

BRAND USAGE & GUIDELINES

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About the Aspen Institute

We ignite human potential to build understanding and create new possibilities for a better world.

About these Guidelines

These guidelines are intended to guide, not govern. They provide a shared foundation for communicating as the Aspen Institute while allowing programs the flexibility to connect authentically with their audiences.

Every interaction with the Aspen Institute shapes how people experience our organization. While our programs are diverse, a consistent approach to language, design, and storytelling helps audiences recognize that they are engaging with one trusted institution. A strong, consistent brand builds recognition, strengthens trust, and reinforces the shared purpose that connects our work.

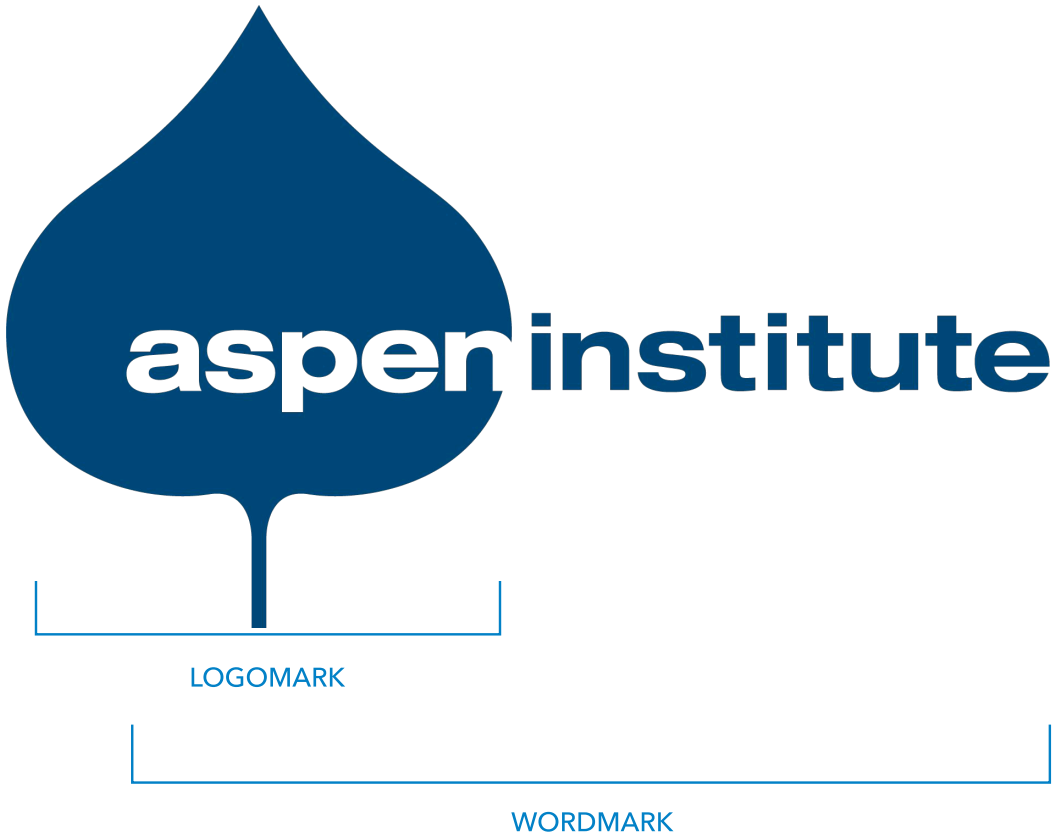
The Aspen Institute's brand is more than a logo or visual identity. It reflects who we are, what we stand for, and the experience people have with us across every interaction. These guidelines provide practical principles, tools, and best practices for using our visual identity, messaging, and voice. Together, they help every program express its unique work while strengthening the Aspen Institute's collective identity.

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Logos

Logo
Overview

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.

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Logos
Size and Clear Space



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



PRIMARY LOGO | SMALL

Use the small version of the logo when using 3″ to 1.5″ wide.

It has a thicker stem for better visual when needed at this size.



CLEAR SPACE

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 blue lines define the boundaries of the clear space; the minimum clear space is equal to the height of the stem in the Aspen leaf.

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Logo
Colorways



The primary blue logo should only be used on a white background.



The primary black logo should only be used on a white background.



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

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Logo
Don’ts



DO NOT use black or blue logo against a patterned background.



