ASUOP
ASSOCIATED STUDENTS UNIVERSITY OF THE PACIFIC

Brand Guidelines

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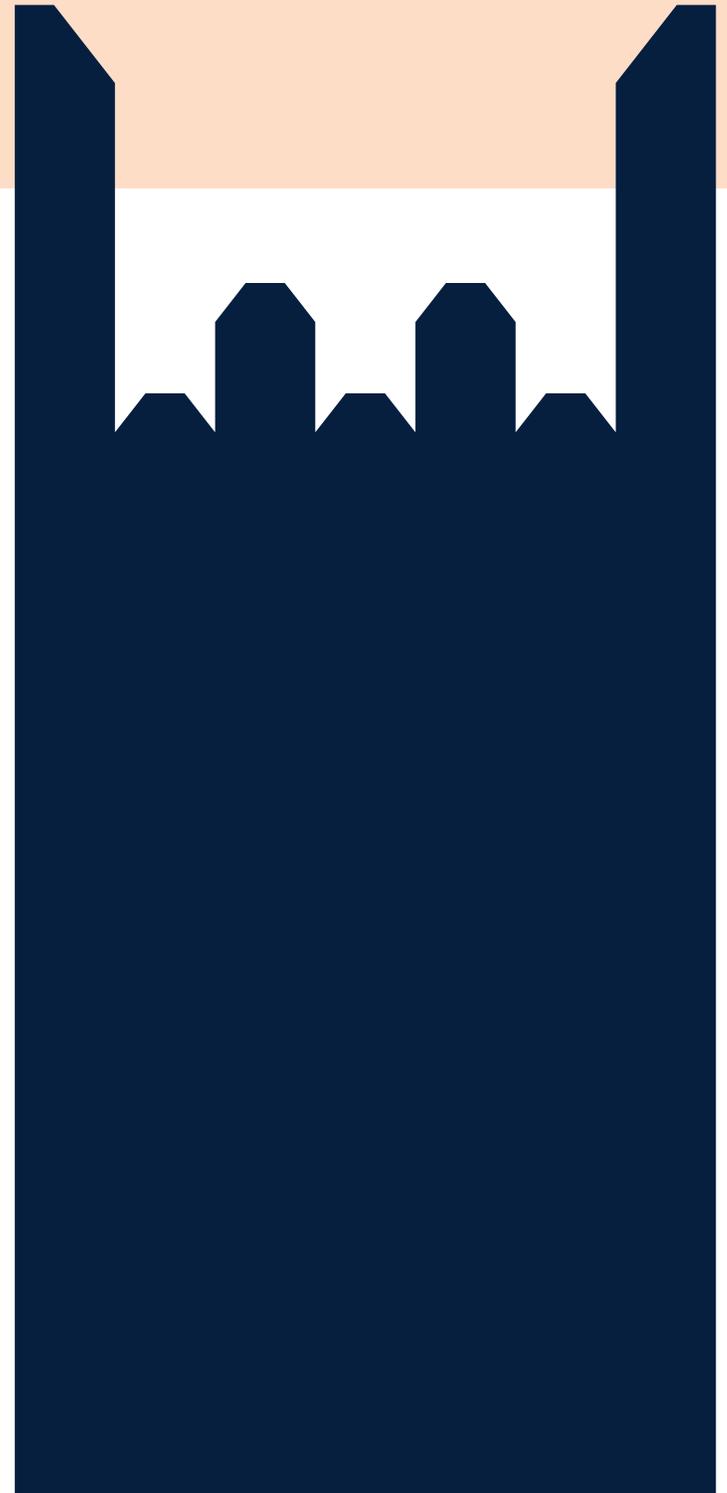
Brand Strategy

Personality

The way wecommunicate, our tone, behavior, and appearance are what bind us to our constituents.

CELEBR AT E

Recognize | Commemorate | Success

LEAD

Empower | Organize | Guide

CONNECT

Bridge | Engage | Network

Visual Language

Logo

Primary Logo

The ASUOP wordmark has been specially designed as a cohesive graphic and should be treated as a unified entity. Whenever possible, it is recommended to use the primary ASUOP logo as the preferred option.

If you require guidance on logo usage or seek approval, we kindly request you to reach out to ASUOP Strategic Marketing for assistance.

Two Color

Single Color

Logo

Clearspace and

Minimum size

Clear Space

It is essential to allow for a clear space around the ASUOP wordmark. The clear space should be at least as wide as the cap height of the orange bar or the letter "x." This clear space is measured from the top, right, left, and bottom edges of the wordmark. It is recommended to provide more clear space whenever possible, as it is always preferred.

It is important to note that no other competing design elements, including typography, should be placed within this clear space.

