## BRAND GUIDELINES

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After careful review and thoughtful research, Ashland University’s brand identity has been modified. This revised program, approved and adopted by the President’s Cabinet and the Board of Trustees, will more accurately portray what Ashland University and all its entities, mean to our constituents and create even greater continuity of the university brand.

Maintaining and strengthening the Ashland University brand is everyone’s responsibility. This guide will assist you in using the brand messaging and visual elements. It outlines the do’s and don’ts of use and makes clear the responsibility for maintaining the university brand in all that we do. By following these guidelines, we will help establish and maintain a focused and positive image for this great university.

Thank you for your cooperation in this very important effort.

Sincerely,

Frederick Finks
Dr. Fred Finks
President, Ashland University
1.0

BRAND GUIDELINES
Our University brand is the sum of all the visual impressions, messages and experiences associated with Ashland University. The careful maintenance of a consistent and coherent brand identity will help Ashland University communicate its unique personality across all media and to all audiences. The responsibility to maintain the brand identity lies with all of us - staff, faculty, students and stakeholders.

Adherence to a universal set of standards will support the University's mission and strengthen the image of every area of the university. As the brand is strengthened, so is each area within AU.

The development of the University brand identity was a collaborative effort among the University community. The resulting set of standards and guidelines dictates how the university should be represented in all communications. The Communications and Marketing department has been charged with managing the University brand through oversight of the visual and editorial identity of all areas of the university.
2.0
BRAND OVERVIEW
The Ashland University brand is comprised of multiple elements, promises and beliefs. More than just a logo, the University brand is our visual and verbal statement to the world.

Visual elements such as colors, type, images and graphics communicate our message in a clear and consistent way. A tone of voice is established through our brand narrative, talking points and sample texts. When all of these pieces are used properly, they create both an experience and a promise that are the Ashland University brand.

Following these guidelines will ensure all of your communications are speaking our language—the language of success.
The following is a detailed expression of Ashland University. It was created in keeping with the university mission and values.

"A Place to Find Purpose. A Place to Call Home.

Brand Narrative

For more than 130 years, Ashland University has been home to individuals striving for academic, professional and spiritual growth. Focused on rigorous academic pursuits, students of Ashland develop critical thinking, leadership and professional skills. Rooted in faith and tradition with an unwavering commitment toward accent on the individual, Ashland University offers students an environment that promotes values and respect toward each person and their spirituality.

The one-on-one relationships with faculty and students, challenging programs and collective sense of community are a few of the reasons students cite for coming to, and staying at, Ashland University.

From nationally recognized scholars programs and innovative learning labs, to exceptional athletic programs, places of worship and award-winning dining facilities, Ashland University is designed to nurture all aspects of student development. A nationally ranked university with global impact, Ashland University has students calling Ashland “home” decades after graduation. The highly personal Ashland experience instills in students the discipline, confidence and values to not just succeed in the world, but to impact it in the most positive way possible.
The talking points are the highlights of the University brand and what the institution represents. These talking points are aligned with the university mission and values.

**WE ARE...**
- A nationally ranked and recognized private comprehensive university offering innovative liberal arts and professional programs.
  - Innovative - programs that incorporate new ideas and value added changes from the norm.

**WE VALUE...**
- Accent on the Individual
  - Supportive community
- Spirituality and Faith
  - Rooted in faith and tradition, affirm Christian values
  - Respect for the diversity of values and faith of each person in the community
- Character Development
- Academic Freedom
- Excellence in Teaching

**WE CHALLENGE STUDENTS TO...**
- Develop intellectually and ethically.
- Seek wisdom and justice.
- Prepare for the rigors of living and working as citizens engaged in their local, national, and global responsibilities.
The following is text that may be used in marketing materials for undergraduate audiences. Whenever possible, this text should be used to represent the voice and tone for all undergraduate marketing materials.

**WHAT WILL YOUR JOURNEY BE?**

At Ashland University, you’re an individual. Your professors know you by name and your friends know what you stand for. Your journey to success is as unique as your thoughts, visions and ideas.

Students, like you, have been able to gain valuable, life-changing experience conducting research with professors, presenting at national conferences, landing internships and completing coursework internationally. How you define your time here depends on your journey, whether you’re involved in athletics, student organizations, spiritual groups or social events. From start to finish, the highly personal Ashland experience will prepare you to make an impact, achieve your dreams and find your place in the world. How you get there is up to you. What will your journey be?
What will be your next step?

