





**IT'S NOT ABOUT
REINVENTING
WHO WE ARE.**

**IT IS ABOUT RE-
AFFIRMING AND
REMINDING
PEOPLE ABOUT
WHO WE HAVE
ALWAYS BEEN.**

— DAVID GLASSMAN
President
Eastern Illinois University



THE EASTERN ILLINOIS UNIVERSITY BRAND

This is a good day. Because together, we're in a position to bring the Eastern Illinois University story to the world.

And the first step is knowing how to do it in a way that's powerful, consistent, relevant to the audiences we intend to serve, and true to who we are as a community. That's what this guide is all about.

The cornerstone of our mission has always been to go all in on every student and invest everything we have in empowering them to take their talents and dreams to heights even they didn't think possible. You know that. Now it's time to let the rest of the world in on it.

Don't think of this as a rule book. It's not about grammar. Think about this as a guide for how to effectively and consistently express your pride in EIU. You have the talent and creativity. So take these cues on design, photography and messaging, and run with them.

This is an exciting time for EIU. And you're a big part of it. Let's do this together.

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BRAND PLATFORM

A group of five young women are running across a grassy field. They are wearing athletic gear, including blue and white shirts and dark pants. The scene is captured in a side profile, showing their forward motion. The background is a clear, bright sky. The overall image has a blue tint, and the text is overlaid in the center.

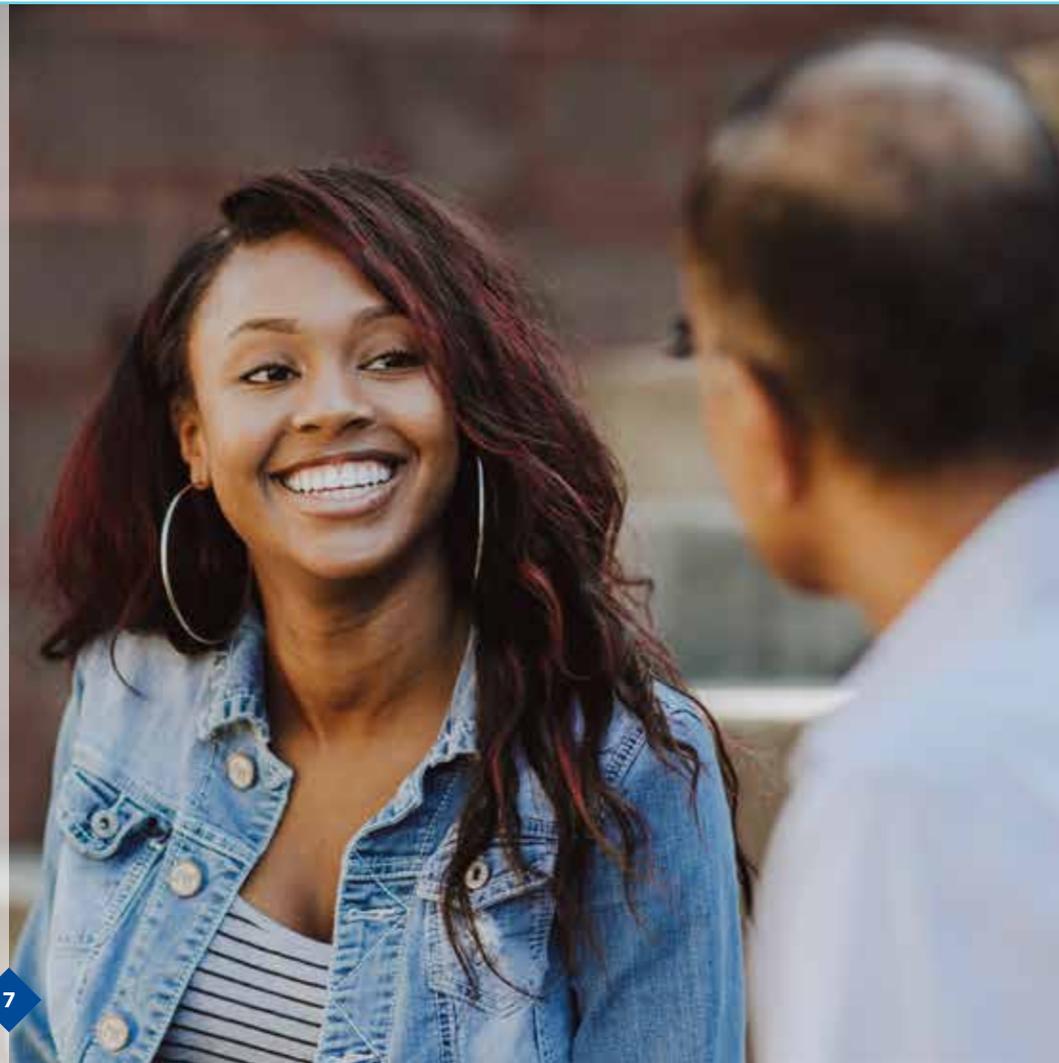
**“AT EIU STUDENTS
SURPASS THEIR OWN
EXPECTATIONS.”**

