

A T H E N S S T A T E U N I V E R S I T Y



BRAND GUIDELINES

[ATHENS.EDU/MARKETING](https://athens.edu/marketing)

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Founded in 1822, Athens State is Alabama’s oldest educational institution of higher learning. Today, Athens State’s role has evolved perhaps more than any other school in the state university system. Certainly, our mission is the most contemporary.

As an upper division university, Athens State is a destination for transfer students and students with more than 36 hours of credit who may have paused their education and are seeking to finish their degree.

The Athens State brand is more than our name, our logo, and our school colors. Our brand provides us direction, keeps us on mission, and demonstrates how we speak about ourselves to every student, faculty member, and staff member. It’s how we differentiate ourselves from competing universities and help students understand the value of a degree from Athens State.

More specifically, the Athens State brand distinguishes the upper division experience. Simultaneously, the brand helps unite us in purpose, while informing transfer students, students who work, and students with families that Athens State provides a flexible, affordable way to get a quality education and finish a degree.

BRAND PLATFORM

BRAND STORY

The oldest continuously operating institution of higher education in Alabama's state educational system, Athens State University is one of a few "upper division" universities in the entire country. Although Athens State is steeped in history, tradition is not a driving force for the students we serve today.

Students come to Athens State from all walks of life. They're more mature than most college students. Some are junior college graduates. Some began their pursuit of a degree and, for whatever reason, paused their education. Some are graduates who are returning to advance their degree. Many are parents. Many more know what it means to work and earn a living.

All understand the meaning of value.

We believe there is nobility in choosing to complete your education, particularly when you're managing the pressures and constraints of adult life. The Athens State brand elevates the upper division experience, and more importantly, elevates and celebrates the resolve of the upper division student.

After all, it takes courage, and then some, to balance the pursuit of a degree with work and family life. But it takes more than that. It takes a university that gets it. One built for the current world—that empathizes with who you are, appreciates the obstacles you face, and provides the flexibility and affordability essential for success.

We produce more than graduates. We produce seasoned doers, problem solvers, and difference makers—citizens particularly well equipped for real world challenges employers face. We prepare them to leave Athens State filled with hope and anticipation for a new life, not burdened with heavy debt.

While it's true no two students take quite the same path to Athens State, each is seeking a relevant education in order to create a bright and confident future on their terms.

At Athens State, we understand it isn't how you began your education that matters.

It's how you finish.

And a strong finish is only the beginning.

Our value proposition summarizes our brand's primary benefits and brings clarity to the value we offer. It identifies our audience, explains why we exist, and how we're different from our competitors.

Athens State University provides a quality junior- and senior-level education that meets the needs of students who want to balance academics, work, and family, by offering workforce-ready, low-cost, and flexible degree-completion and graduate programs, unlike other more expensive colleges and universities.

Athens State University's pillars help our brand stand tall. They are the unique attributes that collectively combine to establish our point of difference.

Degree Focused

We help junior and senior-level students finish what they've started with a seamless transition from other schools, or return back to school as a working adult. Our students shape a college life that meets their unique situation and expectations as transfer students.

Tailored Schedule

Students benefit from our varied class options, offered both on-campus and online at flexible hours. This convenience makes Athens State's degrees attainable and accommodating for every type of student.

Workforce Ready

Athens State's academic programs directly align with Alabama workforce needs and impact a student's quality of life and career. Our degrees, taught by faculty with applied experiences in their respective fields, lead to in-demand career paths and sought-after employers across the region and state.

Cost Effective

Our education connects students with practical careers and allows them to graduate without unnecessary debt. This helps our students who do not need the expensive frills of a typical university, like on-campus housing and sports.

Transfer Friendly

As an upper division university, transfers are commonplace. We have processes in place that help make the experience as seamless and streamlined as possible, so that transfer students can quickly become acclimated and focus on earning their degrees.

BRAND PROMISE

Our brand promise is the reason to choose Athens State University. It's our commitment to experience and value. The promise is the balance. "You can have it all—work, academics, and family". Every time we write as Athens State, we convey this essence and the meaning behind this statement.

