



75TH ANNIVERSARY
BRAND USAGE & GUIDELINES

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ABOUT THE ASPEN INSTITUTE'S 75TH ANNIVERSARY

This year marks the Aspen Institute's 75th anniversary—a milestone that honors the vision of our founders, Walter and Elizabeth Paepcke. Their belief in the transformative power of ideas, leadership, and dialogue remains as relevant today as ever.

As Walter Paepcke observed, “The difficulty of our time is a difficulty of the human spirit.” This insight continues to inspire our work, reminding us that the challenges we face require not just technical solutions, but a deeper understanding of our shared humanity. Over the next year, we will celebrate the impact of the Aspen Institute community, reflect on the challenges and progress of the past 75 years, and set the stage for the future.

Our anniversary is more than a look back—it's a call to action. Now, more than ever, the world needs spaces for meaningful dialogue, courageous leadership, and bold ideas that drive change.

ABOUT THIS GUIDE

This guide is designed to ensure a cohesive and compelling message across all 75th-anniversary communications. It provides:

- **Core messaging themes** to align program narratives with the Institute's broader anniversary framework.
- **Talking points** that can be tailored for conversations, presentations, and external engagements.
- **A visual identity toolkit** to maintain brand consistency across materials.

Use this guide as a resource to reinforce the Aspen Institute's legacy, highlight your program's unique impact, and contribute to a unified, compelling anniversary message.

MESSAGING GUIDE

HOW TO USE THIS GUIDE

This guide provides adaptable messaging to help programs align with the Aspen Institute's overarching 75th-anniversary communications. Whether engaging with partners, program participants, media, donors, or broader audiences, these points offer a foundation that can be tailored to reflect your program's unique impact.

CORE MESSAGING

The Aspen Institute at 75

For 75 years, the Aspen Institute has been a place for bold ideas, principled leadership, and meaningful action. Today, we remain committed to advancing a free, just, and equitable society by bringing together diverse voices to tackle society's most pressing challenges.

Rooted in Our Purpose

The Institute's purpose is clear: *We ignite human potential to build understanding and create new possibilities for a better world.* This enduring, optimistic commitment to the human spirit drives everything we do—from cultivating transformative leadership to convening conversations around society's most pressing issues. As we celebrate 75 years, we remain dedicated to this purpose, ensuring that our work continues to foster understanding, inspire action, and drive meaningful change.

Our Legacy and Impact

From our founding as a space for deep reflection on human values to our evolution as a global convener of leaders and changemakers, the Aspen Institute has always stood for the power of ideas in action. Our legacy is one of fostering dialogue, developing leaders, and driving solutions that strengthen communities and shape the future.

The Future of the Aspen Institute

Our 75th anniversary is more than a celebration—it is a recommitment to the work ahead. Across programs, we continue to evolve, meeting emerging challenges with the same dedication to leadership, ideas, and impact that has defined us for decades.

KEY FOCUS AREAS

The Aspen Institute's work is anchored in five core impact areas of the 2024 strategic plan:

- **Leadership:** Developing and connecting leaders across sectors, geographies, and generations.
- **Economic Opportunity:** Advancing strategies and policies for a more inclusive and resilient economy.
- **Climate and Energy:** Elevating solutions for a sustainable future.
- **Societal Trust:** Strengthening democracy and social cohesion through dialogue and civic engagement.
- **Rising Generations:** Investing in young leaders and amplifying their voices.

BRINGING THE MESSAGE TO LIFE

Each program plays a critical role in shaping the Aspen Institute's impact. Use these messages to:

- Frame your work within the larger anniversary narrative.
- Highlight how your program's distinctive impact connects to Aspen's history, purpose, and future.
- Reinforce our collective commitment to fostering leadership, dialogue, and action.

INCORPORATING ASPEN'S LEGACY INTO YOUR GATHERINGS AND EVENTS

For programs looking to incorporate the Aspen Institute's history and founding principles into their gatherings and events, Institute historian **Todd Breyfogle** is available to provide institutional context, original documents, and historical insights. He can help bring the Institute's rich legacy to life with photos and archival materials. For those interested in integrating the Institute's distinct visual heritage, **Lissa Ballinger**, Executive Director of the Resnick Center for Herbert Bayer Studies, can offer expertise on the Bayer and Bauhaus design philosophy to enhance materials and event environments.

