



BRAND GUIDELINES



the
FORUM
on workplace
inclusion®

**Engaging People.
Advancing Ideas.
Igniting Change.**



The Forum on Workplace Inclusion®
Brand Guidelines

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SECTION 1

GUIDELINE INTRODUCTION



THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **The Forum on Workplace Inclusion®** organizational identity.

This includes our name, logo, and other elements such as color, type, and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong unified image of our organization.

The Forum on Workplace Inclusion® brand, including the logo, name, and colors, are valuable assets.

Each of us is responsible for protecting the organization's interests by preventing unauthorized or incorrect use of **The Forum on Workplace Inclusion®** name and marks.

Because **The Forum on Workplace Inclusion®** is a program of Augsburg University, certain foundational aspects of **The Forum on Workplace Inclusion's®** brand, like color palette and typography, is influenced and adopted by Augsburg University's institutional brand identity. For more information about Augsburg University's institutional brand identity, please visit inside.augsburg.edu/marketing.



SECTION 2

ORGANIZATIONAL LOGO

Introduction

Minimum Size

Clear Space

Applications



2.1 LOGO INTRODUCTION

The Forum on Workplace Inclusion® logo mark is inspired by natural structures. Repeated stylized “F” assumes a form of a hexagon—symbol of perfect union, and the energetic emblem of integration—providing a strong foundation for advancing workplace cultures of inclusion.

The array of color diversifies the structure and creates circular motion between individual elements. The Forum on Workplace Inclusion® logo mark allows for infinite possibilities of intricate network creation with multiplications of the logomark.

A. PRIMARY LOGO

B. ONE COLOR LOGO VARIATION

C. PRIMARY LOGO AND TAGLINE LOCKUP

D. PRIMARY LOGO AND AUGSBURG UNIVERSITY LOCKUP

E. LOGOMARK



Engaging People.
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AUGSBURG
UNIVERSITY.



Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn, or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with The Forum on Workplace Inclusion® if you have any questions or need further help.

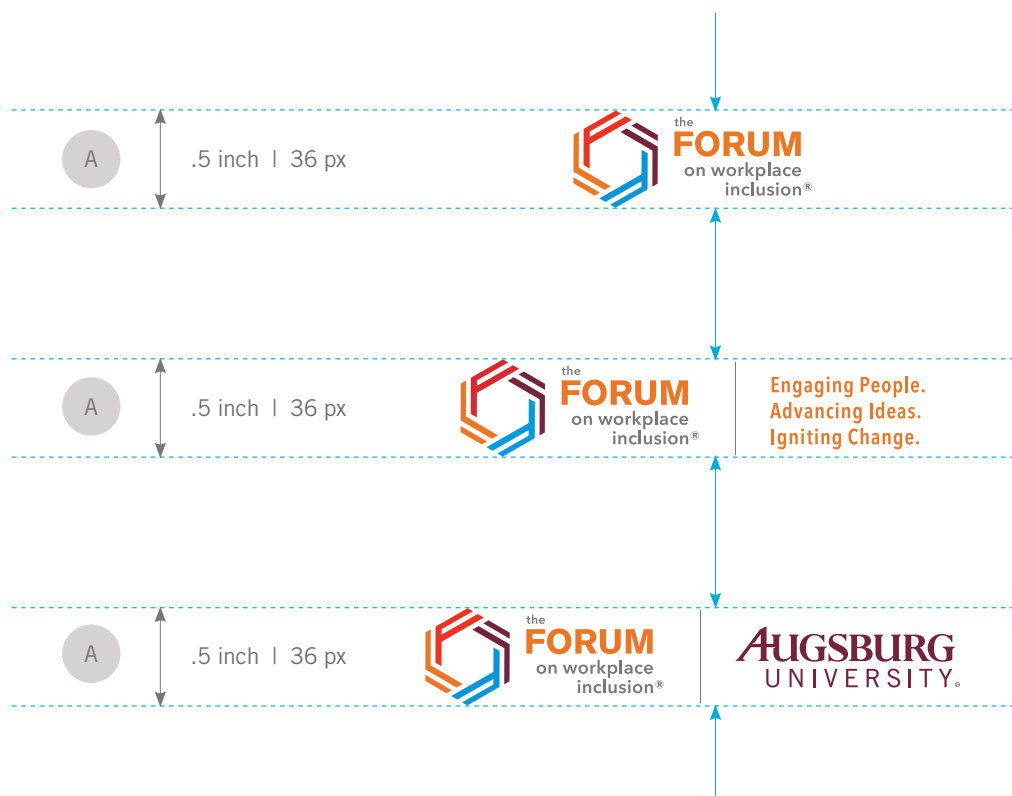


2.2 LOGO MINIMUM SIZE

A. MINIMUM SIZE

Whether using the primary or lockup versions of the logo, the minimum reproduction size for the logo is .5 inches high (36 pixels). Do not reproduce the logo below the minimum size.

