon, shown above, may be used.

However, one of the following *MUST APPEAR* somewhere else on the piece:

- The vertical Augustana University logo
- The horizontal Augustana University logo
- The Augustana University wordmark
- The typed words Augustana University or Augustana.
- Do not place anything in the clear field so that it appears to be part of the AU icon. *See page 20 for more information about clear fields.*

*Example: The AU icon appears on the front of the shirt by itself, but the Augustana University wordmark is on the back of the shirt.*

*Logo use must follow the rules on page 7.*
Unacceptable Variations

Keeping a consistent look with our logos is essential to our branding efforts.

The logo should not be modified in any way. The following unacceptable variations of the logo are not meant to be a complete list, but rather a sampling, of what is prohibited.

Parts of the logo should never be separated, rearranged or resized.

The logo should never be enclosed within a shape that suggests it is part of the logo.

The logo should never be stretched.

The logo should never be condensed.

The logo should never be slanted or distorted.

Low resolution images of the logo should not be used, make sure images are high resolution.
Approved Colors

Consistent use of Augustana University's official colors is critical to building brand consistency and awareness in the marketplace. The brand color palette consists of primary and secondary colors.

PRIMARY COLORS:
The university’s primary colors are PMS (Pantone) 282 blue and PMS (Pantone) 109 yellow. These colors must be a prominent and integral part of all university communications that are produced in color.

BLUE:
PMS 282
CMYK: C:100 M:70 Y:0 K:80
RGB: R9 G31 B64
HEX: #081e3f

* In print, PMS 282 can start to appear purple when the color percentage (tint) is reduced. This is something to be cautious of and avoid.

YELLOW:
PMS 109
CMYK: C:0 M:10 Y:100 K:0
RGB: R255 G209 B0
HEX: #fed102

Refer to page 9 for information about printing yellow on apparel.
Approved Colors

**SECONDARY COLORS:**
The university’s secondary colors are PMS (Pantone) 535 light blue and 100% black.

These do not have to appear on every communication containing color, but their use is strongly encouraged. However, these colors should not be used as the dominant colors of a publication.

<table>
<thead>
<tr>
<th><strong>LIGHT BLUE:</strong></th>
<th>10%</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 535</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK: C:40 M:30 Y:5 K:0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGB: R141 G158 B188</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEX: #8D9EBC</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* In print, PMS 535 can start to appear purple when the color percentage (tint) is reduced. This is something to be cautious of and avoid.

<table>
<thead>
<tr>
<th><strong>BLACK:</strong></th>
<th>10%</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Black</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>50%</th>
<th>75%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Approved Colors

**ACCENT COLORS:**
The university’s accent colors are PMS (Pantone) 576 green, PMS (Pantone) 124 orange, PMS (Pantone) cool gray 3, PMS (Pantone) cool gray 9, PMS (Pantone) 466 brown.

The accent colors are meant to complement the university’s approved primary colors. This range of colors may be used in limited quantities and should never appear as the dominant color in any communication. The intended use of the accent colors is to provide highlight options for text and graphics.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GREEN:</strong></td>
<td>C:48 M:6 Y:79 K:17</td>
<td>R120 G157 B74</td>
<td>#789D4A</td>
</tr>
<tr>
<td><strong>ORANGE:</strong></td>
<td>C:0 M:29 Y:100 K:1</td>
<td>R234 G170 B0</td>
<td>#EAAA00</td>
</tr>
<tr>
<td><strong>LIGHT GRAY:</strong></td>
<td>C:18 M:13 Y:10 K:0</td>
<td>R200 G201 B199</td>
<td>#C8C9C7</td>
</tr>
<tr>
<td><strong>DARK GRAY:</strong></td>
<td>C:33 M:24 Y:20 K:2</td>
<td>R167 G168 B169</td>
<td>#A7A8A9</td>
</tr>
<tr>
<td><strong>BROWN:</strong></td>
<td>C:13 M:25 Y:52 K:6</td>
<td>R198 G170 B118</td>
<td>#C6AA76</td>
</tr>
</tbody>
</table>
Acceptable Color Combinations for the Horizontal Logo