As we celebrate this milestone, we invite every Aspen program to help tell the story of where we've been—and where we're going.

LOGOS, COLOR, & TYPOGRAPHY

75TH ANNIVERSARY LOGO

The 75th Anniversary logo should only be reproduced three ways.

1. Full color
2. Knocking out to white on a dark background
3. 100% black

Logo files are available for download at:

www.aspeninstitute.org/branding

- The logo should always be used as downloaded and never recreated
- The logo can be scaled as required, but the ratio should not be altered
- Please contact the communications department for any required modifications or alternative versions.



75TH LOGO SPACING

A “minimum area of clear space” should be established around the 75th logo to protect the logo and set it apart from type and other graphic elements. The pink lines define the boundaries of the clear space; the minimum clear space is equal to the height of the stem in the Aspen leaf.



75TH LEAF ALONE VS FULL LOGO

Use the 75th leaf icon when running the logo smaller than 1 inch or below 100 pixels (removes “aspen institute” for better visual when needed at this size or smaller).



75TH LOGO COLORS



ASPEN INSTITUTE BLUE



rgb: r0 g73 b123
hex: 00497B
cmyk: c100 m45 y0 k45
pantone: 7692C

BLUE #3



rgb: r0 g161 b225
hex: 00a1e1
cmyk: c82 m17 y0 k0
pantone: 299C

ASPEN INSTITUTE SECONDARY BLUE



rgb: r0 g119 b200
hex: 0077C8
cmyk: c100 m35 y0 k2
pantone: 3005C

BLUE #4



rgb: r101 g195 b233
hex: 65c3e9
cmyk: c54 m4 y2 k0
pantone: 297C

TYPOGRAPHY

The Aspen Institute uses the following serif and sans serif fonts.

Staff that need access/licensing for either primary typefaces can contact steve.johnson@aspeninstitute.org

Avenir Next LT Pro

AaBbCc12345
Avenir Next Regular

AaBbCc12345
Avenir Next Italic

AaBbCc12345
Avenir Next Medium

AaBbCc12345
Avenir Next Medium Italic

AaBbCc12345
Avenir Next Demi Bold

AaBbCc12345
Avenir Next Demi Bold Italic

AaBbCc12345
Avenir Next Bold

AaBbCc12345
Avenir Next Bold Italic

AaBbCc12345
Avenir Next Heavy

AaBbCc12345
Avenir Next Heavy Italic

Caecilia

AaBbCc12345
Caecilia LT Pro 45 Light

AaBbCc12345
Caecilia LT Pro 45 Light Italic

AaBbCc12345
Caecilia LT Pro 55 Roman

AaBbCc12345
Caecilia LT Pro 55 Italic

AaBbCc12345
Caecilia LT Pro 75 Bold

AaBbCc12345
Caecilia LT Pro 75 Bold Italic

AaBbCc12345
Caecilia LT Pro 85 Heavy

AaBbCc12345
Caecilia LT Pro 86 Heavy Italic

75TH LOGO USAGE

The full color logo should only be used on a white and other light colored backgrounds.



LOGO | REVERSED (white)

The reversed logo should only be reproduced in white on Aspen Blue and other dark background colors.



75TH LOGO | BLACK

The black logo should only be used in situations where color is limited.



PROGRAM LOGOS WITH 75TH LOGO LOCKUP (OPTIONAL)

Programs can use the 75th leaf in the following formats to create horizontal or vertical lockups depending on layout needs.



Use of the 75th leaf, rather than the full 75th logo, avoids redundancy of the “aspen institute” lockup in program logos (and avoids readability issues at smaller sizes).



STATIONERY, SIGNAGE, & DIGITAL USE

75TH ASPEN INSTITUTE STATIONERY & SIGNAGE

Printed stationery including letterhead, envelopes and pocket folders will be provided by the Aspen Institute Communications Department.

The 75th letterhead file (Word version) is available for download at: www.aspeninstitute.org/branding.

The Aspen Institute Communications Dept. has branded templates for general signage/event needs featuring the 75th Aspen Institute logo.



