



The American
University of Paris

Logo design
project

Context + Process

VISUAL HISTORY

AMERICAN
COLLEGE in
PARIS

A private two-year liberal arts college



AMERICAN
AN INDEPENDENT COLLEGE
COLLEGE
OF ARTS AND SCIENCES
IN PARIS
UNE FACULTE AMERICAINE

THE
AMERICAN UNIVERSITY
OF PARIS
établissement d'enseignement supérieur privé

1962

1967

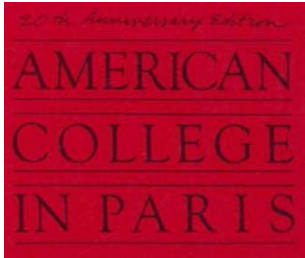
1983

1992

1964

1982

1987



25TH ANNIVERSARY
THE
AMERICAN COLLEGE
IN PARIS
L'université américaine à Paris

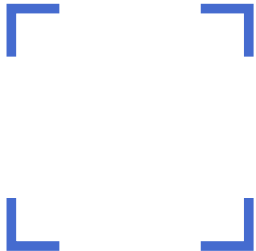
VISUAL HISTORY

établissement privé d'enseignement supérieur libre
THE AMERICAN
UNIVERSITY
of PARIS



THE AMERICAN
UNIVERSITY
OF PARIS
knowledge, perspective, understanding

THE AMERICAN
UNIVERSITY 50
of PARIS YEARS



2000

2004

2012

2021

2002

2009

2017

établissement privé d'enseignement supérieur libre
40 Years
1962~2002
THE AMERICAN
UNIVERSITY
of PARIS



THE AMERICAN
UNIVERSITY
OF PARIS

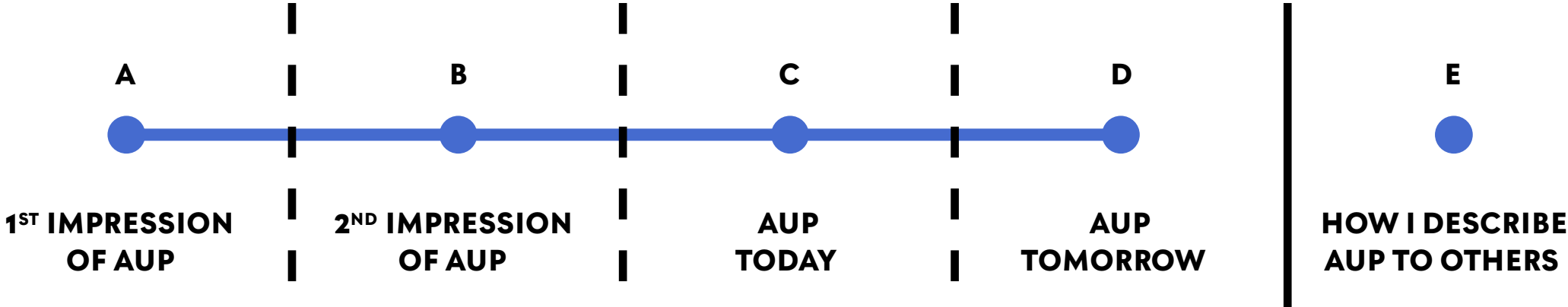
THE AMERICAN
UNIVERSITY 55
of PARIS YEARS

