For questions or clarifications to any of these brand standards, please contact:

Marketing and Communications
801 National Road West
Richmond, IN 47374
(765) 983-1200
www.earlham.edu
OUR VISUAL LANGUAGE

We tell our story with visuals just as much as we share it with words. When used correctly, all of our visual elements and tools unite to create a brand that’s impactful, recognizable and uniquely Earlham.
Because our logo represents us at the very highest level, it is vitally important. It acts as a signature, an identifier, and a stamp of quality. In order to maintain consistency and professionalism as we use our logo, a few simple guidelines should always be followed.
Primary Logo

Our logo represents us at the very highest level. To maintain consistency, a few simple guidelines should always be followed.

**WHAT TO DO**

- **Our primary logo**, used for most applications, contains two basic elements: the Earlham wordmark and "College." They should never be separated or adjusted.

- **When printed in color**, our logo should always be PMS 208.

- **When printed in grayscale**, our logo should be black.

- **Maintain legibility** when reversing the logo out of colored, patterned or photographic backgrounds.

- **The monogram** may be used when space is limited or when it’s intended as a graphic element, such as on promotional items. Be sure to always include the primary Earlham logo somewhere on the piece.

- **Secondary logos are not acceptable** for separate Earlham College units, whether academic or administrative. “Logos” can be created for select events.
OUR LOGO

Logo Color

The primary logo should appear only in the colors shown below:

- PMS 208
- Black or gradients of black
- White

When placing the logo on a colored background, it should be reversed out with sufficient contrast as shown above.

Photography with too much texture creates noise and insufficient contrast for the Earlham logo to be legible.
Our Logo

Logo Size

The Earlham logo should never be the dominant element on the page; instead it should live comfortably and clearly as an identifying mark.

Never reproduce the logo at widths smaller than 1 inch.
There is no maximum size limit, but use discretion when sizing the logo.

Clear Space

Maintain sufficient open space around the logo for legibility and prominence.

We need to ensure that clear space is maintained around the logo. That way, it’s legible and has room to breathe. Photos, text and graphic elements must follow this guideline. Use the capital E as a measuring tool for proper clearance.

Use the illustration below as a guide for placing the logo in a layout.

Earlham College
Logo Misuses

Here are a few examples of practices to avoid.

- Do not rearrange the logo elements.
- Do not stretch, condense or change the dimensions of the logo.
- Do not skew or bend the identity in any way.
- Do not crop the wordmark.
- Do not alter or replace the typefaces of the logo.
- Do not outline the logo.
- Do not use gradients, overlays or other color effects.
- Do not use drop shadows or other visual effects with the logo.
- Do not lock up any other elements with the logo.
- Do not add colors to individual elements.
- Do not use colors other than those specified in this document.
- Do not rotate the logo.
The preferred placement for the Earlham logo is in the lower section of a communication. This way, the logo can become a grounding element that appears consistently on every communication.

Placing the logo in one of the two lower corners is preferred, but you may place it anywhere in the shaded area shown here. If the lower section is unsuitable, it’s also acceptable to place the logo anywhere along the left-hand side of the layout. The logo can also be centered in more formal communications.
Monogram

A succinct version of the Earlham logo has been created for social media applications, for areas where space is very limited or for use as a sign-off.

Especially for size-restricted occurrences, this version was designed to maintain maximum readability at a small scale. The monogram should be requested from Marketing and Communications, and never recreated.

The monogram or symbol should always be supplemented with “Earlham College” written out in an adjacent space, and with secondary titles, like schools or departments, on a second line, as shown in the examples above.
School and Department Lockups

With our focus on the strength of the Earlham brand, it’s important that we treat our department names with consistency.

To provide for a variety of applications, there are two fixed lockups: a vertical version and a horizontal version. All variations of the department logos should be requested from Marketing and Communications.

When space allows, address information should be kept separate from the Earlham logo and department lockup, as shown at far left.

When space is limited, such as on envelopes and business cards, a minimum distance should be maintained between the Earlham logo and department lockup. Refer to the diagrams above and to the left for spacing guides.

The official Earlham institutional stationery can be used for formal correspondence.
Typography is one of the easiest and most essential ways to create a consistent visual voice for our brand. If you need to obtain these font files or have any other general questions, please contact Marketing and Communications.
We are Persistent Learners

Within a place that values truth, integrity, collaboration, individual freedom, and lifelong learning.

We are bold risk-takers

YOU’RE MORE THAN YOU REALIZE

42 STATES REPRESENTED

fully prepared

we are indescribably unique

AS QUAKERS, WE LIVE BY FIVE KEY PRINCIPLES AND PRACTICES

— Distinctively — EARLHAM

You’re more than you realize

We are

PERSISTENT LEARNERS

EARLHAM COLLEGE

BRAND GUIDELINES March 2014

12

WHAT TO DO

• Use the Sentinel family for main headlines and titles, subheads and body copy.
• Incorporate the Pakt family into headlines for visual intricacy and to create hierarchy.
• Mix and match different weights and styles to create typography with personality, reflecting the tone of the piece.
• The Pakt family is recommended in all caps.

Typography

The Earlham brand uses two typefaces, Sentinel and Pakt. For consistency, it’s important to use these typefaces for all Earlham marketing and communication efforts. There may be rare occasions to stray, such as a promotional event.