BRAND PROMISE

Our brand promise is our differentiated customer benefit. It represents what EIU believes it can authentically and distinctively deliver to the world.

This isn't a tagline or a slogan meant for public consumption. If it were to ever find its way onto a billboard, it would mean we had done something wrong. This is an internal guiding statement to keep all of us within the same set of creative guardrails.

EASTERN ILLINOIS UNIVERSITY'S
EXTRAORDINARY INVESTMENT
IN THE CARE AND SUPPORT
OF EACH INDIVIDUAL
GIVES STUDENTS THE
CONFIDENCE AND COMPETENCY
TO EXCEL IN SCHOOL AND LIFE.



BRAND PILLARS

Our brand story rests firmly on the strength of our key brand pillars, which represent our highest principles, deepest commitments and greatest achievements. They are clear and compelling proof points that support the brand promise and guide the brand story. The following brand pillars are written in the voice of our brand, as if communicating to the external audiences about who EIU is and what we stand for.



ACTIVE COMMUNITY OF OPPORTUNITY

Wherever students' interests lead, we've got a community to develop them. Students can dive into clubs, join D1 and club athletics. And they can grow through community service, faculty-mentored research, networking with alumni, Greek life, study abroad, internships, scholarships, and limitless others, including creating a whole new club and inspiring others.

FULLY ENGAGED FACULTY, STAFF AND ADMINISTRATORS.

It means our faculty finds extra hours in a 24-hour day to keep office hours going until the last question is understood. And that relentless commitment extends to staff and administrators. They pour the investment of their time and energy into students without limit, and expect the same from them, because the payoff is too important.

SIZED FOR SUCCESS

Confidence and growth comes in part because our campus and community are safe and welcoming. But the surroundings are also another aspect that helps students succeed by keeping distractions to a minimum so they can stay focused on working towards their goals. Students are immersed in learning, inspiration and support so they're discovering and growing all the time. We want everything around our students to be a constant part of building toward their success.

ACCESSIBLE AND INCLUSIVE EXPERIENCE

Students from all kinds of backgrounds and experiences succeed at EIU. We make the experience accessible and inclusive, and that makes them feel inspired, focused and committed to their education. They have a place in a welcoming environment built on respect for individuals, high expectations for what they can achieve, and investment in helping them like they've never experienced. We tailor everything around this goal, making this a public school that feels like an intimate, dedicated private one.

BRAND CHARACTER

Our character is the DNA that shapes and forms our distinctive brand identity. They are the emotions we want to convey in our expression of the brand, however not necessarily the words we use in our brand voice.

It's who EIU is at its core. In its heart. In its soul. These are the characteristics that must always have a presence in marketing and communications efforts.



WELCOMING



TIGHT-KNIT



CARING



SUPPORTIVE



ENCOURAGING



CHALLENGING



FUN



CENTERING IDEA

Our centering idea is grounded in the essential truth of our institution. The brand idea is a simple, declarative, authentic and compelling idea. It is the rally cry that ignites the brand on all levels.



**EXTRAORDINARY
INVESTMENT
IN INDIVIDUALS**

BRAND ETHOS

Our brand ethos is the narrative that captures the essential character of the brand in an emotional, persuasive and definitive manner.

We believe every one of our students can reach heights they never realized were possible given the right circumstances. In the right place, with the right people around them, they can learn and grow like never before, and open up greater possibilities than they imagined.

IT'S THAT SIMPLE, IT'S THAT LIFE-CHANGING.

