

THE EASTERN EDGE

CAMPAIGN CREATIVE GUIDELINES



EASTERN OREGON
UNIVERSITY

TYPOGRAPHY

GOTHAM BLACK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

TUNGSTEN MEDIUM

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Gotham Black is the primary headline typeface for the Eastern Edge Campaign, while Tungsten Medium is reserved for calls to action and tagline text. See example below.

**GO WEST.
GO EASTERN.**

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COLORS



EASTERN NAVY

PANTONE: 295C
HEX: 002856
CMYK: 100, 84, 36, 39
RGB: 0, 40, 86



EASTERN GOLD

PANTONE: 125C
HEX: B68400
CMYK: 27, 46, 100, 6
RGB: 182, 132, 0



EASTERN RED

PANTONE: 7427C
HEX: 9C182F
CMYK: 25, 100, 81, 22
RGB: 156, 24, 47



Most pieces will rely primarily on a balance of navy blue and white, while gold and red are used to call attention to certain design elements and messages.

**GO WEST.
GO EASTERN.**



**DISCOVER
THE
EASTERN
EDGE**

eou.edu

**SEE
WHAT'S
POSSIBLE**

THE EASTERN EDGE



**GO
TO THE
EDGE**

**DISCOVER
YOUR TRUE
NATURE**

THE EASTERN EDGE

