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ASOR

125th Anniversary Brand | 06-FEB-25

ASOR Brand Guidelines

brand new thinking



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asor
UNEARTHING THE PAST SINCE 1900

**AMERICAN SCHOOLS OF
ORIENTAL RESEARCH**

VISUAL IDENTITY GUIDELINES
2016



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

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.

Current ASOR Brand with Tagline

brand new thinking



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ASOR 125th Anniversary Option 1



ASOR 125th Anniversary Option 2

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ASOR 125th Anniversary Option 3



ASOR 125th Anniversary Option 4

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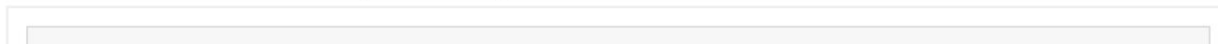
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By becoming an ASOR member, you join us in our mission to initiate, encourage, and support research into, and public understanding of, the history and cultures of the Near East and wider Mediterranean, from the earliest times. Membership provides valuable benefits, and your dues help us foster original research, exploration, and archaeological fieldwork; encourage scholarship about Near Eastern and Mediterranean traditions and societies; uphold the highest academic standards in interdisciplinary research and teaching; and support efforts to protect, preserve, and present to the public the historic and cultural heritage of the Near Eastern and Mediterranean world.

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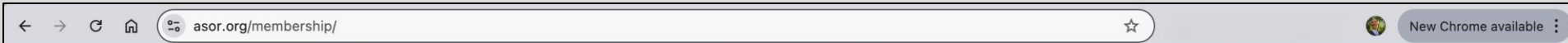


ASOR Website with Option 1

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ASOR Website with Option 2

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ASOR 125th Anniversary Brand Options



Option 1. ASOR Brand Colors Theme



Option 3. Gilded Theme



Option 2. Jubilation Theme



Option 4. Refined Theme

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125th Anniversary Brand Revisions | 10-FEB-25

ASOR 125th Anniversary Brand Options 1 & 1a

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Option 1. ASOR Brand Colors Theme
Horizontal Format



Option 1a. ASOR Brand Colors Theme
Vertical Format



ASOR 125th Anniversary Brand Options 1 & 1a

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Brand Architecture

Option 1. ASOR Brand Colors Theme
Horizontal Format



Option 1a. ASOR Brand Colors Theme
Vertical Format



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

ASOR 125th Anniversary Brand Options 1 & 1b

Option 1. ASOR Brand Colors Theme
Horizontal Format



Option 1b. ASOR Brand Colors Theme
Vertical Format



ASOR 125th Anniversary Brand Options 1 & 1b

Brand Architecture

Option 1. ASOR Brand Colors Theme
Horizontal Format



Option 1b. ASOR Brand Colors Theme
Vertical Format



ASOR 125th Anniversary Brand Options 1 & 1c

Option 1. ASOR Brand Colors Theme
Horizontal Format



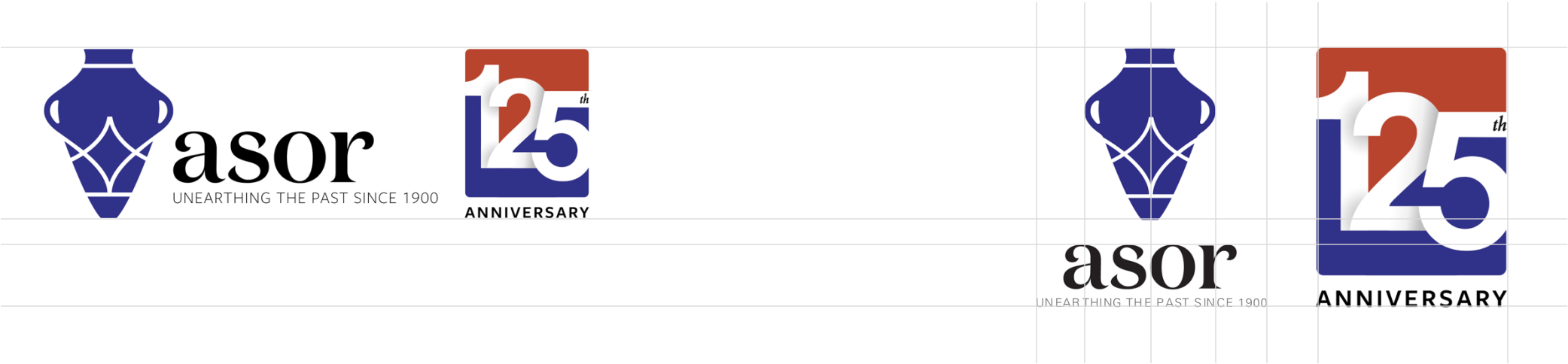
Option 1c. ASOR Brand Colors Theme
Vertical Format