OUR PROCESS

Five stakeholder committees

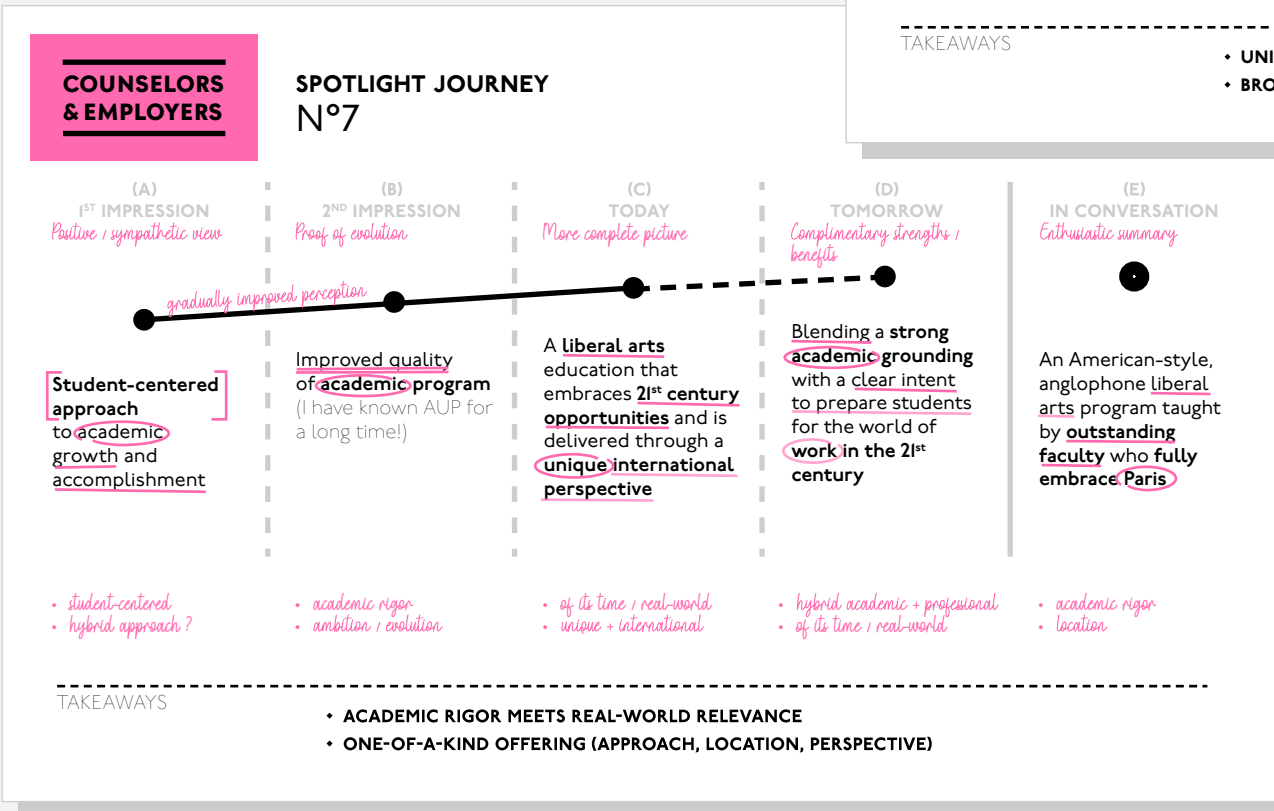
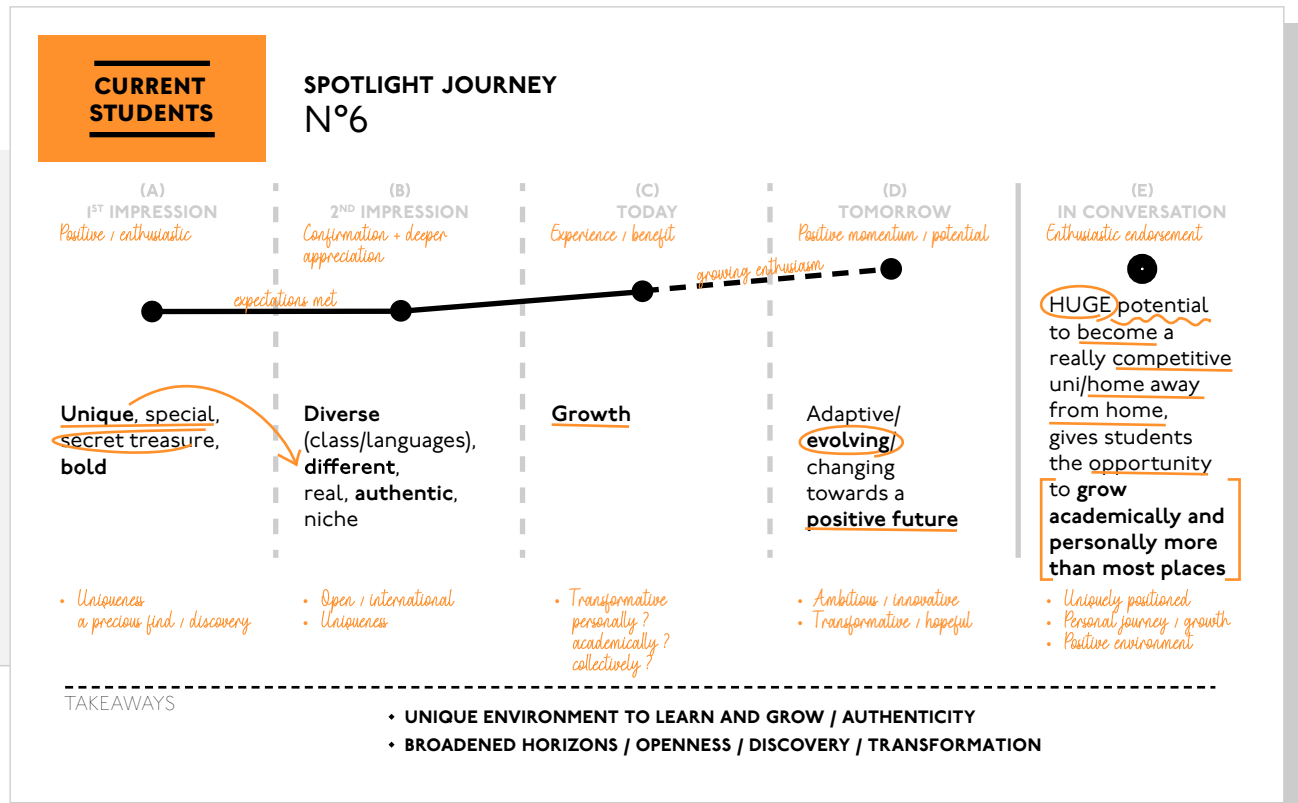


