

American University of Armenia

VISUAL IDENTITY MANUAL

Edition 1.1 February 2018



The American University of Armenia (AUA) opened its doors on September 21, 1991, the same day that the Armenian Parliament declared independence. For over 25 years, AUA has been an instrumental force for progress in the new Armenian republic.

This brand book is the next step in the AUA's ever-evolving journey. Our visual identity is an expression of who we are: a combination of our values and goals. how we want to be perceived in Armenia and globally.

Our visual elements are inspired by Martiros Saryan's art: bright and colorful, bold and expressive; this palette reflects our identity.

How *to* use this manual

This handbook provides us with tools to visually express ourselves and guide the effective communication of our vision.

The brand book has been written plainly so that it can be broadly understood and applied. In each section you will find the names of the files that correspond to each item so that you can more easily find each one through shared folders.

Sample Filename Breakdown:
AUA_WM_CMYK_ENG_Master

WM = Wordmark
CMYK = Print Version
ENG = English version
Master = Fonts not converted to outlines

If you have issues with access to any of the logos, please write to communications@aua.am from your AUA email address.

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AUA Seal

AUA seal is the symbol of AUA historic heritage.
It may be reproduced only with the permission of AUA Communications
Department.

The Seal

Though AUA seal should be reproduced in its entirety in formal communication, we can engage it in non-formal designs by cropping it and adding 50% to 80% transparency to it, resembling a stamp.

The Seal is not available for download. Given its use in formal documentation, use of the Seal is restricted to limited applications. If needed, you may submit a written request to AUA Communications and indicate how and where you intend to use it.



White Space

AUA seal is the symbol of AUA historic heritage.

Use the seal in its full appearance for formal communication.

The seal is not available for download. AUA Communication Department has the right to reject Seal Use requests upon consideration.

In promotional and informational communication the seal may be reproduced with the permission of AUA Communications Department. If reproduced, it should be cropped and have 20 to 50% opacity, as if it has just been stamped on.



Minimal Size

To maintain complete legibility, reproduce AUA Seal no smaller than 20mm diameter in print and 100px on screen.



Our Visual Identifiers

AUA logo and official lockups should never be recreated or typed out. Only our official lockups and identifiers presented in this guide should be used in AUA communications.

Official AUA visual identifiers can be downloaded from aua.am/brand/logo

Construction

Our visual identifier has changed and evolved throughout the existence of the university. One thing has remained the same: AUA. It is what people call us, it is who we are.

This abbreviation is the basis for our university's brand, taken from the people who comprise our extended community: students, faculty, staff, and Armenian society.

Our official visual identifier is grid-based and custom-designed.



Wordmark

There will be cases where AUA logo will be reproduced without the “American University of Armenia” English or Armenian text.

File Naming:

AUA_WM_CMYK_ARM(or ENG)
AUA_WM_RGB_ARM(or ENG)
AUA_WM_KO_ARM(or ENG)
AUA_WM_BW_ARM(or ENG)

The image shows the wordmark 'AUA' in a dark blue, bold, serif typeface. The letters are spaced evenly and centered horizontally on the page.

