asor
UNEARTHING THE PAST SINCE 1900

AMERICAN SCHOOLS OF ORIENTAL RESEARCH

VISUAL IDENTITY GUIDELINES 2016

INTRODUCTION

The following set of guidelines describe the elements that represent ASOR's visual identity. This includes our name, logo, and other elements such as color, type, and graphics. These guidelines have been developed to ensure proper application of the identity and to help designers and partners produce a striking and cohesive array of marketing and communications materials.

Using this document when working with our identity creates consistent look, feel, message, and tone across all communications throughout the entire organization. Due to the size of our organization, sending a consistent and controlled message of who we are is essential to presenting a strong, unified image.

Throughout the document are references to any files needed by the organization, such as logo files or templates. This document will be periodically updated to reflect changes in standards and new issues as they arise. Our agencies and production partners should refer to it as a resource.

The ASOR Team

MISSION

ASOR, founded in 1900, is an international organization whose mission is to initiate, encourage, and support research into, and public understanding of, the history and cultures of the Near East and wider Mediterranean, from the earliest times, by:

Fostering original research, exploration, and archaeological fieldwork;

Encouraging scholarship in the region's languages, texts, traditions, and histories;

Disseminating research results and conclusions in a timely manner, through a robust publication program, annual meeting, and other venues;
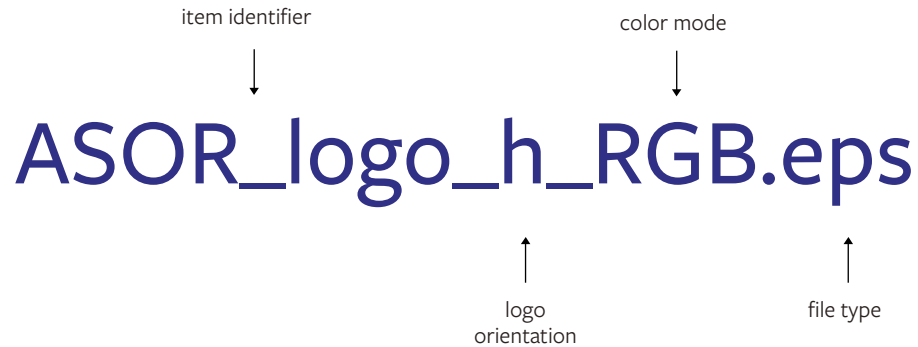
Adhering to the highest ethical standards of scholarship and public discourse;

Upholding the highest academic standards in interdisciplinary research and teaching;

Promoting educational opportunities for undergraduates and graduates in institutions of higher education around the world;

Developing engaging programs of outreach for the general public;

Supporting and participating in efforts to protect, preserve, and present to the public the historic and cultural heritage of the Near East and the wider Mediterranean and to raise awareness of its degradation.

EXAMPLE:

item identifier   color mode

ASOR_logo_h_RGB.eps

logo   file type
orientation

FILE NAMING INDEX

The files provided for logos and templates share a common naming format, described here. All brand logos have been provided in several file formats.

EPS
Primary file option, vector based art file, can be scaled to any size, can be opened in illustrator

PNG
Secondary file option, includes transparency, high quality pixel data, best for web

JPG
Alternate file option, does not include transparency, not as high quality of pixel data

FILES PROVIDED:

EPS
Full Color
ASOR_logo_h_CMYK.eps
ASOR_logo_v_CMYK.eps
ASOR_logo_h_tagline_CMYK.eps
ASOR_logo_v_tagline_CMYK.eps
ASOR_logo_h_PMS.eps
ASOR_logo_v_PMS.eps
ASOR_logo_h_tagline_PMS.eps
ASOR_logo_v_tagline_PMS.eps
ASOR_logo_h_RGB.eps
ASOR_logo_v_RGB.eps
ASOR_logo_h_tagline_RGB.eps
ASOR_logo_v_tagline_RGB.eps

Black
ASOR_logo_h_Black.eps
ASOR_logo_v_Black.eps
ASOR_logo_h_tagline_Black.eps
ASOR_logo_v_tagline_Black.eps

White
ASOR_logo_h_White.eps
ASOR_logo_v_White.eps
ASOR_logo_h_tagline_White.eps
ASOR_logo_v_tagline_White.eps

