



Brand Manual

This brand manual includes guidelines and resources that allow us to put forth a consistent image that upholds our values, our mission, and unifies our outreach and marketing efforts.

AHSGR's brand is grounded in the Vision, Mission, Core Values and Tagline for our organization. All AHSGR activities, messaging and engagement should be fully aligned with these tenets of our organization.



**AMERICAN HISTORICAL SOCIETY
OF GERMANS FROM RUSSIA**

Honoring our Past • Embracing the Future

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VISION, MISSION, CORE VALUES, TAGLINE, WHAT IS “AHSGR?”

What Is AHSGR?

AHSGR is the premier global non-profit educational organization engaged in researching the history of the group of people of German heritage who settled in the Russia Empire beginning in 1763 and continuing through the 1800s. They settled in the Volga River and Black Sea areas as well as Volhynia. This includes areas of present-day Russia, Ukraine, Poland, Moldova, Romania, Georgia and Azerbaijan. Many of their descendants emigrated to North and South America in the late 1800s and early 1900s.

Name

The American Historical Society of Germans from Russia.

Fully spell out the name. If the name will be used more than once in a single piece, it should be fully spelled out in the first usage as such: American Historical Society of Germans from Russia (AHSGR), then use the acronym throughout the rest of the piece.

German(s) from Russia is preferred over German Russian(s).

AHSGR Vision

AHSGR is the premier global organization for Germans from Russia.

It is our vision to...

- Be experts on all things related to Germans from Russia.
- Have an internationally well-known headquarters museum and research library.
- Have a strong working relationship with all other Germans from Russia and general genealogical organizations.
- Have a dynamic online presence.

AHSGR Mission

To discover, collect, preserve and share the history, cultural heritage and genealogical legacy of German settlers in the Russian Empire.

AHSGR Core Values

- **Dedicated:** Our members and staff are dedicated to the fulfillment of our mission and values.
- **Passionate:** Our members and staff are passionate in the fulfillment of our mission and vision.
- **Inquisitive:** Our members and staff are always seeking new information to help us better understand our heritage.
- **Hard Working:** Our members and staff are willing to “walk the extra mile” to achieve our goals.

These unwavering values are at the core of AHSGR and provide a means of guiding and evaluating existing operations, near-term planning, and our vision for the future.

AHSGR Tagline

Honoring our past, embracing the future

While AHSGR focuses on the history our Germans from Russian ancestors, are also interested in how this heritage continues to be important for future generations.

TARGET AUDIENCE

Target Audience

The scope of AHSGR includes the descendants of a broad variety of people of predominantly Germanic heritage who settled in the Russian Empire beginning in 1763 and continuing through the 1800s.

Target Audiences:

- Descendants of Germans from Russia
- Genealogists (beginning, advanced, professional)
- Historical researchers and authors
- History and Museum aficionados
- Global locations, particularly where concentrations of descendants of Germans from Russia are located: United States, Canada, Argentina, Kazakhstan, Ukraine, Germany, etc.
- All Ages, but particular focus on middle-age to early retirement individuals who become interested in their genealogy

This includes a variety of European origins, geographic settlement areas across the Russian Empire, and religious affiliations.

AHSGR strives to cover this wide range of diversity in our research activities, service offerings, and engagement with our target audience.

This makes AHSGR unique among other Germans from Russia historical societies. Care must be taken to ensure that AHSGR is not perceived to be biased in favor of a particular religious group, political affiliation, or geographic settlement area.

Since a strategic goal of AHSGR is to “pursue opportunities to expand the Society’s sphere of influence outside the organization and its membership to educate others about Germans from Russia” our target audience includes people who are interested in the Germans from Russia experience without direct family ties, including researchers, and history and museum aficionados.

BRAND PERSONALITY: VOICE, AND TONE

Our brand personality reflects how the organization interacts with audiences at every touch point, such as through internal communication, external media, social posts, and more. While adjustments should be made to reflect each culture, language, and medium, our brand personality is universal, is reflected in our voice and tone, it promotes our core values, and it welcomes interaction.

Voice and Tone:

Perhaps the most important aspect of branded communication is voice and tone – or how we sound when we speak to our internal and external audiences. The correct voice and tone allows us to better connect with our intended audience and reinforce our brand identity.

Our voice is clear, respectful, friendly, and professional. Our tone is upbeat, enthusiastic and welcoming. It is serious when necessary but positive and open to exchange.

When preparing branded materials and communications, take a moment to understand the context of your material/communication and the mindset of your audience. This will help you arrive at the appropriate word choice to create engaging materials/communication pieces that resonate.

All branded materials/communication should be:

Clear
Respectful
Friendly
Professional
Upbeat
Enthusiastic
Welcoming
Understandable

LOGO

Our Logo is an integral piece of our visual identity and should be applied correctly and consistently to increase awareness of AHSGR. The current AHSGR Logo package was developed in 2021 to update and standardize our visual identity across our website, publications, communications, and social media presence.

Logos are available for download on the AHSGR BOD Teams Site (in a file labeled “Logos & Branding Manuals”) or by contacting the AHSGR Publications Coordinator at headquarters.

