



BRAND USAGE & GUIDELINES

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ABOUT THE ASPEN INSTITUTE

The Aspen Institute is a global nonprofit organization committed to realizing a free, just, and equitable society. Since its founding in 1949, the Institute has been driving change through dialogue, leadership, and action to help solve the most critical challenges facing communities at home and around the world.

THE INSTITUTE'S BRAND IDENTITY

Our brand identity incorporates the visual representation of the Aspen Institute, and the values and associations linked with all that we do. Every arm of the Institute operates as an important brand ambassador, by disseminating these brand values to their audiences. These guidelines provide the tools to protect our brand assets, enabling individual programs to leverage the Institute brand and all it stands for.

LOGOS, COLOR, & TYPOGRAPHY

PRIMARY LOGO

The Aspen Institute logo should only be reproduced three ways.

1. Using the Institute's official solid blue
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
- There are no approved modifications to the logo
- The logo can be scaled as required, but the ratio should not be altered



NOTE: Every attempt should be made to include the Aspen Institute logo or individual program logos on any public-facing materials including but not limited to: marketing materials, event collateral (in-person or virtual), report covers, websites, etc.

PRIMARY LOGO | SMALL

Use the small version of the logo when using 3" to 1.5" wide (has a thicker stem for better visual when needed at this size).



LOGO SPACING

A "minimum area of clear space" should be established around the Aspen Institute 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.



PRIMARY LOGO USAGE

The primary blue logo should only be used on a white background. For usage on other backgrounds please contact Steve Johnson at steve.johnson@aspeninstitute.org for approval.



PRIMARY LOGO | REVERSED (white)

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



PRIMARY LOGO | BLACK



LEAF ALONE VS. FULL LOGO

The leaf alone is to be used under direction of the Aspen Institute Communications Department. For usage approval contact Steve Johnson at steve.johnson@aspeninstitute.org.

ASPEN INSTITUTE LEAF

The Aspen Institute leaf should only be reproduced three ways.

1. Using the Institute's official solid blue
2. Knocking out to white on a dark background
3. 100% black

Leaf files are available for download at:
www.aspeninstitute.org/branding

- The leaf should always be used as downloaded and never recreated
- There are no approved modifications to the leaf
- The leaf can be scaled as required, but the ratio should not be altered



LEAF | SMALL

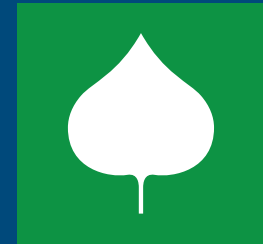
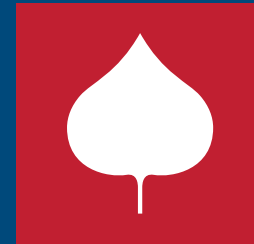
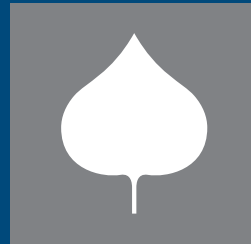
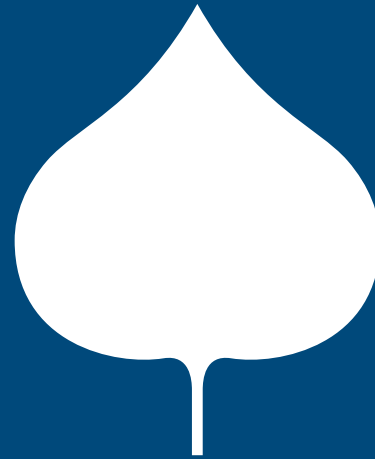
Use small primary leaf when running the logo smaller than .5 inches or below 150 pixels (has a thicker stem for better visual when needed at this size or smaller).



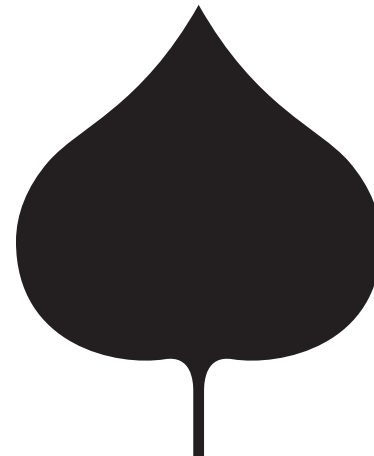
Do not manipulate the leaf or overlay over other images.

