



## Visual Identity Guide

**Questions about this guide should be directed to:**

Patrick M. Early, APR  
Assistant Vice President  
[pmearly@eiu.edu](mailto:pmearly@eiu.edu)

217.581.7650

Stacia Lynch, Creative Director  
[sclynch@eiu.edu](mailto:sclynch@eiu.edu)

217.581.7650

## **WHY DO WE NEED AN IDENTITY GUIDE?**

Eastern Illinois University is a multi-faceted institution made up of multiple schools and programs.

Each of these entities has its own audience and distinct voice. Yet, all parts of the university should reinforce our core identity and visual foundation so that all interacting audiences make the connection to Eastern Illinois University. A strong visual identity provides the unifying elements necessary for consistent expression of EIU's message and helps make telling Eastern's story easier. In short, it helps us speak with one, unified voice. That's particularly important for communications which will be used off-campus. While we see ourselves as a collection of diverse interests and activities, those off campus – and particularly our supporters and our prospective students – want and need to see us as a unified whole. Anything short of that unified image is counter-productive to our goals.

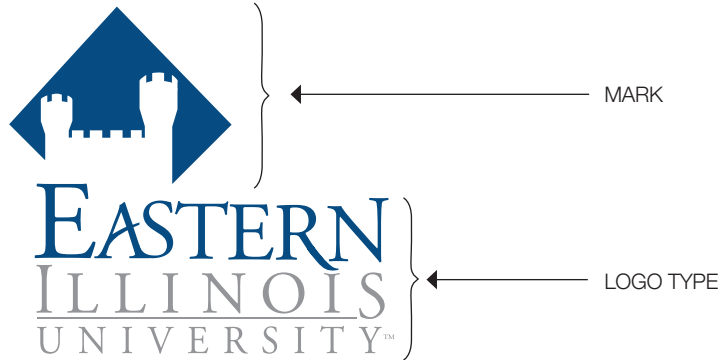
At the same time, this guide is intended to be responsive to the varied needs of those engaged in ongoing communications with our various publics. The guidelines permit and encourage faculty and staff – and especially communications professionals -- to support their respective school, department or unit but to do so in a manner that is consistent with, and supportive of the University's overarching positioning.

These guidelines are governed by EIU's Internal Governing Policy 91.1 -- Standards for Off-Campus Communications -- which states:

All electronic, print, and media communications designed for distribution off-campus will follow standards outlined in the EIU Visual Identity Guide and the EIU Style Guide.

## EASTERN ILLINOIS UNIVERSITY'S OFFICIAL LOGOS

Eastern's logo is comprised of two elements: the mark and the logo type.



### TM: TRADEMARK

A trademark is a distinctive sign (typically a name, word, phrase, logo, symbol, design, image or combination of these elements) used by an organization to identify itself, and to distinguish the organization from other organizations.

Eastern's trademarks include...

#### OUR NAME:

Eastern Illinois University  
Eastern Illinois University Panthers

#### OR ANY PART OF OUR NAME:

Eastern  
Eastern Illinois  
EIU

In some cases, a more horizontal layout of the logo may be more appropriate. In that case, this is the accepted variation.



However, the logo should always be used in its entirety. The individual components are not to be used individually. In addition, understand that:

- The logo is the property of Eastern Illinois University and is a trademark of EIU
- The logo is used for official university communications. Any other use such as usage by partner schools must be cleared by the office of Communications, Marketing & Brand Strategies. Any use on clothing or merchandise must be approved by the university's licensing agent. (Contact information appears at the end of this guide.)
- The logo may not be modified
- There are several allowable color variations (see page X) but ONLY those color variations are allowed
- There should be a protected clear space around the logo to ensure greater visual impact. To determine the appropriate amount of clear space, use the width of the U in University.
- The logo may be enlarged or reduced, but the height to width ratio must not change.
- Do not scale portions of the logo separately
- Do not distort or rotate the logo
- Do not embellish or underline any part of the logo or add a drop shadow
- Use the appropriate size or dpi setting for the logo use. In general print logos should be reproduced at 300 dpi at size while web use calls for a 96 dpi logo at size. Do not use a logo of inadequate resolution (e.g. copying a logo from the web for use in a print publication.)

## SECONDARY LOGOS

Each of the university's constituent schools and certain operations such as housing and health services may use the following type of identifier. These are used in communication with more limited audiences such as the faculty, staff, students or alumni of a particular college and are generally used primarily on campus. They are not to be used for more general communications about the university as a whole. In addition, they stand independently and cannot be used with the primary logo. Individual department logos are generally not authorized (except for limited use logos – see below) though they may have additional graphic design elements appropriate for their specific audiences. Again, the concept is to avoid a multiplicity of logos which compete with the primary logo and identity of the university and which confuse the public. Secondary logos need to be designed in conjunction with the University's office of Communications, Marketing & Brand Strategies.