Primary Logo



Secondary Logos

The AHSGR Logo Package includes several variations of the primary Logo that also include the full organization name and tagline. The secondary Logos should only be used in situations where there is sufficient space so that the full text is legible and does not appear too busy. If in doubt, please default to use of the primary Logo.



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B&W Logos

B&W versions of the logo can be used when needed to ensure visual consistency



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LOGO

Formats

The AHSGR Logo Package includes the color and mono-chrome logos in several graphical file formats. The table below provides guidance for use of each of the available graphical file formats.

Minimum Size and Spacing

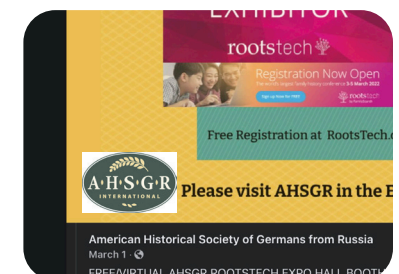
Minimum size for web: 72 pixels

Minimum size for print: ¾ inch

White space: white/blank space should be maintained when possible for clarity of the logo

Graphic Format	Characteristics	Recommended Use
.JPEG (Joint Photographic Experts Group)	<ul style="list-style-type: none"> Pixel graphic File size is relatively small Used primarily when small size is more important than maximum image quality 	<p>Useful where small file size is crucial, such as an e-mail signature.</p> <p>Should only be used where transparency on top of a background is not needed (i.e., on white background only).</p>
.PNG (Portable Network Graphic)	<ul style="list-style-type: none"> Pixel graphic Supports transparency Higher quality image where file size is not a concern 	Best for web/digital applications.
.EPS (Encapsulated Postscript)	<ul style="list-style-type: none"> Combination of pixel and vector graphics Image quality is high despite small file size Supports transparency Pixel images lose quality with scaling 	Best for use in printed documents.

What not to do:



“JPEG Should only be used where transparency on top of a background is not needed (i.e., on white background only).”

LOGO

Modifications

The AHSGR Logo should not be modified in any way. This includes changes in colors or proportions. The AHSGR Logo should not be modified for use by a Chapter or other affiliated groups. The AHSGR Logo should always remain distinct and unmodified.

Any requests for other versions of the AHSGR Logo should be submitted to the AHSGR Publications Coordinator at AHSGR headquarters. There may be situations where alternative versions are appropriate. The Publications Coordinator will ensure that any additional alternative versions comply with the overall Brand Strategy and are available for all users of this Brand Manual.

This following page provides some examples of modifications to the AHSGR Logos are not allowed.

What not to do:



Don't change the logo colors.



Don't Change elements of the logo.



Don't change the proportion of the logo elements.



Don't customize or create logos for chapters or projects.



Don't skew scale the logo.



Don't use any copy, slogans, symbols or images overlapping the logo.



Don't put the logo in perspective.



Don't put a patterned glow behind the logo.



Don't put the logo on colors that aren't in the brand color palette.

LOGO

Website Landing Page Logos

Additional Logos are used for the primary landing pages within the ahsgr.org website. These Logos should only be used in conjunction with references to these particular webpages.



COLOR GUIDE

The AHSGR color palette was designed to evoke the outdoors and the agricultural roots of our ancestors. The primary colors correspond to those used in the AHS-GR Logo. Materials will use the primary and secondary colors, with very limited use of the accent colors. Use of colors beyond this palette should be avoided.

The HEX color references are for use in web applications. The CMYK color references are for use with printed materials using 4-color process. CMYK is also used in many applications such as Microsoft Office to define the characteristics of custom colors.

Primary Colors



Forest Green
HEX #03420B
C25% M0%
Y22% K74%



Old Lace
HEX #FFF9E9
C0% M2%
Y9% K0%



Mellow Yellow
HEX #F0DE91
C0% M7%
Y37% K6%

Secondary Colors



Dark Green
HEX #1A3329
C81% M54%
Y72% K63%



Cream
HEX #E4D9BC
C0% M4%
Y16% K11%



Tan
HEX #CABA95
C0% M6%
Y21% K21%



Stark White
HEX #E3D2B9
C11% M15%
Y27% K0%



Bodhi Tree
HEX #B09671
C31% M38%
Y60% K3%



Dark Silver
HEX #766D60
C52% M48%
Y59% K19%



**Brown PMS
4635**
HEX #976037
C32% M62%
Y86% K20%



Dark Brown
HEX #40372B
C59% M61%
Y73% K58%



Dark Yellow
HEX #FFB400
C0% M29%
Y100% K6%

Accent Colors



Safety Orange
HEX #FF6C02
C0% M58%
Y99% K0%



Light Blue
HEX #C2E6F7
C21% M7%
Y0% K3%

TYPEFACE GUIDE

Header Typefaces

The following tables define the typefaces that should be used for headers and body copy text. These typefaces are used on ahsgr.org and should be consistently used in other AHSGR branded materials and communications.