People define success in many different ways. As life’s journey changes and evolves, that definition of success will also continue to transform. Whether it’s through family, faith, career or finances, your desire to succeed in life begins by taking the next step. For more than 130 years, Ashland University has been locally known and nationally recognized for its academic excellence. By combining conceptual learning with theoretical reasoning, our graduate programs provide experiential knowledge, student-instructor research collaboration, relevant course work and personal academic support.

Earning a master’s or doctoral degree can provide a critical competitive edge and valuable personal development for professionals at all stages of their career. Ashland University’s Graduate School is committed to serving you in making your next step the one that makes all the difference. So what is your next step?
The following is the text that can be used to describe Ashland University on press releases, reports and other materials. This is not promotional copy but simply describes the university.

Ashland University, which has been ranked in the top 200 colleges and universities in U.S. News and World Report’s National Universities category, is a mid-sized, private university conveniently located a short distance from Akron, Cleveland and Columbus, Ohio. Ashland University (www.ashland.edu) values the individual student and offers a unique educational experience that combines the challenge of strong, applied academic programs with a faculty and staff who build nurturing relationships with their students.
All Ashland University trademarks are the exclusive property of AU and are protected by the trademark registration in the state of Ohio. Regulation of use of the Ashland University marks is essential to protect the University from liability and to protect against the dilution of the university brand identity. Authorization to use the Ashland University name and trademarks is required in all instances. The responsibility for authorization lies with the Executive Director of Communications and Marketing and the Director of Auxiliary Services.

Merchandise such as t-shirts, sweatshirts, mugs, uniforms and similar items that are produced with the university name or marks are considered licensable and are subject to the university’s trademark and licensing policies. These items must be approved by the Communications and Marketing department prior to production.

Please send an electronic sample to jbond1@ashland.edu. All review requests will be handled promptly.

**Licensing Program**

The university licensing program generates royalty revenue from the sale of licensed goods and benefits the educational goals of the university. For inquiries about the licensing program, contact the Director of Auxiliary Services and the campus bookstore.
3.0 BRAND ARCHITECTURE
It is important that the Ashland brand conveys our values and culture to the community and prospective students through aesthetically sound and visually engaging elements such as tone, color, typography, imagery and supporting graphic elements.

The flexibility of the visual system requires careful attention to detail. Following these guidelines and the recommendations of the Communications and Marketing team will ensure consistency and the strengthening of the University brand.
The Ashland color palette consists of primary and secondary colors. The consistent use of these colors will create strong recognition and strengthen the identity. The Ashland logos must always use the primary colors.

Ashland University uses the Pantone® Color Matching System to communicate color intent. A best practice in color development is to always communicate your desired color as a Pantone® number. Process builds and websafe color breakdowns are included below each Pantone color. This will help properly manage output expectation when attempting to match a color target.

Pantone® is the property of Pantone LLC.

### PRIMARY COLORS

**Ashland ACADEMIC Purple**
PANTONE® 268 Coated
PANTONE® 267 Uncoated
CMYK  84 / 100 / 0 / 13
RGB  74 / 33 / 112
HEX  4F2170

**Ashland Gold**
PANTONE® 123 Coated
PANTONE® 115 Uncoated
CMYK  0 / 19 / 89 / 0
RGB  255 / 199 / 44
HEX  FFC72C

**Ashland ATHLETIC Purple**
PANTONE® 2597 Coated
PANTONE® 2597 Uncoated
CMYK  82 / 100 / 0 / 0
RGB  102 / 0 / 140
HEX  5C068C

### SECONDARY COLORS

**Ashland Gray**
PANTONE® Cool Gray 9 C
CMYK  0 / 1 / 0 / 51
RGB  117 / 120 / 123
HEX  75787B

**NOTE:** The Ashland athletics purple is brighter than the main, academic Ashland purple.
The Ashland typography system consists of two primary typefaces: **Mercury** and **Gotham**.

Both typefaces come in a variety of weights and styles that are used throughout the brand, again, allowing versatility and flexibility of use. The consistent use of these typefaces will make for a recognizable and strong identity.

These typefaces should be used whenever possible and on all marketing materials. Contact Communications and Marketing if there is a specific request not to use the specified typefaces.