PREFERRED VERSIONS:

A: 282 BLUE  U: 109 YELLOW  WORDMARK: 282 BLUE


SECONDARY COLOR COMBINATIONS:

A: 282 BLUE  U: 282 BLUE @ 30%  WORDMARK: 282 BLUE


GREYSCALE:
A: BLACK  U: 40% BLACK  WORDMARK: BLACK
Acceptable Color Combinations for the Vertical Logo

**PREFERRED VERSIONS:**

A: 282 BLUE  U: 109 YELLOW  WORDMARK: 282 BLUE

A: 109 YELLOW  
U: WHITE  
WORDMARK: WHITE

A: 282 BLUE  
U: WHITE  
WORDMARK: 282 BLUE

COLORED BACKGROUND USED TO SHOW IMAGE  
- BOX SHOULD NEVER APPEAR LIKE IT IS PART OF THE LOGO

**SECONDARY COLOR COMBINATIONS:**

A: 282 BLUE  
U: 109 YELLOW  
AUGUSTANA: 282 BLUE  
UNIVERSITY: 109 YELLOW

A: 282 BLUE  
U: 282 BLUE @ 30%  
WORDMARK: 282 BLUE

GREYSCALE:  
A: BLACK  
U: 40% BLACK  
WORDMARK: BLACK
Acceptable Color Combinations for the Wordmark

PREFERRED VERSIONS:

Augustana University

PMS 282 BLUE

SECONDARY COLOR COMBINATIONS:

Augustana University: 282 BLUE
University: 109 YELLOW

100% BLACK

PMS 109 YELLOW
Acceptable Color Combinations for the University Presidential Seal

*Use of the Seal MUST be approved by the Strategic Communications and Marketing Department.*

**PREFERRED VERSIONS:**

- PMS 282 BLUE
- WHITE
- PMS 109 YELLOW

**SECONDARY COLOR COMBINATIONS:**

- 282 BLUE AT 20% TINT
- 100% BLACK
Acceptable Color Combinations for the AU Icon

**MUST FOLLOW RULES ON PAGE 12 WHEN USING THIS ICON.**

**PREFERRED VERSIONS:**

A: 282 BLUE  
U: 109 YELLOW

A: 282 BLUE  
U: WHITE

**SECONDARY COLOR COMBINATIONS:**

A: 109 YELLOW  
U: WHITE

A: 282 BLUE  
U: WHITE

A: 282 BLUE  
U: 282 BLUE @ 30%

A: BLACK  
U: 40% BLACK
Acceptable Color Combinations for the AU Spirit Icon

*MUST FOLLOW RULES ON PAGE 12 WHEN USING THIS ICON.*
Approved Single Color Applications

Acceptable for **single color printing ONLY**
in cases where a tint or halftone screen cannot be utilized.
Typically for printing on t-shirts and other 3D items.

Do not alter the color breaks in the logo.
The A must be solid and the U must be outlined.

A: SOLID COLOR (AUGUSTANA COLOR FAMILY)
U: OUTLINED IN SAME COLOR AS THE A WITH A TRANSPARENT FILL
SO THE COLOR OF WHAT THE ICON IS PRINTED ON FILLS U

**AUGUSTANA UNIVERSITY**

COLORED BACKGROUND USED TO SHOW IMAGE - BOX SHOULD NEVER APPEAR LIKE IT IS PART OF THE LOGO
Unacceptable Color Variations

Keeping a consistent look with our logos are essential to our branding efforts.

The logo colors should not be modified in any way. The following unacceptable variations of the logo colors are not meant to be a complete list, but rather a sampling, of what is prohibited.

Never use colors that are not approved university colors.

The logo should never be used in a single color.
* See 1-color guidelines on next page 20

Do not alter the color breaks in the logo. Only use those provided in this guide.
Background Color Applications

At times, the logo will need to be applied on solid colored backgrounds. Printing the logo on anything other than white, blue, yellow, grey or black should be avoided.

