



Eastern Oregon University
STANDARDS GUIDE



EASTERN OREGON
UNIVERSITY

Eastern Oregon University **STANDARDS GUIDE**

CONTENTS

Logo

Color Palette

Typography

Publications

INTRODUCTION

In the highly competitive and ever changing world of higher education, the Eastern Oregon University brand and visual identity are two of our most important assets. These graphic identity standards provide a broad outline of how our identity should be applied. The following pages reflect a comprehensive identity system—including logo, graphic elements, color palette, fonts and design templates. These standards have the endorsement of the University and will enable EOU to achieve clarity, accuracy and efficiency in all print and electronic communications. Implementation of these standards will develop greater awareness of the University as a whole while enabling schools, departments and programs to communicate effectively.

Please read the guide carefully. The standards established on each page are closely related to each other and should be used and understood in conjunction with the entire identity program. If the example you need is not covered in the guide, the basic principle and spirit of the EOU identity should still be followed closely. If in doubt, please contact University Advancement Marketing at **541-962-3740**, the office with final authority on quality control of communication and graphic identity.

This manual is presented in PDF format which can be printed as needed. The format has been chosen to allow for the updating and adding pages when necessary.

As representatives of the EOU community, it is our responsibility to maintain the high standard of education we provide. This guide will help us all to preserve the visual integrity of the EOU identity which is the visual expression of these standards.

LOGO

LOGO

The most important visual identification device for EOU is the logo. It must never be redrawn or modified in any aspect of its configuration. Always use the approved electronic art which is available through the University Advancement Marketing at **541-962-3740** or **www.eou.edu/webshack**. Quality reproduction is essential, so the resolution and color of the logo should be monitored at all times.

The official logo colors are Pantone 295 blue and Pantone 125 gold.



Pantone 295 C
When printing in 4-color process:
C100/M57/Y0/K40 on coated paper;
For all on-screen presentations: R56/G84/B117



Pantone 125 C
When printing in 4-color process:
C8/M31/Y100/K19 on coated paper;
For all on-screen presentations: R184/G139/B0

LOGO

PLACEMENT

The EOU logo should be used on all publications, printed materials and web pages in a prominent location. All program or department materials should include the logo in its approved form on the front cover as illustrated on the following page of this guide.

Questions regarding the proper use of the logo in publications should be directed to the University Advancement Marketing at 541-962-3740 or ua@eou.edu.

Minimum Size and Isolation Area



In general publication usage, the logo should appear no smaller than 1.5"



The logo should have a buffer— with no text or graphic elements —equal to the height of the letter “U” on all sides, except when accompanied by the tagline. The tagline should be placed the same distance below “UNIVERSITY” as “EASTERN OREGON” is below the “E” in the logo mark.

LOGO

Preferred Forms



EASTERN OREGON
UNIVERSITY

The University that Works with You



ACCEPTABLE USE

The logo is shown here in its approved forms. The logo may be used without the tagline, although it makes a more effective brand when the logo and tagline are used together. When placing the logo on a solid background, the 'U' is reversed white. There must also be acceptable contrast between 'EO' and the background.



EASTERN OREGON
UNIVERSITY



EASTERN OREGON
UNIVERSITY



EASTERN OREGON
UNIVERSITY



LOGO

UNACCEPTABLE USE

The logo may not be altered in any way. Changes to the logo diminish its impact and will detract from the consistent image of the EOU brand. The illustrations below show some, but not all, of the incorrect uses of the logo.

Do not change the typeface.



Do not change the colors.



Do not change the perspective.



Do not reverse mark to one color. Letterforms should be distinct and clearly legible.



Do not stretch or change the height to width ratio.



COLOR PALETTES

PRIMARY PALETTE

The use of color is a subtle tool for communicating the unique personality of EOU. The integrated color system was designed to be flexible, yet consistent. The color palette is taken from EOU's unique location, capturing the rich hues of the region's rolling hills, snow capped peaks, the high desert and wild rivers. These colors may be used both for large areas of color or as an accent color.

The University's logo should only be used as provided in PMS 295 blue and PMS 125 gold (or the CMYK equivalents), or as specified in the 'Acceptable Use' section of this guide.

