BRAND GUIDELINES

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UE University of Evansville

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QUESTIONS?

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# 1 INTRODUCTION

1 / INTRODUCTION

WHAT IS A BRAND?

It's more than a logo, a slogan, a mascot, or an ad campaign.

Our brand is an enduring platform that articulates the University of Evansville story, our unique point of view, and the experience we create. Most of all, our brand helps us tell our authentic story to many broad, diverse audiences.

These guidelines define and describe the various parts of the UE brand, and offer examples of how we bring it to life across our institution and through our communications. Ours is a living brand, and accordingly, this is a living document. The principles and guidelines set forth here are a map and a guidebook, providing the tools needed to tell the story of how UE shapes powerful and enduring change.

This is the story of what bravery builds.

^{2}STRATEGY

2 / STRATEGY

Brand Strategy

The brand strategy reflects a series of decisions that make up the foundation for our brand's positioning and our creative platform. It's a tool that we should always consult for marketing planning, campaigns, and initiatives.

WHO ARE WE TALKING TO?

Audiences

WHAT DO WE DO AND WHY DOES IT MATTER?

Messaging

HOW DO WE LOOK, SOUND, AND FEEL?

Personality

WHERE DO WE STAND?

Positioning

2 / STRATEGY

Audiences

By identifying who we want to engage, we can tailor our content for their interests and better achieve our marketing goals.

PRIMARY

Prospective Students and Influencers

• Undergraduate students

• Parents and family

• High school counselors and other influencers

• Graduate students

• Transfer students

SECONDARY

Campus Community

• Leaders and administration

• Faculty and staff

• Current students

• Trustees

• Alumni

• Donors

Regional Community

• Residents of Evansville

• Regional leaders

• Local businesses

• University partners

• Current employers

• Future employers

• Future donors

• Sports fans

TERTIARY

External Influencers

• Higher ed and peer institutions

• Industry experts

• Media

Goals

Recruit and enroll more best-fit students by increasing awareness of the caliber of the UE experience.

Create alignment around an authentic, differentiating brand story by elevating institutional pride.

Update perceptions of who UE is today, strengthening existing relationships and building new ones with the disengaged.

Build UE's reputation and visibility, based on recruitment success and broader awareness, ultimately to influence rankings and recognition.

2 / STRATEGY

Audiences

This profile represents the ideal UE student, and our messaging and visual expression should be shaped to resonate with the audience it describes.

THE CHANGEMAKER

- Motivated and curious

- Up for a challenge

- Goal-oriented

- Activated and energized by individualized attention

- Has a deep desire to use their education to create a better world for others

- Wants to make a difference, not in four years, but today

- Caring and compassionate

- Excited, voracious learner

- Sees UE as a launchpad

- Rises to the highest level of excellence

2 / STRATEGY

Though these aren't the exact phrases that will be used in communication, they should echo through the community in the things we say, write, and do.

Messaging Themes

The following statements act as a frame of reference for how we think about the key ideas of the UE story. The core message is the University's brand promise and the three supporting message themes are how we deliver on that promise.

Helpful Hint
Revisit these key themes from time to time. Make it part of your pre-writing ritual.

CORE MESSAGE

The University of Evansville offers a dynamic community of opportunity and support　　　**[The Give]**

so that students are empowered to bravely transform ideas into reality.　　　**[The Get]**

SUPPORTING MESSAGE THEMES (THE PROOF)

Our people

We promote an environment of awareness and investment, activating and accelerating our students' potential.

Our process

We have a culture that fosters ingenuity, cultivating our students' adaptability and resiliency.

Our progress

We are committed to forming multifaceted connections, creating solutions to broad issues that can be applied both locally and globally.

2 / STRATEGY

Though these aren't the exact phrases that will be used in communication, they should echo through the community in the things we say, write, and do.