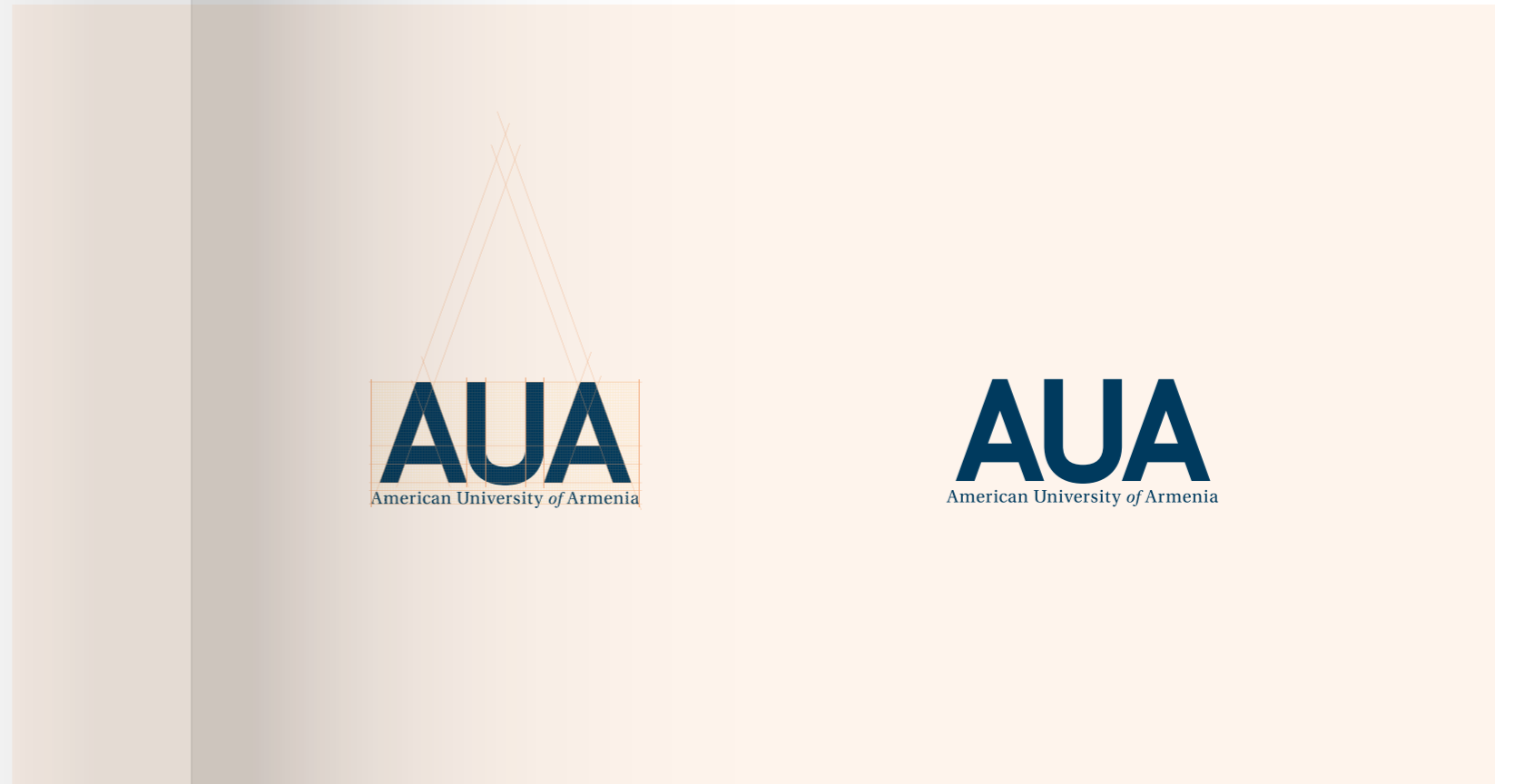
Mountain Lockup

We have both Armenian and English versions of our visual identifier in respect of the two cultures to which we owe our existence.

Our university name forms a lockup when written under the wordmark, which we named Mountain Lockup. The grid lines that construct our logo unite at an apex, as if drawing a mountain like in Saryan's fauvist landscapes.

File Naming:

AUA_ML_CMYK_ARM(or ENG)
AUA_ML_RGB_ARM(or ENG)
AUA_ML_KO_ARM(or ENG)
AUA_ML_BW_ARM(or ENG)



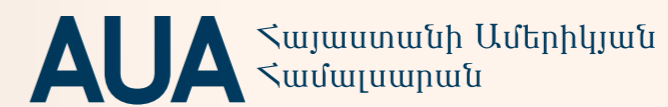
River Lockup

We rearranged the two components of our visual identifier to make it work as well in a horizontal placement as it does in a vertical one and named this version River Lockup.

The preferred placement of the River Lockup is in the upper or lower left of a composition.

File Naming:

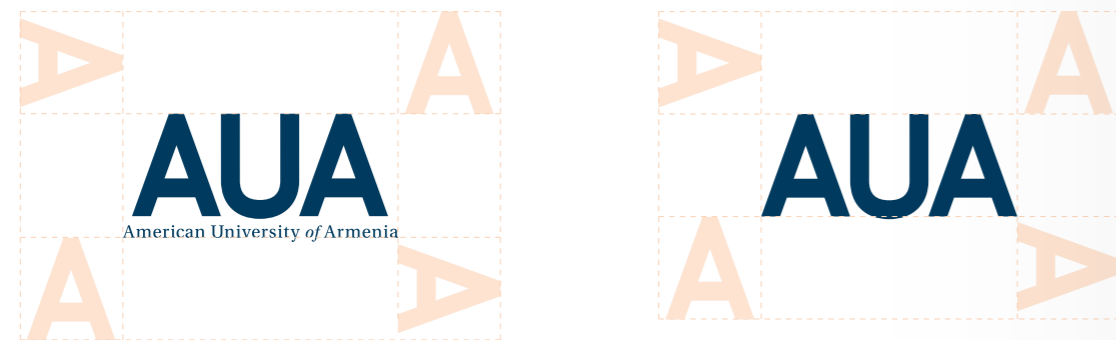
AUA_RL_CMYK_ARM(or ENG)
AUA_RL_RGB_ARM(or ENG)
AUA_RL_KO_ARM(or ENG)
AUA_RL_BW_ARM(or ENG)



White Space

Having sufficient white space around our visual identifier and lockups will make sure that they are presented properly and clearly visible.

The white space around each of the visual identifiers is determined by the "AUA" logotype height. Use the letter "A" from the logotype to reproduce the minimal clear space as shown here.



Minimal Sizes

Our visual identifier should always be readable. To maintain full legibility, the Mountain Lockup, when used, should be no smaller than 30mm wide in print and 300 pt wide on digital media; when used, the River Lockup should be no smaller than 7mm tall in print and 300 pt wide on digital media.

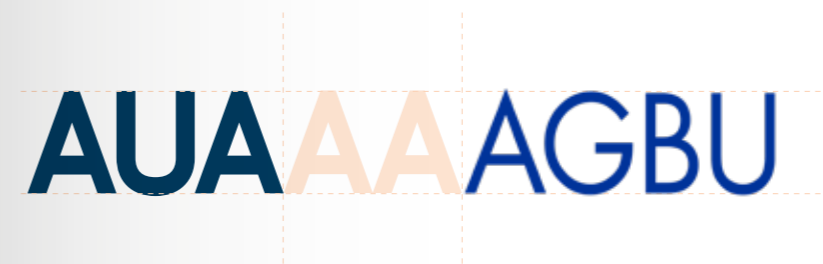
For smaller sizes, use the AUA wordmark both in print and in digital media.



Placement with Other Logos

When the AUA logotype or official lockups appear publicly with other logo(s), extended white space is required to maintain its integrity, as shown below. No other logo should fall within the parameters of the white space, nor should it dominate our logo.

Before engaging in any promotional activity that incorporates AUA's registered name, trademark or any other symbol, please contact AUA Communications Department.



Colors

The official color of AUA visual identifier and lockups is AUA Shade Blue (Pantone 302C). See page 27 for our official color palette.

Black and white application is acceptable for monochrome publications only.



