



BRAND BOOK



TABLE OF CONTENTS

I. BRAND STRATEGY

Mission, Vision, and Values.....	4
Brand Pillars	5
Brand Personality	6
Brand Voice & Tone	6

II. INSTITUTIONAL IDENTITY

Institutional Logo	8
Logo File Information.....	9
Institutional Logo Files: Print	10
Institutional Logo Files: Digital	17
Logo Minimum clear space	24
Logo Usage	25
Prohibited Logo Use	26
Brand Patterns.....	27
Typography	35
Color Palette	36
Color Proportions.....	37
Color Combinations.....	38
Text on Color.....	39
Brand in Action	40

III. SPIRIT IDENTITY

Spirit Logo	43
Spirit Logo Files: Print	44
Spirit Logo Files: Digital	46
Logo Usage	48
Prohibited Logo Use	49



I. BRAND STRATEGY

MISSION, VISION, and VALUES

MISSION

Atlanta Metropolitan State College (AMSC), a College within the University System of Georgia, is committed to providing educational access to a diverse student population and stimulating a positive growth environment for its faculty and staff. The College offers cost-effective and career-focused degree programs, student-focused teaching, quality support services, and community engagement that leads to the success of its inter-generational graduates.

VISION

We will be a dynamic campus, bolstering enrollment, expanding educational opportunities, amplifying positive experiences, and intensifying community engagement.

“Spark the Flame. Blaze the Trail.”

VALUES

Excellence AMSC pursues excellence, high standards, and institutional efficiency in education, student services, and college operations.

Integrity AMSC maintains strong moral principles and respect by cultivating quality standards in learning, leadership, innovation, and service. We are fair and honest in our dealings with students and colleagues, as well as customers and stakeholders.

Leadership AMSC develops and empowers leaders among students, faculty, and staff through a personable, hands-on approach that promotes innovation, and effectively addresses challenging issues. We create, encourage, and foster active involvement in the implementation of the institution’s vision and mission statements.

Belonging AMSC embodies a culture of inclusion and affirms that we are all connected, supported, and respected. We understand each person is unique, and we work diligently to recognize their intrinsic gifts and talents.

Public Service AMSC engages and enriches the quality of life in communities by willingly investing our time and effort into causes that affect our students, faculty, staff, alumni, and external stakeholders. We consistently promote the knowledge, skills, and values necessary to uplift the most vulnerable among us.

BRAND PILLARS

The Brand Pillars are the fundamental concepts holding up who AMSC is and why AMSC matters.

In Atlanta, for Atlanta

- The only school in the University System of Georgia with “Atlanta” in its name.
- Proud to be from Atlanta.
- Since 1974, AMSC has been passionately dedicated to providing higher education for those Atlantans who would otherwise not have the opportunity to attend college.

Student-driven community

- Focused in every way on the student experience.
- Will meet students where they are in order to get them resources they need.
- Entry-to-exit support services to help students succeed no matter their circumstance.
- Faculty and staff dedicated to relationship and trust, helping students get to the next level.

Affordability / Accessibility

- Financially within reach.
- Opportunity to graduate with little to no student debt.
- Easy application process, low barriers to entry.

Opportunity & Transformation

- Access to higher ed opportunities that would be otherwise out of reach.
- Helping students become more than what they thought possible.
- Helping students build bridges to a new future.
- Changing the trajectory of students’ lives and the lives of their families.
- Providing opportunities for social mobility.

BRAND PERSONALITY

Nurturing

- Represents the support students receive to succeed at AMSC.
- AMSC meets its students where they are with kindness and personal support, no matter their circumstances. We provide the individualized attention students need to be successful in college.

Mentoring

- Represents the guidance students receive to succeed in life after graduation.
- AMSC provides a guiding hand in and out of the classroom, helping students navigate decisions and prepare to meet the life challenges they'll face after graduation.

Bold Atlanta

- Like the city it serves, AMSC has its own boldness, a rhythm and style unique to itself, reflecting an attitude of not being afraid to cut new pathways and to go where others do not.

BRAND VOICE & TONE

AMSC uses a conversational voice that speaks the language of the audience. It is characterized by being:

- Personal
- Simple
- Genuine
- Direct
- Authentic

The voice and tone should be focused on “You” (the audience; “you have dreams and we’re here to help you realize them”) as opposed to “Us” (tooting Atlanta Metro’s own horn).



II. INSTITUTIONAL IDENTITY



The AMSC institutional logo represents elements of the Brand Pillars and Brand Personality:

- **In Atlanta, For Atlanta:** The icon is a stylized “A” representing Atlanta, the city we are proud to serve.
- **Opportunity and Transformation:** The stylized flame represents students’ transformation as their flame is sparked, becoming more than what they thought possible. As their flame grows, they share that growth and opportunity with those around them.
- **Bold Atlanta:** AMSC cuts its own path, blazing a trail for others to follow, daring to be different and stand out from others.

LOGO FILE INFORMATION

PRINT FILES are to be used for the production of any tangible product such as print, merchandise, and apparel projects.

Examples include brochures, posters, stationery, direct mail, banners, merchandise, and signage.

Print files are provided as vector .EPS format. EPS files are the professional standard for print files and are the “go-to” files for all production needs.

Vector .EPS files can be resized both larger and smaller with no impact on image quality.

.PDF files are provided as alternatives for select files marked with an “*” .

DIGITAL FILES are to be used for any electronic or screen-based media use.

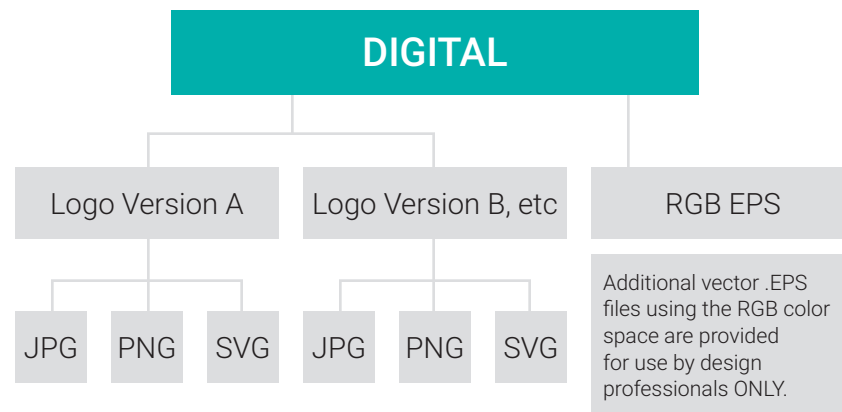
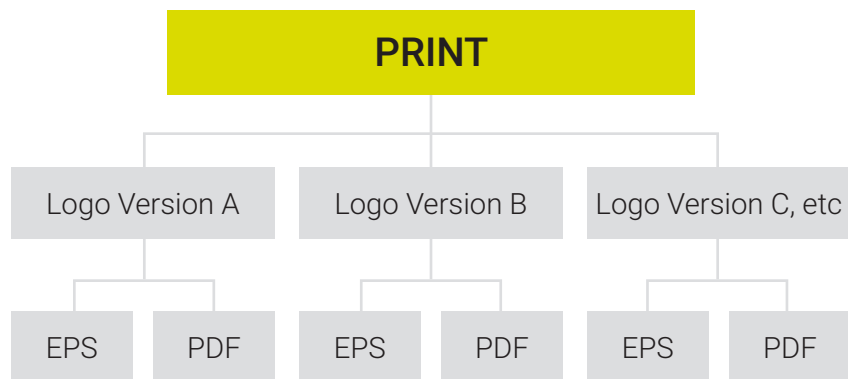
Examples include websites, emails, Word documents, and PowerPoint files.

