



VISION

Achieve excellence in all board governance and responsible trusteeship to empower vibrant higher education, inclusive democracy, and a flourishing society.



MISSION

AGB advances higher education as a public good by preparing college, university, and foundation governing boards to fulfill their fiduciary duties and exemplify the highest ideals of trusteeship.



VALUE PROPOSITION

We believe in the power of higher education. Great higher education institutions start with great governing boards.

AGB helps higher education chief executives, board members, board professionals, and senior leaders understand governance; how to work collaboratively to oversee the institution, system, or foundation; and how to lead through strategic challenges and opportunities.

AGB provides advocacy, leading practices, educational resources, expert support, and renowned programs that advance board excellence.



BOILERPLATE

At the Association of Governing Boards of Universities and Colleges (AGB), we believe in the power of higher education to transform lives, strengthen inclusive democracy, and support a thriving society. We believe that strong higher education starts with great governing boards. AGB provides advocacy, leading practices, educational resources, expert support, and renowned programs that advance board excellence for 40,000 AGB members from more than 2,000 institutions and foundations. For more than 100 years, AGB has been the trusted authority for board members, chief executives, board professionals, and key administrators on higher education governance and leadership. Learn more at [AGB.org](https://www.agb.org).



ELEVATOR PITCH

AGB is a membership organization for board members, presidents, and leaders of colleges, universities, and their related foundations.

We make higher education governance stronger to improve outcomes for students, institutions, and communities.

VALUES

- Innovation
- Integrity
- Inclusivity
- Service
- Collaboration
- Respect

SANS SERIF FONTS

Mo

Montserrat

Use for AGB website, digital/online platforms

Ce

Century Gothic

Use for Microsoft Word, PowerPoint files

Pr

Proxima Nova

Use for commercial print materials

Ta

Tahoma

Use for HubSpot-based programs (HubSpot links should be in HEX #2589aa)

SERIF FONTS

Cr

Crimson

Approved for digital, commercial print uses

Ga

Garamond

Use for Microsoft Word, PowerPoint files

LOGO—FULL NAME

The logo should only appear in these variations—full color or reverse (white) is preferred. Use when audience may be unfamiliar with AGB.

LOGO—TAGLINE

The logo should only appear in these variations—full color or reverse (white) is preferred. Use for audiences familiar with AGB and select office templates provided by MASC.

LOGO ONLY

The logo should only appear in these variations—full color or reverse (white) is preferred. Use when space is limited and on select office templates provided by MASC.



AGB Purple

Light Purple

Lavender

Purple Tint

Dark Blue

Medium Blue

Light Blue

Dark Marine

Marine

Slate

Slate Tint

Gold

#4f2d83

#7a61a1

#a795c1

#e0e0f1

#324890

#7d98ce

#c4d9f0

#13a1ca

#35bccd

#5d6e8a

#c7d0d6

#e7b422

RGB:
79/45/131

RGB:
122/97/161

RGB:
167/149/193

RGB:
224/224/241

RGB:
50/72/144

RGB:
125/152/206

RGB:
196/217/240

RGB:
19/161/202

RGB:
53/188/221

RGB:
93/110/138

RGB:
199/208/214

RGB:
231/180/34

CMYK:
86/100/11/2

CMYK:
60/70/6/0

CMYK:
35/42/4/0

CMYK:
10/9/0/0

CMYK:
93/83/10/2

CMYK:
52/34/0/0

CMYK:
21/8/0/0

CMYK:
73/13/7/6

CMYK:
66/3/8/0

CMYK:
69/53/30/8

CMYK:
21/12/11/0

CMYK:
10/29/100/0

PMS 268

PMS 7676

PMS 2645

PMS 9380

PMS 7686

PMS 7452

PMS 2707

PMS 312

PMS 311

PMS 5405

PMS 5455

PMS 7408

For more on messaging and brand guidelines, visit [AGB.org/Brand](https://www.agb.org/Brand).