A NEW BRAND
FOR GUSTAVUS

GRAPHIC STANDARDS & using the new brand.
INTRODUCTION

WHY IS A GRAPHIC STANDARDS GUIDE NECESSARY?
The Office of Marketing and Communication at Gustavus Adolphus College has developed a new brand identity—a “look” to be associated with the College—and in order for the new identity to convey who we are, it must be used consistently in every facet of communication. This guide is designed to support and strengthen Gustavus’s graphic presence, which is imperative to the College’s success.

IMPLEMENTATION
This graphic standards guide must be used by everyone who produces materials for Gustavus. While implementing the identity standards doesn’t mean that all materials must look exactly alike, it does mean they must look professional and look like they belong to the same family, with identifiers, fonts, and colors used consistently. All materials must adhere to the standards contained in this guide in order to maintain a high-quality look and feel, and be unique to Gustavus Adolphus College.

Materials governed by this guide include, but are not limited to, the following: letters, e-mails, product and service information, brochures, flyers, annual reports, publications, official websites, newsletters, print and broadcast advertising, promotional videos and CDs, stationery and business cards, banners and posters, indoor and outdoor signage, promotional items, and merchandise.

Contact Information
The information described in this guide is provided to help facilitate appropriate and effective use of the Gustavus identity. Identifiers—wordmark, icon, brand line, or signature—photography, and fonts can be obtained by contacting the Office of Marketing and Communication at 507-933-7520 or e-mailing marketing@gustavus.edu.
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ELECTRONIC ARTWORK Always use approved artwork when reproducing any of the Gustavus identifiers — wordmark, icon, brand line, or signature. Electronic artwork is available from the Office of Marketing and Communication.

The eps and jpg artwork will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.
jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

If you have questions or concerns regarding the Gustavus identity, contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
NEW IDENTIFIERS

THE WORDMARK (UPDATED)
Subtle changes have been made to the Gustavus wordmark, including larger crowns which align with the top and bottom of the “G” in Gustavus, and the College name is slightly smaller with more open letterspacing.

THE ICON
Commonly referred to as the “thumbprint,” this is not a new logo for the College. It can be used when the wordmark is not needed, but a strong identity of Gustavus still is desired. The icon should be used wherever the three crowns alone are currently used.

MAKE YOUR LIFE COUNT™

THE BRAND LINE
The brand line is designed to stand alone as a statement, or be part of the full signature.

THE SIGNATURE
The signature — the wordmark and the brand line combined — must be used in external publications, advertising, or anywhere “Make Your Life Count” is not part of the headline, or not a major part of the message of the creation.

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical — especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.
**COLOR PALETTE**

It is permissible to use screens, or tints, of these colors to enhance readability or for aesthetic reasons.

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**GUSTAVUS GOLD**

The main College color is PANTONE 7406 or the equivalent in CMYK, RGB, or HEX.

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**EXTENDED PALETTE**

These colors are to be used as the primary Gustavus colors. This extended palette allows flexibility, yet narrows the spectrum of color choices in order to enhance consistency.

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**BACKGROUND COLORS**

These neutral, grayed-out tones should be used as background or field colors, and serve as a foundation for the primary colors.

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**DEPENDING ON THE MEDIA, COLORS CAN BE REPRODUCED USING THESE FORMULAS:**

- **PANTONE** For offset printed materials or signs with match colors, use the PANTONE version.
  - The PANTONE colors are the same regardless of paper stock specified (i.e., gloss coated, matte coated, uncoated, etc.).
- **CMYK** For printed materials using the four-color process.
- **RGB** For Microsoft Office Suite, other computer, or broadcast media use.
- **HEX** For websites and online use.
CLEAR ZONE

PREFERRED CLEAR ZONE
The immediate recognition and overall visibility of the Gustavus wordmark or signature can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the wordmark or signature. This area is referred to as the “clear zone.”

Measure the height of the “G” in Gustavus (X). A clear zone, represented by the gray grid surrounding the wordmark or signature on all sides, must be equal to or greater than X.

ENCLOSED IN A BOX
When the signature is enclosed in a box, use the preferred clear zone.

TIGHT APPLICATIONS CLEAR ZONE
Sign, banner, or website applications often require more flexibility. A clear zone equal to or greater than half (1/2-X) the height of the “G” in Gustavus (X) is acceptable for these limited or tight space applications.
THE WORDMARK
WHITE OR LIGHT-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.

Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.
See page 4, Color Palette.

It is important to maintain a sufficient contrast between the wordmark and the background. Sufficient contrast means that the wordmark is very easy to read.

White or Light-colored Background
On a white or light-colored background, the Gustavus wordmark can be reproduced in full color (Gustavus gold+black), which is the preferred version, or all black.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
THE WORDMARK
DARK-COLORED BACKGROUND

Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.
See page 4, Color Palette.

It is important to maintain a sufficient contrast between the wordmark and the background. Sufficient contrast means that the wordmark is very easy to read.

Dark-colored Background
On a dark-colored background, the Gustavus wordmark can be reproduced in full color (Gustavus gold+white), which is the preferred version, or all white.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the icon and the background. Sufficient contrast means that the icon is very easy to read.

White or Light-colored Background
On a white or light-colored background, the Gustavus icon can be reproduced in full color (Gustavus gold+black), which is the preferred version, or all black.

Dark-colored Background
On a dark-colored background, the Gustavus icon can be reproduced in full color (Gustavus gold+white), which is the preferred version, or all black. Limited usage — on a black background, the icon can be all white.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
THE BRAND LINE
LIGHT- AND DARK-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.

Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the brand line and the background. Sufficient contrast means that the brand line is very easy to read.

White or Light-colored Background
On a white or light-colored background, the Gustavus brand line can be reproduced in Gustavus gold (preferred), any color in the color palette, or black.

Dark-colored Background
On a dark-colored background, the Gustavus brand line can be reproduced in Gustavus gold (preferred), or white.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
THE SIGNATURE
WHITE OR LIGHT-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.

Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the signature and the background. Sufficient contrast means that the signature is very easy to read.

White or Light-colored Background

On a white or light-colored background, the Gustavus signature can be reproduced in full color (Gustavus gold+black), which is the preferred version, or all black.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
THE SIGNATURE
DARK-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.

Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended. See page 4, Color Palette.

It is important to maintain a sufficient contrast between the signature and the background. Sufficient contrast means that the signature is very easy to read.

Dark-colored Background
On a dark-colored background, the Gustavus signature can be reproduced in full color (Gustavus gold+white), which is the preferred version, or all white.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
Sub-identities may be used to identify organizations or programs related to the College (e.g., music ensembles, athletic teams, academic departments and programs, campaigns, etc.).

Any one of the following three options shown here (Sub-Identity with Wordmark, Sub-Identity with Icon and Full College Name, and Sub-Identity with Icon) may be used.

In some cases, the sub-identity may appear awkward or wrong in one or another of these formats — due to line length of multiple words in the program name, for example — so it is recommended that development of sub-identities be coordinated with and approved by the Office of Marketing and Communication. The use of any one of these three options will ensure that the sub-identity coordinates with the look of the College's graphic identity.

**SUB-IDENTITY WITH WORDMARK**

Each College department or office may have its own identity. Displayed at left are four examples where the department is combined with the Gustavus wordmark. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Gustavus through the wordmark. Extremely long department names such as “Johnson Center for Environmental Innovation” use a smaller cap height and a two-line structure.

**FOR QUESTIONS, CONCERNS, OR DIGITAL FILES**

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
SUB-IDENTITY OPTIONS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.

SUB-IDENTITY WITH ICON AND FULL COLLEGE NAME

Each College department or office may have its own identity. Displayed at left are five examples where the department is combined with the Gustavus icon and full College name. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Gustavus through the icon and full College name. Longer department names such as “Printing Services” have the option of a one- or two-line structure, depending on the usage. Extremely long department names such as “Johnson Center for Environmental Innovation” use a smaller cap height and a three-line structure.

SUB-IDENTITY WITH ICON

Each College department or office may have its own identity. Displayed at left are four examples where the department is combined with the Gustavus icon. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Gustavus through the icon and full College name. Longer department names have the option of a two-line structure. Extremely long department names such as “Johnson Center for Environmental Innovation” use a smaller cap height and a three-line structure.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
The college seal should only be used for official college business such as transcripts, commencement materials, etc. Whenever it is used, it should be used in its entirety. Under no circumstances should the seal be altered.

The preferred color for the college seal is black or gold (Pantone 7406, Pantone 872 Metallic) or gold foil. The college seal also may be reversed out to white.

