



AQUINAS
COLLEGE

NASHVILLE

BRANDING STYLEBOOK & LOGO GUIDELINES

CONTENTS

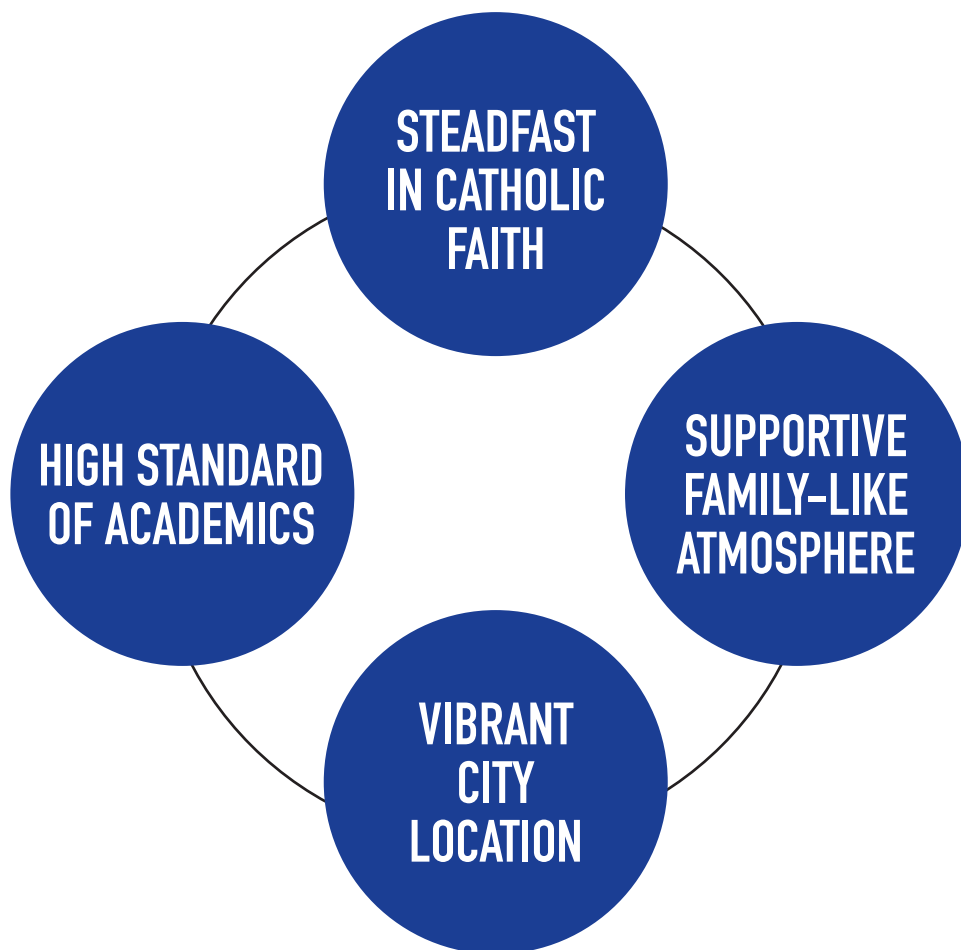
Brand Words and Overview Statement.....	2
Logo and Usage Guidelines	
Primary Logo Usage.....	3
School Logo Usage.....	4
Unacceptable Logo Usage.....	5
Typographic Design Guidelines	
Headlines and Body Copy.....	6
Email Signature Design.....	6
Color Palette and Usage Guidelines.....	7
Pattern and Graphics.....	7
Photography Guidelines.....	8
Collateral Examples.....	9-10

INTRODUCTION

The Aquinas College brand is represented in two ways: verbally and visually. When represented verbally, a strong set of brand words and an overview statement have been established to best describe the College and to serve as the foundation for future content creation. The brand is visually represented through the logos, colors, fonts, photography and pattern. The strength and integrity of the brand can only be maintained through a consistent usage of the specified brand elements in this guide.

BRAND WORDS

These words are the foundation of our brand and set the tone for any message generated by Aquinas College. Any messaging or imagery that is used to represent Aquinas should have connection to these words. Use these words as cues to verbalize and visualize our brand.