Minimum Size

For Print
Primary Logos: The words
"ASSOCIATED STUDENTS UNIVERSITY OF THE PACIFIC" cannot be less 5 points with a minimum logo width of 2 inch.

For Web and Video
Primary Logos: The words
"ASSOCIATED STUDENTS UNIVERSITY OF THE PACIFIC" cannot be less than 150 pixels.

There are no maximum size limits, however, all design elements of the logo must appear intact and in.

Minimum size 2 inches or 150 pixels

Logo

Secondary Logo

The Secondary Logo has an empty bar and is an alternate option to the ASUOP wordmark that should be used in applications where a smaller logo is needed and more appropriate.

Two Color

Single Color

Logo

Branch

The ASUOP wordmark coupled with the branch name shown here should act as a template for all other departments. It encompasses the primary ASUOP logo and uses our font, Neuzeit Grotesk — Bold, our sans serif typeface. All branch logos will be built out using this structure as a guide.

For advice on wordmark usage or approval, please contact ASUOP Strategic Marketing.

Two Color

ASUOP | SENATE

Single Color

ASUOP | SENATE
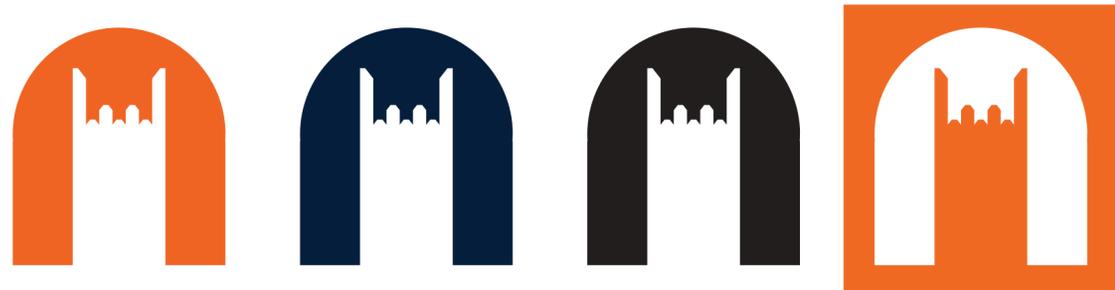
ASUOP | SENATE

ASUOP | SENATE

ASUOP | SENATE

Seal

TheASUOP seal finds application on all ASUOP official items, serving as a distinctive emblem of authority and authenticity.

Icon

The ASUOP iconis a com-

pact symbol representing ASUOP, it is utilized in small spaces and serves as a representative emblem for the organization.

Seal

Icon

Colors

Primary

ASUOP's main color scheme revolves around the vibrant combination of orange and navy blue. When incorporating accents from the secondary palette, it is important to prioritize the use of orange, giving it a higher position in the visual hierarchy. Opting for navy blue instead of black in designs adds a warm and approachable tone, as opposed to the more formal and corporate feel of black. While the secondary tints of orange should not replace the primary orange, they can be used as complementary accents when lighter shades are required.

20%

60%

80%

RGB: 242/103/37
CMYK: 0/74/97/0
WEB: #F26725

RGB: 8/31/64
CMYK: 100/86/42/52
WEB: #0E1F3E

RGB: 35/31/32
CMYK: 0/0/00/100
WEB: #231F20

Colors

Secondary

ASUOP's secondary color palette serves the purpose of expanding and enriching our range of colors, bringing diversity and evoking distinct emotions within our brand's image. These colors should always be present in conjunction with the primary color palette, ensuring a cohesive incorporation of both palettes.

RGB: 83/197/216
CMYK: 60/0/15/0
WEB: #53C5D8

RGB: 58/175/95
CMYK: 74/4/85/0
WEB: #3DAF60

RGB: 237/196/27
CMYK: 7/20/100/0
WEB: #EEC51A

RGB: 239/67/86
CMYK: 0/89/60/0
WEB: #EF4256

Type

The choice of typography, much like the selection of words, holds significant power in shaping our messages. Utilizing the designated official fonts for ASUOP consistently serves to enhance and fortify the brand's identity.

Neuzeit Grotesk

Aa

Neuzeit Grotesk

Neuzeit Grotesk Black
Neuzeit Grotesk Bold
Neuzeit Grotesk Regular
Neuzeit Grotesk Light

Neuzeit Grotesk Condensed

Neuzeit Grotesk Black

Neuzeit Grotesk Extra Condensed

Neuzeit Grotesk Black

*Arial font as an alternative when Neuzeit Grotesk is unavailable

Type

Tips

ASUOPExample: Establishing

a Hierarchical Structure with Type-Heavy Materials

In creating a hierarchical structure within ASUOP, we can utilize type-heavy materials to effectively communicate the organization's levels and roles.

