

Earlham
COLLEGE

unleashing our brand

FOR GOOD.





BUILDING
CREATING
DEVELOPING
EDUCATING *for good.*
FOSTERING
GRADUATING
HIRING
INSPIRING
LISTENING
MARKETING
NAVIGATING
PROGRESSING
SHAPING
TEACHING
UNIFYING

A story of good.

Earlham's story begins in 1847, when Quakers created a place of respect, integrity, peace, simplicity and community. Today, Earlham still embodies those qualities and has consistently ranked among the top national liberal arts institutions in the country.

But at the end of the day, we measure our success by the countless Earlhamites who lead extraordinary lives of mission and value as a direct result of their Earlham experience. No statistic or numerical rank can account for the personal commitment an Earlham education demands or the lifelong impact one can expect as an alum.

Our brand embodies that story and that commitment to Earlham's Principles and Practices. It embodies the ways our students, faculty and community members are creating and doing good each and every day.

AN EDUCATION FOR GOOD. *for life.*

As a member of the Earlham community, you understand the importance of a lasting relationship.

It is at the heart of every conversation between students, faculty and our staff. We are here to support and mentor our students in relationships of mutual respect. We are equipping them to change their lives for good, just as they are changing the world. That is our brand, our promise. That is Earlham.



OUR BRAND IS *for good.*

For Good is not solely about solving problems or “fixing” something. Most colleges and universities dabble in the standard “make a difference” mantra; Earlham lives it 100 percent—and always has.

To this end, For Good is the rallying cry to get back to our roots. Since its founding, Earlham’s values have prepared its students to make an impact on the world. An Earhamite who lives their mission is intelligent, has passion for doing the right thing and impacts the world around them. “Doing the right thing” is in our DNA; it is as Earlham as Earlham can be. It is also what the world needs now, connecting the past and the present.



★ THIS BOOK WILL HELP YOU:

- 1 Know our brand promise, personality and pillars
- 2 Choose a strategic approach to tell your story and walk you through the project kick-off process
- 3 Find what assets are available to you and your team
- 4 Understand the visual guidelines that embody our brand and know how to implement them

What makes Earlham’s brand important

Our brand is an anchor point, the center of our reputation. It will serve as the unifying story that connects all Earlham constituents and stakeholder groups to a single, compelling idea.

Just as our mission and strategic plan do, the brand underlies all communications. It is the intentional, public face of our mission and strategy. For Good’s strategy is oriented to the outside world—audiences, competitors and partners. It harmonizes our mission, vision and values to define and distinguish the College’s brand position among chief competitors.

A strong brand consists of both sharp awareness and compelling relevance—without one or the other, it is compromised. This book will walk you through the key strategies and assets to help make our brand accessible and effective for your use to grow Earlham’s reputation.



OUR BRAND ARCHITECTURE

Earlham is made up of unique, individual parts. Each is critical to the college's identity and success. Our brand is the same way.

A successful project has a foundation in a strong communication strategy. By using the building blocks provided in the following section, you can craft your own unique strategy that still helps to bolster the recognition and reputation of the college's brand.

Target audience & their motivators

Prospective students who are inspired by the potential to change lives and do good in the world.

They are self-starters and inspired by the possibility to change the world. They also know what they want and are not afraid to advocate for that.

Our students are looking for a college that will allow them to create an education tailored to their specific interests and will be a platform for success throughout their lives.

Brand promise and pillars

Earlham is a collaborative learning community that inspires and motivates students with transformative opportunities and experiences so they can become catalysts for good in a changing world.

Our pillars:

- Talented faculty and dedicated staff committed to professional preparation and student success
- Students are active partners in learning
- Intentional global influences and connections
- Quaker values, principles and practices
- A distinctive community
- Rigorous academics that challenge and support in equal measure

Letting our personality shine

At Earlham, we are demanding but compassionate. Our actions are purposeful and inspired by the ability to change lives and advocate for good.

Engaging and cohesive use of our brand helps Earlham's personality shine through. To support this, there are multiple templates and assets available for your use. These include email, social, digital and print templates.



TARGET AUDIENCE & MOTIVATORS

For every successful marketing campaign, there is a successfully targeted audience. It is the foundation for every communication and the base of every design. Our students are at the heart of what we do each and every day. They are our foundation. And reaching them is at the heart of our brand.

Earlham's students are individuals who are inspired by the potential to change lives and do good in the world. They are bold and not afraid to raise their voices in support of what they believe is right. Each student determines the path of their education and the measure of their success, be it launching into the right career, placement in a top-choice graduate or professional school or finding the best-fit platform for activism or volunteerism. Professional success may be seen as intellectual or vocational, local or international, and financially or philosophically motivated.