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**USED FOR HEADINGS, SUBHEADINGS AND CAPTIONS:**
The Gotham type family (sans-serif) invokes a modern and straightforward feeling.

- Gotham (Thin)
- Gotham (Thin Italic)
- Gotham (Light)
- Gotham (Light Italic)
- Gotham (Book)
- Gotham (Book Italic)
- Gotham (Medium)
- Gotham (Medium Italic)
- Gotham (Bold)
- Gotham (Bold Italic)

**USED FOR BODY COPY:**
The Mercury type family (serif) invokes a traditional and established feeling.

- Mercury (Text G1 Roman)
- Mercury (Text G1 Italic)
- Mercury (Text G1 Semibold)
- Mercury (Text G1 Semibold Italic)
- Mercury (Text G1 Bold)
- Mercury (Text G1 Bold Italic)

**USED FOR BRAND QUESTION:**
**EXAMPLE:** WHAT WILL YOUR JOURNEY BE?
The “Nothing You Could Do” type is an expressive and more playful font for limited uses.

- Nothing You Could Do (Bold)

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Note: Websafe typefaces listed below are approved substitutes for fonts on the web and other online communications.

**USED ON WEBSITE:**
The Cabin type family (sans-serif) is our websafe typeface. It should be used for all body copy (regular) and headings (bold) and never in printed materials.

- Cabin (Regular)
- Cabin (Bold)

**Used on PC as substitute fonts:**
Arial for Gotham and Times New Roman for Mercury
To give the colleges some uniqueness, there are fonts and a secondary color available for each.

**COLLEGE OF ARTS & SCIENCES**

**USED FOR HEADINGS:**
The Homemade Apple font (stylized script) can be used to help give more distinction to print and web items.

**Homemade Apple**

**SECONDARY COLOR:**
In addition to our purple and gold colors, you may also use the following color for the College of Arts & Sciences print and web pieces.

- **Ashland CAS Red**
  - PANTONE® 202 Coated
  - CMYK 10 / 97 / 61 / 48
  - RGB 140 / 38 / 51
  - HEX BC2633

**DAUCH COLLEGE OF BUSINESS & ECONOMICS**

**USED FOR HEADINGS:**
The Allura font (stylized script) can be used to help give more distinction to print and web items.

**Allura**

**SECONDARY COLOR:**
In addition to our purple and gold colors, you may also use the following color for the Dauch College of Business & Economics print and web pieces.

- **Ashland COBE Blue**
  - PANTONE® 541 Coated
  - CMYK 100 / 58 / 9 / 42
  - RGB 0 / 63 / 119
  - HEX 003F77

**SCHAR COLLEGE OF EDUCATION**

**USED FOR HEADINGS:**
The Satisfy font (stylized script) can be used to help give more distinction to print and web items.

**Satisfy**

**SECONDARY COLOR:**
In addition to our purple and gold colors, you may also use the following color for the Schar College of Education print and web pieces.

- **Ashland COE Green**
  - PANTONE® 343 Coated
  - CMYK 95 / 15 / 62 / 58
  - RGB 0 / 86 / 63
  - HEX 00563F
To give the colleges some uniqueness, there are fonts and a secondary color available for each.

### 3.3 BRAND ARCHITECTURE

#### COLLEGE TYPOGRAPHY AND SECONDARY COLORS

To give the colleges some uniqueness, there are fonts and a secondary color available for each.

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**SCHAR COLLEGE OF NURSING & HEALTH SCIENCES**

**USED FOR HEADINGS:**
The Dancing Script font (stylized script) can be used to help give more distinction to print and web items.

**Dancing Script**

**SECONDARY COLOR:**
In addition to our purple and gold colors, you may also use the following color for the Schar College of Nursing & Health Sciences print and web pieces.

- **Ashland CONHS Teal**
  - PANTONE® 3268 Coated
  - PANTONE® 3268 Uncoated
  - CMYK 89 / 0 / 50 / 0
  - RGB 0 / 175 / 153
  - HEX #00AF99

---

**GRADUATE SCHOOL**

**USED FOR HEADINGS:**
The Italianno font (stylized script) can be used to help give more distinction to print and web items.

**Italianno**

**SECONDARY COLOR:**
In addition to our purple and gold colors, you may also use the following color for the Graduate School print and web pieces.

