



G R A P H I C   S T A N D A R D S   M A N U A L



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## **AACSB INTERNATIONAL ACCREDITATION LOGO RATIONALE**

## **AACSB INTERNATIONAL ACCREDITATION LOGO STANDARDS**

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I am pleased to introduce the new brand identity for AACSB International.

With this new identity comes the responsibility of promoting AACSB International in a manner that is both consistent and coordinated. It is imperative that the graphic standards set forth in this manual are followed precisely. This Graphic Standards Manual is specifically designed to coordinate our communications practices. It sets the graphic communications standards that will give AACSB International a consistent visual identity in all its public applications from stationery, to signage, advertising and Web sites. By standardizing our graphics, we support our primary communication objective, establishing AACSB International as a mark of the highest quality.

This guide will make it easy to implement effective communications. In fact, the strength of AACSB International's communications and its identity lies in the effective, ongoing usage of this manual.

A handwritten signature in black ink that reads "John J. Fernandes". The signature is fluid and cursive.

John J. Fernandes  
President and Chief Executive Officer

#### ■ Logo Standards

The new logotype for AACSB International and the AACSB International accreditation logo are the primary visual and verbal communication elements for AACSB International. The strength of the organization's identity and effectiveness of its communications are dependent upon the consistent usage of the logotype as outlined in this manual.

This manual is available in a Portable Document Format (PDF) and can be printed out or electronically sent to any commercial printing company.

Please direct any questions regarding the usage of AACSB International's logo identities to:  
Roxanna Strawn  
Assistant Vice President Communications  
Tele: 813-769-6509  
Fax: 813-769-6559  
roxanna@aacsb.edu



## ■ Logo Rationale — AACSB International Logo

Effective April 2001, AACSB International – The Association to Advance Collegiate Schools of Business is the new name of the organization formerly known as AACSB – The International Association for Management Education or American Assembly of Collegiate Schools of Business. It is incorrect to refer to the organization by its former name. On first reference, correct usage is the full name of the organization, AACSB International – The Association to Advance Collegiate Schools of Business; on second and continuing references, it is acceptable to use AACSB International.

AACSB International – The Association to Advance Collegiate Schools of Business has a new logo. The overarching goal that drove the design development of the new AACSB International logo was to create a mark that would be graphically unique to the organization and effectively communicate the heritage and value it represents to premier schools of business around the world.

The letters “AACSB” were specifically designed to be elemental and classic — simple, basic geometric forms comprised of precise lines. These letterforms are conceptually rooted in the inscriptions that adorn both the classic buildings of antiquity and today’s university halls of learning. At the same time, the letters are, by design, very contemporary, underscoring their function as the mark of an international organization of modern institutions of higher education.

The column icon is a classic reference to higher education. With the combination of column and letterforms, the total unit becomes a unique, very functional identifier for AACSB International.

## ■ Colors

The AACSB International logotype when printed must be in either its two-color version (PMS 286 & Cool Gray 7) or one-color version (Black, White or PMS 286).

PMS COLORS:

- PMS 286 – Process Color Tint Mix: 100c 60m 6k
- PMS Cool Gray 7 – Process Color Tint Mix: 47k
- Black
- White

## ■ Typography

The preferred typeface for use in business communications pieces in conjunction with the AACSB International logo is a Sans Serif font. The Sans Serif font may be used in its various forms [regular, italic, bold, condensed or extended] For stationery the font is Univers.

STATIONERY TYPEFACE:

- Univers Condensed: Version 001.001 Adobe Systems, Incorporated

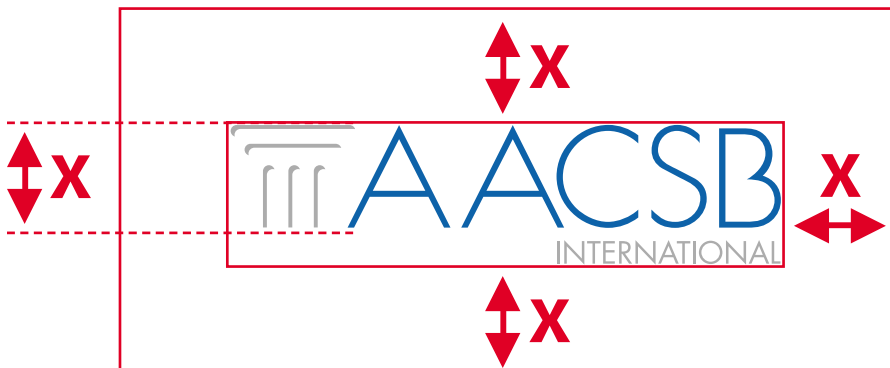
If you do not have the approved typeface or have additional questions, please contact:

Howard Hoskins, Director of Communications – Ph: 314.872.8507 ext 262 • Fax: 314.872.8495 • [howard@aacsb.edu](mailto:howard@aacsb.edu)  
at AACSB International's headquarters in St. Louis, Missouri, USA for assistance.