If you feel your reason for using the college seal falls outside of official college business, contact the Office of Marketing and Communication for permission.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES
Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).
# RECOMMENDED MINIMUM SIZE

<table>
<thead>
<tr>
<th><strong>THE WORDMARK</strong></th>
<th>Minimum size is a 1-1/2-inch width.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="gustavus_adolphus_college.png" alt="Gustavus Icon" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>THE ICON</strong></th>
<th>When used on its own, the minimum size is a 1/2-inch square.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="g.png" alt="G Icon" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MAKE YOUR LIFE COUNT™</strong></th>
<th><strong>THE BRAND LINE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="gustavus_adolphus_college.png" alt="Gustavus Icon" /></td>
<td>When used on its own, especially in Gustavus gold, the minimum size is a 2-inch width, including “TM.”</td>
</tr>
<tr>
<td><img src="linnaeus_arboretum.png" alt="Linnaeus Arboretum Icon" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>THE SIGNATURE</strong></th>
<th>Minimum size is a 1-1/2-inch width. The signature minimum is slightly larger than the wordmark minimum. This allows for the readability of the brand line.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="gustavus_adolphus_college.png" alt="Gustavus Icon" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SUB-IDENTITY WITH WORDMARK</strong></th>
<th>Minimum size of “Gustavus” and the “three crowns” is a 1-1/2-inch width. A longer department name may extend past this measurement. <em>Same minimum size as the signature.</em></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="gustavus_adolphus_college.png" alt="Gustavus Icon" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SUB-IDENTITY WITH ICON AND FULL COLLEGE NAME</strong></th>
<th>Minimum size of the icon is a 3/8-inch square. This is slightly smaller than the icon used on its own.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="linnaeus_arboretum.png" alt="Linnaeus Arboretum Icon" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SUB-IDENTITY WITH ICON</strong></th>
<th>Minimum size of the icon is a 3/8-inch square. This is slightly smaller than the icon used on its own. <em>Same minimum size as the sub-identity with icon and full College name.</em></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="linnaeus_arboretum.png" alt="Linnaeus Arboretum Icon" /></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>THE COLLEGE SEAL</strong></th>
<th>Minimum size is a 3/4-inch width.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="college_seal.png" alt="College Seal" /></td>
<td></td>
</tr>
</tbody>
</table>
TYPOGRAPHY:
GENERAL APPLICATIONS

Trajan

Trajan: abcdefghijklmnopqrstuvwxyz1234567890

Trajan Bold: abcdefghijklmnopqrstuvwxyz1234567890

ITC Galliard

Galliard Roman: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Roman Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Black: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Black Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Ultra: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Galliard Ultra Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Preferred use:

TRAJAN, an all capital letter, classic, serif typeface, is used for headlines, titles, and initial caps.

ITC GALLIARD, a traditional serif typeface, is used for body text, but it can be used for headlines and intro segments.

GOTHAM, a contemporary sans serif typeface, is used for headlines and intro segments to text, but it can be used for body text as well.
TYPOGRAPHY:
GENERAL APPLICATIONS

Gotham

Gotham Thin: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Thin Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham XLight: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham XLight Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Light: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Condensed Light: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Light Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Book: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Condensed Book: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Book Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Medium: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Condensed Medium: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Medium Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Condensed Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Black: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Black Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Ultra: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Gotham Ultra Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
TYPOGRAPHY:
MICROSOFT OFFICE SUITE AND WEB APPLICATIONS

Garamond

Garamond: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Garamond Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Garamond Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Garamond Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Verdana

Verdana: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Verdana Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Verdana Bold: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Verdana Bold Italic: ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Garamond and Verdana — Gustavus’s default typefaces — are used for Microsoft Office Suite and Web applications such as: PowerPoint presentations, letters, memos, faxes, e-mails, websites, and Word templates.

Preferred use:
GARAMOND is used in place of Trajan or ITC Galliard for body text, headlines, titles, initial caps, and intro segments.
VERDANA is used in place of Gotham for headlines, intro segments to text, and body text.
APPLICATIONS:
LETTERHEAD

The main College letterhead, left, can also be customized (individual, office, or department) as shown on the right. The main College letterhead and the letterhead which can be customized are Gustavus gold + black and all black.

The letterhead can be preprinted/laser printed or totally laser printed using the Microsoft Word documents.