When we welcome a student, we're all in. We're committed to helping them achieve. To lift them up so they can see what they can become. We make an extraordinary, personal investment in each student that most schools would never consider. Faculty members here are incredibly invested in you as a person, well beyond imparting knowledge. Most are longtime members of our close community and can't

imagine doing it any other way. While the size is personal, there are also plenty of opportunities to grow, from engaging in clubs and sports, to community service and networking with our dedicated alumni.

The investment is an extraordinary amount of time and caring. And the payoff for students' lives is thrilling and lasting. It's no wonder people feel so strongly about our place, once they've been here. We call it "bleeding blue." All you have to do is be ready to explore, engage and grow as our community invests in you. So you can step into a life you never knew was possible.

WE THINK THAT'S TRULY EXTRAORDINARY.

EDITORIAL GUIDELINES

There are certain editorial elements you'll encounter that we need to ensure are being presented correctly and consistently. From our name, to aspects of our history to the way we refer to people and places around our campus. Keep in mind why this is important. When we tell our story to the world, it's critical that we're consistent in our terminology and style in order to make it clear that we know who we are as an institution, a community, and a culture.



EIU's Editorial guidelines can be found here:
www.eiu.edu/media/stylebook.php



**“NO ONE CAN
BEAT US AT BEING
WHO WE ARE.”**

BRAND EXPRESSION

BRAND TONE

Confident, but not braggy. Smart, but never snooty. Conversational, but elevated. And welcoming. Always welcoming. This is the tone that should be used to convey EIU's spirit of extraordinary investment in individuals.

Content should be written in a way that's engaging, concise, and accurately reflects who we are. We'll want to make use of second person POV ("you") as a way to speak directly to our audiences and make the messaging more relatable.

Don't get hung up on always being technically perfect with grammar. Sentence fragments are ok. Beginning sentences with "And" is ok. EIU is not an overly formal place, and it's more important to write content that engages the reader and compels them to keep reading than always playing by the rules.

A big part of EIU's tone is the use of truisms as a way to capture who we are.

**OPPORTUNITY IS EVERYWHERE,
FOR EVERYTHING.**

THIS IS OUR LIFE'S WORK.

**EVERYTHING HELPS GROW
YOUR SUCCESS.**

**DO THE WORK. FEEL THE ENERGY
BEHIND YOU. YOU BELONG.**

LEARN AND GROW LIKE NEVER BEFORE.

**BE READY TO EXPLORE,
ENGAGE AND THRIVE.**

BRAND VOICE

The voice of our brand is welcoming and one that always reassures students that EIU is a place where they're valued, where they will be inspired and encouraged, and where faculty are wholly devoted to helping them succeed. Because this is who EIU is as an institution.

SAMPLE COPY

YOUR SUCCESS IS OUR LIFE'S WORK.

Ever had that feeling that comes from knowing you're somewhere you truly belong? With people who are as inspired by your goals and dreams and growth as you are. At a place big enough to offer endless opportunities, but without ever being lost in the crowd. In a community that's welcoming, inclusive, and relentlessly committed to your success.

At Eastern Illinois University, this is what being "all in" means to us.

SO LET'S DO THIS. TOGETHER.