## ■ Logo Usages

POSITIONING:

The minimum clear space surrounding the AACSB International logotype must always be at least the height of the column icon of the AACSB International logo being used (X-width). This minimum clear space (X-width) must be allowed on all four sides of the logotype.



SIZING RESTRICTIONS:

The AACSB International logo is never to be used smaller than 1" or 6 picas.



■ Logo Usages (cont.)

PROPORTIONS:

The AACSB International logo is always to be used in its original, as designed proportions. Never condense, expand or distort the logo beyond its original proportions.

In addition, the typeface that comprises the letters "AACSB" within the logo is a custom designed typeface. As a result, a "similar" typeface cannot be substituted for the letters "AACSB" within the logo. This rule also applies to the word "International." Always use the complete logo as supplied in this manual for all your logo application requirements.



GRAPHIC ELEMENTS:

AACSB International's identity and effectiveness of its communications are dependent upon the consistent usage of the logotype.

- The AACSB International logo is never to be used without the column icon.
- The AACSB International logo and column icon have a fixed relationship and cannot be altered.



The AACSB International logotype and column icon when printed must be in the approved colors.

- PMS 286 – Process Color Tint Mix: 100c 60m 6k
- PMS Cool Gray 7 – Process Color Tint Mix: 47k
- Black
- White



BACKGROUNDS:

The AACSB International logo is always to be used on a background that will not impede its readability.

- The logo in its positive form should not be used on color fields darker than a 40% value of black.
- The logo in its reverse form should be used only on color fields darker than a 50% value of black.
- The logo should never be used on a pattern.





## ■ Logo Rationale

AACSB International's accreditation logo is available to those institutions that meet the demanding standards of the AACSB International accreditation process.

The new accreditation logo provides a mark that is graphically unique, yet tied to the new AACSB International association name and logo. It effectively communicates the heritage and value of accreditation.

The new accreditation logo is the official graphic symbol for members of the Accreditation Council, and may only be used by AACSB International accredited institutions.

The accreditation process focuses on the quality of educational activities through self-evaluation and peer review. In the self-evaluation process, a school assesses its accomplishments in relation to its mission and objectives, as well as on the criteria in the accreditation standards. The peer review is an external analysis of a school's processes for achieving its mission, assessing educational outcomes, and planning for continuous improvement.

More than 490 AACSB International member institutions have affirmed their commitment to educational quality through the achievement of business accreditation and another 166 through the achievement of accounting accreditation. These institutions are eligible to use the AACSB International accreditation logo.

## ■ Colors

The AACSB International accreditation logo when printed must be in either its two-color version (PMS 286 & Black) or one-color version (Black, White or PMS 286).

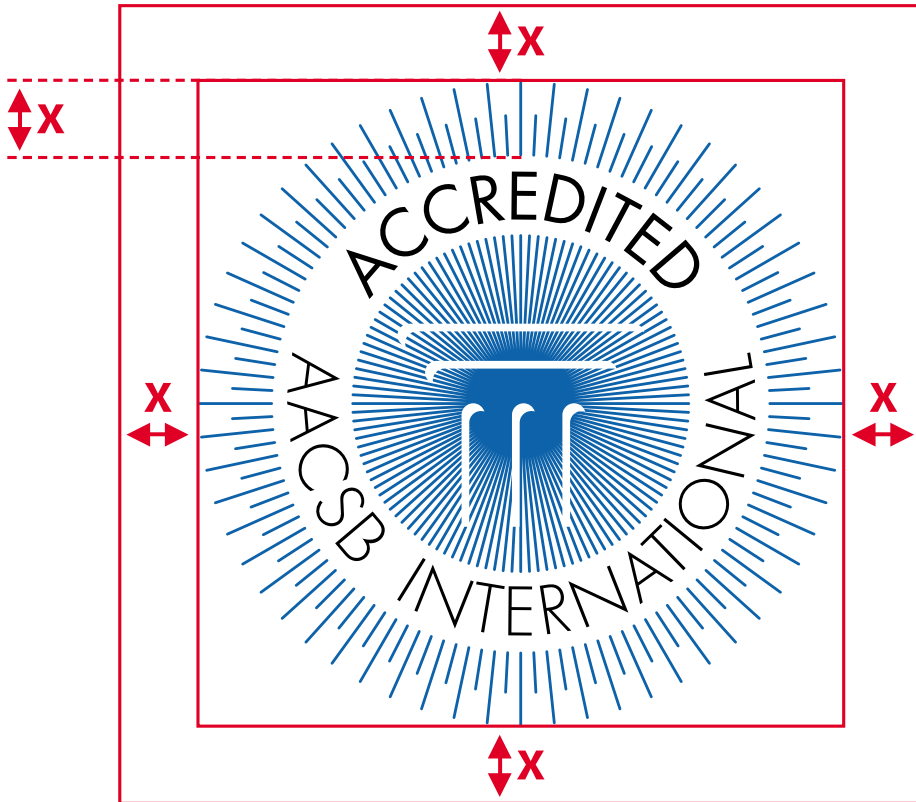
PMS COLORS:

- PMS 286 – Process Color Tint Mix: 100c 60m 6k
- Black
- White

## ■ Logo Usages

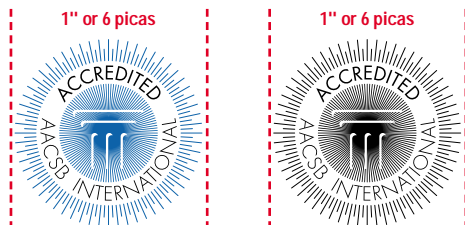
POSITIONING:

The minimum clear space surrounding the AACSB International accreditation logotype must always be at least the length of the outer rays of the logo being used (X-width). This minimum clear space (X-width) must be allowed on all four sides of the logotype.



SIZING RESTRICTIONS:

The AACSB International accreditation logo is never to be used smaller than 1" or 6 picas.



■ Logo Usages (cont.)

PROPORTIONS:

The AACSB International accreditation logo is always to be used in its original, as designed proportions. Never condense, expand or distort the logo beyond its original proportions.

In addition, the typeface that comprises the letters “ACCREDITED,” “AACSB” and “INTERNATIONAL” within the logo is a custom designed typeface. As a result, a “similar” typeface cannot be substituted for any type within the logo. Always use the complete logo as supplied in this manual for all your logo application requirements.

GRAPHIC ELEMENTS:

The accreditation logo’s identity and effectiveness of its communications are dependent upon the consistent usage of the logotype.

- The accreditation logo is never to be used without the column icon.
- The accreditation logo and column icon have a fixed relationship and cannot be altered.

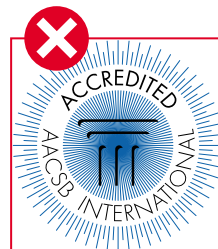
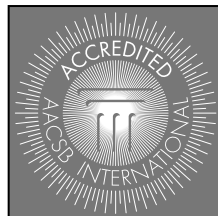
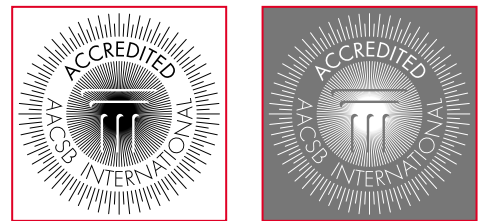
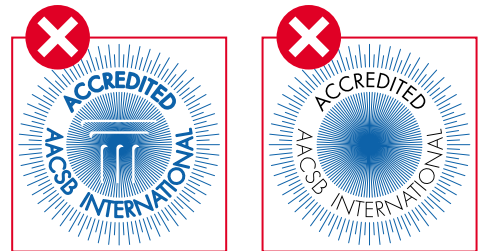
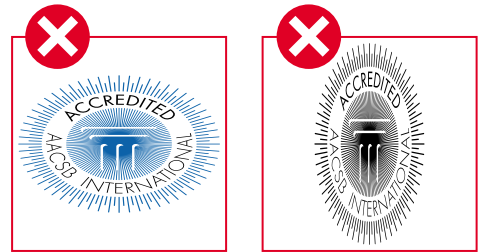
The AACSB International accreditation logotype and column icon when printed must be in the approved colors.

- PMS 286 – Process Color Tint Mix: 100c 60m 6k
- Black
- White

BACKGROUNDS:

The AACSB International accreditation logo is always to be used on a background that will not impede its readability.

- The logo in its positive form should not be used on color fields darker than a 40% value of black.
- The logo in its reverse form should not be used on color fields darker than a 50% value of black.
- The logo can never be used on a pattern.





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