

EASTERN
MICHIGAN UNIVERSITY

GRAPHIC IDENTITY SYSTEM:
LOGOS AND STANDARDS 2008

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The Visual Identity

Eastern Michigan University's identity program consists of two primary elements — the wordmark, with the words "Eastern Michigan University" and specific colors – EMU green (PMS 349) and black.

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The Primary Logo

The wordmark, shown above, is the primary version of the University's identity program. Alternate versions of the logo include the icon (a graphic representation of Sherzer Hall), as well as the University's tagline, "Education First."

As the primary graphic element of the University's identity, the logo has been carefully designed and should never be altered. Proper and consistent use of the identity ensures EMU's best representation in the marketplace.



The Alternate Primary Logo

The authorized, alternate logo includes the primary wordmark as well as the icon of Sherzer Hall's observatory, symbolic of "the search for knowledge," and its use across a variety of branding platforms is encouraged.

For the complete library of logos, questions pertaining to correct logo usage and to ensure the highest quality of reproduction, please contact the Office of Marketing and Communications.

The Tagline

The “Education First” tagline captures EMU’s core attributes of excellence, scholarship, accessibility, relevance and affordability.

The tagline has carefully been incorporated into the various EMU logos and should be used whenever possible, especially in advertising and marketing.

The tagline should not be altered, re-formatted, re-created or typeset in any way.

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Education First



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Education First

Logo Extensions

EMU has designed extensions to its identity system which pertain to various University departments, and when appropriate, their use is encouraged.

The complete library includes more than 30 official extension options. For questions regarding usage, or to obtain the appropriate logos, please contact the Office of Marketing and Communications.

EASTERN
MICHIGAN UNIVERSITY
Business Education First

EASTERN
MICHIGAN UNIVERSITY

COLLEGE *of* TECHNOLOGY

EASTERN
MICHIGAN UNIVERSITY
Technology Education First



a.



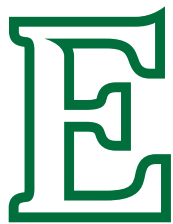
b.



c.



d.



e.

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f.

Alternate Logos

As a continuation of the identity program, EMU has created a number of alternate logos to accommodate various brand implementation efforts.

For the complete library of logos, and to ensure the highest quality of reproduction, please contact the Office of Marketing and Communications.

These logos include:

- a.) Stand-Alone "EMU" Logo
- b.) Stacked Secondary Logo
- c.) Alternate Stacked Secondary Logo
- d.) Stand-Alone "E" (solid)
- e.) Alternate Stand-Alone "E" (outlined)
- f.) In-line Wordmark

All logos are official and should not be altered in any way.



PMS 349
 C=100, M=0, Y=83, K=47
 R=0, G=105, B=63
 HEX #006633



BLACK
 C=0, M=0, Y=0, K= 100
 R=0, G=0, B=0
 HEX #000000

Colors

Primary Colors for Print

The official colors of the identity system are PMS 349 and black. The colors and their color-mix breakdowns are the official colors of the University's identity and have been chosen to insure consistency of the identity across of variety of visual media.

Secondary Colors for Print

Complementary colors can extend the identity system by providing sophisticated color options. Complementary colors must be selected professionally, in view of the weight and quantity of color and the overall design requirements. Please contact Marketing and Communications for consultation before selecting secondary colors.

Colors for Web Sites

Web colors work differently from print colors, as they are generated by light rather than ink. In addition to the hexadecimal values listed here, please visit emich.edu/web_standards_guide or contact Web Communications regarding the web color palette.

Typography

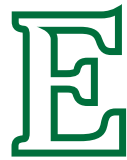
Arno Pro has been selected as the primary typeface for the University, because of its classic style, variety of weights and legibility, while Myriad Pro has been chosen as the support font for the identity system and should be used accordingly. While the primary fonts are shown below, the different iterations, which include bold, italic and condensed, can also be used.

Arno Pro
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Myriad Pro
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Acceptable Usage

· **USE** the various logos in the Eastern Michigan University identity program without alterations



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· **USE** the reversed logos for dark backgrounds



· **USE** the one-color logos in either black or PMS 349



Unacceptable Usage

· **DO NOT** alter the proportions or orientation of the logos



· **DO NOT** outline the logos



· For one-color versions, **DO NOT** use colors other than the official colors



· **DO NOT** place the logos on visually distracting backgrounds or place a color stroke around the logo



· **DO NOT** alter or reformat wordmarks



· **DO NOT** place the logo inside of another shape



· **DO NOT** use alternate colors on the logos



· **DO NOT** crop the logos in any way





Spacing

The various Eastern Michigan University logos should always be displayed clearly and prominently. To create a proper protective field or boundary space around the logos, use the letter “M” in the word “Michigan” as a conceptual guide. No other element within a page design should fall within this boundary space.



1.5"



1.25"



Minimum Sizes

To insure proper legibility of the variety of the logos, please adhere to the measurements for the minimum size requirements for high-resolution printed pieces. For lower-resolution items such as web sites, the minimum size should be increased in order to maintain integrity of the logos. Please contact the Office of Marketing and Communications for specific questions about logo sizing.

For any questions regarding the Eastern Michigan University identity system,
or for assistance with your marketing, promotional or communications needs,
please contact the Office of Marketing and Communications.

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