Black & White



Knock-Out



Misuse

Our visual identifier and official lockups should be treated with respect and presented properly at all times.

Here are a few examples of unacceptable logo use:

Logo Don'ts

1. Distort, stretch, shear or skew
2. Rearrange the components
3. Rotate
4. Apply gradients or patterns
5. Outline
6. Apply any effects (3D, shadow, glow, etc.)
7. Don't place over backgrounds that do not provide enough contrast for visibility
8. Change the proportion of the logo components

✗ Don't

AUA American University
of Armenia

✗ Don't

AUA American University
of Armenia

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of Armenia

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✗ Don't

AUA American University
of Armenia

Visual Identifier System

AUA wordmark together with the College/Extension/Program name, when placed according to the parameters as displayed here, sum-up the Visual Identifier lockup.

All departments and faculties at AUA should use the following system to create visual identifiers.

In the case of research centers, However, there may be exceptions when research centers or affiliate programs need to develop a visual identity separate from the university. Such identities should be developed by a team of qualified professionals and with a thoughtful consideration of AUA branding, maintaining AUA positioning as the master brand. All decisions made regarding the visual identity should be discussed with and approved by the AUA Communications Department.

Use Utopia Bold for lockups in English and Maral Bold for lockups in Armenian. All prepositions in English lockups should be written in Utopia italic (see "Our Type" on page 35). AUA should maintain AUA Shade Blue Color (Pantone 302C), and the name should be in a color defined in this book (see "Our Colors" page 27).

AUA Communications is available to consult on design solutions for any department at the university.

File Naming:

AUA_ABC(Identifier Initials)_VL_CMYK
AUA_ABC(Identifier Initials)_VL_RGB

AUA_ABC(Identifier Initials)_HL_CMYK
AUA_ABC(Identifier Initials)_HL_RGB

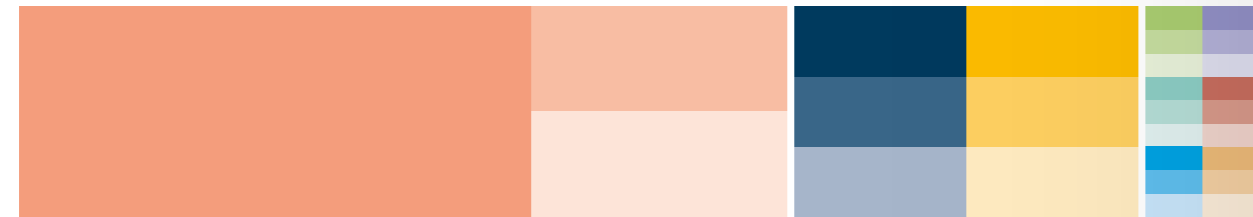


Our College & School Visual Identifier

AUA college and school official visual identifiers are presented below. Each faculty has a dominant color that is chosen based on international regalia color standards. Color use by the schools is defined by the approximate color dominance guide displayed respectively below each of the identifiers

AUA American University
of Armenia
**TURPANJIAN SCHOOL of
PUBLIC HEALTH**

AUA **TURPANJIAN SCHOOL of
PUBLIC HEALTH**



AUA American University
of Armenia
**COLLEGE of HUMANITIES
& SOCIAL SCIENCES**

AUA **COLLEGE of HUMANITIES
& SOCIAL SCIENCES**



AUA American University
of Armenia
**AKIAN COLLEGE of
SCIENCE & ENGINEERING**

AUA **AKIAN COLLEGE of
SCIENCE & ENGINEERING**



AUA American University
of Armenia
**MANOOGIAN COLLEGE of
BUSINESS & ECONOMICS**

AUA **MANOOGIAN COLLEGE of
BUSINESS & ECONOMICS**



File Naming:

AUA_{Identifier Initials}_CMYK
AUA_{Identifier Initials}_RGB

Visual Identifiers on Social Media

Maintain a consistent look across social media platforms by following these guidelines for social media icons. Social media platforms feature the name of the profile next to the profile image at all times and to avoid repetition, abbreviation should be used in the icon.



Max text width.

*Use smaller font size for longer texts, aligning the bottom of the text.



File Naming:

AUA_{Identifier Initials}_Social_Icon

Our Colors



Primary Colors

Inspired by Saryan's art, our colors are warm and vivid. A high contrast combination of deep navy and warm yellow with 70% and 30% tint shades forms our primary color palette. The names of our colors take a cue from the themes of Saryan's paintings.

Primary colors play a role in each sub-palette, even if it's a minimal one, and should be used by all AUA departments, colleges, schools, extensions and faculties

AUA Shade Pantone: 302C CMYK: 100, 48, 12, 58 RGB: 0, 59, 92 HTML: 003B5C	AUA Shade 70%	AUA Shade 30%
AUA Sun Ray Pantone: 7408C CMYK: 0, 29, 100, 0 RGB: 246, 190, 0 HTML: #F6BE00	AUA Sun Ray 70%	AUA Sun Ray 30%

Secondary Color Palette

Our secondary color palette is based on academic regalia color standards: each faculty program has an assigned color which should dominate in any media produced by that faculty.

Refer to page 47 for proper color use.

