Dear AUBG Family,

Welcome to the AUBG visual guidelines - your companion to the world of AUBG's visual communication. We are living in a world flooded with versatile visuals. The way we communicate is vital to standing out and being remembered. The key to making a lasting impression on AUBG stakeholders is to communicate our values and what we stand for in a coherent and consistent way. These graphic guidelines will walk you through the main principles of the image we want to project within and outside of our tight-knit community. This guide provides useful tips on how to ensure AUBG's brand identity. Every time we interact, we are influencing people's perception of the AUBG brand. Therefore, the key to building a strong and a memorable brand is consistency. Our hope is that this guide will show you how to apply our brand components in a way that articulates AUBG's identity, raises our profile, and encourages audiences to engage with the university. If you have any questions about the visual guidelines, please contact the Office of Communications and Marketing.

Thank you for your support in enhancing the AUBG brand and making it stronger!

Sincerely,
Office of Communications and Marketing
Logo variations
Usage do’s and don’ts
Both logos equally represent the AUBG brand. Use the one that fits your needs best.
AUBG Logo Usage: Don'ts

Do not change the color*

Do not change the font color

Do not add a drop shadow

Do not stretch

*Allowed only in specific cases with permission from the AUBG Office of Communications and Marketing. Contact marketing@aubg.edu to obtain permission.
Brand colors

Primary brand colors
Secondary brand colors
Complementary palettes
Primary brand colors

**AUBG Blue**

- **CMYK**
  - C:100 M:60 Y:0 K:35
- **RGB**
  - R:13 G:52 B:95
- **HEX**
  - #od345f
- **PANTONE**
  - 294C - CMYK
  - 294U - RGB

**AUBG Red**

- **CMYK**
  - C:0 M:100 Y:100 K:0
- **RGB**
  - R:237 G:28 B:36
- **HEX**
  - #ed1c24
- **PANTONE**
  - 186C - CMYK
  - 186U - RGB
Secondary brand colors

Derivative Color AUBG Blue

**CMYK**
C:100  M:60  Y:0  K:65

**RGB**
R:0  G:40  B:86

**HEX**
#002856

**PANTONE**
294C - CMYK
294U - RGB

Derivative Color AUBG Red

**CMYK**
C:0  M:100  Y:100  K:15

**RGB**
R:202  G:42  B:2

**HEX**
#ca2a02

**PANTONE**
187C - CMYK
187U - RGB
## Recommended complementary palettes

### Neutrals

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<thead>
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<th>CMYK</th>
<th>Formula</th>
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<tbody>
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<td></td>
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### Brights

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<th>Formula</th>
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<tr>
<td></td>
<td>C:0 M:61 Y:100 K:0</td>
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</tbody>
</table>
Typography

Main font

Font
Typography

Black
Bold
Regular
Light
Hairline
Smartversity campaign (2017-2020)

Smartversity elements
Color system
Typography
Smartversity photos
Application elements
The ongoing AUBG communications campaign is underway with the motto of Smartversity – one word capturing the spirit and merits of life and study with us, and with its own distinct visual identity. Smartversity is an umbrella keyword that unites three key benefits that AUBG students enjoy: smart learning (top academic standards), smart community (great campus and diverse life and community) and smart tomorrow (excellent career prospects).
The Smartversity is logo split into two lines and is always incorporated in its elegant box. The Smartversity box always uses the three color dots – inverted streetlights – placed above the verbal logo.

The three dots are always displayed on AUBG visuals – either the three of them together, or one of them – related to one of AUBG key benefits (smart learning – green dot, smart community – red dot, and smart tomorrow – yellow dot).
Smartversity box

SMART VERSITY

ROUNDED RECTANGLE
Corner Radius 2px
STROKE 3pt
The Smartversity dots act as attention grabbers, as they use the strong colors of the streetlight, and help AUBG key benefits stand out visually.

**Symbolism of colors**
- **Red** – Smart community: stands for energy, passion, celebration and luck
- **Green** – Smart learning: stands for equilibrium of head and heart, love for observation, positivism
- **Yellow** – Smart tomorrow: stands for optimism, happiness, bright prospects
Smartversity font

Hero Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Hero Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)
Smartversity photos

Photos
Application elements

Smartversity

The Girl with Backpack visual is the general key visual of the Smartversity campaign. It features a real-life student from AUBG and its mandatory visual elements include:

- AUBG logo on blue background at the bottom
- Smartversity logo at the top
- three color dots with three AUBG benefits in between.

CMYK
C:0  M:0  Y:0  K:70

RGB
R:109  G:110  B:112

TRANSPARENCY
MULTIPALY

OPACITY
40%
Application elements

Smart community
The key visual features real-life AUBG students during a theater show. AUBG campus life stands out with a great diversity of club activities and events, and vibrant social life.

Smart tomorrow
The key visual features real-life AUBG students ready to embark on a successful life journey and happy with the prospects that AUBG has given them.

Smart learning
The key visual features an AUBG student busy reading at the outstanding Panitza Library.
Stationery

Letterhead
Envelope
Business card
E-signature
The Smartversity dots act as attention grabbers, as they use the strong colors of the streetlight, and help AUBG key benefits stand out visually.

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- Green – Smart learning: stands for equilibrium of head and heart, love for observation, positivism
- Yellow – Smart tomorrow: stands for optimism, happiness, bright prospects
Communication materials

Brochure
Toss piece
Admissions set
Toss piece
Development brochure

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