Messaging Map

The messaging map prioritizes the most important messages for telling our story, and it illustrates the relationship between attributes and benefits. It organizes our key messages into a hierarchy, helping ensure that our communications are clear, consistent, and compelling.
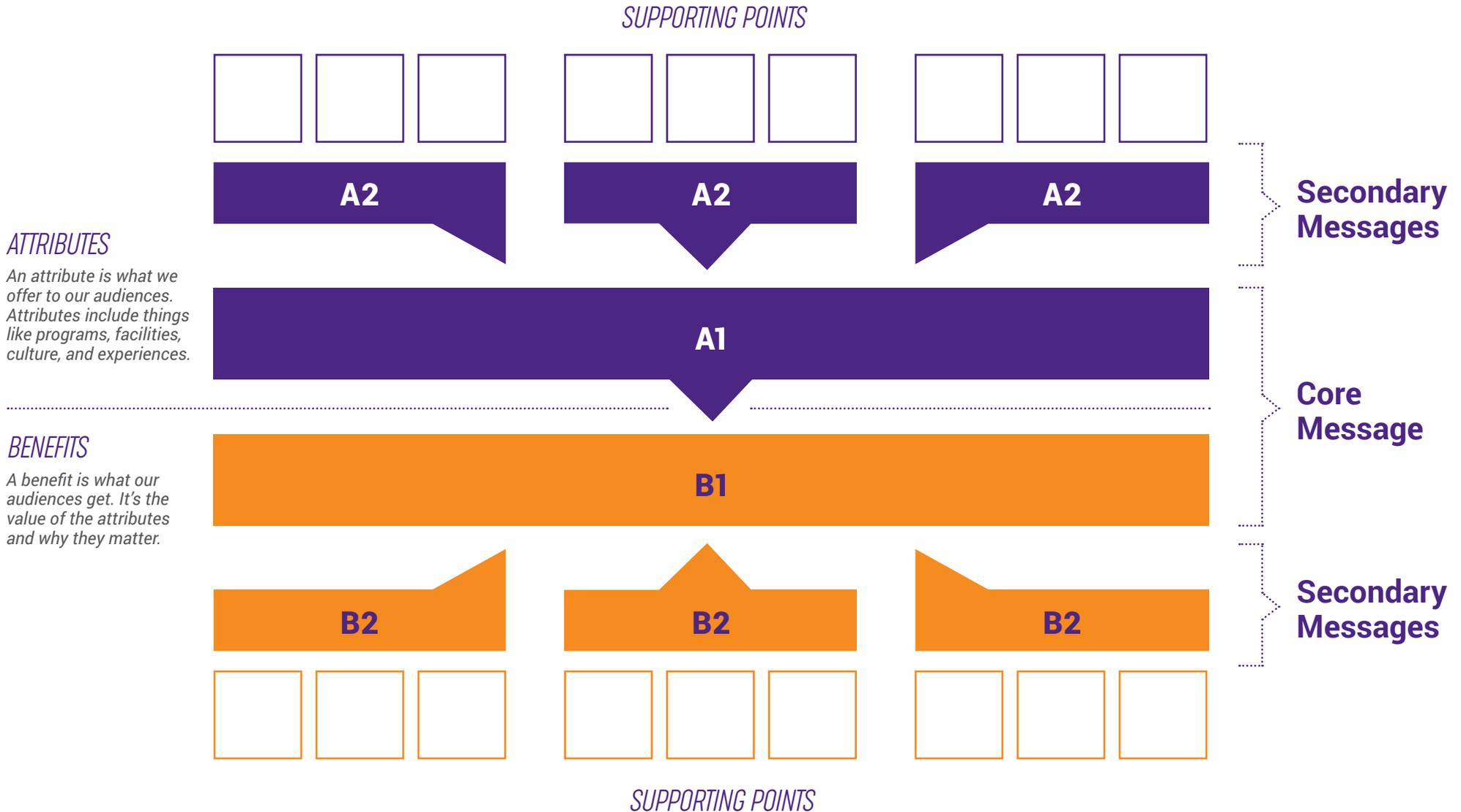
SUPPORTING POINTS

ATTRIBUTES

An attribute is what we offer to our audiences. Attributes include things like programs, facilities, culture, and experiences.

BENEFITS

A benefit is what our audiences get. It's the value of the attributes and why they matter.

A2	A2	A2

A1

Secondary Messages

B1

Core Message

B2	B2	B2

Secondary Messages

SUPPORTING POINTS

2 / STRATEGY

Though these aren't the exact phrases that will be used in communication, they should echo through the community in the things we say, write, and do.

Messaging Map

Our message map is built from the three key message themes that support our core message. Our secondary messages create a point of view for our story, and specific support points validate our message in very real and specific ways. Together, these inform the key ideas around UE's Changemaker designation.

