Athens State University
Identity Style Guide
and Editorial Reference

The visual and verbal images of Athens State University presented to off-campus audiences are important to the University's success. A coordinated approach to presenting a consistent and accurate image of the University is considered vital as the University presents itself to its publics, including alumni, donors, legislators, parents, prospective students, taxpayers and others.

This policy is designed to better insure the communications representing the university are of high quality, present Athens State University consistently and accurately, and meet the requirements expected of a public institution.
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Resources
The University logo was created to provide a strong visual identity for the institution. It gives a true representation of our strong history and heritage while offering a modern look to the future. The column is a distinct icon that is found throughout the architecture of the campus.

The design features a blue half column with the name “Athens State” in a classical serif font (Bauer) and the name university in a bold black reversed type (Futura).

The logo and wordmarks are provided to University offices as “locked” images that cannot be altered in ways that are not consistent with these guidelines.

Please contact the University marketing department for more information at marketing@athens.edu or call 256-233-8296.
Trademarks and Licensing

The Athens State University logo and the terms “Athens State” and “Athens State University” are registered trademarks filed with the Alabama Secretary of State. They cannot be altered, manipulated, changed or modified in any way.

It is important that the registration symbol ® be used whenever the marks are used as trademarks. The symbol “TM” should be used for University marks that are not registered. The marks should be used on all merchandise and should appear on the lower right hand corner of the registered term. In advertisements, it should appear at least the first time it is used in the title and then the first it is used in the text.

Use of the Athens State University logo is required on all electronic and printed materials to reinforce the identity and image of the institution. If the mark is not being used as a trademark, such as when it appears on letterhead or business cards, the registration symbols are not necessary.

Please contact the University marketing department for more information at 256-233-8296.
The Athens State University logo should be included on all official publications. The University identity should also be included on any merchandise, promotional material or on any official collateral when the disclosed design standards can be applied.

**Versions**
The primary logo with the border should be used whenever possible. Only in certain situations dictated by design should the borderless or vertical presentation be utilized. The wordmark should generally be used in more informal scenarios.

Approved versions of the logo and wordmarks files are available for download at: http://athens.edu/identity. For questions regarding usage contact marketing at: marketing@athens.edu or call 256.233.8296.
Spacing
All logo and wordmarks should maintain proper spacing around other text or images consistent with the height of the lower case letter “A” in the Athens State logo.

Position
The logo or wordmark should generally align with the margin of the document (all official documents should be set to a .75” margin). Centering the logo or wordmark should be limited to designated documents and designs.

SPACING

Justify logo to document margins. Spacing between the logo and images or text blocks should be the width of the lowercase “A” of the logo.

Centered logos should be aligned precisely and reserved to ceremonial or celebratory pieces.

Friendly, affordable, and convenient - three hallmarks that make Athens State University a great place to continue your education. At Athens State, we understand that career opportunities rest on your college education. Over 3,500 students have selected...
Logo and wordmark integrity

INTEGRITY
The signature and wordmark should be reproduced exactly as they appear in supplied digital files.

Consistent use of the wordmark and signature is key to maintaining a cohesive and effective graphic identity for the University.

If the signature and wordmark appear in a variety of altered or modified forms, the marks become less reliable as symbols of the University.

Approved versions of the logo and wordmarks files are available for download at: http://athens.edu/identity. For questions regarding usage contact marketing at: marketing@athens.edu or call 256.233.8296.

LAYOUT DISCREPANCIES

Please don’t re-arrange, re-size, separate or manipulate any independent elements of the logo or wordmark. In this example the column has been separated from the logo.

Please don’t place other graphics or images directly over the logo or wordmark. In this example a student image has been placed over the logo.

Please don’t add graphics or text to the logo or wordmark. In this example the words “Marketing Department” should not be added without applying approved design styles.

BACKGROUND COLOR DISCREPANCIES

Please don’t use colors that conflict with the core colors of the logo or watermark. Use the secondary color palette provided whenever possible.