ASSOCIATED STUDENTS

STUDENTS LEADING STUDENTS

Label Text

Head Line Text

Underline

Body Text

Student leaders are the heartbeat of any educational institution. Elected or appointed, they represent their peers, advocate for their needs, and inspire positive change. With empathy and strong communication skills, they bridge the gap between students, faculty, and administration, fostering a supportive and inclusive campus community. Guided by passion and dedication, student leaders shape the future and empower their fellow students to thrive.

Graphics

Our graphic elements serve as vibrant accents, infusing visual work with life . Drawing inspiration from Pacific, our campus, and the surrounding region, these elements add a touch of authenticity and uniqueness to ASUOP materials. Versatile in application, they elevate the overall aesthetic and impact of our designs, contributing to a captivating and compelling representation.
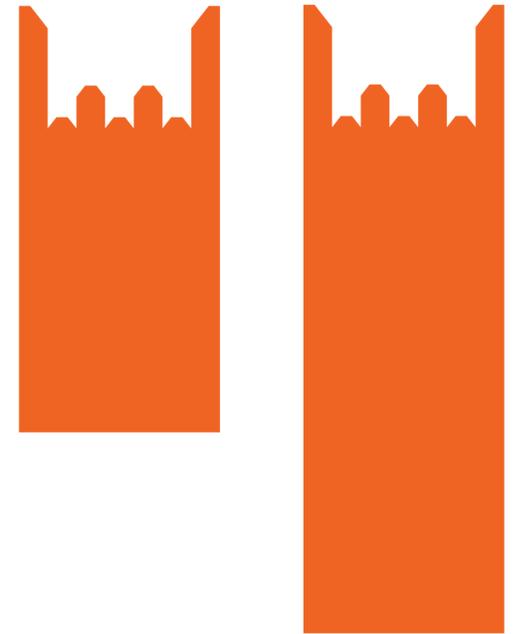
Arches

Burns Tower

Geometric Shape Pattern

Geometric Shape Grouping

Photo

Lifestyle Photos

The Pacific identity is grounded in our campus and region, but its true essence lies in the diverse community of students, staff, and faculty, along with the thriving relationships between them. Embracing a broad spectrum of diversity, we aim to exhibit the inclusive nature of our campus community through authentic interactions and environmental photography. ASUOP actively works to portray this vibrant and welcoming atmosphere.

Photo

Event Photos

Capturing event photos is an art that goes beyond simply pointing and shooting. It's about preserving moments, emotions, and the essence of the occasion. A skilled photographer focuses on candid shots, genuine expressions, and the atmosphere, bringing the event to life through their lens. From small details to grand moments, event photos immortalize the memories, allowing them to be cherished for years to come.

Brickyards

Festivals
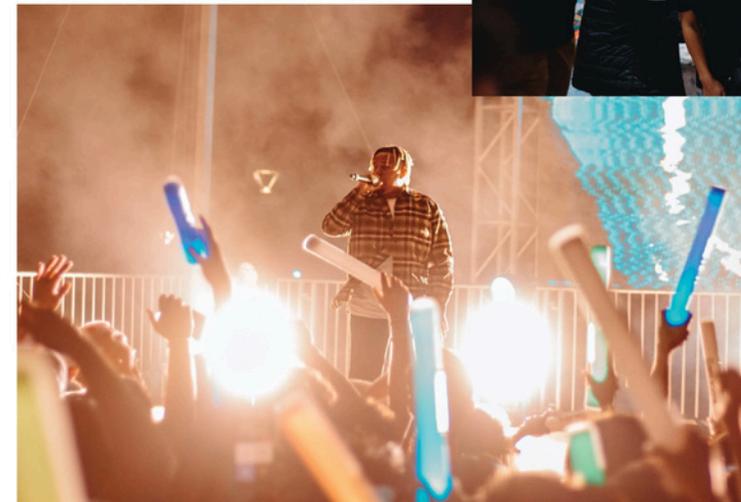
Concerts

Brand
In-Use

Email Signature

Large Size (14 pt) and Bold ———————— **First and Last Name**

Normal Size (12 pt) ———————— Position

Logo Medium Size ————————

ASUOP
ASSOCIATED STUDENTS UNIVERSITY OF THE PACIFIC

Normal Size (12 pt) and Bold ———————— **University of the Pacific**

Normal Size (12 pt) ———————— 3601 PacificAvenue|Stockton, CA 95207
Tel: 209-000-0000

*For your email signature, opt for Neuzeit Grotesk or Arial font as an alternative. Keep the type color consistent with a classic black hue for a professional and timeless touch. All email signatures should be created with these specifications.

ASUOP

ASSOCIATED STUDENTS UNIVERSITY OF THE PACIFIC

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