Digital files are provided in three formats:

- **.JPG** files are on a solid white background and tend to have smaller file sizes.
- **.PNG** files are on a transparent background and may be placed over a solid color. They usually have larger file sizes than .JPGs.
- **.SVG** files are to be used by web development professionals ONLY.

.JPG and .PNG logo files are RASTER (pixel-based) files. They CANNOT be made larger without degrading image quality.

Digital files ARE NOT appropriate for print, merchandise, or apparel projects.



INSTITUTIONAL LOGO FILES: PRINT

PRINT FILES are to be used for any project to be printed or tangibly produced. Examples include brochures, apparel, vehicle wraps, and signage. *Print files are provided in vector .EPS format.*

STACKED



HORIZONTAL



LONG



Inst_Prnt_Stkd_1C-blk



Inst_Prnt_Hrz_1C-blk



Inst_Prnt_Lng_1C-blk



Inst_Prnt_Stkd_1C-red



Inst_Prnt_Hrz_1C-red



Inst_Prnt_Lng_1C-red



Inst_Prnt_Stkd_1C-wht



Inst_Prnt_Hrz_1C-wht



Inst_Prnt_Lng_1C-wht



Inst_Prnt_Stkd_CMYK*



Inst_Prnt_Hrz_CMYK*



Inst_Prnt_Lng_CMYK*



Inst_Prnt_Stkd_PMS



Inst_Prnt_Hrz_PMS



Inst_Prnt_Lng_PMS

PMS: File using Pantone Matching System specifications. Use for projects requiring spot colors.
 CMYK: File using 4-color process color specifications. Use for 4-color print projects.
 1C-blk: 1-color file in solid black
 1C-red: 1-color file in solid red
 1C-wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

*available as a PDF file

INSTITUTIONAL LOGO FILES: PRINT

PRINT FILES are to be used for any project to be printed or tangibly produced. Examples include brochures, apparel, vehicle wraps, and signage. *Print files are provided in vector .EPS format.*

EXTENDED



Inst_Prnt_Ext_1C-blk



Inst_Prnt_Ext_1C-red



Inst_Prnt_Ext_1C-wht



Inst_Prnt_Ext_CMYK*



Inst_Prnt_Ext_PMS

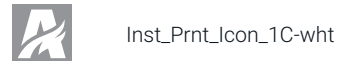
ICON



Inst_Prnt_Icon_1C-blk



Inst_Prnt_Icon_1C-red



Inst_Prnt_Icon_1C-wht



Inst_Prnt_Icon_CMYK*



Inst_Prnt_Icon_PMS

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WORDMARK: STACKED

WORDMARK: HORIZONTAL

WORDMARK: LONG

**ATLANTA
METROPOLITAN
STATE COLLEGE**

**ATLANTA
METROPOLITAN
STATE COLLEGE**

**ATLANTA METROPOLITAN
STATE COLLEGE**

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Stkd_1C-blk*

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Hrz_1C-blk*

**ATLANTA METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Long_1C-blk*

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Stkd_1C-red*

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Hrz_1C-red*

**ATLANTA METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Long_1C-red*

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Stkd_1C-wht

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Hrz_1C-wht

**ATLANTA METROPOLITAN
STATE COLLEGE**

Inst_Prnt_WM-Long_1C-wht

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 CMYK: File using 4-color process color specifications. Use for 4-color print projects.
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WORDMARK: EXTENDED

ATLANTA METROPOLITAN STATE COLLEGE

ATLANTA METROPOLITAN STATE COLLEGE Inst_Prnt_WM-Ext_1C-blk*

ATLANTA METROPOLITAN STATE COLLEGE Inst_Prnt_WM-Ext_1C-red*

ATLANTA METROPOLITAN STATE COLLEGE Inst_Prnt_WM-Ext_1C-wht

PMS: File using Pantone Matching System specifications. Use for projects requiring spot colors.

CMYK: File using 4-color process color specifications. Use for 4-color print projects.

1C-blk: 1-color file in solid black

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(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

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STACKED with TAGLINE



HORIZONTAL with TAGLINE



LONG with TAGLINE



Inst_Prnt_Stkd_1C-blk_tag



Inst_Prnt_Hrz_1C-blk_tag



Inst_Prnt_Lng_1C-blk_tag



Inst_Prnt_Stkd_1C-red_tag



Inst_Prnt_Hrz_1C-red_tag



Inst_Prnt_Lng_1C-red_tag



Inst_Prnt_Stkd_1C-wht_tag



Inst_Prnt_Hrz_1C-wht_tag



Inst_Prnt_Lng_1C-wht_tag



Inst_Prnt_Stkd_CMYK_tag*



Inst_Prnt_Hrz_CMYK_tag*



Inst_Prnt_Lng_CMYK_tag*



Inst_Prnt_Stkd_PMS_tag



Inst_Prnt_Hrz_PMS_tag



Inst_Prnt_Lng_PMS_tag

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*available as a PDF file

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EXTENDED with TAGLINE

TAGLINE: STACKED



**SPARK THE FLAME.
BLAZE THE TRAIL.**



Inst_Prnt_Ext_1C-blk_tag

**SPARK THE FLAME.
BLAZE THE TRAIL.**

Tagline_Prnt_Stkd_1C-blk



Inst_Prnt_Ext_1C-red_tag

**SPARK THE FLAME.
BLAZE THE TRAIL.**

Tagline_Prnt_Stkd_1C-red



Inst_Prnt_Ext_1C-wht_tag

**SPARK THE FLAME.
BLAZE THE TRAIL.**

Tagline_Prnt_Stkd_1C-wht



Inst_Prnt_Ext_CMYK_tag*

**SPARK THE FLAME.
BLAZE THE TRAIL.**

Tagline_Prnt_Stkd_CMYK*



Inst_Prnt_Ext_PMS_tag

**SPARK THE FLAME.
BLAZE THE TRAIL.**

Tagline_Prnt_Stkd_PMS

PMS: File using Pantone Matching System specifications. Use for projects requiring spot colors.
 CMYK: File using 4-color process color specifications. Use for 4-color print projects.
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 1C-red: 1-color file in solid red
 1C-wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

*available as a PDF file

INSTITUTIONAL LOGO FILES: PRINT

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TAGLINE: HORIZONTAL

SPARK THE FLAME. BLAZE THE TRAIL.

