

EUREKA COLLEGE

CONDENSED BRAND STANDARDS GUIDE



CONTENTS

1.0 WHO WE ARE

1.1 Brand Introduction

2.0 WHAT WE VALUE

2.1 Vision, Mission, and Value Statement

3.0 BRAND VOICE

3.1 How to Talk About Eureka College

3.2 Common Words and Phrases

3.3 Words & Phrases to Avoid

3.4 Boilerplate Standards

4.0 AUDIENCES

4.1 Core Message

5.0 BRAND IDENTITY

5.1 Value of Logos

5.2 Logo Guidelines

5.3 Logo Variations

5.4 Logo Best Practices

5.5 Logo Uses to Avoid

5.6 Seal Usage

6.0 COLORS & FONTS

6.1 Primary and Secondary Colors

6.2 Typography

6.3 Typography Best Practices

7.0 USAGE & PERMISSIONS

7.1 Permissions

7.2 Usage Policy

For updates or more information, visit <https://www.eureka.edu/brand-marketing> or contact the Office of Marketing and Communications by calling **309-467-6345**.



Our Story

Eureka College was founded by Kentucky abolitionists who were members of a religious movement known as the Christian Church (Disciples of Christ) and were committed to providing young people a broad, liberal education. These pioneers believed in an education infused with values as a basis for leadership. Chartered by the Illinois Legislature in 1855, Eureka was the first college in the state and third in the nation to admit men and women on an equal basis. The college, which is located on nearly 70 wooded acres in central Illinois, is the smallest of only 23 colleges and universities to ever award a bachelor's degree to a future President of the United States.

Eureka College was designated by the National Park Service as a Campus Historic District in the National Register of Historic Places in June 2010.

The campus architecture spans styles from the past 150 years, including Italianate, Romanesque Revival, Colonial Revival and Collegiate Gothic Revival. The oldest remaining building, constructed in 1858, is Burrus Dickinson Hall.

Cover image provided by freepik.com

Brand Introduction

WHAT BRAND IS, WHY IT'S IMPORTANT, AND THE ROLE WE EACH PLAY.

Our brand, simply put, is our best identity. It's who we are at the core. It's our reputation, how others perceive us, and our first opportunity to represent ourselves.

Each and every one of us plays a vital role in representing Eureka College and reflecting our reputation as an institution. By adhering to these guidelines, we will be helping to bring together everyone's individual efforts into one clear voice. This singular, consistent voice will reflect, strengthen and reinforce the Eureka brand.

The following is a framework establishing guidelines and standards for our brand. These standards apply to the college as a whole and, in turn, to all the supporting entities across the campus, its affiliated branches, and abroad. These guidelines allow us to:

- Represent ourselves accurately and consistently, so that we speak with a cohesive tone of voice and a message that resonates with our audience.
- Protect the institution's integrity by portraying these communications as officially representing the college and/or its parts.
- Eliminate confusion or dilution of the Eureka College brand and voice.
- Better leverage every marketing dollar spent.
- Increase our breadth and depth of reach with overarching marketing that transcends marketing to fragmented audiences.
- Reign in misuse of the correct brand and confusion caused by "unofficial or unsanctioned" branding efforts.
- Better segment our brand where appropriate by usage so that areas of the campus such as the Office of the President, Athletics, and Alumni are properly tied in with the institution as a whole, but still maintain their unique brand placement.

Vision Statement

Our vision is our true purpose, fundamental goal and reason for our existence as an institution.

EUREKA COLLEGE VISION STATEMENT:

"To empower every individual to reach his or her full potential through intentional programming that focuses on learning, service and leadership opportunities."

Mission Statement

Our mission is the means by which we fulfill our vision as an institution while adhering to our core values.

EUREKA COLLEGE MISSION STATEMENT:

"Eureka College, affiliated with the Christian Church (Disciples of Christ), is a liberal arts and science institution, which also provides professional programs with a liberal arts emphasis. The College exists to cultivate excellence in learning, service, and leadership through the mutual development of intellect and character to enable graduates to lead meaningful lives and have successful careers."

