# AUCA Standard Graphic Identity Manual

GRAPHIC STANDARDS MANUAL

This is the *Graphic Standards Manual* for the American University of Central Asia. It sets the standard for the design of all AUCA public communications the guidelines in this manual are compulsory for all University employees and contractors producing communications funded in whole by AUCA.

Below is the *Standard Graphic Identity* (Identity) for AUCA. It is to be used to mark all programs, projects, activities, and public communications that display information connected with the AUCA brand identity.

IDENTITY

BRANDMARK
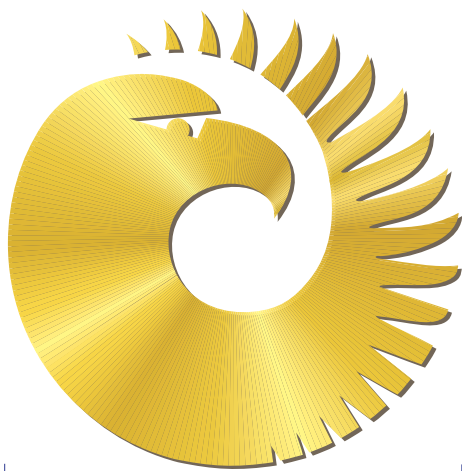
American University of Central Asia

LOGO

USING THIS MANUAL

This Graphics Standard Manual was developed to improve and standardize the visual presentation of AUCA's branding in external communications. This manual addresses standard policies and practices for communications funded wholly by AUCA, whether produced by employees or contractors. The content herein is specific and technical, and is intended for the use of professional graphic designers. This content addresses the following topics:

GRAPHIC IDENTITY
Color, typography, and the placement of our Standard Graphic Identity or the AUCA Identity are all central to our branding. It is critical that graphic designers precisely follow these guidelines. Palatino Linotype is the font for printed publications. Arial is used for desktop publishing.

BRAND APPLICATIONS
The AUCA Identity should be used on all visual media.The examples in this section are just illustrative, providing ideas on possible ways to brand events or promotional materials. Program materials are exempt from all guidelines except the correct use and placement of the AUCA Identity.

TEMPLATES
This section outlines standards for professionally printed business cards and stationery.

All information in this manual—as well as downloadable graphics and templates for common communications— is available at www.auca.kg/en/branding/.

All questions or comments about the University's branding should be directed to Emil Akhmatbekov, University Publications Coordinator, *akmatbekov_e@mail.auca.kg.*

GRAPHIC IDENTITY

AUCA Standard Graphic Identity is an official University symbol and any alteration, distortion, re-creation, or misuse is strictly prohibited. The Identity includes both the logo and brandmark. It is to be used on all University communications. On rare occasions however, size, shape, space, or visibility may dictate the use of just the logo or brandmark on certain visual media.

AUCA Identity is only to be arranged in the two formats—vertical and horizontal—shown on these pages. It may not appear on the same page of a document or on-screen presentation in any other arrangement.

A number of digital file formats are available for download at www.auca.kg/en/branding/. Each of the files available is optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. Do not re-create the Identity under any circumstances.

FULL-COLOR IDENTITY, HORIZONTAL AND VERTICAL

LOGO:

Eagle: Gradient

BRANDMARK:

American University of Central Asia: AUCA Blue CMYK: 100, 75, 0, 0

BLACK-ONLY IDENTITY, HORIZONTAL AND VERTICAL

LOGO:

Eagle: Black 100%

BRANDMARK:

American University of Central Asia: Black 100%

MINIMUM PRINT IDENTITY SIZE

A minimum size has been established for the Standard
Graphic Identity to ensure legibility.
This size is only intended to be used for business cards.

Minimum height of vertical Identity = 30 MM
Minimum width of vertical Identity = 25 MM

H = 30 MM

W = 25 MM

MINIMUM ON-SCREEN IDENTITY SIZE

An absolute minimum size has been established
for the identity to ensure legibility in all on-screen
applications.