KEEP IN MIND

While our brand has a specific target audience, it is imperative to consider how your communication interacts with others in its environment. Our learning community is built to impact our students who come to us from a wide range of backgrounds with every possible backstory, motivation, goal and dream. That impact naturally grows beyond our students and into their lives and communities.



BRAND PROMISE & PILLARS

Our promise

Earlham is a collaborative learning community that inspires and motivates students with transformative opportunities and experiences so they can become catalysts for good in a changing world.

Our pillars

Talented faculty and dedicated staff committed to professional preparation and student success

As mentors and advocates, faculty and staff have an unwavering commitment to Earlham students. This means a dedication to helping them find the true potential in their lives and forging their own distinct paths.

Intentional global influences and connections

Earlham is an intentional community built on a long-held and long-practiced foundation of global influences. An Earlham education brings the world to Earlham and sends students, faculty and staff to the world.

A distinctive community

The impact of this community is both relevant and immediate. Earlham campus members come from a wide range of viewpoints; they leave Earlham with a different perspective than when they arrived. The benefit of their shared moments, be they big or small, is their contribution to the powerful evolution of Earlham individuals in breadth and depth as human beings.

Students are active partners in learning

This extraordinary student access to faculty in classrooms, laboratories, offices and study venues is all done on a first-name basis. It is a learning partnership that is constant, expected and—as evidenced by the number of life-changing, community-shaping alumni worldwide—proven.

The power of our purpose: Quaker values, principles and practices

Earlham is a learning community informed by the distinctive perspectives and values of the Religious Society of Friends (Quakers). We strive to be a community of mutual support, respect, integrity, peace and simplicity.

Rigorous academics that challenge and support in equal measure

We don't value rigor for the sake of separating the weak from the strong. Instead, rigor at Earlham means challenging conventional views and questioning views that are held complacently, even when they are our own. Earlham encourages students to think critically and to do more than they previously expected of themselves.



EARLHAM'S PERSONALITY

In today's society, perception is everything. We want to let our personality shine and our first impression be one that lasts for good.

In many ways, Earlham's brand embodies many of the traits its students do. But most of all, our personality is about supporting the growth of those students and giving them the platform for success in their lives, however that may be defined.

We are demanding, but compassionate

The education that is at the heart of Earlham has a clear purpose. It is not learning for learning's sake, but for building the foundation for critical thinking and success in whatever way that students find it. Earlham produces compassionate, educated individuals not for one specific profession. We prepare our students to do well and "do good" in any career choice.

We are purposeful

Earlham's learning communities are intentionally designed to foster the discovery that students need to find the futures that are right for them. We design our curriculum around each student, purposefully shaping their experience to embody the values Earlham holds close.

We are inspired by changing lives

Earlham students have a sense of stewardship about their lives and believe in their power and responsibility to change the world. In fact, 30 percent of graduates surveyed reported that most or all of their work was oriented to social change.



We are always advocating for good

To this end, For Good is the rallying cry that both connects us to our roots and all the challenges of our day. Since its founding, Earlham's principles have prepared its people to make an impact on the world. An Earlhamite who lives their mission is intelligent, has passion for doing the right thing and impacts the world around them. "Doing the right thing" is in our DNA; it is as Earlham as Earlham can be. It is also what the world needs now, connecting the past and the present.



SHARING YOUR STORY

We're here to tell the Earlham story; whether it be the story of our history, our alumni or our current student body. We also want to tell yours.

This section will help you leverage our brand to tell your story and let it shine in the best light possible.

"For good" is universally applicable to our college, but we understand that different stories call for different moments and communication strategies to resonate with the intended audience. We will walk through how to understand and write a strong creative brief that speaks to your specific needs, outlines the goals of your project and utilizes the assets that are already available to you.



Creating a strong creative brief

The creative brief is the foundation for your project, the start to your story. It will help you nail down the correct target audience, communication strategy and medium for your project.

To start a new project, simply go to earlham.edu/prf to fill out our online creative brief.

GETTING TO KNOW YOU

We pride ourselves on collaboration, so it is important to know who we are working with and in what capacity.

DIRECTING YOUR REQUEST

It's important your request gets in the right hands. This section helps to make that happen.

What category does your project fall under?

- Website Development Media Relations/PR
 Videography Social Media
 Print Design
 Digital Design

Has this project been approved by your supervisor/budget manager for your office?

- Yes No

What Earlham organization and account code should be billed for this project?

You'll see that some categories come with additional questions. These are important too!

TELLING YOUR STORY

This section is the nitty gritty of your project and where the heavy lifting comes in. Not all of these sections are required, but you should do your best to fill them out thoughtfully.