Value Statement

At the heart of Eureka College are our core values. These are the consistent pillars on which Eureka was built and the values we will not falter or compromise on as an institution.

VALUES LIST:

- Dedication to learning
- Service
- Servant leadership
- Integrity
- Sense of community and mutual respect
- Diversity
- Data-informed decision-making
- Communication
- Stewardship and sustainability

How to Talk About Eureka College

While we have a number of different internal and external audiences as an institution and various representatives both on and off campus who put their own unique spin on Eureka College, the following should be a guide of best practices for portraying Eureka professionally, consistently and with integrity. Words have weight; they paint a picture. So, just as important as what we say is also how we say it. To do this, we use these guidelines as a means of imparting our values, our sincere wish to build a relationship with our audience and to portray our fundamental purpose and vision.

NAME BRANDING

Our full name “Eureka College” should always be used for externally facing communications. This adds professionalism and consistency, but also separates the college and its ethos from that of the town it resides in. Internally facing documents and correspondence should use Eureka College in the initial mention and then can be followed with the college being referred to as Eureka or EC.

Our Voice

In all our correspondence, we want our ethos, our true personality, to come through.

OUR WRITING SHOULD BE:

- Relational, but professional. This includes speaking of Eureka College in the first person.
- Trustworthy (we stand behind our words).
- Action-focused and audience-engaging.
- Mindful that terms match our personality.
- While the terms *students* and *parents* are acceptable, we can also use *prospective family*, *extended family* and *community* as these terms portray the closeness and relational values to which Eureka aspires.

Our voice is meant to clarify how Eureka is unique among its competitors, why our current “customers” put their trust in us and how we, as an institution, solve the problems and pain points students and parents currently face in today’s educational landscape.

Common Words & Phrases

The following represent common words and phrases that help add consistency to the Eureka College language spoken to external audiences. Using these keywords and phrases will help individuals and the college as a whole speak with a singular voice. This in turn helps build long-term brand identity for the institution. This is not an exhaustive list and may be added to as necessary. If you are unsure about specific keyword or phrasing usage, contact the Office of Marketing and Communications.

KEYWORDS AND PHRASES

- Uniquely Eureka
- Tradition / Legacy / Steeped in tradition
- Pride of alma mater
- Genuine care
- Personalized
- Connection / Connected
- Practical application
- 10 Essentials Curriculum
- Trust in each other
- 21st-century experience
- 21st-century skills
- Relationship / Relational
- Rigorous
- Supportive
- Community
- Family
- Mentorship
- Individuals are valued
- Accepting / Welcoming
- Develop your potential
- Accessible
- Safe
- You have a voice
- You are heard
- Discovering and uncovering talents
- Start here. Go anywhere.
- Maximize potential
- Quality curriculum
- Inclusive

Words & Phrases to Avoid

Just as there are words and phrases that help solidify and focus the Eureka College voice in a positive way to our audience, there is also potential to negatively portray our voice. To avoid this to the extent we can, certain words and phrases should not be a part of our voice. This by no means is an exhaustive list, but it gives a solid base for the types of keywords and phrases that should be avoided.

- Liberal Arts (by itself)

While we are a liberal arts college, this phrase should be minimized. When its usage is needed, it should be accompanied with an explanation of the 10 essentials curriculum and/or mention of practical application and 21st-century experiences and skills.

- Selective / Exclusive
- Small / Small town / Small college
- Quaint
- Rural
- Athletes' college
- Limited
- Typical

Boilerplate Standards

BOILERPLATE USAGE

The standard Eureka College boilerplate should appear at the end of every press release and can be used for other official documents. The boilerplate is used to deliver basic information and details about the college, its purpose / vision and its philosophy. On occasion, certain modifications of this boilerplate can be utilized. Any modifications must be approved by the Office of Marketing and Communications.

STANDARD BOILERPLATE LANGUAGE

Located in Eureka, Illinois, and chartered in 1855, Eureka College cultivates excellence in learning, service and leadership while providing students uniquely personalized and custom educational opportunities.

