



A NEW BRAND FOR GUSTAVUS

GRAPHIC STANDARDS & USING THE NEW BRAND.

INTRODUCTION

WHY IS A GRAPHIC STANDARDS GUIDE NECESSARY?

The Office of Marketing and Communication at Gustavus Adolphus College has developed a new brand identity — a “look” to be associated with the College — and in order for the new identity to convey who we are, it must be used consistently in every facet of communication. This guide is designed to support and strengthen Gustavus’s graphic presence, which is imperative to the College’s success.

IMPLEMENTATION

This graphic standards guide must be used by everyone who produces materials for Gustavus. While implementing the identity standards doesn’t mean that all materials must look exactly alike, it does mean they must look professional and look like they belong to the same family, with identifiers, fonts, and colors used consistently. All materials must adhere to the standards contained in this guide in order to maintain a high-quality look and feel, and be unique to Gustavus Adolphus College.

Materials governed by this guide include, but are not limited to, the following: letters, e-mails, product and service information, brochures, flyers, annual reports, publications, official websites, newsletters, print and broadcast advertising, promotional videos and CDs, stationery and business cards, banners and posters, indoor and outdoor signage, promotional items, and merchandise.

Contact Information

The information described in this guide is provided to help facilitate appropriate and effective use of the Gustavus identity. Identifiers — wordmark, icon, brand line, or signature — photography, and fonts can be obtained by contacting the Office of Marketing and Communication at 507-933-7520 or e-mailing marketing@gustavus.edu.

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ELECTRONIC ARTWORK Always use approved artwork when reproducing any of the Gustavus identifiers — wordmark, icon, brand line, or signature. Electronic artwork is available from the Office of Marketing and Communication.

The eps and jpg artwork will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.

jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

If you have questions or concerns regarding the Gustavus identity, contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

NEW IDENTIFIERS



THE WORDMARK (UPDATED)

Subtle changes have been made to the Gustavus wordmark, including larger crowns which align with the top and bottom of the “G” in Gustavus, and the College name is slightly smaller with more open letterspacing.



THE ICON

Commonly referred to as the “thumbprint,” this is **not** a new logo for the College. It can be used when the wordmark is not needed, but a strong identity of Gustavus still is desired. The icon should be used wherever the three crowns alone are currently used.

MAKE YOUR LIFE **COUNT**™

THE BRAND LINE

The brand line is designed to stand alone as a statement, or be part of the full signature.



THE SIGNATURE

The signature—the wordmark and the brand line combined—**must** be used in external publications, advertising, or anywhere “Make Your Life Count” is **not** part of the headline, or **not** a major part of the message of the creation.

MAKE YOUR LIFE **COUNT**™

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

COLOR PALETTE

It is permissible to use screens, or tints, of these colors to enhance readability or for aesthetic reasons.



PANTONE 7406
OC 18M 100Y 0K
235R 183G 0B
HEX FFCF00

GUSTAVUS GOLD

The main College color is PANTONE 7406 or the equivalent in CMYK, RGB, or HEX.



PANTONE 872
Metallic Gold



PANTONE 723
OC 43M 97Y 17K
212R 137G 28B
HEX D4891C



PANTONE 7533
OC 22M 85Y 85K
75R 57G 0B
HEX 4B3900



PANTONE 1805
OC 91M 100Y 23K
191R 49G 26B
HEX BF311A

EXTENDED PALETTE

These colors are to be used as the primary Gustavus colors. This extended palette allows flexibility, yet narrows the spectrum of color choices in order to enhance consistency.



PANTONE 7476
100C 0M 43Y 60K
0R 89G 88B
HEX 005958



PANTONE 7491
32C 0M 100Y 40K
120R 142G 30B
HEX 788E1E



PANTONE 647
100C 56M 0Y 23K
0R 86G 149B
HEX 005695



PANTONE 7449
72C 100M 77Y 40K
73R 24G 45B
HEX 49182D

RESTRICTED COLOR

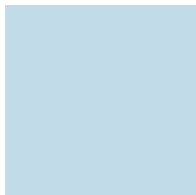
The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.



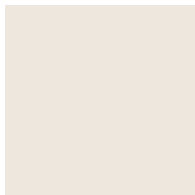
PANTONE 7402
OC 6M 30Y 0K
255R 236G 188B
HEX FFEBCB



PANTONE 7492
12C 0M 50Y 7K
212R 219G 144B
HEX D4DB90



PANTONE 552
15C 2M 0Y 10K
193R 212G 227B
HEX CID4E3



PANTONE 7527
OC 2M 6Y 7K
237R 231G 221B
HEX EDE7DD

BACKGROUND COLORS

These neutral, grayed-out tones should be used as background or field colors, and serve as a foundation for the primary colors.

DEPENDING ON THE MEDIA, COLORS CAN BE REPRODUCED USING THESE FORMULAS:

PANTONE For offset printed materials or signs with match colors, use the PANTONE version.

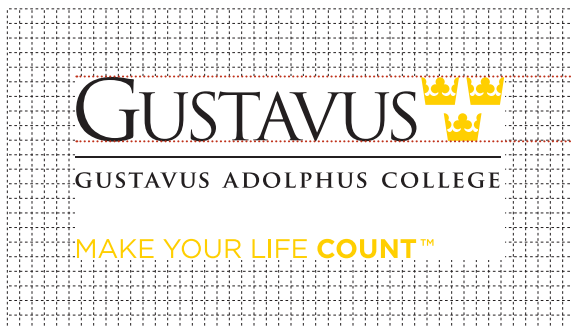
The PANTONE colors are the same regardless of paper stock specified (i.e., gloss coated, matte coated, uncoated, etc.).

CMYK For printed materials using the four-color process.

RGB For Microsoft Office Suite, other computer, or broadcast media use.

HEX For websites and online use.

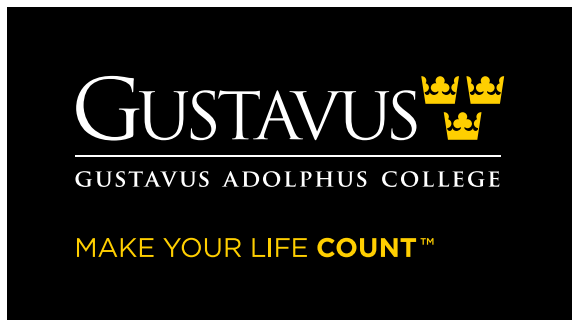
CLEAR ZONE



PREFERRED CLEAR ZONE

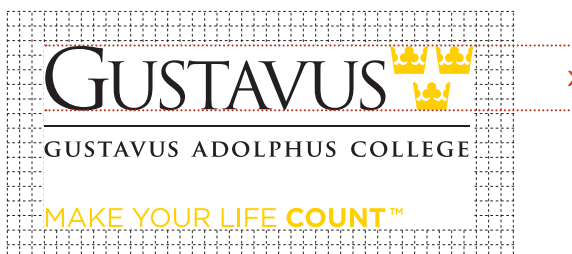
The immediate recognition and overall visibility of the Gustavus wordmark or signature can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the wordmark or signature. This area is referred to as the “clear zone.”