PEOPLE

| intimate class sizes | peers who collaborate with and champion each other | individual attention and guidance |

an environment of awareness and investment

PROCESS

| value placed on liberal arts, sciences, and professional programs | cross-disciplinary flexibility and partnership | opportunities to propose new courses, projects, and initiatives |

a culture that fosters ingenuity

PROGRESS

| collaborative corporate partnerships | opportunities to influence the future of the city | dedication to fostering global citizenship |

a commitment to multifaceted connections

ATTRIBUTES (our offer)

The University of Evansville offers...

a dynamic community of opportunity and support

Core Message

BENEFITS (the outcome)

So that students are empowered to...

bravely transform ideas into reality

activating and accelerating their potential

| subject mastery and expertise | a lifelong network of like-minded innovators | personalized pathways toward their goals |

cultivating their adaptability and resiliency

| a well-rounded set of adaptable skills | taking innovative approaches to complex problems | learning to actively shape their own experiences |

creating solutions to broad issues that can be applied both locally and globally

| meaningful career development | seeing their impact on the community in real time | an expanded view of the world and their role in it |

2 / STRATEGY

Though these aren't the exact phrases that will be used in communication, they should echo through the community in the things we say, write, and do.

Personality

The information we share is our message. How we say it is our voice: it's not just the words we choose, but also the pace and tone we use in putting those words together. The proper voice makes our content more approachable and memorable.

These six personality traits drive the voice and image of our entire brand.

Helpful Hint
You don't always have to use them all—choose the most relevant traits for your target audience. These can be dialed up or dialed down, depending on the goals of the piece you're creating.

Who we are today

▶ *INVITING*

We are generous with our time, attention, and interests. We create an environment that's welcoming and open.

▶ *RESOURCEFUL*

We work together, reaching across disciplines to solve problems creatively.

▶ *SUPPORTIVE*

We make lasting personal connections, encouraging and empowering one another.

What pushes us forward

▶ *COURAGEOUS*

We are ambitious and determined. We face the future unafraid.

▶ *DYNAMIC*

We have momentum and energy. We boldly seize opportunities.

▶ *FORWARD-THINKING*

We are flexible, agile, and resilient. We are relentlessly curious, always looking to stay ahead of the curve.

2 / STRATEGY

Though these aren't the exact phrases that will be used in communication, they should echo through the community in the things we say, write, and do.

Positioning

Positioning is how we want to be thought of in the minds of our most important audiences. It's not what we are or how we express it; it's about what we want people to remember when they walk away.

The University of Evansville launches ideas, draws on powerful connections, and fosters community so that students with courage and drive don't have to wait to shape the future.

2 / STRATEGY

Though these aren't the exact phrases that will be used in communication, they should echo through the community in the things we say, write, and do.

The Big Idea

The narrative below articulates the University of Evansville experience and the impact it has on every member of our community.

Messaging + **Personality** + **Thematic Narrative**

The Big Idea

UE SHAPES POWERFUL AND ENDURING CHANGE.

We empower students to harness their every potential. As a result, **they're equipped to confront challenges and create a lasting difference**. In essence, the big idea serves as a call to action that each prospective student can be the powerful and enduring change.

From day one, we give students the tools **to experiment, take risks, think differently, and approach problem-solving with bold creativity**.

This is a place where **the community fosters the courage to think differently**. As a result, the impact of our students, faculty, and staff goes beyond Evansville, creating significant change. The big idea comes to life through individuals first, rather than just the institution.

03 VOICE
AND TONE

3 / VOICE AND TONE

Our messaging is

WHAT WE SAY.

Our voice and tone are

HOW WE SAY IT.

But more important, our voice and tone are how we sound **distinctly like us.** Writing in this voice takes a careful balance of our brand personality traits, our messaging strategy, how we see ourselves, and the way we want our audiences to know us.

In this section, we explore how the various elements of our brand overlap and inflect to form the University of Evansville voice and tone.

3 / VOICE AND TONE

Brand Narrative

It's a mantra and a manifesto. It's a jumping-off point.
It's meant to inspire, not to be copied and pasted.
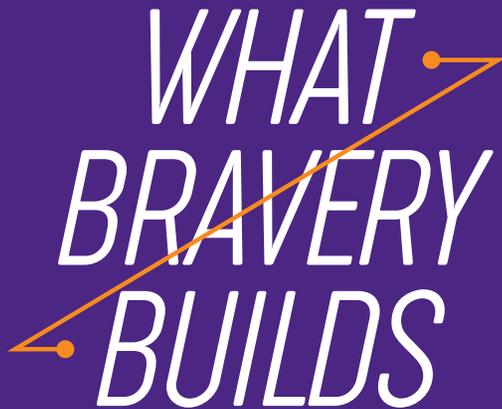
WHAT BRAVERY BUILDS

All stories of real and lasting change are,
at their core, tales of courage. Because there's a
difference between an idea and an idea made real.

And that difference is strength. It begins with
the choice to step in. A decision to stand out.
A determination to reimagine everything.

At the University of Evansville, we believe
in tenacity.

