



ASSUMPTION COLLEGE

WORCESTER, MASSACHUSETTS | ROME, ITALY

Light the way.

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In 1904, Assumption College was established by the Augustinians of the Assumption, the culmination of a dream held firm by the order's founder, the Venerable Fr. Emmanuel d'Alzon, of establishing a Catholic university. Father d'Alzon envisioned an institution committed to the pursuit of truth and academic excellence wherein faith and reason give harmonious witness to the unity of all truth. He sought the development of the whole person and wanted students to grow in the knowledge of their human condition as well as their ultimate destiny. To all those who taught in his schools – religious and laity alike – he proposed the motto adopted by Assumption College: “Until Christ be formed in you.”

Today, more than a century later, Assumption College holds fast to those beliefs. The College, rooted in the Catholic intellectual tradition, strives to form graduates known for critical intelligence, thoughtful citizenship and compassionate service. We pursue this ambitious goal through a curriculum, grounded in the liberal arts and extending to the domain of professional studies, that is enlivened by the Catholic affirmation of the harmony of faith and reason.

Our branding reflects our rich history and tradition – as well as our bright future. Assumption is an institution that is at its best, and reaches its full potential, when we are united together by the same goals and ideals. By adopting, and keeping consistent, how we present ourselves – be it through our logo, seal or other identifiers – we ensure that the world knows who we are, what we believe, and how we will continue to “Light the way.” – a call to action for all members of the Assumption community, including alumni.

SYMBOLISM OF THE ASSUMPTION COLLEGE SEAL

The Assumption College seal was designed by Brother Gerard Brassard, A.A. in 1954 when the College and the Assumption Preparatory School became separate, distinct entities. The elements of the official Assumption College seal each have symbolic meaning and tell the story of the College's rich history and goals.

The seal's blue and white coloring and the crowned “M” in the upper left-hand section of the shield both signify the Blessed Virgin Mary, the Patron of the Augustinians of the Assumption.

A fleur-de-lis cross quarters the shield, its presence a representation of the College's faith and its styling an acknowledgment of its location within the Roman Catholic Diocese of Worcester, which employs a similar style of cross in its coat of arms.

On the cross is an open book: it represents the Gospel, which is the foundation of teaching at a Catholic institution of higher learning, as well as a more general signifier of knowledge and wisdom. Written on the book are the letters ART, a shortened form of “Adveniat Regnum Tuum” (Thy Kingdom Come), a phrase from the Lord's Prayer that serves as the motto of the Assumptionists.

In the lower right corner, the fleur-de-lis is a reminder of the French origin of the College's founding religious order.

Together, these components of the seal remind us of what it means to be a member of the Assumption College community and how we are all inheritors of a proud tradition.

The Office of Communications can provide guidance on using this resource to ensure design consistency. Please contact the Office with any questions.

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BRAND STATEMENT

Assumption College is unique from competing institutions, and our logo embodies this difference. The logo incorporates the Assumption College logotype in our signature blue as well as the College's seal. Like the seal, which reflects the School's origin and commitment to our students, consistent use of the Assumption College logo will strengthen and promote the College's identity.

The Assumption College logo must appear in all communications issued by the institution, both internal and external, in accordance with the guidelines outlined here. The logo is a trademarked signature.

To request an authorized version of the logo, please contact the Office of Communications. EPS, TIF and JPG files are available for use in print and electronic applications.

Alternately, you may visit www.assumption.edu/logos for logos and templates of items included in this guide.

(Please see pages 5 – 8 for logo usage guidelines.)

OFFICIAL USAGE OF THE PRIMARY LOGO

The Assumption College logo is the foundation of our brand. Proper use of the logo is critical to protecting its integrity and preserving a distinct identity for the College. The Assumption College logo should be used exactly as shown below and should not be altered in any way without permission from the Office of Communications. *Please see page 6 for minimum size requirements.*



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If the logo must be printed on a dark background, a white text or “knocked out” version can be used, as shown.



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The only authorized color variation of the logo is a black and white version that is strictly for use in black and white publications. When using this variant, use 100% black, as shown. If the logo needs to appear on a black background or image, it may be used in reverse with the text in white.



