

# BRAND STYLE GUIDE

**AUGSBURG**  
UNIVERSITY®

REVISED: 02/2018

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# The Augsburg University brand style guide aims to bring consistency to the way we communicate.

The Augsburg brand is more than just logos, colors, typography, photos or even ads. Our brand style is not limited to a single campaign message or tagline. Our brand is what students, parents, academics, alumni, companies, and communities think and feel when they hear the name “Augsburg”.

## MISSION

Augsburg University educates students to be informed citizens, thoughtful stewards, critical thinkers, and responsible leaders.

The Augsburg experience is supported by an engaged community that is committed to intentional diversity in its life and work. An Augsburg education is defined by excellence in the liberal arts and professional studies, guided by the faith and values of the Lutheran church, and shaped by its urban and global settings.

## VISION

In 2019, Augsburg will be a new kind of student-centered, urban university, small to our students and big for the world.

### “Small to our students”

reflects the relationships, community, and personal attention that are hallmarks of the educational experience at Augsburg.

“Big for the world” acknowledges the significant impact we know our students—and alumni—do and will make in the world.

## VALUES

### Experiential learning

First-hand, first-person experience—for learning, for living, for discovering our gifts, and for matching them with the world’s most important needs

### Exceptional education

Broad offering of degrees and programs

### Stewardship

Called to serve our neighbors

### Creative discourse

Foster a culture of divergent ideas to better understand and make an impact for the world

# VISUAL IDENTITY

## INSTITUTION



### AUDIENCE

Presidential  
Institutional  
Ceremonial

### COLORS



### TYPOGRAPHY

TRAJAN SANS PRO  
Trade Gothic  
Berkeley

## UNIVERSITY



### AUDIENCE

Academics  
Recruiting  
External Facing  
Fundraising and Alumni

### COLORS



### TYPOGRAPHY

Trade Gothic Bold Condensed  
Trade Gothic  
Berkeley

## SPIRIT



### AUDIENCE

Athletics  
Campus/Student Programs  
Internal Facing

### COLORS



### TYPOGRAPHY

Trade Gothic Bold Condensed  
Trade Gothic

## OUR FAMILY OF LOGOS, ICONS, SEALS, AND SYMBOLS

Augsburg has four primary brand identifiers. On the following pages you will find use guidelines for each of these elements.

- Institutional Seal
- University Logo
- University Icon
- Spirit Symbol

### WHO CAN USE THESE LOGOS

Augsburg faculty and staff may use the logo for official University business. News media may use Augsburg logos according to Fair Use. Student organizations should not use official logos except when advertising an event or program that is officially sponsored by an office or department. Use of logos is only allowed when Augsburg's graphic identity guidelines are followed. If you have questions about commercial licensing rights, contact the Director of Marketing Communication at [marcomm@augsborg.edu](mailto:marcomm@augsborg.edu) or 612-330-1182.



AUGSBURG  
UNIVERSITY.®

[UNIVERSITY LOGO]



[UNIVERSITY ICON]



[INSTITUTIONAL SEAL]



[SPIRIT SYMBOL]

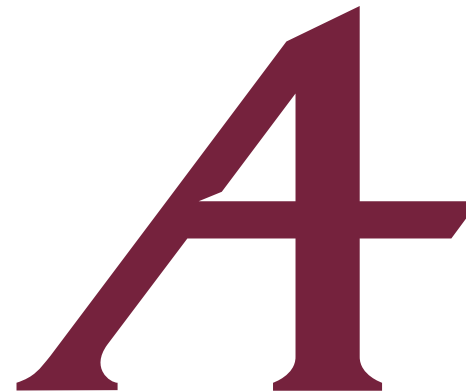
## UNIVERSITY LOGO

The Augsburg University logo should be used on all Augsburg publications, websites and e-communications, and materials.

The secondary mark to the university logo is the university “A” icon. This icon can be used as a graphic element or in some instances, in place of the university logo. The university “A” icon should not be used as a separated part of the university logo.


 The logo consists of the word "AUGSBURG" in a large, bold, serif font, with "UNIVERSITY." in a smaller, all-caps, serif font below it. A registered trademark symbol (®) is located at the end of "UNIVERSITY."

[UNIVERSITY LOGO]



[UNIVERSITY ICON]

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Only the original electronic files from Augsburg (available at [inside.augsburg.edu/marketing](https://inside.augsburg.edu/marketing)) should be used; the logo should never be recreated or altered. This logo replaces all previous Augsburg College wordmarks and logos, but does not replace the institutional seal and/or spirit symbol.