The official primary colors are:



Pantone 295 C

When printing in 4-color process:
C100/M57/Y0/K40 on coated paper
For all on-screen presentations: R56/G84/B117



Pantone 125 C

When printing in 4-color process:
C8/M31/Y100/K19 on coated paper
For all on-screen presentations: R184/G139/B0

COLOR PALETTES

SECONDARY PALETTE



Pantone 377 U; Pantone 377 C

When printing in 4-color process:

C43/M3/Y96/K20 on uncoated paper

C51/M5/Y98/K23 on coated paper

For all on-screen presentations: R115/G150/B0



Pantone 128 U; Pantone 129 C

When printing in 4-color process:

C0/M11/Y75/K0 on uncoated paper

C0/M11/Y70/K0 on coated paper

For all on-screen presentations: R243/G207/B69



Pantone 471 U; Pantone 471 C

When printing in 4-color process:

C5/M50/Y88/K13 on uncoated paper

C5/M70/Y97/K20 on coated paper

For all on-screen presentations: R178/G84/B26



Pantone 7427 U; Pantone 7427 C

When printing in 4-color process:

C7/M87/Y61/K20 on uncoated paper

C7/M100/Y67/K31 on coated paper

For all on-screen presentations: R150/G23/B46

TYPOGRAPHY

Proper and consistent use of typography is important to the overall visual impact of our identity. The approved typefaces mix-and-match well. The intent is to allow design flexibility within the confines of the approved font families.

The use of **Gotham** varies in running text in correspondence to subheads.

Gotham Book *Gotham Book Italic*
Gotham Medium *Gotham Medium Italic*
Gotham Bold *Gotham Bold Italic*
Gotham Condensed Medium

The use of **Tungsten** is primarily for headlines and subheads.

Tungsten Medium
Tungsten Semibold

Adobe Garamond may be used for body text when a more traditional feel is called for.

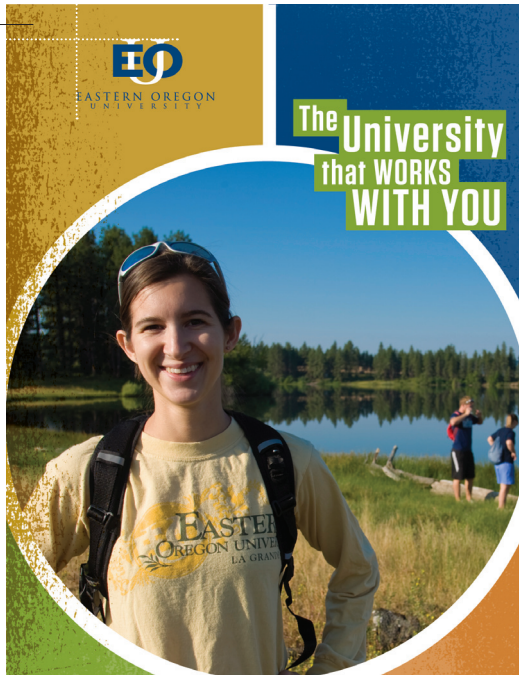
Adobe Garamond Regular
Adobe Garamond Italic

PUBLICATIONS

COVERS

Each EOU publication cover should reinforce the EOU brand by maintaining the look and feel described throughout this guide. Typographic formatting is specified on page 14 of this guide.

Logo placement
from top: .75"
from left: 1.125"



An 8.5" x 11" publication features the EOU brand. The logo is placed prominently and given ample room; the tagline is formatted as a graphic element, as specified on page 5 of this guide); and the primary and secondary color palettes are employed. An image that focuses on an independent (but not solitary) individual works well with the tagline and reiterates that EOU has a diverse but cohesive student body.

Bold white borders help create a kinetic composition and complement the reversed type of the headline. Circular forms correlate to the "O" in EOU's logo.

PUBLICATIONS

SPREADS

Inside spreads should be consistent with the look and feel established on the publication cover, reinforcing the EOU brand.

Lead-in type may be bolded, EOU blue and set at 10/16.

Call Out Quotes

being able to wake up three minutes before a class and still be on time! You can completely focus on your studies, and being surrounded by people who share the same concerns as you

Tungsten Semibold, 9/13 reversed from 471 U



An 8.5" x 11" publication spread continues the look and feel established on the cover, using solid colors combined with texture, bold white borders, vibrant photography and reversed-out colorful typography.

affordable and accessible. Our Financial Aid Office including information about free money sources like grants and scholarships. You can contact the office at 800-452-8639 or visit www.eou.edu/fao.

Different colors may be used to call out different kinds of information.

PUBLICATIONS

TYPOGRAPHIC FORMATTING

Consistent typography is one of the most effective tools for maintaining EOU's brand. Following formatting rules is as important as using the correct typefaces.