PULL-UP BANNER AND EASEL SIGNS

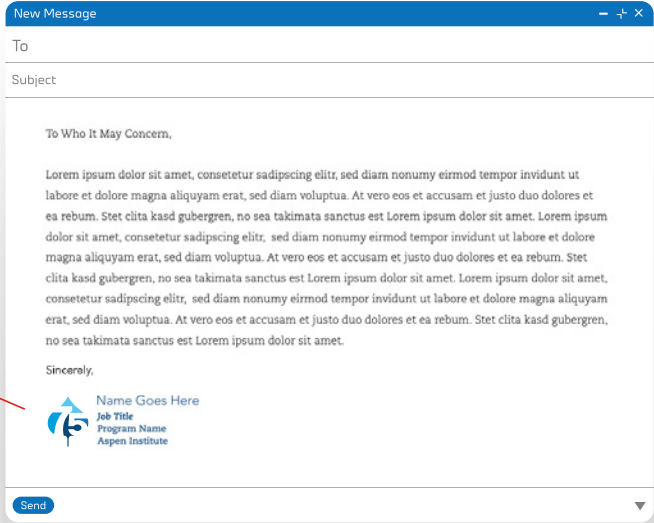


BACKDROP BANNERS



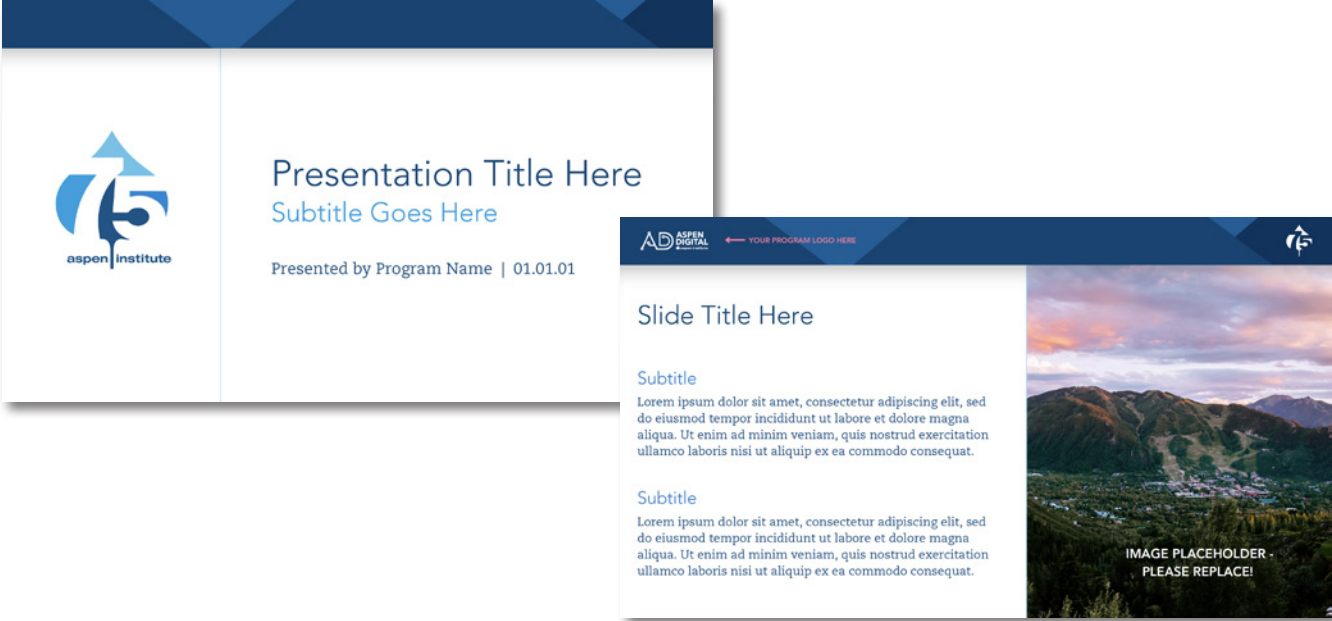
EMAIL SIGNATURES

When creating 75th branding in email signatures, include the full-color 75th leaf to the left of the signature copy, as shown in the example provided.