LEAF | REVERSED (white)

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



LEAF | BLACK



PROGRAM & SUB-BRAND LOGO REQUIREMENTS

All program and sub-brand logo designs require a “lockup” with the secondary Aspen Institute logo for brand consistency. Placement should be located below logo titles and scaled smaller while maintaining readability.

The Aspen Institute leaf, or any variations, should not be used in logo designs beyond the required secondary logo. Please contact steve.johnson@aspeninstitute.org to review and/or assist with any new logo designs.

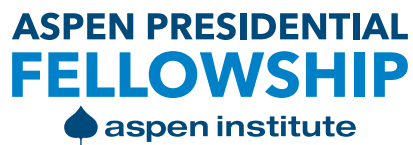
SECONDARY ASPEN INSTITUTE LOGO



NOTE: While lockup designs are required for program and sub-brand logos; there is flexibility for anything classified as “products” of the Aspen Institute as long as the primary Aspen Institute logo is featured (ex: Aspen Ideas Festival, Aspen Challenge, some merch store products).

PROGRAM LOGO EXAMPLES

Program logos use variations of the Aspen Institute primary typeface - **Avenir Next**.



ASPEN INSTITUTE PRIMARY COLORS

Aspen Institute Blue should always be used as the primary color.

ASPEN INSTITUTE BLUE



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

SECONDARY BLUE



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

OTHER COLORS

While Aspen Institute blue should be used as the primary, there is flexibility to pair with the Aspen Institute [website color palette](#) or other complimentary colors as programs see fit.

Gradients using variations of the primary and secondary blues can be used as backgrounds.



ASPEN BLUE
rgb: r0 g73 b123
hex: 00497B
cmyk: c100 m45 y0 k45

SECONDARY BLUE
rgb: r0 g119 b200
hex: 0077C8
cmyk: c100 m35 y0 k2



ASPEN BLUE
rgb: r0 g73 b123
hex: 00497B
cmyk: c100 m45 y0 k45

ASPEN DARK BLUE
rgb: r0 g44 b70
hex: 002c46
cmyk: c100 m45 y0 k70

NOTE: The primary logo and leaf are comprised of a solid Aspen Institute Blue.



TYPOGRAPHY

The Aspen Institute uses these serif and sans serif fonts:

Primary:

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

Avenir Next LT Pro - Program logos/headlines/subheads

Caecilia - Body/sub copy

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

STATIONERY & SIGNAGE

ASPEN INSTITUTE BUSINESS CARDS & STATIONERY

All stationery requests should be submitted through the Aspen Institute Online Ordering Portal:
aspen.ironmarkusa.net

Click on “Click here” to register to create your account. Once you create your account, you will gain immediate access to the Catalog and can begin ordering.

The pre-designed templates on the Portal allow for self-customization while ensuring brand consistency across the Aspen Institute.*

The screenshot shows the Aspen Institute Online Ordering Portal. At the top left is the Aspen Institute logo, and at the top right is the text "Online Ordering Portal". Below this is a "Sign In" section with a "Click Here to Register" link. There are two input fields: "Email" and "Password". Below the "Password" field is a "Forgot My Password" link and a "Login" button. Below the sign-in section is a "Have a Question?" section with contact information for Sogand Sepassi, Printer Customer Service (Pat Engles), and Technical Support. Below that is a "Submit an Online Inquiry" link. At the bottom is the IRONMARK logo and address: 9040 Junction Drive | Annapolis Junction, MD 20701 | p.410.329.1941 | f.410.329.1948. At the very bottom is the copyright notice: © 1999 - 2020 PTI Marketing Technologies®, MarcomCentral® and a SecurityMetrics Certified logo.

* For your program template to be added to the Aspen Institute Online Portal, please contact Sogand Sepassi at Sogand.sepassi@aspeninstitute.org

BANNERS & SIGNAGE

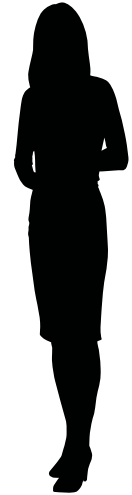
The Aspen Institute Communications Dept. has branded templates for general signage/event needs featuring the Aspen Institute logo or individual program logos.

For requests, please contact Sogand.sepassi@aspeninstitute.org

BACKDROP BANNERS



PULL UP BANNERS



EASEL SIGNS



BADGES



PHOTOGRAPHY AND IMAGE USAGE

PHOTOGRAPHY OVERVIEW

Images play a vital role in communicating the Institute's message. Whether on a website, social media, annual report, brochure, or magazine, images should be selected with attention to the audience and platform used.

