

# AUGSBURG COLLEGE

This quick reference guide introduces and explains the Augsburg College graphic identity program. It outlines ways to implement a strong, consistent visual character.

The logotype and variations presented here replace all logos and symbols that have been used previously to identify the College. These new logos should be used on all printed materials (e.g., brochures, letterhead, business cards, department newsletters), on the College website, on campus signage, and on College merchandise. With consistent use of these elements, Augsburg's identity will become increasingly recognizable to the public.

The exception to these guidelines is the college seal. The College seal is used **only** on official College diplomas, certificates, documents, and for special circumstances. The seal is not interchangeable with other logos, and is only available from the Office of Marketing and Communication.

**All of the following logos are available from the Marketing and Communication Office.** Digital files of the Augsburg logos for both Macintosh and PC format are available in the Office of Marketing and Communication ORGS public folder, in a folder named "Augsburg College Logos and Graphics." If something more specific is needed, contact the Office of Marketing and Communication.

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## COLORS

Augsburg's official school colors are maroon and grey. Several variations of Augsburg's logos may be used for different printing situations:

**Two-Color:** When possible use the spot-color version of the logo. This version includes two Pantone® Matching System colors: PMS 209 (maroon) and PMS 424 (grey), which approximates a 58% screen of black ink.

**Process Color:** When printing materials in four-color process, use the segmented four process colors (cyan, magenta, yellow, and black).

**One-Color:** When the method of reproduction does not allow for a second color, use the one-color version, printed with black ink.

**Reverse:** In certain cases, the logo may be reversed out of a colored background. If you need a logo on a dark background, contact the Office of Marketing and Communication.

AUGSBURG  
COLLEGE

Black

AUGSBURG  
COLLEGE

PMS 209



PMS 209 14%C / 94%M / 36%Y / 60%K  
PMS 424 30%C / 22%M / 19%Y / 53%K

## SIZES

The logos can be printed in various sizes, as long as they remain readable. For large applications, such as signage and banners, contact the Office of Marketing and Communication for guidelines.

The Augsburg logo is created in Times New Roman typeface, with the stylized "Cross A" added. The logo must be used as shown; it contains special spacing and letter proportions. Never try to re-create the logo using this typeface.

The smallest size at which logos should be printed are as follows:

One-line logo—2 inches wide  
Stacked logo—1.5 inches wide

Note: It is **never** acceptable to alter the proportions of the logo. When the logo is reduced or enlarged, it must be changed proportionately, i.e., by the same amounts both vertically or horizontally.

## TYPOGRAPHY

Augsburg's identity is strengthened by consistent use of typography throughout its printed communications and on the website.

The standard copy type for printed publications is **Berkeley**. If that is not available, **Palatino** is the suggested replacement. For headlines, captions, sidebars, and for accent, **Arial Narrow** should be used.

For the website, **Verdana** is the typeface used for all copy.

If you have any questions about choice or availability of these types, contact the Office of Marketing and Communication.

### Berkeley

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

### Palatino

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

### Arial Narrow

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

### Bell Gothic

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

## ISOLATION AREA

To prevent a cluttered look, white space must be maintained around all logos.

For the one-line logo and stacked logos, a space equal to the “A” in the Augsburg logo must be left white, with no type, rules, lines, or art appearing in it.



For the Cross-A, leave at least 1/4” around the edges.



## AUGSBURG LOGOS

There are two versions of the Augsburg logo:

**AUGSBURG COLLEGE**

One-line logo

**AUGSBURG  
COLLEGE**

Stacked logo

In certain cases where the full logo may not be appropriate or where the individual letters of the College name may not be reproducible, the “Cross-A” may be used. Examples of this could include identifiers on signage, athletic uniforms, or certain merchandise. The Cross-A must be reproduced exactly using the logo file—it should never be freely drawn or modified.



Cross A logo

### ATHLETIC LOGOS

There are a number of logo versions with the “Block-A,” Auggie Eagle, and the Auggies team name in script. See the separate Augsburg College Athletics Graphic Identity Manual for guidelines on their use.



Eagle Athletic logo



“Auggies” Athletic logo

**AUGSBURG  
COLLEGE**

### QUESTIONS ABOUT THE AUGSBURG LOGOS

Office of Marketing and Communication  
Creative Services Department  
25 Anderson Hall (lower level)

creative.  
connected.  
effective.

**The Augsburg College  
Graphic Identity Standards  
Quick Reference Guide**

**Office of Marketing and  
Communication**

[www.augsburg.edu/marcomm](http://www.augsburg.edu/marcomm)