



Associated Students of Seattle Pacific

Branding Protocols

The Associated Students of Seattle Pacific University is a unique organization within the student experience of SPU. ASSP wishes to reflect the university's vision for engaging the culture and changing the world through their brand. The brand is our promise to the university and its students to represent well the university, those we serve, and student organizations. Students that utilize the ASSP name or logo can impact the ASSP brand, either positively or negatively. Good branding requires consistency, continuity, and coordination - that is how we work together to convey ASSP and SPU's values visually. Therefore it is important when using the ASSP name or logo to adhere to our branding guidelines.

1. What is a logo?

1.1 Definition: A graphic representation of symbol of a company or organization. The name, trademark, or graphic is often uniquely designed for ready recognition.

*1.1 For example, the ASSP logo is the two-toned orange flame with the word "ASSP" beneath it.

2. What is a visual identity/brand?

2.1 Definition: A company or organization's visual identity is the overall look of their communications. The recognition and perception of a company or organization depends on the visual brand identity. Visual brand identity is created by the consistent use of particular visual elements to create distinction.

*2.1 For example, the ASSP visual brand identity is set by the consistent use of its flame logo (color, size, placement, and form). The ASSP flame is our recognizable "look" so that students can visually recognise us and perceive our goals and values.



3. ASSP Logo adaptations

3.1 Color

The flame is orange (HEX # FFA643) and red-orange (HEX # FB663B). The ASSP logo's colors may be changed in order to create visual unity with any marketing material. For example, if an event poster is made entirely with blue and gray, the logo's color may be changed in order to match or coordinate for the sake of aesthetics.

*3.1 Do be sure to make the ASSP logo a distinguishable color from the background

3.2 Size

The ASSP logo must be at least 7% of the size of the material it is appearing on. It may be re sized to any size while maintaining it's original proportions. Constrained resizing is recommended. Placing the logo at a small but readable size in the lower right or left corners of a poster is common and recommended, but not required.

3.3 Placement

The ASSP logo may be placed in any area or a marketing material. Placing the logo in right or left corners of a poster is common and recommended, but not required.

3.4 Form

The ASSP logo's form (that is to say it's overall shape, the specific height and curves of the flame for example) may not be changed.

*3.4 However, if the ASSP logo has already been used correctly on the material, the ASSP logo may then be deconstructed elsewhere on the material if it is being used as art. For example, if a poster already has the ASSP logo on the bottom corner and the publicist wants to then create the poster art out of repeating, fractured ASSP flames, they may do so.



3.5 ASSP name in logo

Within the logo, the ASSP name may be removed from the flame.

3.6 the ASSP name

For the sake of visual consistency, the ASSP name, regardless of whether it appears with the flame, should be written in all caps.

4. Who can use the ASSP logo?

4.1 Recognized student organizations (RSO) and clubs may use the ASSP logo for on-campus communications or publicity. Communication or publicity using the ASSP logo that targets or includes an off-campus audience must first be approved by ASSP. The ASSP logo can be downloaded through the ASSP web site: www.spu.edu/depts/assp. ASSP retains the right to disapprove inappropriate use of the ASSP logo or name.

5. Who must use the ASSP logo?

5.1 Any student group, individual, or event utilizing funds from ASSP must include the ASSP logo on their marketing materials.

5.2 An exception may be granted for the four media organizations overseen by the Board of Student Media (The Falcon, Lingua, KSPU, Cascade).

*5.2 if you are unsure about whether or not you are utilizing ASSP funds, please visit www.spu.edu/depts/assp/finance/index.asp

6. Usage/What kinds of materials can the ASSP logo appear on?

6.1 The ASSP logo may appear on any marketing materials necessary for a group, event, or individual (as permission was explained above). Examples are t shirts, posters, binders, or stickers.



7. ASSP member email signature

7.1 Anyone within ASSP should follow the below template as their email signature when sending email correspondence that is related to ASSP. For example: email correspondence involving ROS, clubs, ASSP officers, ASSP office workers. These signatures may be modified (for example Adding your phone number, using a different URL), but the colors need to remain consistent.

*7.1 The font is Calisto MT. "Full Name" is size 18 bold, all else is size 13 regular. "Full Name" and "Organization/ Club" are in SPU maroon color.

Full Name

Title

Organization/ Club

Associated Students of Seattle Pacific

www.spu.edu/assp | name@spu.edu

8. Exceptions to the above guidelines

8.1 Exceptions will be considered for approval by the publicist in consultation with the PRM. Please email ASSP@spu.edu with the subject line written as "Branding Exception Request".