ELIZABETHTOWN COLLEGE

125TH ANNIVERSARY BRAND GUIDE

Contents

125
YEARS
SINCE 1899

FOR 125 YEARS, Elizabethtown College has been the hub of academic excellence, innovation, and community engagement. Since its founding in 1899, the College has empowered generations of students to achieve their academic and personal goals through a commitment to transformative education, experiential learning, and global citizenship.

As we celebrate this significant milestone, we honor the legacy of those who have contributed to the College's rich history and look forward to the many ways that Elizabethtown College will continue to shape the world for the next 125 years and beyond.

The 125th Anniversary Brand serves as an extension of the Elizabethtown College Brand. The Anniversary Brand Guide helps us clarify how we can best reinforce that identity in all of our communications. And when we build strong brand consistency, we:

For more information on the College's Brand Style Guide, visit **etown.edu/omc**

MAXIMIZE THE EFFECTS OF ALL COMMUNICATIONS.

Reach is the number of people exposed to our brand. Frequency is the number of times they are exposed. When we reach multiple people with the same brand, we give them a common experience upon which our brand and reputation can grow. When we keep our brand consistent over multiple exposures, we build familiarity and trust. Consistency allows us to move from constantly reintroducing ourselves to engaging in deeper, more nuanced conversations. It makes what we say and the work we do even more effective.

LEVERAGE OUR SUCCESS ACROSS THE COLLEGE.

When our diverse community speaks together with a shared voice, successes in one area—such as a faculty member's recognition for outstanding work in their field or a student group winning a national competition—can positively impact other areas, such as undergraduate recruitment or alumni engagement. As the adage goes, a rising tide raises all ships. When we share in our commitment to communicating our brand identity effectively, we also share each other's successes.

SPEAK WITH A UNIFIED VOICE.

Establishing brand consistency is like conducting a well-trained 125-voice choir: We don't all need to sing the same notes or even the same words, but if we follow the same score and harmonize with each other, we will make our impact heard. Likewise, when even one voice is out of sync with the rest of the choir, that dissonance becomes the focus of what people hear and damages the entire song. Brand consistency ensures that our voices come together to amplify who we are.

A brand style guide is not about enforcing conformity but rather about achieving harmony. We are who we are because of a sense of shared values and goals among our diverse community.

Color Palette

PRIMARY PALETTE

Elizabethtown College blue is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications.

SECONDARY PALETTE

Our secondary palette comprises four supporting tones that can be used along with Etown blue to bring depth, variety, and visual hierarchy to any layout.

OTHER COLORS

Although we do not discourage you from using additional colors, they should not be implemented at the expense of our brand primary and secondary palettes, nor should they compromise our visual clarity and tone. They should function solely to further the purpose of the specific materials and in support of our primary and secondary palettes.

PRIMARY COLOR

PMS 2945
C100 M73 Y20 K5
R0 G75 B152
HEX #004B98

SECONDARY COLORS

PMS 298
C65 M10 Y1 K0
R61 G181 B230
HEX #3DB5E6

PMS Cool Gray 3
C21 M16 Y17 K0
R200 G200 B200
HEX #C8C8C8

PMS 289
C99 M84 Y45 K51
R10 G34 B64
HEX #0A2240

Typography

The Etown typography consists of one display font, one supporting and copy font, and one general use font.

DISPLAY FONT

Clarendon Bold Condensed

The Clarendon Bold Condensed font has a classic feel, carries a sense of weight and prestige, and is easily readable.

This font should only be used for headlines and at large size.

SUPPORTING AND COPY FONT

Gotham

The Gotham font is clean and modern. It adapts easily to changes in size, retaining legibility and clarity.

This font is suitable for subheads and all body copy.

GENERAL USE FONT

Verdana

Like Gotham, Verdana is clean and modern. It is also an almost universally available font, making it ideal for day-to-day communications.

This font should be used as a desktop font whenever Clarendon and Gotham are unavailable. It is suitable for all web, email, and online copy. It should also be the default font for all documents produced by Etown staff and administration.

Clarendon Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERDANA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERDANA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO FONTS

Oswald are used as elements of our Official College Logo, Wordmark, and Etown mark. While they are essential elements of our brand, they are not approved for use in headlines or body copy. They are to be used only in our logos and brand marks.