- **Ashland GRAD Gray**
  - PANTONE® Cool Gray 9 Coated
  - PANTONE® Cool Gray 9 Uncoated
  - CMYK 29 / 23 / 16 / 51
  - RGB 135 / 135 / 133
  - HEX #878785

---

**FOUNDERS SCHOOL/PROFESSIONAL DEVELOPMENT**

**USED FOR HEADINGS:**
The Alex Brush font (stylized script) can be used to help give more distinction to print and web items.

**Alex Brush**

**SECONDARY COLOR:**
In addition to our purple and gold colors, you may also use the following color for the Founders School/Professional Development print and web pieces.

- **Ashland FOUNDERS Brown**
  - PANTONE® 168 Coated
  - PANTONE® 168 Uncoated
  - CMYK 13 / 80 / 100 / 60
  - RGB 109 / 48 / 17
  - HEX #6D3011
3.4 BRAND ARCHITECTURE
IMAGERY/PHOTOGRAPHY

Imagery helps to engage the audience and convey a visual representation of the brand narrative. Take inspiration from the examples below to add the correct tone to your communications.

The images within this document are for inspiration only. Approval must be obtained prior to their use outside this document. Contact jbond1@ashland.edu for additional information.

Use a believable setting where you’ve caught a student or faculty member in action. Capture soft and natural lighting with a subtle shallow depth-of-field to slightly blur the background and highlight the subject. Whenever possible, the subject should be looking off camera.

Utilize photographic lines to create movement and visual interest in architectural images. Capture soft and natural lighting with a slight shallow depth-of-field to blur areas and create a focal point.

Use calm or upbeat groups of students interacting to show collaboration and camaraderie. Capture soft and natural lighting with a subtle shallow depth-of-field to slightly blur the background and highlight the event.

Avoid images that feel overly processed or lack the appearance of a genuine moment in time.

Image credits:
- Image 1: [Image URL]
- Image 2: [Image URL]
- Image 3: [Image URL]
- Image 4: [Image URL]

Contact jbond1@ashland.edu for additional information.
3.5 Brand Architecture

Supporting Graphics

The Gate

The Gate element is an essential component of the Ashland visual identity. This graphic element allows for versatility and flexibility of use and also helps to reinforce the brand.

Use it to...

- add texture and layering to a background
- bring color into a design
- use as a watermark

Gate Don’ts

These examples represent a sampling of improper usage of the Gate component. Abiding by these guidelines will ensure quality brand maintenance.

DO NOT
- use drop shadows
- place an outline of any stroke size around the graphic
- use gradients
- add other shapes/elements
- change the scale of elements
- use tints of gold

Graphic element of the logo:
- logo is one color in purple (PMS 268) on gold field (PMS 123)
3.6 BRAND ARCHITECTURE
CAMPAIGN GRAPHICS

Campaign graphics are visual elements used to communicate a marketing message for a particular program or event in conjunction with the brand identity. While campaign graphics are sometimes an effective way to create consistency throughout a marketing campaign, they risk being mistaken for an official “logo.” The following guidelines are designed to avoid this confusion and protect the integrity of the University brand. These guidelines apply to all communications including, but not limited to brochures, ads, websites, videos and promotional items.

- May be used only in the presence of the official AU logo
- May be screened in the background as long as the AU logo is not overlaid
- Cannot be used on letterhead or other stationery in any form
- Must adhere to guidelines set forth in the Brand Guidelines
- Must be approved by Communications and Marketing before production
- A date must be incorporated into the campaign graphic

*Note: In certain circumstances a campaign graphic may be used without a date. A determination will be made on a case-by-case basis at the discretion of Communications and Marketing.
The university does not allow other businesses or entities to use the Ashland University name or logo to promote their products, services or events. Any use of the Ashland University name or logo must be approved by Communications and Marketing prior to use.
4.0
IDENTITY
The careful maintenance of a consistent and coherent visual brand identity will help Ashland University communicate its unique personality across a wide range of media and communication vehicles.

These flexible, yet rigorous guidelines have been developed to ensure that Ashland’s brand is expressed consistently, and that all audiences — internal and external — experience the Ashland brand at its best.

If you have questions about these guidelines, please contact AUgraphics@ashland.edu.
There are two main logos in the Ashland University logo set as well as a set of athletic and spirit marks. Sub-brand logos are built off of this foundation and can be seen on subsequent pages in this guide.