- Use images that convey political, racial, gender, and age diversity when available.
- Avoid racial and gender stereotyping.
- Only use images that are relevant and add value.
- Images should feel observational and spontaneous.
- Images that are used in printed materials should be reproduced at print quality, or 300 DPI at 100%.
- Images for online viewing or on the web should be reproduced at 72 DPI at 100%.
- The Aspen Institute Flickr site contains a selection of approved photography that can be used: www.flickr.com/photos/aspeninstitute/sets/
- Please credit all photographers appropriately.
- Requests for archival photos can be placed with the Communications Department at publicaffairs@aspeninstitute.org
- If stock photos are required, the recommended website is www.istockphoto.com. Please contact the Communications Department for more information/assistance with downloading images.



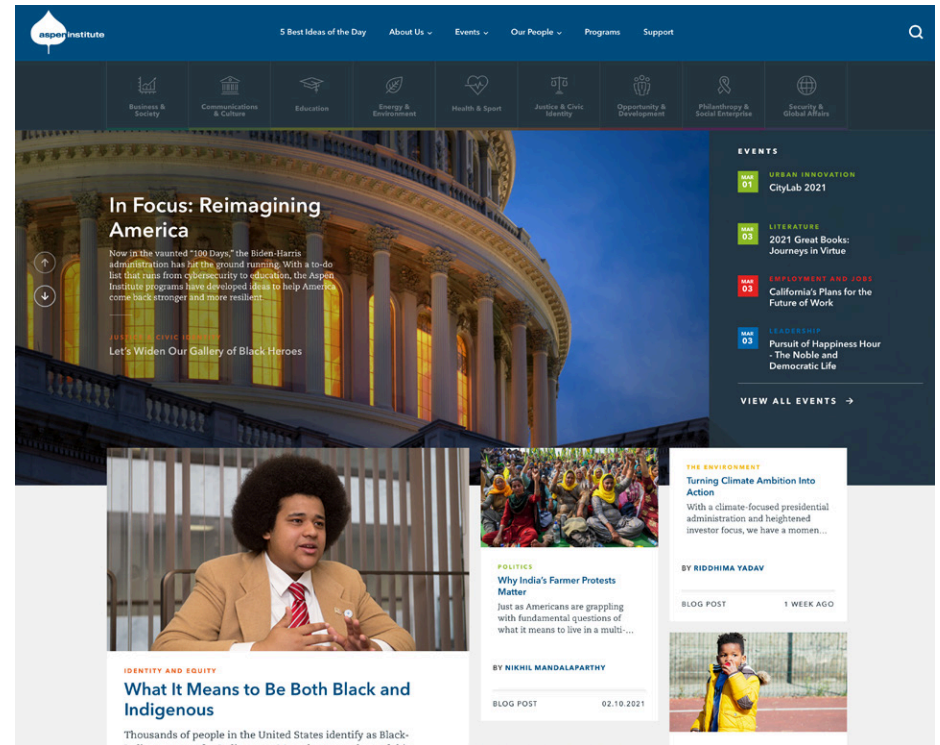
DIGITAL USAGE

DIGITAL OVERVIEW

- The URL of the Institute’s website should always be written as aspeninstitute.org (not aspeninst.org).
- When printing or sharing web addresses, it is not necessary to include the “www” portion of the full address. For example, http://aspeninstitute.org/about would be acceptable as a shared link.
- To accommodate space restrictions for social media sharing, you may also use http://as.pn as a direct link to the Institute’s homepage.

