

ASPEN DIGITAL

BRAND USAGE & GUIDELINES

ASPEN DIGITAL'S BRAND IDENTITY

Aspen Digital's visual identity ties us to our parent organization, the Aspen Institute, by honoring its Aspen leaf, shades of blue, and Avenir Next font. It also reflects the boldness and dynamism that make our program unique.

This document provides direction for communicating Aspen Digital's wide range of projects and collaborations.



TABLE OF CONTENTS

Who we are	4	Section 3 - Visual guidelines	23
Our relationship with the Aspen Institute	5	Logo	24
What we do	6	Logo usage	25
Section 1 - Brand foundation	7	Co-branding guidelines	27
Reason for being	8	Typography	30
Vision and mission	9	Color usage	31
Values	10	Imagery	33
Brand persona	11		
Section 2 - Writing for Aspen Digital	12		
Tone	14		
Our writing style	18		
Writing guidelines	19		
Attribution	22		

WHO WE ARE

Aspen Digital works at the intersection of technology, information, security, and the public good. A program of the Aspen Institute, we bring together thinkers and doers from around the world to uncover new ideas and create actionable outcomes that empower communities and strengthen democracy.

OUR RELATIONSHIP WITH THE ASPEN INSTITUTE

Launched in 2020 as a future-focused policy program, Aspen Digital builds on decades of good work at the Aspen Institute focused on technology, security, and media. We raise our own funding.

WHAT WE DO

A nonpartisan organization, Aspen Digital engages and advances perspectives from industry, government, and civil society to find clarity in public discourse and chart a path forward. We believe in the power of collective action, and develop methods for turning thought into networked impact. Our goal isn't to be the smartest people in the room. Instead, we're here to amplify diverse voices with smart ideas and actionable solutions that break from the status quo.

SECTION 1

BRAND FOUNDATION

REASON FOR BEING

Digital tools and services are advancing in complexity and prevalence, increasingly influencing our daily lives in ways unimaginable just a few years ago. Leaders across sectors and around the world often struggle to keep up, and are hungry for clarity and insight amid a noisy information environment that too often provides neither.

The opportunities are great, as are the risks, especially when it comes to democracy, equity, and security. Enter Aspen Digital, a global organization that makes sense of the chaos by convening and elevating approaches from the changemakers who can anticipate and shape how the future will unfold.

VISION & MISSION

The vision and mission describe where a brand is going.
The vision is the destination, while the mission is the path we take to get there.

VISION

We envision a future where digital and information ecosystems empower communities and strengthen democracy.

MISSION

Our mission is to connect and spark policy action among those crucial to making our interconnected world accessible, safe, and inclusive – both online and off.

BRAND FOUNDATION

WE VALUE

EVIDENCE

We strive to be a trusted resource to policy changemakers. That's why we care about the credibility and accuracy of the information we share and engage with invested parties who hold themselves to that same standard.

OPENNESS

Going beyond first impressions, discarding preconceptions, and approaching each challenge with an open mind are essential for addressing modern-day issues.

INTEGRITY

We care about being honest, ethical, and transparent. We hold ourselves accountable to follow through on our commitments and deliver the best possible outcomes.

COLLABORATION

We spur action across government, industry, and civil society by bringing together diverse voices to collectively accelerate progress.

CURIOSITY

We have an unending desire to learn. All our efforts are rooted in the need to understand and improve the ever-changing relationship among technology, information, security, and communities.

BRAND PERSONA

The brand persona helps humanize an organization.
Aspen Digital's personality traits are:

CANDID

We are unafraid to tell it as it is
and speak truth to power.

CURIOUS

We always encourage new perspectives
on existing ideas.

COLLABORATIVE

We believe we can achieve more
by finding ways to work together.

INTENTIONAL

We are thoughtful in selecting words,
voices, and processes.

FLEXIBLE

We have fixed objectives yet remain
open to various approaches.

SECTION 2

WRITING FOR ASPEN DIGITAL

We are
**welcoming,
knowledgeable,
and direct.**

TONE-OF-VOICE

APPROACHABLE

PURPOSEFUL

PRAGMATIC

CONSTRUCTIVE

**WE ARE APPROACHABLE
AND NOT PRETENTIOUS.**

We avoid jargon and overly formal terms in favor of clear and inclusive language. In all our work, we aim to be authentic.

TONE-OF-VOICE

APPROACHABLE

PURPOSEFUL

PRAGMATIC

CONSTRUCTIVE

**WE ARE PURPOSEFUL
AND NOT VAGUE.**

We take a direct approach to explaining our intent and goals.

We use precise wording and concise sentence structures to articulate complex issues.

