Thunderbird School of Global Management at Arizona State University
Brand Guide at a glance

Logo

Thunderbird's logo serves as the institution's visual identity and a cornerstone of its brand. As a distinctive piece of original artwork, the Thunderbird logo must remain unaltered, maintaining its integrity without modification, redrawing, or adaptation.

The primary identifier for the school is the full co-branded Thunderbird-ASU logo, which should be prominently featured across all official Thunderbird materials, including print and digital assets, as well as branded apparel and promotional items.

In exceptional cases, and only with prior written approval from Thunderbird's Office of Branding and Communications, the standalone Thunderbird logo—incorporating the ASU tagline, "*A unit of the Arizona State University Enterprise*"—may be used in either a horizontal or vertical orientation. In such instances, the symbol, wordmark, and ASU tagline must always appear together as a unified representation of the brand. However, when the Thunderbird logo is displayed alongside the ASU logo in its co-branded form, the ASU tagline is omitted.

Primary horizontal logo

Primary vertical logo

Secondary logo
(special circumstances)

Download logos:
thunderbird.asu.edu/brand

Typography

Primary

Public Sans
Thin, Light, Regular, **SemiBold**, **Bold**,
ExtraBold, **Black**

Secondary

ITC Giovanni Standard
[academic focus]

[Book, *book italic*, **bold**, ***bold italic***]

Color palette

Thunderbird Blue, Gold and Gray are the school's primary colors. Over many years, Thunderbird has built brand equity in navy blue and gold. These two colors define who we are as an educational institution and all digital and multicolor print designs should lead with the primary brand colors.

The use of secondary colors should be done sparingly and with the intention, ideally adding meaning or clarity to the creative item. They should complement the primary brand color palette and are most helpful when used in charts, graphs and maps that may require several colors for clearer reading and comprehension.

Primary

Thunderbird Blue
Pantone 2955c
CMYK: 100/85/35/33
RGB: 0/46/95
HEX #002e5f

Thunderbird Gold
Pantone 123c
CMYK: 0/21/88/0
RGB: 255/198/39
HEX #ffc627

Thunderbird Gray
Pantone 443
CMYK: 43/35/35/1
RGB: 153/153/153
HEX #999999

Secondary

Twilight Blue
CMYK: 95/37/5/0
RGB: 1/121/183
HEX #0179B7

Dawn Blue
CMYK: 25/2/0/0
RGB: 192/221/234
HEX #C0DDEA

ASU Pink
CMYK: 0/83/16/0
RGB: 231/73/115
HEX #E74973

Green
CMYK: 60/0/100/0
RGB: 120/190/32
HEX #78BE20

Copper
CMYK: 0/69/100/47
RGB: 146/72/19
HEX #924813

ASU Turquoise
CMYK: 68/0/21/0
RGB: 74/183/196
HEX #4AB7C4

Orange
CMYK: 0/60/85/0
RGB: 255/127/50
HEX #FF7F32

Purple
CMYK: 37/98/44/18
RGB: 124/35/86
HEX #7C2356

Dark Grey
CMYK: 2/0/4/66
RGB: 116/116/116
HEX #747474

As of March 2025