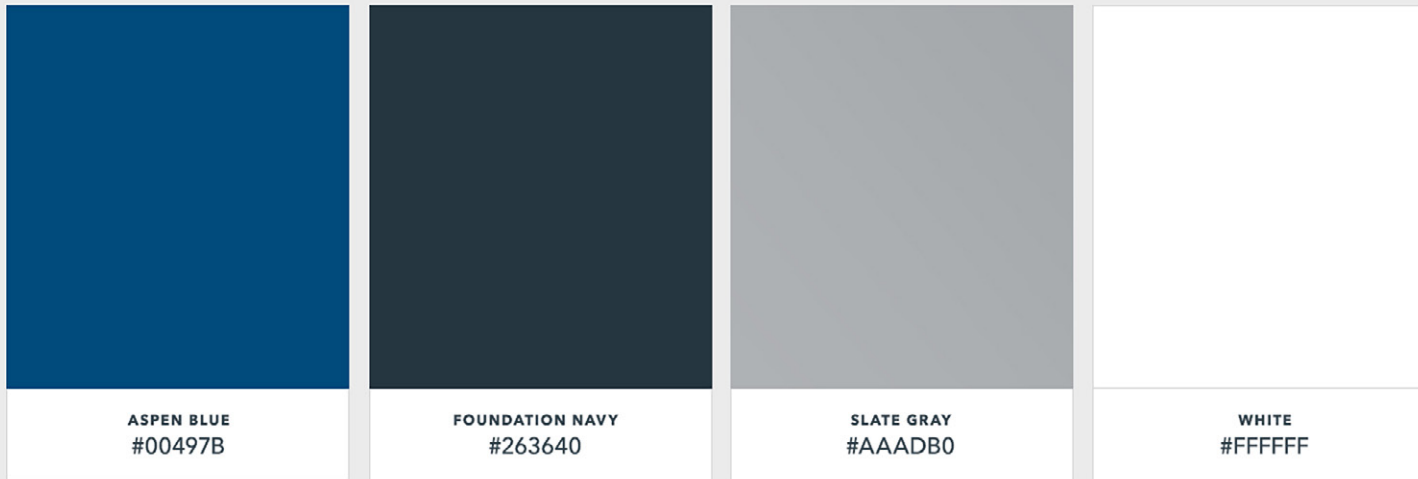
WEBSITE DESIGN

- Several web page templates are available to maintain consistent experience throughout the main aspeninstitute.org site.
- Internal questions about style or additional design requests may also be directed to webwork@aspeninstitute.org