## SIZE & SPACE

The logo looks best when used at a size appropriate for the medium.

The institutional logo should not be used at a size smaller than 0.5 inches in height. The university “A” icon should not be used at a size smaller than 0.375 inches in height.

In order to protect the integrity of the logo, white space needs to be maintained around the logo perimeter. Under no circumstances should any text or graphic intersect or be placed immediately adjacent to the logo.

No matter what size you’re using the logo, leave space around the logo equal to the height/width of the “X.”

*Illustrated at right*

ACTUAL SIZE APPLICATION FOR VISUAL REFERENCE



X = HEIGHT OF “G” CHARACTER IN LOGO



## INAPPROPRIATE USE

Neither the name of the University or any University logo may be used in a manner that could adversely affect the University's image or standing or for any other reason that would be inappropriate.

Such examples include, but aren't limited to, the use of the University logo in connection with alcoholic beverages, unofficial social media accounts, tobacco products, sexually-oriented products or services, political parties or organizations, gaming or games of chance, or firearms.

Additional examples of inappropriate use are outlined to the right.



[DO NOT CHANGE COLORS]



[DO NOT RECONFIGURE  
LOGOS AND ICONS]



[DO NOT STRETCH OR SKEW]



[DO NOT ADD OR REMOVE COMPONENTS  
TO/FROM THE LOGO ]



[DO NOT CHANGE FONTS OR TYPEFACES]



[DO NOT USE LOGO ON A  
SIMILAR COLORED BACKGROUND]



[DO NOT APPLY GRADIENTS OR DROP  
SHADOWS]



[DO NOT USE LOGO ON BUSY OR  
DISTRACTING BACKGROUNDS]

LOGOS

**INAPPROPRIATE USE, CONTINUED**

It is not acceptable to create your own art or logo to represent your department, program, group, or to promote your event.

The logo families are to be used independently and are not to be combined for use in any instance.



## COLOR PROFILES

Augsburg's official colors are maroon (Pantone 209) and gray (Pantone Cool Grey 9).

Using color in a consistent way reinforces recognition and fosters trust. The Augsburg University maroon and gray play a major role in establishing Augsburg's identity and should be implemented consistently in all applications.

These are the primary colors to be used on publications, materials, and the website. Tints of these colors are also acceptable.

Use the exact PMS colors (for print) or hex colors (for web) and avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the PMS and hex colors will ensure accuracy.



PANTONE 209  
CMYK: 38 / 92 / 58 / 37  
HEX: #660033



PANTONE COOL GRAY 9  
CMYK: 55 / 47 / 44 / 10  
HEX: #666666



PANTONE Black 6 C  
CMYK: 81 / 71 / 59 / 75  
HEX: #000000



PANTONE COOL GRAY 3  
CMYK: 21 / 16 / 17 / 00  
HEX: #C8C8C8

## COLOR PROFILES

### Augsburg University's official secondary color group

While Augsburg maroon and gray are the primary colors and an integral part of the visual identity, a secondary color palette has been developed to provide versatility and variety when developing visual work.

The use of white space and colors from the secondary color palette create the correct environment for the Augsburg maroon and gray to stand out. The secondary palette is used for items such as sidebars, headlines, graphs, and color borders.

When using the secondary color palette, limit the number of secondary colors used in a single piece, so they do not create an environment where Augsburg is not recognizable. In addition to these colors, a tertiary palette exists for specific uses determined by the Office of Marketing and Communication.

Use the exact PMS colors (for print) or hex colors (for the web) and avoid trying to match colors based on what you see on a computer screen or office printer. The appearance of the colors will vary widely on different media; using the PMS and hex colors will ensure accuracy.



