

— September 2018 —

EASTERN KENTUCKY UNIVERSITY
Visual Identity Guide



ABOUT THIS GUIDE

This guide is considered a living document and will be modified according to the needs of the University. The latest version of this document is always available at brand.eku.edu.

COLOR GUIDELINES

The official Eastern Kentucky University colors are maroon and white.

When printing the Eastern Kentucky University colors, the Pantone designation for Eastern Kentucky University maroon is PMS 209. When printing doesn't allow usage of PMS 209 (for instance, something printed on a 4-color press or on a laser printer), the following CMYK formula should be used to approximate PMS 209: 0% Cyan, 100% Magenta, 34% Yellow, 51% Black. The formula for digital applications of EKU Maroon (online, PowerPoint, etc) is Hex #4c151e or RGB 76 Red, 21 Green, 30 Blue. Care must be taken when specifying a color for the Eastern Kentucky University maroon in other media (for example, when rendered any way other than ink on paper). Contact the EKU Office of Communications & Brand Management for assistance in choosing the appropriate maroon for imprints, garments or other specialty applications.

The EKU Maroon should not be altered by lightening (screening) or darkening the color.

Official University uniforms, vehicles, signs and other key identity elements should always be produced using the official color guidelines. Brand collateral purchased or acquired by EKU should follow the color guidelines. This includes apparel and promotional items.

MAROON

PANTONE 209

#4c151e

C0 M100 Y34 K51

R76 G21 B30

WHITE

#FFFFFF

C0 M0 Y0 K0

R255 G255 B255

GRAY

PANTONE COOL GRAY 5

#b5b5b5

C0 M0 Y0 K29

R181 G181 B181

BLACK

#000000

C0 M0 Y0 K100

R0 G0 B0

THE PRIMARY EKU LOGO

All external print, video and web communications should clearly be identified as originating from Eastern Kentucky University.

As the visual mark most closely associated with Eastern Kentucky University, the Primary EKU Logo is the preferred logo for usage in all external (ads, publications) and most internal university communications. The logo stands alone as a simple, powerful image. No other icon or graphic element should be used with the logo. As a general rule, multiple logos should be not be used together on a given product, piece, page or spread.

Logos and wordmarks are available from the EKU Office of Communications & Brand Management and must be reproduced from these authorized graphics. It cannot be redrawn, screened, distorted, stretched, reportioned, embellished, cropped or modified in any way. Logos should not be scanned from other reproductions. The registered mark (®) indicates the legal status of the logo as a registered trademark.

LOGO SPACING

All university logos are to be surrounded by a clear zone. No other graphics are to appear within this space. For the primary EKU logo, the clear space is equal to half the height of the mark, as shown in the diagram below.



THE POWER E LOGO

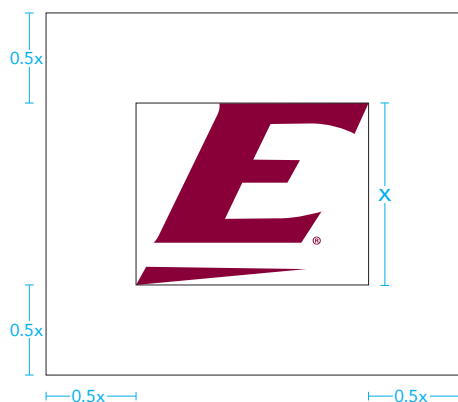
All external print, video and web communications should clearly be identified as originating from Eastern Kentucky University.

In general, the Primary EKU Logo should be used for all external and most internal university communications. The Power E Logo is an alternate choice which is acceptable if the audience is familiar (internal, for instance), or space is restricted. With the Power E, more context is required to convey association with the University. This context may be provided in a few different ways: 1) the arena of an athletic competition where the association is obvious, 2) by including "EKU" or "Eastern Kentucky University" on the same item where the Power E swoosh logo appears, or 3) by location solely on the campus of EKU. The Power E Logo stands alone as a simple, powerful image. No other icon or graphic element should be used with the logo. As a general rule, multiple logos should be not be used together on a given product, piece, page or spread.

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LOGO SPACING

All university logos are to be surrounded by a clear zone. No other graphics are to appear within this space. For the Power E Logo, the clear space is equal to half the height of the mark, as shown in the diagram below.



PRIMARY WORDMARK

All external print, video and web communications should clearly be identified as originating from Eastern Kentucky University.

The Primary Wordmark should be used when the full name of the university is preferred, and stands alone as a simple, powerful image. No other icon or graphic element should be used with the wordmark. As a general rule, multiple logos should not be used together on a given product, piece, page or spread.

