

IDENTITY  
STANDARDS  
**GUIDE**

[www.ewu.edu/logo](http://www.ewu.edu/logo)



# OFFICIAL LOGO AND TAGLINE

Eastern Washington University's official identity mark, or logo, is comprised of a symbol (EWU Eagle), and words (Eastern Washington University). The following guidelines for usage of this logo, as well as downloadable files, can be found at [www.ewu.edu/logo](http://www.ewu.edu/logo)

## vertical



## horizontal



The font as it appears in the logo is Stone Serif bold.

## minimum sizes

The following are samples of the minimum size at which the logos should be reproduced.

### centered



### horizontal



## ONE-COLOR VERSIONS



The one-color version of the logo, either black or white, can be used on any background color as long as there is sufficient contrast to keep the logo legible.

## CLEAR SPACE

Clear space in the dimension of the height of the capital E should be maintained in all directions so that other graphic elements do not intrude on or conflict with the logo.



## PERSONALIZED LOGOS

Colleges, schools, departments, centers and institutes of Eastern requiring a personalized logo are to contact Marketing and Communications at 509.359.6336 to discuss their needs. The solution will involve incorporating the entity's name into the Eastern logo as exemplified below. It is not the practice of Marketing and Communications (Marcom) to create a unique logo for any individual group, unless directed by University leadership.



## SPECIALTY LOGOS

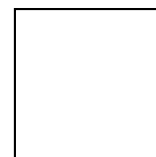
For specialty items, such as pens or lapel pins, usage of the EWU eagle symbol by itself is permissible.



## SCHOOL COLORS



PMS 187  
CMYK 0/100/79/20  
RGB 167/25/51  
HEX #a10022



white  
CMYK 0/0/0/0  
RGB 255/255/255  
HEX #FFFFFF

## ACCENT COLORS



100K (100% black)  
CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000



70K (70% black)  
CMYK 0/0/0/70  
RGB 109/110/113  
HEX #6d6e71

# TYPEFACES

Mr. Eaves Modern is a primary sans serif font for all materials and general audiences. Myriad Pro is also an acceptable sans-serif font for all materials and general audiences. Either can be used as heads with Garamond text.

Use Adobe Garamond as the primary text face on materials intended for more adult, professional audiences; Garamond can also be used in instances where a serif face is preferred for larger amounts of body copy.

Arial and Palatino can be substituted in applications like Power-Point where PC users may not have access to our primary fonts.

Serpentine Bold Oblique is the primary display font for Eastern Athletics.

Mr. Eaves Modern  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Adobe Garamond  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

***Serpentine Bold Oblique***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## **Alternate Typefaces**

When our primary faces are unavailable, use the following substitutes:

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Palatino  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## NOT ACCEPTABLE

The EWU Eagle symbol may not be used as a standalone logo (in place of the official logo) without specific approval from Marketing and Communications. The EWU Bookstore, Athletics and Marcom are granted special exceptions with regard to the EWU Eagle symbol in order to accommodate their needs for merchandising, apparel and promotion. The EWU Eagle symbol may be used as a graphic design element (such as a background “watermark” image), as long as it is not being used in place of the official logo.



The “Eastern wordmark” is not an acceptable logo and is not to be used.



## EXCEPTIONS

Exceptions with respect to colors, fonts and the use of the EWU Eagle symbol as a standalone logo were made specifically with the EWU Bookstore for merchandising purposes, the Athletic Department and Marketing and Communications.

- If any internal or external constituency wishes to use the logo in any way other than permitted, a specific request must be made to Marketing and Communications 509.359.6336.



## PERMISSION

Friends, partners and/or vendors of the University must receive permission to use the logo.

- Friends and/or partners can contact Marketing and Communications at 509.359.6336.
- Vendors may contact Learfield Licensing Partners – the contracted licensing agent for EWU at 469.269.5927, ext. 501 or [www.learfieldlicensing.com](http://www.learfieldlicensing.com)

## AFFILIATION

All Eastern Washington University colleges, schools, departments, centers and institutes must use the logo to identify their affiliation with the University. Therefore, the logo must appear on the front of every Eastern communications vehicle – from publications to advertisements to website home pages. The Eastern logo must be at least as prominent as the names of individual departments, colleges, schools or programs.

## STUDENT CLUB OR ORGANIZATION LOGOS

University-sponsored clubs and organizations have the option of utilizing a standard personalized logo or they may create their own unique logo. A unique logo cannot incorporate the official EWU eagle symbol. However, a unique logo should include the Eastern Washington University name.

## CLOTHING

Clothing items featuring clubs and organizations and/or special events are to also include the official logo. The official logo must be of a recognizable size and have sufficient clear space from other graphics. For T-shirts featuring other graphics, the official logo can be placed on the sleeve, back or under the back collar.

## EVENT GRAPHICS

Please contact Marcom if you are interested in creating a graphic to represent an EWU-related event. Marcom will evaluate if the event meets the criteria for a designer to create a graphic.

## NOT PERMITTED

No part of the logo may be substituted, resized or distorted.  
For example:

- The EWU Eagle symbol may not be replaced by any other image of an eagle.



- The proportional size of the EWU Eagle symbol to the words "Eastern Washington University" may not be adjusted.



- The placement of the words in relation to the EWU Eagle symbol may not be changed.



- Distortion or stretching of the logo is not permitted.



## AUTHORIZED IMAGES FOR SPECIAL USE

There are a variety of other authorized images used by certain groups at EWU. In most cases, these images are not acceptable substitutes for the official logo.

### UNIVERSITY SEAL

The University seal is not to be used by external constituents.



Internally, the University seal is only to be used in official University documents such as grants, proposals, Foundation materials and presidential documents.

### SWOOP SPIRIT EAGLE

Swoop is the name given to Eastern's eagle mascot. The "spirit" eagle design was updated in 2005. In many ways, the design has "matured" and features a strengthened image to correspond with the growth and success of the University.

The image resembles the outfit worn by Eastern's mascot, Swoop.

This image is not to be used by external vendors or constituents in place of the official logo unless special permission is received from Marketing and Communications.

Internally, the spirit eagle is designated for the exclusive use of the EWU Bookstore for merchandising purposes unless specific permission is received from Marketing and Communications.



## ASSOCIATION LOGOS

There are three associations on campus that have approved alternative logos for their special use. These logos are used for the explicit purpose of the individual 501(C) 3 or nonprofit associations and are not authorized for any other use without specific permission from the appropriate association.

EWU Alumni Association



Eagle Athletic Fund



EWU Foundation



## OFF-SITE LOCATION LOGOS

Eastern has logos representing off-site locations. They may be used as the official logo when representing programs, events or information based on or pertaining to the respective off-site campuses.



Logos can be viewed and downloaded at  
[www.ewu.edu/logo](http://www.ewu.edu/logo)



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