

EWU LOGO OPTIONS

There are four options for the logo in two different formats, vertical and horizontal.

**POSITIVE
OPTION
(TWO COLOR)**



**POSITIVE OPTION
ON A
LIGHT BACKGROUND**



**REVERSE OPTION
ON A
DARK BACKGROUND**



**BLACK
OPTION
(FOR GRAYSCALE)**



CLEAR SPACE/MINIMUM SIZE

Maintain the appropriate amount of spacing between logo and surrounding copy/art. Use the cap height of the “E” as the minimum amount of spacing around the logo. Logos should not be printed smaller than they appear below.

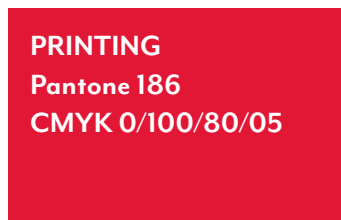


Do not allow text or images too close to logo.

COLOR BUILDS

Use the correct color builds for either printed material or web/video. Most in-house printing will be CMYK, and spots should be reserved for vendors using two color printing. The web red has been adjusted for better contrast.

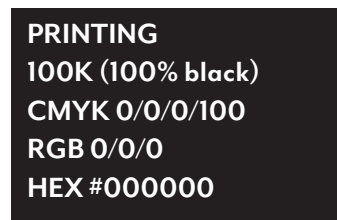
EAGLE RED



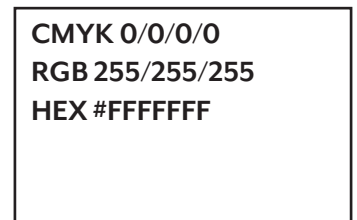
EAGLE RED WEB



BLACK PRINTING



WHITE



LOGO VIOLATIONS

The EWU logo is not to be altered in any way so that the university can maintain the design integrity of the brand.



Do not separate the eagle. Special exceptions are MarCom, Eagle Store and Athletics. Requests filter through MarCom.



Do not skew, stretch or distort.



Do not change the color.



Do not use the incorrect reverse logo. Red and black do not contrast.



Do not add a stroke to the logo.