

THE BRANDMARK

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

The college's primary brandmark and all of its forms 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 other side).

To access EPS, JPG and PNG files of these marks, go to augustana.edu/brandtoolbox. See usage notes, below.

USAGE

When you use the brandmark in any of its forms, maintain its authenticity and **do not alter it in any way**. For example, do not change the color, change the proportions by stretching the length or height, attach words or other visual elements, or create a new version of the brandmark as a logo for your club, team, office, etc. Keep a minimum clearspace 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, 2144, 7532, black** or **white** (reversed).

PRIMARY COLORS

Blue and gold are the core colors for Augustana College. The primary brandmark should only be reproduced in these colors.



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



Pantone 109
0 | 10 | 100 | 0
Hex FFDD00

SECONDARY COLORS

Pantone colors: **2144, 2915, 2707, 7532, 2627, 2081, 270, 7528, 7708, 343, 397, 7421, 7628, 7580** and **Warm Grey 1**.

FONTS

Primary: **DIN** (when DIN is unavailable, use Arial)

Secondary: **BEMBO** (when BEMBO is unavailable, use Garamond)

For assistance or questions, please contact
Quan Vi, Design Director at **309-794-8045** or
quanvi@augustana.edu

PRIMARY BRANDMARK

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

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

SECONDARY BRANDMARK

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

Augustana

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.



THE AUGUSTANA A

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 MEDALLION | AUGUSTANA SEAL

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.



AUGUSTANA'S SEAL

AUGUSTANA VIKING PRIMARY LOGO



SECONDARY ATHLETICS IDENTITY



ATHLETIC GRAPHICS

The Augustana athletics graphics and wordmarks are designed to correspond with and complement the Augustana College graphic identity, and may be obtained from the **Office of Communication and Marketing**. For assistance with projects such as notecards and clothing orders, please contact the Office of Communication and Marketing. For EPS, JPG and PNG files of these marks, go to augustana.edu/brandtoolbox.

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.

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.

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

PRIMARY COLORS

Navy (PMS294) and **gold** (PMS109) are two primary colors in the Augustana College identity program. The marks, graphics and text shown in this guide may also appear in black and white when necessary.

WORDMARKS



Augie	Augie	Augie
Augie	Augie	Augie
Augie	Augie	Augie