PNG
Full Color
ASOR_logo_h_CMYK.png
ASOR_logo_v_CMYK.png
ASOR_logo_h_tagline_CMYK.png
ASOR_logo_v_tagline_CMYK.png
ASOR_logo_h_PMS.png
ASOR_logo_v_PMS.png
ASOR_logo_h_tagline_PMS.png
ASOR_logo_v_tagline_PMS.png
ASOR_logo_h_RGB.png
ASOR_logo_v_RGB.png
ASOR_logo_h_tagline_RGB.png
ASOR_logo_v_tagline_RGB.png

Black
ASOR_logo_h_Black.png
ASOR_logo_v_Black.png
ASOR_logo_h_tagline_Black.png
ASOR_logo_v_tagline_Black.png

White
ASOR_logo_h_White.png
ASOR_logo_v_White.png
ASOR_logo_h_tagline_White.png
ASOR_logo_v_tagline_Whitepng

JPG
Full Color
ASOR_logo_v_CMYK.jpg
ASOR_logo_h_CMYK.jpg
ASOR_logo_h_tagline_CMYK.jpg
ASOR_logo_v_tagline_CMYK.jpg
ASOR_logo_v_PMS.jpg
ASOR_logo_h_PMS.jpg
ASOR_logo_h_tagline_PMS.jpg
ASOR_logo_v_tagline_PMS.jpg
ASOR_logo_v_RGB.jpg
ASOR_logo_h_RGB.jpg
ASOR_logo_h_tagline_RGB.jpg
ASOR_logo_v_tagline_RGB.jpg

CONTENTS

LOGO

The ASOR logo is intended for long-term use.
In order to maintain the integrity of a unified image,
the logo must be properly and consistently applied
across all media. The logo must be only reproduced
from the master artwork and should never
be manipulated.

primary lockup

secondary lockup

LOGO OVERVIEW

The new ASOR logo is composed of a logomark of a vase and a customized 'asor' logotype. The vase, a graphic mark based on an Canaanite store jar, was chosen to represent the brand as it is a representative of the wide range of locations where ASOR focuses it's work.

The logotype, a lowercase representation of the acronym, is based on the typeface Domaine Display, but customized to highlight the friendly organic curves. The name is set in lowercase to reinforce the idea of 'asor' as a word, and reduce focus on the full name of the organization, which is no longer fully representative.

THE PRIMARY LOCKUP is vertical, the 'asor' is centered under the vase mark, and should be used whenever space allows.

THE SECONDARY LOCKUP can be used if you need logo with a shorter height, as it is more horizontally aligned. The 'asor' is larger and centered to the height of vase.

This lockup is **not to be altered in any way**. There cannot be another proportion between vase and type, nor should there be any variation in the space between the 2 elements. These lockups as 'locked' and can only be used as is, as one complete unit.

LOGO WITH TAGLINE

The new ASOR tagline, "Unearthing the Past Since 1900" can accompany the logo when there is enough legibility and breathing room to include it with the logo. It can also be used separately from the logo, as long as it is viewable on the same page, in proximity to the logo.

primary lockup

secondary lockup

asor

UNEARTHING THE PAST SINCE 1900

asor

UNEARTHING THE PAST SINCE 1900

STRUCTURE AND CLEARANCE SPACE

The brand lockup is a unique piece of artwork and must never be recreated. The refined identity of the logo and tagline with studied spacing gives the symbol a clear appearance.

Always maintain the minimum clear space around the logo to preserve its integrity. To maintain visual clarity and provide maximum impact, the signature must never be linked to—or crowded by—copy, photographs, or graphic elements.

Please use a minimum clearance of 'x', the height of the logotype 'asor', in all directions.

primary lockup

secondary lockup

MINIMUM SIZE

To protect the legibility and impact of the ASOR logo, it must never be reproduced in a size smaller than the one shown on this page.

PRINT
In print environment, the minimum size of the logotype is ¾ inch in width.

SCREEN
In digital environment, the minimum size of the logotype is 75 px in width.

primary lockup

¾ inch

75 px

secondary lockup

¾ inch

75 px

LOGO MISUSE

The ASOR logo should under no circumstances be used in the situations described on this page.