PANTONE 207  
CMYK: 22 / 100 / 78 / 15  
HEX: #AC0040



PANTONE 1795  
CMYK: 00 / 94 / 100 / 00  
HEX: #D8262E



PANTONE 471  
CMYK: 00 / 59 / 100 / 18  
HEX: #BC6225



PANTONE 158  
CMYK: 65 / 30 / 00 / 11  
HEX: #EE7624



PANTONE 377  
CMYK: 45 / 00 / 100 / 24  
HEX: #699E35



PANTONE 646  
CMYK: 65 / 30 / 00 / 11  
HEX: #5381AC



PANTONE 130  
CMYK: 00 / 30 / 100 / 00  
HEX: #F7A700



PANTONE 2925  
CMYK: 85 / 24 / 00 / 00  
HEX: #009BDF



PANTONE 5825  
CMYK: 00 / 02 / 87 / 59  
HEX: #857C18

## PRINT

Use these fonts based on the type of communication and the appropriate audience:

### INSTITUTION:

Trajan Sans Pro  
Trade Gothic  
Berkeley

### UNIVERSITY:

Trade Gothic  
Berkeley

### SPIRIT:

Trade Gothic

## DIGITAL

Augsburg web platforms use *Oswald*. In print applications, *Arial Narrow* is the secondary font for Trade Gothic. If you do not have the approved typefaces installed on your machine or device, contact the Director of Marketing Communication at [marcomm@augsborg.edu](mailto:marcomm@augsborg.edu) or 612-330-1182.

# AA

## TRAJAN SANS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

# Aa

## Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

WEB ▾

# Aa

## Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

# Aa

## Berkeley

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

# Aa

## Trade Gothic Bold Cond. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

PRINT ALTERNATIVE ▾

# Aa

## Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

# TYPOGRAPHY

## STYLE RECOMMENDATIONS

The type styles we choose help to visually convey a mood or feeling that support the message being communicated.

We have provided examples of appropriate typographic hierarchy to help emphasize and differentiate larger blocks of copy/content.

INSTITUTIONAL COMMUNICATION



# LOREM IPSUM DOLOR SIT AMET

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UNIVERSITY COMMUNICATION



# LOREM IPSUM DOLOR SIT AMET

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**Section headline sample**

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**Two column headline**

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CAMPUS COMMUNICATION



# LOREM IPSUM DOLOR SIT AMET

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**SECTION HEADLINE SAMPLE**

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**TWO COLUMN HEADLINE**

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## **SPIRIT ELEMENTS**

The identity of the student body, alumni and Augsburg supporters are represented through the use of the Spirit elements.

These elements represent Augsburg athletics, activities and organizations on campus.



[SPIRIT SYMBOL/EAGLE HEAD]



[SPIRIT ICON/CROSS "A"]

***AUGGIES***

[SPIRIT TEXT/AUGGIES SCRIPT]

GRAPHIC ASSETS

**INSTITUTIONAL SEAL**

The Augsburg University seal enhances an original centennial symbol design and aligns with the institution’s current reality, reputation, and promise.

The University seal is used only on official diplomas, certificates, documents, transcripts, and for other ceremonial or institutional circumstances. The seal is not interchangeable with other logos, and is only available from the Office of Marketing and Communication.



THE CROSS DEPICTS THE SIGNIFICANT RELATIONSHIP BETWEEN THE CHURCH AND HIGHER EDUCATION.

THE SILHOUETTE OF THE MINNEAPOLIS SKYLINE EMPHASIZES AUGSBURG'S METROPOLITAN RESOURCES AND OPPORTUNITIES.

THE DEEPLY THEOLOGICAL STATEMENT, "THROUGH TRUTH TO FREEDOM," SUMMARIZES THE BELIEF THAT THE TRUTH SETS US FREE TO BE EDUCATED AND TO SERVE.



THE EAGLE REPRESENTS AMERICAN DEMOCRACY.



THE LION REPRESENTS AUGSBURG'S NORWEGIAN-AMERICAN HERITAGE.



THE LAMP OF LEARNING DEPICTS SOUND SCHOLARSHIP.

AUGSBURG OPENED IN SEPTEMBER 1869 IN MARSHALL, WISCONSIN, AND MOVED TO MINNEAPOLIS IN 1872.



THE FOSHAY TOWER RETURNS TO THE CENTER OF THE SEAL AS A NOD TO AUGSBURG'S CENTENNIAL SYMBOL.



# WE ARE CALLED | AUGGIES

Martin Luther didn't believe in intermediaries. Neither do we.

At Augsburg University, we believe in the power of first-hand, first-person experience—for learning, for living, for knowing God. Every day, we push beyond our comfort zones to ask “why,” to act on our beliefs, to make an impact.

We are neither bystanders nor spectators: We are Auggies.

We are called to serve our neighbor.

## WE ARE CALLED | AUGGIES

The “We Are Called” statement is used as a graphical element to express key elements of the Augsburg brand:

**Brand persona:** Auggie, i.e., someone who is called; who thinks and acts differently from the average person; an adventurous experienter.

