

# STYLE GUIDE



# WELCOME

Dear Reader,

This ASB Style Guide is to inform you of the brand of the Associated Student Body at the University of Mississippi. Currently, the University of Mississippi has its set of Brand Standards Guide and Ole Miss Athletics has its Style Guide. As a vital organization on this campus, we must also set forth a standard style. The logo, typeface, colors, and other specifications included in this ASB Style Guide are a combination of both the University's BSG and Ole Miss Athletic's SG, while creating our own unique image. We ask you to use this information to create a consistent and clean look throughout the entire Associated Student Body organization. This Style Guide is approved under Title I, § 109, Subsection E, Clause 3.

Thank you,



Stewart Pirani

*Director of Communications, '13 - '14*

## ASB Officials

Gregory Alston  
*President, '13-'14*

Morgan Gregory  
*Vice-President, '13-'14*

Megan Turcotte  
*Chief of Staff, '13-'14*

Jordan Wyton  
*Comm. Assistant '13-'14*

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# THE SEAL

The seal of the Associated Student Body is to be used for official bills, resolutions, amendments, outside letters, etc.

This seal represents the University of Mississippi and the ASB. The use is for all exterior communication. All interior communication uses the logo of the ASB.

Changes can be made to this text only. See Typography for the style used. This text must represent a branch/committee of the ASB. For examples see page 4.



# THE LOGO

The logo of the Associated Student Body is to be used for all interior communication. Faculty, staff, and students will all see this logo and recognize what it stands for. This logo is representational of all the student members of the ASB and it should not be worn, printed, drawn, etc. on anything the University deems inappropriate, demoralizing, prejudice, etc.

Colors are interchangeable to best reflect the background. Acceptable colors can be found on page 7 or in black and white.

This text can be omitted if the University of Mississippi text is located near the logo.

The 'S' is transparent.



UNIVERSITY OF MISSISSIPPI

ASSOCIATED STUDENT BODY

This text may be changed to represent a branch or committee of the ASB. The text must also be moved to the right of the logo. See page 4 for an example.

Colors are not interchangeable. The only alternative color option is black and white, or grayscale.

## OTHER LOGOS

All other logos that represent ASB functions, events, committees, groups, etc. must first be approved by the Director of Communications. Members of the ASB and/or outside entities may be involved with logo creation; but in the end, be approved by the Director of Communications. [Title I. § 109, E, 3.]

# TEXT CHANGE

For the seal, the text must be located in the middle.



The top line text can be changed to University of Mississippi.



ASSOCIATED STUDENT BODY  
**CABINET**

For the logo, text must be moved to the right.  
The color must be opposite of the logo.

# TYPOGRAPHY

## MAIN FONT (SANS-SERIF)

### AVENIR NEXT FONT FAMILY \* ALSO IN CONDENSED

#### ULTRA LIGHT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOQRSTUVWXYZ  
1234567890 \$%&().,;:!?

#### REGULAR

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOQRSTUVWXYZ  
1234567890 \$%&().,;:!?

#### MEDIUM

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOQRSTUVWXYZ  
1234567890 \$%&().,;:!?

#### DEMI BOLD

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOQRSTUVWXYZ  
1234567890 \$%&().,;:!?

#### BOLD

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOQRSTUVWXYZ  
1234567890 \$%&().,;:!?

All body text for bills and resolutions, press releases, and other documents that require long forms of text should be in the **Times New Roman** font.

# TYPOGRAPHY

## SECONDARY FONT (SERIF)

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### TRAJAN PRO FONT FAMILY

*This font is a brand standard of The University of Mississippi.*

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&().,;:!?

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&().,;:!?

## SECONDARY FONT (SANS-SERIF)

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### NEWS GOTHIC MT FONT FAMILY

*This font is a brand standard of Ole Miss Athletics.*

#### REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&().,;:!?

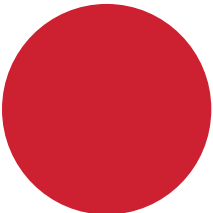
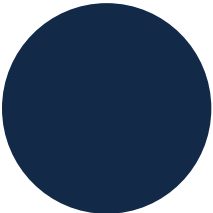
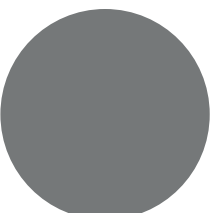
#### BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 \$%&().,;:!?

# COLORS

		PANTONE	RGB	CMYK	HEX
	<b>RED</b>	186 c	<b>R</b> 204 <b>G</b> 9 <b>B</b> 47	<b>C</b> 13 <b>M</b> 100 <b>Y</b> 90 <b>K</b> 4	#CE1126
	<b>BLUE</b>	2767 c	<b>R</b> 22 <b>G</b> 43 <b>B</b> 72	<b>C</b> 96 <b>M</b> 82 <b>Y</b> 44 <b>K</b> 44	#14213D
	<b>GRAY</b>	Cool Gray 9c	<b>R</b> 116 <b>G</b> 118 <b>B</b> 121	<b>C</b> 56 <b>M</b> 46 <b>Y</b> 44 <b>K</b> 11	#747679

# WEB

The ASB website is to also remain under brand standards. Color and logo representation must be the same as in this style guide. The typography however, is different. The font-family used online is Google's free font: Asap. Avenir Next and Trajan Pro can only be used in images on the web due to the commercial license the fonts hold. Asap is free and closely resembles the clean sans-serif look throughout the entire site.

Asap font: <http://www.google.com/fonts/specimen/Asap>



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UNIVERSITY OF MISSISSIPPI

**ASB**

**ASSOCIATED STUDENT BODY**

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