Lead-In

We're all about the STUDENT! Flexible programs combined with low tuition and no out-of-state

*Tungsten Medium, 18/13
Pantone 295 U*



We're all about the STUDENT! Flexible programs, connected faculty who care and a personalized education, combined with low tuition and no out-of-state costs, makes EOU one of the best educations money can buy.

You can choose from 23 bachelor's degrees and partnerships offering bachelor's degrees in nursing, agriculture and engineering. There are more than 40 different minors and multiple pre-professional programs to add to your experience, and we also offer master's degrees in business, teaching and education.

At the main campus in La Grande, you'll learn in small classes—usually about 15 students on average—all taught by full-time faculty (no teaching assistants). You can fit in here—on a campus where you can be active and involved—a private school experience without the high price tag.

QUICK facts

- 2010 STUDENT POPULATION: 1,100
- AVERAGE CLASS SIZE: 13 students
- NUMBER OF UNDERGRADUATE DEGREES: 21
- NUMBER OF GRADUATE DEGREES: 3 (M.A., M.Ed., M.S.)
- MOST POPULAR FIELDS OF STUDY: Business Administration, General Studies, Multidisciplinary Studies, Physical & Health, Psychology, Fine Arts, Administration
- NO OUT-OF-STATE TUITION: Tuition and Fees: \$6,639 for 2010-11
- NUMBER OF RESIDENCE HALLS: 3 (sub-100k, Traditional living community)
- ROOM AND BOARD: \$6,500 for 2009-10
- NUMBER OF CLUBS AND ORGANIZATIONS: 34
- NUMBER OF HOBBY ATHLETIC PROGRAMS: 10
- Business Internship programs for all students
- POPULATION OF LA GRANDE: 1,045
- Miles to Boise, Idaho: 102.1 (3 Hour Drive)
- Miles to Portland, Ore.: 226.1 (3 Hour Drive)
- Miles to Pocatello, Idaho: 226.1 (3 Hour Drive)
- Miles to Pocatello, Idaho: 226.1 (3 Hour Drive)

Body Text

You can choose from 23 bachelor's degrees and partnerships offering bachelor's degrees in nursing, agriculture and engineering. There are more than 40 different minors and multiple pre-professional programs to add to your experience, and we also offer master's degrees in

*Gotham Book, 9/13
Black*

Header

BEYOND the classroom

BEYOND the classroom

Want to get OUTSIDE? When it comes to adventure, this is the perfect place for finding exciting things to do after class. How about snowboarding down the mountain at Oregon's highest base elevation ski area, or kayaking Class III rapids just a few minutes from campus? You can enjoy some of the best hiking and mountain biking in the country nearby. Our Outdoor Program staff can outfit you with trail maps, equipment, and plenty of ideas about where to go, including tips on their favorite spots.

When you're out and about, you can easily see that La Grande is full of connections to EOU. Many of the local business people are alumni, and that ties the town and campus together. It's not unusual to bump into faculty at the movie theater or see the University president in a local coffee shop.

Lots to do @ EOU

- Midnight BBQ's
- Hike Late Night
- Club Fair
- Performing Arts Events
- Homecoming Mountaineer Challenge
- Homecoming Burlesque
- Homecoming Club Booths
- Homecoming
- Disc Golf Tournaments
- Late Night Coffee
- X-Box Tournaments
- Game Night
- Community Events
- Spring Fling
- Spring Fling 10 Tournaments
- Final Church
- International Dinner & Show
- Student Music Shows & Shows
- Open Country and Snowbird Skiing
- Rock Climbing
- Mountain Biking
- Snowboarding
- Outdoor Program
- Hiking
- and so much more!



*Tungsten Semibold, 31
Reversed from Pantone 471 U*

Call-out Items

NO OUT-OF-STATE TUITION!
Tuition and Fees: \$6,639 for 2010-11

NUMBER OF
Numerous in

*Tungsten Medium, 11/11
Reversed from Pantone 377 U*

Listed Items

- Bunco Nights
- Open Mic Nights
- Movie Nights

*Gotham Condensed, 9/13
Black*

Thank you for your diligence in applying these graphic standards.

The consistent and ongoing application of these standards in all of our communications will strengthen our position in the minds of our many audiences outside the University as well as within. If you have questions regarding the application of the standards, please contact University Advancement Marketing at 541-962-3740. We welcome your call!



EASTERN OREGON
UNIVERSITY