TONE-OF-VOICE

APPROACHABLE

PURPOSEFUL

PRAGMATIC

CONSTRUCTIVE

**WE ARE PRAGMATIC
AND NOT SENSATIONAL.**

We are matter of fact. Our writing is calm and collected, not hyperbolic. We refrain from using sarcasm or flowery language.

TONE-OF-VOICE

APPROACHABLE

PURPOSEFUL

PRAGMATIC

CONSTRUCTIVE

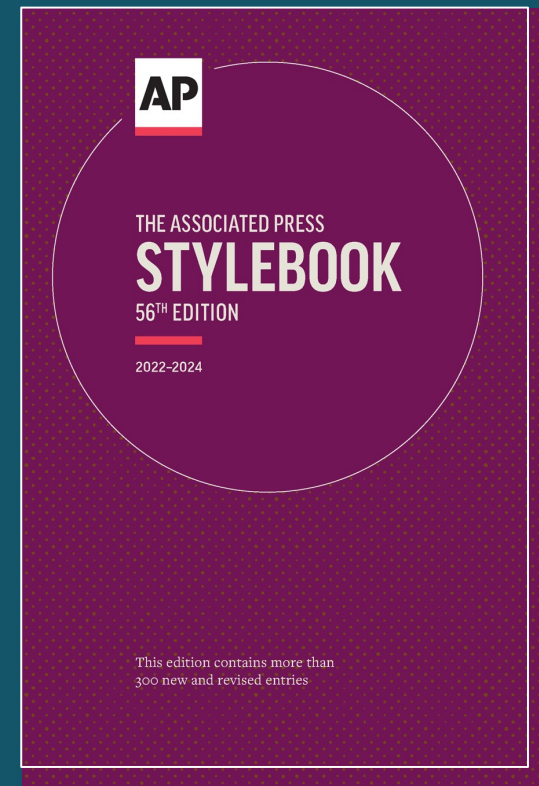
**WE ARE CONSTRUCTIVE
AND NOT CYNICAL.**

We use direct and encouraging language with the goal of promoting openness and inclusive thinking.

OUR WRITING STYLE

Our writing style is
**CLEAR, CONCISE,
AND ACCESSIBLE.**

Aspen Digital follows The Associated Press Stylebook (www.apstylebook.com). Questions of spelling are addressed in Webster's "College Dictionary" (www.merriam-webster.com). We use the serial comma. This can also be called the "Oxford comma."



WRITING GUIDELINES

COMMUNITIES

When we talk about communities and the diverse identities that form them, we strive to use the most inclusive language possible in support of those who may be marginalized.

PLURAL “COMMUNITIES”

We use plural “communities” to reflect that populations are not monolithic. For example: instead of saying, “the Black Community,” we say, “Black Communities,” to acknowledge the plurality of experience among people within the Black diaspora who make up this umbrella group.

CAPITALIZING COMMUNITIES OF COLOR

Per the AP Stylebook, when referring to Black, Indigenous, Asian American, or Pacific Islander people we capitalize racial identity. We do not capitalize the racial identifier when talking about white people.

WRITING GUIDELINES

HISPANIC, LATINO/A, LATINX, LATINE

Language is ever-evolving to be as inclusive and as intersectional as possible. During this process of iteration within communities, it is important for us to listen to the most marginalized of any group and ensure that we acknowledge their experiences through our language. We do the same for any similar terms across communities and identities.

Latinx/o/a is increasingly used and is the standard descriptor, unless an individual or people prefer another term. *Hispanic* generally refers to people with origins in Spanish-speaking countries. *Latinx/o/a* generally refers to people with origins in Latin America and the Caribbean. Avoid the term *Latin* unless it is a reference to Latin America. Latinx/e is often preferred as a general-inclusive option.

WRITING GUIDELINES

PEOPLE-FIRST LANGUAGE

We often use people-first language for a general audience. For example: “people with disabilities.” That said, when a community prioritizes identity, we honor that. For example: “blind person.” In all cases, we default to preferences expressed by those being referenced.

INCLUSIVE LANGUAGE

We use inclusive terms across all communications. For example, “blocklist” and “humankind.” As part of this, we default to “they,” which can be used as a singular pronoun.

PARTISANSHIP

We are nonpartisan. We avoid language that may have partisan connotations, including slogans and campaign rhetoric.

ATTRIBUTION

Our projects and programming should always be attributed to Aspen Digital. For example, "Aspen Digital's [Project Name]" or "[Project Name], a project of Aspen Digital." Where space and context permits, refer to "Aspen Digital, a program of the Aspen Institute." If attributed to the Aspen Institute first (e.g., in a headline), always also include "Aspen Digital" elsewhere in the body copy.

SECTION 3

VISUAL GUIDELINES

VISUAL GUIDELINES

LOGO

The Aspen Institute logo should only be reproduced three ways.

