

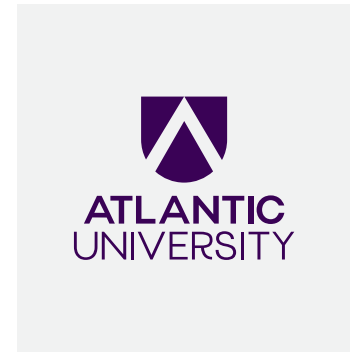
Atlantic University Brand Guidelines

We have developed a new logo inspired by our gladiator, preserving its fundamental forms while exploring a renewed abstract concept. Using diagonal lines from the tip of the helmet to the base of the shield, we have created a visual element that suggests the letter A, symbolizing our connection with the Atlantic. Based on the initials AU, we have designed a shield that conveys security and strength, abstractly forming the letter U to represent "University". This minimalist design embodies our vision of future and growth but also our values of achievement, creativity, and innovation.

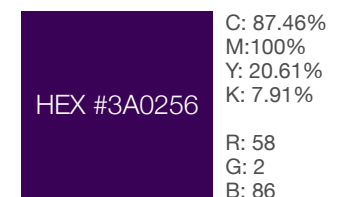
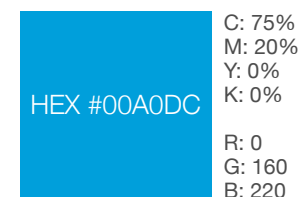
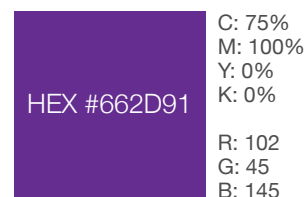
Logo Usage Guidelines

To maintain consistency and professionalism, a few simple guidelines should always be followed when using our logo.

- Our primary logo consists of the Atlantic University wordmark and the AU icon. Its composition should never be modified or adjusted.
- When printed in color, use only the colors specified in this document.
- When printed in grayscale, the logo should be either black or white.
- Ensure legibility when reversing the logo out of colored, patterned, or photographic backgrounds. It should be reversed with sufficient contrast against the background.
- Maintain adequate open space around the logo to ensure legibility and prominence.



Official Logo Colors



AU's Color System

Our color palette is designed to balance the strength of our institutional identity with the vibrancy of our community. To achieve this, we use two complementary sets of official colors: the Primary/Core Palette, which anchors our brand with depth and consistency, and the Secondary/Accent Palette, which brings energy, flexibility, and visual interest to our communications.

The Primary/Core Palette reflects the enduring values and formal presence of Atlantic University, ensuring our brand remains instantly recognizable across all official and formal applications. The Secondary/Accent Palette is designed to complement these core colors, introducing brightness and dynamism in contexts where engagement, creativity, and approachability are key.

Used together, these palettes allow our communications to remain cohesive while adapting to a variety of audiences, media, and purposes.

Misuse

The AU logo is meticulously crafted and must not be altered. Refer to provided examples for improper usage. The logo must use official colors and retain its original proportions, typeface, and design elements. Previous versions of the logo are strictly prohibited from use. The examples in this document do not cover all potential misapplications.

Minimum Size

When reproducing our logo, ensure its size and legibility to preserve its communicative function. Specifically, our vertical logo should never be smaller than 3/4 inch (0.75") wide in printed materials and 50 pixels wide in digital formats. The horizontal logo should not be less than 1 inch wide in print or 20 pixels in height online. The icon should not be printed smaller than 1/4 inch (0.25") or sized less than 20 pixels on the web.

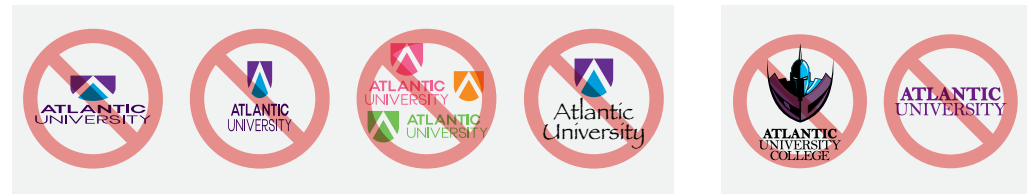
Primary Palette – Core Dark Set



Secondary Palette – Alternate Bright Set



RGB Accent Color



Minimum Size for Web



Minimum Size for Print

