



Elmhurst  
College

BRAND IDENTITY STANDARDS

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## BRAND COMPONENTS



### **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.

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### **Presidential Seal**

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

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### **Bluejay Athletics Logo**

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

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## THE INSTITUTIONAL LOGO



Primary vertical logo



One-line horizontal logo



Two-line horizontal 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.



Blue and black  
(full color)



Black  
(one color)



Blue  
(one color)



White  
(reversed)

## PROHIBITED USAGE



Do not add elements or combine with other graphics



Do not add effects



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



Do not use a pixelated or low-resolution logo



Do not alter colors



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

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## 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.

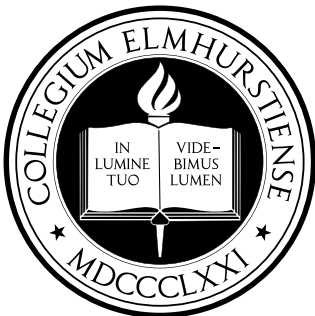


## PRESIDENTIAL SEAL

The seal has four color variations: blue, black, gray and a white version on a black or navy background.



Blue



Black



Gray



White  
(reversed)

## 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.

### GOTHAM

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#### BOLD

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

#### MEDIUM

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

#### BOOK

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

#### LIGHT

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

### GOTHAM NARROW

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#### BOLD

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

#### MEDIUM

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

#### BOOK

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

#### LIGHT

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

### HOEFLER

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#### BOLD

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

#### ROMAN

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
RSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890

#### BOLD ITALIC

*ABCDEFGHIJKLMNO*  
*PQRSTUVWXYZ*  
*RSTUVWXYZ*  
*abcdefghijklmnopqrstu*  
*vwxyz*  
*1234567890*

#### ITALIC

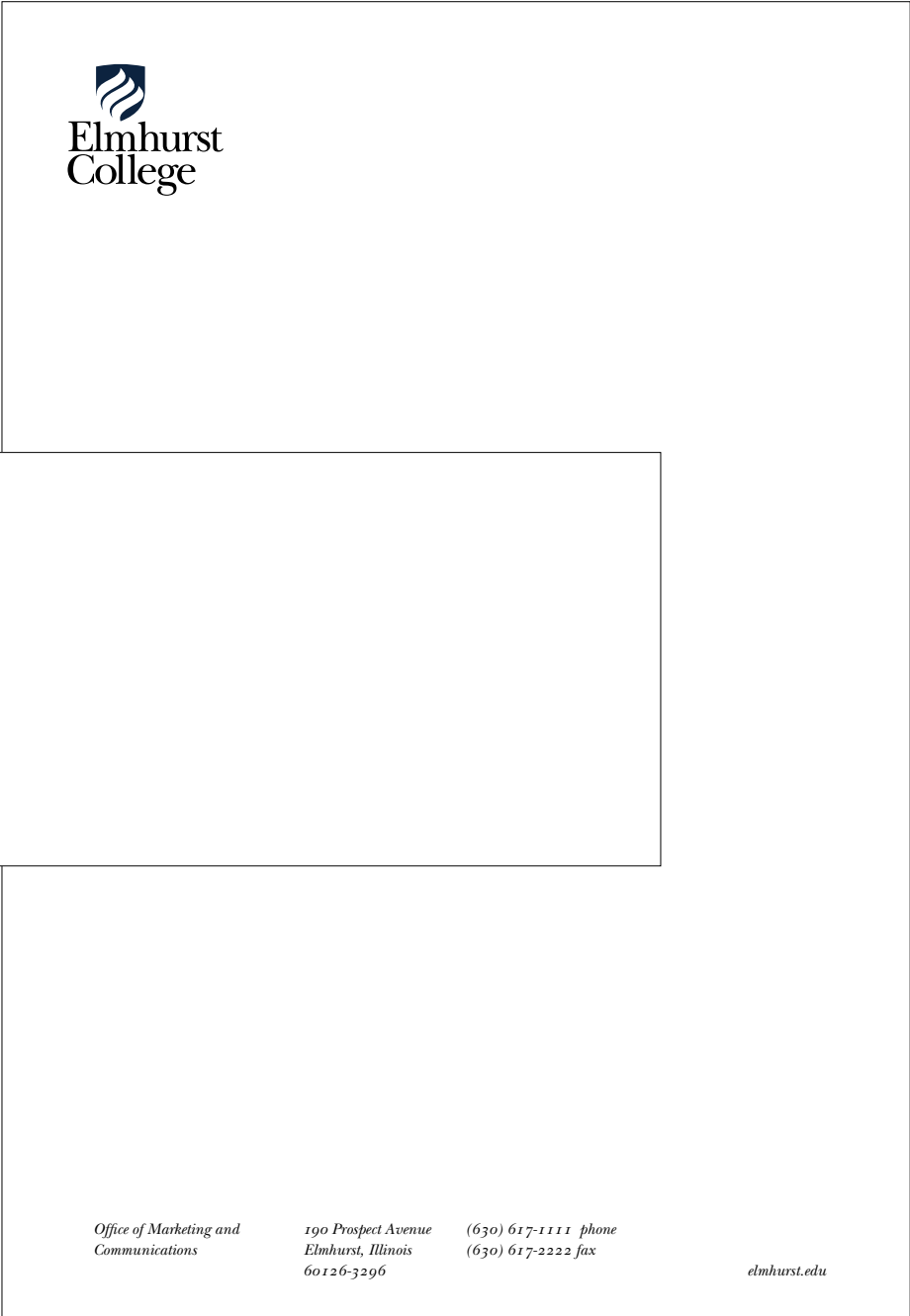
*ABCDEFGHIJKLMNO*  
*PQRSTUVWXYZ*  
*RSTUVWXYZ*  
*abcdefghijklmnopqrstu*  
*vwxyz*  
*1234567890*