When printing on a blue background:

When printing on a yellow background:

When printing on a dark gray background:

When printing on a light gray background:

When printing on a white background:

When printing on a black background:

For more information on one-color applications go to page 25.
Logo Usage Specifications

ACCEPTABLE SIZING:
When used on the cover of publications and/or as a signature on the back of publications the logo should be sized as follows:

- On items that are 9˝ x 12˝ and smaller the logo should be no less than 1˝ wide

![Augustana University Logo](image)

- For larger-scale printed items, please consider the publication type, viewing distance, and audience when determining logo size.

PLACEMENT:
The logo MUST appear on all of Augustana’s marketing and communication materials produced campus wide.

Placement of the logo on the cover of publications is optional, though the logo must appear on the back of all publications as a signature.

CLEAR FIELDS:
The logo must have clear space surrounding it, called a “clear field”. See sample to the right.

This space helps establish the prominence of the logo relative to other elements on the page and preserves its integrity. No graphic element may appear in the clear field surrounding the logo.

The size of the clear field varies with the size of the logo to equal to the height of the first and last “A” in “Augustana.”
Augustana University has official fonts that should be used whenever possible to help with consistent branding efforts. The official university fonts are ITC Garamond (serif font) and Myriad Pro (sans serif).

ITC Garamond Light Condensed
ITC Garamond Light Condensed Italic
ITC Garamond Book Condensed
ITC Garamond Book Condensed Italic
ITC Garamond Ultra Condensed
ITC Garamond Ultra Condensed Italic
ITC Garamond Light
ITC Garamond Light Italic
ITC Garamond Book
ITC Garamond Book Italic
ITC Garamond Bold
ITC Garamond BoldItalic
ITC Garamond Ultra
ITC Garamond Ultra Italic

Myriad Pro Condensed
Myriad Pro Condensed Italic
Myriad Pro Bold Condensed
Myriad Pro Bold Condensed Italic
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Semibold
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic

An alternative sans-serif font to Myriad Pro can also be used. It is called Gotham.

Gotham Thin
Gotham Thin Italic
Gotham Extra Light
Gotham Extra Light Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic

Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic
STANDARD UNIVERSITY STATIONERY

There are standard layouts, sizing, spacing, etc. for university stationery.

When provided with a mailing list in Excel format, Creative Services can print addresses on envelopes with the return address at the same time. The same can be done with letters on letterhead.

BUSINESS CARDS

There is a standard business card format that should be used by all university faculty and staff. You can order your business cards on the Augustana University Portal under Marketing.

If you would like to have additional information printed on the back of your card, approval must come from the Strategic Communications and Marketing Department.

EMAIL SIGNATURE

Employees are encouraged to use a standard email signature (see example below), without the addition of quotes, handwritten signatures, or images of any type. This will help to bring consistency and professionalism to all our electronic communications.

Name|Title|Department
Augustana University
Office: 605.274.WXYZ
Email Address
Augustana Logo
augie.edu • Twitter • Facebook • Instagram • YouTube
NOTE CARDS

• These are blank on the inside for a personal message. Augustana's address is on the back of the card.
• Envelopes with the Augustana return address on the flap are available to accompany them.
• Contact Creative Services to place an order for these products.
POWERPOINT TEMPLATE

• Templates are available on the employee portal under Marketing and Communications.
Printed Materials

Print remains an impactful way to connect to our audiences. This section includes some examples of how we use visual elements to build consistency within the university brand and communicate our messaging. These include university pieces, as well as designs for departments across campus.

Creative Services should design these pieces OR they must be approved by the Strategic Communications and Marketing Department.

FACT SHEETS AND FAST FACTS:

BOOKLETS:
PROGRAMS:
- Pieces designed for music performances often have a theme for a year.
- Student music recital programs have a template that needs to be used.
- Theatre uses the image from the productions poster on the cover.
POSTCARDS:

BE PREPARED

ACT CAMP
JUNE 8-11
FOR STUDENTS ENTRING GRADIES 10-12
AUGIE.EDU/ACT

NEWSLETTERS:

Research by Faculty and Students Funded by CWS Published

GREETINGS FROM COACH HUBER

LAST CALL FOR MEMBERSHIP AND OTHER GIFTS.
THANK YOU TO ALL OF OUR SUPPORTERS!