Minimum height of on-screen
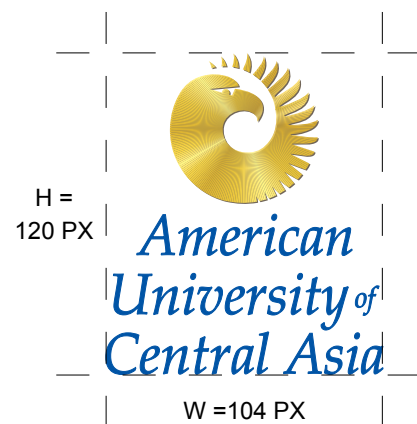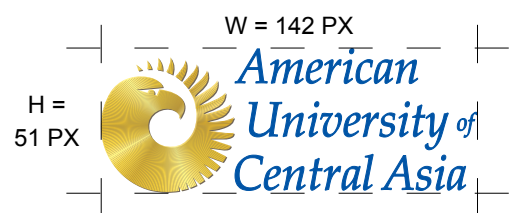horizontal identity = 51 pixels
Minimum width of on-screen
horizontal identity = 142 pixels
Minimum height of on-screen
vertical identity = 84 pixels
Minimum width of on-screen
vertical identity = 104 pixels

W = 142 PX

H = 51 PX

H = 120 PX

W = 104 PX

FIXED PROPORTIONS

To accurately reproduce the Identity, the logo and
brandmark must be scaled and placed in relation to each
other exactly as shown here.
The Hight of AUCA logo should be equal to the Width
and contain proportions in any scaled sizes
H = Height of AUCA Logo
W = Width of AUCA Logo

W = H

H = W

W = H

H = W
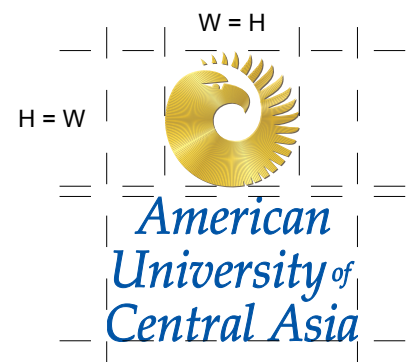
CORRECT IDENTITY PLACEMENT

IDENTITY MUST BE PLACED IN UPPER LEFT OR RIGHT IN A CLEAR BRIGHT OR DARK BACKGROUND FIELD.

OBEY ALL GUIDELINES WITH REGARD TO CLEAR SPACE AND SIZE.

# CORRECT IDENTITY PLACEMENT—CO-BRANDED PUBLICATION

Co-branded publications should display either the horizontal or vertical Identity, and the Identity should be comparable in size to any other logos on the page as pictured here.

All guidelines related to the Identity—as described in this manual—must be followed to ensure consistency across all print communications.

AUCA IDENTITY MUST BE OF EQUAL SIZE AND PROMINENCE AS ALL OTHER ORGANIZATION'S IDENTITIES. TOP LEFT OR RIGHT IS PREFERRABLE.

INCORRECT IDENTITY USAGE

The only correct uses of the Identity are as shown on the previous pages. Any other color combination or arrangement is not allowed. The logo and brandmark may never be broken apart when used on the same page of any printed or on-screen communication. A few typical incorrect examples are shown below.
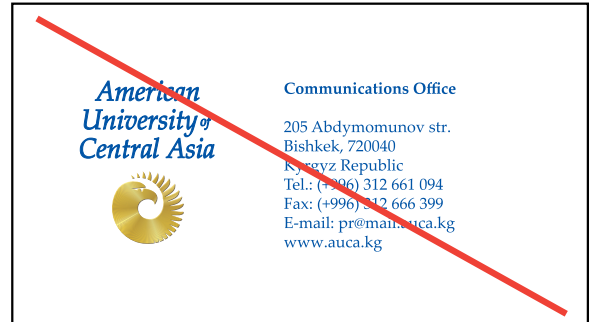
ONE PRIMARY FONT FOR PRINTED PUBLICATIONS AND COLOR

Palatino Linotype Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino Linotype Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Palatino Linotype Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AUCA Blue

C - 100
M - 75
Y - 0
K - 0

AUCA Gold

C - 10
M - 20
Y - 90
K - 0