

ASMS Branding Guidelines



Introduction

Welcome! You have opened the branding guide for the **Alabama School of Mathematics and Science**. This guide exists to support the ASMS community in communicating a consistent and memorable brand. Our brand is being established across all communication, promotion, and marketing efforts with the ultimate goal of elevating the school's renown across the state of Alabama.

This booklet contains standards for expressing the ethos, visual identity, and style of the ASMS brand. This guide is not meant to hinder creativity or freedom of expression but rather to align the ASMS community with a recognized and respected brand. It is meant to provide a foundation for ASMS community members, departments, and entities to capitalize on as they develop materials, communicate internally, and interact externally. Following the guidelines in this booklet will allow our school to communicate messages, tell stories, and convey information in a way that is both memorable and meaningful.

If you are producing content on behalf of ASMS, then you should be knowledgeable of the information in this booklet and use it to inform the development of your materials, forms, brochures, signs, electronic messages, presentations, clothing, events, applications, etc. If content is being produced by ASMS departments or community members that does not align with these guidelines, it is at the discretion of the ASMS Development Department to reach out and outline necessary adjustments.

Every form of messaging on behalf of ASMS has an impact on actions. Our brand will convey the value of our unique community, driving a higher level of support, engagement, and selection of ASMS for a myriad of future opportunities.

Our Brand

The following words describe the essence of our brand and what we offer to our audiences:

ACADEMIC RIGOR

EXPERIENCE

ACCEPTANCE

OPPORTUNITY

DIVERSITY

DRIVE

EXCELLENCE



Who We Are

Our Name:

In first references, always use -

Alabama School of Mathematics and Science

In subsequent references, you may use -

ASMS

Alabama School of Math and Science

Our Description:

The following is to be used when utilizing or submitting a formal description about the school.

The Alabama School of Mathematics and Science is the state's only fully public and residential high school for sophomores, juniors, and seniors pursuing advanced studies in math, science, and the humanities. ASMS is a research-focused learning community committed to innovation, interdisciplinary collaboration, and diversity with a mission to empower motivated Alabama students to improve their community, state, and nation. Tuition, room, and board are free.

Tag Line:

The following is to be used when listing the official tag line for the school.

Educating Alabama's next generation of leaders, scholars, and innovators.

Audiences

OUR FUTURE

Prospective Students

Prospective Parents &
Guardians

Educators in Alabama

Message

ASMS offers students an opportunity to pursue high-level education, maximizing their potential for academic and professional achievement.

OUR COMMUNITY

Current Students

Current Parents

Faculty

Staff

Alumni

Board Members

Message

ASMS exists to develop Alabama's next generation of leaders, scholars, and innovators through the collaborative efforts of our community.

OUR PARTNERS

Donors

Friends

Foundations

Research & Industry
Professionals

Message

ASMS is supported by meaningful relationships with partners who ensure the school's continual advancement and quality.

OUR INFLUENCERS

Legislators

Community Leaders

Media

Gulf Coast Community
State of Alabama

Message

ASMS values the advocacy of community leaders who can tell our story and secure the school's future.