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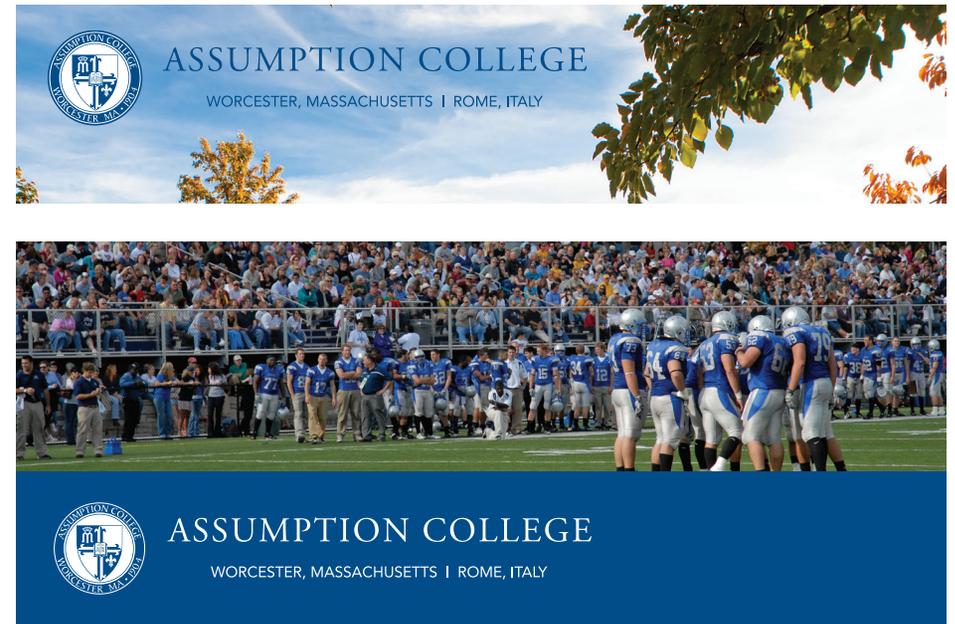


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OFFICIAL USAGE OF THE PRIMARY LOGO *(continued)*

When applying the logo to a photo background, ensure readability by placing it on an open, clear and empty part of the image. Alternatively, placing the “knocked-out” version of the logo within a Pantone 301 blue bar is an acceptable design option.



DIMENSIONS

For readability, the seal should never be resized to less than 0.5 inches high by 0.5 inches wide. To increase the size of the logo, enlarge it proportionally to maintain the original height-to-width aspect ratio.

In all applications, the Assumption College logo should be surrounded by a minimum clear space equal to the height of the “A” in the Assumption College logotype on all sides to maximize its visual impact.



SECONDARY "STACKED" LOGO

When size constraints necessitate, please utilize the secondary "stacked" version of the logo. This application may only be used with approval from the Office of Communications. The secondary logo, as well as the "knocked-out" version, are available in a number of file formats from the Office.



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The primary Assumption College logo (as well as the secondary logo) should never be altered in any way. The examples here illustrate incorrect uses of the logo, but do not include all instances of misuse.

Do not scale disproportionately



Do not change or mix colors



Do not omit elements



Do not add elements



Do not apply a drop shadow or other effects



Do not place over a pattern or busy background that makes it illegible



Do not change fonts



Do not alter the seal in any way



Do not present the logo with transparency



OFFICIAL FONTS

Assumption College's default typeface for text is **Avenir**. The minimum font size is 8pt and the maximum is 10pt. Text should appear in 100% black, 80% black, white or Assumption College blue. (For more information on the institution's color palette, see page 10.)

Assumption College uses **Filosofia** as an accent font in headlines and subheads. It should be used in upper and lowercase format. The font should appear in 100% black, 80% black, white or Assumption College blue. (For more information on the institution's color palette, see page 10.)

ADDITIONAL FONT USAGE

Assumption College also utilizes the typeface **Trade Gothic**. When used as text in body copy, the minimum font size is 8pt and the maximum is 10pt. Text should appear in 100% black, 80% black, white or Assumption College blue. (For more information on the institution's color palette, see page 10.)