Note: As of 2013 the horizontal logo is no longer an approved mark and should not be used.
4.3 **IDENTITY**

**ATHLETIC AND SPIRIT MARKS**

The following logos are the only authorized variations to be used. Refer to page 16 for authorized colors.

**LOGO A**

- 2 color on white material, using purple and gold
- 3 color on any other light-colored material, using purple, gold and white

**LOGO B**

- 2 color on white material, using purple and gold
- 3 color on any other light-colored material, using purple, gold and white

All athletic logos (A, B, C and D) can be placed on colored material; however, the logos must meet the guidelines that are illustrated below.

**LOGO A**

- 2 color on purple material, using gold and white
- 3 color on any other dark-colored material, using purple, gold and white

**LOGO B**

- 1 color on any dark-colored material, using white or gold
- 3 color on any other dark-colored material, using purple, gold and white

With Logo B, you are able to add an authorized sport name. The sport name must be in Serpentine Bold Oblique. Authorized sport names are:

- Baseball
- Men’s Basketball*
- Football
- Men’s Cross Country*
- Men’s Golf*
- Men’s Indoor Track & Field*
- Men’s Outdoor Track & Field*
- Men’s Swimming*
- Wrestling
- Women’s Basketball*
- Women’s Cross Country*
- Women’s Golf*
- Women’s Indoor Track & Field*
- Women’s Outdoor Track & Field*
- Women’s Soccer*
- Softball
- Women’s Swimming*
- Tennis
- Volleyball

*name may be used without gender distinction
The following logos are the only authorized variations to be used. Refer to page 16 for authorized colors.

**LOGO C**
- 2 color on white material, using purple and gold
- 3 color on any other light-colored material, using purple, gold and white

**LOGO D**
- 1 color on any light-colored material, using black or purple
- 2 color on white material, using purple and gold
- 3 color on any other light-colored material, using purple, gold and white

All athletic logos (A, B, C and D) can be placed on colored material; however, the logos must meet the guidelines that are illustrated below.

- 2 color on purple material, using gold and white
- 3 color on any other dark-colored material, using purple, gold and white

- 1 color on any dark-colored material, using white or gold
- 2 color on purple material, using gold and white
- 3 color on any other dark-colored material, using purple, gold and white

- 2 color on gold material, using purple and white
- 3 color on any other light-colored material, using purple, gold and white

- 1 color on any colored material, using black or purple
Vertical Logo

The Ashland logo is made up of three components: the “gate” mark, the “Ashland” wordmark, and the “University” descriptor. These components are always placed in a fixed relationship and should never be altered, modified or reproduced in any way other than shown in this document.

When reproducing the logo, use only the artwork supplied with these guidelines.

To ensure the consistency necessary to build a recognizable identity, it is critical that the Ashland logo appear only in the colors approved in these guidelines.
Clearspace for Vertical and Horizontal Logos

To ensure its integrity and visibility, the Ashland logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate amount of clearspace.

Tip: The empty margin surrounding the logo should be based off of the height and width of the capital letter “A” in “Ashland.”

There are times when the use of a reversed logo in white is acceptable (see section 4.8 for color variations). A rectangle should be used around the wordmark and an adequate clearspace is required. In this instance, the solid rectangle may overlap other images as long as it is on top (see 4.9 for more on this).
4.6 Identity

Logo Minimum Size

Vertical Logo
The Ashland logo has both a color version and a black and white version, each with two sizes. Both versions can be sized down to a minimum of 1”.

Wordmark Only
The Ashland logo has both a color version and a black and white version, each with two sizes. The Ashland wordmark may only be one color. Both versions can be sized down to a minimum of 1”.

1” minimum size
Logo DON’TS

The Ashland logo should never be modified, altered or reproduced in any way. This page represents a sampling of improper usage of the logo. Please be sure to follow this guide carefully when applying the university logo to materials.

Always scale the logo proportionately.

DO NOT add elements to the logo

DO NOT alter or arrange the elements of the logo

DO NOT use non-brand colors for the logo

DO NOT condense or expand the logo

DO NOT recreate or change the typeface of the logo

DO NOT mix or adjust the colors of the logo

DO NOT rotate the logo

DO NOT use the logo in all Ashland gold (PMS 123)

DO NOT reverse the colors of the logo
Logo Color on Background

The preferred background colors are PMS 268 (Ashland Purple), PMS 123 (Ashland Gold), and black. Examples of how to use the logo on both light and dark colored backgrounds is shown at the left.

