Branding Style Guide and Usage Policies
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The Armstrong Brand Style Guide and Usage Policies

This style guide will help to assure that the promotional efforts across campus present a consistent, high-quality image and share a common look. This means that all pieces use common typefaces, treat the university wordmark and supporting logos similarly, and use text and design elements in a similar manner.

Following are some important points which define capabilities, procedures, and policies related to building the Armstrong brand:

- The Office of Marketing and Communications provides professional marketing, writing, editing, graphic design and support services free of charge to departments on campus. The office also provides printing estimates and coordination of printing projects. Working with this office will assure that your materials present a consistent image.

- All off-campus brochures, posters, or materials that are used for advertising, recruiting, or fundraising must be created or approved by the Office of Marketing and Communications in adherence to the style guide printed here.

- The university nameplate and wordmark (pages 5-6) are the official marks of Armstrong and shall be used according to the standards in this guide. You may obtain these official marks from the Office of Marketing and Communications. (See approval process on next page.)

- Written materials and press releases conform to the Associated Press (AP) style.

- Website style guidelines are outlined on the Marketing and Communications website: armstrong.edu/Departments/marketing/marketing_web_guidelines
APPRAOVAL & PUBLICATION PROCESS

Approval Process

If you are using the university nameplate or wordmark, approval is required. Designs must be submitted as e-mail attachments to marketing@armstrong.edu in pdf format. Please allow at least two days for review of designs. If design assistance is needed, please fill out a marketing project request.

Publication process

Step One: Kickoff

When you decide you need a publication, schedule a meeting, or call the Office of Marketing and Communications as soon as possible. We can help you plan a timetable, determine a budget, and create specifications. We can also plan it, write it, shoot photos, design it, assure that it meets all graphic standards, and shepherd it through the printing process. Our services don’t cost you anything; you just pay the printing bill.

Step Two: Timing is everything

Please allow plenty of time for the production of your materials. Think on the order of weeks, not days. Your project will be put into the schedule with many others, so it is important to schedule weeks ahead. A typical printed brochure takes 3–4 weeks from start to finish.

Step Three: Getting organized for your project

Providing the following information will help the process to work smoothly:

- Purpose of the piece
- Audience for the piece
- Delivery date
- Budget
- Quantity you need
- How you plan to distribute the piece
- Prepared text even if it is just a guideline
- Ideas for photographs (and provide what artwork you have)
- Any additional pieces (envelopes, reply cards, etc.) you may need

Please prepare text in Microsoft Word without formatting, except for paragraphs and headings, and send as an e-mail attachment.

Step Four: Submit a request

Please fill out a marketing project request.
NAMEPLATES

Primary Nameplate

Armstrong's nameplate, based on the fonts Jaeger Daily News and Whitman, contains altered letterforms and is custom-kerned for optimum visual appeal. This nameplate is available from the Office of Marketing and Communications and should be used only in the form provided; do not modify, recreate, or type it in Jaeger Daily News or Whitman fonts.

Please see the color palette page for approved university colors.

Secondary Nameplate

The secondary nameplate should be used for less formal moments. It may appear on apparel or banners or any other collateral that is less official. Approval to use this mark should be granted from the Office of Marketing and Communications.

Clear Space

Clear space is intended to protect the mark from distractions in the various places it will appear. Establishing a minimum size for the mark is important in maintaining readability. Please follow the guidelines below.

- To determine clear space in all circumstances, the height of the “A” in Armstrong has been defined as x. Clear space should be at least 1x. This rule also applies to the secondary nameplate.

- When using the primary nameplate, the mark should never be reproduced at a width smaller than 1”.

- When using the secondary nameplate, the mark should never be reproduced at a width smaller than .75”.

CLEAR SPACE - MINIMUM SIZE, PRIMARY NAMEPLATE
When using the primary nameplate, the mark should never be reproduced at a width smaller than 1”.

CLEAR SPACE - MINIMUM SIZE, SECONDARY NAMEPLATE
When using the secondary nameplate, the mark should never be reproduced at a width smaller than .75”.

1x

1 in

.75 in
Primary Wordmark

The full name of the university has also been created as artwork and is available from the Office of Marketing and Communications. It is the secondary graphic signature and should be used with addresses and at the end of external communications.