Regalia Colors	Tsirani Pantone: 1655C CMYK: 0, 73, 98, 0 RGB: 252, 76, 2 HTML:#FC4C02	Tsirani 70%	Tsirani 30%
	Earth Pantone: 7509C CMYK: 4, 29, 57, 4 RGB: 214, 164, 97 HTML: #D6A461	Earth 70%	Earth 30%
	Copper Pantone: 7522 C CMYK: 8, 62, 54, 16 RGB: 180, 106, 35 HTML: B46A55	Copper 70%	Copper 30%
	Peach Pantone: 170C CMYK: 0, 48, 50, 0 RGB: 255, 134, 116 HTML: FF8674	Peach 70%	Peach 30%
Secondary Colors	Summer Sky Pantone: 299 C CMYK: 86, 8, 0, 0 RGB: 0, 163, 224 HTML: 00A3E0	Summer Sky 70%	Summer Sky 30%
	Plum Pantone: 271 C CMYK: 49, 44, 0, 0 RGB: 149, 149, 210 HTML: 9595D2	Plum 70%	Plum 30%
	Pine Pantone: 333 C CMYK: 49, 0, 28, 0 RGB: 60, 219, 192 HTML: 3CDBCO	Pine 70%	Pine 30%
	Spring Pantone: 367 C CMYK: 41, 0, 68, 0 RGB: 164, 214, 94 HTML: A4D65E	Spring 70%	Spring 30%
	Forest Pantone: 7740C CMYK: 75, 0, 95, 15 RGB: 58, 145, 63 HTML: 3A913F	Forest 70%	Forest 30%

File Naming

AUA_Color_Palette_CMYK_Coated
AUA_Color_Palette_CMYK_Uncoated
AUA_Color_Palette_RGB

Our Type

*More than an
Education -
a Commitment.*

Our Type

Fonts

We have three font families in our arsenal, which break down to two combinations: one for Armenian and one for English languages. Each of the typefaces has a selection of styles and weights allowing for flexibility in various communications.

When applied thoughtfully, and in accordance with this guide our typefaces allow to create a complex type hierarchy.

Our Type

Utopia



More than an Education - A Commitment.

More than an Education - A Commitment.

More than an Education - A Commitment.

More than an Education - A Commitment.

More than an Education - A Commitment.

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More than an Education - A Commitment.

More than an Education - A Commitment.

Utopia qualifies as a transitional serif typeface. With a reasonably solid design, current versions of the typeface includes features such as ligatures and small capitals. It is released in four optical variants - display, headline, regular and caption text sizes - each in regular, semibold and bold weights.

Instructions for Use

Use for English texts
Official communication
Titles, headlines and taglines
Quotes
Text highlights
Print and Digital

Fedra Sans

Aa

More than an Education - A Commitment.
More than an Education - A Commitment.
 More than an Education - A Commitment.
More than an Education - A Commitment.
 More than an Education - A Commitment.
More than an Education - A Commitment.
More than an Education - A Commitment.
More than an Education - A Commitment.
More than an Education - A Commitment.
More than an Education - A Commitment.

Fedra Sans humanizes the communicated message and adds simple, informal elegance. The font family comes in five weights, each accompanied by italics and small capitals.

This font supports Armenian as well as Latin alphabet-based languages which is crucial for us to maintain consistency among all of our channels.

Instructions for Use

Use for English and Armenian texts
 Informational communication
 Body text
 Informational material
 Print and Digital

Linotype Maral

Ա ա

Ավելին քան կրթություն՝ նվիրում:
Ավելին քան կրթություն՝ նվիրում:
 Ավելին քան կրթություն՝ նվիրում:
Ավելին քան կրթություն՝ նվիրում:

Maral is an Armenian serif typeface. Maral should be used according to same instruction as Utopia, except for it should apply to Armenian texts only.

Instructions for Use

Use for Armenian text only
 Official communication
 Titles, headlines and taglines
 Quotes
 Text highlights
 Print and Digital

Pelignis cuscid eum et earibus sum endam, nus ese peles

Pelignis cuscid eum et earibus sum endam, nus ese peles

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“Opta essitis il mintisci to et ulparun dipidem
anditiaerum fugit autem res dia perum corero et hil
is apiendebis expelestia voluptaeped” - Sam Smith

HEADLINE

Fedra Sans Bold
Size: 46 pt.
Leading: 50 pt.
Kerning: Optical
Tracking: 10pt

SUBHEAD

Utopia Bold Italic
Size: 34 pt.
Leading: 38 pt.
Kerning: Optical
Tracking: 10pt

BODY

Fedra Sans Book
Size: 10 pt.
Leading: 14 pt.
Kerning: Optical
Tracking: -10pt

PULL-OUT QUOTE

Utopia Display
Size: 18 pt.
Leading: 20 pt.
Kerning: Optical
Tracking: 10pt

Recommendation for Use

We love high contrast in our typography.
This is an example of Utopia and Fedra Sans pairing.
This type treatment will complement a digital
newsletter and will make the text more sound.

Omnimpore nitae dolor suntionsedit

Rerum quia duntist,
torio et ant quisque
nullabores ariam, ne
numquas senisquae

Ipsapiendunt essitae peliqui dipidebitas mod modit eria vollorem rae
sum faccatur autem essitat emposam et am dem de dendebit audaepe
con non rest omnimilis sunt.

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sunt ant molor sin rem nonseru ptatin nam quaerio. Nem eius unt
undemporit por reperistia samet occum id ut quunt a con.

***“Mendaest adi quam, quiam res dolorepratem
aut qui dus qui sant. Sedicium que dessimet
voluptas ent aspictur milluptat.”***

HEADLINE

Utopia Black Headline
Size: 60 pt.
Leading: 66 pt.
Kerning: Optical
Tracking: 10pt

Recommendation for Use

This type combination is designed for print media. Utopia Black will make the title significant. Utopia Regular set at 14 points, will add formal arrogance to the body text.

