SPIRIT GRAPHICS USAGE GUIDE



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CONTACT INFORMATION

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Guidelines for Use and all logos designed by 144design.



The following guidelines have been established as the approved representation of the Spirit of Augsburg University. The Auggie Spirit is a key component of the overall brand identity of Augsburg University.

The Auggie Spirit graphic identity should be managed with consistency and discipline across all communication materials. Proper reproduction of the Spirit marks protect and strengthen the integrity of the Augsburg University brand. Reproduction of any logos, symbols, icons or wordmarks is prohibited without the approval of Augsburg University.

IDENTITY SYSTEM

The preferred background colors for Spirit elements are white, gray, or maroon. However, the logos can be reproduced on a variety of backgrounds or color fields. Select the appropriate file for color output and the intended background.

Artwork has been created with a built-in key line (outer border) at 40% gray. The light gray key line is required on dark backgrounds. Follow the examples to ensure there is enough contrast for elements to stand out properly. Reproduction of the logos in any variation not pictured below requires prior approval.

Do not modify or recreate any version of the logos, icons or wordmarks. These elements have been optimized for output in each color scheme, with separate files for use on light and dark backgrounds.

USE ONLY THE OFFICIAL ARTWORK FILES PROVIDED FOR REPRODUCTION.

EAGLE SPIRIT SYMBOL



PRIMARY SPIRIT TEXT



SPIRIT CROSS "A"



SECONDARY SPIRIT LOGO



SECONDARY SPIRIT TEXT



EAGLE SPIRIT SYMBOL











3 COLOR











2 COLOR











AUGGIES WORDMARK











2 COLOR











1 COLOR

CROSS "A" ICON



2 COLOR



1 COLOR

SECONDARY SPIRIT LOGO











3 COLOR











2 COLOR











SECONDARY WORDMARK











3 COLOR











2 COLOR











UNIT/GROUP LOGOS

The layouts to the right are a few examples of acceptable use of Spirit Elements.

On apparel and other items, it is acceptable to set "Augsburg" or "Augsburg University" in Trade Gothic.

If you have specific questions regarding application, or are in need of a custom logo, please contact the Marketing and Communication office.

























AUGSBURG TREATMENTS

The layouts to the right are a few examples of acceptable use of "Augsburg".

In cases where it is appropriate to print the name of the university ("Augsburg" or "Augsburg
University") but using the institutional logo is not appropriate, the name should be set in Trade
Gothic Bold Oblique and may be stylized. For more information and graphics, contact the
Office of Marketing and Communication.











SWIMMING & DIVING







COLOR PALETTE

PRIMARY & SECONDARY

The official colors of Augsburg University are Maroon (209 C) and Grey (Cool Grey 6 C). Values for these colors, in the most common color models, are listed at right.

COLOR OUTPUT

When possible, full-color output (Pantone Matching System® or CMYK) is preferred. When full color output is not an option, it is acceptable to reproduce the logo in 2-color, 1-color, greyscale or black/white.

COLOR USE

PMS/CMYK - Print media RGB - Digital/Screen media

PANTONE







209 C

COOL GRAY 6 C

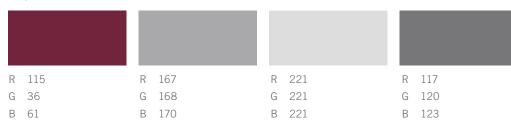
COOL GRAY 6 C (40%)

COOL GRAY 9 C

CMYK

С	38	С	16	С	4	С	30
M	93	M	11	M	4	M	22
Υ	57	Υ	11	Υ	2	Υ	17
Κ	37	Κ	27	Κ	8	Κ	57

RGB



HEX/DIGITAL



TYPE STYLE

FONT FAMILIES

The primary font used in unit/group logos application and general communication is *Trade Gothic*.

UNIT/GROUP TYPE

As noted on previous pages, the opportunity to sub-brand the Auggie Spirit elements should use *Trade Gothic Bold Oblique*.

COMMUNICATION TYPE

It is recommended to use *Trade Gothic* whenever possible as the primary font for both internal and external communication

Aa

Trade Gothic Bold Condensed No. 20 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

WEB ▼

Aa Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

PRINT ALTERNATIVE ▼ -

Aa Arial Narrow

A2CAEE769IJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz **A**

PRINT STANDARD -

Trade Gothic Bold Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

SA

Trade Gothic light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Aa

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

TYPE STYLE

NUMBERING SYSTEM

The custom numbering system has been developed to compliment the Auggies Spirit wordmark.

In conjunction with the logotype, the numbering system will connect and elevate the Augsburg athletics programs, as each will share a singular typographical style.







PROHIBITED USE

SPIRIT ELEMENTS

MODIFICATIONS

Do not recreate or modify the logo in any manner. Do not move or Resize the individual elements separately. Colors should not be substituted, screened or converted to a gradient.

REVERSE COLOR

The logo colors should not be swapped, altered or reversed when placed on a light or dark background.

KEY LINE

Do not remove, resize or change the color of the logo's key line (outer border). The key line is required on all dark backgrounds to ensure sufficient contrast.

SAFE ZONE

When using each of the elements be sure to leave the appropriate safe zone around each element to ensure the individual integrity of the icon. For the Cross-A, leave spacing equal to the right arm of the cross around the edges. Only the Office of Marketing and Communication is authorized to use the Eagle Art or Cross-A without the required isolation area—for example, when using them as background or style elements. All other uses of these images require compliance with the isolation area rules.























PROHIBITED USE

SPIRIT ELEMENTS

DISTORTION

Do not stretch, skew or rotate the logo. When re-sizing make sure that the width to height aspect ratio is the same. Maintain a 0° angle for reproduction.

ADDITION

Do not add graphic elements or text to the logo.

BACKGROUNDS

Avoid use of the logo on busy backgrounds including photos or textures.

IMAGE QUALITY

Do not use versions of the Spirit Elements obtained from the Web, or from scanning previously printed materials.



















SPIRIT APPLICATION

UNIFORM GUIDELINES

To create a consistency across all teams and to strengthen the brand all jerseys must follow the uniform standards.

JERSEY NUMBERS

The custom numbering system designed to compliment the Auggie Spirit wordmark and must be used on jerseys in all cases in which it is not cost prohibitive, at the determination of the athletic department approval process.

TYPE ON JERSEYS

Any other type on the jersey besides the numbers and the "Auggies" wordmark should be in Trade Gothic. For use *only* on official team uniforms that also use the custom numbering system, a script "Augsburg" is available.

COLOR OF UNIFORMS

The colors of the uniform must match the primary and secondary color pallet; maroon, gray, or white.



SPIRIT APPLICATION

UNIFORM CONCEPTS



SPIRIT APPLICATION

APPAREL CONCEPTS