Do not recolor or estimate the brand's blue color

Do not add any effects, such as glows or drop shadows

Do not outline

Do not stretch or distort

Do not change scale or position of elements

Do not use the logo with other text

Do not place shapes behind the signature or violate clear space guidelines

Do not use transparency

Do not use typefaces other than the brand typeface

'asor' in title of sub-brand

FRIENDS OF
asor

BULLETIN OF
asor

'asor' NOT in title of sub-brand

asor
LEGACY CIRCLE

asor
CULTURAL HERITAGE
INITITIAVES

Space above and below wordmark is equal

FRIENDS OF
asor

asor
LEGACY CIRCLE

asor
CULTURAL HERITAGE
INITITIAVES

The terra cotta color can be used when sub-brand is a separate name, but not when 'asor' is included in sub-brand name

FRIENDS OF
asor

asor
LEGACY CIRCLE

BRAND ARCHITECTURE

Due to the size and structure of our organization, occasionally you may need to include additional information with the logo to identify a committee, group, project, or publication. This is called a sub-brand, and the logo has been designed to include this additional title if needed.

If the word 'asor' is in the title of the sub-brand, such as "Friends of ASOR" then the title is incorporated with the logotype (left). If the word 'asor' is not in the name of the sub-brand, such as "Cultural Heritage Initiatives, then the sub-brand title is below the word 'asor' (right).

Additional rules for creating a sub-brand are described below.

FILE INDEX:

ASOR_Brand Architecture Template.ai

COLOR

The core colors can be reproduced in many different ways, depending on the type of medium in which it is to appear. In each case, the objective is to achieve a consistent signature color.

SWATCHES

Colors are a fundamental element in the building of the identity. Always apply the colors using the reference in this section.

The royal blue is chosen as a refreshing pop of color that stands out against peer organizations working in the field of archaeology. It is accompanied by a terra cotta, a color found in many archaeological discoveries.

PANTONE COATED colors should be applied on coated paper when printing digitally.

PANTONE UNCOATED colors should be applied on uncoated paper when printing digitally.

CMYK colors can be applied on coated and uncoated papers when printing offset or digitally.

RGB AND HEX colors must be used on all web and screen mediums.

ROYAL BLUE

Pantone: Reflex Blue
CMYK: 100, 100, 10, 1
RGB: 47, 47, 128
HEX #: 2f2f80

TERRA COTTA

Pantone: 173
CMYK: 20, 86, 92, 10
RGB: 153, 66, 47
HEX #: 99422f

COLOR LOGO

The full color logo should always be the primary option.

asor

Navy Blue   Black

LOGO REVERSED

If printing restrictions require a black and white logo, the black version of the logo can be used.

When the logo is placed on a background of color or image that renders the full color logo, unreadable, a white logo may be used.

White

Black

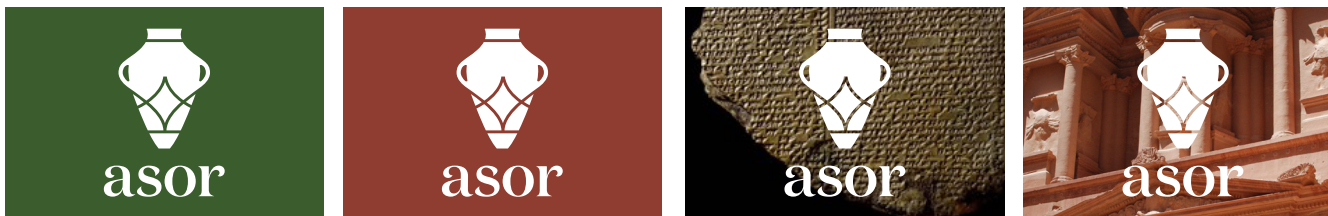# LOGO ON SOLID BACKGROUND OR IMAGE

The logo can be used in full color on a very light background as long as there is enough contrast and legibility. Always make sure the logo and the background create a contrast of colors.

If the logo is to be placed on a dark background, use the logo in white.

Logo in full color on light color background

Logo in white on dark color background

LOGO COLOR MISUSE

Avoid backgrounds that do not show enough contrast between the logo and the background, such as ones that compete with the logo colors.

Do not use logo on colors that compete with the brand colors

TYPOGRAPHY

Consistency in the use of a typeface plays an important role in reinforcing the corporate image.

Freight Sans Pro Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Freight Sans Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Freight Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

PRINT TYPEFACES

The Freight Sans typeface exudes a warm formality, and has a studied balance of organic and geometric shapes, and thus is fitting for The ASOR brand. It should be used to create visual hierarchy in headlines, in all corporate and communication items.