SPARK THE FLAME. BLAZE THE TRAIL. Tagline_Prnt_Hrz_1C-blk

SPARK THE FLAME. BLAZE THE TRAIL. Tagline_Prnt_Hrz_1C-red

SPARK THE FLAME. BLAZE THE TRAIL. Tagline_Prnt_Hrz_1C-wht

SPARK THE FLAME. BLAZE THE TRAIL. Tagline_Prnt_Hrz_CMYK*

SPARK THE FLAME. BLAZE THE TRAIL. Tagline_Prnt_Hrz_PMS

TAGLINE: SQUARE

**SPARK
THE FLAME.
BLAZE
THE TRAIL.**

**SPARK
THE FLAME.
BLAZE
THE TRAIL.** Tagline_Prnt_Sq_1C-blk

**SPARK
THE FLAME.
BLAZE
THE TRAIL.** Tagline_Prnt_Sq_1C-red

**SPARK
THE FLAME.
BLAZE
THE TRAIL.** Tagline_Prnt_Sq_1C-wht

**SPARK
THE FLAME.
BLAZE
THE TRAIL.** Tagline_Prnt_Sq_CMYK*

**SPARK
THE FLAME.
BLAZE
THE TRAIL.** Tagline_Prnt_Sq_PMS

PMS: File using Pantone Matching System specifications. Use for projects requiring spot colors.
 CMYK: File using 4-color process color specifications. Use for 4-color print projects.
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 1C-red: 1-color file in solid red
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FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

*available as a PDF file

INSTITUTIONAL LOGO FILES: DIGITAL

DIGITAL FILES are to be used for any screen-based use. Examples include websites, emails, Word documents, and PowerPoint files.

STACKED



HORIZONTAL



LONG



JPG



Inst_Dig_Stkd_FC

JPG



Inst_Dig_Hrz_FC

JPG



Inst_Dig_Lng_FC

PNG*



Inst_Dig_Stkd_FC

PNG*



Inst_Dig_Hrz_FC

PNG*



Inst_Dig_Lng_FC



Inst_Dig_Stkd_wht



Inst_Dig_Hrz_wht



Inst_Dig_Lng_wht

JPG: File with white background
PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
blk: 1-color file in solid black
red: 1-color file in solid red
wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

INSTITUTIONAL LOGO FILES: DIGITAL

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EXTENDED



JPG



Inst_Dig_Ext_FC

PNG*



Inst_Dig_Ext_FC



Inst_Dig_Ext_wht

ICON



JPG



Inst_Dig_Icon_FC

PNG*



Inst_Dig_Icon_FC



Inst_Dig_Icon_wht

JPG: File with white background
PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
blk: 1-color file in solid black
red: 1-color file in solid red
wht: 1-color file in solid white

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WORDMARK: STACKED

WORDMARK: HORIZONTAL

WORDMARK: LONG

**ATLANTA
METROPOLITAN
STATE COLLEGE**

**ATLANTA
METROPOLITAN
STATE COLLEGE**

**ATLANTA METROPOLITAN
STATE COLLEGE**

JPG

JPG

JPG

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Stkd_blk

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Hrz_blk

**ATLANTA METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Long_blk

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Stkd_red

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Hrz_red

**ATLANTA METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Long_red

PNG*

PNG*

PNG*

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Stkd_blk

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Hrz_blk

**ATLANTA METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Long_blk

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Stkd_red

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Hrz_red

**ATLANTA METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Long_red

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Stkd_wht

**ATLANTA
METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Hrz_wht

**ATLANTA METROPOLITAN
STATE COLLEGE**

Inst_Dig_WM-Long_wht

JPG: File with white background
PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
blk: 1-color file in solid black
red: 1-color file in solid red
wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

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WORDMARK: EXTENDED

ATLANTA METROPOLITAN STATE COLLEGE

JPG

ATLANTA METROPOLITAN STATE COLLEGE Inst_Dig_WM-Ext_blk

ATLANTA METROPOLITAN STATE COLLEGE Inst_Dig_WM-Ext_red

PNG*

ATLANTA METROPOLITAN STATE COLLEGE Inst_Dig_WM-Ext_blk

ATLANTA METROPOLITAN STATE COLLEGE Inst_Dig_WM-Ext_red

ATLANTA METROPOLITAN STATE COLLEGE Inst_Dig_WM-Ext_wht

JPG: File with white background
PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
blk: 1-color file in solid black
red: 1-color file in solid red
wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

INSTITUTIONAL LOGO FILES: DIGITAL

DIGITAL FILES are to be used for any screen-based use. Examples include websites, emails, Word documents, and PowerPoint files.

STACKED with TAGLINE

HORIZONTAL with TAGLINE

LONG with TAGLINE



JPG

JPG

JPG



Inst_Dig_Stkd_FC_tag



Inst_Dig_Hrz_FC_tag



Inst_Dig_Lng_FC_tag

PNG*

PNG*

PNG*



Inst_Dig_Stkd_FC_tag



Inst_Dig_Hrz_FC_tag



Inst_Dig_Lng_FC_tag



Inst_Dig_Stkd_wht_tag



Inst_Dig_Hrz_wht_tag



Inst_Dig_Lng_wht_tag

JPG: File with white background
PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
blk: 1-color file in solid black
red: 1-color file in solid red
wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

INSTITUTIONAL LOGO FILES: DIGITAL

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EXTENDED with TAGLINE

TAGLINE: STACKED



JPG

JPG



PNG*

PNG*



JPG: File with white background
 PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
 blk: 1-color file in solid black
 red: 1-color file in solid red
 wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

INSTITUTIONAL LOGO FILES: DIGITAL

DIGITAL FILES are to be used for any screen-based use. Examples include websites, emails, Word documents, and PowerPoint files.