Mapping individual & collective perceptual journeys



OUR PROCESS

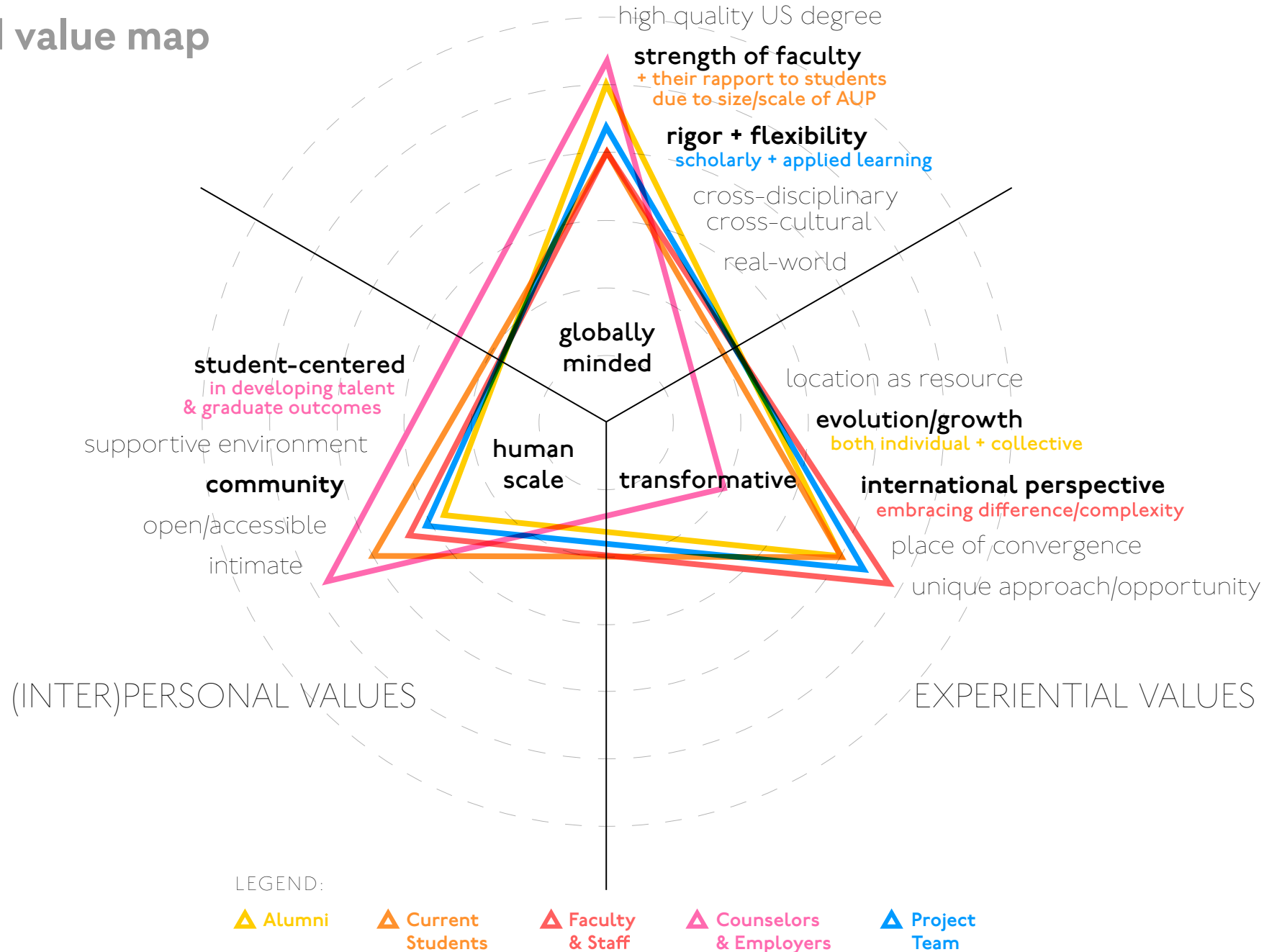
Sample perceptual journeys



OUR PROCESS

EDUCATIONAL VALUES

Combined value map

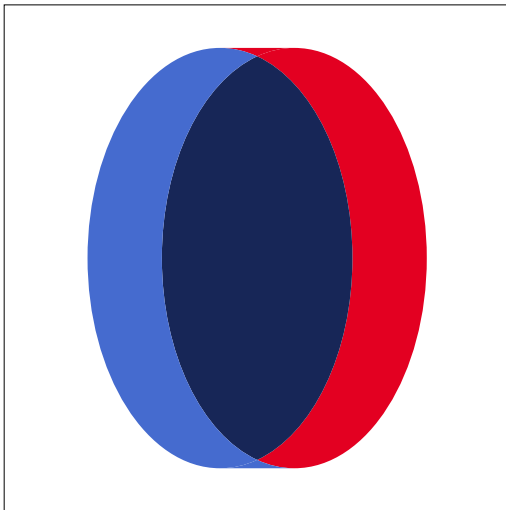


Conceptual + Creative Work

CONCEPT NOTES

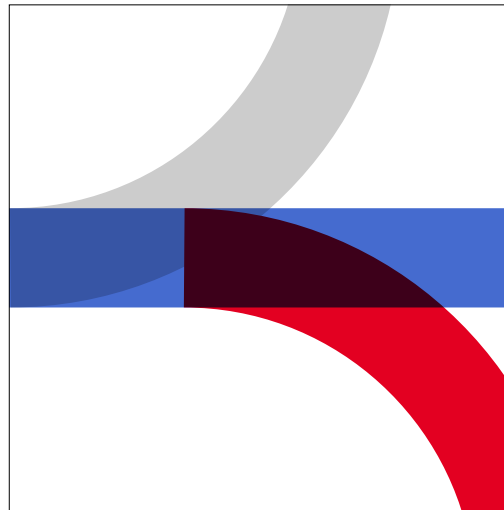
How might we visually represent AUP as a multi-layered transformative experience, that starts in Paris and leads wherever your unique pathway takes you in the world?