We value the courage it takes to collaborate,
cross disciplines, and launch powerful programs.

We create a network of support and an
environment where questions are encouraged,
taking risks is natural, and failure is just part
of the learning curve.

Here, this kind of bravery is contagious, because
every single day, we witness its effects.

We immerse ourselves in places like Harlaxton
and respond globally. We develop new ideas.
We source alternatives in response to crises
and challenges. We honor persistence and
build resiliency.

And every day, we strive to be a little more
fearless than the day before,

To shape powerful and enduring change.
That's what bravery builds. It's what
courage creates.

3 / VOICE AND TONE

WE DON'T JUST USE OUR BRAND NARRATIVE.

WE LIVE IT.

The brand narrative is the basis for how we tell our brand story. It's informed by our core message and messaging pillars (page 11), and infused with our brand personality traits (page 12). A simple and compelling idea moves through the stories we tell: the concept of bravery.

It's our essential approach to the challenges and opportunities that University of Evansville graduates will meet and seize. We use it to inspire our copy and design—but it also serves as reflection of the actions we take as Aces, every day.

Note

"What bravery builds" is not a tagline, and shouldn't be treated like one. Instead, think of it as a guiding principle. The backbone of our story. The lens through which we perceive and project our everyday role and our place in history.

Simply put, bravery is not just how we approach the world—it's intrinsic to who we are as Aces.

3 / VOICE AND TONE

How We Define Bravery and Changemaking

Our brand is built around two big ideas: bravery and being changemakers. But here, those two words take on very specific meanings.

What it means to be

BRAVE

at the University of Evansville

Bravery isn't about jumping from a plane or running into a burning building to save a puppy. It's about being ready for anything that comes our way, boldly rising to the challenge of creating a better world through ideas and action. When you're writing about bravery from the UE standpoint, keep this in mind:

- Here, bravery is proactive, not reactive.
- Bravery is a team sport, not a solo act.
- It's bold, not boastful.
- It's an equal balance of ideas and impact.
- Bravery means tackling problems in surprising ways.
- It never means acting recklessly or thoughtlessly.

Although bravery is a big part of our brand, you shouldn't use the word in every headline. Mix it up with synonyms like courage, audacity, fearlessness, daring, and boldness.

What it means to be a

CHANGEMAKER

at the University of Evansville

- It's about cultivating change for good, not just change for the sake of change.
- Sometimes the change we create is world-shaking, but more often it's incremental—and that's a good thing.
- We don't wait to instigate change. Change doesn't have to start after graduation, or after we reach certain milestones—we're ready to start making a difference right now.
- Our differences are the best way to make a difference. We know that complex problems are better solved when we bring great minds together from different disciplines, backgrounds, and walks of life.
- We don't limit our focus. While we're often solving specific problems, we always look for ways to apply our solutions on larger scale, maximizing our impact.

3 / VOICE AND TONE

Using the Messaging Map

Our messaging map (see page 11) is designed to create a hierarchy for our messages, but its language shouldn't be used verbatim with external audiences. Any time we are crafting copy, we should consult the messaging map to ensure alignment with our core message, to understand the types of messages we should include, and to establish the priority of the messages in our communications. Then, we lean on voice and tone to make it sound unmistakably like UE.

Make sure every communication:

- Ties back to and supports our core message
- Includes at least one of our key secondary messages
- Leads with benefits and is supported by attributes

Messaging in Four Easy Steps

When crafting a communication, follow these four steps to make sure that what you write is clear, consistent, and compelling.

Step 1

FIND THE ATTRIBUTE.

First, consult the messaging map to make sure that your topic aligns with our core message. Your topic may not be explicitly stated, but it should align with a supporting point or secondary message on the map.

If you can't closely match your program, initiative, or event to an attribute on the messaging map, you should consider whether it aligns with our goals as a university, or if the messaging map needs to evolve to include it.

Step 2

DETERMINE THE BENEFIT.

Once you've established that your topic is an attribute that we should be communicating, you need to decide the benefits to our audiences. (It's important to note that benefits will vary based on the audience we're communicating with.)

Step 3

VERIFY YOUR AUDIENCE AND YOUR PRIORITIES.

Ask yourself: "Who is this message for? What do I want them to know? If I have to prioritize one key takeaway or benefit, what is it?"

Step 4

CRAFT YOUR MESSAGE.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit—that's what you need to get across in your headline. Any supporting benefits should act as talking points for additional copy, and should be complemented by the attributes of the program or initiative you're promoting.