1. Full-color on a white or light gray background
2. All white on a dark background
3. All black on light background

The logo should always be used as downloaded and never recreated. There are no approved modifications to the logo. The logo can be scaled as required, but the ratio should not be altered.

LOGO SPACING

A “minimum area of clear space” should be established around the Aspen Digital logo to protect it and set it apart from type and other graphic elements.



The pink lines define the boundaries of the clear space.

LOGO USAGE

The primary full-color logo should only be used on a solid white or light gray background.



LOGO USAGE

REVERSED (White)

The Aspen Digital all-white logo should only be reproduced on a dark background.



REVERSED (Black)

The black logo should only be used on a light background.



CO-BRANDING GUIDELINES

At Aspen Digital, we value co-creating with others.

When building shared assets, please follow these guidelines:

- Collaborator attribution (*in collaboration with X or funded by Y*) may be presented in written or visual materials. An external organization's logo may not be included in the project lockup.
- Default to presenting both Aspen Digital and collaborator logos in black or white to prevent conflicting color palettes. In general, a light logo should be placed on a dark background, and vice versa.

VISUAL GUIDELINES

CO-BRANDING GUIDELINES

In the majority of cases, Aspen Digital should take the lead in co-branding:

This means one partner prioritizes their visual identity in the execution of marketing materials, experiences, and outputs created by the collaboration.

When Aspen Digital is the Lead (Majority Cases):

Always use the Aspen Digital logo or the project lockup on top of the collaborator logo in vertical materials or on the left side in horizontal materials.



CO-BRANDING GUIDELINES

When Collaborator is the Lead

(Rare Cases):

Use of Aspen Digital logo, project lockup, and Aspen Institute logo:

- **Aspen Digital Logo:** Use for blanket marketing materials and co-branded efforts that are not tied to a specific project.
- **Project Lockup:** Use on all outputs and materials that amplify or that are produced by a project.
- **Aspen Institute:** Do not use Aspen Institute's logo or brandmark on its own in any outputs or materials produced by Aspen Digital in collaboration with another entity.

**Project
Name Here**



TYPOGRAPHY

FOUNDERS GROTESK X- CONDENSED

BOLD **SEMIBOLD** **MEDIUM** **REGULAR** **LIGHT**

Avenir Next is Aspen Digital's body typeface. The Light or Regular weight can be used in the body copy or in sidebars, with the Bold weight used for contrast. Any of the other weights may also be used when appropriate and necessary.

Founders Grotesk Extra Condensed

is Aspen Digital's display typeface.

The Bold weight will be used in headlines, always in all caps (no upper & lowercase, and no italics). Other weights, such as Demi Bold or Medium, can be used in the treatment of sub-headers and other secondary instances.

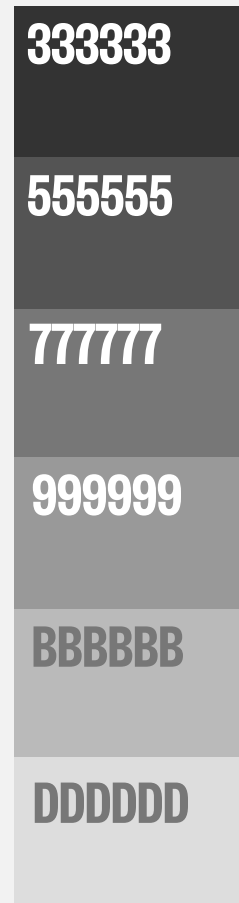
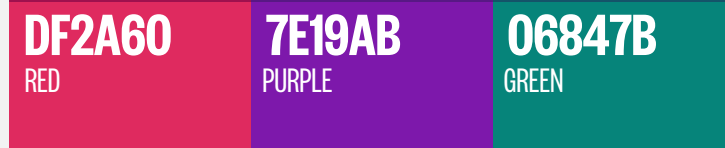
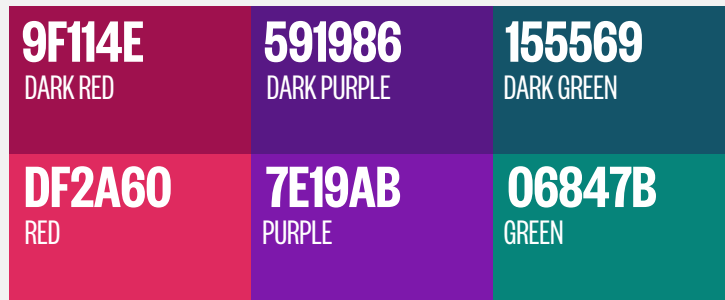
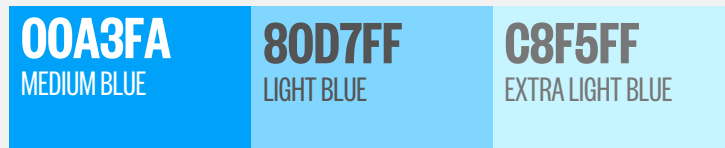
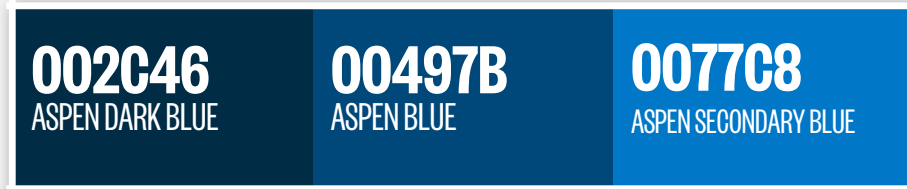
Ultra Light
Regular
Medium
Demi Bold
Bold
Heavy