SUBHEAD

Fedra Sans Demi
Size: 36 pt.
Leading: 38 pt.
Kerning: Optical
Tracking: 10pt

BODY

Utopia Regular
Size: 12 pt.
Leading: 18 pt.
Kerning: Optical
Tracking: 10pt

PULL-OUT QUOTE

Fedra Sans Bold Italic
Size: 18 pt.
Leading: 22 pt.
Kerning: Optical
Tracking: 10pt

USAPERRO
VIDISQU
ASSERUM,
ESSIMOL

*Igniscianis sus et mossim quia
sum re, qui nobites archillum
repereresti officillore*

Nonsequ aperat liquam audita adipici
llaborehent a debisin parit, sumque
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et aut aut hictentor re natiare mpostiae
nustotatet magnates exped quat.
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sitatus utas doluptam quae nosapie
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venimporume vollori berferro odio
vendusa peribus, sum reicia voluptatur
autem fugiatas molum etuscil iuria
dolupta turibus quatur maximo torem
aceri doluptatur? Quiderferum aut est
volorepre ex enim doluptatiore rero

*Ehention rerem iducia que nos ellupta
sitatia turesto es enis rest opta iduciam
endi rem et as ius eum que por res sanderi
bustias santis esto everferchil ium
inimpore peliqui comnim sae estemquodi
officitibus, simus vellit laborio nsequia.*

HEADLINE

Fedra Sans Book
Size: 74 pt.
Leading: 78 pt.
Kerning: Optical
Tracking: 20pt

Recommendation for Use

This type combination will seamlessly guide the reader through the text. It is designed for digital application.

SUBHEAD

Utopia Semibold Subhead
Italic
Size: 36 pt.
Leading: 40 pt.
Kerning: Optical
Tracking: 10pt

PULL-OUT QUOTE

Fedra Sans Medium Italic
Size: 12 pt.
Leading: 16 pt.
Kerning: Optical
Tracking: 0

BODY

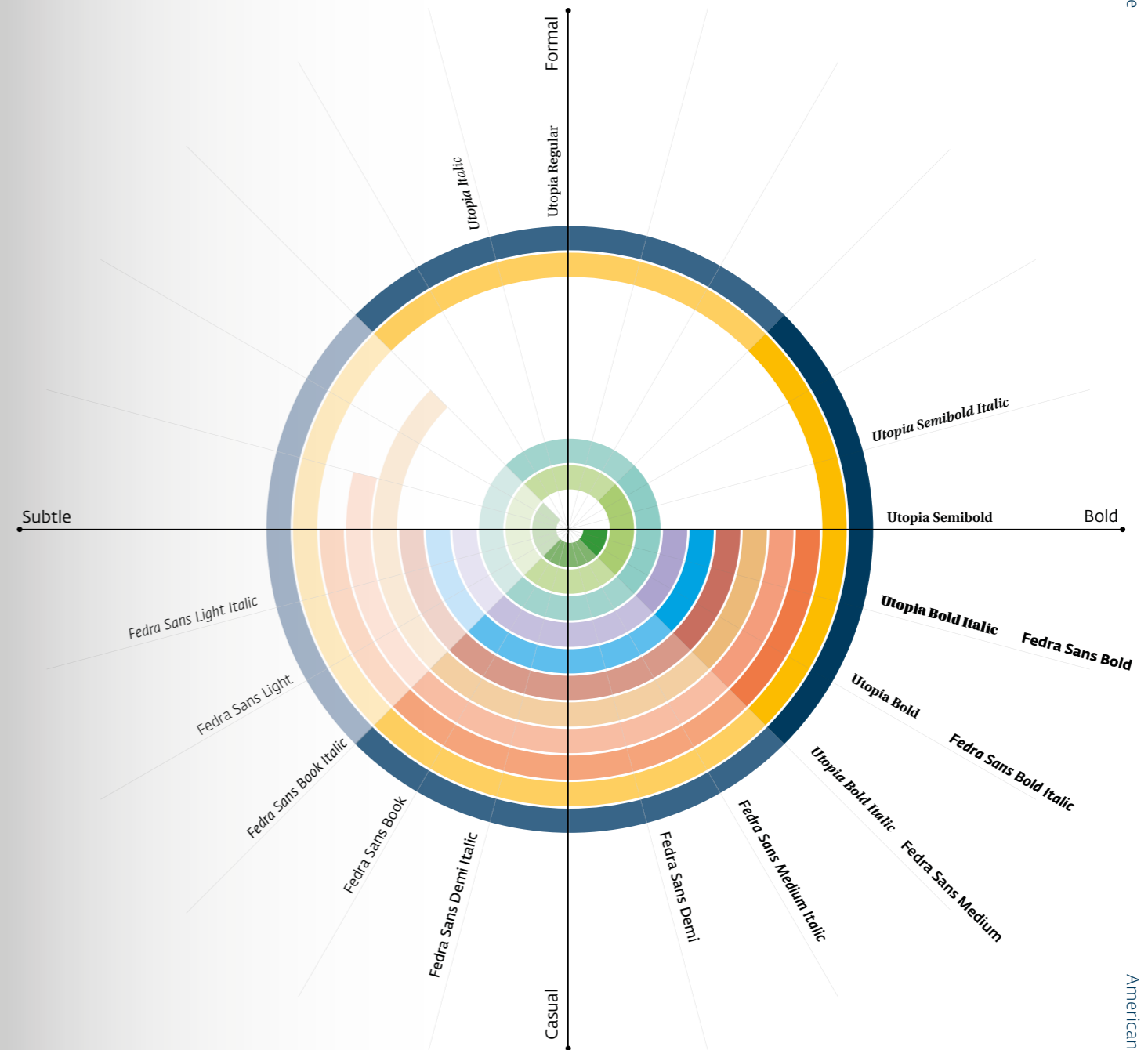
Fedra Sans Regular
Size: 12 pt.
Leading: 16 pt.
Kerning: Optical
Tracking: 10pt

AUA Color Wheel

This guide is to help us select fonts and colors when designing for AUA. Answering the following questions will help select the right segment on the wheel:

1. Is the design for formal or casual purpose?
2. Do we aim for an expressive and bold design or subtle?

Here is an example of how to apply these rules. Let's say we need to design a flyer to promote a program that will take place at AUA. The flyer should contain official information from the university faculty, but the flyer itself is not a formal format of communication, so we should refer to the lower two sections of the wheel. We aim to both advertise and inform the reader. We should pick a font for body text from the Casual-Subtle section and font for titles and call-to-action(s) from the Casual-Bold section.