You can buy each desired weight individually, or as a complete family based on your needs and budget:

https://www.fontshop.com/families/freight-sans/buy

It's important to keep in mind that when you purchase a custom font, It's only viewable on the computers it is installed on. So if you use it in a MS Word or PPT document, and then share it with someone who doesn't own the font on their computer, it will not appear correctly. We recommend to only use the custom font on items that you will create internally and distribute as a printed item or in a PDF format.

In situations when a default font must be used rather than Freight Sans, we recommend using **Arial**.

WEB TYPEFACES

On the website and all digital communications, we use free google fonts that relate and complement the main brand typefaces:

**CARDO** is a serif font that is used on the web in bold weight for headings and titles.

https://fonts.google.com/specimen/Cardo

OPEN SANS is a san serif used in web communication materials for body copy, links, and captions.

https://fonts.google.com/specimen/Open+Sans

Cardo Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

VISUAL ELEMENTS

In addition to the logo, typography, and color scheme, the ASOR brand incorporates a strong visual element, a zoomed in crop of the pattern on the vase of the logomark.
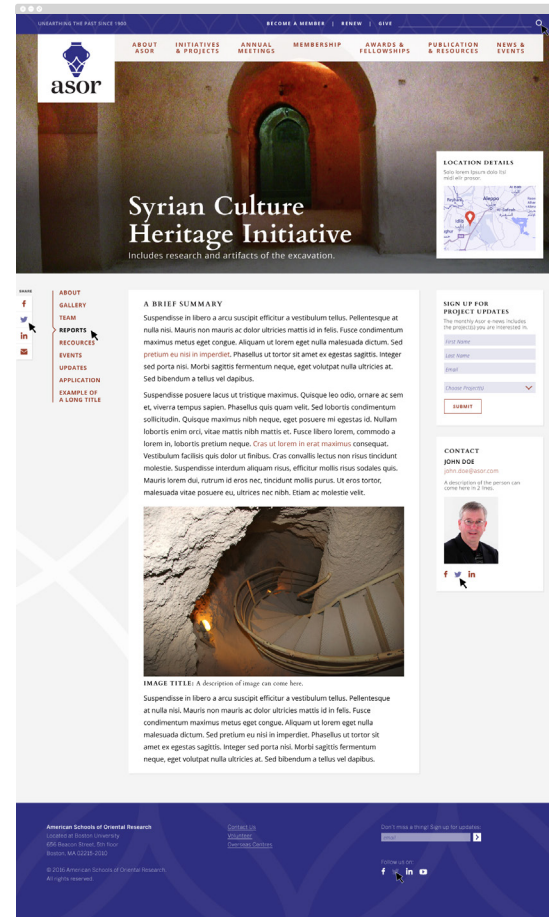
VASE PATTERN

Throughout brand collateral and on the website, we use a cropped view of the same pattern that appears on the vase from the logo. If necessary, the crop can be watermarked, so to not distract from the content of the communication item.

FILE INDEX:

ASOR_Patterns_CMYK_Blue_Thick.eps

ASOR_Patterns_CMYK_Blue_Thin.eps

ASOR_Patterns_CMYK_Grey_Thick.eps

ASOR_Patterns_CMYK_Grey_Thin.eps

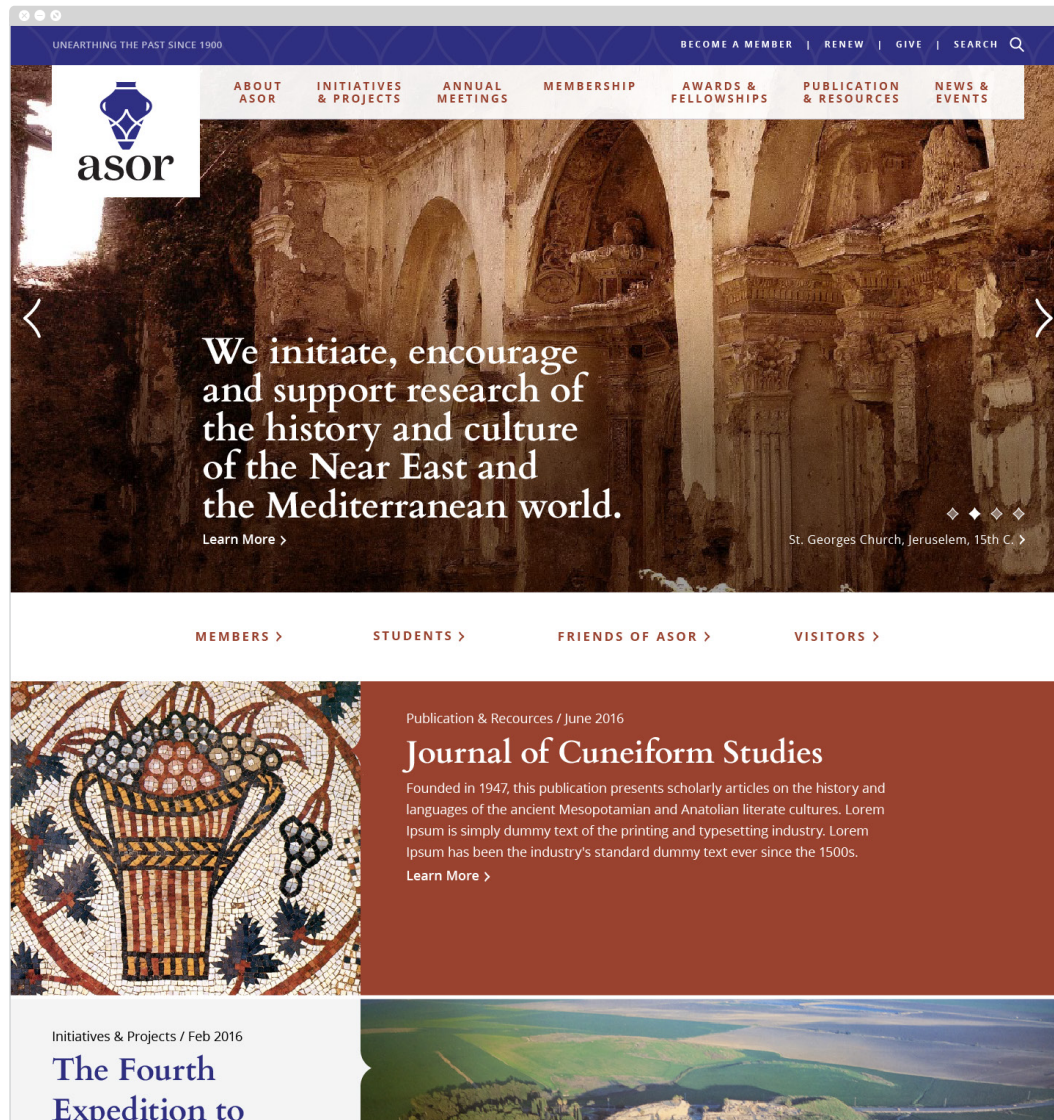ASOR_Patterns_CMYK_TerraCotta_Thick.eps

ASOR_Patterns_CMYK_TerraCotta_Thin.eps

APPLICATIONS

The application of the ASOR brand identity in communication pieces is vital to maintaining the brand's tone. The identity must be applied consistently to all materials.

The following examples illustrate a number of applications.

WEBSITE

View of the logo as seen on the masthead of the website.

SOCIAL MEDIA: AVATAR

The avatar allows for a consistent image across social media. The avatar should be an RGB file.

FILE INDEX:

ASOR_Social Media_Facebook Avatar.png

ASOR_Social Media_Linked In Avatar.png

ASOR_Social Media_Twitter Avatar.png
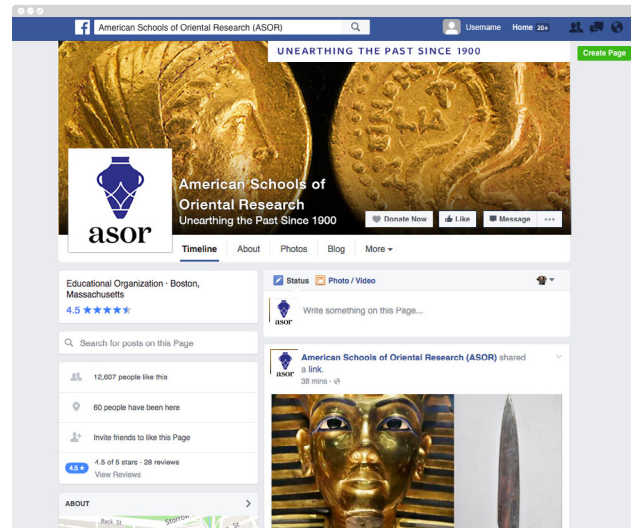
ASOR_Social Media_Youtube Avatar.png

top 1/3

center 1/3

bottom 1/3

most interesting part of
photo is not in center third

interesting content in center third

SOCIAL MEDIA: BANNERS

We reccommend using vivid imagery from archaelogical sites and digs, as well as close ups of artifacts and discoveries for social media banners. Each social media site should have a different banner, which should rotate frequently to provide variety and showcase the bredth of the work ASOR does.