Typography plays an important role in our brand. When our typefaces are paired together, they have a strong visual and verbal presence. These stylistic techniques, used judiciously, will help create memorable, visually impactful pieces that connect with our audience.

SENTINEL

Sentinel is a traditional slab serif typeface with details that make it highly legible and academic, but also approachable and unpretentious.

PAKT REGULAR

Pakt is a bold, unmistakably contemporary set of condensed letterforms that give an immediacy to our voice and a sense of purpose to our pursuits.
**Primary**

**Sentinel**

**WHERE TO FIND IT**
If you are part of Marketing and Communications, the font should be available to you through your internal department. For any other reason, you can find the full family at www.typography.com.

**WEB FONT OPTIONS**
Sentinel is available as a desktop and web font at www.typography.com.

**GENERIC DEFAULT FONT**
When Sentinel is not available, use Times Roman instead.

**SENTINEL LIGHT**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**SENTINEL SEMIBOLD**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**SENTINEL SEMIBOLD**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**SENTINEL MEDIUM**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**SENTINEL BLACK**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**SENTINEL MEDIUM**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**SENTINEL BLACK**

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890
WHERE TO FIND IT
If you are part of Marketing and Communications, the font should be available to you through your internal department. This font is only to be used for headlines, infographics and quick facts. If you need to access it, please contact the Communications and Marketing department.

WEB FONT OPTIONS
Pakt is available as a desktop and web font at www.youworkforthem.com.

GENERIC DEFAULT FONT
When Pakt is not available, stick to Sentinel or its alternate, Century Schoolbook.

PAKT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT SEMIBOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT EXTRA BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PAKT BLACK CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
This set of colors should become recognizable as distinct to Earlham. Consistent use of this palette will ensure a cohesive expression of the Earlham brand. Our palette was selected from the Pantone Matching System, the printing industry standard. Four-color process values and digital color mixes were derived from the PMS colors. Further description appears on the following pages.
Our Colors

At a glance, our color palette reflects our school’s heritage and looks to its promising future. Through careful application, color can express either a wide range of perspectives or a strong, unified voice.

Our colors are grouped into three sets as shown here. This section of the document will define them and show how to use them properly.

**PRIMARY**
Earlham’s Red (PMS 208) and white should be incorporated into all communication pieces to achieve consistency and familiarity with prospective and current students, faculty, alumni and donors alike. Use PMS 209 as an accent or texture to add richness and depth to PMS 208.

![Color swatches: PMS 209 U, PMS 208 U, White]

**BRIGHTS**
Use bright colors for subtle accents or as bold, graphic elements to set us apart and express our contemporary vision. These warm brights can be used to accelerate our Earlham Red.

![Color swatches: PMS 226 U, PMS 186 U, PMS Bright Red U, PMS 1375 U, PMS 7506 U]

**NEUTRALS**
Cool, neutral blues contrast the warmer tones of our palette, giving variety and balance to our voice and messaging.

![Color swatches: PMS Cool Gray 10 U, PMS 7545 U, PMS 5405 U, PMS 7543 U, PMS 297 U]
Our Color

Primary Palette

The primary palette, made up of our core reds and white, should appear on some level in all designs and communications.

For print pieces, reproduce them in spot colors whenever possible to retain their integrity. Screen tints should be used only on rare occasions.

- **Earlham Red**
  - PMS 208 U
  - CMYK 15, 100, 37, 45
  - RGB 134, 31, 65
  - HEX #861F41

- **White**
  - CMYK 0, 0, 0
  - RGB 255, 255, 255
  - HEX #FFFFFF
### Secondary Palette

The secondary palette supports the primary palette and gives our brand a greater visual flexibility.

These colors should never replace the primary palette in designs and communications.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
</table>
| PMS 226 U           | CMYK 0, 100, 2, 0  
                      | RGB 208, 0, 111  
                      | HEX #D0006F  |
| PMS 186 U           | CMYK 2, 100, 85, 6  
                      | RGB 200, 16, 46  
                      | HEX #C8102E  |
| Bright Red U        | CMYK 0, 83, 80, 0  
                      | RGB 249, 66, 58  
                      | HEX #F9423A  |
| PMS 1375 U          | CMYK 0, 45, 94, 0  
                      | RGB 255, 158, 27  
                      | HEX #FF9E1B  |
| PMS 7506 U          | CMYK 0, 7, 25, 1  
                      | RGB 239, 219, 178  
                      | HEX #EFDBB2  |
Neutral Palette

The cool hues in the neutral palette are meant to be used sparingly in communications, as subtle accents that play off the rest of the brand colors.
Chromatic Approach

When selecting sets of colors from the palette for layouts and materials, the concept of ratios can be helpful. Shown below and on the adjacent page are some example color ratios for different audiences.

Our palette’s full potential relies on successful color combinations. Using a chromatic approach is a great guide for getting started.

WHAT TO DO

• **Lead with red.** Red is recognizably Earlham. Although color plays an important part in balancing communications, Earlham red should command a large percentage of the cover or front of a piece.

• **Similar hues** should be used together. To create visual interest, add pops of an opposite hue.

• **Choose a set of colors for a smaller piece,** rather than using the entire palette. Larger pieces can lean on different color combinations for different spreads.

• **Don’t forget about the importance of white.** Large fields of white keep layouts fresh.