Be careful not to use logo or wordmarks over busy or uncomplimentary background images.
Core Colors
The integrity of the logo and wordmark are compromised when applied in altered or modified forms and become less reliable as symbols of the University.

The signature and wordmark should be reproduced exactly as they appear in provided “locked” digital files.

These examples are provided to give a reference of common misuse of the University logo and wordmark.

Requests for changes to the logo or wordmark to fit specific needs or collateral should be requested or approved through University marketing department.

Approved versions of the logo and wordmarks files are available for download at: http://athens.edu/identity.
For questions regarding usage contact marketing at: marketing@athens.edu or call 256.233.8296.

CORE COLORS

PMS: PROCESS BLACK
CMYK: 0-0-0-100
RGB: 0-0-0
HEX: 000000

PMS: WHITE
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFFFFF

SECONDARY COLORS

PMS: 7701
CMYK: 100-33-0-60
RGB: 0-68-102
HEX: 004466

PMS: 9064
CMYK: 0-0-7-7
RGB: 238-238-221
HEX: EEEEDD

PMS: 10101
CMYK: 0-0-0-20
RGB: 209-210-212
HEX: D1D2D4
University seal

The original and official seal represents the history and tradition of the University by displaying the founding date and image of Founders Hall.

The seal represents the corporate identity of the University and is intended for official functions of the University. It is reserved for formal and academic use by the President and trustees and is not available for public use.
Using proper typography standards are an important part of branding the University's identity. Bringing consistency to documents and other text formatted collateral helps unify the brand by defining font and character styles, sizes and their applications. The primary typeface for the Athens State identity is Bauer Text Initials. This typeface imitates a Greek style which compliments the design of the ionic capital used in the University logo and that sit atop the four famous Corinthian columns that adorn the front of Founders Hall.
**Typefaces**

**CORE TYPEFACES**

**Bauer Text Initials**

As the only institution in the state of Alabama offering upper division educational services, Athens State University continues to enjoy the important and unique position that it has always occupied within the community.

**Futura**

As the only institution in the state of Alabama offering upper division educational services, Athens State University continues to enjoy the important and unique position that it has always occupied within the community.

**SECONDARY TYPEFACES**

**Garamond or Adobe Garamond Pro**

As the only institution in the state of Alabama offering upper division educational services, Athens State University continues to enjoy the important and unique position that it has always occupied within the community.

**Trajan or Trajan Pro**

As the only institution in the state of Alabama offering upper division educational services, Athens State University continues to enjoy the important and unique position that it has always occupied within the community.

**Lucida Sans or Lucida Grande**

As the only institution in the state of Alabama offering upper division educational services, Athens State University continues to enjoy the important and unique position that it has always occupied within the community.

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**DEPARTMENT OR EVENT IDENTIFICATION**

When identifying a department, event or function utilize the Futura LT regular font and space the text directly below the logo using the “A” in State as a depth guide.
Consistency is at the root of an effective brand and provides for recognition which delivers familiarity and in time, trust and confidence. This concept of consistency should translate across all core University documents, products and presentations.

“Identity is cause; brand is effect. And the strength of the former influences the strength of the latter.”
- Larry Ackerman, The Identity Circle
### Documents and Templates

**Documents**

Printed copies of the University letterhead, business cards, envelopes and other official University documents and collateral are available by contacting University publications at: 256.233.8296

**Templates**

Pre-formatted document and powerpoint presentation templates are available for download at: http://athens.edu/identity

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**Letterhead**

Adobe Garamond or Futura should be used to make up the body text of the letterhead.

Align the left side of the margin with the left side of the University Wordmark, one and a half inches from the left side of the page.

Begin the letter five returns from logo or, in the case of a short letter, center on the page.

The right margin should be one inch from the right side of the page.

**Business Card**

**Envelope**

**Powerpoint**

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Document templates are available for download at: http://athens.edu/identity. For questions regarding usage contact marketing at: marketing@athens.edu or call 256.233.8296.
Apparel and Merchandise

Apparel
Whenever possible all merchandise and apparel should display the Athens State logo or wordmark.

