Brand positioning & visual guidelines

Earlham College
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 logotype
- Office, department and other individual lockups

**COLOR**
- College wide color palette

**TYPOGRAPHY**
- Usage of proper fonts and typographic hierarchy

**PHOTOGRAPHY**
- Examples of educational, cultural and environmental photography

**GRAPHIC ELEMENTS**
- Linear elements, stylistic decisions and other graphic elements

Visual brand guidelines
Earlham College Logotypes

Properly using the College's logo and not distorting, editing or customizing, 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.

...
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.

Departmental lockups

These lockups are developed for each department, office and center. The College’s logotype should always take precedence over these lockups if used on the same piece. These should not be produced individually, but in collaboration with the Office of Marketing & Communications.

Primary lockups

Presidential seal

Earlham College

OFFICE OF ADMISSIONS

Earlham College

OFFICE OF ADMISSIONS

Secondary lockups

Earlham COLLEGE

OFFICE OF ADMISSIONS

Earlham COLLEGE

OFFICE OF ADMISSIONS

Earlham COLLEGE

OFFICE OF ADMISSIONS
Our colors are bold and vibrant, but not overpowering. We aim to use these as a way to showcase our campus visually: The reds and terra cotta of our brick, the greens, purples and yellows of our blooming campus, the blue of our pond on back campus. These are all represented in our color palette and therefore throughout our work.

**Color palette**

**PRIMARY PALETTE**

**EARLHAM RED**

Pantone 208 C  ·  RGB 135 35 59  ·  CMYK 32 95 65 30  ·  HEX #8b1b3f

**MAROON**

Pantone 7421 C  ·  RGB 101 28 50  ·  CMYK 40 93 61 47  ·  HEX #651c32

**NAVY**

Pantone 2965 C  ·  RGB 0 38 62  ·  CMYK 100 40 0 82  ·  HEX #00263e

**SECONDARY PALETTE**

**Gold and slate**

- Pantone 7407 C
  - RGB 203 160 82
  - CMYK 8 29 71 9
  - HEX #ca053

- Pantone 4183 C
  - RGB 76 95 113
  - CMYK 70 49 26 27
  - HEX #4c971

**Earth tones**

- Pantone 4745 C
  - RGB 205 181 167
  - CMYK 14 25 23 0
  - HEX #cdb5a7

- Pantone 5125 C
  - RGB 105 60 94
  - CMYK 48 82 16 34
  - HEX #693c5e

- Pantone 5545 C
  - RGB 67 105 91
  - CMYK 70 27 54 35
  - HEX #43695b

**Black, white and gray**

- Pantone 7421 C
  - RGB 0 38 62
  - CMYK 100 40 0 82
  - HEX #00263e
Typography

Our typography system makes use of Museo Sans’ and Utopia’s diverse font families. Our fonts were chosen to subtly reflect the diversity, uniqueness, and quirkiness of Earlham’s community. Museo is substantial and clearly legible even in small font sizes. Utopia is elegant without being too fussy, easy to read, and versatile.

Our brand does incorporate supplemental fonts as shown, but their use should be limited and always be approved by the Office of Marketing & Communications.

Tom

Supplemental fonts

MUSEO SANS CONDENSED
La Belle Aurore
Downhill Script

WIN A NOBEL PRIZE or two!

Work as executive vice president and general counsel for Marvel Comics and Entertainment

Invent the television and unleaded gasoline
Become a professor or college president

WRITE THE CODE THAT LAUNCHED NASA’S APOLLO & SKYLAB MISSIONS

Work as an ecologist for the Environmental Protection Agency

EARN A RHODES SCHOLARSHIP
a Watson Fellowship or a Fulbright Scholarship

WORK AS A MANAGER FOR THE GRATEFUL DEAD

Direct football research & analysis for the L.A. Chargers

REPORT FOR THE WASHINGTON POST
& win a Pulitzer Prize for it

Advocate for Native American rights and voices

Create a billion-dollar tech startup

Star in Six Feet Under and Dexter (and win a Golden Globe along the way)

Teach

Discover and develop one of the earliest and most effective drugs to battle HIV

Teach or two!

Invent the television and unleaded gasoline

EARN A RHODES SCHOLARSHIP

WORK AS A MANAGER FOR THE GRATEFUL DEAD

REPORT FOR THE WASHINGTON POST

Advocate for Native American rights and voices

Create a billion-dollar tech startup
Our brand relies heavily on photography. That is why it is crucial that our photography is honest, engaging and accessible. Our photography reflects integrity and community.

A prospective student should easily be able to picture themselves within the environment and “experience” the moment as if they were living it. An alum should be transported back in time, bringing them back to the days where they themselves were learning in Earlham’s classrooms. And current students should feel that our photography authentically and intentionally represents what their experience at Earlham is truly like.
Graphics & typography treatments

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.

**INDENTED TYPE**
Have something important to call out or need a little visual intrigue? Our brand incorporates photography and text into a design with a little indentation and overlay.

**BOXED TYPE**
This treatment should be used primarily for CTA’s or special callouts. It can also be used for a subheading when appropriate.

* Need to reference a link or other important information? Use this asterisk and inset text.

Infographics & charts
Infographics & charts should be clean, well organized and easy to understand. Color and dividing lines are used to enhance understanding and organization, not to distract.

<table>
<thead>
<tr>
<th>CHART 1</th>
<th>CHART 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item one</td>
<td>Item two</td>
</tr>
</tbody>
</table>

**CHART 2**

| Item one   | $1,000     |
| Item two   | $2,000     |
| Total      | $3,000     |

**Quirky & “hand-drawn” elements**
These elements are used sparingly throughout our pieces to incorporate our personality and make the pieces feel more approachable and personable.
Our brand is all about communication.

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 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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Assistant Vice President for Marketing & Communications
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KATE HURSH-WOGENSTAHL
Creative Director
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Ready to start a project?
EARLHAM.EDU/PRF