## LIMITED USE LOGOS

The university has also approved certain logos for limited use – on shirts or other garments, for instance. These logos are not to be used for general communications and should never supplant the primary logo. Limited use logos need to be designed in conjunction with the University's office of Communications, Marketing & Brand Strategies. That office can provide any specialized format such as vector files which might be needed for production purposes.



## WHAT NOT TO DO

Here are some examples of unacceptable use of the logo. It should never be used in any of the following fashions:



Do not STRETCH or TILT the logo.



Do not color the mark with any color other than official colors and don't place it in front of gradients.

Do not embellish the mark with fancy patterns.



Do not separate the mark from the logotype.

Do not flip the mark .

## EASTERN ILLINOIS UNIVERSITY'S ATHLETICS LOGO

The official logo of the EIU athletics program is the panther. This is not an alternative to the university logo for general use and should be reserved for use in conjunction with athletics. It should also never be used in combination with the university's main logo or any of the secondary logos noted above.

The panther has gone through many variations in the history of the university, but the logo shown below is the only one in current use. Earlier incarnations might be used in a strictly historical connection, but are not authorized for current use. In addition, "Billy the Panther" is a costumed character and not a substitute for the logo and should not be used in that fashion.

The panther should always face to the right – reversing its direction is not allowed.

As with the primary and secondary logos, the use of the panther logo is governed by EIU Athletics and by the university's licensing agent. Contact information is provided at the end of this guide.



## EASTERN ILLINOIS UNIVERSITY'S OFFICIAL SEAL

The official seal is used for very formal purposes only and is restricted to the Board of Trustees and Office of the President. If you have questions, contact the University's Office of Communications, Marketing and Brand Strategies.



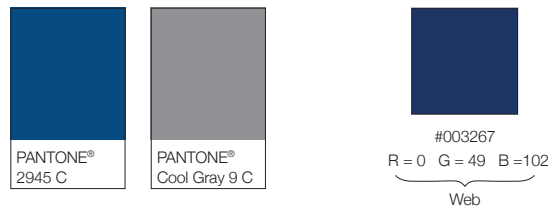
## EASTERN ILLINOIS UNIVERSITY'S OFFICIAL COLORS

Eastern Illinois University's official colors are an integral part of our visual identity. However, in certain instances, color may not be an option. In that case, the logo may be printed entirely in black or in black and gray as in these examples:



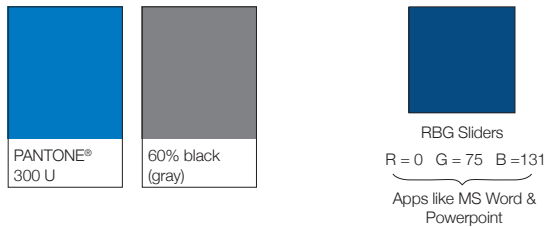
If a screen of black is used to produce the gray variation, a screen of 60 percent should be specified. And, if there is any question about the gray becoming unreadable, use the black-only version.

However, where color is available, the logo should be produced in the following official colors:



### Acceptable Alternatives

For uncoated papers, the following options are also available:



## OUR OFFICIAL TYPEFACE

Eastern's logo uses a modified version of ITC Garamond Book.

## ITC Garamond Book

You do not have to use Garamond in your publications. Most clear, easy-to-read fonts can work. Select those that portray formality and tradition. Some suggestions are:

Times New Roman

Arial

Helvetica

**Most importantly, use fonts that are easy for your audience to read without getting tired. Avoid script and highly decorative fonts.**

*Zappino*  
Comic Sans

*Party*



## CONTACT US

**For further information and answers to visual identity style questions, contact:**

Communications, Marketing & Brand Strategies  
Patrick M. Early, APR  
Assistant Vice President  
pmealy@eiu.edu

Or  
Stacia Lynch  
Creative Director  
sclynch@eiu.edu

217-581-7650

**For athletic marks, contact:**

Athletics Department  
Rich Moser  
Assistant Athletic Director  
rlmoser@eiu.edu

217-581-7480

**For any use on clothing or other merchandise, contact**

Steve Rich  
Assistant Vice President  
Alumni Relations & University Licensing Agent  
swrich@eiu.edu

217-581-6616