

# Brand positioning & visual guidelines

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Earlham College

# Visual brand guidelines

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



# 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.

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Primary horizontal logo

Earlham College

Secondary vertical logo

Earlham  
COLLEGE

Initial lockup

*Must be used in conjunction with primary or secondary logo*



## COLOR OPTIONS

Earlham red

Earlham College

Black

Earlham College

Reversed

Earlham College

Earlham red

Earlham  
COLLEGE

Black

Earlham  
COLLEGE

Reversed

Earlham  
COLLEGE

Reversed on Earlham red or maroon



# 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

**Earlham College**  
OFFICE OF ADMISSIONS

**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

# Presidential 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 palette

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.

## PRIMARY PALETTE

### EARLHAM RED

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

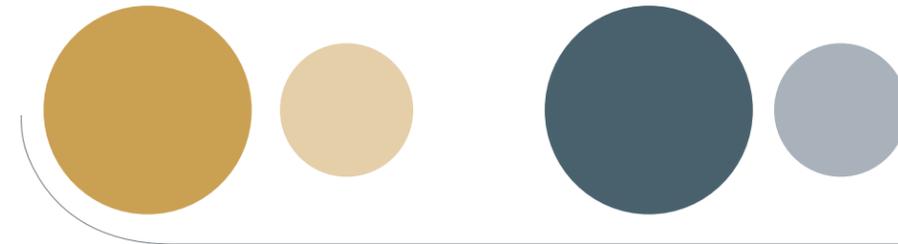
### MAROON

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

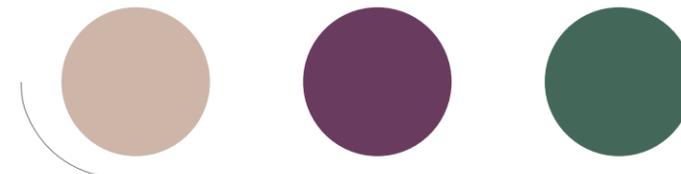
## SECONDARY PALETTE



Gold and slate

Pantone 7407 C  
RGB 203 160 82  
CMYK 8 29 71 9  
HEX #caa053

Pantone 4138 C  
RGB 76 95 113  
CMYK 70 49 26 27  
HEX #4c5f71

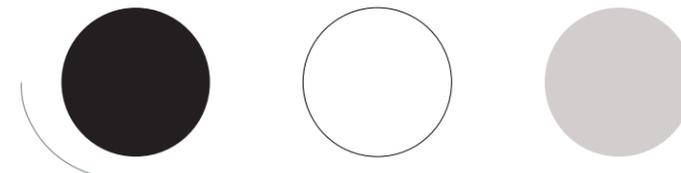


Earth tones

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

# 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 quiriness 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.

Utopia

Aa

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!@#\$%^&\*

Museo Sans

Aa

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!@#\$%^&\*

Supplemental fonts

**MUSEO SANS CONDENSED**

*La Belle Aurore* *Brownhill Script*

## TYPOGRAPHY IN ACTION

**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

Run the Boston Marathon—while juggling—in 2:58

**REPORT FOR THE WASHINGTON POST**

*& win a Pulitzer Prize for it*

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

Advocate for Native American rights and voices

**Create a billion-dollar tech startup**

# Photography

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.



IMPLEMENTATION

# 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.

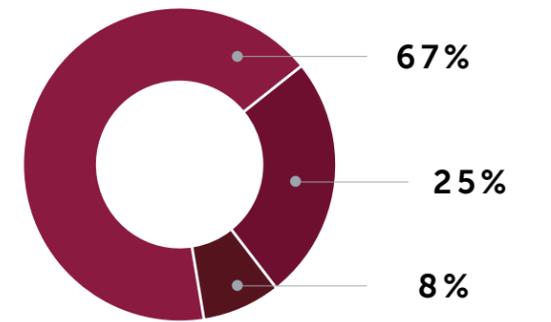
## Infographics & charts

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.

CHART 1	CHART 1
Item one	Item two

### Chart two

Item one	\$1,000
Item two	\$2,000
<b>Total</b>	<b>\$3,000</b>



### 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](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.

## LANA WOMBOLT

**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](https://www.earlham.edu/prf)



Earlham  
COLLEGE