

Thunderbird Brand Guide at a Glance

/01 Logo

Download logos:
thunderbird.asu.edu/brand

The Thunderbird School of Global Management logo is the institution's visual identity and a foundational centerpiece of the brand. The Thunderbird logo is original artwork and must not be altered, redrawn or modified in any way.

The full co-branded Thunderbird-ASU logo is the School's main form of identification and should be used prominently on all Thunderbird material, including printed and online assets such as letterhead, envelopes, business cards, promotional content, websites, apparel, etc.

In special circumstances, and with written approval from Thunderbird's Office of Branding and Communications, the standalone Thunderbird logo containing the ASU tag line: "A unit of the Arizona State University Enterprise" may be used in either a horizontal or vertical orientation. The symbol, wordmark, and ASU tag line must be used together as a visual reinforcement of the brand.

When the Thunderbird logo appears alongside the ASU logo in the co-branded fashion, the ASU tag line is dropped.

For special instances or unusual circumstances please contact Thunderbird Communications at ThunderbirdCommunications@asu.edu

Horizontal:



Stacked:



Thunderbird with tag Horizontal:



/02 Typography

Public Sans

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

ITC Giovanni Standard

[*academic focus*]

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

/03 Color palette

Primary

The Pantone colors should be used wherever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process.



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

Secondary



Twilight blue
CMYK: 95/37/5/0
RGB: 0/130/192
HEX #0082c0



Dawn blue
CMYK: 25/2/0/0
RGB: 192/221/234
HEX #c0ddea



Jade
CMYK: 61/23/100/6
RGB: 113/149/0
HEX #719500



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



Orange
CMYK: 7/35/89/0
RGB: 235/171/60
HEX #ebab3c



Purple
CMYK: 50/92/42/27
RGB: 113/43/83
HEX #712b53

Thunderbird Brand Guide at a Glance

/04 Collateral

Business Cards:



Front



Back

Letterhead:



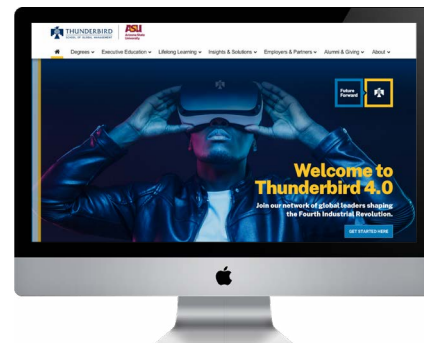
/05 Assets

Email signature:

XXXXXX XXXXXXXX
Title |
Department Name |
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o: 123 456 7890 | c: 234 567 8901
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PowerPoint Template:



#1 Ranking Lock-up:



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