



ATHENÆUM

a place for

Conversation • Culture • Celebration

A general

guide to using

the Athenæum

logo, tag line,

type font and

color options



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The Athenæum logo was developed with many factors taken into consideration. The three aspects of The Athenæum: Community, Promoting Civil Society and History were all considered and reflected either directly or indirectly in the use of type font, color and logo arrangement.

The decision to make strong use of the letter “A” and to refer to The Athenæum as “The A” in marketing materials is, in effect to create a nickname and help brand and identify The Athenæum in the public's mind. Therefore, it is essential that whenever possible, the new logo be used and used consistently to start creating this identity.

This document will give some general guidelines on graphic use of the logo only. The signature/branding line, “Meet Me At The A” will not be covered in this document.

Overly rigid guidelines can be restrictive while a total lack of guidelines can create confusion. Ultimately, both situations will undermine the marketing efforts of The Athenæum - wasting effort and resources. That being said, in many cases, use of logo will simply come down to a matter of judgement and opinion - especially on size or placement. These guidelines attempt to assist in making those judgements tastefully.

ITC Garamond Family

Garamond Light

Garamond Light Italic

Garamond Book

Garamond Book Italic

Garamond Bold

Garamond Bold Italic

Garamond Ultra (avoid)

Garamond Ultra (avoid)

Garamond Light Condensed

Garamond Light Condensed Italic

Garamond Book Condensed

Garamond Book Italic Condensed

Garamond Bold Condensed

Garamond Bold Italic Condensed

Garamond Ultra Condensed (avoid)

Garamond Ultra Condensed (avoid)

The type font used in the logo (disregarding the “A” in the circle) is basically, Garamond Light. The word Athenæum has been artificially “beefed up” to make it slightly more readable in relation to the mark, by adding a thin outline to it. It falls somewhere between Garamond Light and Garamond Book in terms of weight.

In general, Garamond Light is the font that should be used. It is a classic, traditional font which supports the idea of tradition and history that runs so strongly throughout The Athenæum. But the entire Garamond family of fonts provides several weights and italics for different marketing and communication uses. When the light weight font is not appropriate, it would be best to try and keep within the Garamond family. Although you are reading this text in Garamond Light, Garamond Book works well for text also.

Avoid using Garamond Ultra although you may find it available. This overly heavy weighted font strays too far from the classic look of the lighter Garamond weights.

Although a secondary font has not been chosen at this point, it is generally a good rule of thumb to avoid using another serif font along side Garamond (also a serif font). Sans serif fonts such as Franklin Gothic, Futura or Helvetica for example would probably be more compatible than using a serif font such as Times Roman along side Garamond. (The aesthetic principle being: it’s better to be noticeably different than close enough to be confusing). But as a general rule, use the Garamond family whenever possible and avoid the heavier weights.

It should be noted, that there are different versions of this font available and some of the weights may be vary and be named differently. There may be versions that vary based on a PC versus Mac platform. In fact, there is an Adobe Garamond font family and an ITC Garamond font family that vary slightly. What is shown to the left is the ITC Garamond version.

Logo with tag line



A T H E N Æ U M

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At the time of this publication, The Athenæum is attempting, like so many other organizations, to market itself with limited resources. One obstacle to overcome in the public's mind is, "what exactly is The Athenæum?" This is where the use of the tag line, *A Place for Conversation, Culture and Celebration* with the logo comes into play and is so critical.

As a general rule, whenever possible, use the logo version with the tag line. There may be instances such as signage or very small reproduction sizes (a tiny banner ad on the internet, for example) where it simply isn't practical to be used. But in other forms of communication, such as ads, flyers, annual reports, web sites, etc. The logo version with the tag line should be used.

Logo without tag line



A T H E N Æ U M

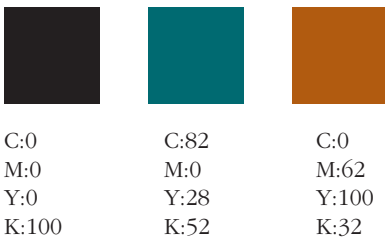
One, two & three color Pantone (PMS) colors



There are three colors used in The Athenæum logo and they should be used whenever possible for other materials. They are based on historical architectural considerations and will be consistent with future renovation, so it is critical that consistency is maintained.

While a later section will discuss which logo version to use for particular pieces, at this point, it is important to note that black is to be used when reproduction restrictions limit use to only one color. This may seem overly obvious, but what we want to avoid is having someone print a flyer in all green or orange, for example.