NOTE: The reversed out logo MUST only be used on the Ashland Purple (PMS 268), Ashland Gold (PMS 123) and Black.

This applies to both the vertical logo and wordmark.
Logo Color on Imagery

On a photographic or textured background, the Ashland logo can be used in color or reversed-out in white. The demonstrations on the left show which colors look best on varying types of backgrounds. Because every image is different, be sure to choose a color with a strong contrast to the background. Place the logo in an area of the image that is not busy in order to enhance legibility.
Logo Color on Imagery

The Ashland logo should always be seen clearly and dramatically. When using the logo on imagery, always make sure that it is positioned away from any competing elements and stands out from the background color.

**PHOTOGRAPHIC BACKGROUND:**
DO NOT place the logo over busy, high contrast imagery

**PHOTOGRAPHIC BACKGROUND:**
DO NOT place the logo over similarly colored backgrounds

**TEXTURED BACKGROUND:**
DO NOT use a color logo that doesn't stand out from the background
The school’s official seal is one of Ashland’s oldest and most enduring symbols.

The official seal is for use as an academic symbol and is reserved for use by the President, Provost and Board of Trustees for academic documents. There are some uses with university architecture.

The use of the seal must be approved through Communications and Marketing and the President’s Office.

Primary applications are:

• Diplomas
• Presidential Stationery and Events
• Transcripts
Official Seal Usage

The official seal can be printed in PMS 268 (Ashland Purple), black, or white (on dark background). The use of gold ink or foil may be used in some instances but must be approved by Communications and Marketing prior to production.

The seal should in no way be distorted or altered. This includes changing the font or words on the seal.

The official seal has both a color version and a black and white version. Both versions can be sized down to a minimum diameter of .75.”
Additional logos include sub-brand and University center logos. These logos must be created by the Communications and Marketing department.

Please note, this page illustrates a sampling of examples and is not a complete listing.

To obtain a specific logo, please contact the Communications and Marketing department.
Please note, this page illustrates a sampling of examples and is not a complete listing.

To obtain a specific logo, please contact the Communications and Marketing department.

DEPARTMENT LOGOS

PROGRAM LOGOS
5.0
STATIONERY SYSTEM
The Ashland University stationery system is part of the university brand and the guidelines must be adhered to in order to best communicate the image of the university.

While colleges, departments and other units of the university need to promote their respective areas, stationery represents a communication from the university as a whole. Therefore, additional logos, graphics or other content cannot be added to the stationery. Contact information can change depending on the department or individual.
Dear Friend,

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tasrem veliquis.

Sincerely,

Dr. Frederick J. Finks
President,
Ashland University
5.3 STATIONERY SYSTEM
BUSINESS CARDS

Format
3.5” x 2”
Shown at 100% of actual size

(Front)

Logo
Ashland Purple (Pantone® 268)
Ashland Gold (Pantone® 123)

Background Color
Ashland Purple (Pantone® 268)

Web URL
Gotham Book Italic, 7 pt
White

(Back)

Name
Mercury Text G1 Bold, 9 pt/12 pt leading
Ashland Purple (Pantone® 268)

Title
Mercury Text G1 Italic, 9 pt/12 pt leading
Ashland Purple (Pantone® 268)

Address / Contact Information
Gotham Book + Book Italic, 7 pt/10 pt leading
Ashland Purple (Pantone® 268)
5.4 STATIONERY SYSTEM

ENVELOPES

Format
9.5” x 4.125”
Shown at 60% of actual size

(Front)

Logo
Ashland Purple (Pantone® 268)
Ashland Gold (Pantone® 123)

Address
Gotham Book, 7 pt/10 pt leading
Ashland Purple (Pantone® 268)

Web URL
Gotham Book Italic, 7 pt
Ashland Purple (Pantone® 268)
5.5 STATIONERY SYSTEM
STANDARD NOTE CARDS AND ENVELOPES

Format
5.5” x 4.25 folded
5.5 x 8.5 flat
Shown at 0% of actual size

(Front)

Logo
Ashland Purple (Pantone® 268)
Ashland Gold (Pantone® 123)