**A relevant education
for a confident future.**

Brand beliefs are tangible proof points that support our pillars. They're concise benefits and undeniable truths.

Affordability

Tuition is 30% less than the state average.

Flexible Education

91% of students have taken an online class

Seasons of Life

Schedules for students of all ages and needs

Career-Focused

100% declared majors

Upper Division

We serve a 100% transfer student population for undergraduate programs

Quality

In-state employment of bachelor's degree completers has remained at or above 73% since 2011

Friendly Transition

Our admissions process is catered to transfer students

Like a person, Athens State University has a personality. We speak with one, distinct voice that is our own. Our tone is consistent and frequent across all media, messages, and moments. It is personified and real.

Encouraging Guide

Our students are in various stages of life, and we're here to guide them on their college path. No matter their circumstances, they have a strong and caring network among peers, faculty, and staff.

For our prospective students,

we are welcoming and reinforce that we're ready to support them in everything they do.

We are...
*Empathetic, Friendly,
and Supportive*

For our current students,

we are a dependable partner that distills confidence as they build career and life skills during their college experience.

We are...
*Helpful, Reliable,
and Trustworthy*

For our alumni,

we have an accommodating tone to reassure we remain committed to their success long after they graduate.

We are...
*Adaptable, Dedicated,
and Experienced*

Our language is built on our brand vocabulary. These words, or attributes, reinforce our brand promise to the world with relevance, consistency, and frequency.

Accommodating**Experienced****Motivating****Adaptable****Friendly****Reliable****Attentive****Helpful****Supportive****Dedicated****Influential****Trustworthy****Empathetic****Inspiring****Uplifting**

BRAND IDENTITY

OUR LOGO

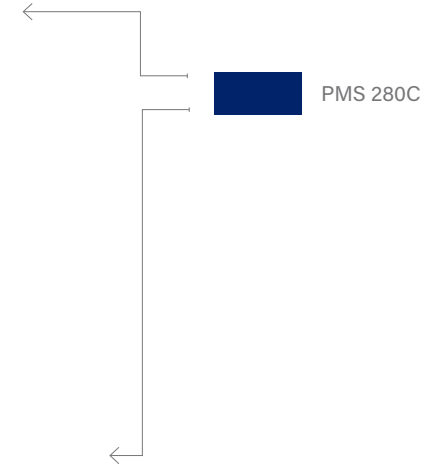
Primary Version

Vertical Logo

The vertical logo is the primary mark and should be used most commonly, if possible.

It is a one-color logo.

It should not be reproduced smaller than 1" tall.



OUR LOGO

Primary Version

Reverse Logo

The reversed version of our primary logo is for use against black or PMS 280 blue backgrounds. It can also be used on any dark area of a photo or background with little contrast.

When it is used in the reversed manner, the blue shield behind the logo is omitted. The shield outline in this version is re-sized to keep the basic logo proportions intact.

It is a one-color (white) logo.

It should not be reproduced smaller than 1" tall.



OUR LOGO

Secondary Version

Horizontal Logo

The horizontal logo is the preferred option only when a vertical orientation is not possible.

It is a one-color logo.

It should not be reproduced smaller than 3/8" tall.



OUR LOGO

Black Options

Black can be used in place of PMS 280 blue if color options are not available with any of the logo configurations or the shield.

Again, there is a minimum reproduction size of 1" (vertical logo) and 3/8" (horizontal logo), as previously noted.



**ATHENS
STATE**
UNIVERSITY



ATHENS STATE
UNIVERSITY

OUR LOGO

Wordmark Options

It is preferred to always use the vertical or horizontal logo (with shield icon). However, it is permissible to use a vertical or horizontal wordmark in specific scenarios where the full logo isn't appropriate.

Like the primary logo, it should only be reproduced in our navy blue (PMS 280) or black.

The wordmark should not be reproduced smaller than 3/8" tall.

**ATHENS
STATE
UNIVERSITY**

**ATHENS STATE
UNIVERSITY**

OUR LOGO

Athens State Shield Icon

The shield is the primary graphic element of our new brand. It should always be reproduced in navy blue (PMS 280) if possible, but it can be reproduced in black (and shades of black with our grays) if necessary.