Avenir, Filosofia and Trade Gothic are proprietary Assumption College fonts. To obtain these fonts, please contact the IT Help Desk or the Office of Communications.

AVENIR light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
AVENIR book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
AVENIR medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
AVENIR heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
AVENIR black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
Filosofia regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

TRADE GOTHIC light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
TRADE GOTHIC medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
TRADE GOTHIC bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
TRADE GOTHIC bold no. 2	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
TRADE GOTHIC condensed no. 18	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
TRADE GOTHIC condensed no. 20	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>oblique</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>

ASSUMPTION COLLEGE PRIMARY COLOR

In addition to our logo and the “Light the way.” message, we visually represent the College’s identity through the use of a color palette that utilizes Assumption’s signature blue.

In printed publications, the Pantone Spot Color PMS 301C must be used to ensure consistency on coated papers. For uncoated papers, use Pantone 301U.

In printed publications that will be printed digitally or without use of a spot color, apply the CMYK formula below.

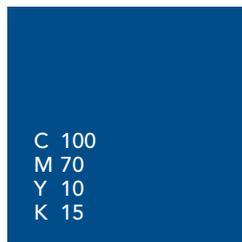
For electronic usage such as in websites or on social media, apply the RGB formula shown below.



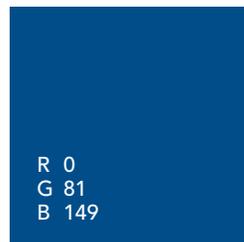
PMS 301C
for use with coated paper



PMS 301U
for use with uncoated paper



CMYK
for use in 4-color print publications



RGB
for use on the internet or social media

SECONDARY COLORS

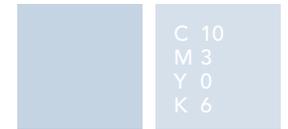
Several colors, shown here, can be used in addition to Assumption College blue as accent colors or as backgrounds behind type or graphic elements.



PMS 294C **CMYK**



PMS 646C **CMYK**



PMS 643C **CMYK**



PMS 343C **CMYK**



PMS 7490C **CMYK**



PMS 559C **CMYK**



PMS 1795C **CMYK**



PMS 157C **CMYK**



PMS 1215C **CMYK**



PMS 161C **CMYK**



PMS 153C **CMYK**



PMS 7402C **CMYK**



PMS 432C **CMYK**



PMS 9C
cool gray **CMYK**



PMS 427C **CMYK**

Light the way.

When we use the word light, we mean “to share, to inspire, or give freely with no expectation of return.”

It means:

- *to set burning, as a candle, lamp, fire, match; kindle; ignite*
- *to give light to*
- *to provide illumination*
- *to cause something (the face, surroundings, etc.) to brighten, especially with joy, animation, or the like.*

“Light” is the cause, or the action – the source of radiant or luminous energy; something that makes other things seen, or seen more clearly, as in “now I understand.” It is something that inspires and guides.

The “Way” in “Light the way.” can have many meanings, different for each person: a direction, a career path, a purpose, a mission, a calling or a vocation.

“Light the way.” contains a message of inspiration for prospective students, a call to action for current students, and a call to greatness for alumni. While not the College motto, it also has tremendous symbolic meaning for religious, faculty, administrators, campus organizations and graduates as a reminder of the torch they must carry; the spark that they are called to ignite within those they serve. “Light the way.” speaks to mentorship, to leadership and to integrity. It speaks to Spirit-filled Catholics and to those of other, or no, faith traditions.

“Light the way.” unites, animates, illuminates, urges, inspires and guides. It is the spirit and ethos that is found at Assumption College.

“Light the way.” is Father d’Alzon’s vision revealed – that we must do much more than teach, and that our students must take those lessons to heart and carry them into the future.

“Light the way.” reflects the world’s expanding need for reason and understanding, its desire for spiritual direction, and the immediate need to be prepared to lead a life of meaning.