EQUAL OPPORTUNITY INSTITUTION.

Check Out Our Events
posted online. To receive our
email announcements, let us
miss any CWS events.

POSTERS:

Posters have different branding guidelines if they will be posted strictly on campus or if they will be posted off campus as well. Please contact Creative Services for requirements or for assistance with poster designs.
PRINT AND DIGITAL ADS:

Sample of print ad in *Sioux Falls Woman Magazine*

Sample of digital ad for *South Dakota Newspaper Association*

Samples of digital ads posted on Google search engine
OFF CAMPUS SIGNAGE:

- Examples of off campus signage: billboards, ribbon boards, banners and static signage.
- All off campus signage should be approved by the Strategic Communications and Marketing Department and created ONLY by Creative Services.

Example of billboards

[Image of billboards]

Example of static signage at the Sanford Premier Center in Sioux Falls, SD

[Image of static signage]

Example of a ribbon board displayed at a golf tournament in Sioux Falls, SD - Pro Link Sports

[Image of ribbon board]
Designated Icon for Social Media Applications

The spirit icon should be used for university presence on Facebook, Twitter, and other social media platforms.

circle represents profile picture image on social media platforms

OFFICIAL SOCIAL MEDIA SITES:

Facebook: facebook.com/augustanasd or “Augustana University”

Twitter: twitter.com/augustanasd or @AugustanaUniversity

Instagram: instagram.com/augustanasd or #Augustana University

Header images for social media pages:
- Can be an attractive visual that features the group, sport, etc. that is the focus of the page
- Can change according to what is relevant at the time
Social Media Posts

To build an online community that engages with our posts and helps tell the Augustana story, we share content that:

- Makes our audiences proud to be Vikings
- Informs our community
- Promotes discussion and gathers feedback
- Features experiences of current students and alumni from all academic areas
- Represents Augustana professionally

Different social media platforms have specific format requirements that are often changing. Make sure to check each platform to confirm the correct requirements before creating an image.

Creative Services is available for assistance with design of templates.

**EXAMPLES:**

![Instagram post](image1)

![Facebook post](image2)

**EXAMPLES OF TEMPLATES MADE FOR DIFFERENT SOCIAL MEDIA PLATFORMS:**

- Facebook header
- Twitter post
- Instagram post
- Instagram story
Trademarks and Licensing

Please note that the images included in this manual are legally trademarked and must include the TM or registration symbol accompanying it.

- The registered trademark symbol (®) is a symbol that provides notice that the preceding word or symbol is a trademark or service mark that has been registered with a national trademark office.
- A trademark is a symbol, word, or words legally registered or established by use as representing a company or product.
- For further trademark information, please contact the Strategic Communications & Marketing Department at marketing@augie.edu.

Augustana University signature logos, insignias, seal, designs, symbols, wordmarks, depictions of campus buildings used commercially, and other marks, collectively called “trademarks,” that are associated with the university.

SEE PAGES 5 TO 7 FOR ALL TRADEMARK AND LICENSING INFORMATION.
Approved Logos - Athletic Family

RULES TO FOLLOW FOR ALL UNIVERSITY LOGOS:

• The logo was created with a combination of two different fonts. Replicating it should not be attempted.

• All of the elements of each logo are designed to be used as one unit and should not be separated.

• The proportions of each logo should not be distorted or modified in any way.

• The logo should not be modified in any way. No graphic element may appear in the clear field surrounding the logo. * See more information about clear fields on page 20.

• No part of the wordmark should be typeset. The official university artwork should be used.

• Each logo should appear only in its approved official colors.

• Each logo should always be applied from official high-resolution digital files provided by the university. Electronic versions of approved logos are available on the Augustana website under Marketing, as well as on the Augustana portal. Multiple file formats are available (EPS/vector art, JPEG, PNG and PDF files). For print applications, EPS files are preferred.

RULES TO FOLLOW FOR ALL VIKING LOGOS:

• The viking head may be used by the following departments on spirit-related or celebratory materials for promotion of the university or events:
  
  - Athletics
  - Recreational Services
  - Student Engagement
  - Admissions

• Student groups may use it, but use must still be approved by the Strategic Communications and Marketing Department.