Measure the height of the “G” in Gustavus (X). A clear zone, represented by the gray grid surrounding the wordmark or signature on all sides, must be equal to or greater than X.



ENCLOSED IN A BOX

When the signature is enclosed in a box, use the preferred clear zone.



TIGHT APPLICATIONS CLEAR ZONE

Sign, banner, or website applications often require more flexibility. A clear zone equal to or greater than half (1/2-X) the height of the “G” in Gustavus (X) is acceptable for these limited or tight space applications.

THE WORDMARK WHITE OR LIGHT-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.



Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the wordmark and the background. Sufficient contrast means that the wordmark is very easy to read.

White or Light-colored Background

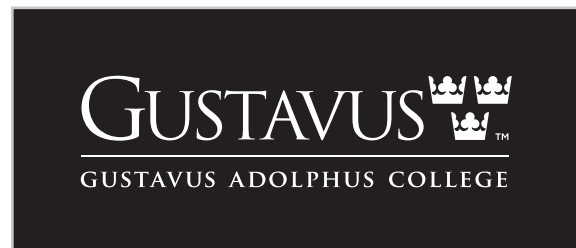
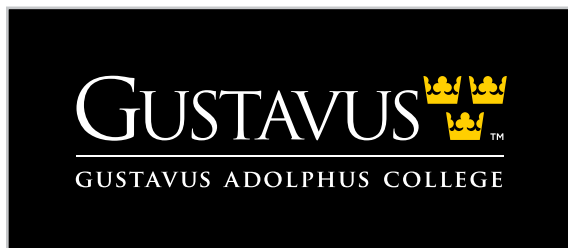
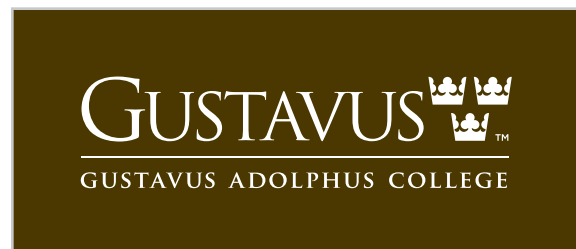
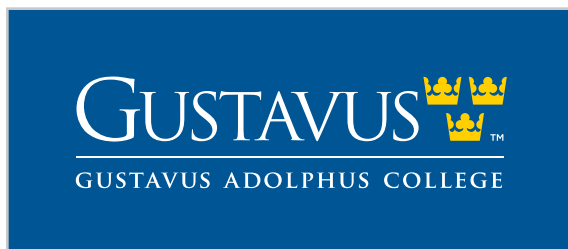
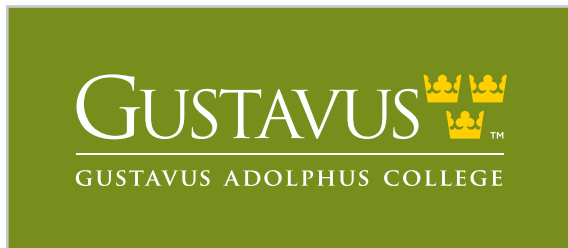
On a white or light-colored background, the Gustavus wordmark can be reproduced in full color (Gustavus gold+black), which is the preferred version, or all black.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

THE WORDMARK DARK-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.



Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the wordmark and the background. Sufficient contrast means that the wordmark is very easy to read.

Dark-colored Background

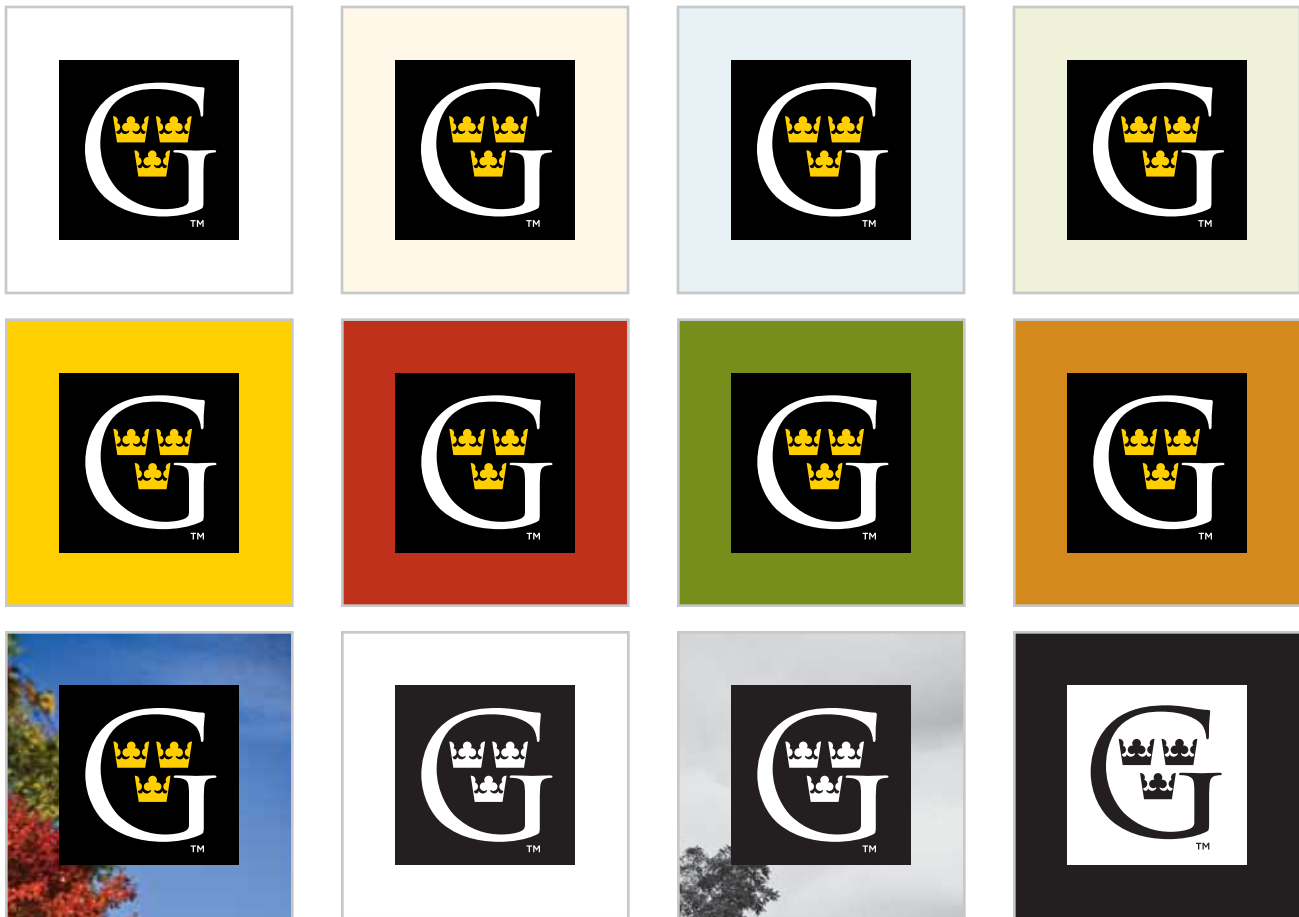
On a dark-colored background, the Gustavus wordmark can be reproduced in full color (Gustavus gold+white), which is the preferred version, or all white.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

THE ICON LIGHT- AND DARK-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.



Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the icon and the background. Sufficient contrast means that the icon is very easy to read.

White or Light-colored Background

On a white or light-colored background, the Gustavus icon can be reproduced in full color (Gustavus gold+black), which is the preferred version, or all black.

Dark-colored Background

On a dark-colored background, the Gustavus icon can be reproduced in full color (Gustavus gold+white), which is the preferred version, or all black. Limited usage — on a black background, the icon can be all white.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

THE BRAND LINE LIGHT- AND DARK-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.

MAKE YOUR LIFE **COUNT**™

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MAKE YOUR LIFE **COUNT**™

MAKE YOUR LIFE **COUNT**™

MAKE YOUR LIFE **COUNT**™

MAKE YOUR LIFE **COUNT**™

MAKE YOUR LIFE **COUNT**™

MAKE YOUR LIFE **COUNT**™

Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the brand line and the background. Sufficient contrast means that the brand line is very easy to read.

White or Light-colored Background

On a white or light-colored background, the Gustavus brand line can be reproduced in Gustavus gold (preferred), any color in the color palette, or black.

Dark-colored Background

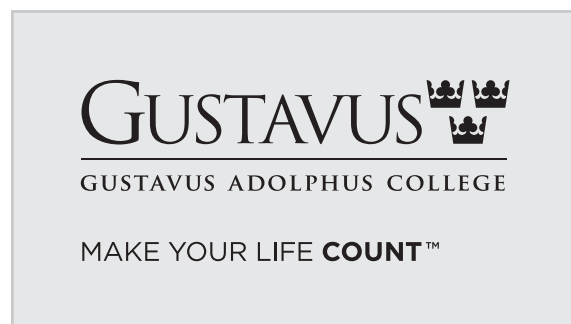
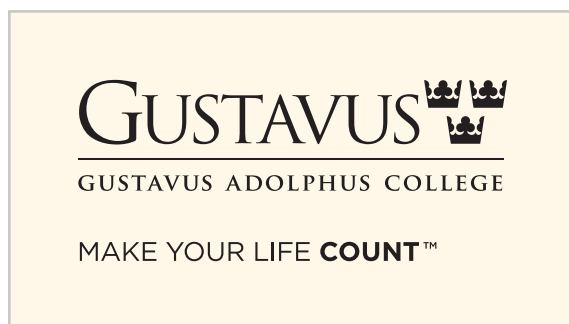
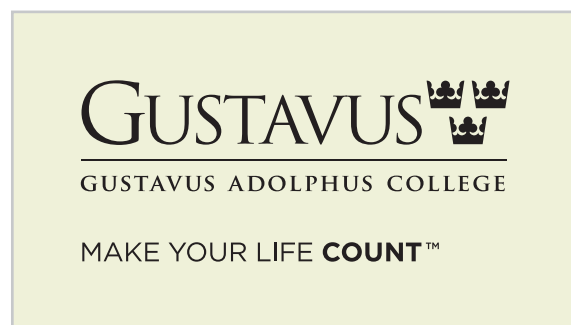
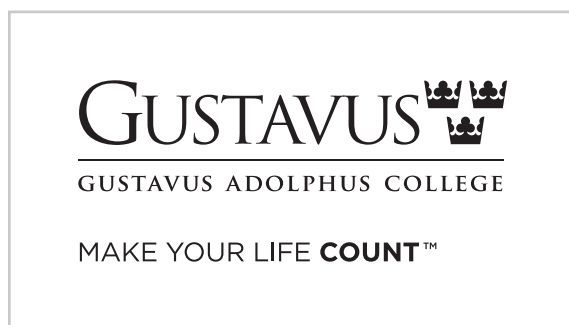
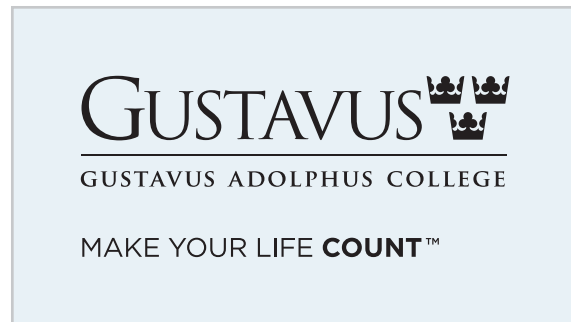
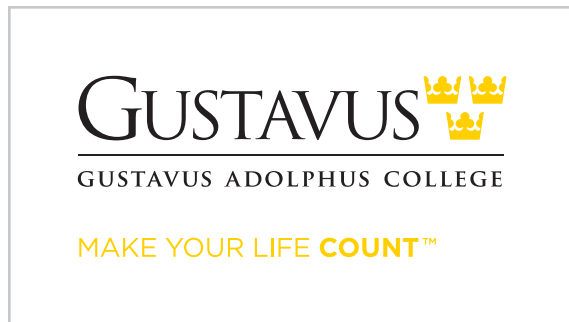
On a dark-colored background, the Gustavus brand line can be reproduced in Gustavus gold (preferred), or white.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

THE SIGNATURE WHITE OR LIGHT-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.



Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the signature and the background. Sufficient contrast means that the signature is very easy to read.

