



THE
BUSH SCHOOL
AMBASSADORS COUNCIL

Official Branding Guide

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About the Ambassadors

The Bush School Ambassadors is an organization within The Bush School of Government and Public Service. The members of BSA are selected every year through a multi-stage recruitment and selection process, and are tasked with representing the student body, and spirit, of The Bush School.

BSA students attend development functions, alumni events, and Bush Foundation events. Ambassadors serve as official student hosts of special guests and provide support for recruitment efforts. Serving on the Ambassadors Council gives students an opportunity to develop their leadership skills by engaging with and supporting Bush School students, faculty, and distinguished visitors. Primarily, the ambassadors are student liaisons to special guests and students invited to come to the Bryan/College Station community.

This talented group of Master's students all attend The Bush School, and conduct themselves as such. This means they are professional individuals with a strong work ethic, excellent networking abilities, communication skills and drive to better their school and it's outward reputation.

Fonts & Typefaces

Logo | Acumin Pro

Headers | **Avenir Next Demi Bold**

Body Digital | Avenir Next

Body Copy | Georgia

Acumin Pro is the typeface of The Bush School Ambassadors Council logo, and should not be used for headers, or any other design purposes. This is emphasize and separate the logo itself from other design elements in a document.

Avenir Next Demi Bold is the typeface for headers. This will distinguish the header from the digital body copy font. Avenir is a simple, yet strong, sans serif font that is easy to read for all audiences.

Avenir Next is the typeface for all body text that will be viewed on a screen. For example, this font should be used on social media posts, website copy, digital posters, etc.

Georgia is a simple, classic and easy-to-read serif font to be used only for print body copy. This may be a printed flyer, information on a banner, etc.

Colors



Bush School **Blue**

R: 35 G: 97 B: 48
C: 100 M: 91 Y: 33 K: 23

Aggie **Maroon**

R: 80 G: 0 B: 0
C: 42 M: 90 Y: 82 K: 65

Selfless Service **Slate**

R: 35 G: 97 B: 48
C: 64 M: 56 Y: 52 K: 28

Bush School Blue was chosen to coincide with The Bush School's current logo. Dark blue hues have subconscious elements of sturdiness, trustworthiness and stand the test of time. The shade also represents both the State of Texas and United States of America's iconic flags. This symbolism ties The Bush School and it's Ambassadors Council even closer to the state and country it is so proud to reside within. Bush School Blue should be used as the **primary color** on all Bush School Ambassadors Council paraphernalia.

Aggie Maroon is the exact shade of maroon used by Texas A&M University. This shade was chosen to reflect the university The Bush School is hosted within. George H. W. Bush chose Texas A&M as the university to contain his Presidential Library, and school of government and public service because of the spirit, drive and passion within the Aggie body. This love for Texas A&M is what the Ambassadors Council represents through the maroon adorned on the logo. Aggie Maroon should be used as a **secondary color**. Maroon should not appear more than 50% in comparison to Bush School Blue on any given design or document.

Selfless Service Slate was also brought in from The Bush School logo. This color continues the theme and aura of stability created and continued by The Bush School. Slate should be used minimally, and is a **tertiary color**. This color may be frequently used to separate the blue and maroon shades as it has a lighter contrast to the two darker colors.

Logos

Primary



Secondary



The Bush School Ambassadors Council logo was created to reflect and represent the Bush School itself, just as the participants intend to do. This logo incorporates the shaded star icon, horizontal lines, and grey and blue hue from the school's logo.

The **primary logo** should be used in any space where applicable. It should represent the organization on social media profile photos, merchandise, flyers, posters, etc. The logo may be used or printed or embroidered in all white, black, Selfless Service Slate, Aggie Maroon, or Bush School Blue if needed, but not in any other colors. This logo should never be printed in any shade of orange.

The **secondary logo** should be used only when applicable by design. When a horizontal, elongated logo is more appropriate, this logo should be used in place of the primary. A prime example would be in a Facebook header or Twitter banner.

Both logos should never be put together on the same document.

Icons & Symbols

Star of Texas



41 Shield



The **Star of Texas** is an icon from The Bush School's logo. This Icon is also a representation of the stars on the American flag and the lone star on the flag of the State of Texas. The star holds much meaning in it's triple-representation, making it a perfect icon for the Ambassadors to use when appropriate.

The star should be used sparingly, and should only be in colors: white, black, Selfless Service Slate, Aggie Maroon, or Bush School Blue.

The **41 Shield** is an iconic symbol of President George H. W. Bush. This symbol should be used extremely sparingly, and the design should never be altered.

The 41 Shield should only be in colors: white, black, Selfless Service Slate, Aggie Maroon, or Bush School Blue.