• The Viking logos should never serve as a substitute for one of the institutional logos. They are not for scholarly or academic use. Example of inappropriate use: the viking head over Augustana University Biology.

• The viking head must not be reversed. His hair should always be on the left side.

• It should always be accompanied by the registered trademark symbol (®) in the lower right corner.
Approved Logos

AUGUSTANA VIKINGS FULL MARK
The mark is a full entity of the Augustana Vikings name. It is the main graphic mark of the family and can appear by itself and still obtain maximum impact. A white inline has been established around the mark so it has impact when used on a dark background. The registration mark must always appear with the logo.

AUGUSTANA VIKING HEAD LOGO MARK:
*The Augustana Vikings head logo mark CANNOT appear by itself.*
It must be present with either the Augustana, Augustana University or Augustana Vikings name. In print, digital and apparel applications, the name doesn’t necessarily have to appear next to or beside the head mark, but must be somewhere on the piece the mark is being used on. Across campus applications, such as sports facilities, the Viking may be used on its own since there are logos everywhere on campus. A white inline has been established around the mark so it has maximum impact when used on a dark background. The registration mark must always appear with the logo.
Approved Logos

AUGUSTANA VIKINGS LOGOTYPE MARK:
The Augustana Vikings logotype mark is the Vikings Full Mark without the viking head and with the spacing adjusted slightly. A white inline has been established around the mark so it has impact when used on a dark background.

STADIUM MARK:
The Augustana stadium mark is another option that can be used with or without the viking head. Augustana University must appear somewhere else on the application.
DEPARTMENTAL/SPORTS SPECIFIC LOGOS:
Athletic teams interested in creating a customized logo for their sport can use the following presentation with either the Viking head logo or the spirit icon. These logos may be created ONLY by Augustana Creative Services.

ATHLETIC BRANDED LOGOS:
These logos are alternatives to the three primary athletic logos. These logos may be created ONLY by Augustana Creative Services.

PREFERRED VERSION: VERTICAL LOGO WITH VIKING ON TOP

IN THE INSTANCE THAT THE VERTICAL VERSION CANNOT BE USED THEN THE HORIZONTAL LOGO WITH VIKING ON LEFT MAY BE USED.
“A” Spirit Icon

The use of the Spirit “A” icon is reserved for Augustana Baseball ONLY. The stand-alone Spirit “A” icon cannot be used in place of the Spirit “AU” icon in the full wordmark.

ACCEPTABLE COLOR COMBINATIONS FOR “A” SPIRIT ICON:

The use of the Spirit “A” icon is reserved for Augustana Baseball and by special approval of the Office of Marketing & Communications. The stand-alone Spirit “A” icon cannot be used in place of the Spirit “AU” icon in the full wordmark.

- FILL: 282 BLUE
  OUTLINE: 535 LIGHT BLUE

- FILL: 282 BLUE
  OUTLINE: 109 YELLOW

- FILL: WHITE
  OUTLINE: 109 YELLOW

The colored background used to show image: box should never appear like it is part of the logo.
Acceptable Color Combinations for the Athletic Full Mark Logo

THREE-COLOR FORMAT:
The Augustana Vikings full logo mark is the preferred version to use when possible. In some applications, it’s preferred to use the version of the full mark with white type instead of the yellow-to-white gradient.

FULL COLOR WITH GRADIENT
PREFERRED VERSION:

TWO-COLOR FORMAT:
The Augustana Vikings full logo mark may appear in two colors (PMS 282 and PMS 109). There are two versions of this option, one with a 30% tint of PMS 282 and one without. This would be the format to use if you are limited to two colors but want the look of the full color format. This is most commonly used when printing on apparel.

FULL COLOR WITH GRADIENT
PREFERRED VERSION:

Logo use must follow the rules on page 43.
Acceptable Color Combinations for the Athletic Full Mark Logo

ONE-COLOR FORMAT:
The full logo mark may appear in one color (PMS 282 or black). When possible, use the PMS 282 version of the one-color logo. Use of any other color in the logo mark is prohibited.

