



Elmhurst  
University

**VISUAL IDENTITY STANDARDS**

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## | Visual Identity Components



### **Elmhurst University Logo**

The institutional logo is the primary logo for the University. It should appear on all appropriate printed and electronic communications.

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### **University Seal**

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

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### **Bluejay Athletics Logo**

The Bluejay logo is primarily used by the University and licensed suppliers to promote the Elmhurst University athletics programs.

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# The Elmhurst University Logo



*Primary stacked logo*



*Two-line logo*



*One-line logo*

## Configurations

There are three approved configurations: stacked, two-line and one-line. The stacked version should be used as the official University logo whenever possible.

## Clear Space

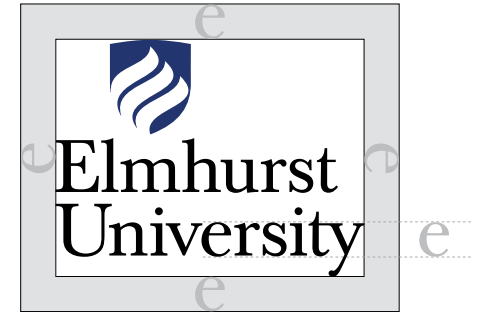
To create maximum impact, the logo requires specific clear space around all sides. This clear space should be free of imagery, graphics, text, folds or any other element that may interfere with the clarity of the logo.

## Sizing

The minimum reproduction size is 1" in width for the stacked version, 1.5" for the two-line version and 1.75" for the one-line version.

## Placement

Consistent placement of the logo helps strengthen the University's brand. The logo should be placed prominently on the front and/or back of print publications.



## The Shield and Flame Marks

The shield and flame can be used separately as a design element. Contact the Office of Marketing and Communications if you are interested in displaying the shield separately from the full logo.



*Blue and black (full-color)*



*All black (one color)*

## Official Colors

The colors shown below are the primary colors for Elmhurst University.



*University Blue*

C:100 M:91 Y:26 K:15  
R:9 G:45 B:116  
Spot: PMS 288  
Hex: #092d74



*Athletics Blue*

C:98 M:84 Y:45 K:51  
R:12 G:35 B:64  
Spot: PMS 289  
Hex: #0d233f



*Jay Blue*

C:74 M:21 Y:0 K:0  
R:22 G:160 B:219  
Spot: PMS 299  
Hex: #1a9fda



*Gray*

C:37 M:27 Y:27 K:0  
R:165 G:171 B:174  
Spot: PMS 429  
Hex: #a5abad



*All blue (one color)*



*White (reversed)*

## Approved Color Usage

Approved color usage for the University 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.

## I Prohibited Usage



Do not add elements or combine with other graphics



Do not add effects



Do not change the proportion or size of graphic components



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



Do not distort



Do not use a pixelated or low-resolution logo



Do not alter colors



Do not place the logo over complex photos, textures or graphics

## I 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 by placing 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.



## University Seal

The University seal has four color variations: full-color, black, blue and a white version on a dark background. The University seal is primarily used by the Office of the President and official materials.



Full-color



Black



Blue



White (reversed)

## Athletics Logos

Athletics logo variations are shown below. Contact the Office of Marketing and Communications for usage guidelines.



Primary logo



Primary icon



University athletics logo



Letter logo



Individual sports (blue)



Individual sports (gray)

## Secondary Visual Elements

Secondary visual elements supplement the University brand and provide a unique visual for specific events and programs. They should never be used as the main logo of the University. Contact the Office of Marketing and Communications for details.

### Elmhurst 150



Elmhurst  150

### Elmhurst University Arboretum



### Elmhurst University Jazz Band



### JayItForward Giving Day



### Speech-Language- Hearing Clinic



### Admission-Exclusive Treatment for Recruiting Materials



### Russell G. Weigand Center for Professional Excellence





# Typefaces

Gotham and Gotham Narrow are the official sans serif typefaces and Hoefler Text 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 or Arial (sans serif) or Times New Roman (serif) if the three official typefaces are not available.

## GOTHAM

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### BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## GOTHAM NARROW

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### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## HOEFLEER TEXT

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### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Stationery

The official Elmhurst University letterhead and envelope designs are shown as they should be used by all administrative offices and academic departments within the institution.

Stationery can be requested though the Office of Marketing and Communications. Unauthorized reproduction and duplication of the letterhead, envelope and business card designs are prohibited.



190 Prospect Avenue Elmhurst, Illinois 60126-3296 (630) 617-5186 phone marketing@elmhurst.edu elmburst.edu/omc

## | Business Cards and Notepads

Official Elmhurst University business cards and notepads should only be ordered through and printed at an authorized printer. Contact the Office of Marketing and Communications for details.



Employee Name

*Pronouns*

Employee Position

(630) 617-5555 office  
employee@elmhurst.edu



Elmhurst University

OFFICE OF  
Marketing and Communications

190 Prospect Avenue  
Elmhurst, Illinois 60126-3296  
*elmhurst.edu/omc*

190 Prospect Avenue Elmhurst, Illinois 60126-3296  
(630) 617-5186 phone *marketing@elmhurst.edu elmhurst.edu/omc*

## | PowerPoint® Templates

Official PowerPoint® templates are available to download [here](#).

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

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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Office of Marketing and Communications

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190 Prospect Avenue, Elmhurst, Illinois 60126

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(630) 617-5186  
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