Colors



RGB: 25218f



RGB: 2ead66



RGB: Black - 84% Tint



Font Family

Avenir Next Ultra Light

Avenir Next Regular

Avenir Next Medium

Avenir Next Demi Bold

Avenir Next Bold

Avenir Next Heavy

Avenir Next Ultra Light Italic

Avenir Next Italic

Avenir Next Medium Italic

Avenir Next Demi Bold Italic

Avenir Next Bold Italic

Avenir Next Heavy Italic

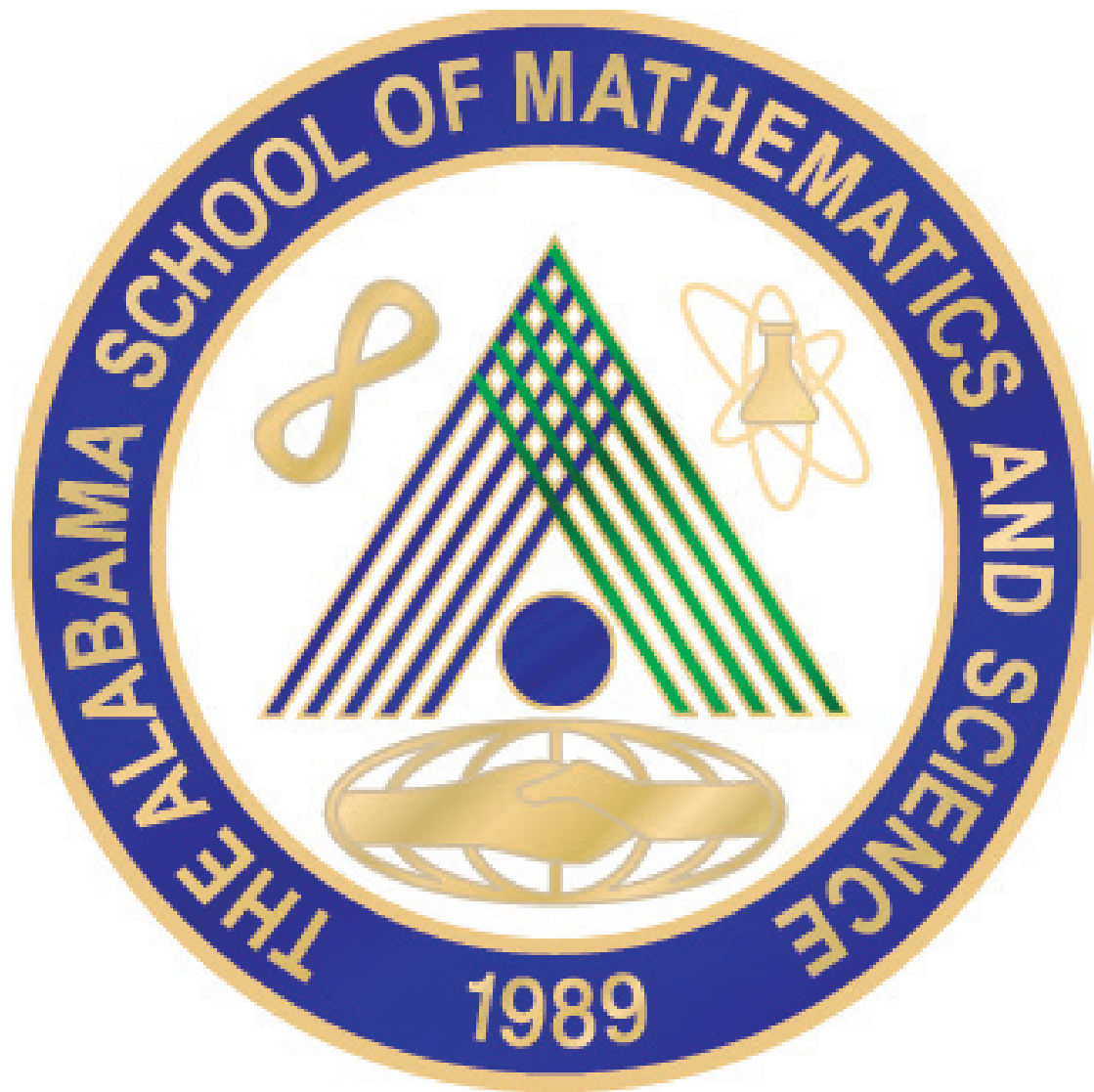
Logo: Vector



Logo: Stacked



Official Seal



The ASMS seal was designed in 1989 when the school was founded. The infinity symbol represents mathematics. The beaker and atom represent the sciences. The shaking hands represent partnership with business and industry. The intersecting lines that form the "A" symbolize the coming together of the various disciplines taught at ASMS. Finally, the sphere with the "A" symbolizes the impact that ASMS graduates will have on the world.

Wordmarks

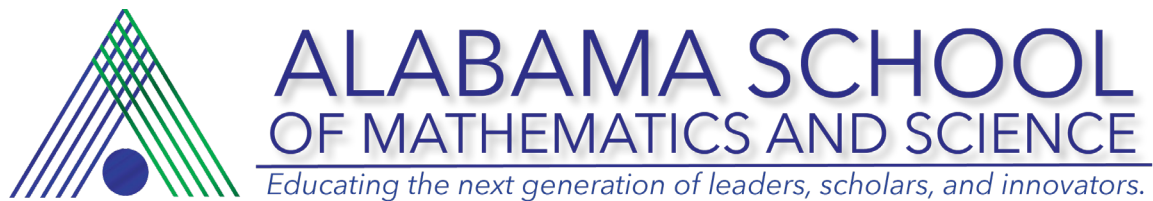
Official Wordmark:

Documents, letters, applications, power points, etc.



Wordmark with Tag Line:

Documents, letters, applications, etc.



Wordmarks

Long Wordmark
Bottom of a document.

ALABAMA SCHOOL OF MATHEMATICS AND SCIENCE

Lined Wordmark:
Bottom of signs, posters, and flyers.