OSWALD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

125th Anniversary Seal

Leveraging the design elements of the Elizabethtown College Seal, the 125th Anniversary Seal encompasses the College's anniversary dates, colors, name, motto, and anniversary year. This seal can be used as a stand-alone mark to visually represent the 125th Anniversary, or in conjunction with the primary ETOWN mark.

The seal should be represented as a 2-color version in most applications. If reproduction capabilities are limited, it may be set in solid black or solid blue at 100% opacity—shades or tints are not acceptable. A reversed (white) variation of the Anniversary Seal is appropriate for application on a dark (high-contrast) background.

ALTERNATE COLOR VARIATIONS

125 Years ETOWN Logo

Leveraging the design elements of the ETOWN Mark , the 125 Years ETOWN Logo encompasses the College's colors, name, anniversary year and founding year. This logo can be used as a stand-alone mark to visually represent the 125th Anniversary.

The logo should be represented as a 2-color version in most applications. If reproduction capabilities are limited, it may be set in solid black or solid blue at 100% opacity—shades or tints are not acceptable. A reversed (white) variation of the Anniversary ETOWN logo is appropriate for application on a dark (high-contrast) background.

ALTERNATE COLOR VARIATIONS

125 Years College Logo

Leveraging the design elements of the Eizabethtown College brand, the 125 Years College Logo encompasses the College's colors, name, and anniversary year in a playful way. This logo can be used in conjunction with the primary ETOWN mark.

The logo should be represented as a 2-color version in most applications. If reproduction capabilities are limited, it may be set in solid black or solid blue at 100% opacity—shades or tints are not acceptable. A reversed (white) variation of the Anniversary ETOWN logo is appropriate for application on a dark (high-contrast) background.
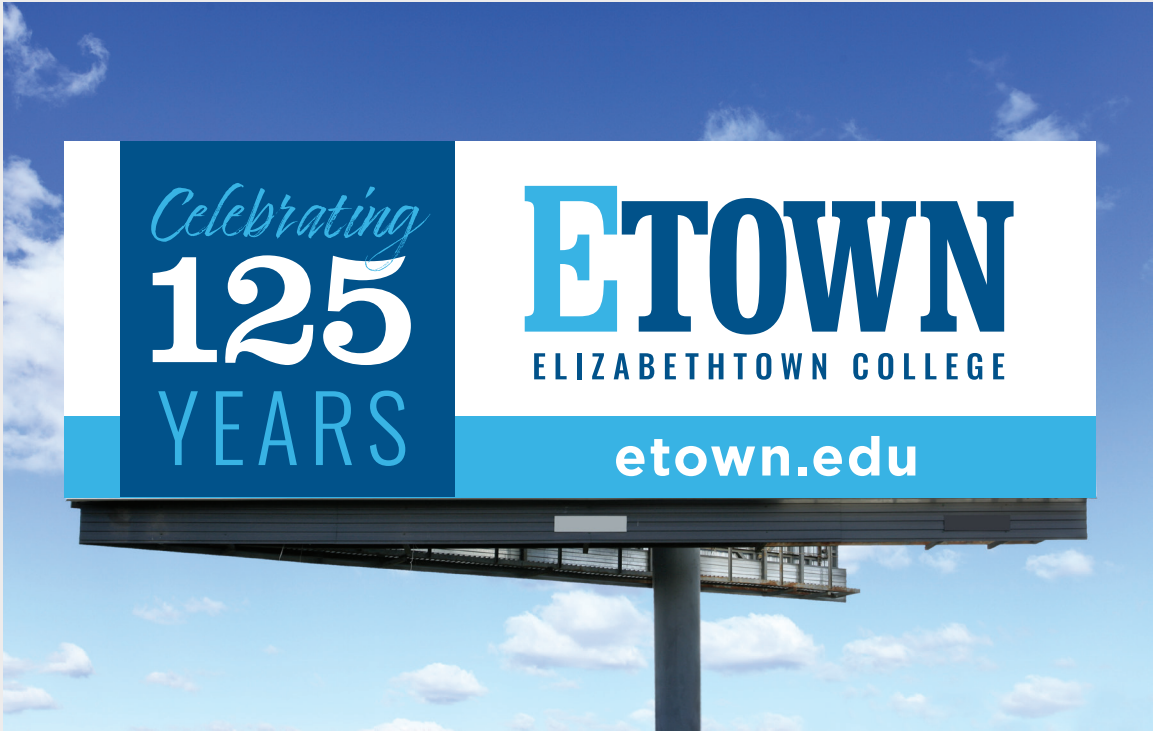
125Years Elizabethtown College

ALTERNATE COLOR VARIATIONS

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125th Anniversary: Creative Applications

The Elizabethtown College 125th Anniversary Brand can be displayed using combinations or variations of the approved logos. These creative applicaitions must be designed by the Office of Marketing and Commuications and approved for marketing the 125th Anniversary of the College.