TAGLINE: HORIZONTAL

SPARK THE FLAME. BLAZE THE TRAIL.

JPG

SPARK THE FLAME. BLAZE THE TRAIL. Tagline_Dig_Hrz_FC

PNG*

SPARK THE FLAME. BLAZE THE TRAIL. Tagline_Dig_Hrz_FC

SPARK THE FLAME. BLAZE THE TRAIL. Tagline_Dig_Hrz_wht

TAGLINE: SQUARE

**SPARK
THE FLAME.
BLAZE
THE TRAIL.**

JPG

**SPARK
THE FLAME.
BLAZE
THE TRAIL.** Tagline_Dig_Sq_FC

PNG*

**SPARK
THE FLAME.
BLAZE
THE TRAIL.** Tagline_Dig_Sq_FC

**SPARK
THE FLAME.
BLAZE
THE TRAIL.** Tagline_Dig_Sq_wht

JPG: File with white background
PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
blk: 1-color file in solid black
red: 1-color file in solid red
wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

LOGO MINIMUM CLEAR SPACE

The minimum logo clear space should be equivalent on all sides to the height of the "A" in "Atlanta."



LOGO USAGE

MINIMUM SIZE FOR PRINT AND WEB

In order to maintain the visual integrity and legibility of the institutional logo, the following minimum sizes are recommended:



FOR LOGOS WITH THE TAGLINE



LOGO ON BACKGROUNDS

The **full color institutional logo** should only be used against white or a pale neutral background:



For a dark background, use a **one-color white** file:



On black backgrounds, a **one-color red** file may be used:



A **one-color white** file may be used on a photograph provided there is sufficient contrast to read the logo:



PROHIBITED LOGO USE

DO NOT change colors



DO NOT swap red and black in icon



DO NOT create new logo variations



DO NOT change the font



DO NOT change the position of logo elements



DO NOT change size relationships



DO NOT squish or skew the logo



DO NOT use decorative effects, such as drop shadows or outer glows



DO NOT rotate the logo



DO NOT use on busy or distracting backgrounds



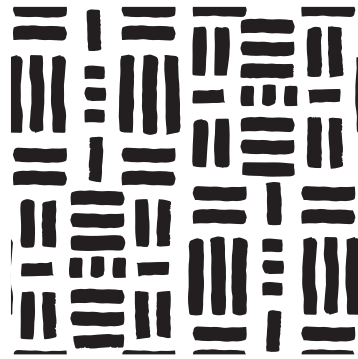
BRAND PATTERNS

The AMSC brand identity includes two custom brand patterns:

- **The Flame:** representing AMSC's boldness and transformational experience.
- **The Adinkra:** based on a West African pattern symbolizing learning and the gathering of knowledge.

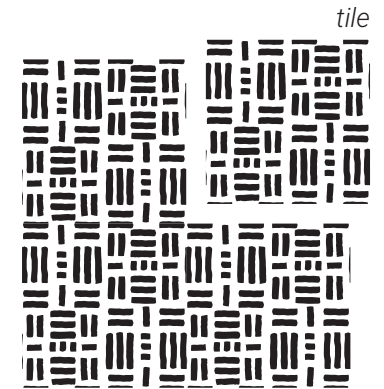
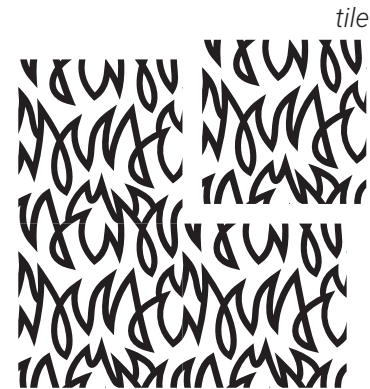


pattern_flame_tile.eps



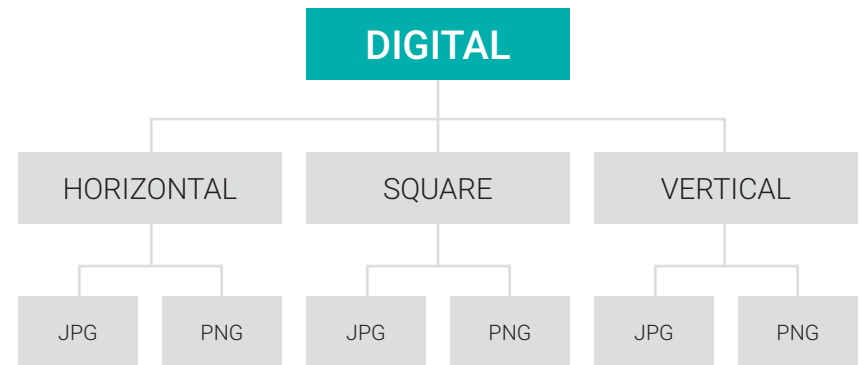
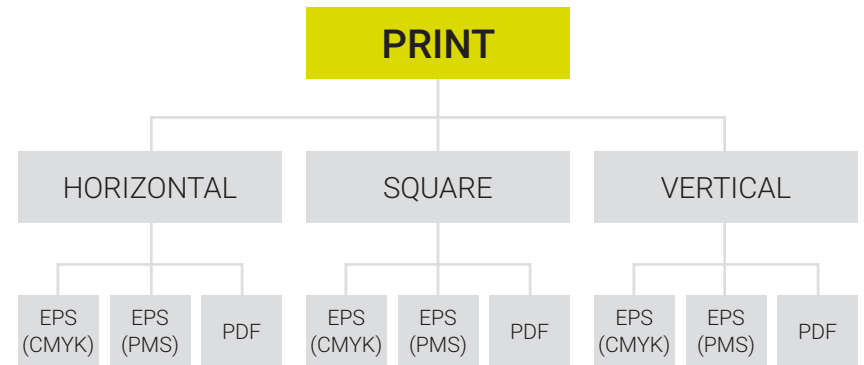
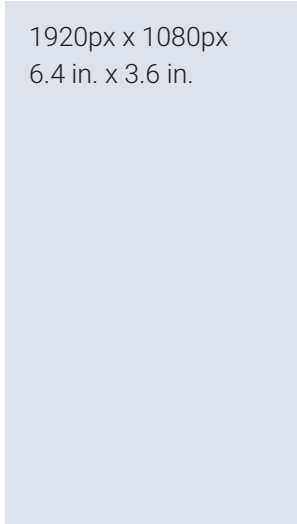
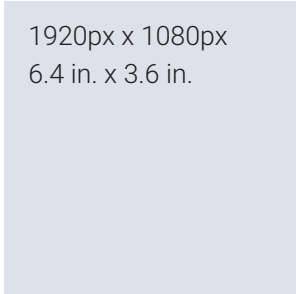
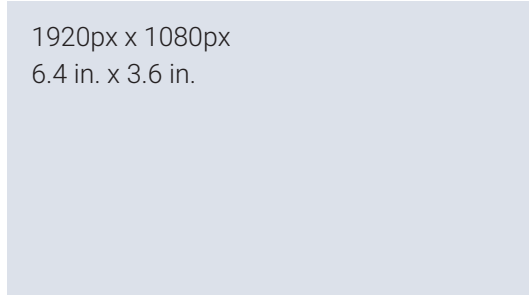
pattern_adinkra_tile.eps

Design professionals may use repeatable tile files to create seamless custom sized patterns as needed:



BRAND PATTERNS

Both Flame and Adinkra pre-made pattern files are available in **horizontal, square, and vertical** orientations, organized by **print** and **digital** use:



See page 9 for more information about print and digital use.

