ASU Brand and Identity Standards

For the complete brand guide visit: brandguide.asu.edu

Logos

Area of isolation

Minimum reproduction

Primary colors

In addition to maroon and gold, consider black and white key colors in ASU's primary color palette. Reducing the reliance on maroon and gold does not weaken brand recognition. In fact, reserving specific white clear space for the logo and its iconic school colors ensures that it does not have visual competition, and that it will always shine.

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

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

Secondary colors

Use of these colors should be done sparingly and with the intent of complementing the core color palette. The secondary palette is helpful when building complex data visualizations and maps that require multiple colors for clearer reading. These colors should not be used in a dominant way or in lieu of the primary brand colors.

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

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

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

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

Metallic colors

When a deeper color palette is desired, metallic colors are sophisticated and powerful. These colors have specific uses in print applications, and should be used thoughtfully to compliment the primary color palette and are not to be used in digital mediums.

Maroon 8562C
Spot color and
for print only

Gold 8384C
Spot color and
for print only

Grey 8403C
Spot color and
for print only

Copper 876C
Spot color and
for print only

Sparky

Sparky may only be used in the standard pose and modifications are not allowed.

Sparky's pitchfork

Include the head of the pitchfork and the entire handle. Using only the head of the pitchfork is prohibited.

Typefaces

Primary font in print:
Berthold Akzidenz-Grotesk Standard

For computers that don't have Berthold Akzidenz-Grotesk: Arial

Primary webfont: Roboto

Campus signage: Frutiger (only to be used by the Office of the University Architect)

Athletics pitchfork

The pitchfork and the Sun Devil Bold font are exclusively reserved for Sun Devil Athletics. **The logotype and Sun Devil Bold font are not available for use by other individuals or groups.**