**“WE ARE MORE
RESPONSIVE, MORE
INCLUSIVE, MORE
ACCESSIBLE THAN
ANYWHERE ELSE. WE
GENUINELY CARE.”**

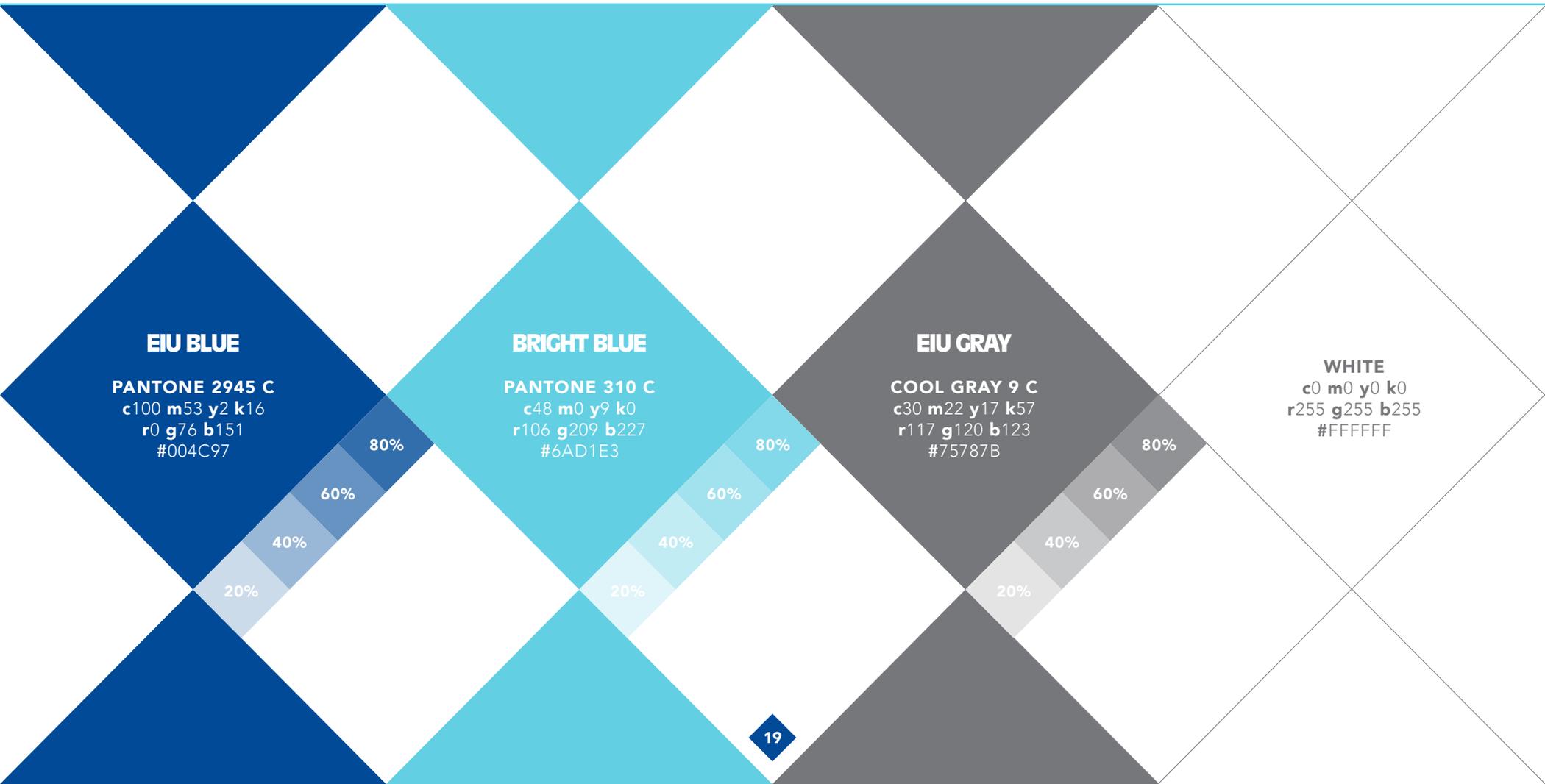
LOGO GUIDELINES

EIU's Logo guidelines can be found online in the following location:
www.eiu.edu/marcom/2021EIULogIdentityGuide.pdf



COLOR

The EIU blue is the primary color and provides the framework basis of design. The accent colors are bright blue and cool gray and are to be used to aid in creating hierarchy and visual interest.



TYPOGRAPHY

Our primary typefaces are Futura Bold and Avenir. Futura Bold should only be used for headlines and when a statement or quote requires heavy emphasis. When using Futura Bold only uppercase characters may be used. Avenir Black is used for secondary headlines and Avenir Light is used for larger blocks of copy.

PRIMARY HEADLINE

FUTURA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY HEADLINE

AVENIR BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY COPY

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

Below are examples of our typography in action.

HEADLINE TYPOGRAPHY

Body Copy Xerrorer ferchillanda nonserc hicipienis nonet faccae porit, qui aliciaecum rest, cupta ni que num labo. Oloris aut facitis itiatur?Ut abo. Et reiumquatur sam ipsantioria volupta eceped millorporum volor adiscil laborep eritibe rescia qui utesto dolupti squodio offic.

