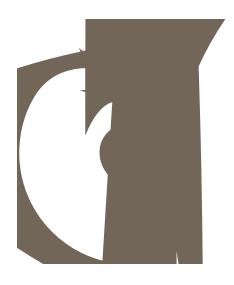# AUCA Standard Graphic Identity Manual

GRAPHIC STANDARDS MANUAL

This is the *Graphic Standards Manual* for the American University of Central Asia. It sets the standard for the design of all AUCA public communications the guidelines in this manual are compulsory for all University employees and contractors producing communications funded in whole by AUCA.

Below is the *Standard Graphic Identity* (Identity) for AUCA. It is to be used to mark all programs, projects, activities, and public communications that display information connected with the AUCA brand identity.

USING THIS MANUAL

This Graphics Standard Manual was developed to improve and standardize the visual presentation of AUCA's branding in external communications. This manual addresses standard policies and practices for communications funded wholly by AUCA, whether produced by employees or contractors. The content herein is specif c and technical, and is intended for the use of professional graphic designers. This content addresses the following topics:

GRAPHIC IDENTITY
Color, typography, and the placement of our Standard Graphic Identity or the AUCA Identity are all central to our branding. It is critical that graphic designers precisely follow these guidelines. Palatino Linotype is the font for printed publications. Arial is used for

GRAPHIC IDENTITY

AUCA Standard Graphic Identity is an of cial University symbol and any alteration, distortion, re-creation, or misuse is strictly prohibited. The Identity includes both the logo and brandmark. It is to be used on all University communications. On rare occasions however, size, shape, space, or visibility may dictate the use of just the logo or brandmark on certain visual media.

AUCA Identity is only to be arranged in the two formats—vertical and horizontal— shown on these pages. It may not appear on the same page of a document or on-screen presentation in any other arrangement.

A number of digital f le formats are available for download at www.auca.kg/en/branding/. Each of the f les available is optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. Do not re-create the Identity under any circumstances.

FULL-COLOR IDENTITY, HORIZONTAL AND VERTICAL
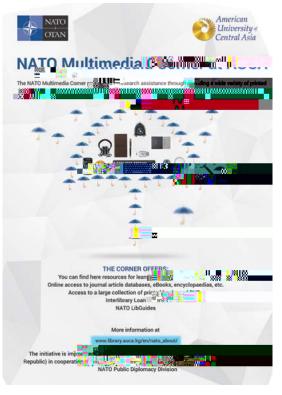
BLACK-ONLY IDENTITY, HORIZONTAL AND VERTICAL

MINIMUM PRINT IDENTITY SIZE

CORRECT IDENTITY PLACEMENT

IDENTITY MUST BE PLACED IN UPPER LEFT OR RIGHT IN A CLEAR BRIGHT OR DARK BACKGROUND FIELD.

OBEY ALL GUIDELINES WITH REGARD TO CLEAR SPACE AND SIZE.

CORRECT IDENTITY PLACEMENT— CO-BRANDED PUBLICATION

Co-branded publications should display either the horizontal or vertical Identity, and the Identity should be comparable in size to any other logos on the page as pictured here.
All guidelines related to the Identity—as described in this manual—must be followed to ensure consistency across all print communications.

AUCA IDENTITY MUST BE OF EQUAL SIZE AND PROMINENCE AS ALL OTHER ORGANIZATION'S IDENTITIES. TOP LEFT OR RIGHT IS PREFERRABLE.

INCORRECT IDENTITY USAGE

The only correct uses of the Identity are as shown on the previous pages. Any other color combination or arrangement is not allowed. The logo and brandmark may never be broken apart when used on the same page of any printed or on-screen communication. A few typical incorrect examples are shown below.