VERSION 1:
Tinted helmet, sword and type inline area to 25% AND a gradient in the word “vikings”.

VERSION 2:
No tinted or gradient sections anywhere.

Logo use must follow the rules on page 43.
Acceptable Color Combinations for the Augustana Vikings Head Logo

FULL COLOR FORMAT (PREFERRED):
The Augustana Vikings head logo mark preferably appears in three colors (PMS 282, PMS 109 and PMS 535).

TWO-COLOR FORMAT:
The Augustana Vikings head logo mark may appear in two colors (PMS 282 and PMS 109). In this case, the lighter blue-gray areas of the helmet are a 30% tint of PMS 282. This would be the format to use if you are limited to two colors but want the look of the full color format. This is most commonly used when printing on apparel.

FULL COLOR PREFERRED VERSION:

ONE-COLOR FORMAT:
The head logo mark may appear in one color (PMS 282 or black). When possible, use the PMS 282 version of the one-color logo. This logo can appear with or without a tint (see below images). When used, a 25% tint is applied to the helmet, beard and hair. Use of any other color in the logo mark is prohibited.

Logo use must follow the rules on page 43.
Acceptable Color Combinations for Augustana Vikings Logotype Mark

FULL COLOR FORMAT (PREFERRED):

The Augustana Vikings logotype mark preferably appears in three colors (PMS 282, PMS 109 and PMS 535). In some printing applications, it’s preferred to use the version of the logotype mark with white type (no yellow-to-white gradient).

![FULL COLOR FORMAT EXAMPLE](image)

TWO-COLOR FORMAT:

The logotype mark may appear in two colors (PMS 282 and PMS 109). The logo will appear the same as the full color version shown above, but in this case, the lighter blue-gray areas of the outline are a 30% tint of PMS 282. There is also a two color version without the blue outline in the word vikings. The image on the right below would be the format to use if you are limited to two colors but want the look of the full color format. *This is most commonly used when printing on apparel.*

![TWO-COLOR FORMAT EXAMPLES](image)

ONE-COLOR FORMAT:

The logotype mark may appear in one color (PMS 282 or black). When possible, use the PMS 282 version of the one-color logo. This logo can appear with or without an outline of 30% in vikings (see below images). Use of any other color in the logo mark is prohibited.

![ONE-COLOR FORMAT EXAMPLES](image)

*Logo use must follow the rules on page 43.*
Acceptable Color Combinations for the Stadium Mark

**ONE-COLOR FORMAT:**
The stadium mark may appear in the approved university colors of PMS 282, PMS 109, white and black. Use of any other color in the stadium mark is prohibited.

**PREFERRED VERSIONS:**

![Preferred Version](image)

**SECONDARY VERSIONS:**

![Secondary Version](image)

*Logo use must follow the rules on page 43.*
Unacceptable Variations

The same logo specifications used by the university logo family should also be used by all Augustana Athletic programs. Usage of unapproved mascots, graphics, symbols, etc...is not allowed.

The Augustana Vikings logo family has unique marks with specific purposes. While these marks can be used in unison, there are specific uses that should be avoided.

**Color**
Avoid changing the color of the logo design elements. No other color combinations are allowed.

**Layout**
Avoid changing the dimension, angle or placement of the elements in the layout.

**Proportions**
Always maintain the correct proportions when reducing or enlargening the marks to avoid distortion.

**Containment**
Avoid containing the logo within a shape to prevent the shape from being mistaken as part of the identity.

BOX OR OUTLINE SHOULD NEVER APPEAR LIKE IT IS PART OF THE LOGO

**Flipping**
The viking head should NEVER be flipped horizontally. The hair should always flow to the left side.
Unacceptable Variations

Keeping a consistent look with our logos is essential to our branding efforts. The same logo specifications used by the university logo family should also be used by all Augustana athletic programs. Usage of unapproved mascots, graphics, symbols, etc...is not allowed. The following unacceptable variations of the logo colors are not meant to be a complete list, but rather a sampling, of what is prohibited.

Never use colors that are not approved university colors.