SCALE & CONVERGENCE



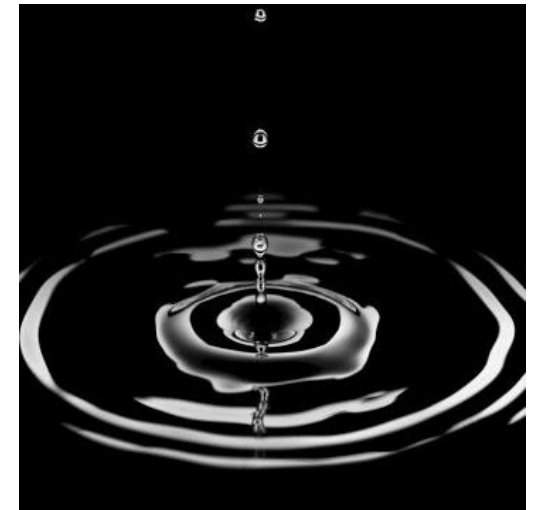
Small school, big ideas.
Human-scale in every way.
Unique individual journeys
that converge for a time
& make a collective impact.

PATHWAYS

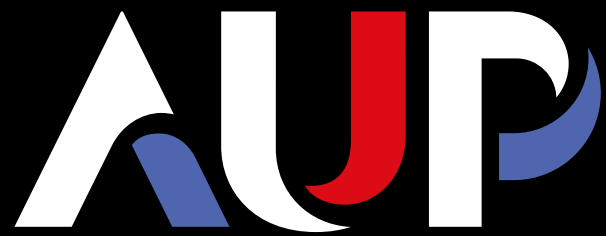


Use the notion of pathways
to evoke a rich, multi-
layered experience.
Follow your own path, even
if it changes along the way.