Never stretch, skew, or distort the logo in any way.





2.3 LOGO CLEAR SPACE

A. CLEARSPACE

It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Computation:

To work out the clearspace take the height of the logo and divide it in quater.

(Clearspace = Height / 4).

Please consult with The Forum on Workplace Inclusion® if you have any questions or need further help.



2.4 LOGO USAGE

The logo may only be reproduced in full color, 1 color, white, Cool Gray 9, and black.

Our logo can be used on various backgrounds, solid brand colors, photos etc. However, there must be adequate contrast.





2.5 INCORRECT LOGO APPLICATIONS

- A. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.
- B. Do not change the size relationship between the logo symbol and logo type.
- C. Do not rotate or mirror.
- D. Do not screen or recolor any elements of logo.
- E. Do not alter the logo type style.

A



B



C



D



E





SECTION 3

ORGANIZATIONAL TYPOGRAPHY

Primary and Secondary Fonts

Typographic Hierarchy

Things to Avoid



3.1 FONTS

PRIMARY FONT

The official organizational font is Trade Gothic

HEADLINES

appear in all caps bold tracked at -40.

SUBHEADS

appear in all caps regular tracked at -20.

Intro copy

can be all caps or upper and lower in regular tracked at -20.

Short form body copy is

upper and lower in regular tracked at -20. Color is 70% black.

Trade Gothic

REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

Trade Gothic Bold Condensed No.20

BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

OPEN SOURCE FONTS

Oswald should be used as web safe font alternative.



3.2

TYPOGRAPHIC HIERARCHY

Typographic hierarchy presents lettering so the most important words are displayed with the most impact. It creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for The Forum on Workplace Inclusion® layouts.

36 pt Type/34 pt Leading

FOR HEADLINES

20pt Type/20 pt Leading

SUB HEADLINE

10pt Type/12 pt Leading

Body for short forms of copy

8pt Type/9 pt Leading

Body for long forms of copy

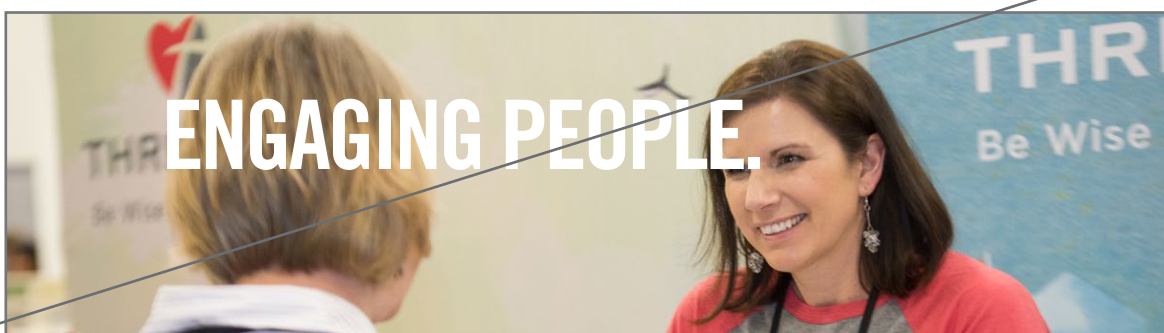


3.3

THINGS TO AVOID

- A. Do not obstruct the subject matter of a photograph with a headline.
- B. Do not place a headline or copy over a photo or texture where the legibility of type is compromised.
- C. Do not vary the size of a specific weight within a headline treatment.

A



B



C

IGNITING CHANGE.



SECTION 4

COLOR SYSTEM

Primary and Secondary Colors
Color Distribution



3.1 COLORS

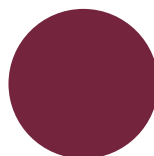
A. PRIMARY COLORS

Use them as the dominant color palette for all internal and external visual presentations of the organization. Other than Cool Gray 9 C, none of the other primary colors should be used as a tint.

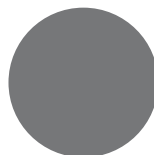
A



PMS 158
CMYK 3 66 99 0
HEX #EE7624



PMS 209
CMYK 38 92 58 37
HEX #660033



PMS Cool Gray 9
CMYK 55 47 44 10
HEX #666666

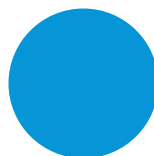
B. SECONDARY COLORS

Use them to accent and support the primary color palette.

B



PMS 1795
CMYK 0 94 100 0
HEX #D8262E



PMS 2925
CMYK 85 24 0 0
HEX #009BDF



PMS 377
CMYK 45 0 100 24
HEX #699E35



3.2 COLOR DISTRIBUTION

White is the dominant color in our color pallet; without it, colors will feel heavy and dark. White lets our primary and secondary colors be seen in their greatest vibrancy.





the
FORUM
on workplace
inclusion®

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The Forum on Workplace Inclusion® is a program of
Augsburg University located in Minneapolis, Minnesota.



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UNIVERSITY®

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