The logo should never be used in a single color. *See single color applications on page 26.*

Reversing out the viking head to print white on a color must be done correctly.

Cropping
Avoid cropping out portions of the logo. Cropping is allowed as shown below.
Logo Usage Specifications

ACCEPTABLE SIZING:
The Augustana Vikings logo family can be reproduced in various sizes. There are no restrictions when enlarging the marks. The marks’ strong look and contrast make them functional no matter how large or small they are produced.

For the sake of readability, the logos should not appear smaller than these examples:
- Full mark: no smaller than 1.5” wide x approximately 1.375” high
- Viking head mark: 1.125” wide x 1” high
- Logotype mark: 1.5” wide x approximately 1.125” high

• For larger-scale printed items, please consider the publication type, viewing distance, and audience when determining logo size.

PLACEMENT:
An official university logo must appear on all of Augustana’s marketing and communication materials produced campus wide.

Placement of the logo on the cover of publications is optional, though a logo must appear on the back of all publications as a signature.

CLEAR FIELDS:
Surrounding elements such as body copy or other logos should not come within .5” of the logo. Other artwork should not appear as if it is part of the athletic logo. See page 29 for more information about clear fields.
Typography

Augustana University has official fonts that should be used whenever possible to help with consistent branding efforts. The official university fonts are ITC Garamond (serif font) and Myriad Pro (sans serif).

An alternative sans-serif font to Myriad Pro can also be used. It is called Gotham.

See page 30 for samples of university fonts.

Social Media Posts

To build an online community that engages with our posts and helps tell the Augustana story, we share content that:

• Makes our audiences proud to be Vikings
• Informs our community
• Promotes discussion and gathers feedback
• Features experiences of current students and alumni from all academic areas
• Represents Augustana professionally

Different social media platforms have specific format requirements that are often changing. Make sure to check each platform to confirm the correct requirements before creating an image.

Creative Services is available for assistance with design of templates.

Refer to page 40 for visual examples of social media posts.
Designated Icon for Social Media Applications

The viking head should be used for Augustana athletic presence on Facebook, Twitter, and other social media platforms.

circle represents profile picture image on social media platforms

OFFICIAL SOCIAL MEDIA SITES:

Facebook: facebook.com/augustanauniversityvikings or “Augustana University Vikings”

Twitter: twitter.com/AugustanaVikings or @GoAugie

Instagram:instagram.com/goaugie or #Augustana University Vikings

Header images for social media pages:
• Can be an attractive visual that features the group, sport, etc. that is the focus of the page
• Can change according to what is relevant at the time
STANDARD ATHLETIC STATIONERY:
There are standard layouts, sizing, spacing, etc. for university stationery.
When provided with a mailing list in Excel format, Creative Services can print addresses on envelopes with the return address at the same time. The same can be done with letters on letterhead.

BUSINESS CARDS:
There is a standard business card format that should be used by all university faculty and staff. You can order your business cards on the Augustana University Portal under Marketing.
If you would like to have additional information printed on the back of your card, approval must come from the Strategic Communications and Marketing Department.

EMAIL SIGNATURE
Employees are encouraged to use a standard email signature (see example below), without the addition of quotes, handwritten signatures, or images of any type. This will help to bring consistency and professionalism to all our electronic communications.

Name|Title| Department
Augustana University
Office: 605.274.WXYZ
Email Address
Augustana Logo
augie.edu • Twitter • Facebook • Instagram • YouTube
Each logo is available in the following formats on the Augustana University Portal. Go to: Faculty and Staff - Marketing and Communication

Always follow the guidelines in this book and use the electronic artwork appropriate for your application:

**PRINT**
The logo should always be reproduced from an official high resolution EPS/AI (Adobe Illustrator vector artwork) files or PDF files for print applications.

**WEB**
Use an official high resolution JPG or PNG files for online applications.

**POWERPOINT**
Use PNG files for PowerPoint applications.

**MICROSOFT WORD**
Use an official high resolution JPG file in Microsoft Word and other word-processing applications.

If you have any questions about logo use, color use, typography, or other design elements, please contact the Strategic Communications and Marketing department at marketing@augie.edu.