



ASPEN
IDEAS
FESTIVAL

Visual identity guidelines

1.0 Basic elements

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The Aspen Ideas Festival is a program of the Aspen Institute. The Festival format is modeled after educational seminars. Topics covered during the festival include global politics and economics, U.S. Policy, environment, technology, science, health, education, arts, and economic issues.

The Aspen Ideas Festival identity reflects the digital building blocks that increasingly facilitate communication and connections, and the intellectual exchanges and relationships that characterize and distinguish The Festival. The design is both modern and organic, thus reflecting the multiplicity and the efforts of the participants and the organizers and bringing ideas together to build a more interesting world.

THE DIGITAL LEAF LOGO

Basic elements 1.4

The Digital Leaf Logo

Our logo is one of the most important visual expressions of our brand. Understanding what it stands for and how it should be used is vital to building a strong image for the Aspen Ideas Festival. The relationship between these elements has been established, and these proportions are fixed as illustrated.

Two key elements make up our logo:

- the Digital Leaf Symbol
- the Aspen Ideas Festival Wordmark

The digital/organic compound leaf symbolizes and salutes a decade of bringing ideas together to build a more interesting world.

The clean, bold, all caps lettering of our wordmark has been specially rendered to reinforce our image as the leading destination for brave thinking and bold ideas.



LOGO CONFIGURATIONS

Basic elements 1.5

We have three formats we use for different types of media. We chose these three formats for practical and expressive considerations.

Primary Stacked

The primary version of the logo is the version we use most often. Use the primary logo format on tall, portrait oriented pieces, or where you have ample vertical space.

Alternative Stacked

The alternative version of the logo is the version that should be used when vertical and horizontal space is limited.

Alternative Horizontal

Use the horizontal logo format on landscape oriented pieces, or where you have more horizontal space than vertical space.

PRIMARY STACKED



ALTERNATIVE STACKED



ALTERNATIVE HORIZONTAL



CLEAR SPACE + MINIMUM SIZES

print application

Basic elements 1.6

Clear Space

Our logo represents the qualities of our company and should always stand out clearly from other visual elements in our communications.

A minimum area of clear space has been established around the Aspen Ideas Festival logo to protect the logo and set it apart from type and other graphic elements. The clear space is a minimum and should be increased wherever possible. The dashed lines define the boundaries of the clear space; the minimum clear space is equal to the height of the “A” in Aspen.

Minimum Sizes

Minimum size refers to the smallest dimensions allowed for presenting the Aspen Ideas Festival logo. There are three specifications for minimum sizes for printed material.

PRIMARY STACKED



Minimum width
1" or 2.5400 cm

ALTERNATIVE STACKED



Minimum width
1.75" or 4.4450 cm



Minimum width
3.75" or 9.5250 cm

CLEAR SPACE + MINIMUM SIZES

online application

Clear Space

Our logo represents the qualities of our company and should always stand out clearly from other visual elements in our communications.

A minimum area of clear space has been established around the Aspen Ideas Festival logo to protect the logo and set it apart from type and other graphic elements. The clear space is a minimum and should be increased wherever possible. The dashed lines define the boundaries of the clear space; the minimum clear space is equal to the height of the “A” in Aspen.

Minimum Sizes

Minimum size refers to the smallest dimensions allowed for presenting the Aspen Ideas Festival logo. There are three specifications for minimum sizes for printed material.

PRIMARY STACKED



Minimum size
72px

ALTERNATIVE STACKED



Minimum size
126px



Minimum size
270px

One-Color Grayscale Logo

In those situations when using our full color logo is not practical or not possible (due to either production limitations or budget restrictions), an alternate one-color grayscale logo option may be used.

One-Color Solid Logo

Use the one-color solid logo in black when printing cost constraints and reproduction methods prohibit the use of the full-color or one-color grayscale logo. The one-color solid logo in black is used for laser-printed documents and reproduction in newsprint.

ONE-COLOR GRAYSCALE



ONE-COLOR SOLID



ONE-COLOR LOGO TYPE

print application

Basic elements 1.9

One-Color Grayscale Logo

In those situations when using our full color logo is not practical or not possible (due to either production limitations or budget restrictions), an alternate one-color grayscale logo option may be used.

One-Color Solid Logo

Use the one-color solid logo in black when printing cost constraints and reproduction methods prohibit the use of the full-color or one-color grayscale logo. The one-color solid logo in black is used for laser-printed documents and reproduction in newsprint.

Stacked Wordmark:
Gray = K: 40

**ASPEN
IDEAS**
FESTIVAL



Minimum width
1" or 2.5400 cm

Horizontal Wordmark:
Gray = K: 40

ASPEN IDEAS FESTIVAL



Minimum width
3" or 7.62 cm

Stacked Wordmark:
100% Black

**ASPEN
IDEAS**
FESTIVAL



Minimum width
1" or 2.5400 cm

Horizontal Wordmark:
100% Black

ASPEN IDEAS FESTIVAL



Minimum width
3" or 7.62 cm

ONE-COLOR LOGO TYPE

online application

Basic elements 1.10

One-Color Grayscale Logo

For any digital application when our full-color logo is not practical or does not fit with the page concept.