Logos and wordmarks are available from the EKU Office of Communications & Brand Management and must be reproduced from these authorized graphics. It cannot be redrawn, screened, distorted, stretched, repositioned, embellished, cropped or modified in any way. Logos should not be scanned from other reproductions or downloaded from the web. The trademark (™) indicates the legal status of the logo as a trademark.

LOGO SPACING

All university logos are to be surrounded by a clear zone. No other graphics are to appear within this space. For the Primary Wordmark, the clear space is equal to 1.5 times the height of the mark, as shown in the diagram below.



EASTERN
KENTUCKY UNIVERSITY

EASTERN
KENTUCKY UNIVERSITY

EASTERN
KENTUCKY UNIVERSITY

EASTERN
KENTUCKY UNIVERSITY

CUSTOM WORDMARKS

REGIONAL CAMPUSES

Established Wordmarks have been created for each of the University's regional campuses. These wordmarks are available from the ECU Office of Communications & Brand Management and must be reproduced from these authorized graphics. They cannot be redrawn, screened, distorted, stretched, repositioned, embellished, cropped or modified in any way. Logos should not be scanned from other reproductions or downloaded from the web. The registered mark indicates the legal status of the logo as a registered trademark (®).

SIGNATURE WORDMARKS

All college, school or departmental identifiers should work within the system for unit-level identity and prominently display the primary ECU logo.

For Signature Wordmarks, the department or affiliated group name or group should be in a heavy weight of Avenir and use all capital letters, centered underneath or beside the primary ECU logo. Arial is also acceptable if Avenir is unavailable.

For groups with short names, it is acceptable for them to be right-justified beneath the logo. Vertical and horizontal arrangements can be used.

For assistance creating a Signature Wordmark, contact the ECU Office of Communications & Brand Management.

LOGO USAGE FOR REGISTERED STUDENT ORGANIZATIONS (RSOS)

Generally, Student Organizations should use "EQU" or "Eastern Kentucky University" in text only. Official ECU logos and registered trademarks may only be used by Sponsored Student Organizations (SSOs). Please contact the Office of Student Life regarding Student Organization designations.

REGIONAL CAMPUS WORDMARKS



SIGNATURE WORDMARKS



**COLLEGE OF LETTERS, ARTS,
AND SOCIAL SCIENCES**



**OFFICE OF
MULTICULTURAL
AFFAIRS**



**DEPARTMENT OF
BIOLOGICAL SCIENCES**



**INTERDISCIPLINARY
PROGRAMS**



AGRICULTURE

EKU COLONELS

At EKU, we're proud to call ourselves Colonels. It's more than a mascot — Colonels are leaders. We are personified by our values and accomplishments. We are known for setting goals and achieving them. We excel in our careers and serve our communities. Being a Colonel is a badge of honor that unites us. In an effort to focus the University brand on the qualities of a Colonel, the University has chosen the Colonels Wordmark as its primary mark. The wordmark effectively identifies Eastern Kentucky University as the Colonels and clearly identifies all external print, web and video communications as originating from Eastern Kentucky University.

FULL COLONELS WORDMARK

The Full Colonels Wordmark, which includes the words "Eastern Kentucky" and the Simplified Colonels Wordmark, are used primarily for sports-related communications and/or EKU apparel and promotional merchandise. It stands alone as a simple, powerful image. No other icon or graphic element should be used with the logo. As a general rule, multiple logos should not be used together on a given product, piece, page or spread.

This wordmark is available from the EKU Office of Communications & Brand Management and must be reproduced from authorized graphics. It cannot be redrawn, screened, distorted, stretched, repropotioned, embellished, cropped or modified in any way. Logos should not be scanned from other reproductions or downloaded from the web.

The traditional Colonel mascot may also be seen at athletic events or in some graphic uses for athletic purposes.

LOGO SPACING

All university logos are to be surrounded by a clear zone. No other graphics or words are to appear within this space. For the Full Colonels Wordmark, the clear space is equal to 1.5 times the height of the mark, as shown in the diagram below.



The Full Colonels Wordmark is displayed on a maroon background. The word "EASTERN KENTUCKY" is in a small, white, sans-serif font above the word "COLONELS", which is in a larger, white, bold, sans-serif font with a slight shadow effect.

The Full Colonels Wordmark is displayed on a white background. The word "EASTERN KENTUCKY" is in a small, maroon, sans-serif font above the word "COLONELS", which is in a larger, maroon, bold, sans-serif font with a slight shadow effect.

