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ABOUT THE ASPEN INSTITUTE

The Aspen Institute is an educational and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues.

The Institute is based in Washington, DC; Aspen, Colorado; and on the Wye River on Maryland’s Eastern Shore. It also has offices in New York City and an international network of partners.
THE INSTITUTE’S BRAND IDENTITY

Our brand identity incorporates the visual representation of the Aspen Institute, and the values and associations linked with all that we do. Every arm of the Institute operates as an important brand ambassador, by disseminating these brand values to their audiences. These guidelines provide the tools to protect our brand assets, enabling individual programs to leverage the Institute brand and all it stands for.
LOGOS, COLOR, & TYPOGRAPHY
THE ASPEN INSTITUTE LOGO

The trademarked Aspen Institute logo is one of the Institute’s most valuable asset, and should only be reproduced 3 ways:

1. Using the Institute’s official color palette
2. 100% black
3. Knocking out to white on any dark background

• 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
• The logo should be large enough to ensure legibility

File formats should be used as follows:
• EPS: All professionally printed applications
• JPG: Microsoft programs, online usage
• PNG: Online usage

The logo should have a margin of clear space on all sides around it equal to the typeface x-height.

These files are available for download at: www.aspeninstitute.org/branding
THE ASPEN INSTITUTE LEAF

The Aspen Institute leaf cannot be used as a stand-in for the trademarked logo but can be used graphically, providing the main logo is present somewhere on the materials being produced.

The Aspen Institute leaf should only be reproduced:

- Using the Institute’s official color palette
- 100% black
- Knocking out to white on any dark background
- The leaf should always be used as downloaded and never recreated

There are no approved modifications to the leaf.
THE ASPEN INSTITUTE BRAND USAGE GUIDELINES

THE ASPEN INSTITUTE PROGRAM TITLES & LOGOS

IMPORTANT! Please submit working titles for ANY new programs, initiatives, partnerships, etc. to keosha.varela@aspeninst.org for review prior to publicizing and/or creating a logo.

PROGRAM LOGOS

A lockup with The Aspen Institute secondary horizontal logo is required for all new program logos. New logo designs should account for placement at the bottom for brand consistency (examples below). If a logo design is outsourced, please submit final drafts to steve.johnson@aspeninst.org for review.

Secondary Horizontal Logo

THE ASPEN INSTITUTE

weave
the social fabric project

ASBEN TECH
POLICY HUB

ASBS SECURS
FORUM

2GenACT
Accelerating Capacity and Tools

ASBEN CYBER SUMMIT

INTERNATIONAL
PARTNERS
COLOR PALETTE (WEBSITE PALETTE ON PAGE 25)

Color is one of the most important components of our visual identity. Correct application of the color palette ensures consistency and global recognition.

The official color for the Aspen Institute is Pantone 7692 C. This color has been specified using the Pantone® matching system with CMYK, RGB, and HTML formulas.

- In printed publications, using a coated versus uncoated stock will affect the hue and value of the color
- Always specify the coated Pantone® (PMS) numbers
- When custom inks are not available for printed publications, use the CMYK formula
- For electronic/web applications, use the RGB conversion
The Aspen Institute also uses the following families of serif and sans serif fonts.

While these fonts are recommended, similar fonts packaged with all versions of Microsoft Windows as well as Mac OS can be used to provide flexibility.

**RECOMMENDED FONTS**

**Serif:**
- New Baskerville
  - AaBbCc12345
  - New Baskerville Regular
  - AaBbCc12345
  - New Baskerville Italic
  - AaBbCc12345
  - New Baskerville Bold
  - AaBbCc12345
  - New Baskerville Italic

**Sans Serif:**
- Avenir Next (Primary)
  - AaBbCc12345
  - Avenir Next Regular
  - AaBbCc12345
  - Avenir Next Italic
  - AaBbCc12345
  - Avenir Next Bold
  - AaBbCc12345
  - Avenir Next Bold Italic

**Gill Sans**
- AaBbCc12345
  - Gill Sans MT Regular
  - AaBbCc12345
  - Gill Sans MT Italic
  - AaBbCc12345
  - Gill Sans MT Bold
  - AaBbCc12345
  - Gill Sans MT Bold Italic
STATIONERY & SIGNAGE
STATIONERY

All stationery requests should be submitted through the Aspen Institute Online Ordering Portal aspen.ironmarkusa.net

Click on “Click here” to register to create your account. Once you create your account, you will gain immediate access to the Catalog and can begin ordering.

The pre-designed templates on the Portal allow for self-customization while ensuring brand consistency across the Aspen Institute.*

* For your program template to be added to the Aspen Institute Online Portal, please contact the Communications department.
BANNERS AND SIGNAGE  The Publications Department has templates for all banners and signage featuring the Aspen Institute logo.

