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 appear on the **RIGHT side** (preferably lower third) of the page.

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).
ALWAYS USE THE PROVIDED ARTWORK FOR THE BRANDMARK. DO NOT SCAN, REDRAW OR TYPESET.

**PRIMARY BRANDMARK**

Augustana College

This is the primary brandmark for use on stationery, printed communications and the website.

**SECONDARY BRANDMARK**

Augustana

This is the secondary form of the brandmark and is to be used only in special circumstances such as vertical banners or materials directed to an internal audience.

**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.
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.)
PRIMARY COLORS

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

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

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

Pantone 109
0 | 10 | 100 | 0
Hex FFDD00
SECONDARY COLORS

USE THESE COLORS ONLY AS ACCENTS TO THE PRIMARY COLORS.
**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
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