Letterhead is shown at 50% of actual size.
APPLICATIONS: 
#10 ENVELOPE AND MAILING LABEL

The College #10 envelope, top, and the College mailing label, bottom, can be customized (individual, office, or department). The #10 envelope and mailing label are Gustavus gold+black.
APPLICATIONS: BUSINESS CARDS

The business card is two-sided. The front, top, carries all the personalized information, and the back, bottom, carries the Gustavus signature. The business card is Gustavus gold + black.

Business card is shown actual size.
APPLICATIONS: NOTEPAD

The main College notepad, left, can also be customized (individual, office, or department) as shown on the right. The notepad is Gustavus gold+black.

Notepad is shown at 70% of actual size.
APPLICATIONS:
FACSIMILE AND MEMORANDUM

Microsoft Word documents are available.

Facsimile

Memorandum

Date: February 5, 2010
To: Lorem ipsum dolor sit amet
From: First M. Last
Subject: Enim parturit at vero minium veniam

Test of letter is aligned left and set in 10/14 ITC Galliard
Garamond. Wehendirt in volopat, sed diam amem commod
aliqua em volopit ex eon codomi iurur laboro consaequit. Lorem
dolore offici offica acem aliquan es dolor. Enim parturit at
commodu ullamcorpor ut reprend suscipt. Nomumy an
aliquan. Lorem ipsum dolor sit amet.

Ut maga aliquan em volopit. Wehendirt in volopat, a
amem. Ut magna aliquan em volopit essan commod iurur.
Ut magna aliquan em volopit ex eon commod iurur laboro
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mari laboro commodo ullamcorpor et reprend suscipt. No
venian aliquan. Lorem ipsum dolor sit amet. Utaj mag

Sed diam amem commod. Lorem impum dolor sit amem
iurur laboro consaequit. Lorem ipsum dolor sit amet. Ut
laboro consaequit. Lorem ipsum dolor sit amet. Atuem i
Enim parturit at vero minium veniam Rimsat incident n
Nomumy anem exeretation volup ipsum lorem sit ae vu
magna aliquan em volopit.

Facsimile

Memorandum

Date: February 5, 2010
To: Lorem ipsum dolor sit amet
From: First M. Last
Subject: Enim parturit at vero minium veniam

Test of letter is aligned left and set in 10/14 ITC Galliard. If ITC Galliard is not available use 10/14
Garamond. Wehendirt in volopat, sed diam amem commod. Lorem impum dolor sit amet. Ut magna
aliqua em volopit essan commod iurur laboro consaequit. Lorem ipsum dolor sit amet. Ut magna aliquan
em volopit ex eon commod iurur laboro consaequit. Lorem ipsum dolor sit amet. Atuem rephreh sucept
dolori offica acem aliquan es dolor. Enim parturit at vero minium veniam Rimsat incident n
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Sed diam amem commod. Lorem impun dolor sit amem. Ut magna aliquan em volopit essan commod
iurur laboro consaequit. Lorem ipsum dolor sit amet. Ut magna aliquan em volopit ex eon commod iurur
Enim parturit at vero minium veniam Rimsat incident n
mari laboro commodo ullamcorpor et reprend suscipt. Nomumy anem exeretation volup ipsum lorem sit ae

The main College facsimile and memorandum, left, can also be customized (individual, office, or department) as shown on the right.

Fax and memo are shown at 50% of actual size.
APPLICATIONS:
4-PAGE NEWSLETTER

Microsoft Word documents are available.

The 4-page newsletters are available as Microsoft Word documents. Shown on the opposite page, top to bottom, are 4-color process and all black options.

Newsletter, above, is shown at 50% of actual size.

The full 4-page newsletters, opposite page, are shown at 25% of actual size.
APPLICATIONS: 4-PAGE NEWSLETTER, COLOR OPTIONS

Microsoft Word documents are available.
APPLICATIONS:
2-PAGE NEWSLETTER OR FACT SHEET

Microsoft Word documents are available.

The 2-page newsletter or fact sheet is available as a Microsoft Word document in Gustavus gold+black.

Not shown but also available are 2-page info sheets in Gustavus gold+black. One option has a horizontal photo and the second option has a vertical photo.

Newsletter or fact sheet is shown at 50% of actual size.
APPLICATIONS:
VIEWBOOK, VIEWBOOK ENVELOPE, AND TRAVEL PIECE

A symbol of the intimacy of worship and reflection, Christ Chapel is a work of awesome beauty, and represents the very heart of Gustavus. Of course, it's at the center of campus. Its spire and shafts remind us of the upward movement of prayer and the downward movement of revelation. Its cross, which graces the top of the structure and rises 187 feet above the ground, can be seen from just about anywhere in St. Peter. Stained-glass windows run the full height of the building — when the sun shines through, the reflections can only be described as another art form. And every day, students, faculty, and administrators alike come to pause and collect their thoughts. A more beautiful place to do just that probably doesn't exist.