Four color process equivalents

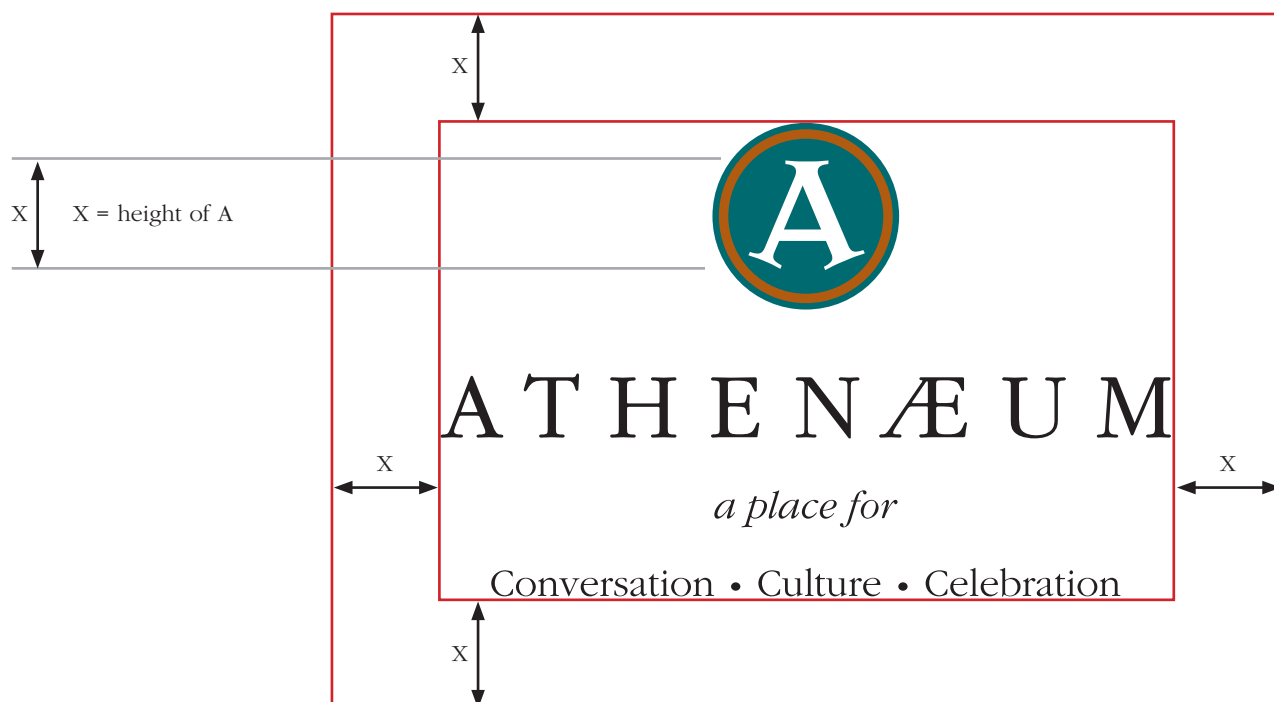


The secondary color is PMS 5473 (green). It should be used somewhat sparingly in relation to the use of black.

The third color is PMS 160 (orange). It should be used even more sparingly than PMS 5473, as a subtle tasteful accent - in very small amount and only when PMS 5473 is also being used. In other words, do not use Black and Orange alone, without Green.

The main concept in the overall use of color, is that, too much color will convey a sort of garish image whereas, a very subtle use of color, or plentiful use of black will convey a more conservative, classy look. Use this concept as a general approach to color use.

When using The Athenæum logo in conjunction with other elements such as photos, text or additional logos. A minimum amount of “air” should be left around the logo. Below is a proportional guide as to how to avoid “intruding” on The Athenæum logo’s “space.” This should be applied to all versions regardless of color or medium.



Three-color logo



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Two-color logo



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One-color logo black with gray halftone



ATHENÆUM

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One-color logo black with gray halftone



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There are multiple versions of The Athenæum logo which allow for flexible use - in terms of medium and budget. This page offers some general direction on when to use which version.

THREE-COLOR LOGO

Ideally, this is the logo that should be used whenever possible. Budget and reproduction limitations will prevent this from happening in all cases. This logo should be used on the web, in full-color publications such as ads, brochures, etc. and wherever budgets can afford either three-color printing with Pantone inks, or four-color process printing. Small-run digital projects should also use this version.

