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Elmhurst College Institutional Logo
The institutional logo is the primary brand of the College. It should appear on all appropriate printed communications and electronic communications.

Presidential Seal
The seal is generally reserved for materials related to the Office of the President and official documents.

Bluejay Athletics Logo
The Bluejay logo may only be used to promote the Elmhurst College athletics department and by its licensed suppliers.
THE INSTITUTIONAL LOGO

Configurations
There are two configurations: vertical (two lines) and horizontal (one line). The vertical version should be used as the official College logo whenever possible.

Clear Space
To create maximum impact, the logo requires specific clear space around all sides. This clear space should be free of imagery, graphics, text, folds or any other element that may interfere with the clarity of the logo.

Sizing
The minimum reproduction size is 1” for the vertical version and 1.75” in length for the horizontal version.

Placement
Consistent placement of the logo helps strengthen the College’s brand. The logo should be placed prominently on the front and/or back of print publications.
THE SHIELD MARK
The shield can be used separately as a design element. Contact the Office of Marketing and Communications if interested in displaying the shield separately from the full logo.

OFFICIAL COLORS
The colors shown on the right are the primary colors for Elmhurst College.

EC Blue
C: 98 M: 84 Y: 45 K: 51
R: 12 G: 35 B: 64
Spot: PMS 289

Jay Blue
C: 74 M: 21 Y: 0 K: 0
R: 22 G: 160 B: 219
Spot: PMS 299

Gray
C: 37 M: 27 Y: 27 K: 0
R: 165 G: 171 B: 174
Spot: PMS 429

APPROVED COLOR USAGE
Approved color usage for the institutional logo allows for several options. The logo should always appear in one of the color configurations shown here, using the approved colors.

When the background color is dark, the reversed version should be used. If you need to place the logo over a photo, it must appear on a simple background or navy blue overlay that does not distract from the logo.

NOTE: The box shown represents a background and is not part of the official logo.
PROHIBITED USAGE

Do not add elements or combine with other graphics

Do not distort or change the proportion/size of graphic components

Do not alter colors

Do not use a pixelated or low-resolution logo

Do not re-create a different graphic identity or message using a component of the logo

THE LOGO WITH SUB-BRANDING COMPONENTS

When branding, it is important to maintain a consistent look.

In some instances, an academic department or program may be represented with placement of its name in a specified body of type beneath the institutional logo as shown at right.

Contact the Office of Marketing and Communications if you are considering such sub-branding.
PRESIDENTIAL SEAL
The seal has four color variations: blue, black, gray and a white version on a black or navy background.

ATHLETICS LOGOS
Athletics logo variations are shown below. Contact the Office of Communication and Public Affairs for usage guidelines.

Primary logo
Primary icon
Initial mark
Primary wordmark
Secondary wordmark
Individual Sports
TYPEFACES

Gotham and Gotham Narrow are the official sans serif and Hoefler is the official serif typeface for the institution. Since these typefaces are professionally licensed, suitable substitute fonts are acceptable in some cases. Please use Helvetica and Times New Roman if the two official typefaces are not available.

<table>
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<tr>
<th>GOATHAM</th>
<th>GOTHAM NARROW</th>
<th>HOEFLER</th>
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| **BOLD**
| ABCDEFGHIJKLMNOPQ

| RSTU VWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |
| **MEDIUM**
| ABCDEFGHIJKLMNOPQ

| RSTU VWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |
| **BOOK**
| ABCDEFGHIJKLMNOPQ

| RSTU VWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |
| **LIGHT**
| ABCDEFGHIJKLMNOPQ

| RSTU VWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |

| **ITALIC**
| ABCDEFGHIJKLMNOPQ

| RSTU VWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |

| **BOLD ITALIC**
| ABCDEFGHIJKLMNOPQ

| RSTU VWXYZ |
| abcdefghijklmnopqrstuvwxyz |
| 1234567890 |
STATIONERY

Examples of approved Elmhurst College letterhead and envelopes are shown as they should be used by all administrative offices and academic departments within the institution.

Stationery should be printed on campus at Central Printing. Unauthorized reproduction and duplication of the letterhead, envelope and business card are prohibited.
BUSINESS CARDS AND NOTEPADS

Official Elmhurst College business cards and notepads should only be ordered through and printed on campus by Central Printing.

Contact the Office of Marketing and Communications for details.
POWERPOINT® TEMPLATES

Official PowerPoint® templates are available by contacting the Office of Marketing and Communications.

Although usage of these templates is not required, it is strongly recommended in order to enhance the College's brand identity.

If you need to modify the templates to be specific to your department or program, contact the Office of Marketing and Communications.
CONTACT

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