SECONDARY HEADLINE

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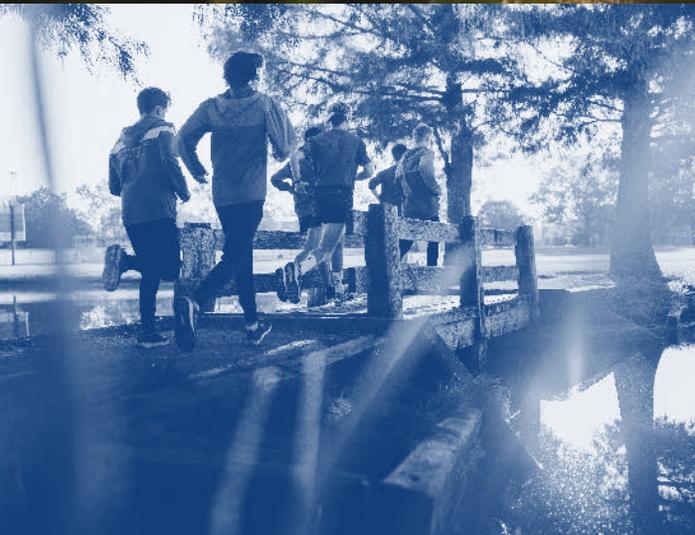
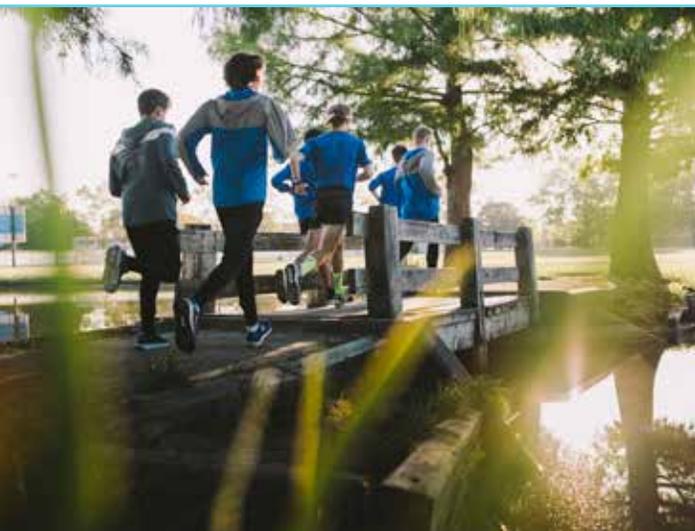
PHOTO
TYPOGRAPHY



PHOTO
TYPOGRAPHY

PHOTO TREATMENT

The way we treat photos is essential to our visual language and is used to connect the visual attributes of the brand. Photography may be used as four-color or monotone (PMS 2945 C). To allow for greater readability an EIU Blue or a white screen may be used. The opacity of the screen may be adjusted as necessary to increase readability and create the correct balance between color and photo.



VISUAL LANGUAGE

Bold. Energetic. Bright. Contemporary. These are some of the words that capture the spirit of the photography style for the EIU brand. Because it reflects the authentic nature of the EIU community. We want the photography to feel editorial and vibrant. Here are some guidelines on image style:



HIGH RESOLUTION

use only high-resolution photography in all instances no matter what the subject of the image is, the quality of the photograph should always be superior.

ACTION ORIENTED

EIU is an energetic place, so we want photography to capture people being actively engaged in research, internships, classroom projects and learning, community service, the arts, and extracurricular activities.

ENVIRONMENTAL

use shots of campus to evoke a welcoming sense of place, showcase the beauty of the EIU campus, and allow prospective students to envision themselves there. Shots of downtown should highlight the small, safe community feel.

SUPPORTIVE CULTURE

photography should reflect the extraordinary support students receive on campus, such as working closely with faculty in class and labs, one-to-one meetings in faculty offices, working in small groups, and interacting with each other and EIU staff.

DIVERSE COMMUNITY

students and faculty come to EIU from all over, so it's important that photography convey the broad range of backgrounds and experiences they bring with them to campus. They should be represented as positive, inspired, focused, and committed to success.



