ALVERNO COLLEGE
ESTABLISHED 1887

Alverno College Brand Implementation Quick-Start Guidelines

We are all ambassadors of the Alverno brand.

Everything we say, do, print or post shapes our brand, influences our reputation and forms our image. The photos we share on social media, the words we publish in a magazine and the colors we chose for a brochure are all cues that help define how others see, feel and think about us. Every interaction — every touch point — is a reflection of who we are and adds to the Alverno experience.

This abbreviated brand manual provides guidelines to help ensure that we present a unified voice and image that accurately, authentically and cohesively reflects Alverno and distinguishes us from other educational institutions.

If you have any questions about the Alverno brand please contact the Alverno Marketing team at 414.382.6167 or marketing@alverno.edu.

Brand Elements

Our Logo

The Alverno College logo is the primary identifier for the college and consists of two primary graphic elements:

1) **The visual identifier**
   (The graphic "A" in the primary palette colors)

2) **The wordmark**
   ("Alverno College" and "Established 1887")

- Please use the logo prominently and correctly in all of our college print and electronic materials to strengthen our brand.

- Only use approved digital files and do not attempt to recreate, alter or obscure the logo in any way.

- Never reconfigure the relationship or spacing of the visual identifier and the workmark.

- **Use of logo color**: The Alverno logo has a striking and noticable visual style that sets it apart from other colleges. The logo color palette pays homage to the heritage and tradition of Alverno (Franciscan colors — gold and brown) as well as our reputation for innovation and dynamic thinking (red/burgundy). For consistenty and brand recognition, this is the **only** approved color combination that should ever be used to represent Alverno. **Never alter the logo colors in any way.**

Visual Identifier

ALVERNO COLLEGE ESTABLISHED 1887

Wordmark

Logo Variations

- The primary horizontal logo configuration is regarded as the main logo for the college and should be used whenever possible.

- Only use the secondary stacked logo when horizontal space is limited.

- The standalone visual identifier can be used as a supporting graphic, but never in place of the logo.

PRIMARY – Horizontal

SECONDARY – Stacked two lines and standalone visual identifier

Incorrect Logo Color Usage

- Please do not use colors from the college's old secondary palette to create new versions of the logo. The only approved color combination for logo usage is red, gold and brown.

- We are no longer using the "fun colors" advertising campaign that utilized multiple colorful versions of the "A," and we longer use the colorful "A" as a stand-alone image.

- Alternate versions of the logo can be used in specific circumstances and **must go through the Marketing department.**

- In order to maintain consistency, please check all your current marketing materials (print and digital) for outdated logo usage, and update any that are not using the approved logo.

- If you see any marketing materials that use logos with colors other than the approved color combination, please contact the Marketing department so we can make appropriate updates. Consistent logo usage helps maintain our brand standards which makes our logo easily identifiable to those on campus as well as off campus.

INCORRECT logo color usage
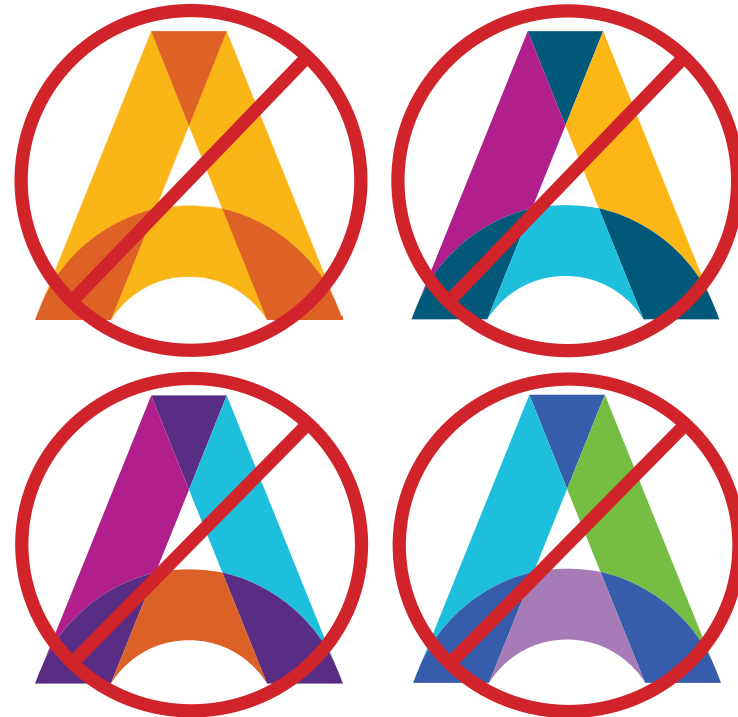
Logo Variations

- Use the black and white versions only when color is not an option.

- Reverse or one color PMS should only be used for specialty and promotional items. Choose the best option to ensure readability.

1-COLOR VERSION — TINTS, OR TILED

REVERSE

Logo Safe Area

- Display the logo prominently, keeping it isolated from all other words, images, designs and the outside edges of printed materials.