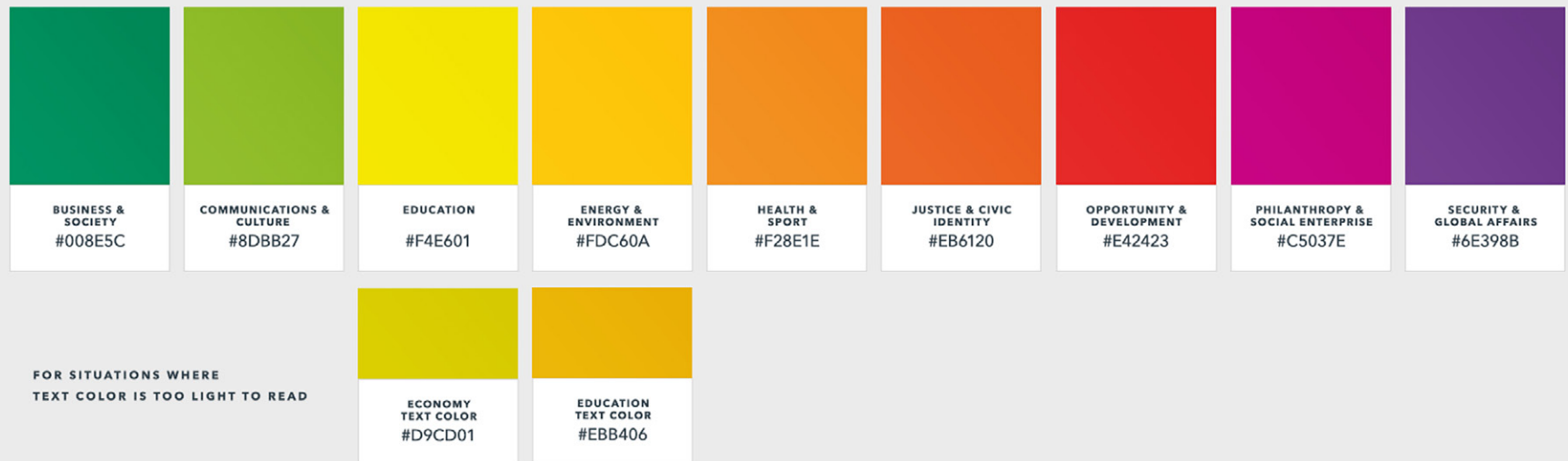


WEBSITE COLOR PALETTE

PRIMARY COLOR PALETTE

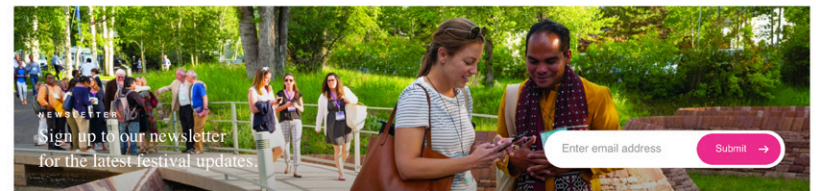


ISSUE AREA COLOR PALETTE



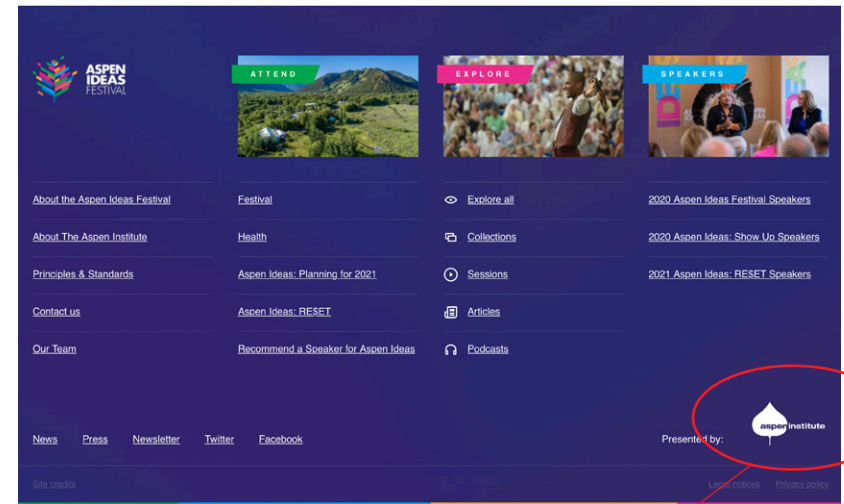
EXTERNAL SITES

- Plans for new websites must be approved by Senior Management.
- The Web Team maintains technical documentation that can assist professional developers in adhering to Institute standards for online hosting, design, and functionality.
- Contact the Web Team to access these technical guidelines at webwork@aspeninstitute.org



PARTNERSHIP SITES

- When creating sites with other entities or partners, the Institute's 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.
- Questions about branding for partnership sites should be directed to the Web Team.



The Institute's logo should be displayed in accordance with brand book guidelines.

BULK EMAIL

- Contact the Web Team for bulk email requests including template design.
- The Institute's bulk email policy can be found on AspenNet under the Communications filing cabinet's "Web Operations & E-Mail Services" folder.

VIRTUAL/HYBRID EVENTS

- If you need assistance planning a virtual or hybrid event, please contact av@aspeninstitute.org to discuss the available options.

ONLINE VIDEO

- In all cases, the highest quality video is preferred for all distribution.
- Plan for video projects to be recorded in HD format.
- If a project needs to be in SD (standard definition), make sure it is recorded in 16:9 (widescreen) aspect ratio. Exceptions should only be made to accommodate facilities that are not equipped to support modern standards.
- All video should be handed over to the multimedia producer or interactive services assistant to be stored in the Institute's video archive and uploaded to the Institute's YouTube channel at <http://youtube.com/AspenInstitute>
- Mobile phone video should be avoided, and is only acceptable when capturing unexpected scenes while traveling or for planned use on social media channels (Instagram, etc). Professional video equipment is always preferred.
- All video projects should be presented with support for text captions. Video and social platforms provide a variety of caption options. Many now support captions during live events. Text transcribed by a person will be more accurate than automated transcription tools. Contact the AV team at av@aspeninstitute.org for more information.
- For Zoom recorded events, hosts and guest speakers should appear using a solid-colored background, preferably a white wall. It is also ideal to have well-balanced lighting, and a high-resolution (1920x1080) image (.jpeg, .jpg, .png).

LIGHTING

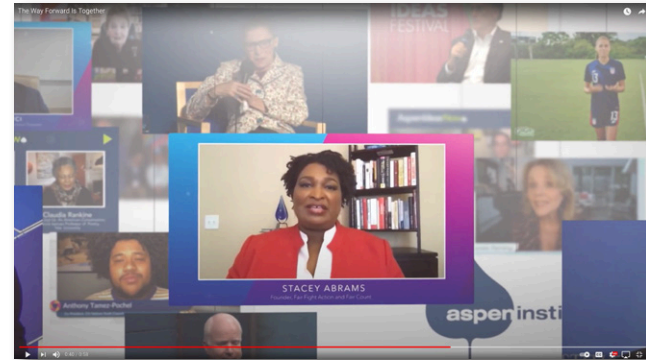
- A professional provider of video services should provide lighting guidance based on the venue.
- Wherever possible use back light to separate speakers from the background.
- Limit use of spotlights.