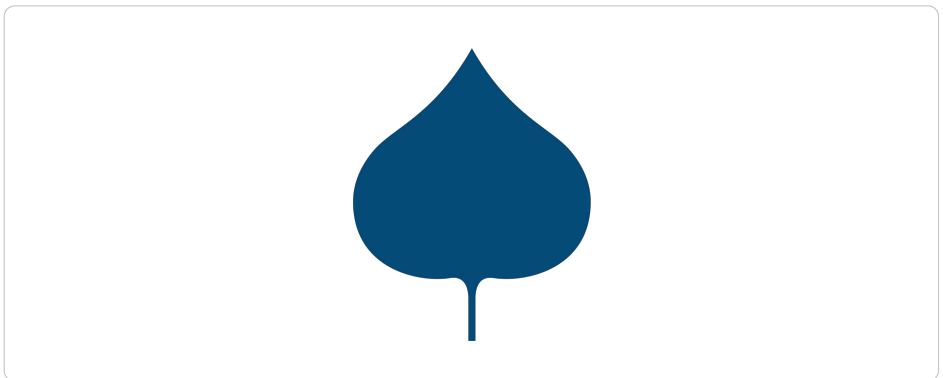
DO NOT use black or blue logo against a dark background.



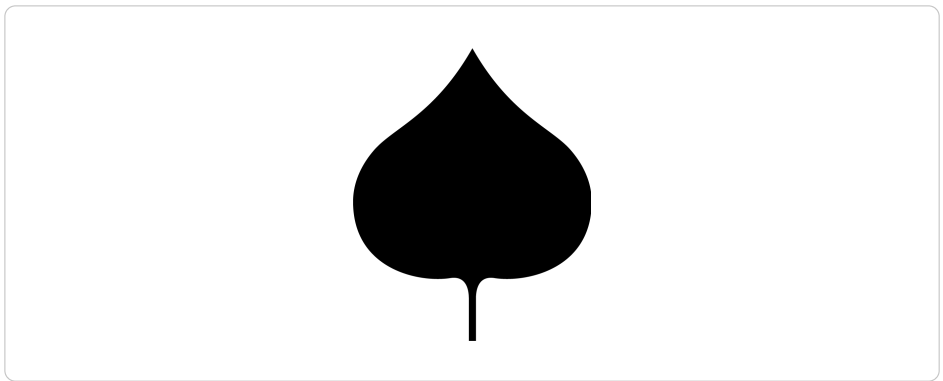
DO NOT use black or blue logo against a dark image.

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Logo
Leaf Alone Colorways



The Aspen Institute leaf logo should only be used on a white background.



The Aspen Institute black leaf logo should only be used on a white background.



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

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Logo
Program & Sub-Brand Logo Requirements

The Aspen Institute leaf, or any variations, should not be used in logo designs beyond the required secondary logo.



SECONDARY ASPEN INSTITUTE LOGO

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.

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Logo
Program & Sub-Brand Logo Requirements







PROGRAM LOGO EXAMPLES

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

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Color

Color
Primary Colors

ASPEN INSTITUTE BLUE

RGB 0 73 123
HEX #00497B
CMYK 100 45 0 45
PANTONE 7692-C

SECONDARY BLUE

RGB 0 119 200
HEX #0077C8
CMYK 100 35 0 2
PANTONE 3005-C

ASPEN INSTITUTE PRIMARY COLORS

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

COLORS

Our palette is designed to feel enduring rather than trend-driven. Aspen Institute Blue serves as the foundation of our identity, while supporting colors add distinction without sacrificing consistency.

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Color
Supporting Colors

Dark Blue RGB 1, 47, 80 HEX #012F50 AA / AAA AA / AAA	**Brand Blue** RGB 0 73 123 HEX #00497B AA / AAA AA / AAA	**Medium Blue** RGB 2 129 199 HEX #0281C7 AA / AAA AA / AAA	**Light Gray** RGB 240 244 247 HEX #F0F4F7 AA / AAA AA / AAA
Dark Purple RGB 63 40 97 HEX #3F2861 AA / AAA AA / AAA	**Black** RGB 28 22 34 HEX #1C1622 AA / AAA AA / AAA	**Text** RGB 115 56 19 HEX #733813 AA / AAA AA / AAA	**White** RGB 255 255 255 HEX #FFFFFF AA / AAA AA / AAA
Purple RGB 110 56 190 HEX #6E38BE AA / AAA AA / AAA	**Pink** RGB 255 0 88 HEX #FF058 AA / AAA AA / AAA	**Green** RGB 140 188 64 HEX #8CBC40 AA / AAA AA / AAA	**Yellow** RGB 255 189 0 HEX #FFBD00 AA / AAA AA / AAA

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.