“Light the way.” reminds us:

- > It’s not what we teach, it’s how we teach – and how we follow through.
- > It’s not what we learn, it’s what we do with what we learn.
- > It’s recognizing the gifts we’ve been given, and then giving them away...freely.
- > It’s being generous and joyful.
- > It’s being and setting an example.

“Light the way.” is a motivating call to action in three simple, yet profound, words.

GUIDELINES FOR USAGE

“Light the way.” should be used at least once on all publications and design collateral. Common placement for “Light the way.” is on the bottom right corner.

“Light the way.” should always be written in the Filosofia typeface with a capital “L,” lowercase “w,” letter spacing set to -20 and a period at the end. It can be colored in Assumption College blue, white, 100% black or 80% black. The minimum point size is 11pt or a width of 0.75 inches.

Light the way.

0.75"

Like the logo, “Light the way.” should be surrounded by a minimum clear space – equal to the height of the “L” in “Light the Way.” – on all sides to maximize its visual impact.



RESTRICTIONS FOR USAGE

Do not scale disproportionately

Light the way.

Do not change or mix colors

Light the way.

Light the way.

Do not place over a pattern or “busy” background that renders it illegible



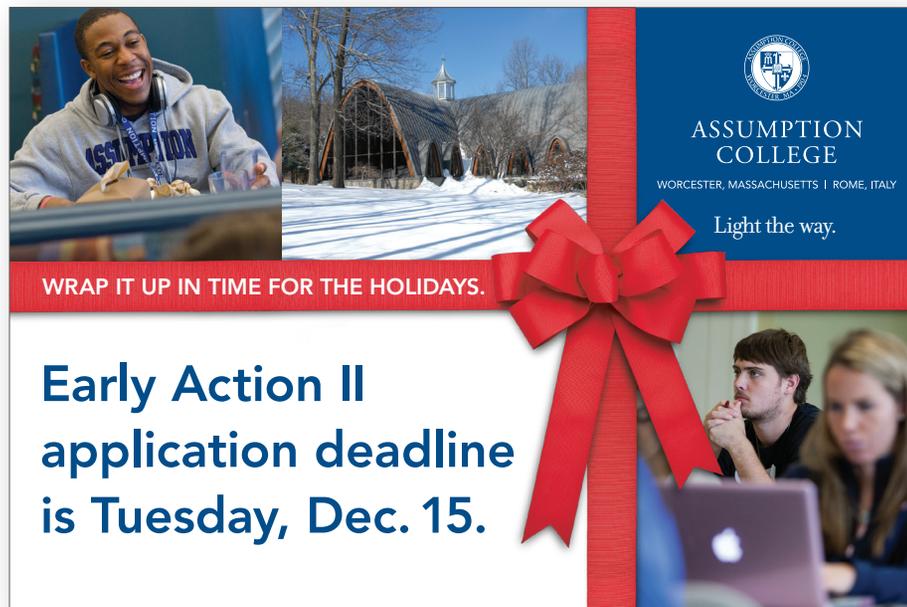
Do not change or mix fonts

Light the way.

Light the way.

FREQUENT APPLICATIONS

The following branding examples illustrate application of these guidelines in common Assumption College materials. These samples are designed to serve as a reference for understanding how to correctly use various elements of our brand. For further assistance, contact the Office of Communications.



Samples are not shown at full size.

The Office of Communications has developed an extensive library of images that depict our student body, our faculty, the intellectual rigor of our academic programs, the excitement of college life, and the beauty of our campus through the seasons of New England.

The library also includes images depicting the uniqueness and value of the College's campus in Rome, Italy.

To provide insight into the lives of our students, use a mix of candid and portrait-style images.

To ensure image clarity, high-resolution images should always be used. Full-size images can be acquired by contacting the Office of Communications.



In addition to our other institutional efforts, Assumption's identity is conveyed through the College's letterhead, business cards, and envelopes that bear our name, the names of our faculty/employees, and our departments/groups/organizations.

In these applications, our logo should be presented in its primary format, placed as it appears on this page.

All College stationery and business cards must be printed using Curry Printing. You may contact Curry Printing at extension 7314.

To ensure design consistency, please contact the Office of Communications with any questions.

