

Office of the President

Design Guidelines



**Presidential
communications
transmit sincerity
and eschew
extraneous
embellishment.**

Introduction

The Office of the President is committed to strengthening the ASU brand through the thoughtful demonstration and interpretation of its established guidelines.

Within that framework, the Office of the President embraces a clean and modern communication style that authentically reflects a 21st century university leading in innovation and university design.

Utilizing only the most powerful and emotive elements, the Office of the President focuses on bringing clarity and gravity to our executive messaging, amplifying its volume and impact by giving it space and prominence.

We speak with simplicity and directness across every element —language, tone, typography, imagery, and overall design – in order to set the stage for our ambitions and vision.

Our design communicates the importance of our goals and conveys a scale that reflects our greater objectives. In short, presidential communications transmit sincerity and eschew extraneous embellishment.

Protocols

To ensure consistency across all communications, internal and external requests that prominently incorporate the ASU President's likeness, name, and/or signature must be approved by Presidential Communications in advance of production and distribution.

Digital Communication Requests

All print and digital communication requests (video, audio, collateral, invitations, programs, presentations, etc.) featuring the ASU President's likeness, name, and/or signature should be directed to Denise Quiroz (denise.quiroz@asu.edu) for review, coordination and approval.

Hard Copy & E-Mail

Hard copy and e-mail correspondence requests, and documents that require the President's signature, should be advanced to Annemarie Belter (abelter@asu.edu) for review,

coordination and approval. Correspondence that is asked to be distributed under the president's name must also be coordinated through Annemarie Belter, as well as requests to use Office of the President business letterhead and the President's personal stationary and envelopes.

Due to the high volume of internal and external communication projects moving through the Office of the President at any one time, a minimum one-week lead time prior to deadline is required for all communications (both text and design).

Name and Titles

On first reference, the president's full name should be used, "Michael M. Crow".

Acceptable subsequent references include "Dr. Crow" or "President Crow".

Invitation or speaker program title listings:

ASU President Michael M. Crow
Michael M. Crow, president, ASU

Acceptable signature block:

Michael M. Crow
President
Arizona State University

University Logo Usage

Communications referencing the ASU President should demonstrate proper use of the ASU logo and related marks. Logo usage must follow the established ASU brand guidelines.

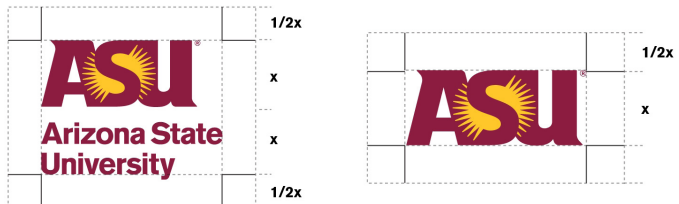
Core ASU whose function is to represent the university enterprise identify only through the presentation of the university brand. As such, the Office of the President and its affiliate offices do not use endorsed logos.



Minimum digital reproduction size is 47px.



Minimum print reproduction size is 0.3125" (5/16").



Leave space equal to half the height of the logo and extending out on all four sides of the logo. No graphic elements, titles, text, background color changes should fall into this space.

Approved color versions



University Seal Usage

The university seal is a registered mark of Arizona State University and is reserved for approved signage, formal and official university documents, diplomas, legal and official records, transcripts, programs for formal academic ceremonies, and any other legal agreements binding the university.

The seal is also used, with approval, to represent the ASU Office of the President. Use of the seal in communications related to the president requires prior authorization from Presidential Communications. Requests for documents that specifically need to be stamped with the university seal should be advanced to Annemarie Belter (abelter@asu.edu) for processing.



ASU Maroon 208C



ASU Grey 431C



Black

Sizing

In order to ensure consistency and cohesiveness in the Office of the President portfolio, printed collateral materials must be designed and produced in either 8"x10" or 6"x8" sizes. 6"x8" is the preferred dimension for Office of the President printed communications, including brochures, information booklets and flyers. 8"x10" is the preferred dimension for more comprehensive print projects, including formal reports and custom publications.

A light gray square representing an 8x10 size. A thin white diagonal line runs from the bottom-left corner to the top-right corner. The text "8x10" is in the top-left corner.

8x10

A light gray square representing a 6x8 size. A thin white diagonal line runs from the bottom-left corner to the top-right corner. The text "6x8" is in the top-left corner.