WHO WE ARE *(Universal overview statement)*

Aquinas College is a four-year, private liberal arts Catholic college in vibrant Nashville, Tennessee. Through outstanding academic programs in nursing, business, education, and arts and sciences, we cultivate a community of students who encourage one another to grow academically and spiritually.

LOGO AND USAGE GUIDELINES

SPECIFICATIONS:

Maintaining the specified colors and structure of the logo is essential to consistently express the Aquinas College brand.

To maintain the integrity of the logo, always reproduce the logo only from the master file and always follow the guidelines set forth in this document.

All logos are available for download from the Marketing & Communications webpage at AquinasCollege.edu. If you cannot find what you need, please contact Paul Downey (pdowney@aquinascollege.edu).

WHICH FILE TYPE SHOULD YOU USE?

- .EPS files:** Use this file format for professional printing
- .JPG or .PNG:** Use these file formats for PowerPoint and Word documents.
Please choose the one that looks best in the application you are using.
- .PDF:** Use this file format for sharing and viewing (can also be used for professional printing).

PRIMARY LOGO



BLACK AND WHITE

For black and white printing, use this version of the logo.



REVERSED

Limit use of the logo on a dark background. If unavoidable, use these versions of the logo.



LOGO AND USAGE GUIDELINES

SCHOOL LOGOS

For uniformity across College communications, please use the following school logos.



COLLEGE SEAL

The Aquinas College seal may only be used for official documents such as diplomas, legal records, transcripts, and academic ceremony programs. Limited usage outside of these guidelines may be allowed. Please contact the Office of Marketing and Communications for direction on acceptable use.

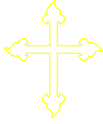


All logos are available for download from the Marketing & Communications webpage at AquinasCollege.edu. If you cannot find what you need, please contact Paul Downey (pdowney@aquinascollege.edu).

LOGO AND USAGE GUIDELINES

UNACCEPTABLE LOGO USAGE

Logo colors should not be swapped.



Logo should not be rendered in any color combination other than master colors.



Placement of shield and cross icon should not be altered.



Logo should not be stretched vertically or horizontally. To prevent this when resizing, hold down the "SHIFT" key.



UNACCEPTABLE SCHOOL LOGO USAGE

Proportions of the Aquinas main logo and school names should be maintained when shown together. Always use the master files to maintain the correct proportions.



Logo combination should not be shown without the vertical line. Always include the vertical line included in the master file.



All logos are available for download from the Marketing & Communications webpage at AquinasCollege.edu. If you cannot find what you need, please contact Paul Downey (pdowney@aquinascollege.edu).

TYPOGRAPHIC DESIGN GUIDELINES

BOLD HEADLINES

DIN 1451 Std, ALL CAPS

HEADLINES

HOEFLER TEXT REGULAR. All Caps, Track > 70

BODY COPY - LISTS AND SHORT PARAGRAPHS

Function

BODY COPY - LARGE AMOUNTS OF BODY COPY

Hoefler Text Regular. Track >40

SPECIFICATIONS:

DIN 1451 and Hoefler are body acceptable for headlines. Use DIN when boldness and attention is needed, and Hoefler (ALL CAPS) for longer headers.

Function should only be used for short amounts of body copy and short lists. If longer amounts of body copy are needed, use Hoefler.

Please contact the Office of Marketing & Communications to access these fonts.

ALTERNATIVES:

Where Hoefler and Function are not available, Georgia and Arial, respectively, may be substituted.
Example: Email blasts and other online applications

EMAIL SIGNATURES

Your email signature is an opportunity to share our brand in a non-intrusive way. Your signature should be professional and informative, but not overwhelming. Please reference the example below when creating your email signature.

- All text should be aligned left, 11 pt.
- Name and title should be in "Serif" font (Georgia or Times New Roman are standard email fonts that are acceptable)
- All other information should be set in "San Serif" font (Arial, Helvetica, or Verdana are standard email fonts that are acceptable).
- Name and website should be set in Aquinas Blue (specs on page 7).