College personnel may continue to use existing letterhead and business cards until August 2016.



ASSUMPTION COLLEGE
WORCESTER, MASSACHUSETTS | ROME, ITALY

DEPARTMENT NAME

Dear Mr. Salisbury,

Nem ipsamet lictorumqui si voluptae nus eariatenis moditat empore aute qui aut pedia doluptatem sit estia dem re volorem re aspere veritem volores tiaeribus nis maximolenia voles et estrum consequatet oditatur, cus a voluptur ressestitem nonestem exerum explia aut repeliqui acepudi tiusam fuga. Nam, quoditiissi volesci ducisquam facerum ento molorro blaccum quia quis etur, aperi aut vit occum rest, te vero eumquodi aturit ullab im rectas volorate ilit repe cus et fugia exerat. Aquam ex et, ut officien qui qui nectatem fuga.

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derum dolesti squunt explis sum a

Sincerely,

John C. Worcester



ASSUMPTION COLLEGE
WORCESTER, MASSACHUSETTS | ROME, ITALY

DEPARTMENT NAME
500 SALISBURY STREET
WORCESTER, MA 01609-1296

500 Salisbury Street | Worcester, MA 01609-1296 | TEL 508.767.7000 | FAX 508.756.1780 | www.assumption.edu



ASSUMPTION COLLEGE
WORCESTER, MASSACHUSETTS | ROME, ITALY

John X. Smith
Title and/or Department

500 Salisbury Street
Worcester, MA 01609-1296
name@Assumption.edu

TEL 508.555.1212
MOBILE 508.555.1212
www.assumption.edu

Mobile number is optional.

Light the way.

f www.facebook.com/assumptioncollege

t [@AssumptionNews](https://twitter.com/AssumptionNews)

i [@AssumptionStudents](https://www.instagram.com/AssumptionStudents)

www.assumption.edu

Reverse side of card is optional.

Samples are not shown at full size.

MAILING PANELS

For mailing panels on postcards, newsletters, brochures and other mailers, the institution's logo and address should appear as shown.



ASSUMPTION COLLEGE
Office of Admissions
500 Salisbury Street
Worcester, MA 01609-1296
www.assumption.edu

Prsrt First Class
US Postage
PAID
Worcester, MA
Permit No. 1739

How Assumption College can help you and your students:

ADMISSIONS WORKSHOPS – Are there college-related topics that you repeatedly cover with students and their families? We can streamline this for you. Assumption's admissions professionals are available to speak with your students and their families on a number of topics, including financial aid, the admissions process, essay writing, college visits, and many more. If you are interested in having an admissions expert speak at your school (at no cost to you), just contact us at admissions@assumption.edu.

COLLEGE SEARCH ACADEMY – An initiative developed by Assumption College to help college-bound students find and apply to the right-fit colleges. Partnering with Clark University, College of the Holy Cross, Worcester Polytechnic Institute and Worcester State University, an annual event is held in Worcester where admissions experts come together to provide practical college planning advice to rising juniors and their families. We also developed a website which aims to provide information on the college search process, visiting schools, applying, and preparing to finance an education. The site also offers resources that help students and parents throughout the college search process.

PARENT PERSPECTIVES NEWSLETTER – A monthly newsletter dedicated to covering topics that are important for parents of college-bound seniors. This timely newsletter offers tips and advice on everything from financial aid to how to support a child's transition from high school to college. While this is a newsletter developed by Assumption, the topics are relevant to parents of all college-bound seniors. Learn more at www.assumption.edu/admissions/parents and feel free to direct your students' parents to this valuable resource.



ASSUMPTION COLLEGE
Office of Admissions
500 Salisbury Street
Worcester, MA 01609-1296
www.assumption.edu

Prsrt First Class
US Postage
PAID
Worcester, MA
Permit No. 1739



Sample is not shown at full size.

INDICIA OPTIONS

Please use the appropriate indicia based on your project, department, timeline and budget.