BRAND PATTERNS

ADINKRA: HORIZONTAL (1920 x 1080px)



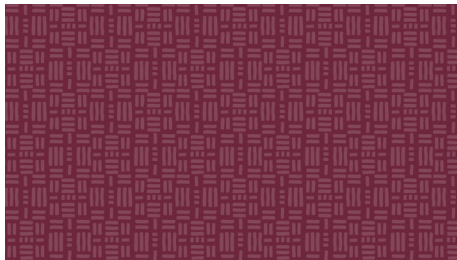
Beige (bge)



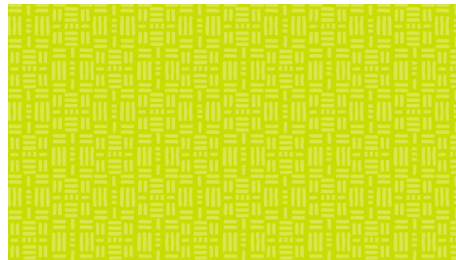
Black (blk)



Blue (blue)



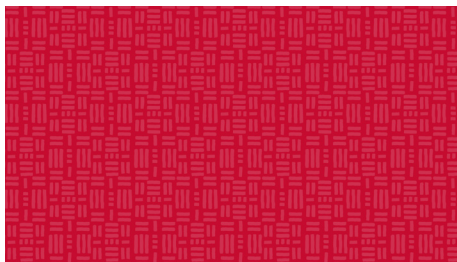
Dark Red (dk red)



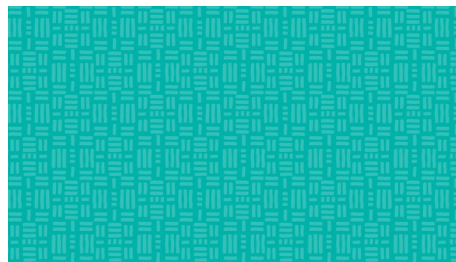
Green (grn)



Gray (gry)



Red (red)



Teal (teal)



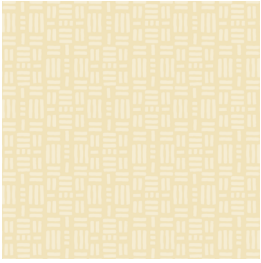
Yellow (ylw)

FILE NAME KEY:

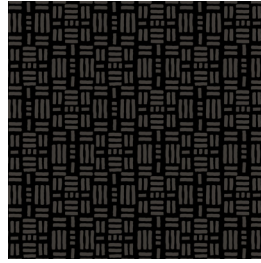
(Pattern file)_(Print or Digital use)_(Adinkra or Flame)_(Orientation)_(Color)_(CMYK, PMS or RGB, if applicable)

BRAND PATTERNS

ADINKRA: SQUARE (1080 x 1080px)



Beige (bge)



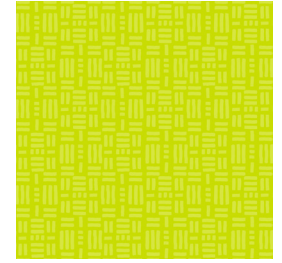
Black (blk)



Blue (blue)



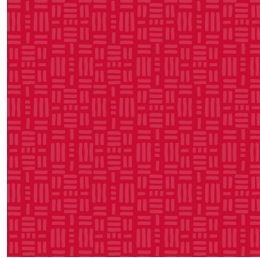
Dark Red (dk red)



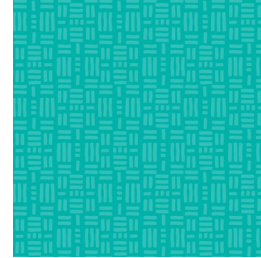
Green (grn)



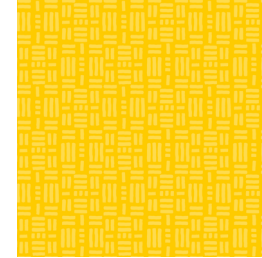
Gray (gry)



Red (red)



Teal (teal)



Yellow (ylw)

FILE NAME KEY:

(Pattern file)_(Print or Digital use)_(Adinkra or Flame)_(Orientation)_(Color)_(CMYK, PMS or RGB, if applicable)

BRAND PATTERNS

ADINKRA: VERTICAL (1080 x 1920px)



Beige (bge)



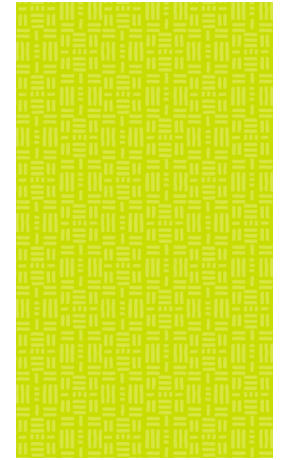
Black (blk)



Blue (blue)



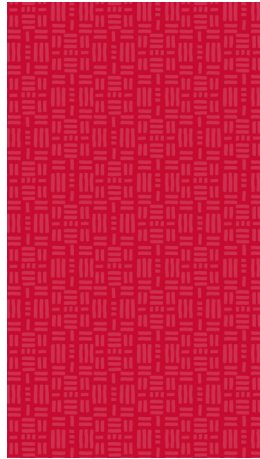
Dark Red (dk red)



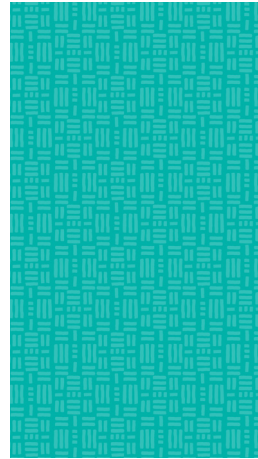
Green (grn)