CHOOSING YOUR APPROACH

Our brand has two strategic moments: the first impression and the deep dive. Each moment occupies a different tone of voice, energy and purpose. These are created to shape the strategy around specific pieces and act as a foundation to build from.

Within each moment, there will be still be an underlying consistency in visual look and feel and communication. The differences become subtle and are more about the energy they strike within the audience.

THE FIRST IMPRESSION

Our branded first impressions mimic the moments that we have in real life. It is an energetic and excited first impression. We want to draw our audience in, make them want to learn more. This is expressed visually through engaging and personal photography, vivid colors and memorable statements.

POTENTIAL HEADLINES & SUBHEADS

An education for good.

At the heart of an Earham education is a clear purpose—it is not learning for learning's sake but building the foundation for critical thinking and success in whatever way that you find it.

Catalysts for good in a changing world.

At Earham, we believe in giving our students the ability to believe in their power and responsibility to change the world.

Challenge for your head. Purpose for your heart.

Rigor at Earham means challenging conventional views, encouraging students to think critically and raising the bar for students to do more than they previously expected of themselves.

Unleashing your potential for good.

Earham produces compassionate, educated individuals who can and do become anything and everything professionally.

An education where passion meets possible.

We design our curriculum around each student, purposefully shaping their experience to embody their passions and strengths.

Shining the light for future generations.

Earham's faculty are committed to creating an open, cooperative learning environment and strive to educate morally sensitive leaders for future generations.



THE DEEP DIVE

Our deepening moments are when we are aiming to solidify a connection with our audience. It is for when they are looking for more—more connection, more information, more stories. This is a more serious and subdued moment but one still packed with engaging visuals and communication strategies.



POTENTIAL HEADLINES & SUBHEADS

For good. For life.

No statistic or numerical rank can account for the personal commitment an Earlham education demands or the lifelong impact one can expect as an alumni.

Where an adventure in learning becomes an adventure in living.

At Earlham, we inspire our students to believe in their power and responsibility to change the world.

Doing what needs to be done. For good.

"Doing the right thing" is in our DNA; it is as Earlham as Earlham can be. It is what the world needs now, connecting the past and the present.

I am for good.

Since its founding, Earlham's principles and practices have prepared people to impact the world for good, each and every day.

Community with a difference.

We work hard at creating a real community—where people celebrate together, have fun together, cheer one another on at games and performances, offer support to those who need it and hold one another accountable.

Fulfilling careers. Meaningful lives.

At Earlham, we believe how you live and how you make a living are part of the same question.

IMPLEMENTING OUR BRAND

for good.

Execution is a critical factor in creating and maintaining a strong brand presence. This section of the book will walk you through all of the different assets that make up our brand and that are available for use to facilitate strong execution.

While the words we are saying carry a heavy load, how we present them matters too. From logos to fonts and colors, each part plays an important role in crafting Earlham's story, and without each other, fall apart. These guidelines should be followed as closely as possible, as much as possible to present our college in a cohesive and engaging light.

BRAND MARKS & LOGOS

- Overarching Earlham logomark, wordmark and lockup
- Marketing lockups
- Office, department and other individual lockups

COLOR

- Usage of proper colors
- Ratios and setting the tone with color

TYPOGRAPHY

- Usage of proper fonts and typographic hierarchy

PHOTOGRAPHY

- Examples of educational, cultural and environmental photography

GRAPHIC ELEMENTS

- Dotted linear elements, photo treatments and other graphic styles



THE EARLHAM LOGO

This is the unifying symbol at Earlham. It relies on a simple, clear design that presents itself in a way that allows a community to be built around it.



KEEP IN MIND

Just like we all need space to breathe, so does our logo. Allow for the space of the "r" around the logo at a minimum.

PROPER LOGO USAGE

Properly using the master logo, and not distorting, editing or customizing without approval, is critical to our brand's recognition and success. Please see below for the proper use of the logo in regards to color and placement on backgrounds.

FULL COLOR



REVERSED IMAGERY



BLACK



REVERSED COLOR



25% BLACK



REVERSED BLACK



Marketing lockups

These marks are reserved for cases where the full logo is not appropriate, such as an internal banner or an event where the full logo doesn't fit within the communication strategy, and the secondary usage is approved by the Office of Marketing and Communications.

WORDMARK



MARKETING LOCKUP



INITIAL LOCKUP



Departmental lockups

These marks are developed for each department, office and center. These should not be used in replacement of the overarching logo, but as a supplement or for contact information only, unless using the full logo lockup.