Logos - White

Vector:



Stacked:



Wordmarks - White

Official Wordmark:

Documents, letters, applications, power points, etc.



ALABAMA SCHOOL
OF MATHEMATICS AND SCIENCE

Wordmark with Tag Line:

Documents, letters, applications, etc.



ALABAMA SCHOOL
OF MATHEMATICS AND SCIENCE

Educating the next generation of leaders, scholars, and innovators.

Wordmarks - White

Long Wordmark

Bottom of a document.

ALABAMA SCHOOL OF MATHEMATICS AND SCIENCE

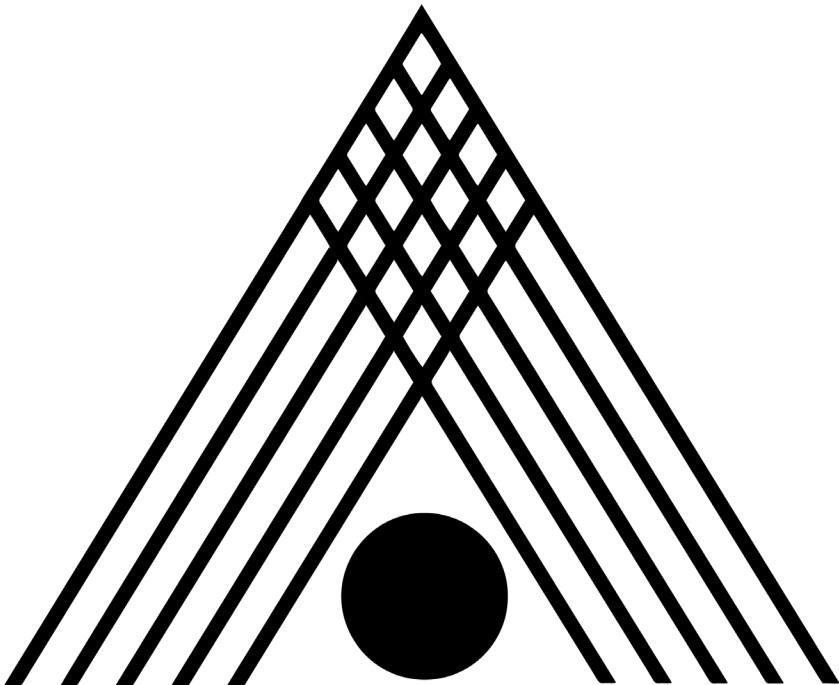
Lined Wordmark:

Bottom of signs, posters, and flyers.



Logos - Black

Vector:



Stacked:



Letterhead

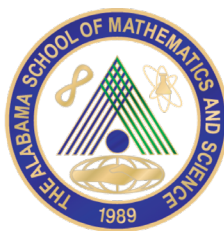
Letterhead



Alabama School of Mathematics and Science

1255 Dauphin Street Mobile, AL 36604 251.441.2100 www.asms.net

Official Documents Letterhead



Alabama School of Mathematics and Science

1255 Dauphin Street Mobile, AL 36604 251.441.2100 www.asms.net

Envelope Return Address

Back:



Alabama School of Mathematics and Science
1255 Dauphin Street Mobile, AL 36604



Alabama School of Mathematics and Science
1255 Dauphin Street Mobile, AL 36604

Front



Alabama School of
Mathematics and Science
1255 Dauphin Street
Mobile, AL 36604



Alabama School of
Mathematics and Science
1255 Dauphin Street
Mobile, AL 36604

Sample



Departmental Logos 1



Departmental Logos 2

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | PRESIDENT

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | ACADEMIC AFFAIRS

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | ADMISSIONS AND OUTREACH

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | DEVELOPMENT

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | FINANCE

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | HUMAN RESOURCES AND OPERATIONS

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | INFORMATION TECHNOLOGY

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | MAINTENANCE

ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE | STUDENT AFFAIRS



ASMS Foundation



ALABAMA SCHOOL
OF MATHEMATICS AND SCIENCE
FOUNDATION

**ALABAMA SCHOOL OF
MATHEMATICS AND SCIENCE** | FOUNDATION



Academic Department Logos



Student Government Association



E-mail Signature

Refer to the separate instructions sheet to create your signature.

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[Website](#) | [Facebook](#) | [Instagram](#)

To

Bcc

Cc

Add a subject

Your Name, Degree
Position Title
Alabama School of Mathematics and Science
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Mobile, AL 36604
251.441.####, youremail@asms.net



[Website](#) | [Facebook](#) | [Instagram](#)



Send

Discard



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