CAMERA

- If recording a one-person event, one camera will work fine. In the case of 3 or more panelists, 2 or more cameras are preferred.
- Use a tripod or stabilization device.

BRANDING

- Every attempt should be made to include the Aspen Institute logo or program logo in video footage.
- Examples of good logo placements on video:
<https://www.youtube.com/watch?v=zSH2RNyCHcY>
<https://www.youtube.com/watch?v=KomLufyToxY>
<https://www.youtube.com/watch?v=bh-peW1C8l0>



STREAMING

- A distribution system that negotiates video quality based on the bandwidth of the audience is always preferred.
- We recommend YouTube.

AUDIO

- Sound should be carefully recorded
- Events and interviews should be conducted with professional equipment, and a dedicated microphone provided for each speaker appearing on video.
- Ambient room audio (without directed microphones) is unacceptable due to the degradation in video quality.



SOCIAL MEDIA

The Institute operates several social media accounts on platforms such as Facebook, Twitter, LinkedIn, YouTube, Instagram, and Flickr.

- To get your program information disseminated on the Institute's accounts, please contact the Institute's Social Media team at socialmedia@aspeninstitute.org



GUIDELINES FOR MANAGING INDIVIDUAL SOCIAL MEDIA ACCOUNTS

TWITTER

The Look

- The header should be updated with an “on brand” image.
- The header photo recommended dimensions are 1500x500 pixels.
- The profile photo recommended dimensions are 400x400 pixels.
If you need to adjust your logo, contact the communications department for a reformatted logo.
- In the bio, identify the account as “part of @AspenInstitute, a nonpartisan 501c3 organization” and (if applicable) include any common hashtag you use like #AspenSecurity or #AspenAction in the bio.

Hashtags

- Use hashtags as a tool to add to existing hashtag conversations or start a custom hashtag to track the conversation for the hashtag.
- Try not to use more than two hashtags in a tweet.
- Avoid beginning a tweet with a hashtag.

Tagging

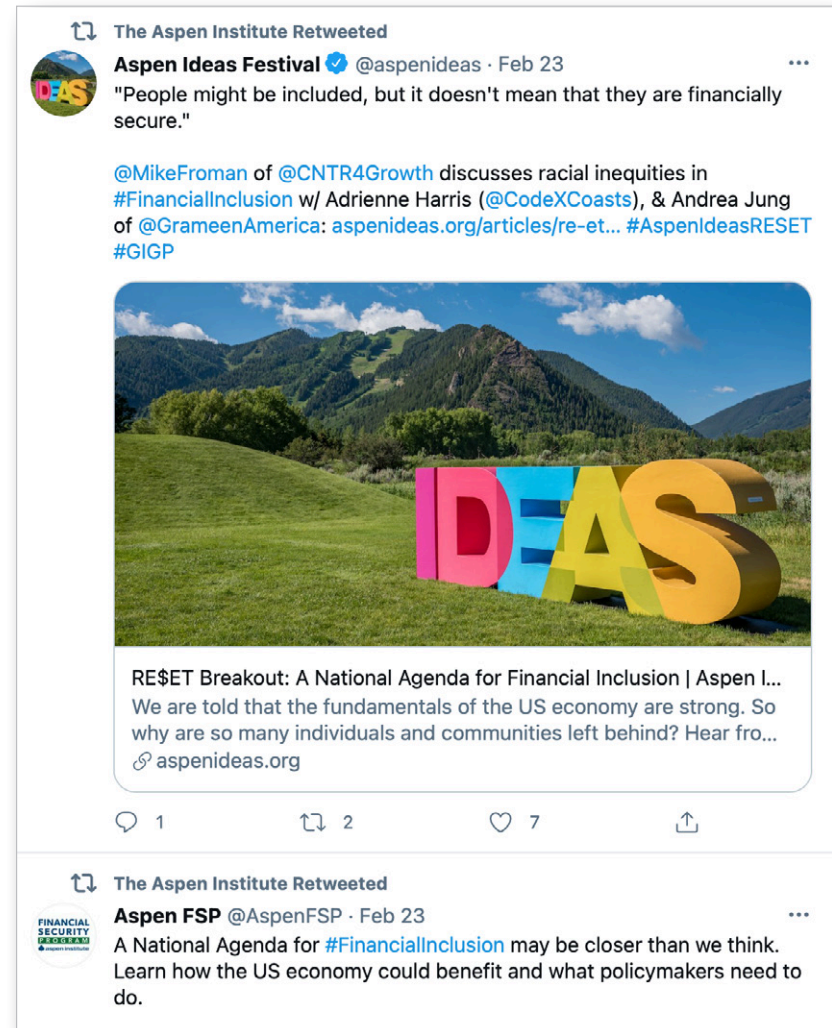
- When including someone in a tweet, check to see if they have a twitter profile and tag them with their handle.
- Be careful when tagging someone at the start of a tweet as this is considered a “response” and will only be seen by a limited number of users. Instead, start tweet with an extra space or period (ex: “.@AspenInstitute”).