One-Color Solid Logo

For any digital application when our full-color logo is not practical or does not fit with the page concept.

Stacked Wordmark:
Gray = R: 152, G: 152, B: 152

**ASPEN
IDEAS**
FESTIVAL



Minimum width
72px

Horizontal Wordmark:
Gray = R: 152, G: 152, B: 152

ASPEN IDEAS FESTIVAL



Minimum width
216px

Stacked Wordmark:
100% Black

**ASPEN
IDEAS**
FESTIVAL



Minimum width
72px

Horizontal Wordmark:
100% Black

ASPEN IDEAS FESTIVAL



Minimum width
216px

REVERSE LOGOS

Basic elements 1.11

Reverse logo

For situations when our logo must appear on a color background, we have created two approved reverse logo options, shown here.

Choose our preferred full-color reverse logo whenever possible. The one-color reverse version of our logo is acceptable, when the number of colors you are using is limited.

If you need to apply our logo onto a color other than what is shown here—choose an option that will provide sufficient contrast. Avoid dropping our logo out of screened colors and tones which will hinder our logo's legibility. This is only acceptable in special situations and must always be reviewed and approved by Marketing Communications before implementing.

PREFERRED FULL-COLOR REVERSE LOGO

Digital Leaf: Full color
Wordmark: White



ACCEPTABLE ONE-COLOR REVERSE LOGO

All logo elements: White



REVERSE LOGO TYPE

Basic elements 1.12

Reversed Logo Type

Use the one-color solid logo in black when cost constraints and reproduction methods prohibit the use of the full-color or one-color grayscale logo. The one-color solid logo in black is used for laser-printed documents and reproduction in newsprint.

REVERSED ON COLOR BACKGROUND
Stacked Wordmark



Minimum width
1" or 2.5400 cm

Minimum width
72px

REVERSED ON PHOTO BACKGROUND
Stacked Wordmark



Minimum width
1" or 2.5400 cm

Minimum width
72px

REVERSED ON COLOR BACKGROUND
Horizontal Wordmark



Minimum width
3" or 7.62 cm

Minimum width
216px

REVERSED ON PHOTO BACKGROUND
Horizontal Wordmark



Minimum width
3" or 7.62 cm

Minimum width
216px

COLORS

Color Palette

Our brand colors are representative of our core brand values. While making a striking visual statement, they also emphasize The Festival's multiplicity and variety of the intellectual forum, its excitement and positivity. Our brand colors may be used as large fields of color and to highlight copy. They may also be used in charts and graphs, that speak specifically about our company.

When using the Aspen Ideas logo, it is not permissible to change the color palette.



PRIMARY TYPOGRAPHY

print + digital

Basic elements 1.14

Lato

Lato is the delicate and sophisticated sans serif. This light, but strong font hits just the right notes of forthrightness, credibility, and charm. Lato represents dynamic, constructive thinking.

Lato type family consists of several fonts, however, the only fonts within the Lato type family that are approved for collateral use are Lato Light and Lato Regular. When used consistently, they help create strong recognition for the Aspen Ideas Festival.

Lato Light is used where text is greater than 7pts.
Lato Regular is used where text is less than 7pts.

Lato is also our digital font for use in online, non-graphical and digital applications. Lato is available as a free, Google font for digital use.

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()+=?<>0123456789

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()+=?<>0123456789

Arial

Arial is the selected typeface for business applications like Microsoft® Word® and Microsoft® PowerPoint®. Arial was chosen because of its ubiquity and availability across commonly used software platforms.

Arial is available in two weights, regular and bold, and two styles, roman and italic.

Arial Regular

Arial Italic

Arial Bold

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&* () + { } = ? < > 0 1 2 3 4 5 6 7 8 9

The Digital Leaf supergraphic is a graphic device that can be used to reinforce the visual impact of our logo. It was created to serve as a background element on our marketing communications and digital applications.

Using our supergraphic gives us a unique way to bring our brand to life—delivering an additional feeling of drama and excitement to the application—while adding an extra degree of consistency to our visual messages.

Our supergraphic should be applied in a thoughtful way, to capture the energy and connectivity of the symbol.

When using the supergraphic, it is not permissible to change the color palette.

COLOR



MONOTONE



CONTACT US

Moving forward we hope that you find this Brand Book inspiring and useful as you begin creating new brand communications for the Aspen Ideas Festival.

Please know this is the first step in reinvigorating and reinventing the brand—the rest is up to you. Take pride and take ownership with the Aspen Ideas Festival brand, staying mindful that brand identities are not built overnight, but earned over time.

For more information about using the Aspen Ideas Festival brand identity, contact Tricia Johnson at tricia.johnson@aspeninst.org