Originally founded by abolitionist members of the Christian Church (Disciples of Christ), Eureka College holds the unique distinction of being the first college in Illinois and only the third in the nation to admit men and women on an equal basis. The college, which is located on nearly 70 wooded acres in central Illinois, is the smallest of only 23 colleges and universities to ever award a bachelor's degree to a future President of the United States.

BOILERPLATE LANGUAGE FOR SOCIAL MEDIA

(140 CHARACTERS)

Eureka College is dedicated to cultivating excellence in learning, service and leadership, providing a uniquely personalized and custom education.

Core Message

KEY POINTS:

The transformation of every Eureka College student takes place in four parts:

1. Ensuring access and opportunity
2. Fostering critical thinking
3. Challenging students to discover their own vision and voice
4. Mirroring the value of servant leadership

This four-part transformation is the process by which Eureka College has been equipping community and global leaders since our founding 160 years ago.

SUPPORTING MESSAGES

- Eureka College cultivates transformational growth in each student through limitless experiential learning, service, and leadership opportunities unique to Eureka, known as our *opportunity ratio*.
- Eureka College offers a unique alternative to the typical gen eds. Instead, it offers the 10 Essentials Curriculum. Under this innovative program, students are allowed to tailor their learning experiences to their individual needs and interests while acquiring and mastering essential skills desired and demanded by today's employers.
- Eureka College provides a tailor-made experience within a highly personalized environment where all students are known, nurtured, and prepared for success.
- Since our abolitionist and egalitarian founding, Eureka College has been committed to offering a high-quality, private education that is accessible.
- By encouraging intellectual curiosity and a desire to be involved, Eureka College seeks to be the foundation for students' lifelong learning and community participation.
- Coupled with Eureka's pervasive orientation toward service, our students learn the values of servant leadership as foundational attributes for their professional and social lives.

Value of Logos

A logo, in and of itself, is not our entire brand identity. A logo is, however, the front line or calling card of our identity. A logo invites new customers to explore more about us. It differentiates us from our competition. And, believe it or not, it facilitates brand loyalty. It's the familiar, recognizable symbol of who we are to our loyal audience; past students, parents, alumni and others who now associate our logo with our personality and the memories that it brings to mind. Because of all these reasons and more, its consistency and proper usage are vital.

LOGOMARK

Consistency of brand is very important. When in doubt about a particular usage or variation, you should always contact the Office of Marketing and Communications for clarification and approval.

WORDMARK

The centerpiece of our logomark is the words "Eureka College" set in Minon typeface. The wordmark is ideal when a small identity is needed or when a simple design is called for.

SHIELD

The central portion of the shield includes a starburst image, and when the logomark is reproduced at 2 1/2" in width or larger, the shield also features a capline which reads "Founded 1855" set in Adobe Garamond typeface. Occasionally, the shield may be used alone, for example on a coffee mug or piece of apparel.

LOGOMARK



Primary



Secondary

WORDMARK



SHIELD



Logo Guidelines

The following are general guidelines for the Eureka College logo:

STANDARD FULL-COLOR USE

When producing the logo in full color, the college name should appear in black, the shield background should be Eureka Maroon and the sunburst should be outlined in Eureka Gold.

STANDARD TWO-COLOR USE

When producing the logo in two colors, the shield's background should appear in Eureka Maroon. The college name and shield capline must be black.

STANDARD ONE-COLOR USE

When producing the logo in one color, the logomark should appear only in black or white. The wordmark may appear only in black, white, or Eureka Maroon.

MINIMUM SIZES

- Full logomark: 2 1/2" in width
- Full logomark without capline: 1 1/2" in width
- Wordmark: 1" in width

STANDARD FULL-COLOR USE



STANDARD TWO-COLOR USE



STANDARD ONE-COLOR USE



MINIMUM SIZES



Logo Variations

DIVISION VARIATIONS

When using the Eureka College logo for a division- specific application, the name of the division should be placed under the logo and be right-aligned with the word "College". The font used is Avenir Next, medium and the font height should be 3/4 the height of the word "College".

RONALD W. REAGAN VARIATIONS

When incorporating the Eureka College shield into a vertical logo related to Ronald W. Reagan, the shield should be centered above the text which is set in Minion typeface.