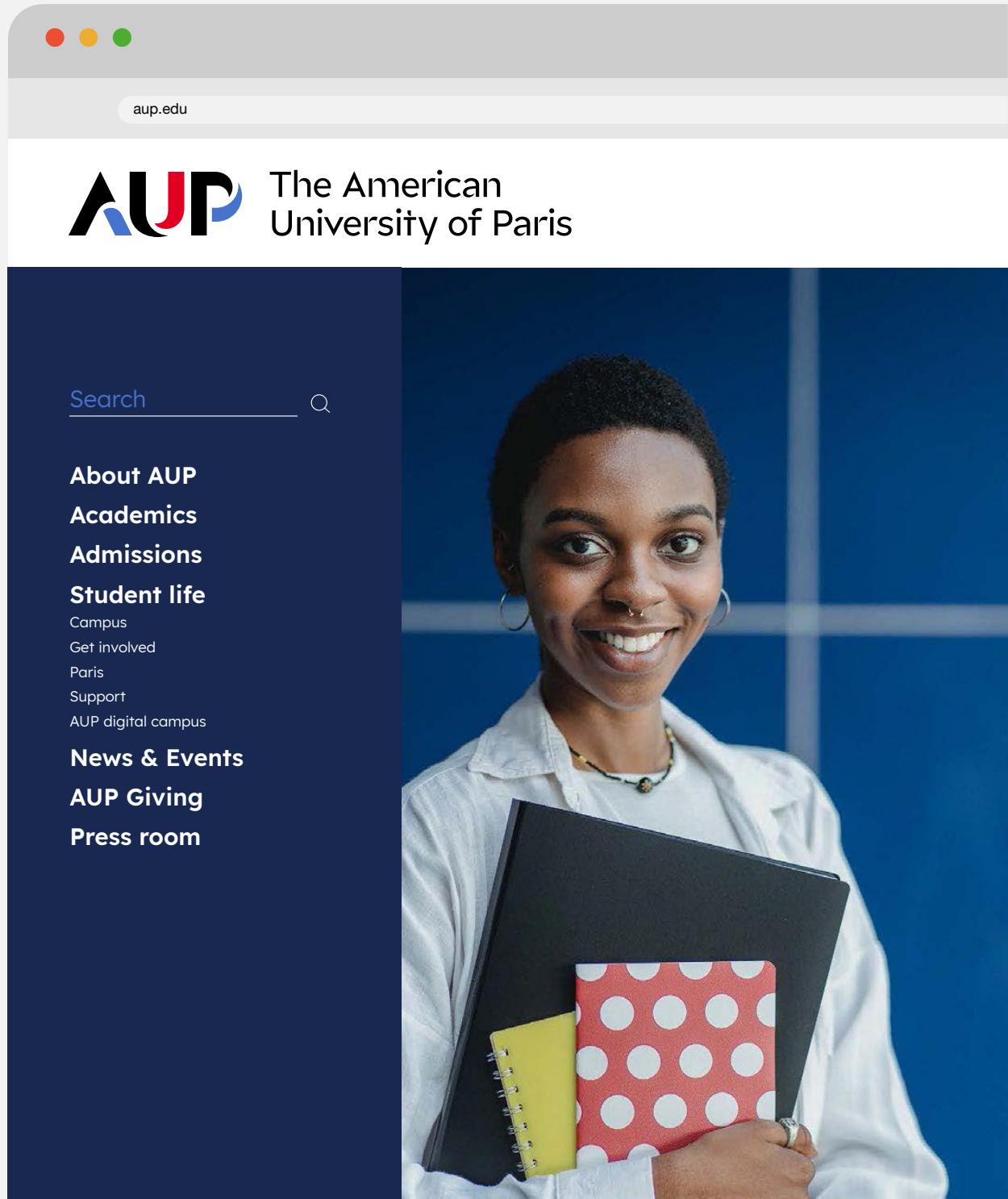
MOTION & TRANSFORMATION



Transformative experience
that changes us & changes
the world we live in.
Positive impact, expansive,
interconnectedness.



The American
University of Paris



Our new logo

Our new logo marks an exciting and significant moment in our history. Since its inception in 1962, AUP (then ACP) has grown into a premier institution of liberal arts learning on the banks of the Seine, with a thriving network of alumni based all over the world.

The logo design incorporates several concepts at the heart of the AUP experience:

The curving lines of negative space speak to AUP's concept of «pathways,» the journeys of academic and cultural exploration taken by our many students, alumni and educators.

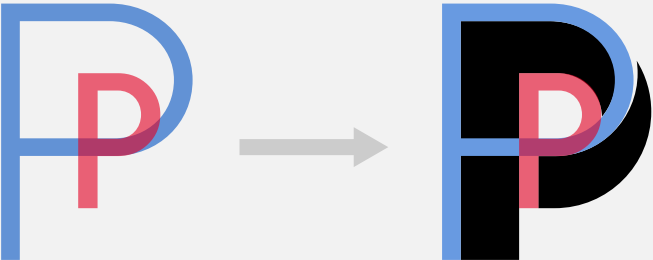
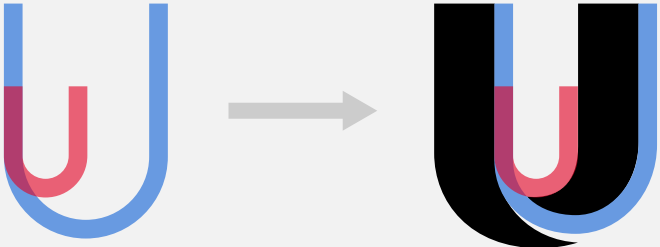
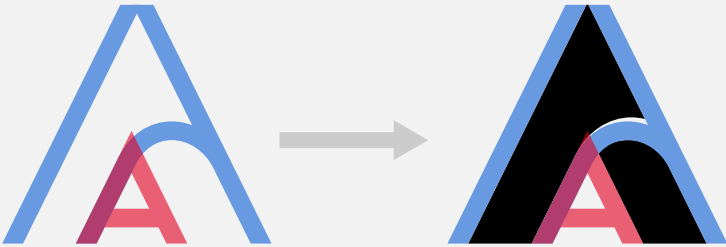
Another concept that will resonate with alumni is that of a small school with a big impact. Immediately apparent in the logo are the large A, U and P letters, but, on second glance, you will find smaller versions inside each letter and in the negative spaces.

In a departure from previous logos, this design puts our acronym front and center. Few universities are known only by their acronym — it's a move that conveys confidence and singularity. When combined with our vibrant take on the Franco-American color palette, this new design is a bold move toward reaffirming our position as an established leader in the field of international education.