TWO-COLOR LOGO

This version should be used when printing budgets restrict The Athenæum to two-color printing. Projects would include such things as two-color stationery, flyers or silk screened premium items such as T-shirts or mugs (where budget for a third color is not an option).

ONE-COLOR LOGO (Black with gray halftone)

This version should be used when printing budgets restrict The Athenæum to one-color printing. Projects would include such things as one-color flyers and one-color newspaper/magazine ads. Note: The “gray” ring is not a second color, but is a “halftone screen” of the black and therefore does not constitute a second color or add to the cost.

ONE-COLOR LOGO (Black)

This version should be used when printing quality is suspect. It should be used on faxes and low-quality zeroes or on one-color premium items that are silk screened (using the gray screened ring is not advisable on silk screened projects, depending upon the final size of the logo). This version should also be used in ads where the reproduction quality of the publication is suspect.

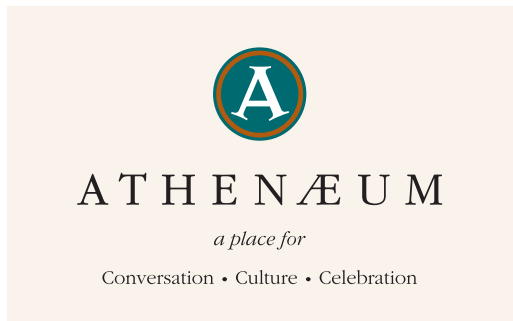
Note: For information about when to use which tag line, see page 5

For information about how to apply the logo in certain layout situations, see page 9.

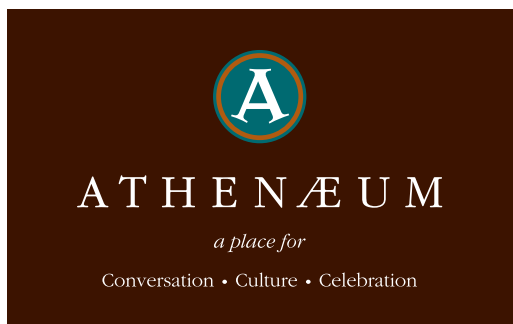
Ideal use



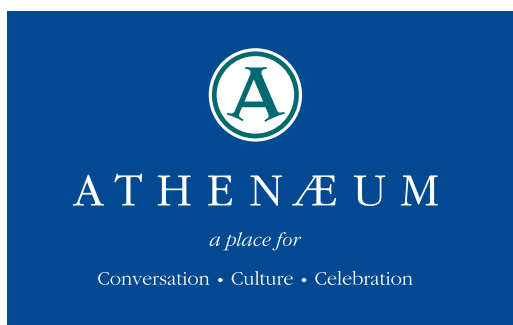
Logo on very light background



Reversed logo on very dark background



Reversed logo on middle value background

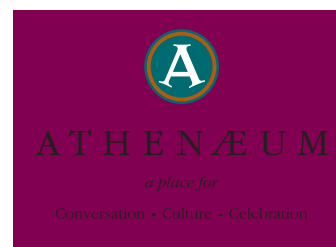


As a general rule, The Athenæum logo should be used on a white background, or a background that is light enough to provide sufficient contrast and readability. Reversed versions of the logo are available if this is not possible. It will be up to the discretion of the designer which reversed version is appropriate. Some situations such as a black, very dark or certain background colors, will require that the text of the logo be reversed, but the “symbol” portion (A in the circle) will read fine. Likewise, other instances may require reversing the entire logo out in white. There is not an appropriate three-color version for this situation, so either use one of the two-color reversed versions or one of the one-color black reversed versions. Sometimes a contrasting background color causes a color “vibration.” In this case, use the one-color, black or reversed version.

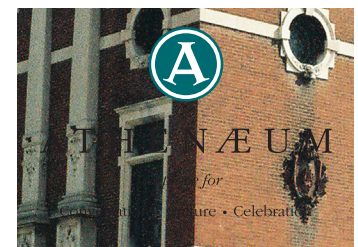
A general, but not absolute rule, would be to avoid putting the logo on top of photos, in either positive or negative versions. This *can* work and may be executed well, but requires some sensitivity to be effective.

Do not move or separate the type from the “A” symbol except in unique circumstances such as signage or possibly some premium items such as hats, etc. Do not reverse or put patterns in the “A” symbol.

Unacceptable: background too dark and vibrates with logo color



Unacceptable: background too busy



Unacceptable: background too light for reversed version



Unacceptable: background too busy





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