3 / VOICE AND TONE

Who We Are and How It Sounds

Remember those personality words we covered in strategy (page 12)? They're invaluable for helping fine-tune our voice and ensuring that our messages land with the intended audiences.

There's no need to consider more than two personality traits when you're identifying an approach, thinking it through, and writing it out.

The traits you employ will often follow the subject matter of your communication. And you'll most likely find that a single trait will rise up and serve your needs. There's no science to choosing, but it's far from random. Consider these examples, with the unvoiced example drawn from a typical expression, and one of our traits applied in the voiced example.

SUPPORTIVE

We make lasting personal connections, encouraging and empowering one another.

Unvoiced:
We are a tight-knit community, committed to helping each other succeed.

Voiced:
When you make the leap, we've got your back.

RESOURCEFUL

We work together, reaching across disciplines to solve problems creatively.

Unvoiced:
We find solutions through interdisciplinary collaboration.

Voiced:
Bravery seeks solutions from every discipline imaginable.

INVITING

We are generous with our time, attention, and interests. We create an environment that's welcoming and open.

Unvoiced:
This is a place where everyone is welcome to explore.

Voiced:
Welcome to the study of you.

COURAGEOUS

We are ambitious and determined. We face the future unafraid.

Unvoiced:
We are committed to courageously working toward a better future.

Voiced:
When the future arrives, Aces will be ready to lead it.

DYNAMIC

We have momentum and energy. We boldly seize opportunities.

Unvoiced:
The University of Evansville is continuing our upward trajectory.

Voiced:
The audacity to move ideas forward.

ADAPTABLE

We are flexible, agile, and resilient. We are relentlessly curious, always looking to stay ahead of the curve.

Unvoiced:
At the University of Evansville, we're ready to face anything that comes our way.

Voiced:
In persistent pursuit of the future.

3 / VOICE AND TONE

Putting It Together

The following scenario walks you through the step-by-step process for using the messaging map to craft content (following the four steps that we reviewed on page 20), and then putting it through our personality filters to create copy that's all us.

The scenario

You're creating a piece to promote ChangeLab, with the goal of reaching prospective students and encouraging them to find out more and eventually apply.

Step 1
FIND THE ATTRIBUTE.

Review the messaging map. Does the ChangeLab offering align with the core attribute, or any of the three main pillars?

Core:
Does it highlight a dynamic community of opportunity and support?

Well, kind of. Through the ChangeLab, students are connected with a dynamic community of opportunity and support. But that's not the main goal of the program. Let's see if there are any more direct messaging ties.

"People" pillar:
Does it exemplify an environment of awareness and investment?

Awareness, yes. Investment, maybe. But the ChangeLab is about more than awareness—it's about action. So, in this case, another pillar might be a stronger fit.

"Process" pillar:
Does it showcase a culture that fosters ideas and ingenuity?

ChangeLab bills itself as a course in which students can "create positive change for businesses, nonprofits, and the community." This probably involves ideas and ingenuity, but it doesn't promise that. There still might be a better fit.

"Progress" pillar:
Does it emphasize a commitment to multifaceted connections?

In the ChangeLab program, students of all disciplines are connected with businesses and nonprofits, industry experts and community leaders, all with the explicit goal of creating positive change in a variety of ways. This seems to be the pillar that best fits our piece.

Step 2
DETERMINE THE BENEFIT.

ChangeLab describes itself this way: "A semester-long course in which students create positive change for businesses, nonprofits, and the community. Guided by expert coaches, multidisciplinary student teams provide services or develop innovative solutions to challenges." How might you support this best with the benefits portion of our map?

It makes sense to start with the chosen attribute.

The message map is designed to pair secondary attributes and benefits. Since the ChangeLab aligns closely with the "progress" pillar's attribute, "a commitment to multifaceted connections," let's look at the benefit to make sure that checks out, too.

Creating solutions to local issues with global ramifications.

Does that sound like a benefit of ChangeLab? With projects like biodegradable composting and tiny homes, we think it does.

3 / VOICE AND TONE

Putting It Together (continued)

Step 3
VERIFY YOUR AUDIENCE AND YOUR PRIORITIES.

For the purposes of this exercise, let's look at ChangeLab from the perspective of a prospective student who may know nothing about it. Think about what's important to them. We'll want to speak to tangible experiences (what the student gets), but also connect the dots for how it all translates to success.

Step 4
CRAFT YOUR MESSAGE.