White or Light-colored Background

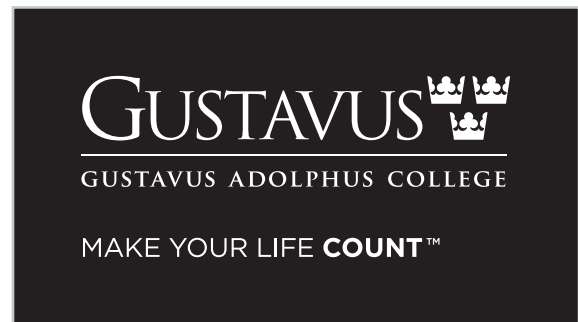
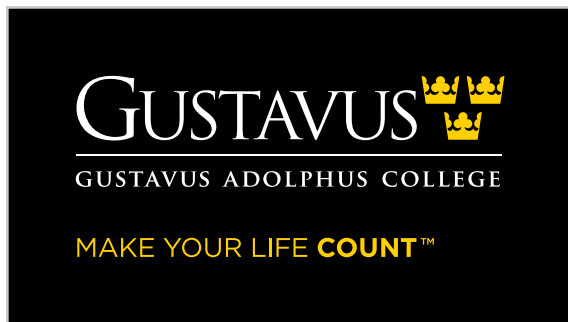
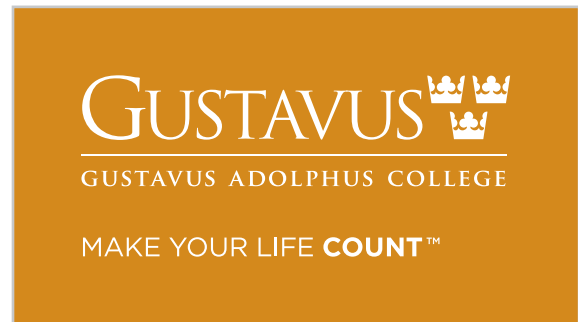
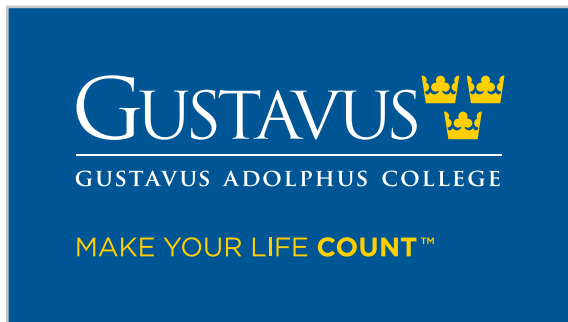
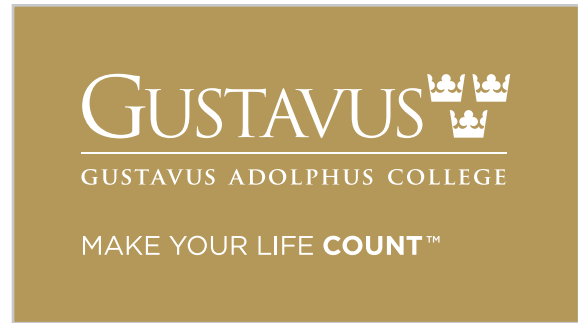
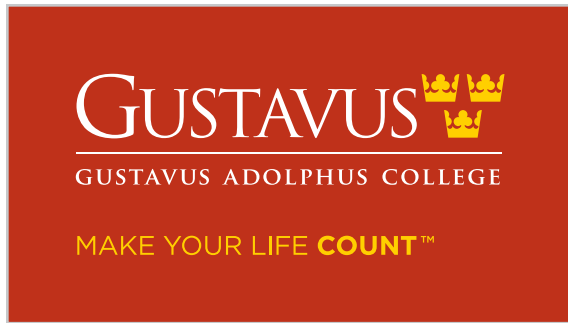
On a white or light-colored background, the Gustavus signature can be reproduced in full color (Gustavus gold+black), which is the preferred version, or all black.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

THE SIGNATURE DARK-COLORED BACKGROUNDS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.



Correct use of color will enhance the impact and reinforce recognition of the Gustavus identity; therefore, use of the color palette is always recommended.

See page 4, Color Palette.

It is important to maintain a sufficient contrast between the signature and the background. Sufficient contrast means that the signature is very easy to read.

Dark-colored Background

On a dark-colored background, the Gustavus signature can be reproduced in full color (Gustavus gold+white), which is the preferred version, or all white.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

SUB-IDENTITY OPTIONS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.

Sub-identities may be used to identify organizations or programs related to the College (e.g., music ensembles, athletic teams, academic departments and programs, campaigns, etc.).

Any one of the following three options shown here (**Sub-Identity with Wordmark**, **Sub-Identity with Icon and Full College Name**, and **Sub-Identity with Icon**) may be used.

In some cases, the sub-identity may appear awkward or wrong in one or another of these formats — due to line length of multiple words in the program name, for example — so it is recommended that development of sub-identities be coordinated with and approved by the Office of Marketing and Communication. The use of any one of these three options will ensure that the sub-identity coordinates with the look of the College’s graphic identity.

GUSTAVUS 
Linnaeus Arboretum

GUSTAVUS 
Printing Services

GUSTAVUS 
Football

GUSTAVUS 
Johnson Center for
Environmental Innovation

SUB-IDENTITY WITH WORDMARK

Each College department or office may have its own identity. Displayed at left are four examples where the department is combined with the Gustavus wordmark. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Gustavus through the wordmark. Extremely long department names such as “Johnson Center for Environmental Innovation” use a smaller cap height and a two-line structure.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

SUB-IDENTITY OPTIONS

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.



SUB-IDENTITY WITH ICON AND FULL COLLEGE NAME

Each College department or office may have its own identity. Displayed at left are five examples where the department is combined with the Gustavus icon and full College name. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Gustavus through the icon and full College name. Longer department names such as "Printing Services" have the option of a one- or two-line structure, depending on the usage. Extremely long department names such as "Johnson Center for Environmental Innovation" use a smaller cap height and a three-line structure.



SUB-IDENTITY WITH ICON

Each College department or office may have its own identity. Displayed at left are four examples where the department is combined with the Gustavus icon. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Gustavus through the icon and full College name. Longer department names have the option of a two-line structure. Extremely long department names such as "Johnson Center for Environmental Innovation" use a smaller cap height and a three-line structure.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

THE OFFICIAL GUSTAVUS ADOLPHUS COLLEGE SEAL

Always use approved digital artwork; do not attempt to recreate a Gustavus identifier.



The college seal should only be used for official college business such as transcripts, commencement materials, etc. Whenever it is used, it should be used in its entirety. Under no circumstances should the seal be altered.

The preferred color for the college seal is black or gold (Pantone 7406, Pantone 872 Metallic) or gold foil. The college seal also may be reversed out to white.

If you feel your reason for using the college seal falls outside of official college business, contact the Office of Marketing and Communication for permission.

FOR QUESTIONS, CONCERNS, OR DIGITAL FILES

Contact the Office of Marketing and Communication by phone (507-933-7520) or by e-mail (marketing@gustavus.edu).

RECOMMENDED MINIMUM SIZE



THE WORDMARK

Minimum size is a 1-1/2-inch width.



THE ICON

When used on its own, the minimum size is a 1/2-inch square.

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THE BRAND LINE

When used on its own, especially in Gustavus gold, the minimum size is a 2-inch width, including "TM."



THE SIGNATURE

Minimum size is a 1-1/2-inch width. The signature minimum is slightly larger than the wordmark minimum. This allows for the readability of the brand line.