6x8

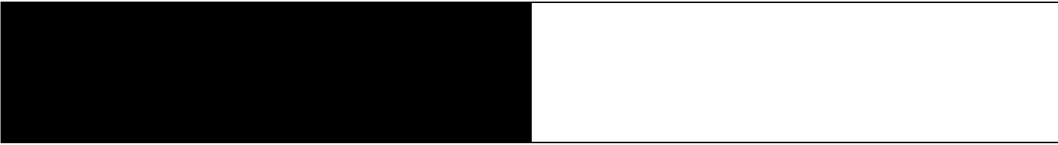
Colors

The Office of the President aesthetic adheres to the palette and proportions outlines in the ASU brand guidelines, albeit with an intentional visual emphasis on the use of white, gold and black. Maroon is used as a highlight, and ASU’s secondary palette is used in judicious proportion for the purpose of distinguishing essential content. Metallic versions of primary or secondary palette colors are unacceptable.



ASU Maroon 208C
CMYK 10-97-37-43
RGB 140-29-64
HTML #8C1D40

ASU Gold 123C
CMYK 0-21-88-0
RGB 255-198-39
HTML #FFC627



Black
CMYK 60-40-40-100
RGB 0-0-0
HTML #000000

White
CMYK 0-0-0-0
RGB 255-255-255
HTML #FFFFFF



ASU Green 368C
CMYK 60-0-100-0
RGB 120-190-32
HTML #78BE20

ASU Blue 299C
CMYK 80-15-0-0
RGB 0-163-224
HTML #00A3E0

ASU Orange 1575C
CMYK 0-60-85-0
RGB 255-127-50
HTML #FF7F32


ASU Grey 431C
CMYK 15-0-0-70
RGB 92-102-112
HTML #5C6670


Templates

The Office of the President uses several informational e-mail, invitation, announcement and news-letter templates, examples of which can be viewed below. These templates should be used as reference when developing communications that will be sent out under the president's name.

Informational Email

From Arizona State University
Office of the President





Dear Sun Devil -

The new academic year is underway and I am pleased to welcome you to your ASU home. Some of you are new here, others are returning, and but all of you are part of the same Sun Devil family.

I hope you had a chance to relax, reflect and grow over the summer, and that you are energized for everything that ASU has in store for you this year.

ASU kept things moving this summer, so we were busy inventing and refining programs and services, creating new learning and living opportunities, and preparing new faculty and staff to support your success.




I invite you to watch this brief message and consider what you want to take away from your time here at ASU.

We are glad you are here and we stand ready to help support your success.


Best of luck and have an outstanding year.

Go Devils!

Michael M. Crow
President
Arizona State University


  

Arizona State University Office of the President
PO Box 877705, Tempe AZ, 85287-7705
Telephone: 480-965-8972 / Fax: 480-965-0865



Urgent Announcement

From Arizona State University
Office of the President






Impact of Proposed ASU Budget Cut

Dear Member of the Arizona State University Community:


I am writing to provide you with an update on the Governor's recommendation for state investment in Arizona State University for the fiscal year beginning July 1, 2015. I am writing because we have received questions from alums, business leaders, students and parents about what these cuts are and what they mean.

While we all appreciate the difficulties faced by the Governor in setting priorities for state investment, we continue to believe that investment in higher education is one of the most important ways of helping advance our families, our businesses, and our state economy. Accordingly, I'd like to acquaint you with two critical concerns:

1. As presented, the Governor's recommendation for state investment in higher education signals to the state and the nation that higher education is a low priority in Arizona.
2. As presented, the Governor's recommendation for state investment in higher education reverses several major policy decisions that were previously made by the Arizona Board of Regents and the State of Arizona about how state funding for higher education would be allocated. Any reversal of these policy decisions would negatively impact ASU.

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Newsletter

From the Arizona State University
Office of the President



August 31, 2017

- The new Sun Devils have arrived: Meet the Class of 2021
- A home for a new generation of highly skilled, tech-enabled engineers
- Adidas-ASU partnership spawns pilot scholarship program
- Arizona congressional delegation assists ASU cybersecurity dialogue



My fall semester "selfie" with Emma Lockhart and Chancellor Johnson of the Walter Cronkite School of Journalism and Mass Communication, and ASU's freshmen class on August 15.

ASU's newest Sun Devils have arrived: Meeting the Class of 2021

The 2017-2018 academic year is underway and our campuses, both physical and digital, are humming with activity. As is our tradition, incoming freshmen attend Sun Devil Welcome before classes begin, a special event aimed at building community, school spirit and energy for the learning ahead. We stream it online so no one misses the celebration.