Please contact the Aspen Institute Publications Manager for all requests or more information publications@aspeninstitute.org
The Publications Department can also customize branded templates using program logos, event titles, sponsors logos, etc.
PHOTOGRAPHY
PHOTOGRAPHY OVERVIEW

Images play a vital role in communicating the Institute’s message. Whether an annual report, brochure, magazine, or website, images should be selected with attention to the audience and platform used.

- Images should feel observational and spontaneous rather than staged
- Use images that convey political, racial, gender, and age diversity when available
- Avoid racial and gender stereotyping
- Only use images that are relevant and add value
- Images that are used in printed materials should be reproduced at print quality, or 300 DPI at 100%
- Images for online viewing or on the web should be reproduced at 72 DPI at 100%
- The Aspen Institute Flickr site contains a selection of approved photography that can be used http://www.flickr.com/photos/aspeninstitute/sets/
- Please credit all photographers appropriately
- Requests for archival photos can be placed with the Communications Department, publicaffairs@aspeninstitute.org
- If stock photos are required, the recommended website is www.istockphoto.com

For a walk-through on photographing events please download the Aspen Institute Event Photography Guide: www.aspeninstitute.org/branding
PHOTOGRAPHY SAMPLES

Here are samples of photography used by the Institute.

See our Flickr pages for images to download.

www.flickr.com/photos/aspeninstitute
DIGITAL USAGE
DIGITAL OVERVIEW

- The URL of the Institute’s website should always be written as aspeninstitute.org (not aspeninst.org)

- When printing or sharing web addresses, it is not necessary to include the “www” portion of the full address. For example, http://aspeninstitute.org/about would be acceptable as a shared link.

- To accommodate space restrictions for social media sharing, you may also use http://as.pn as a direct link to the Institute’s homepage

WEBSITE DESIGN

- Several web page templates are available to maintain consistent experience throughout the main aspeninstitute.org site

- Internal questions about style or additional design requests may also be directed to webwork@aspeninstitute.org
WEBSITE COLOR PALETTE

PRIMARY COLOR PALETTE

Aspen Blue
#00497B

Foundation Navy
#263640

Slate Gray
#AAAB0

White
#FFFFFF

ISSUE AREA COLOR PALETTE

Business & Society
#008E3C

Communications & Culture
#8DBB27

Education
#F4E601

Energy & Environment
#FDC60A

Health & Sport
#F28E1E

Justice & Civic Identity
#EB6120

Opportunity & Development
#E42423

Philanthropy & Social Enterprise
#C5037E

Security & Global Affairs
#6E3988

For situations where text color is too light to read:

Economy Text Color
#D9CD01

Education Text Color
#EB8406
EXTERNAL SITES

- Plans for new websites must be approved by Senior Management
- The Web Team maintains technical documentation that can assist professional developers in adhering to Institute standards for online hosting, design, and functionality
- Contact the Web Team to access these technical guidelines at webwork@aspeninstitute.org

PARTNERSHIP SITES

- When creating sites with other entities or partners, the Institute’s logo should be displayed in accordance with brand book guidelines. It should be linked to the Institute’s homepage, or if the logo of another Institute entity appears, it may be linked to the appropriate page of the program involved.
- Questions about branding for partnership sites should be directed to the Web Team

BULK EMAIL

- Contact the Web Team for bulk email requests including template design
- The Institute’s bulk email policy can be found on AspenNet under the Communications filing cabinet’s “Web Operations & E-Mail Services” folder
ONLINE VIDEO

• In all cases, the highest quality video is preferred for all distribution

• Plan for video projects to be recorded in HD format

• If a project needs to be in SD (standard definition), make sure it is recorded in 16:9 (widescreen) aspect ratio. Exceptions should only be made to accommodate facilities that are not equipped to support modern standards.

• All video should be handed over to the multimedia producer or interactive services assistant to be stored in the Institute’s video archive and uploaded to the Institute’s YouTube channel at http://youtube.com/AspenInstitute

• Mobile phone video should be avoided, and is only acceptable when capturing unexpected scenes while traveling or for planned use on social media channels (Instagram, etc). Professional video equipment is always preferred.

LIGHTING

• A professional provider of video services should provide lighting guidance based on the venue

• Wherever possible use back light to separate speakers from the background

• Limit use of spotlights

CAMERA

• If recording a one-person event, one camera will work fine. In the case of 3 or more panelists, 2 or more cameras are preferred.

• Use a tripod or stabilization device
BRANDING

• Every attempt should be made to include the Aspen Institute logo in video footage. A logo banner should appear behind an interview subject or on-stage presenter.