125th Anniversary: Commemorative Applications

The Elizabethtown College 125th Anniversary Brand can be showcased on commemorative products that elevate and promote the College's historic milestone.

125th Anniversary: Apparel Applications

The Elizabethtown College 125th Anniversary Brand can be showcased on apparel products that elevate and promote the College's historic milestone.

Anniversary Photography

Digital images are curated and accessible through the Elizabethtown College High Library. The Historic Image Collection features over 3,000 photographs of the College's history spanning the years from its founding in 1899 until present. Included in the collection are pictures of campus buildings, college presidents, faculty, staff, student plays, athletics, and notable campus speakers.
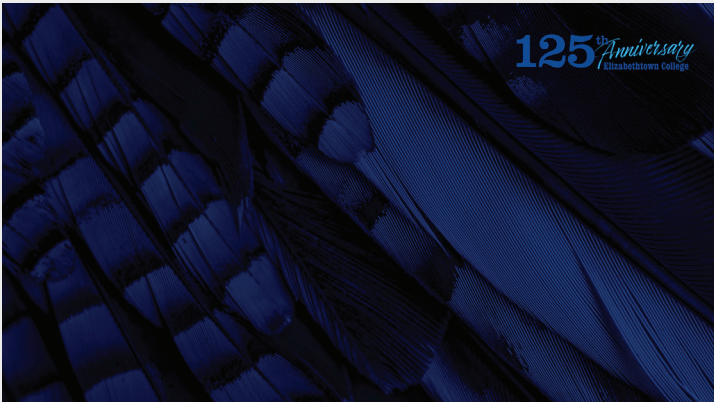
etown.edu/library/archives

Digital Assets

125th Anniversary Wallpapers, Zoom Backgrounds, Phone Displays, and Social Media assets can be downloaded at **etown.edu/omc**.
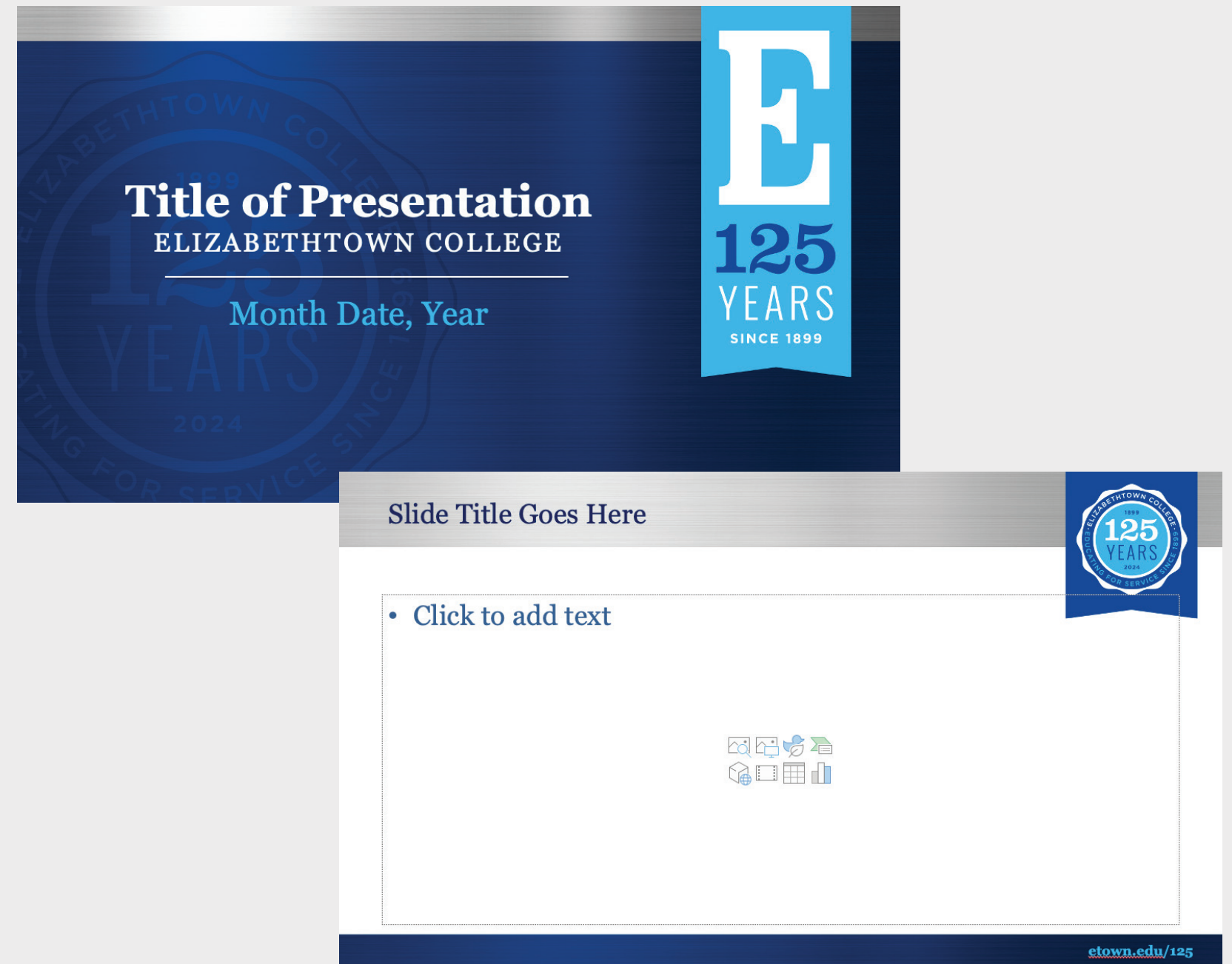
PHONE BACKGROUND EXAMPLES