Corporate Stationery



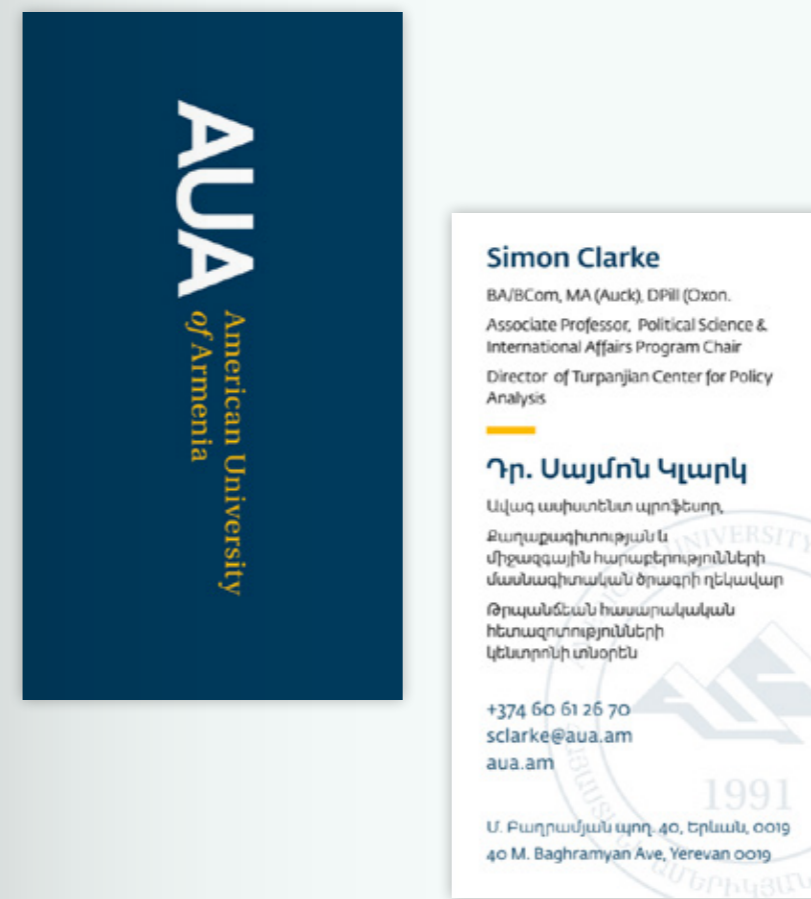
Corporate Stationery

Business Cards

This are AUA official business cards. Use the upper option if your title is short and does not exceed one line. Use the lower template if your title is longer.

When printing for Armenia, include your name and position in Armenian as well as in English.

Matte or velvet laminations are preferred if available.



Letthead & Envelope

These are AUA official letterhead & envelope.

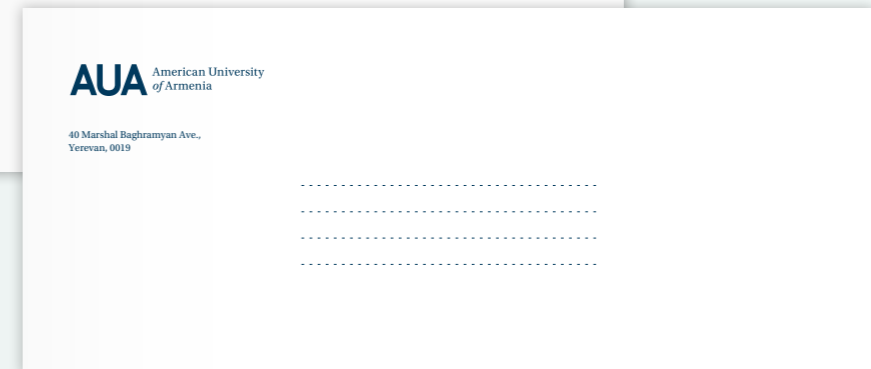
Our letterhead is visually complete when it displays a typewritten letter. The format of the message and the quality of the content have a major impact on the complete letterhead.

This is the recommended letter format to complement the design of this letterhead. The letter is typed in a left-aligned, right-block format and 16 pt leading between the text lines.

The typeface used is Utopia regular and is set at 10 points. Left margin should be adjusted and should not exceed the width of this facsimile letter. In any typed correspondence, great care

should be taken to ensure that our seal and our logo are never obstructed in any way. A spesific column has been set aside for the seal which provides it with a presence that ensures that our company's image is consistent, clear and direct.

We provide Letter size template for use in US and A4 for Armenia and Europe.




Folder

While this is our official folder layout, the design may be updated annually in accordance with our branding standards and this visual identity manual.



One-Pager Template



AUA American University of Armenia

Flyer Title - in One, Two or Maximum Three Lines

Lorem ipsum dolor sit amet, no persius perpetua suavitate pro. Sea iuaret graecis scriptorem at, in nec vidisse vivendo docendi, te qui illud dictas vivendo. Illum labitur mel ea. Ancillae intellegam duo cu, ad mea dicunt verear epicuri.