In 1973, seeds were planted on what was once agricultural land. Today, it's a virtual wonderland of trees indigenous to the forests and prairies of Minnesota. The Linnaeus Arboretum was named after Swedish botanist Carl von Linné. And you're cordially invited to revive your spirit, refresh your mind, and treat your senses. There are formal gardens as well, which surround the Melva Lind Interpretive Center and include over a hundred species of trees from other regions. You don't have to go far. The arboretum is right on campus — a place to reflect in a world of natural beauty. Henry David Thoreau would have approved.

Pieces are shown at 30% of actual size.
IDENTITY INDEX: THE WORDMARK

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

The eps and jpg artwork will work in both Macintosh and Windows platforms.
eps  Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.
jpg  Use in Microsoft® Office Suite and Web applications.
JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

eps: Spot color (Pantone 7406)+Black

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_BLK_7406

eps: 4-color process (CMYK)+Black

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_BLK_4C

jpg: RGB+Black

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_BLK_RGB

eps and jpg: Black

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_BLK

eps: Spot color (Pantone 7406)+White

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_WHT_7406

eps: 4-color process (CMYK)+White

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_WHT_4C

eps: White

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_WHT

RESTRICTED COLOR
The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.

eps: Spot color (Pantone 872)+Black

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_BLK_872

eps: Spot color (Pantone 872)+White

GUSTAVUS
GUSTAVUS ADOLPHUS COLLEGE
File name: GAC_WHT_872

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IDENTITY INDEX: THE ICON

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

The eps and jpg artwork will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.
jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

eps: Spot color (Pantone 7406)+White “G” in a Black square

File name: Icon_WHT_7406

eps: 4-color process (CMYK)+White “G” in a Black square

File name: Icon_WHT_4C

jpg: RGB full color +White “G” in a Black square

File name: Icon_WHT_RGB

eps and jpg: White “G” and “Crowns” in a Black square

File name: Icon_WHT

eps and jpg: Black “G” and “Crowns” in a White square

File name: Icon_BLK

RESTRICTED COLOR
The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.

eps: Spot color (Pantone 872)+White “G” in a Black square

File name: Icon_WHT_872

USAGE NOTE: BACKGROUND FILLS
The following files must be filled with “rich black” or “black” when placed:
• Icon_WHT_7406
• Icon_WHT_4C
• Icon_WHT_872

RICH BLACK: 4-color process alone or combined with spot colors (Pantone) fill background with “rich black” (60C 40M 40Y 100K)
BLACK: spot colors only (Pantone) fill background with “black” (solid, 100%)

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IDENTITY INDEX: THE BRAND LINE

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

eps: Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.
jpg: Use in Microsoft® Office Suite and Web applications.
JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

OTHER COLORS: The brand line can be reproduced in any color in the Gustavus color palette. Digital artwork will have to be created in that color. See page 4, Color Palette and page 9, The Brand Line Light- and Dark-colored Backgrounds.

eps: Spot color (Pantone 7406)
MAKE YOUR LIFE COUNT™
File name: MYLC_7406

jpg: RGB full color
MAKE YOUR LIFE COUNT™
File name: MYLC_RGB

eps: Spot color (Pantone 7491)
MAKE YOUR LIFE COUNT™
File name: MYLC_7491

eps: White
MAKE YOUR LIFE COUNT™
File name: MYLC_WHT

eps: Spot color (Pantone 872)
MAKE YOUR LIFE COUNT™
File name: MYLC_872

RESTRICTED COLOR
The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.
IDENTITY INDEX: THE SIGNATURE

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

The eps and jpg artwork will work in both Macintosh and Windows platforms.

**eps** Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.

**jpg** Use in Microsoft® Office Suite and Web applications.

**JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.**

Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

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When you drive up Callisy Avenue and see Old Main at the top of the hill, you can sense you're in for something extraordinary. Venture beyond the building and you'll witness a campus community dedicated to one another and outstanding facilities. Everywhere you look you'll discover challenging academics, competitive athletics, and beauty of the land. As you explore Gustavus, and make your life count.

Come explore Gustavus, and make your life count.