The registration mark ® or trademark TM must be included on merchandise and apparel. Always use a Futura font when representing either the ® or the TM along with the logo.

If you are planning a specialty application of the Athens State logo (such as clothing, caps, mugs, bumper stickers or T-shirts), contact the University Marketing office for guidance and assistance to ensure compliance with University standards. Special logo treatments also may be needed, depending on what is being created.

Digitized files or the logo and wordmark are available for download at: http://athens.edu/identity. For questions regarding usage contact marketing at: marketing@athens.edu or call 256.233.8296.

REGISTRATION SPACING

The registration or trademark symbol should align to the right and bottom of the E in Athens State and spacing should be 1/2 of the width of the E.
Digital Standards

Athens State University digital standards refer to identity guidelines associated with the University's digital properties. With the expansion of digital media and the web, it is important that the Athens State identity is maintained across this emerging landscape.

With a constantly changing digital environment, these standards are designed as a general guide.

Please contact the University marketing department for questions about digital brand application at 256-233-8296.
Digital Standards

DIGITAL PROPERTY

All digital property associated with Athens State University should be registered to and managed by the appropriate individuals, groups or vendors as approved by the University marketing department.

Digital property registration must be approved before creating websites, blogs, social media and other digital profiles that are associated with Athens State University.

All visual representations of the University brand on these profiles should reflect the style guide standards provided in this style guide.

For questions or customization related to digital properties please contact the University marketing department.

Digitized files or the logo and wordmark are available for download at: http://athens.edu/identity. For questions regarding usage contact marketing at: marketing@athens.edu or call 256.233.8296.

DIGITAL IDENTITY STANDARDS

Athens State digital profiles should reflect the branding standards whenever possible by displaying AthensState or AthensStateUniversity as the official public profile identity. Sites or profiles created for departments, events or other University functions should follow the same format and then be appended by the appropriate title or acronym.

BADGES

Most public profiles provide for a graphic badge that identifies the owner. In this case the column can be separated from the logo to fulfill the badge dimensions which are usually square or circular. Justify the size to include as much of the top portion of the column as possible.

EMAIL SIGNATURE STANDARDS

Signature specifications

Signature: download rtf at athens.edu/identity
Logo: download from athens.edu/identity
Name Font: 8’ Arial Bold, all caps, color blue
Body Font: 8’ Arial
University Font: Arial Bold

Signature with logo

Signature without logo
The Department of University Publications is charged with setting University editorial style and keeping publications consistent so that they present a positive image of the University. Editorial style helps all divisions, departments, and offices present a unified, logical picture to the public through the materials they produce. The University’s style guidelines, although flexible, are to be followed as much as possible in the interest of a unified University image.

The Editorial Style Manual is to be used as a tool when preparing manuscripts, whether for publication or presentations. It is especially useful for helping to ensure that Athens State titles, campuses, etc., are used in a consistent manner across the University.

The style points raised in this section are guidelines, not rules. Each guideline must be applied to each case and the judgment of the writers and editors is a part of that application. The guidelines were created for a purpose and, in the interest of supporting the University as a whole and helping readers easily understand printed material, all divisions, departments, and offices should strive to follow them. The manual, however, also includes some basic rules of grammar and punctuation that should be adhered to.
Editorial Standards
In most instances, Athens State follows the AP Stylebook* for editorial preferences when writing marketing materials.

For questions regarding the editorial style, please contact marketing at marketing@athens.edu or call 256.233.8296.

COMMON USES

Academic Degrees
- Use periods when abbreviating an academic degree. (A.A., B.S., M.A., Ph.D.)
- Do not follow the abbreviation with the word “degree.” (He earned a B.A. in science. She has a bachelor’s degree in education.)
- When referring to degrees in general, use lowercase, but when referring specifically, use uppercase. (She earned a bachelor’s degree from Athens State University. She earned a Master of Education in School Counseling.)
- Capitalize subjects only when referring to a program or degree or when the subject is a language. (She is studying math. He is studying English. She will earn a Bachelor of Science in Biology.)
- Use an apostrophe when writing bachelor’s degree or master’s degree.
- Use associate degree. Do not use associate’s degree.