The Full Colonels Wordmark is displayed on a gray background. The word "EASTERN KENTUCKY" is in a small, white, sans-serif font above the word "COLONELS", which is in a larger, white, bold, sans-serif font with a slight shadow effect.

The Full Colonels Wordmark is displayed on a black background. The word "EASTERN KENTUCKY" is in a small, white, sans-serif font above the word "COLONELS", which is in a larger, white, bold, sans-serif font with a slight shadow effect.

SIMPLIFIED COLONELS WORDMARK

All external print, video and web communications should clearly be identified as originating from Eastern Kentucky University.

Like the Full Colonels Wordmark, the Simplified Colonels Wordmark is used primarily for sports-related communications and/or EKU apparel and promotional merchandise. It stands alone as a simple, powerful image. No other icon or graphic element should be used with the logo. As a general rule, multiple logos should be not be used together on a given product, piece, page or spread.

Logos and wordmarks are available from the EKU Office of Communications & Brand Management and must be reproduced from these authorized graphics. They cannot be redrawn, screened, distorted, stretched, repositioned, embellished, cropped or modified in any way. Logos should not be scanned from other reproductions or downloaded from the web.

LOGO SPACING

All university logos are to be surrounded by a clear zone. No other graphics or words are to appear within this space. For the Simplified Colonels Wordmark, the clear space is equal to 1.5 times the height of the mark, as shown in the diagram below.



COLONELS

COLONELS

COLONELS

COLONELS

EKU SEAL

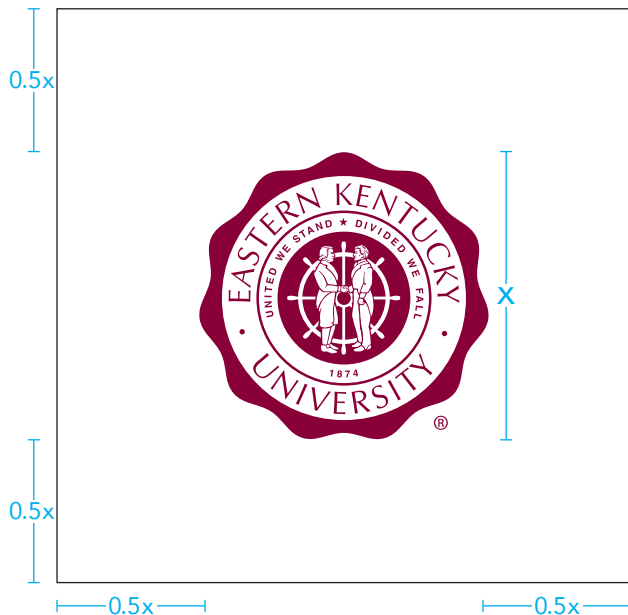
The Official Seal of the University is reserved for formal and ceremonial event materials, diplomas, certificates and legally binding documents.

The Official University Seal is not a logo and is not to be used in place of the primary EKU logo. It can, however, be used on official stationery.

If you wish to use the seal as a graphic element, written permission (email is fine) must be obtained beforehand from Communications & Brand Management. Those using the seal with permission will have proper reproduction files or materials made available to them, as well as detailed instructions on its permitted usage. Caution should be taken to prevent poor reproduction quality. Never scan the seal from old documents and attempt to use it. The registered mark (®) indicates the legal status of the logo as a registered trademark.

LOGO SPACING

All university logos are to be surrounded by a clear zone. No other graphics or words are to appear within this space. For the EKU Seal, the clear space is equal to 1/2 the height of the mark, as shown in the diagram below.



FONTS

PRIMARY IN PRINT

To maximize document readability and consistency between publications, the primary serif typeface for ECU is Perpetua. There are varying weights within the Perpetua typeface which allow for flexibility of use in publication and design.

If Perpetua is not available, a common serif font such as Times New Roman or Adobe Garamond may be substituted.

The preferred primary sans-serif typeface of ECU is Avenir. Avenir can also be used as body copy in a document. However, if this typeface is not available, Univers or Arial may be substituted.

Optima is the preferred font for use on university business cards and envelopes.

SUPPORTING TYPEFACES

The primary sans serif typeface for ECU is Avenir. There are varying weights within the Avenir typeface which allow for flexibility of use in publication and design.

If Avenir is not available, a common sans serif font such as Arial, Univers or Frutiger may be substituted.

Use a bare minimum of typefaces, and avoid kitschy or trendy fonts (such as Comic Sans or Papyrus) in collateral materials.