We developed a logo that strikes a balance between where we are as a community today and where we want to go tomorrow. It represents both our confidence in the educational model that we provide and our ambition to solidify our position as an American international university abroad, one that educates global explorers to become independent, creative thinkers; engaged, lifelong learners; responsible actors and empowered leaders; and adaptable communicators with a global perspective.

VISUAL PROPERTIES

Scale



Movement



Transformation

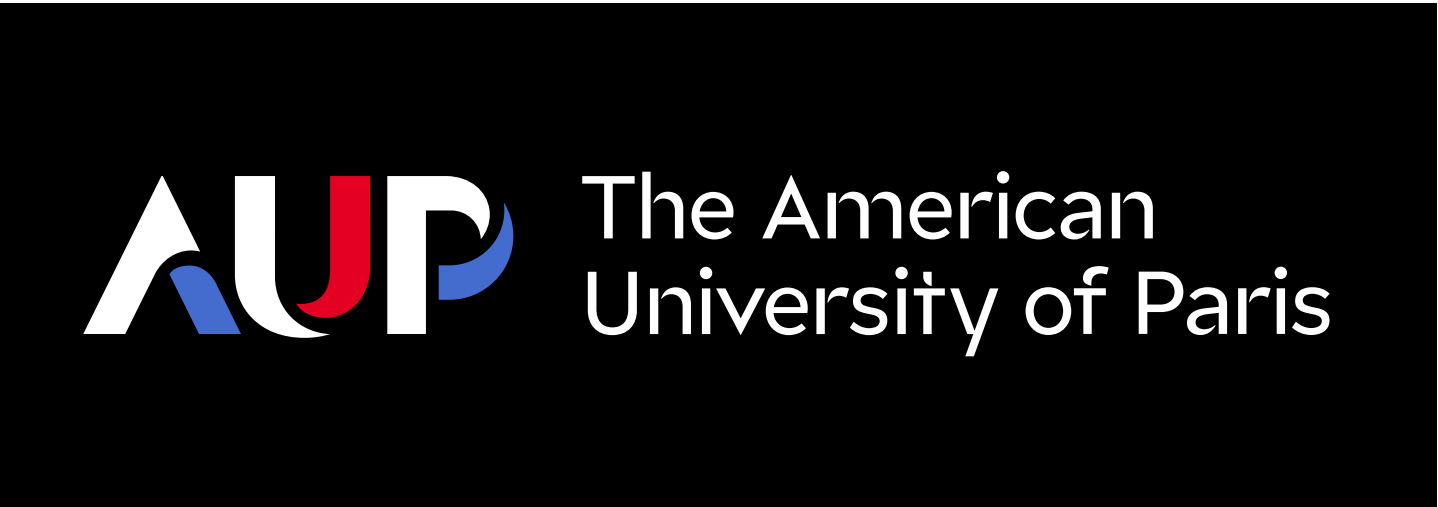


Brand Assets + Applications

Our logo

Our logo exists in two full-color versions: one designed for use on white backgrounds, the other designed for use on black backgrounds. We've also designed a monochromatic version in white for use on colored backgrounds.

Full-color versions



Monochromatic version



Color inspiration

Our primary color palette of reds and blues draws its inspiration, not only from French and American symbolism, but also from textures and experiences of life in Paris.



Our primary colors

The full-color version of our logo makes use of black, Seine blue and Vermeil red. Based on these primary colors, an extended color palette was created to enrich and diversify our communications.

A simple rule of thumb to follow in using AUP's colors is that they work best tonally, for example Zinc blue with AUP blue, or Seine blue with Slate blue.