• Examples of good logo banners on video: https://www.youtube.com/watch?v=zSH2RNyCHcY https://www.youtube.com/watch?v=KomLufyToxY https://www.youtube.com/watch?v=bh-peW1C8l0

STREAMING

• A distribution system that negotiates video quality based on the bandwidth of the audience is always preferred

• We recommend YouTube

AUDIO

• Sound should be carefully recorded

• Events and interviews should be conducted with professional equipment, and a dedicated microphone provided for each speaker appearing on video

• Ambient room audio (without directed microphones) is unacceptable due to the degradation in video quality
SOCIAL MEDIA

• The Institute operates several social media accounts on platforms such as Facebook, Twitter, LinkedIn, YouTube, Instagram, Snapchat, Flickr, and Pinterest

• To get your program information disseminated on the Institute’s accounts, please contact the Institute’s Social Media team at socialmedia@aspeninstitute.org
GUIDELINES FOR MANAGING INDIVIDUAL SOCIAL MEDIA ACCOUNTS

TWITTER

The Look

- The header should be updated with an “on brand” image
- The header photo recommended dimensions are 1500x500 pixels.
- The profile photo recommended dimensions are 400x400 pixels.

If you need to adjust your logo, contact the communications department for a reformatted logo.

- In the bio, identify the account as “part of @AspenInstitute” and (if applicable) include any common hashtag you use like #AspenSecurity or #AspenAction in the bio.

Hashtags

- Use hashtags as a tool to add to existing hashtag conversations or start a custom hashtag to track the conversation for the hashtag.
- Try not to use more than two hashtags in a tweet.
- Avoid beginning a tweet with a hashtag.

Tagging

- When including someone in a tweet, check to see if they have a twitter profile and tag them with their handle
- Be careful when tagging someone at the start of a tweet as this is considered a “response” and will only be seen by a limited number of users. Instead, start tweet with an extra space or period (ex: “.@AspenInstitute”)
Who to Follow

- The other Aspen Institute accounts (find the list here)
- Accounts relevant to your brand and message
- The people mentioned in your tweets, guests at your panels and partner organizations

Retweets

- Aim for a balance of more original tweets than retweets
- Retweet relevant content coming from “on brand” accounts
General Content Best Practices

- Post should be made daily for account to remain relevant and grow an audience. (It is recommended to do at least 5 tweets a day). You should develop a content strategy to ensure the account is being used in a meaningful and additive manner. Please contact the social media manager in the communications department if you need help with mapping out content to achieve your communication goals.

- If you need to abbreviate words because of character limitations, only abbreviate words commonly abbreviated such as “with” to “w/” or “Wednesday” to “Wed.”

- Use compelling language and try to connect to topics relevant in the news to increase readership.

- Avoid asking questions and try using concise, punchy statements.

- Always tag pages/people that are relevant to your post. It will help increase engagement. (Example here)

- Include Twitter handle on all media releases and related materials - especially for events.

- You do not need to shorten URLs. They will take up 23 characters no matter the length of the URL.

Photos + Video

- Always try to include a photo, video or link in a tweet.

- If you do post a photo, consider tagging influencers in the photo. This will save character space, but the tagged account will still receive an alert.

- If you are sharing a video that is under 2 minutes, upload the video natively to the platform versus sharing a YouTube link using Twitter’s Media Studio.

Analytics

- It is very important to use analytics to guide your digital content strategy. You can find analytics on Twitter by logging into your account and visiting www.analytics.twitter.com. See here for more explanation about Twitter analytics. These tools can help you learn how well each tweet performed, who the engaged audience is, etc. If you need help interpreting the insights into your social media content strategy, contact the social media manager in the communications department.
FACEBOOK

The Look

- The header should be updated with an “on brand” image.
- The header image should be hi-res and should be 1200 x 675 pixels.
- The profile image should be at least 180 x 180 pixels. If you need to adjust your logo, contact the communications department for a reformatted logo.

General Content Best Practices

- Post should be made daily for page to remain relevant. (It is recommended to do 1-2 posts a day). It is recommended that you develop a content strategy to achieve this. Please contact the social media manager in the communications department if you need help with this.
- Every link should include text. Keep copy as short as possible with a maximum of two sentences.
- You should update the website social media sharing information so the link properly pulls through into the Facebook newsfeed. If you have questions on how to do this, contact the social media manager in the communications department.
- Post video uploaded directly to the platform as much as possible. Most video is viewed on Facebook without sounds, so the video should include video captions as much as possible.
- Use compelling language and try to tie it into topics relevant in the news to increase readership.
- Avoid asking questions and try using concise, punchy statements. Generally, a quote from the video or article works well.
- Always tag pages/people that are relevant to your post. It will help increase engagement. (See example here)
Links

• After you link to another site or article, Facebook automatically imports the information. Remember to remove the URL from post after the content preview loads.

