



Eastern Michigan University



BRAND ARCHITECTURE

**Table
of Contents**

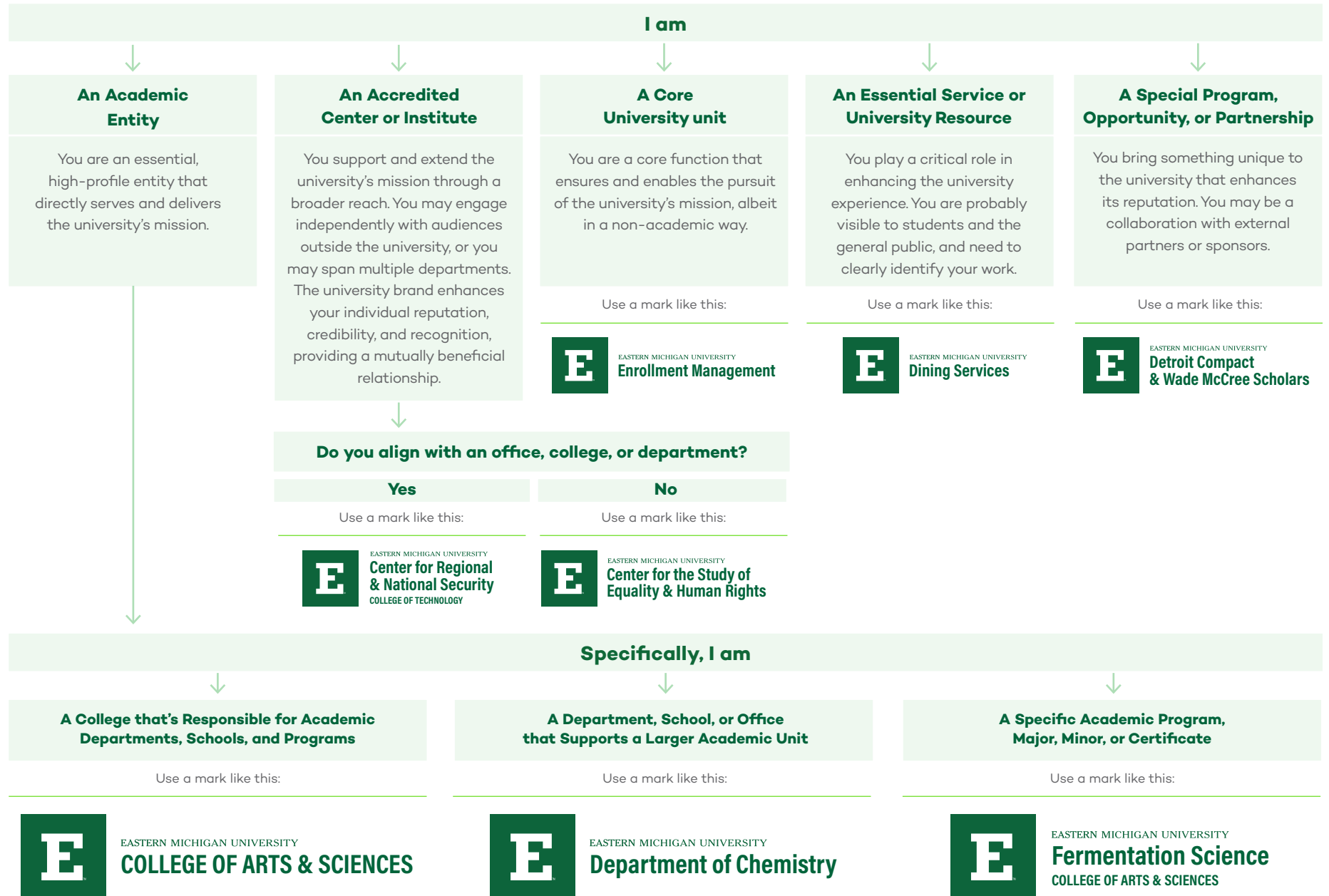
**03
Decision Tree**

**04
Lock-up
Construction**

**05
Sample Applications**

Decision Tree

As a companion piece to the brand architecture strategy, this decision tree can help evaluate and assign logo lock-ups to various units and areas of the university.



Lock-Up Construction

Type Setting Notes

Tracking on the pre-set lock-up styles is already set for each zone, but you should inspect letter spacing individually as well and manually adjust the kerning when needed, to ensure a consistent look.

Style Preference

For all lock-up constructions, the style preference is to use an ampersand (&) instead of the word “and.” The ampersand should never end a line, but be set at the start of the next text line.

Note

All colleges in the primary or secondary zones must be type-set in all caps.

Best Practices

Only utilize the second line in zone one when the name requires it.



Divider Space

The space between the “Block E” and lock-up are proportion to X height of primary entity.

Final Lock-up

The final lock-up construction should be center to the Eastern Michigan “Block E.”

Sample Applications

Master Brand



EASTERN MICHIGAN UNIVERSITY



EASTERN MICHIGAN UNIVERSITY

Academic



EASTERN MICHIGAN UNIVERSITY
COLLEGE OF ARTS & SCIENCES



EASTERN MICHIGAN UNIVERSITY
Department of Chemistry



EASTERN MICHIGAN UNIVERSITY
Fermentation Science
COLLEGE OF ARTS & SCIENCES

Centers & Institutes



EASTERN MICHIGAN UNIVERSITY
**Center for the Study of
Equality & Human Rights**



EASTERN MICHIGAN UNIVERSITY
Coatings Research Institute



EASTERN MICHIGAN UNIVERSITY
**Small Business
Development Center**

Non-Academic



EASTERN MICHIGAN UNIVERSITY
Office of the President



EASTERN MICHIGAN UNIVERSITY
Enrollment Management



EASTERN MICHIGAN UNIVERSITY
**Department of Diversity
& Community Involvement**

Essential Support Services & Resources



EASTERN MICHIGAN UNIVERSITY
Activities & Engagement



EASTERN MICHIGAN UNIVERSITY
Dining Services



EASTERN MICHIGAN UNIVERSITY
**Detroit Compact
& Wade McCree Scholars**

Special Programs, Opportunities, & Partnerships





EASTERN MICHIGAN UNIVERSITY
COLLEGE OF ARTS & SCIENCES



EASTERN MICHIGAN UNIVERSITY
Department of Chemistry



EASTERN MICHIGAN UNIVERSITY
Fermentation Science
COLLEGE OF ARTS & SCIENCES



EASTERN MICHIGAN UNIVERSITY

**Center for the Study of
Equality & Human Rights**



EASTERN MICHIGAN UNIVERSITY

Coatings Research Institute



EASTERN MICHIGAN UNIVERSITY

**Small Business
Development Center**



EASTERN MICHIGAN UNIVERSITY
Office of the President



EASTERN MICHIGAN UNIVERSITY
Enrollment Management



EASTERN MICHIGAN UNIVERSITY
**Department of Diversity
& Community Involvement**



EASTERN MICHIGAN UNIVERSITY

Activities & Engagement



EASTERN MICHIGAN UNIVERSITY

Dining Services



EASTERN MICHIGAN UNIVERSITY

Greek Life & Leadership



EASTERN MICHIGAN UNIVERSITY

Bright Futures



EASTERN MICHIGAN UNIVERSITY

The SEMIS Coalition



EASTERN MICHIGAN UNIVERSITY

Detroit Compact & Wade McCree Scholars