Use hashtags whenever possible

When including someone in a tweet, tag then with their handle





Who to Follow

- Other Aspen Institute accounts (find the list [here](#)).
- Accounts relevant to your brand and message.
- The people mentioned in your tweets, guests at your panels and partner organizations.

Retweets

- Aim for a balance of more original tweets than retweets.
- Retweet relevant content coming from “on brand” accounts.

GENERAL CONTENT BEST PRACTICES

- Post should be made daily for account to remain relevant and grow an audience. (It is recommended to do at least 5 tweets a day). You should develop a content strategy to ensure the account is being used in a meaningful and additive manner. Please contact the social media manager in the communications department if you need help with mapping out content to achieve your communication goals.
- If you need to abbreviate words because of character limitations, only abbreviate words commonly abbreviated such as “with” to “w/” or “Wednesday” to “Wed.”
- Use compelling language and try to connect to topics relevant in the news to increase readership.
- Avoid asking questions and try using concise, punchy statements.
- Always tag pages/people that are relevant to your post. It will help increase engagement. (Example here)
- Include Twitter handle on all media releases and related materials – especially for events.
- You do not need to shorten URLs. They will take up 23 characters no matter the length of the URL.

Photos + Video

- Always try to include a photo, video or link in a tweet.
- If you do post a photo, consider tagging influencers in the photo. This will save character space, but the tagged account will still receive an alert.
- If you are sharing a video that is under 2 minutes, upload the video natively to the platform versus sharing a YouTube link using [Twitter’s Media Studio](#).

Analytics

- It is very important to use analytics to guide your digital content strategy. You can find analytics on Twitter by logging into your account and visiting www.analytics.twitter.com. See [here](#) for more explanation about Twitter analytics. These tools can help you learn how well each tweet performed, who the engaged audience is, etc. If you need help interpreting the insights into your social media content strategy, contact the social media manager in the communications department.

FACEBOOK

The Look

- The header should be updated with an “on brand” image.
- The header image should be hi-res and should be 1200 x 675 pixels.
- The profile image should be at least 180 x 180 pixels. If you need to adjust your logo, contact the communications department for a reformatted logo.



General Content Best Practices

- Post should be made daily for page to remain relevant. (It is recommended to do 1-2 posts a day). It is recommended that you develop a content strategy to achieve this. Please contact the social media manager in the communications department if you need help with this.
- Every link should include text. Keep copy as short as possible with a maximum of two sentences.
- You should update the website social media sharing information so the link properly pulls through into the Facebook newsfeed. If you have questions on how to do this, contact the social media manager in the communications department.
- Post video uploaded directly to the platform as much as possible. Most video is viewed on Facebook without sounds, so the video should include video captions as much as possible.
- Use compelling language and try to tie it into topics relevant in the news to increase readership.
- Avoid asking questions and try using concise, punchy statements. Generally, a quote from the video or article works well.
- Always tag pages/people that are relevant to your post. It will help increase engagement. (See example [here](#))

Links

- After you link to another site or article, Facebook automatically imports the information. Remember to remove the URL from post after the content preview loads.
- If the image and title aren't showing up correctly, double check that the social media sharing information is filled out properly in the backend of the website on the post. Please contact the social media manager in the communications department if you have questions.

Photo Albums

- After a large event, you may want to consider posting a small album of highlights on Facebook. This will likely get a lot of engagement from attendees.

Analytics

- It is very important to use analytics to guide your digital content strategy. You can find analytics on Facebook by clicking the Insights tab at the top of your Page. See [here](#) for more explanation about the information provided in the Insights section. These tools can help you learn how well each post performed, who your engaged audience is, best time of day to post, etc. If you need help interpreting the insights into your social media content strategy, contact the social media manager in the communications department.