Alum/Alumna/Alumnae/Alumnus/Alumni
- Alum is the abbreviation for alumnus or alumna. Avoid this casual abbreviation in formal copy.
- Alumna is the singular form for a female graduate.
- Alumnae is the plural form when referring to more than one female graduate.
- Alumnus is the singular form for a male graduate.
- Alumni is the plural form for a combination of male and female graduates or two or more male graduates.

Capitalizing Academic or Professional Titles
- In general, capitalize academic or professional titles used before a name. (Senator John Doe)
- Lowercase titles when used alone or following a name. (John Doe, senator for the Student Government Association)
- Titles are lowercase when there is not a name attached. (He is the assistant vice president of Finance for the University.)

Capitalizing Departments, Offices and Programs
Capitalize the formal names of departments, programs, offices, committees and institutions. (Department of Mathematics, Board of Trustees, Office of University Communications, College of Business Administration)

Capitalizing Events
The formal name of an event should be capitalized. (Commencement, Orientation Day)

Commas and Semicolons in a Series
- In a sentence that contains a series of three or more items, separate the items with a comma, but do not use a comma before the last conjunction unless a conjunction is also used within the series. (I had water, yogurt and toast for breakfast. I brought a hammer, a tape measure, and nails to the job site.)
- If a series of three or more items is contained within the series of three or more, use semicolons to separate the original series and commas to separate the internal series. (I ate home fries; a ham, cheese, tomato and mushroom omelet; and toast for breakfast.)
Editorial Style Guide

COMMON USES (cont.)

Dates
Do not use “th” to indicate a date. Use November 13, 2008; do not use November 13th, 2008.

Italics and Quotes
• Please use italics for titles of books, movies, plays, songs, newspapers and magazines.

• Italicize most foreign words or phrases. Do not italicize familiar foreign words such as cum laude, magna cum laude, summa cum laude, alma mater, mea culpa, déjà vu or adios.

• Use quotes for chapters of books and articles in journals.

Spacing After a Sentence
Only one space should follow the period after a sentence.

Telephone Numbers
• Always include the area code. Use a hyphen or period after the area code instead of enclosing it in parentheses.

Example: 256-233-8296

• Use capital letters when the last four digits spell a word, use parentheses to show the numerical equivalent: 256-233-SHOW (7469)

• Use “ext.” for extension. (ext. 8666)

Time of Day
• The time of day should be written as simply as possible.

(10 a.m., 8 to 9 p.m.)

• Use noon and midnight. (not 12 p.m. or 12 a.m.)

• Unless you are sending an invitation to a formal ceremony, do not use “:00” or “o’clock.”

• Lowercase and use periods with a.m. and p.m.

United States
Use United States as a noun and U.S. as an adjective.
(He lives in the United States. The case will be heard by the U.S. Supreme Court.)

Use of the University’s Name
• Never use “ASU”; use Athens State University. “Athens State” may be used on second reference.

• When the word “University” is referring specifically to Athens State or another university, please capitalize.

(The University is preparing for commencement.) Otherwise, it can be lowercase. (He enjoys working for the university.)

Web Info
• Please note the preferred capitalization and hyphenation of these words when used in a sentence:

– Internet; World Wide Web; Web site; Web page
– e-mail; home page; webcam; webcast; webmaster

• Do not underline Web addresses in printed materials; they may be underlined online to indicate an active link.
Resources

Athens State University
Department of Marketing, Communications and Publications
Phone: 256.233.8296
Email: marketing@athens.edu
Web: http://athens.edu/identity

EXTERNAL RESOURCES

AP Stylebook:   https://www.apstylebook.com/
Color reference: https://kuler.adobe.com/create/color-wheel/
Trademarks:  http://www.uspto.gov/trademarks/