WORDMARK LOCKUP

For use cases where the primary Earlham logo is already used on the piece.

Earlham College

OFFICE OF ADMISSIONS

Earlham College

CENTER FOR GLOBAL & CAREER EDUCATION

LOGO LOCKUP

For use cases where this lockup will serve as the Earlham logo.

Earlham
COLLEGE

ALUMNI
ASSOCIATION

Earlham
COLLEGE

OFFICE OF MARKETING
& COMMUNICATIONS

The Earlham College seal

The Earlham College seal is reserved for officially sanctioned uses: presidential level stationery; legal and official documents such as diplomas and transcripts; and formal academic ceremonies such as commencement or presidential addresses.

This seal can be used in its entirety, as shown to the right, or can be used as a graphic watermark, as shown below.



COLOR USAGE

Our brand colors reflect the vibrancy and energy that is at the heart of Earlham. While we have a wide palette of choices, there are certain groupings and ratios that should be kept top of mind. Our Earlham red should always be a prominent color.

Pantone 208, RGB 135 35 59, CMYK 32 95 65 30
HEX #87233b

Pantone 209, RGB 107 40 55, CMYK 40 88 62 42
HEX #6b2837

Pantone 7407, RGB 202 160 83, CMYK 21 36 79 1
HEX #caa053

For Web Accessibility
HEX #b78b37

Pantone 5405, RGB 73 98 108, CMYK 65 40 35 35
HEX #49626c

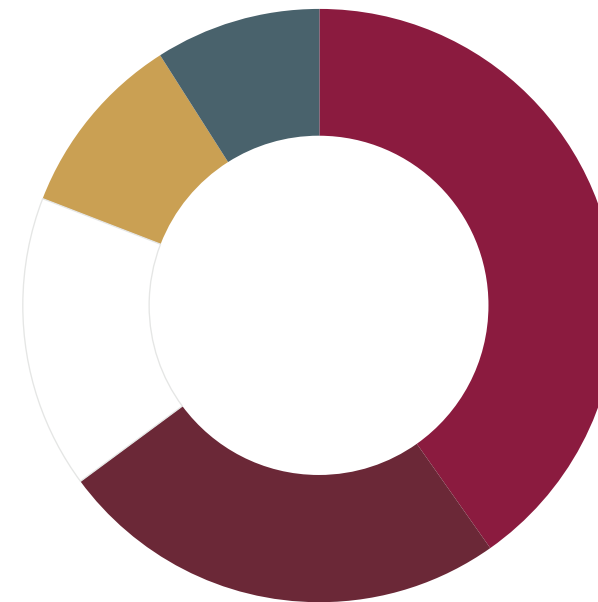
Pantone 5195, RGB 101 74 91, CMYK 46 62 34 40
HEX #654a5b

Pantone 7524, RGB 138 81 74, CMYK 32 68 62 28
HEX #8a514a

Pantone 5615, RGB 73 99 85, CMYK 65 40 62 32
HEX #496355

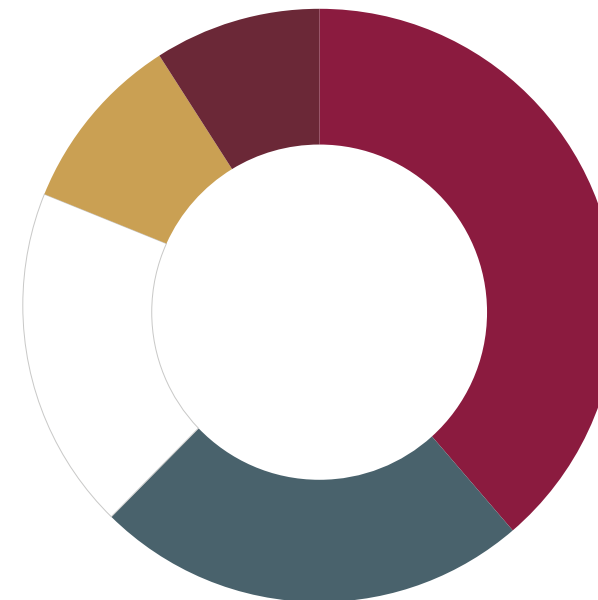
Setting the tone with color

While it is important to maintain the prominence and hierarchy of the main color palette and ratio, our secondary colors play a key part in helping tell the story of Earlham's vibrant and energetic culture. These secondary colors should be used thoughtfully and in accordance with the following ratios:



THE FIRST IMPRESSION

This color ratio is heavy on the primary colors, but also emphasizes white space and elements of the slate and gold. The gold comes into play mostly in the form of graphic elements, while the slate is more used throughout.