When incorporating the Eureka College shield into a horizontal logo related to Ronald W. Reagan, the shield should be right justified. Text should be centered to the left of the shield and set in Minion typeface.

If mention of Eureka is stated in the wordmark, the shield capline should read "Founded 1855." If Eureka is not stated in the wordmark, the shield capline should read "Eureka" in order to create association to the school.

DIVISION LOGOMARK



DIVISION WORDMARK



VERTICAL VARIATIONS



HORIZONTAL VARIATIONS



Logo Best Practices

Proper logo usage is vital if we are to present ourselves with a clear, singular voice, personality and message. The following items will guide you through using our logos properly as well as issues to avoid. If you are still unsure or have questions or concerns about the proper usage or portrayal of a logo, please contact the Office of Marketing and Communications for help.

- Use only approved, unaltered versions of the Eureka College logo(s) shown above.
- When scaling (enlarging or reducing) a logo, always make sure that the shift key is used to maintain the original proportion of the mark. The logo(s) must always stay in their original proportions.
- If you don't have the correct file, you may obtain one by contacting the Office of Marketing and Communications or visiting the *Resources* tab at www.eureka.edu.
- Use the official logo(s) when Eureka's logo needs to be shown within a list of visual marks from other entities or institutions.

PLACING THE LOGOMARK

When placing the logomark, it is important to maintain sufficient "white space" around the image to enable it to stand out and not be overcrowded. As a guide, use a space equivalent to the height of the capital "E" in "Eureka" around the logomark on every side.



Logo Uses to Avoid

START HERE. GO ANYWHERE.



⊘ ALTERNATE TAGLINES

The only tagline to be used in the logo is "The Moment of Discovery."



⊘ TOO SMALL

The minimum width of the standard logomark is 2 1/2."



⊘ WRONG COLOR

In one-color uses, the wordmark can be black, white, or Eureka Maroon.



⊘ STRETCHED/CONDENSED

The logomark should not be stretched, condensed or distorted in any way.



⊘ INCOMPLETE

The wordmark must include the words "Eureka College."



⊘ OUTLINED

The wordmark cannot be outlined in any color.



⊘ ROTATED

The logomark should not be rotated or tilted to any degree.



⊘ EFFECTS

Do not use any effect on the logomark, such as a drop shadow or glow.



⊘ WRONG TYPEFACE

The wordmark must remain in only the standard typefaces.

EUREKA
COLLEGE is dedicated to cultivating excellence in learning, service and leadership, providing uniquely personalized and custom education.



⊘ ALTERNATE CAPLINE

The shield capline should only read "Founded 1855" when used in conjunction with the Eureka wordmark.



⊘ INCORRECT REVERSE

The wordmark should not be reversed on a highly variegated background.

Seal Usage

The institution's seal is both the most formal and prestigious representation of Eureka College. As such, great care needs to be taken in its usage. In general, the seal should be reserved for:

- Diplomas and certificates
- Plaques and awards
- Official transcripts
- Resolutions
- Formal presidential items
- Special documents

The seal should only be used with written permission by the Office of Marketing and Communications.

The seal is available in the following formats and colors.

BLACK SEAL



MAROON SEAL



WHITE SEAL



Primary and Secondary Colors

PRIMARY COLORS

The official primary colors of Eureka College are maroon and gold for all collegiate-level print and digital materials including letterhead, business cards, website, and marketing material.

SECONDARY COLORS

The secondary colors of Eureka College are deep maroon and deep gold and should be used only as an accent to the primary colors, not in isolation.

GRADIENT

The standard gradient of Eureka College consists of Eureka Maroon and Deep Maroon. The gradient should only be used as a design element and should not be applied to any logo variations or official seal.