The typefaces used in the AHSGR logo are:

Minion Pro Bold
Myriad Pro Bold
Myriad Pro Black

Preferred Typeface

Myriad Pro



Bold

Minion Pro



Black

Roboto Slab



Bold



Black

Free Alternative

The font types below are free alternate versions for the fonts above. Roboto Slab Black doesn't have a replacement. Click the font types below to access them on Google.

[Source Sans](#)



Bold

[Crimson Pro](#)



Black



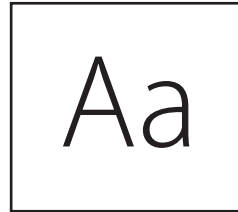
Bold

TYPEFACE GUIDE

Body Typefaces

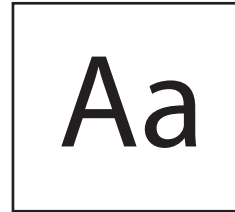
Preferred Typeface

Myriad Pro

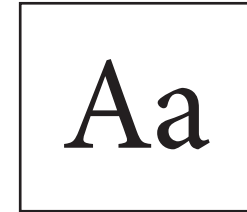


Light

Minion Pro

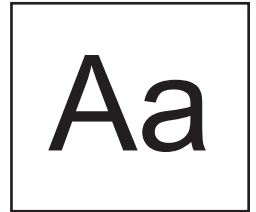


Regular



Regular

Arial



Regular

Free Alternative

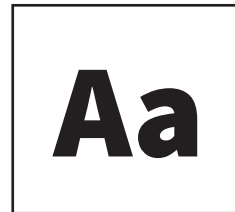
The font types below are free alternate versions for the fonts above. Arial is universally accessible. Click the font types below to access them on Google.

[Source Sans](#)

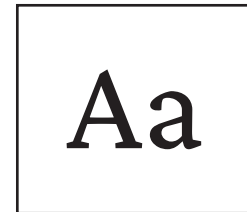


Bold

[Crimson Pro](#)



Black



Regular

ICONOGRAPHY

AHSGR has several key images associated with our organization:

- Headquarters building in Lincoln, Nebraska
- Statue in front of Headquarters building

We also utilize images of our Germans from Russia ancestors, their villages, and daily activities. AHSGR images may not be altered without permission. Permission requests should be directed to the Executive Director and will be considered on a case-by-case basis.

Care must be taken to ensure that AHSGR has authority to use an image before including in AHSGR branded materials and communications.

USE OF BRAND (LOGO, NAME, OTHER BRAND ELEMENTS)

Authorized users

AHSGR Staff, Board of Directors, Trustees, Committee Chairs (or their delegates), Village Coordinators, Chapter Presidents

Formats

Stationary and email, business cards, bulletins, newsletters, electronic and social media, electronic and print publications, websites, program covers, agendas, ribbons, banners, certificates, clothing and merchandise, and similar items, only if directly related to, and focused on, the AHSGR mission

Not-Allowed

The AHSGR Brand is not to be used in any format for personal communications or publications This includes social media posts, electronic publications, and merchandise.

DIGITAL GUIDELINES

a. Website

The AHSGR website will comply with the guidelines set forth in this brand manual. Chapter and Village websites may use the AHSGR logo on their websites in compliance with the guidelines set forth in this brand manual. Old logos should be retired.

b. E-mail Signature

All authorized brand users should use the email signature below when emailing on official AHSGR business. Cut and paste the signature in its entirety (logo to social media icons) and paste into the signature field of your email application. Change the name and title to match your own. Non-staff may delete the phone and address information if desired. Make sure the links in the signature work before using. Detailed specifications on the signature are provided if needed.

c. Social Media

The AHSGR logo and tagline will be used in unaltered format on all official AHSGR social media platforms. Use of the official color palate and typeface are recommended where possible.

PUBLICATION GUIDELINES

Brand compliance guidelines for AHSGR publications are developed and maintained by the Editorial and Publications Committee and the Publications Coordinator.



Deb Arenz | Executive Director
American Historical Society of Germans from Russia
402.474.3363 | 631 D Street, Lincoln, NE, 68502

Honoring our Past – Embracing the Future

AHSGR.ORG



Logo

The logo image should be .jpeg format with a resolution of 96dpi when using Outlook, or 72 dpi when using Apple Mail. Height-1.2" / Width-1.86" (corresponds to height of 115 pixels)

Text

Myriad Pro
Name, Title, Website: 14pt Font
Text body: 12pt Font
Tagline: Bold
Color: #171717

Links (only to official AHSGR accounts)

Website: [AHSGR - American Historical Society of Germans from Russia](https://www.ahsgr.org)
Facebook: [American Historical Society of Germans from Russia | Facebook](https://www.facebook.com/AmericanHistoricalSocietyofGermansfromRussia)
Instagram: [AHSGR \(@ahsgr_hq\) • Instagram photos and videos](https://www.instagram.com/ahsgr_hq)
Twitter: [American Historical Society of Germans from Russia \(@AHSGR_HQ\) / Twitter](https://twitter.com/AHSGR_HQ)
YouTube [AHSGR International - YouTube](https://www.youtube.com/AHSGRInternational)



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