TYPOGRAPHY ON THE WEB

Typography on the web is much harder to control than in print-based publications due to lack of kerning and tracking options and the inconsistent installations of fonts on end-user and consumer computers. In web-formatted text, utilize the widely-installed typefaces of Verdana (sans serif) and Georgia (serif).

PERPETUA

Eastern
Eastern

TIMES NEW ROMAN (ACCEPTABLE SUBSTITUTE FOR PERPETUA)

Eastern
Eastern

AVENIR

Eastern
Eastern

ARIAL (ACCEPTABLE SUBSTITUTE FOR AVENIR)

Eastern
Eastern

OPTIMA

Eastern
Eastern

LICENSING

EKU partners with a licensing agency for products that are to be produced with ECU logos. Production items are submitted to the licensing system for approval by the Office of Communications & Brand Management. Approval for items usually happens within 48-72 hours, but may take up to 7-10 days depending on the design.

QUESTIONS?

A list of frequently asked questions and examples of logo usage are available on the ECU Communications & Brand Management website at brand.eku.edu/branding-faqs.

For any other questions, contact Communications & Brand Management at brand@eku.edu or 622-2301.

UNIVERSITY POLICY ON PRINTING

All printing orders must be processed on campus through ECU Printing Services. If Printing Services is unable to process the order in house, they will work with the Division of Purchasing to manage all off-campus printing. According to Kentucky Revised Statute KRS 57.011, all public printing shall be performed under contract. ECU Division of Purchasing or the Commonwealth of Kentucky Division of Purchasing shall establish contracts based on a competitive bid process. No off-campus printing jobs will be processed without prior approval of the Division of Purchasing. Any printing order that does not follow this procedure will become the obligation of the ordering individual.

University funds cannot be allocated for items that are not in compliance with the standards as set forth in this Visual Identity Guide.

Samples or mock-ups of printed materials must be submitted to Eastern Kentucky University Printing Services for approval prior to production and distribution.

STATIONERY

LETTERHEAD, ENVELOPES AND BUSINESS CARDS

Because business papers (stationery, business cards, forms and the like) are the most widely-used communication tool to carry the institutional name and mark, all academic and administrative units of Eastern Kentucky University should use the approved options of the EKU stationery and business cards, examples of which are shown here. All letterhead stationery will be printed by EKU Printing Services or generally follow EKU (Word) document on the EKU Forms web page. Typesetting will be provided by a vendor secured by the director of Printing Services.

All business envelopes and business cards are produced and printed by EKU Printing Services.

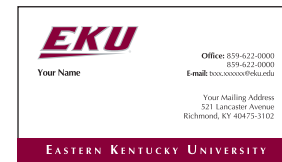
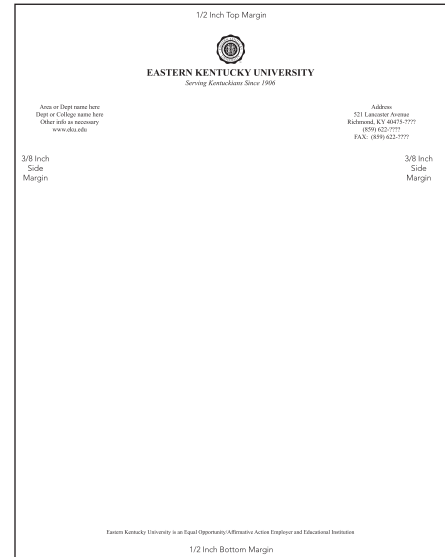
Special logos, themes or slogans may not be used on official letterhead stationery.

Use of letterhead stationery is restricted to official University correspondence.

The official address of Eastern Kentucky University, according to the United States Postal Service, is:

College/Department Name
Campus Address
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475

For assistance with stationery needs, contact **EKU Printing Services** at 859-622-1490



EQUAL OPPORTUNITY & AFFIRMATIVE ACTION STATEMENT

The placement of the Equal Opportunity/Affirmative Action Statement in a publication may vary depending on the design needs. All external materials must include this statement. Flyers distributed only on campus do not require the statement. The statement may be in a smaller font than the other printed material but must be legible and should be viewed as a statement about who Eastern Kentucky University is, its values, and what it, as an institution, considers important.