Unless the shield icon is being reversed out of a dark background, the shield is always surrounded by a navy blue (PMS 280) color-fill in the same shape for contrast. While navy blue (PMS 280) is always preferred, black and shades of gray may be used if necessary.



← PMS 280C



PMS 420C
PMS 424C
PMS BLACK

OUR COLORS

Primary & Secondary

The primary color for the Athens State University brand is Athens Navy (PMS 280C Blue). The shield icon and name should always appear in this color except for when the logo is reversed out of a dark background.

There are three additional blues and two shades of yellow that can be used as secondary and accent colors. In all situations, more space and prominence should be given to the primary brand color (Athens Navy).

Black and two values of gray are also available as part of the Athens State color palette.

Primary (Athens Navy)



PMS 280

C - 100
M - 85
Y - 0
K - 39

R - 1
G - 33
B - 105

#012169

Secondary & Accents



PMS 282

C - 100
M - 72
Y - 0
K - 73

R - 4
G - 30
B - 66

#041E42

PMS 285

C - 90
M - 47
Y - 0
K - 0

R - 0
G - 114
B - 206

#0072CE

PMS 2925

C - 75
M - 18
Y - 0
K - 0

R - 0
G - 156
B - 222

#009CDE

PMS 1235

C - 0
M - 25
Y - 94
K - 0

R - 255
G - 184
B - 28

#FFB81C

PMS Y012

C - 0
M - 2
Y - 100
K - 0

R - 255
G - 215
B - 0

#FFD700

Black and Grays



PMS Black

C - 65
M - 66
Y - 68
K - 82

R - 45
G - 41
B - 38

#2D2926

PMS 424C

C - 52
M - 41
Y - 38
K - 20

R - 112
G - 115
B - 114

#707372

PMS 420C

C - 18
M - 13
Y - 10
K - 0

R - 199
G - 201
B - 199

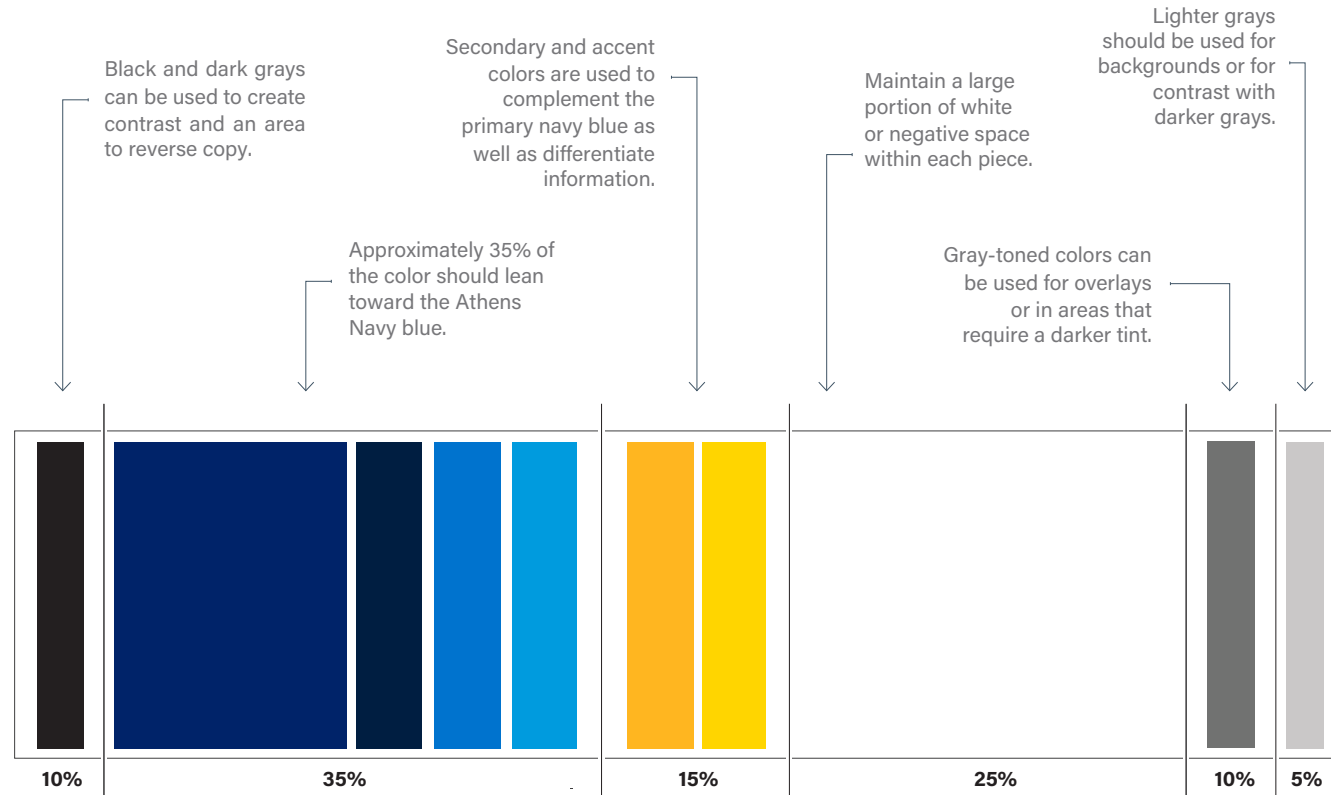
#C7C9C7

OUR COLORS

Color Usage

When looking at the general overview of branded marketing material, this chart gives a reference for how much of each color should be used.

While there will be exceptions, this should be viewed as a guide to the majority of the work created. When looking at larger items such as a multi-page brochure, some pages may not fit this chart exactly, but as a whole, it should visually reflect these percentages.