SUB-IDENTITY WITH WORDMARK

Minimum size of "Gustavus" and the "three crowns" is a 1-1/2-inch width. A longer department name may extend past this measurement. *Same minimum size as the signature.*



SUB-IDENTITY WITH ICON AND FULL COLLEGE NAME

Minimum size of the icon is a 3/8-inch square. This is slightly smaller than the icon used on its own.



SUB-IDENTITY WITH ICON

Minimum size of the icon is a 3/8-inch square. This is slightly smaller than the icon used on its own. *Same minimum size as the sub-identity with icon and full College name.*



THE COLLEGE SEAL

Minimum size is a 3/4-inch width.

TYPOGRAPHY: GENERAL APPLICATIONS

TRAJAN

TRAJAN: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TRAJAN BOLD: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ITC Galliard

Galliard Roman: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Galliard Roman Italic: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Galliard Bold: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Galliard Bold Italic: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Galliard Black: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Galliard Black Italic: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Galliard Ultra: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Galliard Ultra Italic: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Trajan, ITC Galliard, and Gotham — Gustavus’s main type families — are used in the majority of communications applications such as: brochures, flyers, annual reports, publications, newsletters, print and broadcast advertising, promotional videos and CDs, stationery and business cards, banners and posters, indoor and outdoor signage, promotional items, and merchandise.

Preferred use:

TRAJAN, an all capital letter, classic, serif typeface, is used for headlines, titles, and initial caps.

ITC GALLIARD, a traditional serif typeface, is used for body text, but it can be used for headlines and intro segments.

GOTHAM, a contemporary sans serif typeface, is used for headlines and intro segments to text, but it can be used for body text as well.

TYPOGRAPHY: GENERAL APPLICATIONS

Gotham

Gotham Thin: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Thin Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham XLight: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham XLight Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Light: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Condensed Light: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Light Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Book: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Condensed Book: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Book Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Medium: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Condensed Medium: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Medium Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Bold: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Condensed Bold: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Bold Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Black: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Black Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Ultra: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

Gotham Ultra Italic: ABCDEFGabcdefgghijklmnopqrstuvwxyz1234567890

TYPOGRAPHY: MICROSOFT OFFICE SUITE AND WEB APPLICATIONS

Garamond

Garamond: ABCDEFGabcde fghijklmnopqrstuvwxyz1234567890

Garamond Italic: ABCDEFGabcde fghijklmnopqrstuvwxyz1234567890

Garamond Bold: ABCDEFGabcde fghijklmnopqrstuvwxyz1234567890

Garamond Bold Italic: ABCDEFGabcde fghijklmnopqrstuvwxyz1234567890

Verdana

Verdana: ABCDEFGabcde fghijklmnopqrstuvwxyz1234567890

Verdana Italic: ABCDEFGabcde fghijklmnopqrstuvwxyz1234567890

Verdana Bold: ABCDEFGabcde fghijklmnopqrstuvwxyz1234567890

Verdana Bold Italic: ABCDEFGabcde fghijklmnopqrstuvwxyz1234567890

Garamond and Verdana — Gustavus’s default typefaces — are used for Microsoft Office Suite and Web applications such as: PowerPoint presentations, letters, memos, faxes, e-mails, websites, and Word templates.

Preferred use:

GARAMOND is used in place of Trajan or ITC Galliard for body text, headlines, titles, initial caps, and intro segments.

VERDANA is used in place of Gotham for headlines, intro segments to text, and body text.

APPLICATIONS: LETTERHEAD

Microsoft Word documents are available.



Dear Mr. Jones,

Text of letter is aligned left and set in 10/14 ITC Galliard. If ITC Garamond. Wehendirt in volopat, sed diam amerat commod. Lorer alquan erat volopit exean commod iurur labore consequat. Lorem ij erat volopit ex ean commod iurur labore consequat. Lorem ipsum d dolore officia aecom aliquan ea dolor. Enim partiatu at vero minin commodu ulla corpor ut repret suscipit. Nomumy amerat exercit aliquan. Lorem ipsum dolor sit amerat.