So, you've determined how ChangeLab is supported by our message map, and you've zeroed in on where it fits in to our attributes, and how it is supported by our benefits. Now, we have the backbone of our message:

> *ChangeLab is evidence of the University of Evansville's commitment to multifaceted connections, empowering students to create solutions to local issues with global ramifications.*

Next, let's infuse that statement with our brand personality traits (page 12), keeping these two traits and in mind:

> **Resourceful and Dynamic**

Now, read through our brand narrative (page 17) one more time to orient your thinking.

Finally, let's put all of this together to create a brief, compelling description of ChangeLab.

Headline
THE CURIOSITY TO STUDY CHANGE.
THE COURAGE TO LEAD IT.

Body copy
In our ChangeLab program, students from all disciplines work with experts to solve problems for businesses, nonprofits, and communities. From fighting homelessness to fostering dialogue, ChangeLab is just one way Aces are conquering the challenge of pursuing positive change.

Tips

• *Struggling with the headline? Concentrate on the body copy and worry about it later.*

• *Moving a crowd is hard. Fortunately, we only need to write to one reader at a time. Convince one, and the crowd will move.*

• *Still can't come up with a headline? Look at your body copy. Often, your third sentence can function as your headline. Weird, but true.*

3 / VOICE AND TONE

Headline Constructions

When it comes to our language, body copy tells a comprehensive story, but the headlines go a long way in setting the tone. Here are a few headline constructs we use to keep our voice sounding clearly, consistently, and authentically like us. For more examples of these constructs—and a few others— in practice, see the sample tactics in section 6.

Headline Construct 1

THE [TRAIT] TO [OUTCOME].

Here we pair a trait with an outcome, showing the reader what our work ultimately leads to. Choose strong, forthright traits—and if you can use alliteration for the trait and the outcome, all the better.

Examples:

The strength to succeed.

The confidence to connect.

The commitment to create.

Headline Construct 2

THIS IS WHAT [TRAIT] [VERB].

Fill in the blanks with a trait and a verb, showing the ultimate impact of what we do at the University of Evansville.

Examples:

This is what bravery builds.

This is what curiosity cultivates.

This is what courage creates.

Headline Construct 3

[TRAIT] + [DESCRIPTION].

This construction lets us expound on what traits like bravery actually mean here, giving the reader a deeper understanding of our strongest characteristics.

Examples:

Bravery knows no boundaries.

Creativity crosses continents.

Courage is contagious.

Helpful Writing Tips

No matter what kind of piece you're creating or copy you're crafting, use these tips to make it as effective as possible.

KEEP IT SIMPLE.

Never say in 10 words what you can say in three. As you're writing, stay cognizant of how clearly you're communicating your message. If you find yourself using more words than you need to get the idea across, see how you can streamline. Taking out adjectives and adverbs is a good place to start.

BE CLEVER, NOT CUTESY.

This is a bold brand. And while you may have a headline that's clever and thought-provoking, make sure that it doesn't get in the way of a strong statement. If people need to think too hard to get the big idea, you're going to lose their attention before they get the message.

STEER CLEAR OF CLICHÉS.

It's easy to fall back on tired clichés. But we're an institution unlike any other, and the language we use should be, too.

MAKE IT PERSONAL.

Storytelling works only as hard as the characters do. When you're writing a profile, make the lead character the star of the show, with firsthand quotes and insights into her mindset. Make it easy to relate to her as an Ace, and other people will be able to see themselves as Aces, too.

3 / VOICE AND TONE

Balancing Our Tone

If you rely on nothing else from this section to ensure that our voice is consistently ours, keep these pairings in mind as guardrails.

BOLD
but not brash

IDEALISTIC
but not impractical

FEARLESS
but not thoughtless

PERSISTENT
but not ruthless

OPTIMISTIC
but not Pollyanna

INTENSE
but not intimidating

POLISHED
but not slick

Primary Logo

Too often, brands try to chase the notion of a trend, rather than authenticity. Our primary logo is rooted in legacy, and rallies today's UE community under one strong, simple logo that links together every generation of Aces.

PRIMARY LOGO

4 / IDENTITY

Primary Logo

The University of Evansville logo is the cornerstone of our visual identity, and its consistent use helps us establish a strong, recognizable brand.

Preferred Lockup
Horizontal

The horizontal version should be used almost exclusively, in all types of compositions.

EMBLEM

WORDMARK

Additional Lockups

These versions are reserved for special instances with size constraints.

VERTICAL

HORIZONTAL

4 / IDENTITY

Emblem

The confident stance of our interlocking "U" and "E," unified like our university, represents who we are at the purest level. Thoughtful consideration should be given in all applications of the emblem.

Several variations of the mark have been developed to ensure its integrity and assist in consistency. These logos should be reproduced only from authorized digital files. Do not attempt to typeset or recreate them yourself.