Long Subtitle with a Highlight

Faccusap eribus soloribusae es endio maiossi miliqui doloriorem quibus eatur moluptiatur aceperias qui to velent aut as molore labo. Ut dolupta quidestem dent quiae si cum sumquo cusdanis dolum aute apit acerum non con nonsequi soluphion cusande et remporro estisciet la volore, non pero molupti bearum que maxim solorem que qui nosandi tatiam, inulparcid qui id et quid ex est lit voluptaest volor aut elit maio ero te dolloreseque sunt voluptaes autatur? Osaepetae. Et volecum, conseqe doluptat quiassi cus ad que venimin vellandebis ped quiaspicias sum rem quibus etur apis as ut et ut quas .

Short Subtitle

Agnia nonseque peribus andestio moluptum nullo tecto et harcisquunt et auda sit ipsamendus etur, siti repereiumque voluptatur aut voluptae veribus re volupta quatem dio etur, voluptur arissitatest omnia voluptation cupitatio beaque velluptaqui bea eicia simet aliqui bea doloritas aut ame laut audanda eptaturit vendenecti custiae volupitibus none occatisquam autem eliqui optatem cores essum ut pratecte la quae qui qui dolesec eaquam ium hillatur asitius, et vendusciet ad earum que doloremportia idesci demosae nobit volorature veresequae earuptatur, totatquo dolorio. Moluptaqui serovit hillisci si ommost, si blacerum litaquame volupis evel ipitaquiam dolore, ullesequi ommodi dolupta volupta commolu ptasperum venducid minveribus.

Short Subtitle

Agnia nonseque peribus andestio moluptum nullo tecto et harcisquunt et auda sit ipsamendus etur, siti repereiumque voluptatur aut voluptae veribus re volupta quatem dio etur, voluptur arissitatest omnia voluptation cupitatio beaque velluptaqui bea eicia simet aliqui bea doloritas aut ame laut audanda eptaturit vendenecti custiae volupitibus none occatisquam autem eliqui optatem cores essum ut pratecte la quae qui qui dolesec eaquam ium hillatur asitius, et vendusciet ad earum que doloremportia idesci demosae nobit volorature veresequae earuptatur, totatquo dolorio. Moluptaqui serovit hillisci si ommost, si blacerum litaquame volupis evel ipitaquiam dolore, ullesequi ommodi dolupta volupta commolu ptasperum venducid minveribus.

A quote or text highlight may be featured here on the flyer, to add a personal touch to the content. Use Utopia Semi Bold Subhead Italic font with the letter size set at 14 points and leading set at 19 points.

