



Augustana College





Augustana's primary brandmark is the "**Augustana College**" word mark. Sometimes the word "**Augustana**" is used alone, and sometimes only the **A**, depending on the context. The **A** in the brandmark is symbolic of architectural shapes and windows found in buildings historic and new, all across campus.

Augustana College also has an athletic graphic identity, which consists primarily of the **Augustana Viking** logo, and also includes the "**Augie script**" and **AC** used for specific teams. **The athletic graphics should not be used in place of the Augustana College brandmark.** The college's primary brandmark, and all of its forms in this guide, are intended to represent the college's academic program and overall identity. The Viking logo and all subsets of the athletic identity are specific to the athletic program. See the athletic brand guidelines for more information.

To maintain the authenticity of the brandmark, do not crowd with other visual elements or attach images directly to it.

Keep a **minimum clear space around the mark** of one times the x-height (the height of lowercase letters) of the brandmark.

The brandmark **should not be used smaller than 1.75 inches** in width.

Colors for use with brandmark include **PMS 294, 109, black** or **white** (reversed).

CLEARSPACE



To maintain the authenticity of the brandmark, do not crowd it with other visual elements. Keep a minimum clearspace around the mark of one times the x-height of the brandmark. Do not use images such as domes, bell towers, etc. in direct relationship to the brandmark.

PRIMARY BRANDMARK

This primary brandmark for use anywhere you want to include the brandmark

Augustana College

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Augustana College

ALTERNATIVE PRIMARY BRANDMARK

Designed for enhanced digital visibility, this version optimizes the word “Augustana” for digital platforms like websites and social media while maintaining versatility for stationery and printed communications.

Augustana
COLLEGE

Augustana
COLLEGE

Augustana
COLLEGE

SECONDARY BRANDMARK

This is the secondary form of the brandmark and is to be used on materials directed to an internal audience.

Augustana

Augustana

Augustana

**ALWAYS USE THE PROVIDED ARTWORK FOR THE BRANDMARK.
DO NOT SCAN OR REDRAW.**

The Augustana A or “Augie A” is used in more informal contexts and when space is limited.
(Available in both primary and secondary colors.)



The circle A is another option.
(Available in both primary and secondary colors.)



The medallion version of the Augustana A is more formal than the simpler versions, but should not be used to replace the Augustana seal. Augustana’s seal is used in formal communications from the Office of the President, such as acceptance letters for new students and commencement communications. (Combination of blue and yellow, black and white.)



AUGUSTANA’S SEAL

THESE COLORS SHOULD BE USED AS PRIMARY ELEMENTS IN ANY PIECE.



Pantone 294
100 | 69 | 7 | 30
Hex 002F6C



Pantone 109
0 | 10 | 100 | 0
Hex FFDD00

Blue and gold are the core colors for Augustana College. The primary landmark should be reproduced in these colors only, unless the communication is in black and white.

Augustana College

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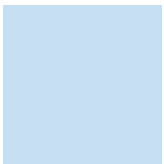
USE THESE COLORS ONLY AS ACCENTS TO THE PRIMARY COLORS.



Pantone 2144
95 | 53 | 0 | 0
Hex 0067B9



Pantone 2915
60 | 9 | 0 | 0
Hex 62B5E5



Pantone 2707
20 | 6 | 0 | 0
Hex C3D7EE



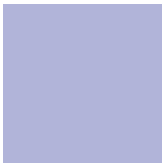
Pantone 7532
23 | 37 | 45 | 65
Hex 63513D



Pantone 2627
85 | 100 | 6 | 38
Hex 3C1053



Pantone 2081
60 | 72 | 0 | 0
Hex 865E9C



Pantone 270
29 | 25 | 0 | 0
Hex B4B5DF



Pantone 7528
5 | 10 | 17 | 16
Hex C5B9AC



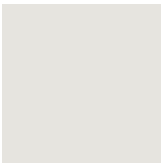
Pantone 7708
100 | 18 | 12 | 59
Hex 005670



Pantone 343
89 | 19 | 72 | 60
Hex 115740



Pantone 397
14 | 2 | 100 | 15
Hex BFB800



Warm Grey 1
3 | 3 | 6 | 7
Hex D7D2CB



Pantone 7421
18 | 100 | 45 | 67
Hex 651D32



Pantone 7628
8 | 93 | 78 | 33
Hex 9E2A2B



Pantone 7580
0 | 77 | 97 | 15
Hex C05131

PRIMARY FONT

DIN (when din is unavailable, use arial)

Din Regular with proportional old style and lining figures

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

Din Bold with proportional old style and lining figures

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

SECONDARY FONT

BEMBO (when Bembo is unavailable, use Garamond)

Bembo Regular with proportional old style and lining figures

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bembo Italic with proportional old style and lining figures

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

Bembo Semibold with proportional old style and lining figures

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



PRIMARY ATHLETICS GRAPHIC IDENTITY

The Augustana Viking primary logo was developed in 2011 as a visual representation of Augustana’s Scandinavian heritage and the values of our intercollegiate athletics program. Like our student athletes and coaches, the Augustana Viking is a strong, focused and proud member of a cohesive team.

The logo depicts a more historically accurate Viking than the previous rendering, and its design was inspired by archeological evidence and relics found on Viking armor and weaponry. Enthusiasts of the dramatic yet historically inaccurate horned Viking may spy a “horn” hidden at the front of the helmet. Others may see an “A” formed by the cheek and nose guard meeting at the helmet’s peak.



WORDMARKS

The Augustana athletics graphics and wordmarks have been designed to correspond with and complement the Augustana College identity program.



SECONDARY ATHLETICS GRAPHIC IDENTITY

The secondary athletics identity mark closely mirrors the Augustana College word mark by combining the Augustana “A” and “C”. This device may be used in lieu of the Viking series of brandmarks as shown.



THESE COLORS SHOULD BE USED AS PRIMARY ELEMENTS IN ANY PIECE.



Pantone 294
100 | 69 | 7 | 30
Hex 002F6C



Pantone 109
0 | 10 | 100 | 0
Hex FFDD00

Blue and gold are the core colors for Augustana College. The primary brandmark should be reproduced in these colors only, unless the communication is in black and white.

PRIMARY FONT
DIN (when din is unavailable, use arial)

Din Regular with proportional old style and lining figures
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

Din Bold with proportional old style and lining figures
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890



SCRIPT AUGIE LEGACY
GRAPHIC IDENTITY

Script Augie was created in the 1980s as a graphic device for Augustana’s football helmet. Teams with this device on their helmets won four consecutive NCAA Division III national championships. Like the “AC,” this brandmark is available for any intercollegiate team to use as a secondary mark.

Augie	Augie	Augie
Augie	Augie	Augie
Augie	Augie	Augie

FULL LOGO



LOGO VARIATIONS