ASOR 125th Anniversary Brand Options 1 & 1c

Brand Architecture

Option 1. ASOR Brand Colors Theme
Horizontal Format



Option 1c. ASOR Brand Colors Theme
Vertical Format



ASOR 125th Anniversary Brand Options 1 & 1d

Option 1. ASOR Brand Colors Theme
Horizontal Format



Option 1d. ASOR Brand Colors Theme
Vertical Format



ASOR 125th Anniversary Brand Options 1 & 1d

Brand Architecture

Option 1. ASOR Brand Colors Theme
Horizontal Format



Option 1d. ASOR Brand Colors Theme
Vertical Format



ASOR 125th Anniversary Brand Options 4 & 4a

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Option 4. ASOR Refined Theme
Horizontal Format

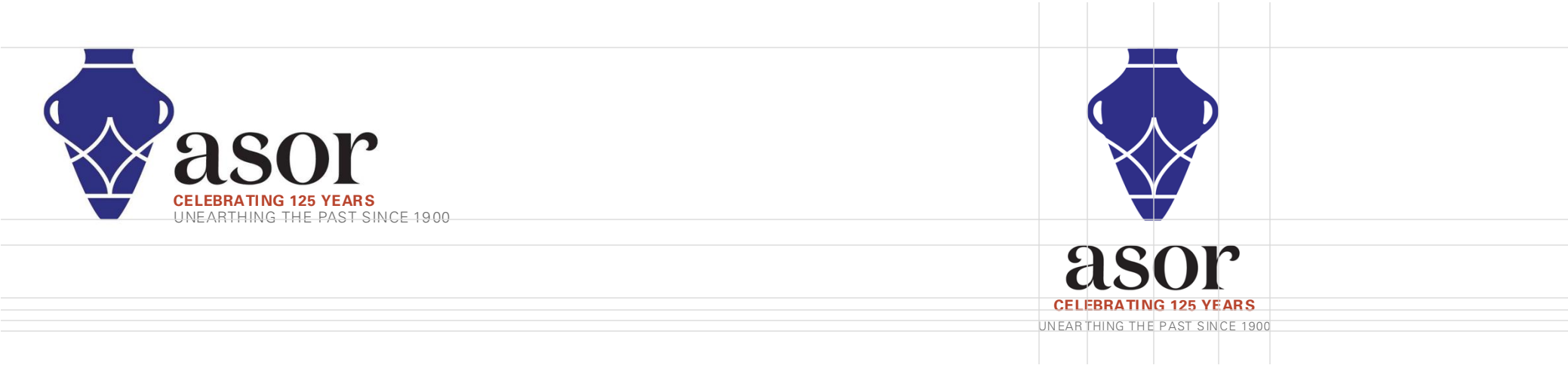


Option 4a. ASOR Refined Theme
Vertical Format



Brand Architecture

Option 4. ASOR Refined Theme
Horizontal Format



Option 4a. ASOR Refined Theme
Vertical Format



ASOR 125th Anniversary Brand Options 5 & 5a

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Option 5. ASOR Refined Theme
Horizontal Format