- Name Last Name
Position at Company

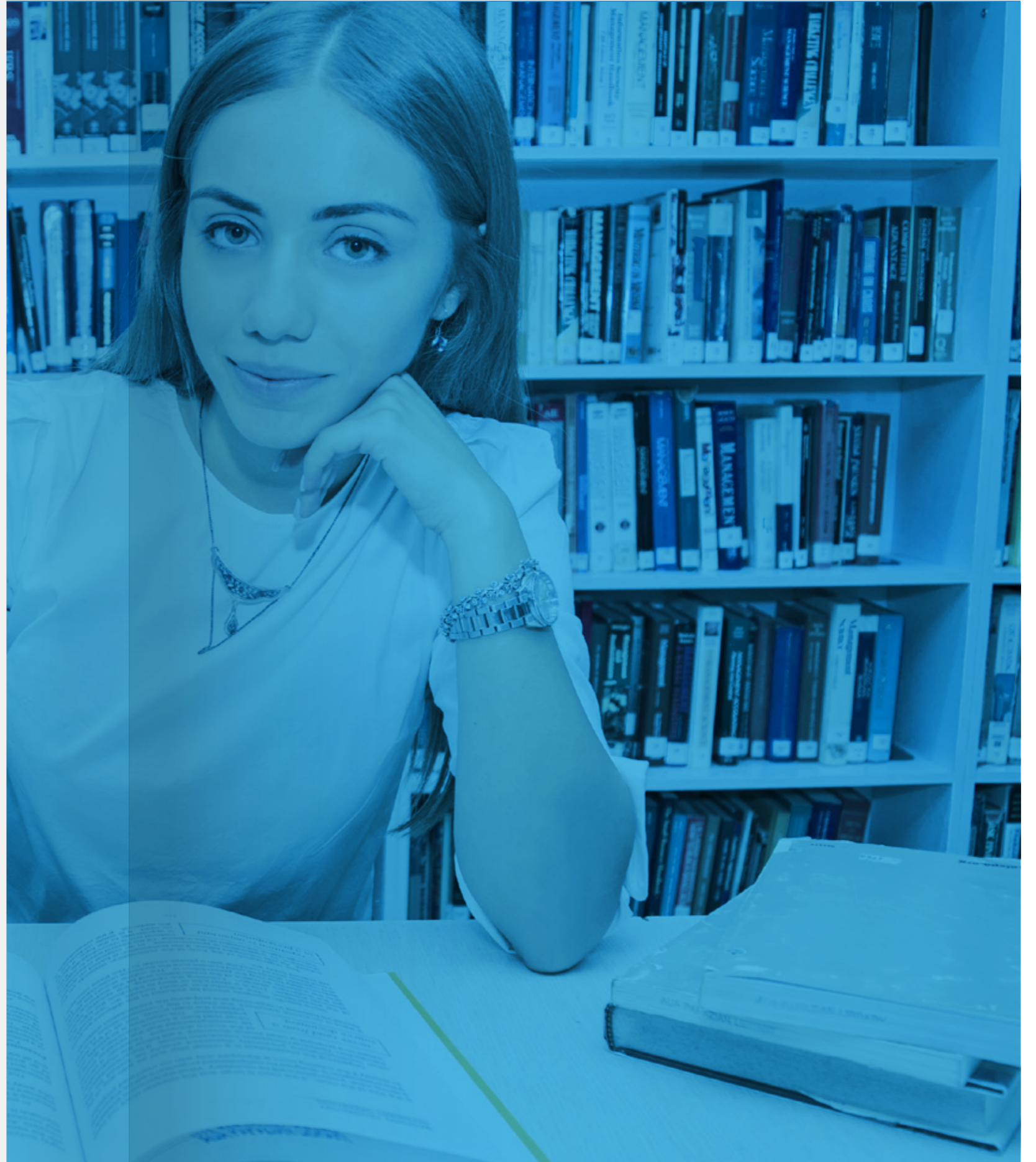
Photo Placeholder

AUA American University of Armenia

+000 (0) 000 000
aia.am/directory

+000 (0) 000 000
aia.am/directory

Our Media



Our Media

Photography Guide

Photography is the tool that we use to share the dynamic life of our university. Just like our colors, our photography style is bright and colorful. We prefer photography captured under natural lighting and warm tones over cool ones. The composition in our photos should always be well balanced and the camera should be held at 90 degrees at all times. We like to show the "big picture" through our photos, as well as highlight details in well-captured close-ups.

Whenever capturing the interior of our university, make sure to make the photos are human-centric, making people the key element of the photograph as our people bring our vision and our brand to life.

Avoid pictures with large groups where no one person's face is entirely visible. These pictures are impersonal and hardly ever interest a viewer in knowing more about the subject associated with the picture.

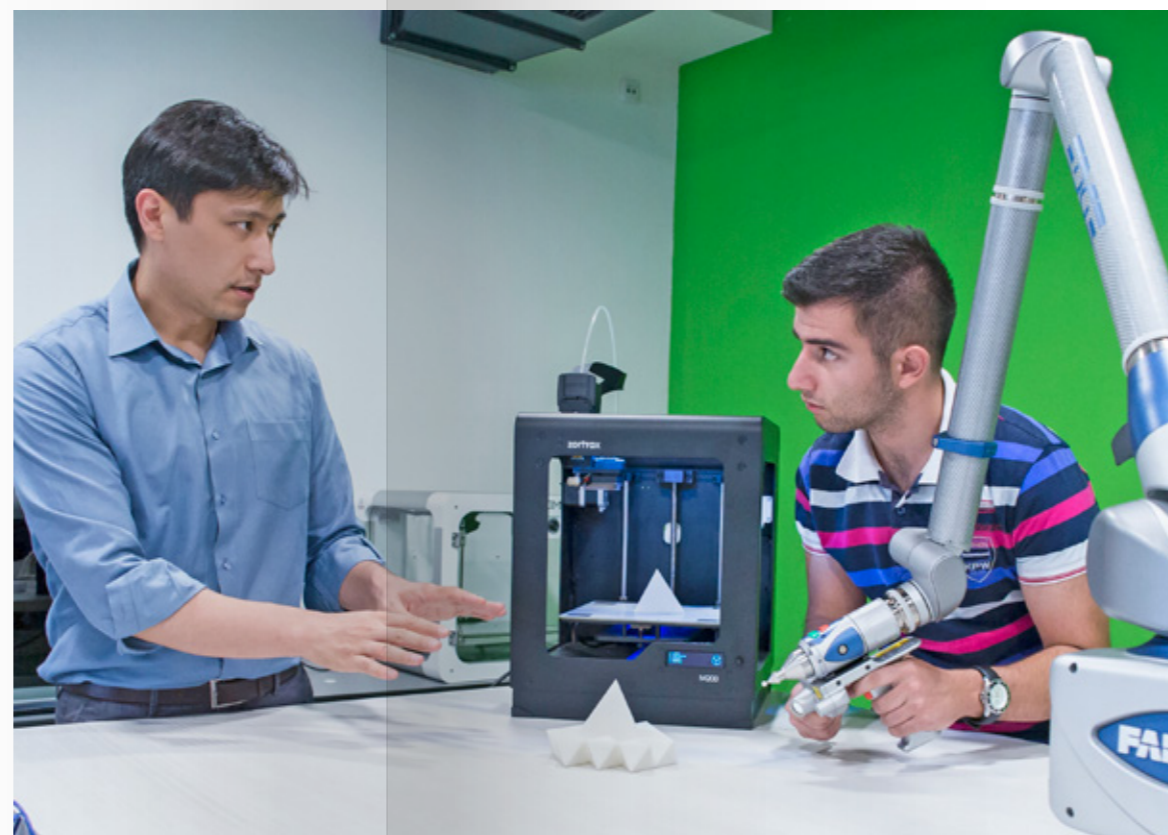
Portraits

When capturing portraits for specific use, such as event announcements or a page on our website, follow this guide to maintain a professional appearance:

Background: We prefer outdoor photos with a natural lighting and landscape background.

Clothing: We want the person to be relaxed and behave natural in the photo but at the same time we encourage smart-casual apparel to maintain a professional look in the photo.

Face: Smile! You're a part of the awesome AUA family!





Our Media

Multimedia

A well shot video is half the job. Fine editing and thoughtfully-applied multimedia complete the film.

Our videos are our best tools to express our dynamic identity.

When making video material for AUA, balance perspective with close-ups, use contrast in dynamics, vary active scenes with still ones. Use jump cuts with sequences of close shots and long shots as the main transition for AUA videos. This will make the video more dynamic and engaging.

Official multimedia is presented here. Always place our logo at the left bottom of the screen and pay attention to the distance from left and lower edges in accordance with the platform where the video is being published.