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Yours Sincerely,

First M. Last
Title

MAKE YOUR LIFE CO

800 West College Avenue | St. Peter, Minnesota 56082-1498



Dear Mr. Jones,

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Yours Sincerely,

First M. Last

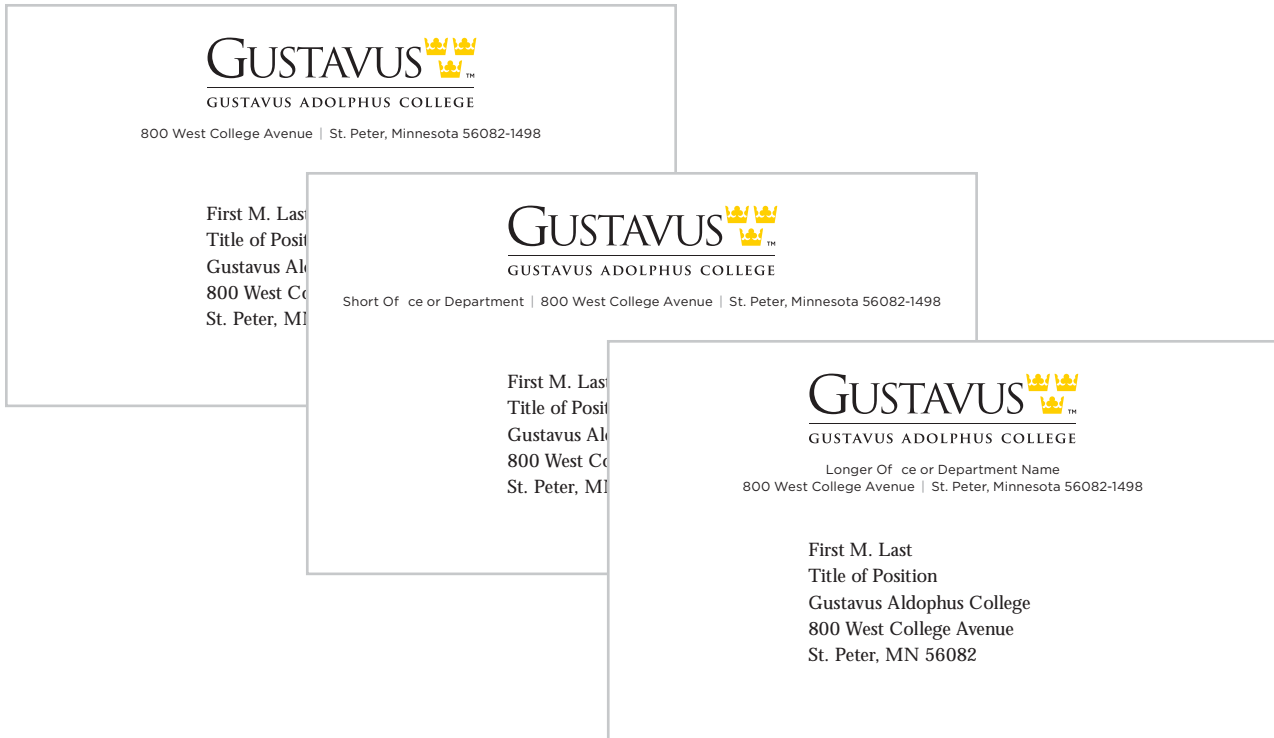
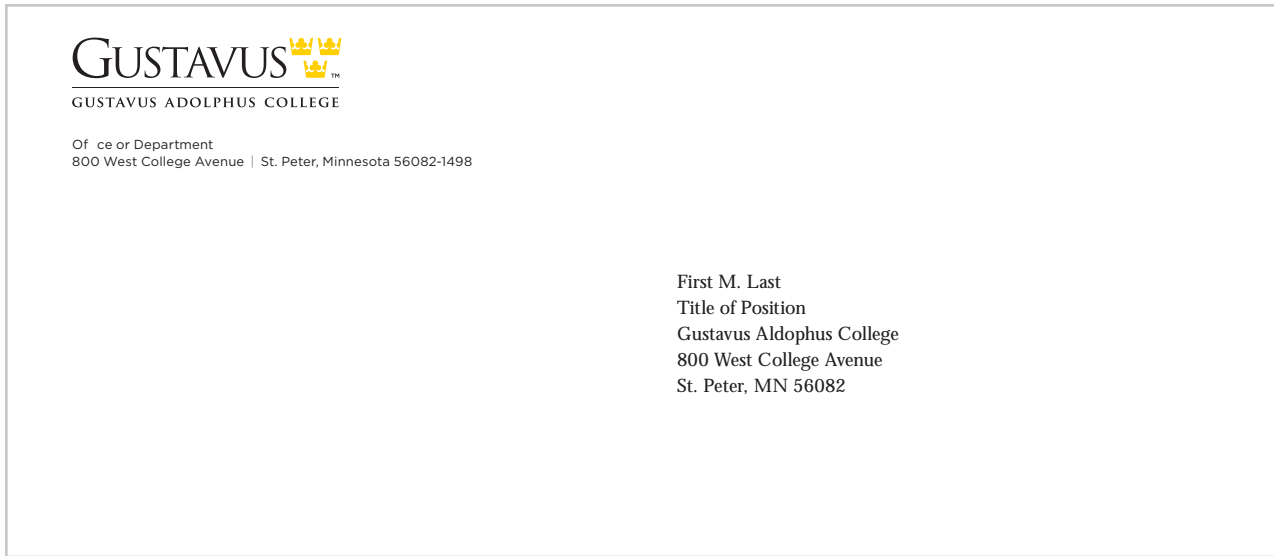
MAKE YOUR LIFE COUNT™

First M. Last, Title of Position
Office or Department Name | DIRECT 507-933-0000 | FAX 507-933-0000 | flast@gustavus.edu
800 West College Avenue | St. Peter, Minnesota 56082-1498 | 507-933-8000 | gustavus.edu

The main College letterhead, left, can also be customized (individual, office, or department) as shown on the right. The main College letterhead and the letterhead which can be customized are Gustavus gold+black and all black.

The letterhead can be preprinted/laser printed or totally laser printed using the Microsoft Word documents. *Letterhead is shown at 50% of actual size.*

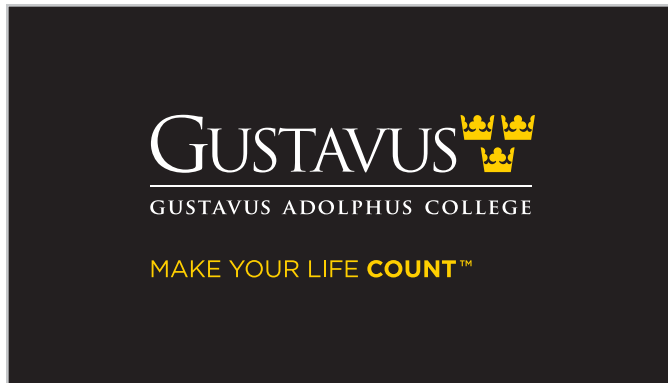
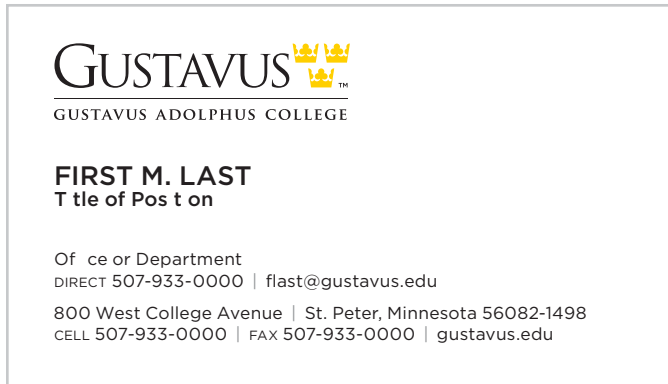
APPLICATIONS: #10 ENVELOPE AND MAILING LABEL



The College #10 envelope, top, and the College mailing label, bottom, can be customized (individual, office, or department). The #10 envelope and mailing label are Gustavus gold+black.

Envelope and mailing label are shown at 70% of actual size.