THE DEEP DIVE

While still emphasizing the primary red, this color ratio leans more toward use of the slate and white space. This allows for a more calm and deeper connection with the audience.

TYPOGRAPHY

Our typography system makes use of Museo's diverse font family. We do have supplemental fonts as shown, available for online and PC use, but any external document should make use of the official fonts as much as possible.

Aa

Museo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

123456789!@#\$%^&*

Aa

Museo Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

123456789!@#\$%^&*

Aa

Museo Sans Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

123456789!@#\$%^&*

Aa

Segoe UI (PC Use)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

123456789!@#\$%^&*

Type Hierarchy

When typesetting documents, please keep the variety of headers and font color as shown. While this doesn't always need to be followed chronologically, it should always be applied where applicable.

OUR BRAND IS *for good.*

HEADER WITH EMPHASIS

- Museo Sans Condensed, 700 Weight, Kerned at +60, #6b2837 or #000000
- Museo Italic, 500 Weight, Kerned at 0, #8b1b3f or #FFFFFF

AN EDUCATION FOR GOOD.

TRADITIONAL HEADER

Museo Sans Condensed, 700 Weight, Kerned at +60, #6b2837 or #FFFFFF

Where an adventure in learning becomes an adventure in living.

SUBHEAD

Museo, 500 Weight, Kerned at +0, #49626c or #FFFFFF

At Earlham, we inspire our students to believe in their power and responsibility to change the world.

INTRO COPY

Museo, 300 Weight, Kerned at +0, #FFFFFF or #000000

A distinctive community

The impact of this community is both relevant and immediate.

SECTION HEAD & BODY COPY

- Museo Sans, 700 Weight, Kerned at 0, #000000 or #FFFFFF
- Museo Sans, 300 Weight, Kerned at 0, #000000 or #FFFFFF

WE ARE FOR GOOD

At Earlham, we believe how you live and how you make a living are part of the same question.

SIDEBAR HEAD & BODY COPY

- Museo Sans, 700 Weight, Kerned at 130, #9ba5ab or #FFFFFF
- Museo Sans, 300 Weight, Kerned at 0, #000000 or #FFFFFF

PHOTOGRAPHY

Our photography focuses on presenting Earlham in a vibrant and non-staged manner. We aim to capture the light of our community in a way that represents our audience honestly and accurately.

Highlighting educational photography.





PHOTOGRAPHY

Highlighting cultural photography.

PHOTOGRAPHY

Highlighting environmental photography.





AN EDUCATION FOR GOOD.

YOU ARE WELCOME HERE.

EARLHAM COLLEGE *for good.*

GRAPHIC ELEMENTS

Just like our community, our brand has a few quirks that make it unique and recognizable.

These treatments should be used for specific and thoughtful purposes only and all uses should be implemented and approved by the Office of Marketing and Communications.

HIGHLIGHT PHOTOGRAPHY TREATMENT

This treatment is used for highlighting an individual or climactic moment. It should always correspond to the weight of the line used elsewhere in the piece and have a clear focus that can be cut away without distraction.



Congratulations
FIRST THINGS FIRST—
welcome to the Earlham community!

THE GOLDEN LINE

Our brand uses this golden, dotted line to draw our audiences' eyes throughout a piece and connect key, important moments. This is also used in our photography treatment.

STAND-ALONE BOXED TEXT

This is used very selectively, for specific use cases where a small amount of text needs to be called out and is standing alone. No more than 5-7 words should be treated this way.

BREAK-THROUGH BOXED TEXT

This is used in the cases where the piece calls for the header or text of emphasis to interact with an image that is too busy to place the text directly on-top.

UNDERLINED TEXT

This is used in cases where 1 - 4 words are emphasized within a sentence or quote. The contrast between text and underline must pass ADA Accessibility standards.

NUMBER & ASTERISK TREATMENT

For a graphic treatment of numbers, we use the following treatment. This is not to be used within body copy or at a small scale. The asterisk is to be used for emphasis and to start the gold line.

HANDWRITTEN EMPHASIS

Certain occasions call for a handwritten touch, for which we use Brownhill Script. Only typeset one word in this font and use sparingly on select pieces.

OUR BRAND IS ALL ABOUT COMMUNICATION *for good.*

If you ever have any questions, need to start a project or simply want to learn more about how we created and implement our brand, we are always here to communicate. It's what we do best.

Our online creative brief can be found at [earlham.edu/prf](https://www.earlham.edu/prf) and is a great place to initiate a specific project request. You can always reach out to the Office of Marketing and Communications to brainstorm, ideate or get opinions before doing this as well! Additionally, you can contact the individuals below to start a conversation around implementing our brand for good.

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