• If the image and title aren’t showing up correctly, double check that the social media sharing information is filled out properly in the backend of the website on the post. Please contact the social media manager in the communications department if you have questions.

Photo Albums

• After a large event, you may want to consider posting a small album of highlights on Facebook. This will likely get a lot of engagement from attendees.

Analytics

It is very important to use analytics to guide your digital content strategy. You can find analytics on Facebook by clicking the Insights tab at the top of your Page. See here for more explanation about the information provided in the Insights section. These tools can help you learn how well each post performed, who your engaged audience is, best time of day to post, etc. If you need help interpreting the insights into your social media content strategy, contact the social media manager in the communications department.

Scheduling

Utilize the scheduling function on Facebook in order to set up posts for the week, weekend, and/or month. Here are instructions on how to schedule and managed scheduled posts.
STYLE & TONE
WRITING STYLE & TONE

The Aspen Institute strives to maintain a tone and style in its published content that matches the level of expertise and sophistication we bring to the work of our programs.

- With few exceptions, the Institute’s style defers to The Associated Press Stylebook. Questions of spelling are addressed in “Webster’s New World College Dictionary,” (websters.yourdictionary.com) as per AP Style. The first spelling of a word should generally be used (unless an alternative appears in the word list below or is preferred by the AP Stylebook). Please consult the Chicago Manual of Style for issues not covered by the AP Stylebook. Any style point mentioned in this guide overrules those publications.

- These rules are applied in publications produced by the Communications Department, which includes the Aspen Institute website, The Aspen Idea magazine, the Aspen Institute Annual Report, the Aspen Idea blog, and the Aspen Journal of Ideas website, among others. When editing any program content, a Communications Department editor will use AP Style, unless directed otherwise.

- Press releases coming from the Aspen Institute and its programs adhere to additional internal guidelines. Please contact publicaffairs@aspeninstitute.org for these guidelines and a template if you are planning to distribute a release on behalf of the Institute or any of its programs.

This style guide is not intended to be a comprehensive manual of grammar and style. Instead, it addresses common words and terms used by the Institute, as well as exceptions to AP Style.

What we are:
sophisticated experts that are news-driven and have a sense of humor

What we are not:
trivial, flippant, or dour
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.).

**Aspen Meadows Campus**
- When referring to the Institute’s Aspen location, we capitalize “Aspen Meadows” and lowercase the word “campus.” We prefer “programs on the Aspen Meadows campus” to “programs in Aspen.”

**Bolding Names** (for print purposes only)
- Bold all names, living or dead.
- Bold first and last names.
- Bold on first reference only. On all other references, use only last name without title and without bolding.

**City Reference**
- Spell out the city and the state (e.g., Aspen, Colorado).
- When it is in the middle of the sentence, close the commas around the city name (e.g., Book flights to Aspen, Colorado, early to avoid expensive fares.).
- Abbreviate the District of Columbia as DC, not D.C.
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 Walter Isaacson 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 Policy 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, Washington Ideas 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 Policy Program Events
- Policy 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.
WORD & USAGE LIST

**Italics and Quotations**
- Use italics for print publications. Titles of reports, articles, books, and pieces of art are set off using quotation marks.
- However, the online Journal of Ideas follows traditional AP Style rules in this matter (i.e., no italics for print publications).

**Oxford (or Serial) Comma**
- Use the Oxford comma in a list of three or more items (i.e., The talk was attended by Walter Isaacson, Ariana Huffington, and Bill Gates.).
- However, the online Journal of Ideas follows traditional AP Style rules in this matter (i.e., the Oxford comma is used only when necessary to avoid confusion.).

**Time**
- Per AP Style, time is listed as 11 a.m. or 11:30 a.m. Replace 12:00 with noon or midnight.

**Members of Congress**
- Introduce Members using “Sen.” or “Rep.” Do not use Senator or Representative.

**United States**
- First usage in a document or publication: United States.
- All other uses thereafter: US, not U.S.

**URLs (for print)**
- Do not use “http://www.” Instead, just use the domain name and extension (e.g., aspeninstitute.org).

**URLs (for digital use)**

For general publication or publicity guidance, contact the Communications Team.
CONTACT US

We hope you find these Brand Usage & Guidelines inspiring and useful as you implement brand communications for the Aspen Institute.

For more information about using the Aspen Institute’s brand identity, contact publicaffairs@aspeninstitute.org