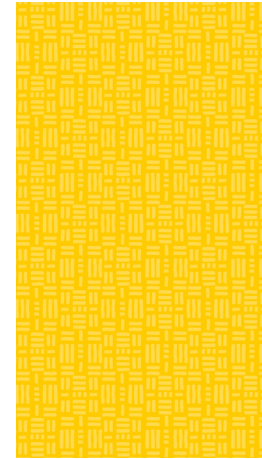
Gray (gry)



Red (red)



Teal (teal)



Yellow (ylw)

FILE NAME KEY:

(Pattern file)_(Print or Digital use)_(Adinkra or Flame)_(Orientation)_(Color)_(CMYK, PMS or RGB, if applicable)

BRAND PATTERNS

FLAME: HORIZONTAL (1920 x 1080px)



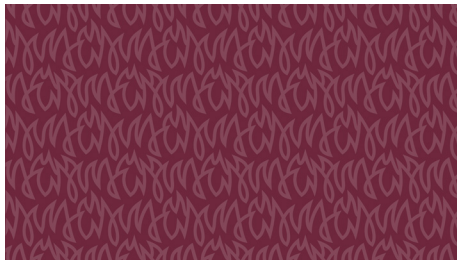
Beige (bge)



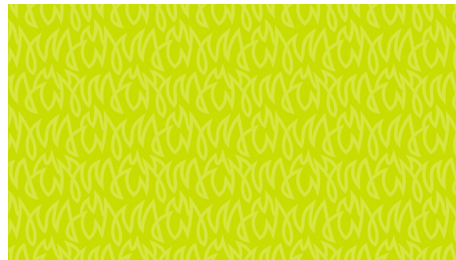
Black (blk)



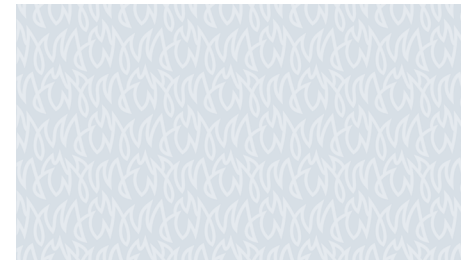
Blue (blue)



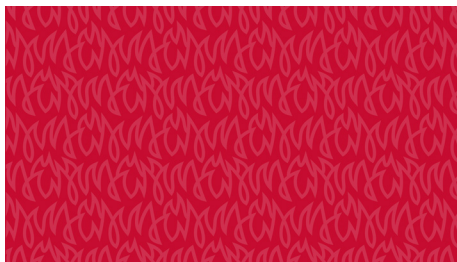
Dark Red (dk red)



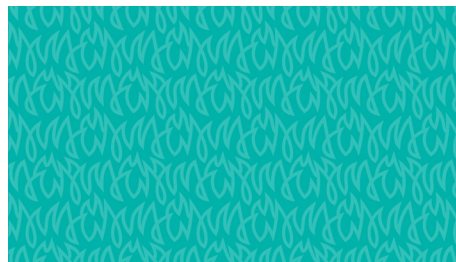
Green (grn)



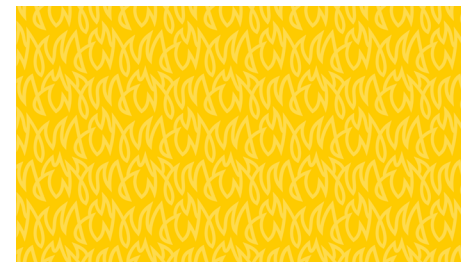
Gray (gry)



Red (red)



Teal (teal)



Yellow (ylw)

FILE NAME KEY:

(Pattern file)_(Print or Digital use)_(Adinkra or Flame)_(Orientation)_(Color)_(CMYK, PMS or RGB, if applicable)

BRAND PATTERNS

FLAME: SQUARE (1080 x 1080px)



Beige (bge)



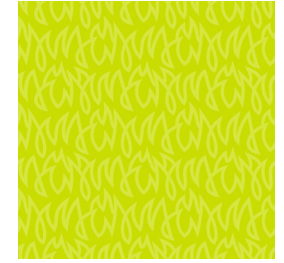
Black (blk)



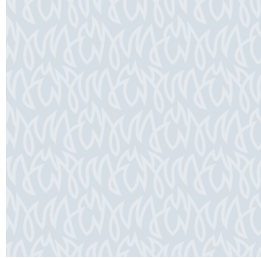
Blue (blue)



Dark Red (dk red)



Green (grn)



Gray (gry)



Red (red)



Teal (teal)



Yellow (ylw)

FILE NAME KEY:

(Pattern file)_(Print or Digital use)_(Adinkra or Flame)_(Orientation)_(Color)_(CMYK, PMS or RGB, if applicable)

BRAND PATTERNS

FLAME: VERTICAL (1080 x 1920px)



Beige (bge)



Black (blk)



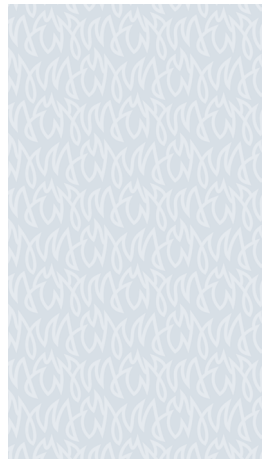
Blue (blue)



Dark Red (dk red)



Green (grn)



Gray (gry)



Red (red)



Teal (teal)



Yellow (ylw)

FILE NAME KEY:

(Pattern file)_(Print or Digital use)_(Adinkra or Flame)_(Orientation)_(Color)_(CMYK, PMS or RGB, if applicable)

TYPOGRAPHY

HYDRELLA

USE FOR: Headlines, sub-heads, pull quotes, display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Contact the Marketing Department for access to Hydrella.

ROBOTO

USE FOR: Headlines, sub-heads, pull quotes, body copy, captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[CLICK TO DOWNLOAD ROBOTO](#)

For Microsoft Office applications (Word, PowerPoint, Excel, etc), it is acceptable to substitute **CAMBRIA** for Hydrella and **APTOS** for Roboto.

COLOR PALETTE

The **primary color identifiers** for Atlanta Metropolitan State College. These colors should be predominant in all applications.

PRIMARY	PHOENIX RED PMS 186 CMYK 0, 100, 75, 4 RGB 198, 12, 48 HEX #C60C30	ONYX BLACK PMS BLACK 6 C CMYK 40, 40, 40, 100 RGB 0, 0, 0 HEX #000000
---------	---	--

Adobe Swatch Exchange (.ASE) files are available for:

- Pantone Matching System (PMS) specifications
- CMYK specifications
- RGB specifications

Use **secondary colors** for emphasis and variety.