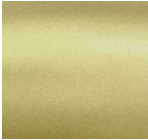
PRIMARY COLORS



Eureka Maroon
CMYK: 9, 100, 64, 48
RGB: 134, 38, 51
HEX: #862633
PMS: 202 C



Eureka Gold
CMYK: 7, 28, 100, 30
RGB: 172, 132, 0
HEX: #AC8400
PMS: 118 C



Eureka Metallic Gold
PMS: 871

SECONDARY COLORS



Deep Maroon
CMYK: 40, 96, 68, 59
RGB: 85, 11, 33
HEX: #550B21
PMS: 7421



Deep Gold
CMYK: 29, 50, 100, 30
RGB: 140, 101, 32
HEX: #8C6520
PMS: 1265

GRADIENT



Eureka Maroon + Deep Maroon

Primary and Secondary Colors, *continued*

COLOR PALETTE EXAMPLE

Creative license can be taken in regards to colors for admissions and other audience-specific marketing material. Colors used for marketing should be harmonious with Eureka maroon and gold, and reflect the brand identity (see example below).



Eureka Maroon

CMYK: 0, 100, 61, 43
RGB: 152, 0, 46
HEX: #98002E
PMS: 202



Eureka Gold

CMYK: 0, 18, 100, 27
RGB: 196, 160, 6
HEX: #C4A006
PMS: 118



Dark Gray

CMYK: 67, 59, 60, 44
RGB: 68, 69, 67
HEX: #444543
PMS: 446



Cool Gray

CMYK: 58, 45, 43, 10
RGB: 113, 120, 123
HEX: #71787B
PMS: 424



Cream

CMYK: 8, 5, 22, 0
RGB: 235, 231, 202
HEX: #EBE7CA
PMS: 7499

Deep Maroon

CMYK: 40, 96, 68, 59
RGB: 85, 11, 33
HEX: #550B21
PMS: 7421

Deep Gold

CMYK: 29, 50, 100, 10
RGB: 172, 123, 43
HEX: #AC7B2B
PMS: 1255

Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000
PMS: Black 6

Dark Gray

CMYK: 67, 59, 60, 44
RGB: 68, 69, 67
HEX: #444543
PMS: 446

Beige

CMYK: 32, 29, 56, 1
RGB: 178, 166, 127
HEX: #B2A67F
PMS: 452

Typography

To support the Eureka College brand, the following fonts have been selected for use as the institution's official typefaces.

The Baskerville family provides a look that is trustworthy, stable, and classic. Baskerville is a serif typeface that has high readability for body copy, headlines, captions and callouts. It is available in Regular, SemiBold and Bold, with italic versions of each.

The Avenir Next family is a highly legible sans-serif typeface and provides a clean and contemporary look for body copy, headlines, captions and callouts. Avenir Next is available in Ultra Light, Regular, Medium, DemiBold, Bold and Heavy, with italic versions of each.

Official typefaces must be used in all collegiate-level print and digital materials including letterhead, business cards, website and marketing material.

BASKERVILLE

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
1234567890

AVENIR NEXT

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
1234567890

Typography Best Practices

When laying out type, it is important to consider visual hierarchy in order to effectively communicate the levels of information. Creative license can be taken when establishing a typographic layout for admissions and audience-specific marketing materials, however, consistency and legibility should be maintained in order to reinforce the Eureka College identity (see example to the right).

1. Baskerville, SemiBold

30 pt size, 34 pt line space

2. Avenir Next, Medium

14 pt size, 18 pt line space

3. Baskerville, Bold

12 pt size, 16 pt line space

4. Avenir Next, Regular

12 pt size, 16 pt line space

Boilerplate¹

Eureka College is dedicated to cultivating excellence in learning, service and leadership, providing a uniquely personalized and custom education.²

SUBHEAD³

Body copy rendant ea id molo es qui a consequunt ma deria sollest, versperi doluptiatur, temporum sit labo. Quam, quistion estium simet maionse quiatem porpore prerume dustotation cum.

Quiaie occum erferum exerciat volupta tisita consed qui veniantiatio tem volupti debis entia aut ut landeri busam, nonsequos dipsume maxim autemporiat.⁴

Permissions

PLEASE NOTE: To view and download Eureka College marks and logos, please visit the *Resources* section of www.eureka.edu.

In general, you should always seek permission prior to using the official seal, logos, or wordmarks of Eureka. Permissions for use can be approved by contacting the Office of Marketing and Communications at 309-467-6345.