Any University publication of more than one page (including a publication printed on front and back) must include the full equal Opportunity/Affirmative Action statement as follows:

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age (40 and over), race, color, religion, sex, sexual orientation, disability, national origin, veteran status, or genetic information in the admission to, or participation in, any educational program or activity (e.g., athletics, academics and housing) which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Equal Opportunity Office, Coates CPO 37A, Jones Building Room 106, Eastern Kentucky University, 521 Lancaster Avenue, Richmond, Kentucky 40475-3102, (859) 622-8020 (V/TDD), or the Assistant Secretary for Civil Rights, U.S. Department of Education, Office for Civil Rights, Lyndon Baines Johnson Department of Education Building, 400 Maryland Avenue, SW, Washington, DC. 20202 1-800-421-3481(V), 1-800-877-8339(TDD).

Any university publication printed on one page must include the Equal Opportunity/Affirmative Action statement (in abbreviated form) as follows:

Eastern Kentucky University is an Equal Opportunity/Affirmative Action Employer and Educational Institution.

For assistance, contact EKU Printing Services or the EKU Equal Opportunity Office at 859 622-8020.

LEGAL CONSIDERATIONS

The official Eastern Kentucky University logo, Power E logo, Primary Wordmark, EKU seal, as well as the Colonel athletic emblem and Colonel logos are **registered with the U.S. Patent and Trademark Office**. Eastern Kentucky University has exclusive ownership rights regarding the use of these emblems as well as the Eastern Kentucky University name. These images are intended for the express use of Eastern Kentucky University and the Eastern Kentucky University colleges, departments, divisions, centers or units. Use of these symbols for commercial purposes is prohibited without express consent from the university. Approved use in such cases may include related licensing fees.

Whenever these emblems are used by university organizations, its affiliates or authorized non-affiliates, **the emblems must carry the proper registration marks as shown**.

Entities outside the university wishing to use these emblems or the Eastern Kentucky University name for commercial purposes must first secure a contract through the university's official licensing organization. Information can be obtained through **Communications and Brand Management**. Affiliated organizations, such as student or faculty groups, wishing to use the official emblems on official correspondence, specific items or in conjunction with specific events, should also contact **Communications & Brand Management**.

Advertisers in official university programs, athletic programs or other official eastern Kentucky university publications do not require contracts or written authorizations.

Alterations or variations of the official University Seal and logotypes are not permitted. Use only the logotypes with the registered trademark.

With the exception of officially licensed products, Eastern Kentucky University's logo and other graphic symbols **are not to be used in a manner that suggests endorsement of any product, service, opinion or cause**.

The images may not be used in publications or web pages intended to disparage the university.

Any use of the Eastern Kentucky University logo and graphic symbols shall constitute acceptance of the terms and conditions outlined in the Visual Identity Guide.

COMMUNICATIONS & BRAND MANAGEMENT

OUR SERVICES

The Department of Communication & Brand Management raises the internal and external profile of Eastern Kentucky University by establishing and upholding standards that strengthen the University's brand perception and position in higher education. We partner with departments, offices, programs and colleges to achieve specific goals and determine effective and consistent communication and marketing strategies, utilizing a broad range of resources and services.

Services offered include: content development, editing, graphic design, photography, press releases, public relations and crisis management, search engine optimization, social media consultation, video services, website development, website training and website analytics.

PROJECT REQUESTS & PROCESS

Any project requested of the department should be submitted via the online project request form, available at <http://brand.eku.edu/project-request>. Following this request, a representative from Communications & Brand Management will be in touch regarding next steps. If the request involves a printed product, the print order should be submitted directly to Print Services at the same time.

Once the project has been well-defined, Communications & Brand Management will submit a project brief to the client, outlining the project, primary contacts and key dates. Clients are responsible for all content, copy and photos for projects. All content should be proofed and approved by the client before submitting for incorporation in a project. A proofing checklist will be provided on request; third-party proofing services are also available on request as a paid service. Communications & Brand Management will utilize photos and graphics that work best for the project and appropriately represent the University.

A thorough draft and revision process will be performed by the primary contacts, refining the piece to be ready for production. This draft and revision process is defined within the project brief. The timeline for each project varies, according to the type of project. Urgent projects may be delegated to a third-party vendor at the expense of the client.

EKU DEPARTMENT OF COMMUNICATIONS & BRAND MANAGEMENT

859-622-2301

brand@eku.edu

OTHER USEFUL CONTACTS

EKU PRINTING SERVICES

859-622-1490

UNIVERSITY PROCUREMENT

859-622-2246

ATHLETICS DEPARTMENT

859-622-1496

EQUAL OPPORTUNITY OFFICE

859-622-8020

OFFICE OF FACILITIES SERVICES

859-622-2966

EKU[®]