# 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.

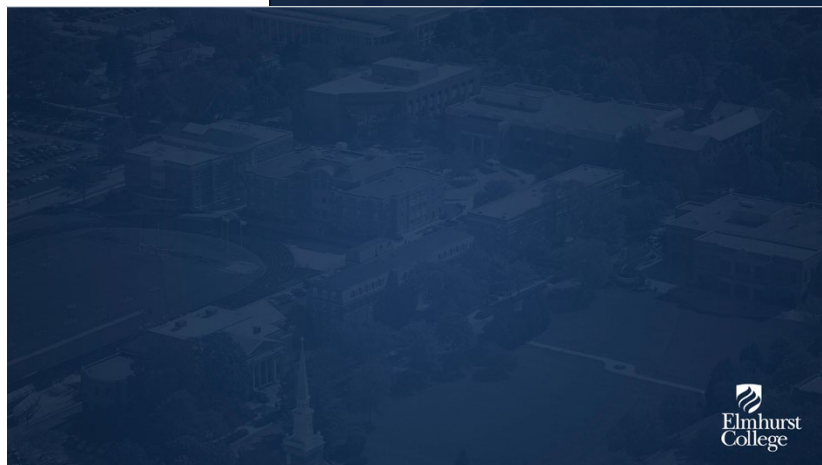
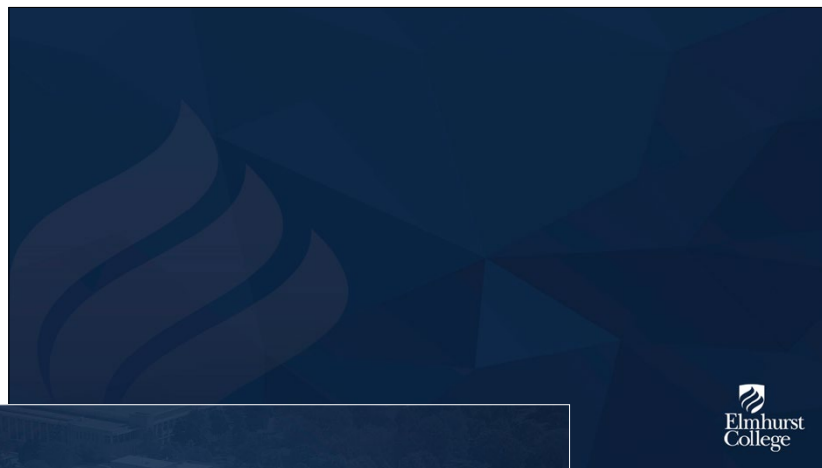
<p>Employee Name _____</p> <p style="text-align: right;">Position Office of Marketing and Communications</p>
 <p>Employee Name Position <i>Office of Marketing and Communications</i></p> <p><i>(630) 617-1111 phone (630) 617-2222 fax employee@elmhurst.edu</i></p> <p><i>190 Prospect Avenue Elmhurst, Illinois 60126-3296</i></p>
 <p style="text-align: right;">190 Prospect Avenue, Elmhurst, Illinois 60126-3296 (630) 617-1111   (630) 617-2222 fax   employee@elmhurst.edu</p>

## 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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