Prsrt First Class
US Postage
PAID
Worcester, MA
Permit No. 1739

Prsrt Std
US Postage
PAID
Worcester, MA
Permit No. 1739

Nonprofit Organization
US Postage
PAID
Worcester, MA
Permit No. 1739

EMAIL SIGNATURES

Faculty and staff are encouraged to include information about Assumption College in their electronic messages. One suggested signature may be found to the right. Please do not add personal quotes, statements, background images or color to email messages.

College staff are strongly encouraged to include the following disclaimer below their email signature:

This e-mail and any files transmitted may contain confidential information as protected by the Family Educational Rights and Privacy Act (FERPA), the Health Insurance Portability and Accountability Act (HIPAA), or by the Massachusetts Data Security regulations (Identity Theft provisions). If you are not the intended recipient you are hereby notified that any use, disclosure, copying, or distribution is strictly prohibited. If you have received this electronic communication in error please notify me by telephone or return e-mail and delete this message and all attachments from your system completely.

Departments and offices without social channels are invited to assign the following general links to the social icons:



www.facebook.com/AssumptionCollege



www.twitter.com/AssumptionNews



www.instagram.com/AssumptionStudents



www.linkedin.com/EDU/Assumption-College-18449

SUGGESTED EMAIL SIGNATURE

First Name Last Name
 Job Title at Assumption College
 500 Salisbury Street
 Worcester, MA 01609
 508.555.5555 (O)
 508.555.5555 (C)
 name@assumption.edu



ASSUMPTION COLLEGE

WORCESTER, MASSACHUSETTS | ROME, ITALY

This e-mail and any files transmitted may contain confidential information as protected by the Family Educational Rights and Privacy Act (FERPA), the Health Insurance Portability and Accountability Act (HIPAA), or by the Massachusetts Data Security regulations (Identity Theft provisions). If you are not the intended recipient you are hereby notified that any use, disclosure, copying, or distribution is strictly prohibited. If you have received this electronic communication in error please notify me by telephone or return e-mail and delete this message and all attachments from your system completely.

POWERPOINT PRESENTATIONS

Official College PowerPoint presentations should include a consistent footer that displays the Assumption College logo and “Light the way.” tagline.

Because of type limitations in PowerPoint, we recommend using the Arial font for body copy. Headlines and subheads may be set in Arial Bold in all uppercase.

Please refrain from using any graphics that are not within the Assumption College brand guidelines. Only official photography should be used.

Use the RGB settings of R=0, G=81, B=149 for the Assumption College signature blue for on-screen presentations.



THIS IS A HEADER

Agnis eume quo elest eos doluptatissi quis experum quiam, qui arum quassinis aut estempo pos ad experio velesto te verae nos earum quis dolumet lab ipient volor re conserro maximaio tem volum eture, nonsece rrovidesciam voloremperum nullest.

THIS IS A SUBHEAD

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ASSUMPTION COLLEGE

WORCESTER, MASSACHUSETTS | ROME, ITALY

Light the way.

Sample is not shown at full size.

SANDWICH BOARDS

Each 23" x 31" sandwich board should have a consistent header/blue bar that displays the Assumption College logo in an Assumption blue bar on top and a "Light the way." tagline in the bottom right corner.

Type should be set according to the specifications detailed on page 9. For maximum legibility, do not set the type to stretch across the full width of the board. Use multiple thinner columns of type when needed.

As with all other signage and communications/promotional material, only official photography should be used. Please refer to page 14 for additional information concerning photography usage.

Please know that Curry Printing requires a minimum of 24 hours to print sandwich boards.

To ensure design consistency, please contact the Office of Communications with any questions.



Samples are not shown at full size.



ASSUMPTION COLLEGE

WORCESTER, MASSACHUSETTS | ROME, ITALY

This is the header.

Agnis eume quo elest eos doluptatissi quis experum earum quis dolumet lab ipient volor re conserro maximaio tem volum eture, nonsece rrovidesciam voloremperum nullest.

THIS IS A SUBHEAD

- odi cusa sed eriostr vereptasi sedia vent vendi
- dem eturis molor magnatas natusam, aut que consed
- quiae nonectur, ommodia nimincta non conse
- odi cusa sed eriostr vereptasi sedia vent vendi



Light the way.