WARM SECONDARY	PMS 116 CMYK 0, 12, 100, 0 RGB 254, 203, 0 HEX #FECB00	COOL SECONDARY	PMS 381 CMYK 23, 0, 89, 0 RGB 201, 221, 3 HEX #C9DD03	PMS 326 CMYK 85, 0, 38, 0 RGB 0, 178, 169 HEX #00b2a9	DARK SECONDARY	PMS 7462 CMYK 100, 45, 6, 27 RGB 0, 90, 139 HEX #005a8b	PMS 209 CMYK 14, 94, 36, 60 RGB 110, 39, 61 HEX #6e273d
----------------	---	----------------	--	--	----------------	--	--

Use **neutrals** as floods to separate or group content.

NEUTRALS	PMS 649 CMYK 10, 3, 1, 0 RGB 215, 223, 230 HEX #D7DFE6	75%	PMS 7401 CMYK 0, 5, 25, 0 RGB 241, 227, 187 HEX #F1E3BB	75%
		50%		50%
		25%		25%

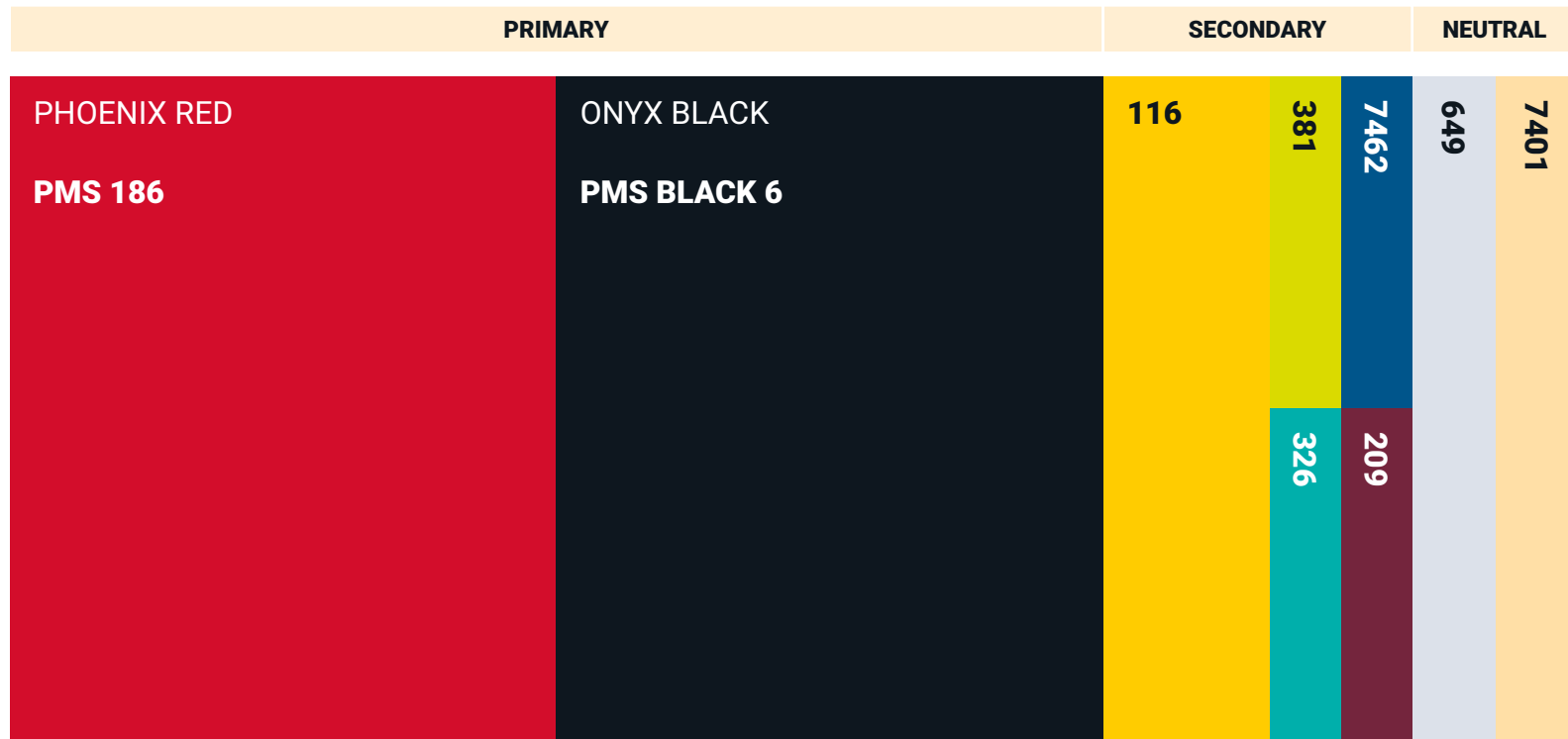
COLOR PROPORTIONS

This chart represents the suggested ratio of use for the AMSC color palette. It is not intended to be a mathematical representation, but instead give an idea of relative use.

Primary colors should be used in every communication.

Limit the use of secondary colors to accent or supporting colors. They should complement a design, not overtake it.

Neutrals should be used as background colors, helping to organize content or create visual depth.

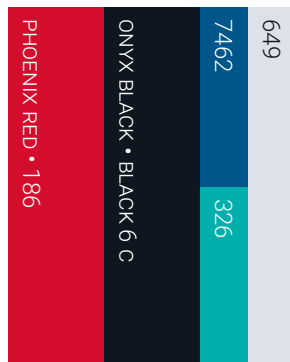
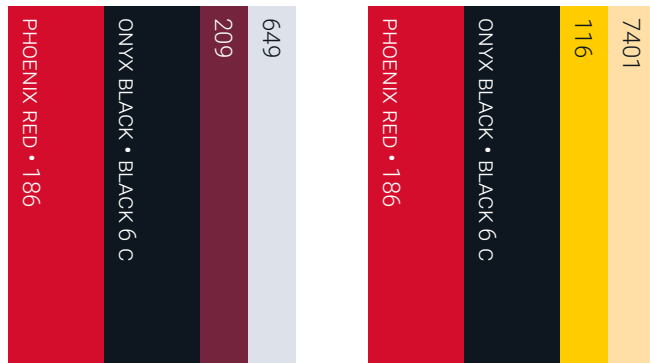


COLOR COMBINATIONS

Different color combinations can evoke different moods and intentions. Use combinations that best suit the need of your project. Always select combinations with legibility in mind. **Note: 186 and Black 6 C should dominate the ratio of colors used in any design.**

INSTITUTIONAL COLOR COMBINATIONS

Best used for designs related, but not limited to: Presidential communications, Academic Affairs, Alumni Relations, and Recruitment (Adult Learners).