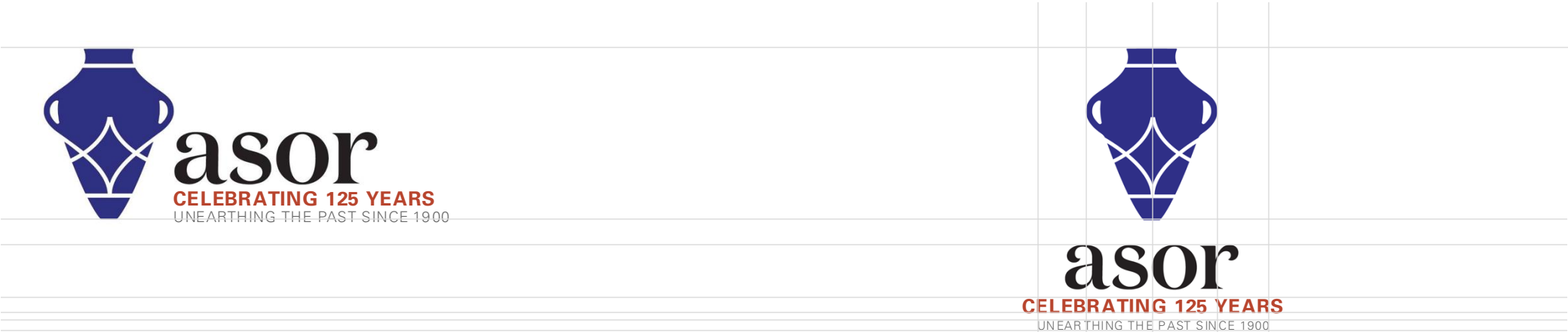


Option 5a. ASOR Refined Theme
Vertical Format



Brand Architecture

Option 5. ASOR Refined Theme
Horizontal Format



Option 5a. ASOR Refined Theme
Vertical Format





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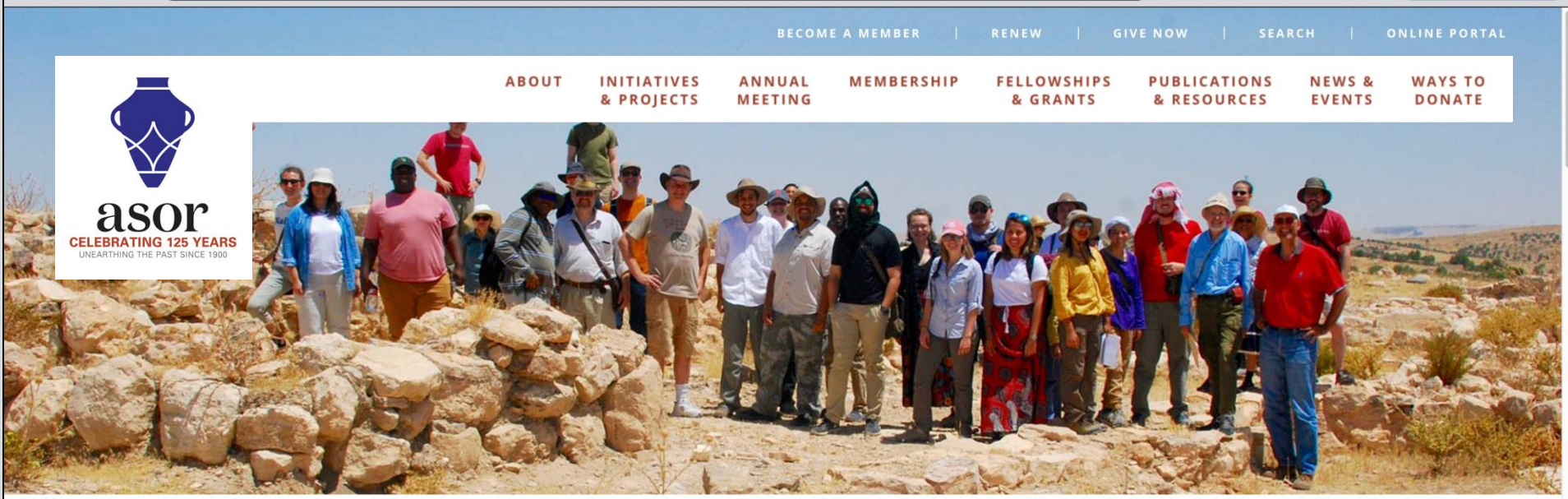
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Next Steps:

Review Concepts, Provide Feedback & Approval