White

Black

Vermeil

rgb 227 00 34
hex e30022
cmyk 00 92 92 00
pantone 1788 C

Zinc

rgb 104 154 225
hex 689ae1
cmyk 52 25 0 0
pantone 659 C

Seine

rgb 68 108 207
hex 446ccf
cmyk 80 52 00 00
pantone 2132 C

AUP red

rgb 129 29 28
hex 811d1c
cmyk 36 100 97 21
pantone 201 C

AUP blue

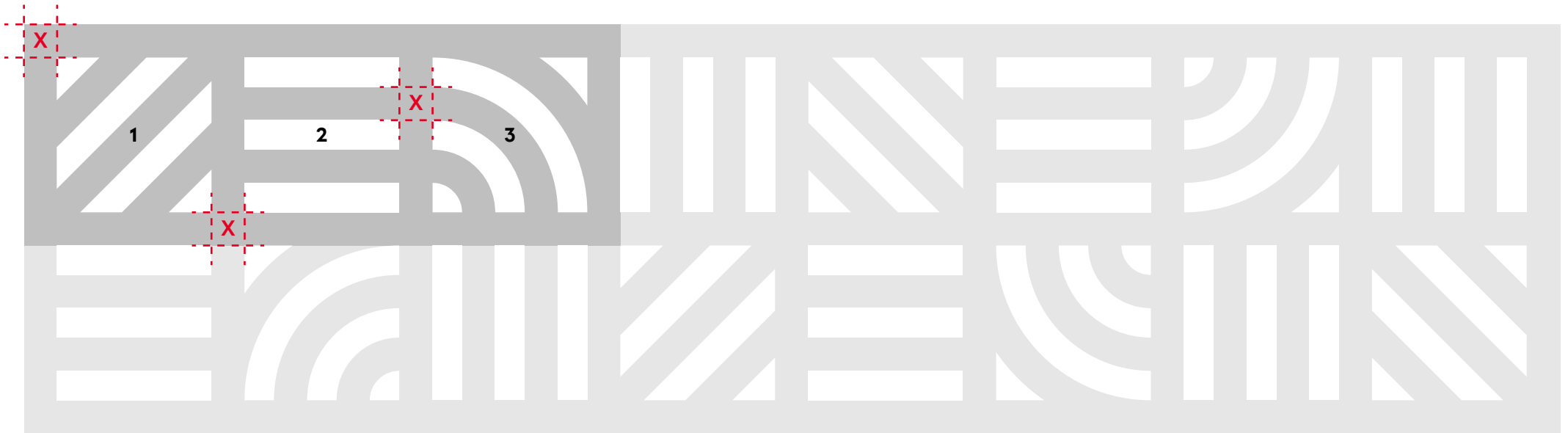
rgb 39 59 139
hex 273b8b
cmyk 89 67 02 30
pantone 2146 C

Slate

rgb 24 39 87
hex 182757
cmyk 100 92 36 30
pantone 655 C

Our pathways motif

Our motif is composed of three simple components: a diagonal stripe (1), a horizontal/vertical stripe (2), and a radial stripe (3). These basic building blocks can be used individually or assembled in an alternating rhythm in order to create a pattern that evokes a network of intersecting pathways, woven together to form the AUP community.



Sources of inspiration



The stars & stripes



Le tricolore



La marinière



Woven café chairs



Parisian art & architecture

Our pathways motif

The motif can be used to bring texture to both online and print communications. It also acts as a unifying visual element throughout AUP's physical spaces in the 7e arrondissement, linking them together to form a coherent campus.



Glass walls

Photography

Vibrant photography is a powerful way to capture all parts of the AUP experience. Those visual will help us to engage and inspire our target audiences, be they current or prospective students, staff, faculty, alumni, other members of our wider community, or external audiences.

Sense of place



Personal & communal



Experiential



Logo versions

Our logo was designed as a modular system in which the monogram and typography work together as a lockup. The following variations allow us to optimize our use of the logo across various media and formats. However, the horizontal 2-line version is considered the primary version and its use should be prioritized.

Horizontal
2-line



Vertical
2-line



Horizontal
3-line



Vertical
3-line



Horizontal
1-line



Logo version best practices

To help you make the right decision, here are some examples highlighting typical situations in which a specific logo lockup is the most appropriate. You can download the logo at www.aup.edu/brand-assets

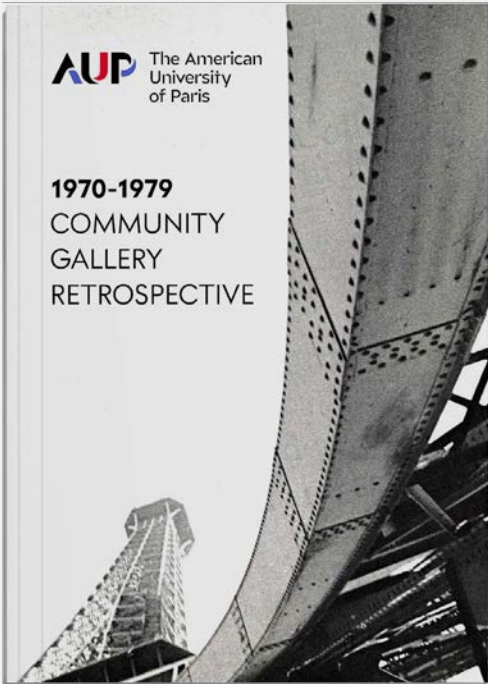
Horizontal 2-line

Considered the primary version, its use should be prioritized above all others and across all applications.



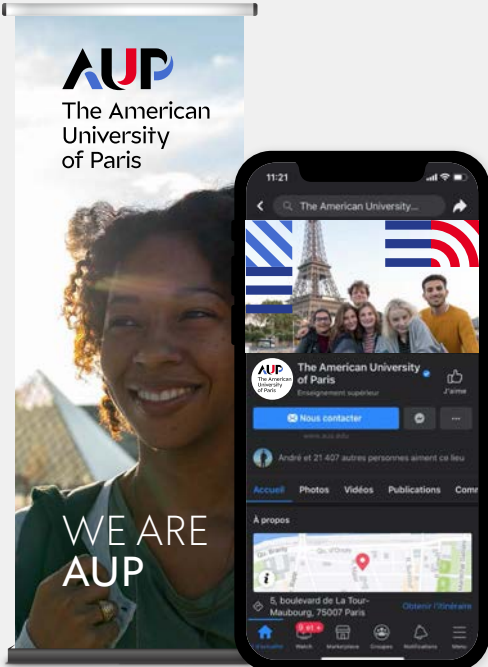
Horizontal 3-line

May be used when the available horizontal space cannot accommodate the primary 2-line version, in order to maintain a the monogram at a coherent size across applications, such as print publications.