SPIRIT COLOR COMBINATIONS

Best used for designs related, but not limited to: Student life, Recruitment (Traditional Students), and Community Relations.



TEXT ON COLOR

When using colored text on a colored background, be sure to consider the weight and size of the text on the background color. Note: type should only appear in black or white for clear legibility.

WHITE TEXT	BLACK TEXT
PHOENIX RED PMS 186	PMS 116
ONYX BLACK PMS Black 6 C	PMS 381
PMS 326	PMS 649
PMS 209	PMS 7401
PMS 7462	

BRAND IN ACTION

HYDRELLA

Brand font used for display type.



Flame pattern used for background interest.



Logo used correctly in one-color white version on solid color.



Phoenix Red and Onyx Black used as primary color identifiers.



Secondary colors used sparingly for emphasis, variety and visual interest.

BRAND IN ACTION

Atlanta Metropolitan State College
Sponsored · 🌐

Believe It. Achieve It. Start Your Future Today.

Earn Your Bachelor's in

Biological Science





WWW.ATLM.EDU

Earn Your Biological Science Degree Today [Learn More](#)

👍 Like 💬 Comment ➦ Share



Phoenix Red and Onyx Black used as primary color identifiers.



Secondary colors used for emphasis, variety and visual interest.



Adinkra pattern used for background interest.



Logos used correctly in full-color and one-color applications.

HYDRELLA

ROBOTO

Brand fonts used for display type and headlines.





III. SPIRIT IDENTITY

SPIRIT LOGO



The trailblazing spirit of Atlanta Metropolitan State College is expressed in the spirit logo.

The Phoenix, the mythological bird of rebirth and regeneration, is representative of AMSC's transformational experience.

Always rising, the AMSC phoenix represents the new paths Trailblazers cut for themselves, for others, and for their future.

SPIRIT LOGO FILES: PRINT

PRINT FILES are to be used for any project to be printed or tangibly produced. Examples include brochures, apparel, vehicle wraps, and signage. *Print files are provided in vector .EPS format.*

PRIMARY



Sprt_Prnt_Prmy_1C-blk



Sprt_Prnt_Prmy_1C-red



Sprt_Prnt_Prmy_1C-wht



Sprt_Prnt_Prmy_CMYK*



Sprt_Prnt_Prmy_PMS

PHOENIX



Sprt_Prnt_Phx_1C-blk



Sprt_Prnt_Phx_1C-red



Sprt_Prnt_Phx_1C-wht



Sprt_Prnt_Phx_CMYK*



Sprt_Prnt_Phx_PMS

LIGATURE



Sprt_Prnt_Lig_1C-blk



Sprt_Prnt_Lig_1C-red



Sprt_Prnt_Lig_1C-wht



Sprt_Prnt_Lig_CMYK*



Sprt_Prnt_Lig_PMS

PMS: File using Pantone Matching System specifications. Use for projects requiring spot colors.

CMYK: File using 4-color process color specifications. Use for 4-color print projects.

1C-blk: 1-color file in solid black

1C-red: 1-color file in solid red

1C-wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

*available as a PDF file

SPIRIT LOGO FILES: PRINT

PRINT FILES are to be used for any project to be printed or tangibly produced. Examples include brochures, apparel, vehicle wraps, and signage. *Print files are provided in vector .EPS format.*

LIGATURE+PHOENIX



Sprt_Prnt_Lig-Phx_1C-blk



Sprt_Prnt_Lig-Phx_1C-red



Sprt_Prnt_Lig-Phx_1C-wht



Sprt_Prnt_Lig-Phx_CMYK*



Sprt_Prnt_Lig-Phx_PMS

WORDMARK



Sprt_Prnt_WM_1C-blk



Sprt_Prnt_WM_1C-red



Sprt_Prnt_WM_1C-wht



Sprt_Prnt_WM_CMYK*



Sprt_Prnt_WM_PMS

PMS: File using Pantone Matching System specifications. Use for projects requiring spot colors.
 CMYK: File using 4-color process color specifications. Use for 4-color print projects.
 1C-blk: 1-color file in solid black
 1C-red: 1-color file in solid red
 1C-wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

*available as a PDF file

SPIRIT LOGO FILES: DIGITAL

DIGITAL FILES are to be used for any screen-based use. Examples include websites, emails, Word documents, and PowerPoint files.

PRIMARY



JPG



Sprt_Dig_Prmy_FC

PNG*



Sprt_Dig_Prmy_FC



Sprt_Dig_Prmy_wht

PHOENIX



JPG



Sprt_Dig_PhX_FC

PNG*



Sprt_Dig_PhX_FC



Sprt_Dig_PhX_wht

LIGATURE



JPG



Sprt_Dig_Lig_FC

PNG*



Sprt_Dig_Lig_FC



Sprt_Dig_Lig_wht

JPG: File with white background
PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

SPIRIT LOGO FILES: DIGITAL

DIGITAL FILES are to be used for any screen-based use. Examples include websites, emails, Word documents, and PowerPoint files.

LIGATURE+PHOENIX



WORDMARK



JPG



Sprt_Dig_Lig-Phx_FC

JPG



Sprt_Dig_WM_FC

PNG*



Sprt_Dig_Lig-Phx_FC

PNG*



Sprt_Dig_WM_FC



Sprt_Dig_Lig-Phx_wht



Sprt_Dig_WM_wht

JPG: File with white background
PNG: File with transparent background

*also available as SVG file for web developer use

FC: File in full color
wht: 1-color file in solid white

FILE NAME KEY:

(Institutional, Spirit, or Tagline)_(Print or Digital use)_(Orientation)_(Color Variation)_(with tagline)

LOGO USAGE

MINIMUM SIZE FOR PRINT AND WEB

In order to maintain the visual integrity of the spirit logos, the following minimum sizes are recommended:



LOGO ON BACKGROUNDS

Spirit logos include a white keyline and may be used on any background:



Please note: one-color white files should be used on a solid color, **not** a patterned or photographic background:



PROHIBITED LOGO USE

DO NOT change colors



DO NOT create new logo variations



DO NOT change the font



DO NOT use decorative effects such as drop shadows



DO NOT squish or skew the logo



DO NOT add extraneous graphic elements



DO NOT rotate the logo



DO NOT use a 1-color logo on a busy or textured background



**SPARK THE FLAME.
BLAZE THE TRAIL.**



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Atlanta, Georgia 30310

atlm.edu