



Building
Communities
of Innovation™

Branding and Style Guide



Building Communities of Innovation™

FOSTERING INNOVATION, COMMERCIALIZATION AND
ECONOMIC GROWTH IN A GLOBAL ECONOMY THROUGH
UNIVERSITY, INDUSTRY AND GOVERNMENT PARTNERSHIPS.

LOGO

The AURP icon is our primary logo. It can be used alone or with our tagline. Tagline color can be AURP grey or white.



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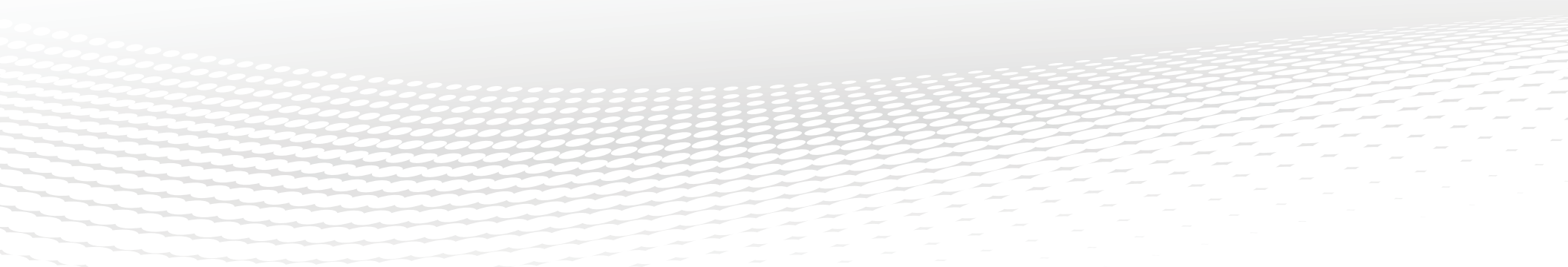


AURP icon



LOGO

The AURP icon may be used in colors from our palette. The primary color is AURP red.



LOGO

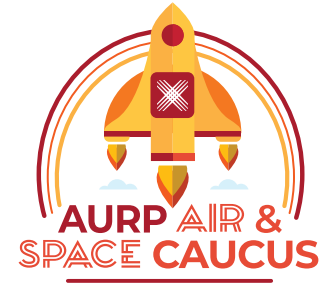
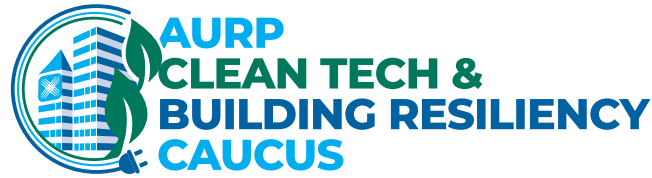
The logo should always be placed in a prominent position, and appear on all materials, both printed and electronic. The minimum space around the logo should at least be equivalent to the size of the “AURP” (see illustration).



The AURP logo is trademarked and should not be altered or recreated. Don't skew, rotate, or modify the logo.



LOGO SUB-BRANDS AND EVENTS



The Conference Logo icon will vary yearly depending on theme and location



COLORS

Bold and striking, the AURP color palette speaks to modern, exciting communities of innovation. AURP primarily uses AURP Red and AURP Grey accented with bright, vibrant colors that offer many options in any layout or collateral design.



AURP RED

AURP GREY

PMS 187
#aa182c

PMS 431
#5b6670



#ebb021

#f57821

#e64b38

#8ba0b2

#354254
Bio Caucus

#000000

#272760
Spring
Training

#003366

#0062a1

#00aeef

#0097bc

#29bfc7

#00795b
Clean
Energy

TYPOGRAPHY

Montserrat is a geometric sans-serif typeface to complement the logo in product lockups and supporting identity materials.

Montserrat can be used in a variety of weights.

Regular: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Demi: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Extra Bold: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Black: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