Dept. Name
Mercury Bold 9 pt / 10 pt leading

Address
Gotham Italic 7 pt / 10 pt leading

Web URL
Gotham Italic 7 pt / 10 pt leading
5.6 STATIONERY SYSTEM
NAME TAGS

Format
Large nametag: 3.5 x 2
Small nametag: 3.5 x 1.25
Trustee nametag: 3.5 x 2.2

All nametags are on European gold material with black logo and gold text

Logo
Ashland Purple (Pantone® 268)
Ashland Gold (Pantone® 123)

Address and Web URL
Gotham
Ashland Purple (Pantone® 268)
The Communications and Marketing department recognizes that there are occasions where communications need to occur but may not require unique designs or have timelines that prohibit the creation of a unique design. These may include internal flyers advertising an on-campus event, posters or other communications by faculty and staff or student organizations.

In these cases, templates are available on the MyAU portal for use by the university community. There are also several Powerpoint templates available.

Please note: this is not a substitute for working with the Communications and Marketing department in the creation of materials intended for promotion outside the university internal audience. Please work with your marketing liaison in the Communications and Marketing department to be sure.

To view a full set of templates, visit the Communications and Marketing section of the MyAU portal and click on “Templates.”
6.0
DIGITAL MEDIA
Ashland University’s digital media is the most widely distributed form of communication for the University. A great deal of attention and care must be taken to ensure that video, photography and social media platforms that represent the University, its colleges, departments and organizations within, maintain the University brand and reputation. These forms of communication must be of the highest quality and accurately and effectively communicate the unique aspects of Ashland University.
VIDEO

The following standards apply to any officially recognized Ashland University entity creating video material.

An appropriate brand identity should be added to the beginning and end of every video. Communications and Marketing can provide this to you or add it for you. This is necessary before the video can be distributed or posted online.

The Ashland University YouTube Channel is the primary source for video at AU. Your organization logo or the Ashland University logo must be used on every video. Contact Communications and Marketing for access to AU branded video elements. Before creating your own YouTube Channel, contact Communications and Marketing. All videos should be posted to the main Ashland University YouTube channel and must be submitted to Communications and Marketing to do so. If you are an Ashland University entity with your own YouTube channel (Ashbrook Center, Journalism and Digital Media, Athletics ONLY) utilize appropriate branding for your videos.

File formats:
All video should be shot in HD, if available, with a 16:9 aspect ratio to accommodate wide screens.

When submitting video to be uploaded or edited, it is important to have your footage in an editable format. File type of your submitted video must be one of the following:

- DV
- AIC
- Motion-JPEG
- Photo-JPEG
- MPEG-4
- H.264
- Apple Animation
- Apple Video

Communications and Marketing cannot accept files that rely on proprietary/third-party components such as: DivX, WMV (Windows Movie Maker defaults to this format), XviD.

To save your file in a proper format:

iMovie: In “share” menu click “export to Quicktime”. Change the export setting from ‘Movie to Quicktime’ to ‘Movie to MPEG-4’ or ‘AVI’. Press ‘Save’ to finish.

Windows Movie Maker: Click ‘Save to My Computer’, enter a title and choose a place to save your movie, click ‘Next’ and then ‘Show more choices’. Click ‘Other Settings’ and in the drop down menu choose DVCAVI. Click ‘Next’ and the file will save.
The popularity and effectiveness of social media makes it an essential part of any integrated marketing plan. Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, and blog platforms can be effective means of communication to Ashland University’s target audiences, partners and community.

With the use of so many social media outlets, it is important that there be some oversight of these channels and that the University brand and message remain consistent.

The following are requirements and recommendations for the use of social media by AU entities. Please refer to the social media policy (located on the Communications and Marketing section of the portal) for in-depth instruction and procedures. The Communications and Marketing department can offer assistance with using social media and setting up university specific accounts.

- Complete the social media application (found on the Communications and Marketing section of the portal) and return to the Social Media/Marketing Coordinator.
- An approved Ashland University logo should be represented on the site. It is recommended that the same logo be used across different social media channels for consistency. Contact Communications and Marketing for appropriate images and logos.
- The Ashland University colors should be the dominant colors.
- Social media accounts should be established by an administrator with an Ashland.edu email address. There must be at least one AU employee as an administrator.
- Photos on the sites must be Ashland University specific and the university must have legal rights to distribute the image.