If desired, you may use the templates provided to add the tagline (enclosed on a retangular tab). The templates contain royal blue, black, and white retangular tabs that can be chosen based on whichever is most visible on the content.

CHOOSING IMAGERY
When selecting imagery for the banners, be sure to choose colorful images with an interesting focal point or texture. Images should be landscape format, with a central focal point in the middle third of the image.
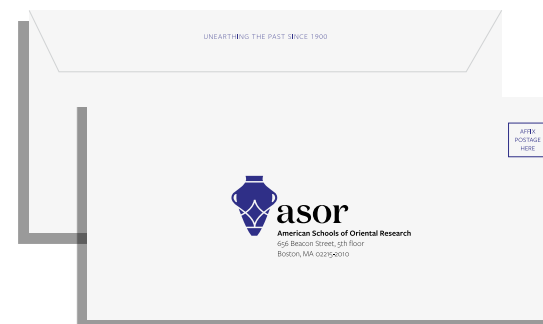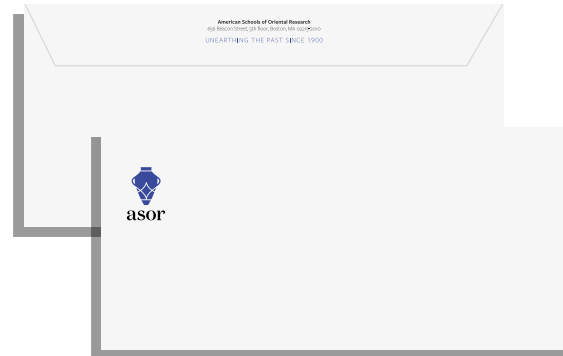
FILE INDEX:

ASOR-Facebook-Banner.psd

ASOR-Linkedin-Banner.psd

ASOR-Twitter-Banner.psd

ASOR-YouTube-Banner.psd

STATIONERY SYSTEM

Overview of the stationery system. Any additional stationary items created should be modeled after the look and feel of these items.

PRINTING IN BLACK AND WHITE

For the letterhead, the legibility of the blue and black logo, as well as the red footer type has been tested on black and white printers and has proven to maintain legibility even when converted by the printer into a shade of gray. Therefore we recommend using the same templates regardless of printer.

FILE INDEX:
Editable Live Files:
ASOR_Business Cards_081116-CMYK.ai
ASOR_Envelope_081116-No.10-CMYK.ai
ASOR_Envelope_090916-No.9-CMYK.ai
ASOR_Letterhead_090916_CMYK.ai
ASOR_Business Cards_081116-PMS.ai
ASOR_Envelope_081116-No.10-PMS.ai
ASOR_Envelope_090916-No.9-PMS.ai
ASOR_Letterhead_090916_PMS.ai

Digital Templates:

ASOR-Letterhead-081116-footer-01.doc
ASOR-Letterhead-081116-footer-01_Live_Arial.doc
ASOR-Letterhead-081116-footer-01_Live_Freight Sans.doc
ASOR-Letterhead-081116-footer-02.doc
ASOR-Letterhead-081116-footer-02_Live_Arial.doc
ASOR-Letterhead-081116-footer-02_Live_Freight Sans.doc
ASOR-MailingLabels-081216.do

The recommended paper stock for letterhead and envelopes is Cougar Smooth #70 Text. The recommended stock for business cards (and any additional heavy weight materials such as folders, note cards, etc.) is Cougar Smooth #110 Cover.

PUBLICATION COVERS

These designs are rough mockup samples that provide possible directions for design in order to present the new identity in the most optimal fashion.

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UNEARTHING THE PAST SINCE 1900

BUSINESS CARDS

View of the business card front and back.

The name is typeset in Freight Sans semi-bold, 8.5 pt font, 9 pt spacing in terra cotta red.

The title is typeset in Freight Sans light, all caps, 6pt font, in black.

The mailing address, website, phone number, and email address are typeset in Freight Sans light, 6.75 pt font, 7.25 pt spacing.

FILE INDEX:

ASOR_Business Cards_081116-CMYK.ai

ASOR_Business Cards_081116-PMS.ai

THANK YOU FOR RESPECTING THE GUIDELINES.