**Brand essence:** We are called.

**Brand promise:** We will help you explore and fulfill your calling.

WE ARE CALLED | AUGGIES

WE ARE CALLED. AUGGIES.

WE ARE  
CALLED AUGGIES

## BRAND VOICE

### Editorial Tone and Character

The brand voice addresses how we convey the Augsburg story in writing, including through theme, word choice, and prose style. Employing a tone and character consistent with the University's positioning and brand values—and doing so consistently across various media—is as important as selecting the right images and typefaces. As with photo selection and design choices, the appropriate tone and character will vary somewhat based on audience: an “institutional” tone may be appropriate when communicating the University's mission and vision in the broadest sense, which will be different from the tone used in writing for prospective first-year students or alumni audiences.

## AUGGIES ARE FRIENDLY, GENUINE, HANDS-ON, ADVENTUROUS, AND SMART.

**1. Friendly** — Welcoming, inclusive, neighborly, accessible, supportive, and helpful, but not overbearing

#### How does friendly sound?

Conversational, warm, responsive; not lofty, pompous, or overly formal; connecting with people in a personal way

**2. Genuine** — Honest, natural, sincere, real, familiar, but not folksy

#### How does genuine sound?

Write how you would speak; straightforward; don't use eight words when two will do; simplified language, but not dumbed-down

**3. Adventurous** — Experimental, at the forefront, innovative, courageous, inventive, bold

#### How does adventurous sound?

Write with vision; creative and clever, but not goofy; cause excitement and enthusiasm

**4. Hands-on** — Experiential, discovering, practical, learn by doing; out in the community, service-learning

#### How does hands-on sound?

Compelling, effective, motivational; soul-searching, but not daydreamers

**5. Smart** — Confident, but not arrogant; intelligent, but not stodgy; clever, but not cynical

#### How does smart sound?

We like to talk about outcomes, tell success stories; use language that encourages, but doesn't patronize or confuse

## BRAND IMAGERY

### Photography and videography

Strong photos and videos bring Augsburg University's brand to life. Inspiring, distinctive, thought-provoking visuals help prospective students picture their lives as Auggies and foster deeper emotional connections with our alumni.

Photos should be technically excellent, including in contrast, color, focus, lighting, and composition. Before using a file photo, also consider whether the technology, fashion, and locations in the image are still current. Clip art is, by definition, not distinctive, and therefore should not be used. Likewise, stock photos should be avoided whenever possible.

Like our brand voice, Augsburg's visual style is rooted in authenticity.

We endeavor to show our campus and community as they are, because misrepresentations or idealizations are ultimately damaging to our brand.

Authentic photos and videos are:

- 1) Accurate
- 2) Candid (not posed) when possible
- 3) Diverse and non-stereotypical
- 4) Community based

#### Accurate

One way of being authentic in our photo and video is to employ a photo-journalistic ethic. Instead of posing individuals or manipulating settings, have subjects “do what they do” and work to get the best shots within that situation. Strive to capture moments of spontaneous emotion and/or action. Avoid “photoshopping” images to make them fit our parameters. Use lenses that capture the truth of an image (avoid using fish eye and other lenses that distort the scene) and shoot from the point of view of the target audience. This allows viewers to project themselves into the scene.

#### Candid

We generally don't pose photo subjects. Instead, we work around the individual/s to create the best image. This gives the subjects more control over the photographic process and treats them as an important part of the scene instead of a prop. In cases where we must give greater direction to achieve a specific effect, we still aim for the final image to seem to be a candid.

When taking environmental or “in studio” portraits or straight-to-camera video, we use simple, straightforward poses. The subject should engage directly with the camera, looking directly into the lens, and the photographer should try to bring out the personality of the subject.

#### Diversity without stereotypes

Augsburg is an intentionally diverse private institution, and when photographing and capturing video of that diversity it is important to remember not to put subjects into stereotypical roles. We are looking for the truth of the institution, and that means showing diversity in an authentic way. Treat all subjects as individuals, not quotas to be fit within the frame. Avoid the idea of a “rainbow of people” when trying to show our diversity. This kind of photography is trite and does not show the true nature of our University.

#### Community based and interactive

When possible, show life and give a sense of place within photos or videos. Augsburg is a fun, vibrant community. The University is more about the interaction of students, faculty, and staff and our interaction with the community than about our buildings and grounds. Strive to capture campus life as it exists on a day-to-day basis.