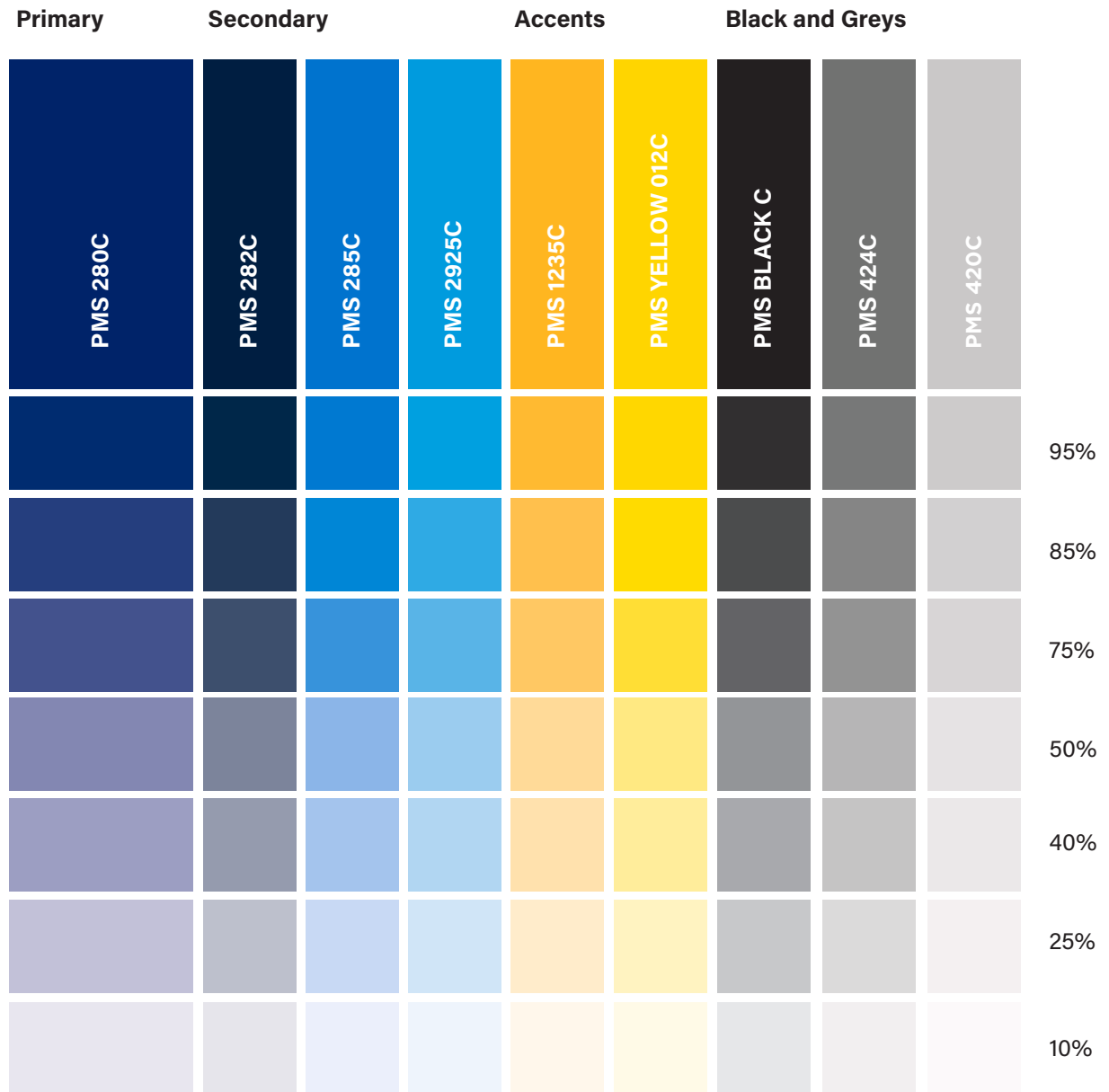


OUR COLORS

Color Usage

Using Tints & Shades

In some circumstances it may be necessary to create a lighter version of a color to work with itself or another lighter hue. This chart shows the proper way to create a tint of one of the brand colors.



OUR FONTS

Headline Font

Brandon is the font used in our logo and should be primarily used for headlines, call-outs, and places where a large-sized font is needed.

Brandon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
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OUR FONTS

Brand Fonts

Point Sizes & Style

Size and spacing can vary depending on the document being created.

Below are basic guidelines:

Acumin Pro

- Text as a body copy should be 7.5 - 10 pt.
- Should not be used below 5.5 pt.
- This typeface also reads well when used in a mixture of caps (for short paragraphs) and when italics are desirable.

Acumin Pro

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OUR FONTS

Brand Fonts

Point Sizes & Style

Size and spacing can vary depending on the document being created but below are some basic guidelines:

Adobe Garamond

- This font is ideal for longer and dense text documents.
- Should not be used below 5.5 pt.
- This typeface also reads well when used in a large manner and when italics are desirable.
- This font has a small cap option, as well.

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ I234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ I234567890

OUR FONTS

Brand Fonts

Point Sizes & Style

Size and spacing can vary depending on the document being created.

Below are basic guidelines:

Tangier

- This font is reserved for special occasion events and materials and should be used primarily as a headline and subhead option.
- Should not be used below 9 pt.

Tangier

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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OUR MASCOT

Hebrew the Bear

Our Mascot logo is to be primarily used as a three-color logo, using the main Athens Navy (280C) brand color, with PMS Cool Gray 6C and PMS 116 yellow. There is also a one-color option in Athens Navy, as well as other graphic elements for use on apparel and other items.



ATHENS STATE
UNIVERSITY



ATHENS STATE UNIVERSITY

ATHENS

200

FOREVER

BICENTENNIAL CELEBRATION

18
22

20
22

2350
2/20/2022

OUR BICENTENNIAL

Athens Forever

In 2022, Athens State University will celebrate its 200th anniversary. A campaign began in 2017 to plan for the celebration and raise funds to endow the University and improve the college campus.

Learn more and get involved at AthensForever.org.



Campaign & Fundraising Materials



ATHENS
200
FOREVER

RESOURCES

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For marketing, public relations, printing, design, and website requests, please submit your request at athens.edu/marketing.

We'll review your request and be in touch soon.

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