Anniversary Powerpoint

The Elizabethtown College 125th Anniversary Powerpoint Template can be downloaded at **etown.edu/omc**.
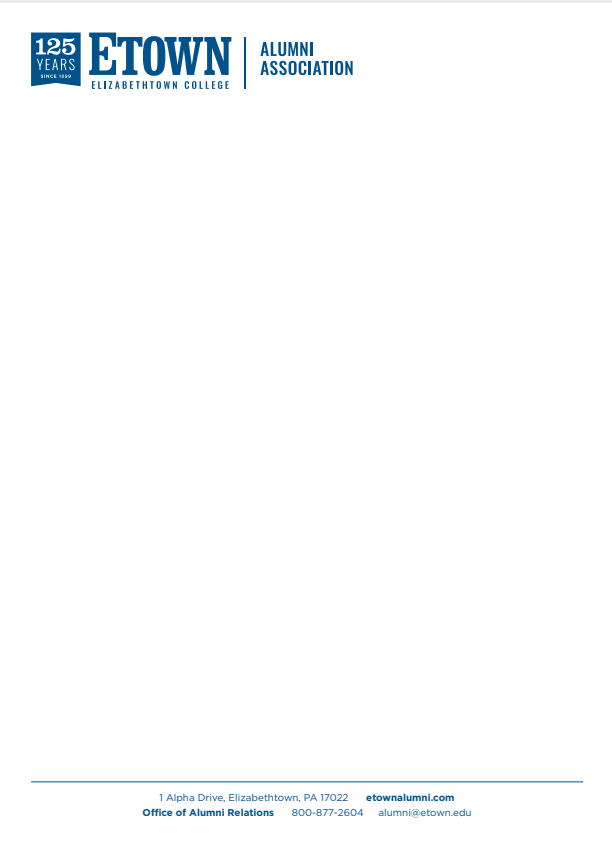
Anniversary Stationery

Elizabethtown College 125th Anniversary stationery is intended to identify the communicator/bearer in terms of their relationship with the College and should only be used for official business purposes.

The blue 125 Years ETOWN logo should be used for all 125th Anniversary Stationery.

1 Alpha Drive, Elizabethtown, PA 17022   **etown.edu**

1 Alpha Drive, Elizabethtown, PA 17022   **etownalumni.com**
Office of Alumni Relations   800-877-2604   alumni@etown.edu

ENVELOPE

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Elizabethtown, PA 17022