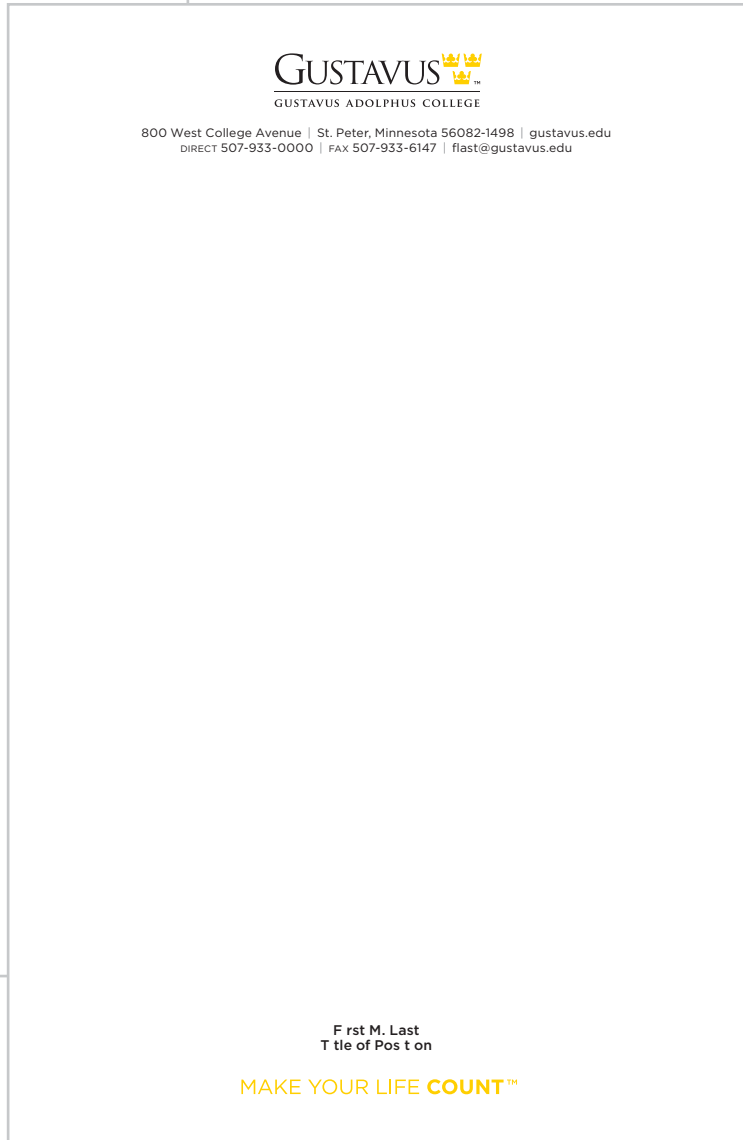
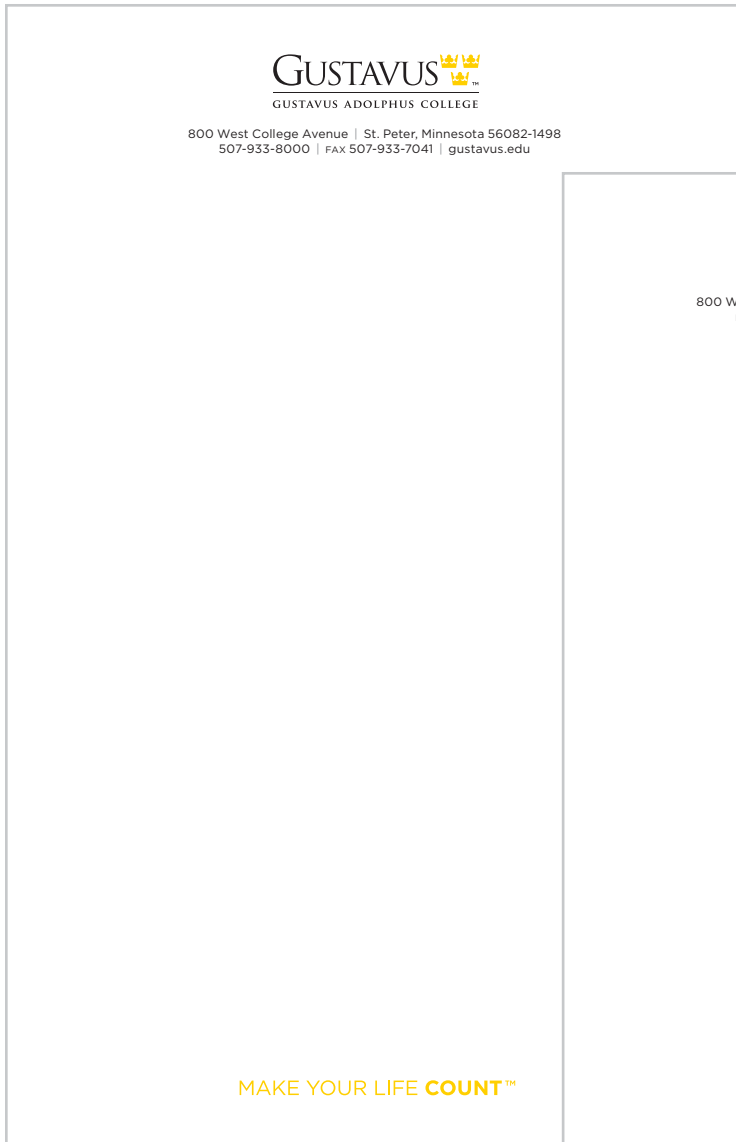
APPLICATIONS: BUSINESS CARDS



The business card is two-sided. The front, top, carries all the personalized information, and the back, bottom, carries the Gustavus signature. The business card is Gustavus gold+black.

Business card is shown actual size.

APPLICATIONS: NOTEPAD



The main College notepad, left, can also be customized (individual, office, or department) as shown on the right. The notepad is Gustavus gold+black.

Notepad is shown at 70% of actual size.

APPLICATIONS: FACSIMILE AND MEMORANDUM

Microsoft Word documents are available.

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

Facsimile

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

Memorandum

Date: February 5, 2010
To: Lorem ipsum dolor sit amet
From: First M. Last
Subject: Enim partiatut at vero minim veniam

Text of letter is aligned left and set in 10/14 ITC Galliard Garamond. Wehendirt in volopat, sed diam amerat comm alquan erat volopit exean commod iurur labore consequat erat volopit ex ean commod iurur labore consequat. Lorei dolore officia aecom aliquan ea dolor. Enim partiatut at v commodu ullamcorpor ut reprend suscipit. Nomumy ame aliquan. Lorem ipsum dolor sit amet.

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800 West College Avenue | St. Peter, Minnesota 56082-1498

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

Facsimile

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

Memorandum

Date: February 5, 2010
To: Lorem ipsum dolor sit amet
From: First M. Last
Subject: Enim partiatut at vero minim veniam rimsat incidunt

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First M. Last, Title of Position
Office or Department Name | DIRECT 507-933-0000 | FAX 507-933-0000 | flast@gustavus.edu
800 West College Avenue | St. Peter, Minnesota 56082-1498 | 507-933-8000 | gustavus.edu

The main College facsimile and memorandum, left, can also be customized (individual, office, or department) as shown on the right.

Fax and memo are shown at 50% of actual size.

APPLICATIONS: 4-PAGE NEWSLETTER

Microsoft Word documents are available.



The 4-page newsletters are available as Microsoft Word documents. Shown on the opposite page, top to bottom, are 4-color process and all black options.

Newsletter, above, is shown at 50% of actual size.

The full 4-page newsletters, opposite page, are shown at 25% of actual size.

APPLICATIONS: 2-PAGE NEWSLETTER OR FACT SHEET

Microsoft Word documents are available.

NEWSLETTER OR FACT SHEET TITLE

HEADLINE AREA

SIDEBAR HEAD

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GUSTAVUS ADOLPHUS COLLEGE | St. Peter, M nnesota | 1-800-GUSTAVUS | gustavus.edu

PHYSICAL HEADLINE

AM AMERAT COMMOD
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GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

Admission Office
 800 West College Avenue
 St. Peter, MN 56082
1-800-GUSTAVUS
 507-933-7676
 admission@gustavus.edu
 gustavus.edu

The 2-page newsletter or fact sheet is available as a Microsoft Word document in Gustavus gold+black.