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Color
Gradients









GRADIENTS

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

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Typography

Typography
Overview

PRIMARY

Avenir Next is our primary typeface.

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 BOLD HEAVY
AaBbCc12345

AVENIR NEXT BOLD HEAVY ITALIC
AaBbCc12345

Download on our portal

ACCENT

Koralev is used as Eyebrow and tag details across our website and email materials.

KORALEV BOLD
ABC12345

WEB FONT ALTERNATIVES

If primary fonts cannot be supported in web platforms (e.g., Salesforce), substitute them with the following alternatives from Google Fonts.

Primary

OUTFIT
AaBbCc12345

Download

Accents

BARLOW BOLD CONDENSED
AABBCC12345

Download

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Stationery & Signage

Stationery & Signage
Banners & Signage

BACKDROP BANNERS



PULL UP BANNERS



EASEL SIGNS



BADGES



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

For requests, please contact Creative Services.

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Photography & Image Usage

Photography
Overview

PEOPLE-FIRST APPROACH

Photography should reflect the Aspen Institute's people-first approach. Whenever possible, choose images that show people engaging with ideas, one another, and the communities they serve. Authentic moments of dialogue, collaboration, and leadership are more powerful than abstract concepts or staged visuals.

Our photography should feel editorial rather than promotional—natural, candid, and grounded in real experiences. Look for images that capture genuine interaction, curiosity, and human connection.

Avoid overly polished or generic stock photography, especially images that feel posed, artificial, or disconnected from our work.








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Photography
Overview

WHEN SELECTING IMAGES

Prioritize photographs of people over objects, buildings, or landscapes. Choose images that feel authentic, observational, and spontaneous. Reflect the diversity of the communities and leaders we serve across race, age, gender, geography, and lived experience.

Avoid stereotypes, clichés, or imagery that feels overly staged.

Use photography that is relevant and adds meaning to the story being told.

Credit photographers appropriately and use only approved or licensed imagery.








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Writing Style & Tone

WE ARE

Thoughtful Clear Grounded Inclusive Optimistic Trustworthy

WE ARE NOT

Partisan Promotional Flippant Alarmist Academic Jargon-heavy

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Writing Style & Tone
Our Voice

OUR VOICE

The Aspen Institute's voice is thoughtful, grounded, and optimistic. We communicate with clarity, intellectual rigor, and humility, making complex ideas accessible without oversimplifying them. Our writing should invite dialogue, inspire action, and reflect our role as a trusted, nonpartisan convener.

The Institute follows the Associated Press Stylebook and Webster's New World College Dictionary. For issues not covered by AP Style, consult The Chicago Manual of Style. Guidance in this style guide takes precedence where applicable.

These standards apply to communications produced by the Communications Department, including the website, annual report, blog, newsletters, and other Institute publications. Press releases follow additional internal guidelines; contact the Communications team for templates and requirements.

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Writing Style & Tone
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).

CITY REFERENCE

City and state:
Spell out the city and the state (e.g., Aspen, Colorado).

Middle of the sentence:
Close the commas around the city name (e.g., Book flights to Aspen, Colorado, early to avoid expensive fares.).

Abbreviation:
Abbreviate the District of Columbia as DC, not D.C.

ASPEN MEADOWS CAMPUS

When referring to the Institute's Aspen location:
Capitalize "Aspen Meadows" and lowercase the word "campus."

We prefer "programs on the Aspen Meadows campus" to "programs in Aspen."

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Writing Style & Tone
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 and CEO Dr. Ángel Cabrera 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.

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

URLS
- Embed a hyperlink whenever possible.

TITLE CASE
- Use Titlecase (per AP Style) for headlines of blogposts and publications.

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We hope these Brand Guidelines help you create communications that are clear, consistent, and true to the Aspen Institute brand.

CONTACT US

If you have questions or need guidance,
the Communications team is here to help.
Please don't hesitate to reach out.

aspen institute