Beneath the contact information and overview statement, the logo may be included (not required). Please follow the specifications for the logo as seen on pages 3-5 of this guide.

Your name in Bold,
your title in Italics.
"Aquinas College,
Nashville" included
directly below.

Mary Smith, *Vice President*
Aquinas College, Nashville

Address information
(street address, city,
state, zip) Contact
information (Direct
office #, Cell #).
Website in Bold Blue

4210 Harding Pike
Nashville, TN 37205
Direct: (615) 555-5555
Cell: (615) 555-5555
www.AquinasCollege.edu

Logo can be included
(but is not required)



COLOR PALETTE & USAGE GUIDELINES

MASTER COLORS



Pantone 072

CMYK: 100, 88, 0, 5

RGB: 28, 63, 148

Hex#: 1b3e93

Pantone 871

CMYK: 32, 36, 63, 3

RGB: 175, 151, 109

Hex#: ae976d

COLOR SPECIFICATIONS:

Maintaining the specified colors is essential to consistently express the Aquinas College brand.

WHICH COLOR COMBINATION SHOULD YOU USE?

Pantone Spot Colors: Use Pantone spot colors for stationery and spot color print jobs (pens, t-shirts, etc).

CMYK: Use CMYK color for all other printed pieces.

RGB: Use RGB for on-screen materials (ex: Email signature) and Microsoft Word and PowerPoint

Hex#: Use Hex# for website and online media.

PATTERN AND GRAPHIC

Pattern created using the Aquinas logo cross in Aquinas Gold can be used as a background element to emphasize brand attribute of "Steadfastly Catholic".

To use this pattern, please contact the Office of Marketing & Communications.

Circles can be used to crop photos and hold text.



PHOTOGRAPHY GUIDELINES

The following photographs have been identified as appropriate examples of images that expand on the brand words and are provided as guidelines for selecting additional imagery. Aquinas has a variety of approved marketing images available for use. Please contact the Office of Marketing & Communication for access to these images, or to gain approval on alternate images.

Because the color palette for Aquinas College is limited, photographs should be in full color (with the exception of a few black and white photographs). When appropriate, a gold filter may be applied to connect the photo to the main color.



Students in classroom



Artful photos of campus with gold filter



Black and white photography



Nashville photography



Students in groups or participating in activities together.

COLLATERAL EXAMPLES



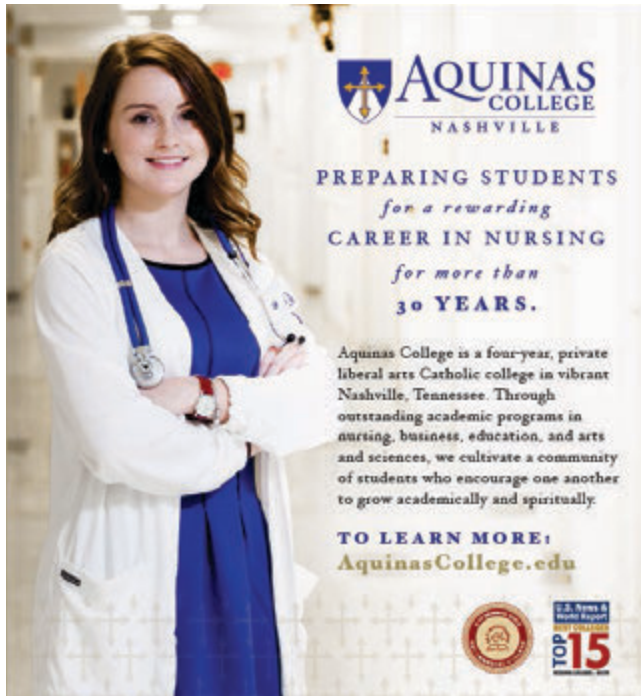
Stationery (two color spot color print)

PowerPoint Backgrounds



COLLATERAL EXAMPLES

School of Nursing-specific ad



Steadfastly Catholic-specific ad

Adoration Chapel Rack card (4x9")