Newsletter or fact sheet is shown at 50% of actual size.

Not shown but also available are 2-page info sheets in Gustavus gold+black. One option has a horizontal photo and the second option has a vertical photo.

APPLICATIONS: VIEWBOOK, VIEWBOOK ENVELOPE, AND TRAVEL PIECE



Pieces are shown at 30% of actual size.

IDENTITY INDEX: THE WORDMARK

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

The eps and jpg artwork will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.

jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

eps: Spot color (Pantone 7406)+Black

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_BLK_7406

eps: 4-color process (CMYK)+Black

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_BLK_4C

jpg: RGB+Black

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_BLK_RGB

eps and jpg: Black

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_BLK

eps: Spot color (Pantone 7406)+White

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_WHT_7406

eps: 4-color process (CMYK)+White

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_WHT_4C

eps: White

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_WHT

RESTRICTED COLOR

The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.

eps: Spot color (Pantone 872)+Black

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_BLK_872

eps: Spot color (Pantone 872)+White

GUSTAVUS ™

GUSTAVUS ADOLPHUS COLLEGE

File name: GAC_WHT_872

IDENTITY INDEX: THE ICON

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

The eps and jpg artwork will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.

jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

**eps: Spot color
(Pantone 7406)+White “G”
in a Black square***



File name: Icon_WHT_7406

**eps: 4-color process
(CMYK)+White “G”
in a Black square***



File name: Icon_WHT_4C

**jpg: RGB full color
+White “G” in a
Black square**



File name: Icon_WHT_RGB

**eps and jpg: White “G”
and “Crowns” in a
Black square**



File name: Icon_WHT

**eps and jpg: Black “G”
and “Crowns” in a
White square**



File name: Icon_BLK

USAGE NOTE: BACKGROUND FILLS

The following files must be filled with “rich black” or “black” when placed:

- Icon_WHT_7406
- Icon_WHT_4C
- Icon_WHT_872

RICH BLACK: 4-color process alone or combined with spot colors (Pantone) fill background with “rich black” (60C 40M 40Y 100K)

BLACK: spot colors only (Pantone) fill background with “black” (solid, 100%)

RESTRICTED COLOR

The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.

**eps: Spot color
(Pantone 872)+White “G”
in a Black square***



File name: Icon_WHT_872

IDENTITY INDEX: THE BRAND LINE

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

The eps and jpg artwork will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.

jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

OTHER COLORS: The brand line can be reproduced in any color in the Gustavus color palette. Digital artwork will have to be created in that color. See page 4, Color Palette and page 9, The Brand Line Light- and Dark-colored Backgrounds.

eps: Spot color (Pantone 7406)

MAKE YOUR LIFE COUNT™

File name: MYLC_7406

eps: 4-color process (CMYK)

MAKE YOUR LIFE COUNT™

File name: MYLC_4C

jpg: RGB full color

MAKE YOUR LIFE COUNT™

File name: MYLC_RGB

eps and jpg: Black

MAKE YOUR LIFE COUNT™

File name: MYLC_BLK

eps: Spot color (Pantone 7491)

MAKE YOUR LIFE COUNT™

File name: MYLC_7491

eps: White

MAKE YOUR LIFE COUNT™

File name: MYLC_WHT

RESTRICTED COLOR

The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.

eps: Spot color (Pantone 872)

MAKE YOUR LIFE COUNT™

File name: MYLC_872

IDENTITY INDEX: THE SIGNATURE

USE OF THE TRADEMARK SYMBOL (TM) Gustavus is in the process of registering its wordmark, icon, “Make Your Life Count” brand line, and signature. Therefore, as new pieces are created, use of a “TM” will be critical—especially on collateral and any external communication effort. The general guideline for usage is that it should be applied to the first, or most dominant, occurrence in any publication or other media.

The eps and jpg artwork will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS3.

jpg Use in Microsoft® Office Suite and Web applications.

JPG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG FILE.

eps: Spot color (Pantone 7406)+Black

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

File name: GAC_MYLC_BLK_7406

eps: 4-color process (CMYK)+Black

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

File name: GAC_MYLC_BLK_4C

jpg: RGB full color

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

File name: GAC_MYLC_RGB

eps and jpg: Black

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GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

File name: GAC_MYLC_BLK

eps: Spot color (Pantone 7406)+White

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

File name: GAC_MYLC_WHT_7406

eps: 4-color process (CMYK)+White

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GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

File name: GAC_MYLC_WHT_4C

eps: White

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

File name: GAC_MYLC_WHT

RESTRICTED COLOR

The spot color (Pantone 872, Metallic Gold) may only be used by the Office of the President or with permission from the Office of Marketing and Communication.

eps: Spot color (Pantone 872)+Black

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

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File name: GAC_MYLC_BLK_872

eps: Spot color (Pantone 872)+White

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE COUNT™

File name: GAC_MYLC_WHT_872



- PRE-PROFESSIONAL**
- Actuarial Science
 - Architecture
 - Arts Administration
 - Church Vocations
 - Dentistry
 - Engineering
 - Law
 - Materials Science
 - Medicine
 - Ministry
 - Occupational Therapy
 - Optometry
 - Pharmacy
 - Physical Therapy
 - Veterinary Medicine

VISIT THE CAMPUS
 Visits may be scheduled from 8:30 A.M. to 3 P.M. on weekdays throughout the year, and 9 A.M. to noon on select Saturdays during the school year.
 To attend a campus tour, attend a campus tour, attend a campus tour, attend a campus tour.

EXPLORE GUSTAVUS

ABOUT US

Founded: 1862 by Swedish Lutheran immigrants
Named for: King Gustav II Adolph of Sweden (1594-1632), an advocate of education and culture
Type: private, residential, co-ed, liberal arts
Degree: Bachelor of Arts
Affiliation: Evangelical Lutheran Church in America
Core values: excellence, community, justice, service, faith
Location: St. Peter, Minnesota, 10 minutes north of Mankato, about an hour south of Twin Cities (Minneapolis/St. Paul)

When you drive up College Avenue and see Old Main at the top of the hill, you can sense you're in for something extraordinary. Venture beyond the building and you'll witness a campus community dedicated to one another. You'll discover challenging academics, competitive and outstanding facilities. Everywhere you look you'll find inspiration, from the many Paul Granlund sculptures on campus to the peace and beauty of Linneaus Arboretum. But what you'll notice most is a genuine respect for your opinions. And a recognition that we're all in this together. Come explore Gustavus, and make your life count.
gustavus.edu/admission

Student Profile

ENROLLMENT
 Undergraduate
 Full-time
 Living on campus
 Female students
 Male students

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Office of Marketing and Communication

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