Scheduling

- Utilize the scheduling function on Facebook in order to set up posts for the week, weekend, and/or month. [Here are instructions](#) on how to schedule and managed scheduled posts.

STYLE AND TONE

WRITING STYLE & TONE

The Aspen Institute strives to maintain a tone and style in its published content that matches the level of expertise and sophistication we bring to the work of our programs.

- With few exceptions, the Institute’s style defers to The Associated Press Stylebook. Questions of spelling are addressed in “Webster’s New World College Dictionary,” ([merriam-webster.com](https://www.merriam-webster.com)) as per AP Style. The first spelling of a word should generally be used (unless an alternative appears in the word list below or is preferred by the AP Stylebook). Please consult the Chicago Manual of Style for issues not covered by the AP Stylebook. Any style point mentioned in this guide overrules those publications.
- These rules are applied in publications produced by the Communications Department, which includes the Aspen Institute website, annual report, and the institute’s blog, among others. When editing any program content, a Communications Department editor will use AP Style, unless directed otherwise.
- Press releases coming from the Aspen Institute and its programs adhere to additional internal guidelines. Please contact our press team for these guidelines and a template if you are planning to distribute a release on behalf of the Institute or any of its programs.

This style guide is not intended to be a comprehensive manual of grammar and style. Instead, it addresses common words and terms used by the Institute, as well as exceptions to AP Style.

What we are:
sophisticated
experts who are
news-driven and
have a sense
of humor

**What we
are not:**
trivial, flippant,
or dour

WORD & USAGE LIST

The Aspen Institute

- Upon first reference in a publication or document: Only use a capital “T” in “The Aspen Institute” when it is at the beginning of a sentence. Otherwise, always use a lowercase “t” when referring to “the Aspen Institute.”
- Second reference, and all those thereafter, in a publication or document: refer to “the Institute.”
- The Aspen Institute in the possessive: Never use “the Aspen Institute’s,” only “the Institute’s.” (e.g., The Institute’s summer programs take place on the Aspen Meadows campus.)

Aspen Meadows Campus

- When referring to the Institute’s Aspen location, we capitalize “Aspen Meadows” and lowercase the word “campus.” We prefer “programs on the Aspen Meadows campus” to “programs in Aspen.”

City Reference

- Spell out the city and the state (e.g., Aspen, Colorado).
- When it is in the middle of the sentence, close the commas around the city name (e.g., Book flights to Aspen, Colorado, early to avoid expensive fares.).
- Abbreviate the District of Columbia as DC, not D.C.

WORD & USAGE LIST

Capitalizing Titles

- The Institute follows AP Style for all titles. Do not capitalize a title when it appears on its own. Only capitalize titles when used before a person's name (e.g., President Dan Porterfield welcomed the fellows to the event.).
- A title such as CEO should be capitalized because it is an acronym.
- When listing several individuals and their titles, it is preferable to list Title Name, Title Name, Title Name, etc.

Capitalizing Program Names

- Always capitalize program names, instead of italicizing. Do not provide a parenthetical abbreviation after that first introduction.
- Upon second reference to the program, "the program" is preferable, unless a program regularly employs an acronym or abbreviation. In such cases, we assume our readers can infer the meaning behind it.

Capitalizing Recurring Institute Events

- For the first usage, provide the full name of the event, and capitalize the words (e.g., Aspen Ideas Festival, Aspen Security Forum, and Aspen Challenge). For additional references, use the last word of the title and continue to capitalize the word (e.g., Festival, Forum, and Challenge).

Capitalizing Program Events

- Program event titles should be capitalized. There is no need for quotation marks or italics, unless the event is a speech. If that is the case, the title of the speech is put in quotation marks.

WORD & USAGE LIST

Italics and Quotations

- Use italics for print publications. Titles of reports, articles, books, and pieces of art are set off using quotation marks.

Oxford (or Serial) Comma

- Use the serial comma in a list of three or more items (i.e., The talk was attended by Dan Porterfield, Anna Deavere Smith, and Mike Bezos.).

Time

- Per AP Style, time is listed as 11 a.m. or 11:30 a.m. Replace 12:00 with noon or midnight.

Members of Congress

- Introduce Members using “Sen.” or “Rep.” Do not use Senator or Representative. Do not indicate party/state (i.e., Sen. Mark Warner, D-VA)

United States

- First usage in a document or publication: United States.
- All other uses thereafter: US, not U.S.

URLs

- Embed a hyperlink whenever possible.

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.