It was thrilling to welcome more than 11,500 new freshmen to ASU (7,500 from Arizona and encouraged them to [confront challenging ideas](#), take ownership of their lives, and ask for help when needed. The influx of talent, diversity and creativity that is choosing our university as the place where they want to advance their dreams is inspiring. As I shared during a [recent visit with an alumna and new ASU parent](#), we take the trust placed in our commitment to student success very seriously, and I look forward to sharing more about the growth and accomplishments of our new Sun Devils as they advance.

[Learn more about ASU's freshman class](#)



Invite

From Arizona State University
Office of the President



A community conversation about ASU's **past, present and future** with **President Michael M. Crow**

Thursday, March 1, 2018

Doors: 4:00 p.m.

Program: 4:30 p.m.

Senita Ballroom, Student Pavilion

ASU Tempe campus [\[map\]](#)

About the Event

Join President Michael Crow for a thought-provoking look at the evolution of the ASU experience through the eyes of learners – past, present and future – and a conversation about Arizona's future and the university's role in its realization.

RSVP

RSVP by February 28, 2018

Questions?

Registration questions can be directed to

Denise.Quiroz@asu.edu



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Presentations

The Office of the President presentation template is designed to be consistent and identifiable with other OOP communication materials. The examples and recommendations below should be referenced when creating slides for the ASU President.

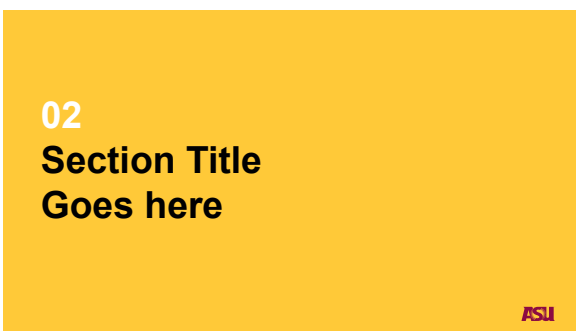
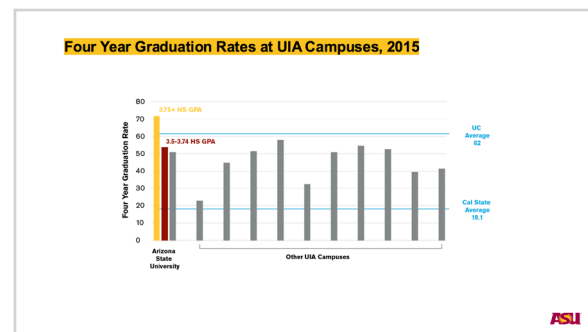
All slide backgrounds are white, with the exception of slides that introduce a new section, which are gold.

Slide headings should be 24pt +/- Arial or Helvetica and have a gold background.

Page numbers should be located in the lower left corner and the ASU logo should be located in the right corner.

Slides with photographs should use a full bleed or a partial bleed if there is text on the slide.

Full photo slides do not need to include the ASU logo or slide numbers if the photo precludes their visibility.



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- A white slide template for a list slide. The title "Six Forces are Reshaping Higher Education" is in a bold, gold font. The list contains six items:
1. Economic and social disruption is continuing to accelerate, which is placing many institutions at risk.
 2. Rate and impact of technological change.
 3. New business and delivery models are gaining traction.
 4. Greater transparency about student outcomes is becoming the norm.
 5. Student and family demands are rising for a greater return on investment in higher education.
 6. The globalization of education is accelerating.
- The ASU logo is in the bottom right corner.



Photography

Only approved portrait images of the ASU President should be used.

Pre-approved images of President Michael Crow can be downloaded [here](#).

Requests to use as yet unapproved images should be advanced to Denise Quiroz (denise.quiroz@asu.edu) in Presidential Communications for vetting.

Supplemental imagery should depict authentic people, places and activities at ASU. Stock photography is unacceptable.

Biography

Only approved biography information for the ASU President should be used.

Pre-approved biographies of varying lengths can be downloaded [here](#).

Social Media

When relevant, social media posts should tag the following accounts:

@michaelcrow (Twitter)

@asupresoffice (Twitter)

Michael Crow (Facebook)

@asuprescrow (Instagram)

@michaelcrow (LinkedIn)

Please note that these guidelines and templates are subject to change.

Questions related to the guidelines should be directed to Denise Quiroz, director of Presidential Communications, at denise.quiroz@asu.edu or 480/965-7036.