Secondary Wordmark

One long horizontal line is highly preferred. When circumstances won’t allow for this, you may use a centered alignment. These files are also available from the Office of Marketing and Communications.

Clear Space

Clear space is intended to protect the mark from distractions in the various places it will appear. Establishing a minimum size for the mark is important in maintaining readability. Please follow the guidelines below.

**CLEAR SPACE** - To determine clear space in all circumstances, the height of the “Armstrong” has been defined as x. Clear space should be at least 3x. This rule also applies to the primary wordmark.

**MINIMUM SIZE, PRIMARY WORDMARK**
When using the primary wordmark, the mark should never be reproduced at a width smaller than 1.75”.

**MINIMUM SIZE, SECONDARY WORDMARK**
When using the secondary wordmark, the mark should never be reproduced at a width smaller than 1”.
LOGO DON’TS

The following examples illustrate ways in which the Armstrong logo should never be shown. This is not a complete list, but gives the general idea. **Never** use these applications. *Note: These apply to ALL university logos and wordmarks.*

**Do Not** - Show the logo or wordmark in any other color outside of the specified brand colors

**Do Not** - Enlarge or change the proportions of the elements

**Do Not** - Re-arrange the elements of the nameplate or wordmark

**Do Not** - Skew the nameplate or wordmark

**Do Not** - Stretch the nameplate or wordmark vertically or horizontally

**Do Not** - Add any special effects to alter the nameplate or wordmark

**Do Not** - Add a tight border to the nameplate or wordmark

**Do Not** - Reverse out the nameplate on a light background

**Do Not** - Apply the logo to a busy photo that will decrease readability and clarity of the nameplate or wordmark

**Do Not** - Single the letter “A” out from the full nameplate

**Do Not** - Rotate the nameplate or wordmark at any degree
DEPARTMENTAL NAMEPLATES

The university’s identity needs to remain consistent and easily identifiable as it is adopted by every department. The department name is set in Whitman Italic centered in titlecase. There is one layout that will be applied to all departments, as the system has been developed to accommodate each title. It is best to contact the Office of Marketing and Communications for your department’s nameplate to ensure and maintain consistency. The department name should never be longer than two lines as the mark has been created to accommodate the longest title. The approved departmental graphic identity treatments are shown below, and cannot be combined with an icon. Please do not attempt to format in any other way.

Primary Department Nameplate

Armstrong Recreation & Wellness

Armstrong Georgia Tech Regional Engineering Program (GTREP) Office

Secondary Department Nameplate

Armstrong State University Recreation & Wellness

Armstrong State University Georgia Tech Regional Engineering Program (GTREP) Office
Armstrong’s marketing color palette seeks to support the university’s long-standing maroon and gold traditions. “C” stands for coated paper, “U” stands for uncoated paper. Most materials should be printed on coated paper. Letterhead is printed on uncoated paper.

Reference the colors below to ensure consistency across all mediums.
FONT PALETTE

Armstrong’s font palette consists of three font families:

Whitman — usually used for body copy
Avenir — can be used as a sans serif alternate to Whitman
Trade Gothic — used for headings and subheadings

These fonts should be used in all external identity materials. Contact the Office of Marketing and Communications for information on font licenses and how to get the fonts.

WHITMAN

AaBbCcBbDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

The fox jumped over the fence.
The fox jumped over the fence.
The fox jumped over the fence.

Avenir

AaBbCcBbDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

The fox jumped over the fence.
The fox jumped over the fence.
The fox jumped over the fence.

TRADE GOTHIC

AaBbCcBbDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

The fox jumped over the fence.
The fox jumped over the fence.
The fox jumped over the fence.
STATIONERY: BUSINESS CARDS

Business Cards

Please request printed business cards from the Office of Marketing and Communications online at business card order form.

Shown at full size.
STATIONERY: LETTERHEAD

Letterhead

Letterhead margin specifications are 2.25 inches from the top, 1.25 inches from the bottom, and 1 inch from the left and right.

Please request printed letterhead from the Office of Marketing and Communications.

Not shown at full size.
Envelopes

Please request printed envelopes from the Office of Marketing and Communications.

*Not shown at full size.*
FOR MORE INFORMATION

Please contact the
Office of Marketing and Communications
marketing@armstrong.edu