GENERAL QUESTIONS

Q: When do I need permission to use the Eureka College logos or wordmarks?

A: All third-party entities (individuals, corporations, non-profits, etc.), need to obtain permission in writing from the Office of Marketing and Communications prior to use. In addition, internal entities and individuals of Eureka College should seek permission for first-time use of any official seal, logo or wordmark.

Q: When do you need a license to use the Eureka College logos or wordmarks?

A: All third-party entities as described above who would like to reproduce the Eureka College logos or wordmarks on products are required to hold a license. Contact the Office of Marketing and Communications for more information.

Q: What products can be licensed?

A: All opportunities for licensing are overseen by the Office of Marketing and Communications. Contact them for more information.

Usage Policy

USE BY EUREKA COLLEGE STUDENTS AND ALUMNI

Q: Can individual students use the Eureka College logos or wordmarks?

A: Use by students is limited. Students may use the Eureka College logos or wordmarks on posters for presentations and conferences, as long as the work being presented was conducted/researched/completed at Eureka. Recent graduates may also use the logos and marks on poster presentations recounting work they did while a student at Eureka.

Q: I'm a current student. May I create my own business cards using the Eureka College logos or wordmarks?

A: Students may order template (pre-designed) student business cards through the Office of Marketing and Communications or career services. Students may not create their own business cards using Eureka logos and wordmarks.

Q: I'm a Eureka College alumnus. May I create my own business cards using Eureka logos and wordmarks?

A: No. Alumni may not use the Eureka Logo or other registered trademarks of the college. The Eureka College Alumni Association may have business card designs available for you to use; please contact the Alumni Office for information.

Q: A group of us are graduating this year, and we would like to design a souvenir t-shirt. Can we include the Eureka College logos or wordmarks on the shirt?

A: Please contact the Office of Marketing and Communications for more information.

Usage Policy, *continued*

USE BY EUREKA COLLEGE STUDENTS AND ALUMNI

Q: My alumni group wants to design our own t-shirt for personal use. Are we allowed to use the Eureka College logos or other marks?

A: Please contact the Office of Marketing and Communications for more information.

Q: I'd like to print some t-shirts that will be given away for my department event. Are there restrictions as to where I can get this order printed?

A: Yes, standard guidelines regarding the design must be followed. Please contact the Office of Marketing and Communications for more information.

Q: May I use the Eureka College logos or wordmarks on my resume?

A: No.

Q: I belong to a registered student club. What are the guidelines our club should follow regarding the use of Eureka College logos or wordmarks?

A: Standard guidelines regarding the design must be followed. Please contact the Office of Marketing and Communications for more information.

Q: I am a student and I'd like to print a club logo that includes the words: Eureka College. Can I legally do this?

A: Yes, you may use the College name/ trademark for this purpose, but standard guidelines regarding the design must be followed. Please contact the Office of Marketing and Communications for more information.

Usage Policy, *continued*

USE BY EUREKA FACULTY AND STAFF

Q: Can my division or department use the college seal?

A: No. In nearly all cases the seal has been reserved for official presidential and provost uses, including official documents, transcripts, and diplomas. The seal may be used on certificates, awards, and other similar official documents.

Q: I want to create a Eureka College logo in a non-traditional color for an event our department is having. Is this ok?

A: No. The logo should not be altered in any way, which includes changing its color or forming it with a pattern.

Q: Does the college have official fonts and colors available for our department to use?

A: Contact the Office of Marketing and Communications for information.

Q: I'm going to be sending out a survey as part of a research project. Can I use the Eureka College logos or wordmarks on the documents?

A: In general, if the survey is part of an official college research project, a logo or wordmark can be used. Please contact the Office of Marketing and Communications to make sure your survey qualifies.

Q: I'm putting together a grant for a federally sponsored project, and I want to see if I can use the official Eureka College logo.

A: In general, when applying for a grant, a logo or wordmark can be used. Please contact the Office of Marketing and Communications to make sure your grant qualifies.



This Eureka College brand standards guide was developed as a collaborative partnership with Timberline Team Consulting.
www.timberlineteam.com

EUREKA
COLLEGE