- The height of the A in the Alverno wordmark is designated as variable (X).

- Use the "X" height as the unit from which to measure minimum clear space around the logo.

- In all cases, please make an effort to use a larger clear zone, when the layout allows.

- DO NOT create a white box behind the logo to make it more readable.

- Make certain the background imagery or color behind the logo does not interfere with the clarity of the logo.

SAFE AREA — A safe area of "X" must be honored at all times.

Safe Area

Do NOT create a white box behind logo over an image to make it more readable.

Do NOT allow any imagery to interfere with the clarity of the logo.

Logo Sizing

- Setting a minimum size ensures proper protection of the integrity of the logo.

- Always scale the logo elements together as a unit — the visual identifier and the wordmark — to ensure that the approved proportions and relationship between these elements will always be maintained.

- The minimum size for the logo in is .375 inches high.

- Digital and promotional items may require a smaller size and should be evaluated on an individual basis.

- Only use the horizontal logo for use in small applications.

3/8"

16px

Favicon:
A short icon version of the logo that appears in the web browser's URL bar, next to the site's name.

Our Seal

- The use of the seal is very selective and should be reserved for formal, high-profile, or sophisticated communications.

- The seal is best used on diplomas, commencement materials, formal events, and engravings and architectural etchings.

- Only use approved digital files and do not attempt to recreate, alter or obscure the seal in any way.

1-COLOR VERSION:
PMS 4625 (shown)
PMS 202

The seal may also be reproduced in black, foil stamped, embossed (registered or blind) and used as a screened back element in select communications.

2-COLOR VERSION:
PMS 4625 and PMS 7549 (shown)
PMS 202 and PMS 7549
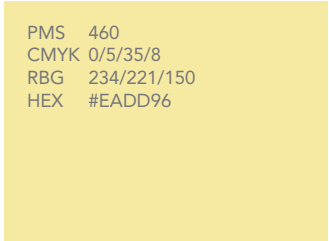PMS 4625 and PMS 460
PMS 202 and PMS 460

Color Palette

- The primary color palette of the Alverno College visual identity is **Legacy Brown, Discovery Gold and Innovation Red**.

- The primary color palette is an important aspect of the visual brand system. Consistency and repetition not only help build brand awareness, but also make Alverno communications instantly recognizable.

- A secondary palette supports the primary palette. Use color smartly, and consistently. Color choice should be simple, bold and not overly complicated.

- Use PMS colors for offset printing, CMYK for 4-color process printing, and HEX or RGB for digital applications.

- White and visual open spaces have an important role within the visual brand system. It imparts a clean and contemporary look, enhances the presentation of the logo, and allows the color palette, text and imagery to stand out.

PRIMARY PALETTE

Legacy Brown

PMS   4625
CMYK 44/73/80/59
RBG   80/45/30
HEX   #502d1e

Discovery Gold

PMS   7549
CMYK 0/31/100/6
RBG   253/183/20
HEX   #fdb714

Innovation Red

PMS   202
CMYK 0/100/61/43
RBG   152/0/46
HEX   #98002e

SECONDARY PALETTE

PMS   460
CMYK 0/5/35/8
RBG   234/221/150
HEX   #EADD96

PMS   146
CMYK 28/58/100/13
RBG   179/117/42
HEX   #B3752A

Typography

- Avenir is the primary font for the Alverno brand.

- Any weight, style, or size can be used.

- Use Arial when Avenir is not available in communications such as Word documents, PowerPoint presentations, or other digital applications.

- Editorial communications will require additional decorative and display font usage.

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&@?

Avenir Light	Avenir Medium	*Book Oblique*
Avenir Book	**Avenir Heavy**	*Oblique*
Avenir Roman	**Avenir Black**	***Heavy Oblique***

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&@?

Photography

CAMPUS IMAGERY

- Photography supports the Alverno brand and helps to communicate our diverse and collaborative community. Whenever possible, use authentic imagery as opposed to stock imagery.

- Photo style should be clean and simple with minimal propping. A short depth of field and natural light are preferred when possible. People should feel natural — not posed, capture candid moments and personal interactions, and feel in the moment.

- Images should represent a balance of age and ethnic backgrounds.

- The campus environment should be represented, and is defined by unique architechture and greenery that establishes our setting.

- Contact the Alverno Marketing team at **marketing@alverno.edu** for access to the photo library.

Photography

PORTRAITURE

- Portraits of students, faculty and alumni communicate Alverno stories, personal journeys and our heritage.

- Clothing should be appropriate for the setting, simple and casual. Avoid commercial logos and busy patterns and prints.

- Tone should feel engaging, casual and candid.

- Backdrops can be white, or any colors from the primary and secondary palettes.

- Environmental portraits should have simple backgrounds with short depth of field and use natrual light when possible.

- Contact the Alverno Marketing team at marketing@alverno.edu for access to the photo library.