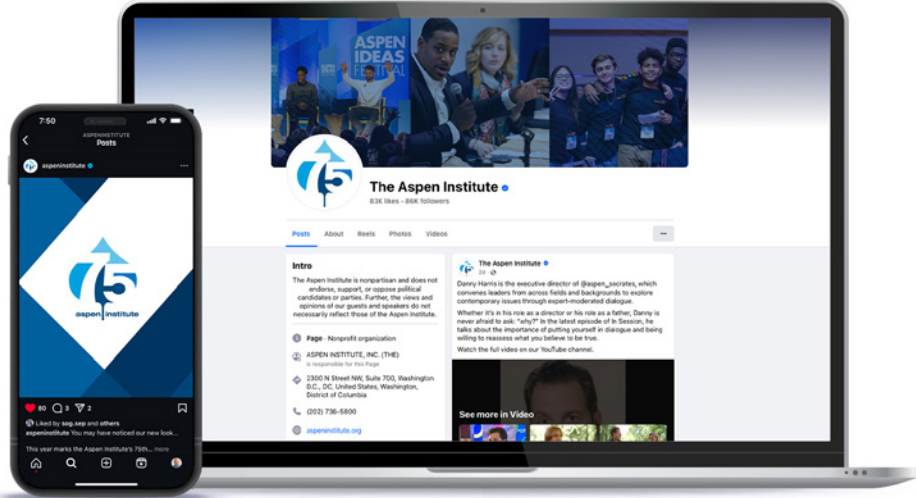
PRESENTATION SLIDE DECKS

Presentation decks can be created using templates and elements from our package of 75th branded deck assets. These templates are available for download at: www.aspeninstitute.org/branding.



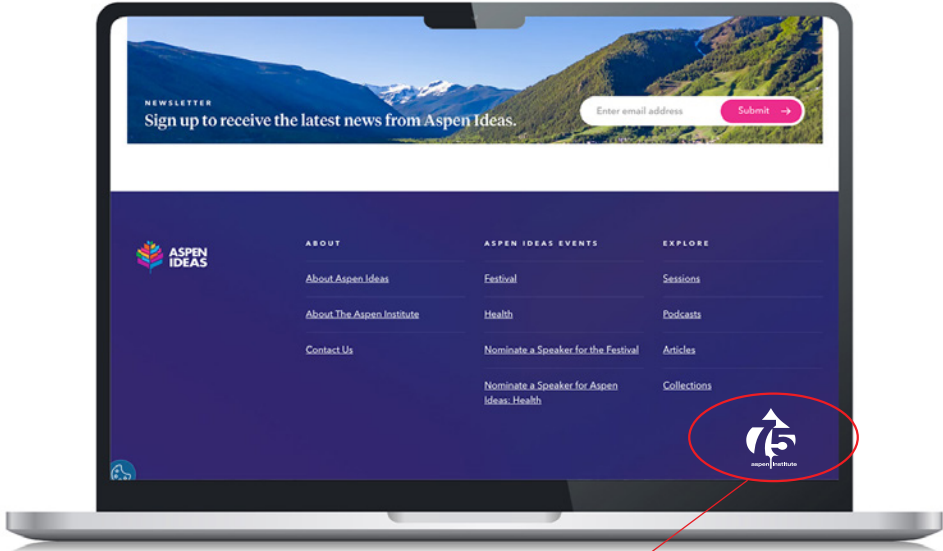
SOCIAL MEDIA

Feel free to incorporate the Institute’s 75th logo in accordance with brand book guidelines in your social media graphics and templates. For custom social media templates, please work with the Creative Services team.



PARTNERSHIP WEBSITES

When creating sites with other entities or partners, the Institute’s 75th logo should be displayed in accordance with brand book guidelines. It should be linked to the Institute’s homepage, or if the logo of another Institute entity appears, it may be linked to the appropriate page of the program involved.



The Institute’s 75th logo should be displayed in accordance with brand book guidelines.

CONTACT US

We hope you find these Brand Usage & Guidelines inspiring and useful as you implement brand communications for the Aspen Institute.

For more information about using the Aspen Institute brand identity, contact the Communications Department.