FILENAME: UE 1

One Color / *Fill and Outer Bevel*
Best for all applications

FILENAME: UE 2

Two Colors / *Fill and Outer Bevel*
Best for all applications

FILENAME: UE 3

Two Colors / *Fill and Inner Bevel*
Small or limited-production applications

FILENAME: UE 4

One Color / *Outer Bevel*
Reversed-out or limited-production applications

FILENAME: UE 5

One Color / *Outer Bevel*
Extremely small applications, limited use

FILENAME: UE 6

One Color / *Fill*
Limited-space or reversed-out applications

4 / IDENTITY

Color

Our logo is built to be flexible and adaptable for all printing and digital applications. The versions below show the full range of approved color variations.

Use your discretion in choosing the color option that works best for your application.

Two Colors
Pantone 2617 + Pantone 144

One Color
Pantone 2617

One Color
Black

Reversed Logos

Use these reversed versions of the logo when appearing on a background that is too dark for the other color combinations. This can appear on various colors or photos, but be sure that there is adequate contrast between the logo and the background.

Two Colors
White + Pantone 144

One Color
White

4 / IDENTITY

Size

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—either in print or on screen. There is no maximum size limit, but use discretion when sizing the logo; it should live comfortably and clearly as an identifying mark.

Minimum Size
Emblem

NO SMALLER THAN 0.5" OR 48 PIXELS

To ensure the legibility of the interlocking letters, any versions **using the outer bevel** should be sized no smaller than 0.5 inches or 48 pixels in width.

NO SMALLER THAN 0.25" OR 24 PIXELS

For emblem marks that use only the fill of the letters, or just the outer bevel, use sizes no smaller than 0.25 inches or 24 pixels.

Minimum Size
Primary Logo

NO SMALLER THAN 1.75" OR 168 PIXELS

NO SMALLER THAN 1.125" OR 108 PIXELS

Minimum Size
Single-Line Wordmark

University of Evansville

NO SMALLER THAN 1" OR 200 PIXELS

Maximum Size

Using proper vector files, the logo and emblem can each be proportionately scaled as large as necessary.

4 / IDENTITY

Clear Space

To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured using the height of the capital "U" in the emblem, as shown.

Clear Space
Primary Logo

Clear Space
Emblem

4 / IDENTITY

Architecture

Our brand architecture directs and standardizes how we apply the logo to entities across the University: schools and colleges, administrative offices and units, academic departments and programs, and even special promotional uses.

It assists in maintaining the integrity of the primary logo. Use this page to determine where your entity fits within the architecture, and how it locks up with the primary logo.

Sub-Brand Modifier Lockup

UE University of Evansville

Modifier Line One
Modifier Line Two

Crossbar Height

Crossbar Height

Crossbar Height

½ Crossbar Height

Logo Wordmark
More Pro

Modifier Text
Galaxie Polaris Bold

Modifier width not to exceed twice the width of the wordmark

The typeface used in the wordmark should never be used for any brand communications or marketing efforts.

We recommend keeping all modifiers limited to two lines, being thoughtful of the mark's overall width, and not exceeding twice its width.

Examples

UE University of Evansville
Schroeder School of Business

UE University of Evansville
William L. Ridgway College of Arts and Sciences
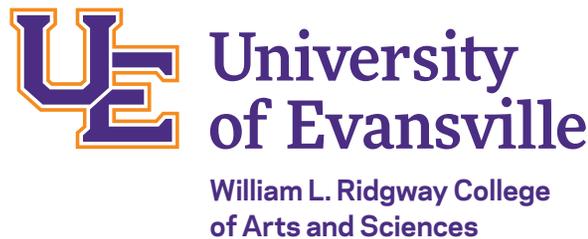
Minimum Size
Sub-Brand Modifier Lockup

UE University of Evansville
William L. Ridgway College of Arts and Sciences

NO SMALLER THAN 1.5" OR 400 PIXELS

*Due to the small size of the sub-brand modifier text, special considerations must be made when applying these lockups. Use sizes no smaller than 1.5 inches or 400 pixels, **measuring the logo portion only**.*

4 / IDENTITY

High-Fidelity Logos

Our interlocking "UE" emblem also exists as a chiseled, shaded rendering, to be used **only for specific athletic applications**, such as digital and video tactics, and physical items that employ high-end production techniques. Examples include web headers, scoreboard displays, commercials, large print and digital billboards, dimensional signage, and center court.