BRAND EXECUTION

DIGITAL ADVERTISING

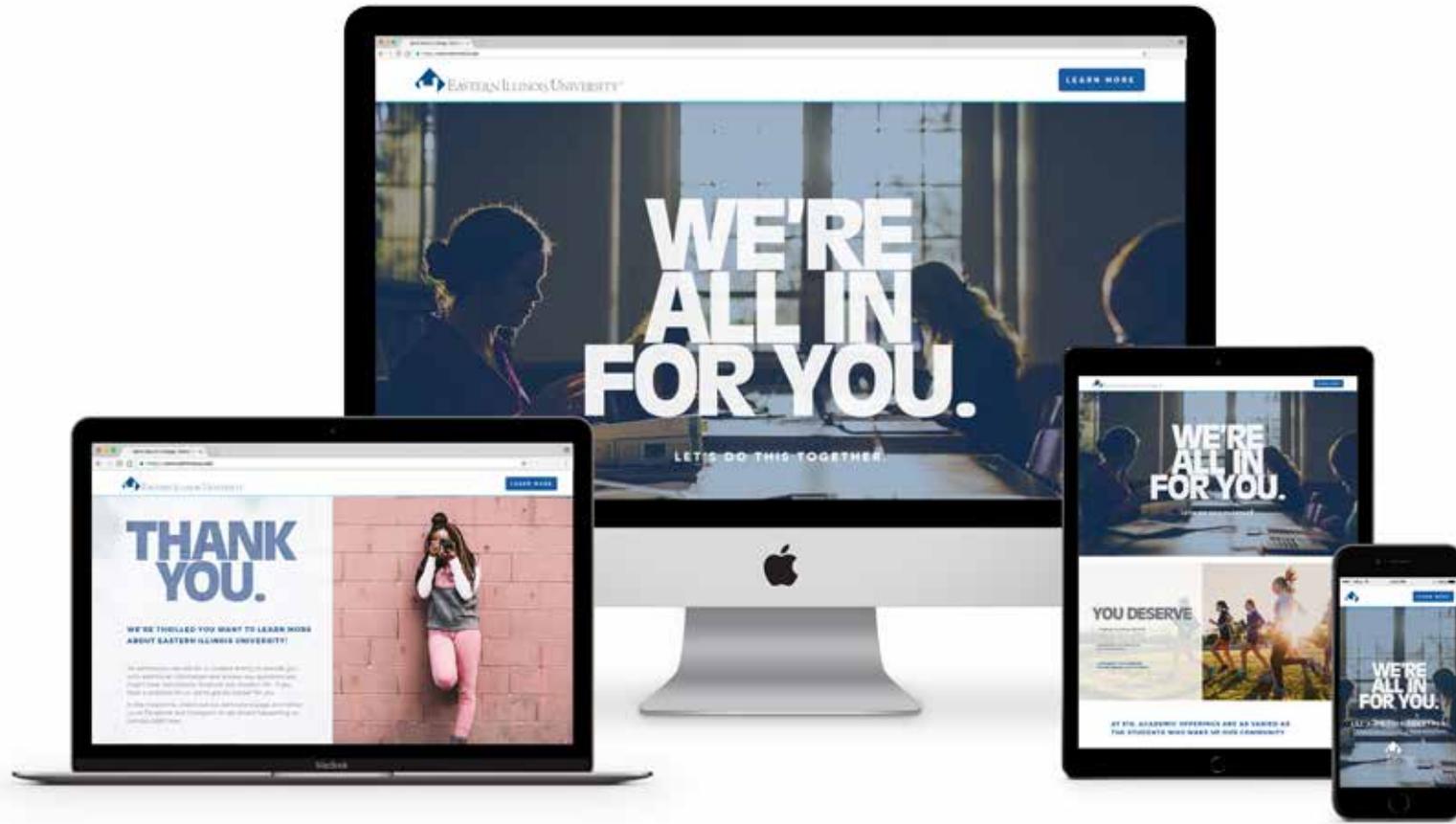
ANIMATED DIGITAL ADS



STATIC DIGITAL ADS



WEB



OUT OF HOME



PRINT

THE EASTERN ILLINOIS UNIVERSITY BRAND

Now, it's on you.
And that's a good thing.

EIU is a place and a community filled with people who are passionate about the investment we make in each and every student, and who are ready, willing, and able to help bring our story to the world. Because we all bleed blue.

Remember, every sentence matters.
Every picture counts. Every communication is an opportunity to tell the world who we are, our way.

At Eastern Illinois University, this is
what being "all in" means to us.

So let's do this. Together.