Ultra Light Italic
Regular Italic
Medium Italic
Demi Bold Italic
Bold Italic
Heavy Italic

VISUAL GUIDELINES

COLOR USAGE

ASPEN BLUES



The color pallet for Aspen Digital is built around the three main Aspen blues, with the addition of lighter shades.

Three supporting hues (red, purple, and green) have been integrated to augment the palette, each in two different values. Brighter colors in lighter values round out the palette (yellow, warm gray, and light green).

The grayscale shown is a starting point—any neutral gray can be used if necessary.

VISUAL GUIDELINES

COLOR USAGE

DARK BLUE ON YELLOW	BLUE ON YELLOW	DARK PURPLE ON YELLOW
DARK BLUE ON LIGHT GREEN	BLUE ON LIGHT GREEN	DARK PURPLE ON LIGHT GREEN
DARK BLUE ON LIGHT BLUE	BLUE ON LIGHT BLUE	DARK PURPLE ON LIGHT BLUE
LIGHT GREEN ON BLUE	LIGHT BLUE ON BLUE	EXTRA LIGHT BLUE ON BLUE
LIGHT GREEN ON DARK PURPLE	LIGHT BLUE ON DARK PURPLE	EXTRA LIGHT BLUE ON DARK PURPLE
DARK RED ON WHITE	DARK PURPLE ON WHITE	DARK GREEN ON WHITE
RED ON WHITE	PURPLE ON WHITE	GREEN ON WHITE

A variety of color combinations are possible with the extended palette for Aspen Digital. Dark hues are intended to be used on lighter backgrounds, and vice versa.

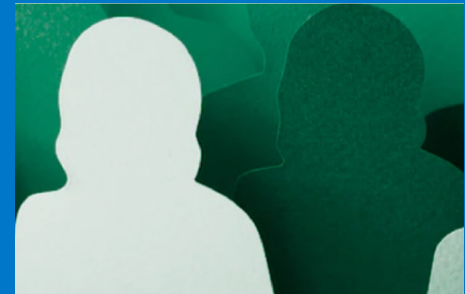
In addition to Aspen Blue & Aspen Secondary Blue, all other dark supporting colors can be used for large headlines on White.

Shown are the combinations that meet accessibility requirements. Others may be found depending on different situations and pending approval from Aspen Digital.

IMAGERY

DO's

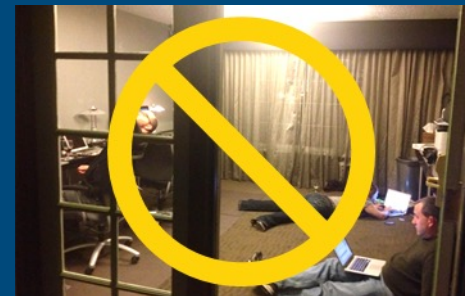
- ✓ Prioritize a clean and contemporary approach to both photography and vector graphics. Images should also convey boldness and dynamism.
- ✓ Select photos with mid-to-high contrast clearly defined highlights and shadows, as well as soft, diffused lighting.
- ✓ All palettes are welcome. Colors should be vibrant without feeling oversaturated.
- ✓ Use only crisp and high-resolution files.
- ✓ Crop thumbnail and banner images to remove extraneous detail and keep the focus on the primary subject.
- ✓ When depicting people, strive for diversity in all meanings of the word, including race, age, gender, and ability.



IMAGERY

DON'Ts

- ✗ Avoid tech and cybersecurity cliches, like padlocks, 1s-and-0s, and lines of code.
- ✗ Avoid being too generic.
 - For example, if a report is targeted at the federal government, don't use images of the Capitol Building or American flag.
- ✗ Avoid obviously posed stock photography.
- ✗ Avoid images that are flat in contrast, or that feature too many distracting background elements.
- ✗ Avoid images that are too busy.
- ✗ Avoid using text or logos in thumbnails.





Have questions?

Contact us at AspenDigital@AspenInstitute.org