Vertical 3-line

May be used in tall vertical formats, such as a kakemono, or when the available space is limited both horizontally and vertically, as in a profile picture.



Horizontal 1-line

May be used in select cases, when the logo is accompanying other information, as in the case of headers or footers, or when the logo is already present elsewhere on the same support, like the front and back of a t-shirt.



Tonal-color associations

The simplest and most impactful way of using our color palette is in tonal associations. Here are some guidelines to help you bring variety to your publications and get the most out of this effect.

Shades of blue

● ● Compositions in shades of blue provide the most direct brand recognition for AUP.



● ● A dark shade on a darker background provides high contrast & legibility.



● ● ● Up to 3 shades can be used in a single composition, without cluttering it up.



Shades of red

● ● Using a majority of vermeil red makes for bright and bold composition.



● ● Using a majority of AUP red makes for more institutional and formal publications.



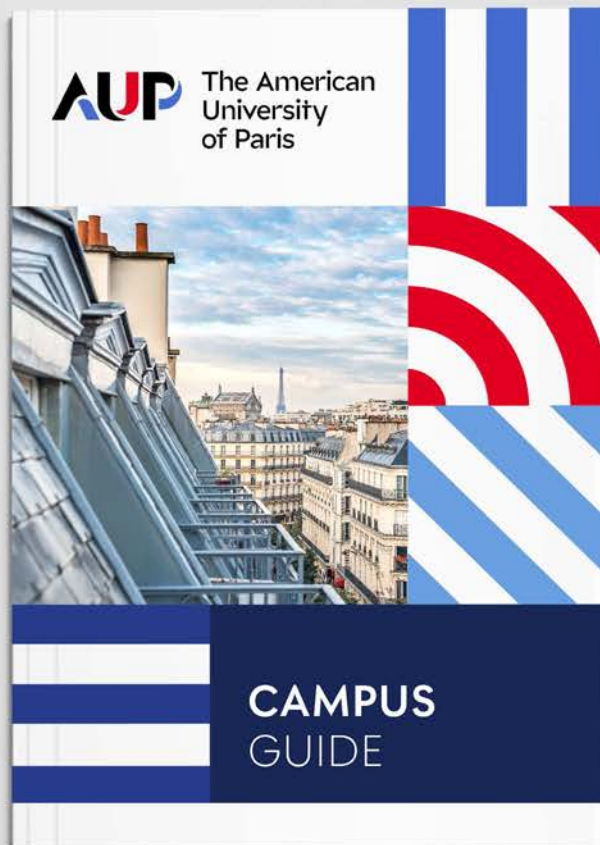
● ● Using red brings warmth and contrast to compositions with monochromatic photos.



Stationery

The letterhead template and PowerPoint presentation template can be downloaded at www.aup.edu/brand-assets.

Request for new material should be sent to email@email.com



AUP The American University of Paris

Paris, Monday, September 23rd

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AUP The American University of Paris

Établissement privé d'enseignement supérieur libre
5, boulevard de La Tour-Maubourg, 75007 Paris, France - Tel (33) 1 40 62 06 00 - www.aup.edu

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A handwritten signature in black ink.

Établissement privé d'enseignement supérieur libre
A Delaware (USA) nonprofit corporation / Société à but non-lucratif régie par le droit du Delaware (USA) / Association étrangère déclarée en France
Siège social : 5, boulevard de La Tour-Maubourg, 75007 Paris, France - Tel (33) 1 40 62 06 00 - www.aup.edu - SIRET 784 308 272 0045

Merchandise

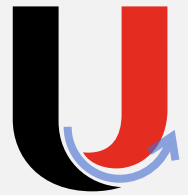
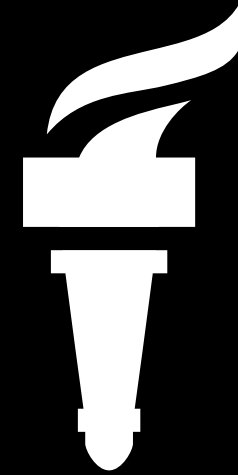


Athletics branding

Lighting the path to wellness, freedom, movement. The torch crosses borders, differences, cultures...for a full year before the olympic games.

The games, sports in general, are about coming together and sharing something.

The olympics have French roots through Pierre de Coubertin and his message is about spirituality, plurality, peace.



Athletics branding





The American
University of Paris