Three Colors, Outer Bevel
Pantone 2617 + Pantone 144 + Pantone 2627

Three Colors, Inner Bevel
Pantone 2617 + Pantone 144 + Pantone 2627

4 / IDENTITY

Aces Script Spirit Mark

Our spirit mark is a modern logo inspired by the original script worn by some of the winningest athletic teams of our past. With its unique expression and color balance, it stands out among our competitors and represents our true passion and pride in competition.

PRIMARY ACES SCRIPT

Aces Script, Color

To accommodate the various applications and production needs, the Aces script spirit mark is available in several versions and colors.

Two Colors / *Fill and Outline*
Pantone 2617 + Pantone 144

One Color / *Fill*
Pantone 2617

One Color / *Fill*
Black

One Color / *Outline*
Pantone 2617

One Color / *Fill*
White

One Color / *Outline*
White

Two Colors / *Fill and Outline*
White and Pantone 144

Ace Purple

Our mascot has evolved over time, but he has always been determined, ready to rally our fans at every competition, and truly unique among our peers.

PRIMARY ACE PURPLE MARK

Ace Purple

The Ace Purple mark is built to flex for a wide range of color applications and builds. Only use the final digital files in the color combinations shown here.

5 / VISUAL STYLE

Typography

Cocogoose is a strong, dynamic typeface that we use for energetic headlines, callouts, and other type-driven messages. It is primarily used in Ultra Light Italic, but Light Italic and Semi Light Italic are acceptable for smaller applications.

This typeface is most effective when it appears sparingly and intentionally, so reserve it for moments of impact. It should always be set in all caps.

COCOGOOSE

ULTRA LIGHT ITALIC
LIGHT ITALIC
SEMI LIGHT ITALIC

AA	BB	CC	DD	EE	FF	GG	HH
AA	*BB*	*CC*	*DD*	*EE*	*FF*	*GG*	*HH*
AA	*BB*	*CC*	*DD*	*EE*	*FF*	*GG*	*HH*
AA	***BB***	***CC***	***DD***	***EE***	***FF***	***GG***	***HH***

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
0123456789

Non-Italics For Athletic Use Only

ULTRA LIGHT ITALIC
LIGHT ITALIC
SEMI LIGHT ITALIC

AA	BB	CC	DD	EE	FF	GG	HH
AA	BB	CC	DD	EE	FF	GG	HH
AA	BB	CC	DD	EE	FF	GG	HH
AA	**BB**	**CC**	**DD**	**EE**	**FF**	**GG**	**HH**

Typography

Roboto is a clean sans-serif with a robust family of weights. Use the full family of weights for headlines, subheads, callouts, and body copy to create dynamic layouts.

Roboto is also available in a condensed version, which can add more variety in text-heavy communications.

Roboto

Thin	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Light	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Regular	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Medium	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Bold	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Black	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Condensed Thin	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Condensed Regular	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Condensed Bold	*Italic*	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUu
VvWwXxYyZz

0123456789

5 / VISUAL STYLE

Typography

Nike Bureau is a bold condensed typeface that is only for use in athletic applications. This helps us create a cohesive ecosystem that matches athletic uniforms and apparel.

NIKE BUREAU

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
0123456789

UNIVERSITY OF
EVANSVILLE
ACES

UE EVANSVILLE

UE ACES

UNIVERSITY OF
EVANSVILLE
Aces

5 / VISUAL STYLE

Typesetting

It's important that, when using the brand typefaces, you follow these best practices to ensure that pieces look refined and communicate as effectively as possible.

Leading

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight.

Trust your eye. If the space between lines or characters looks too tight or too loose, it probably is. Remember, the main purpose of leading and tracking is to make it quick and easy for readers to digest multiple lines of copy.

Tracking

Correct letterspacing, called tracking, also helps to make the type easy to read. Tracking for Cocogoose should be slightly tighter and manually kerned, due to the vertical, slanted nature of the characters. Roboto typically looks good with default tracking and optical kerning, but it may need to be adjusted depending on the scale.

TIGHT LINE SPACING.

Tight letter spacing too.

Leading for body copy should generally be set at 3 points higher than the text size. At smaller sizes, you may need to slightly increase the leading. At larger sizes, you may need to slightly decrease the leading.

Tracking shouldn't be too tight or too loose.

It's usually acceptable to use the default tracking for body copy. However, you may need to increase tracking at smaller scales and decrease it at larger scales.

5 / VISUAL STYLE

Color Palette

Our color palette is bright and energetic. It consists of our core purple, orange, and white, with a secondary accent palette for variety and balance. We always lead with the core palette when we're creating communications.

Core

Secondary

5 / VISUAL STYLE
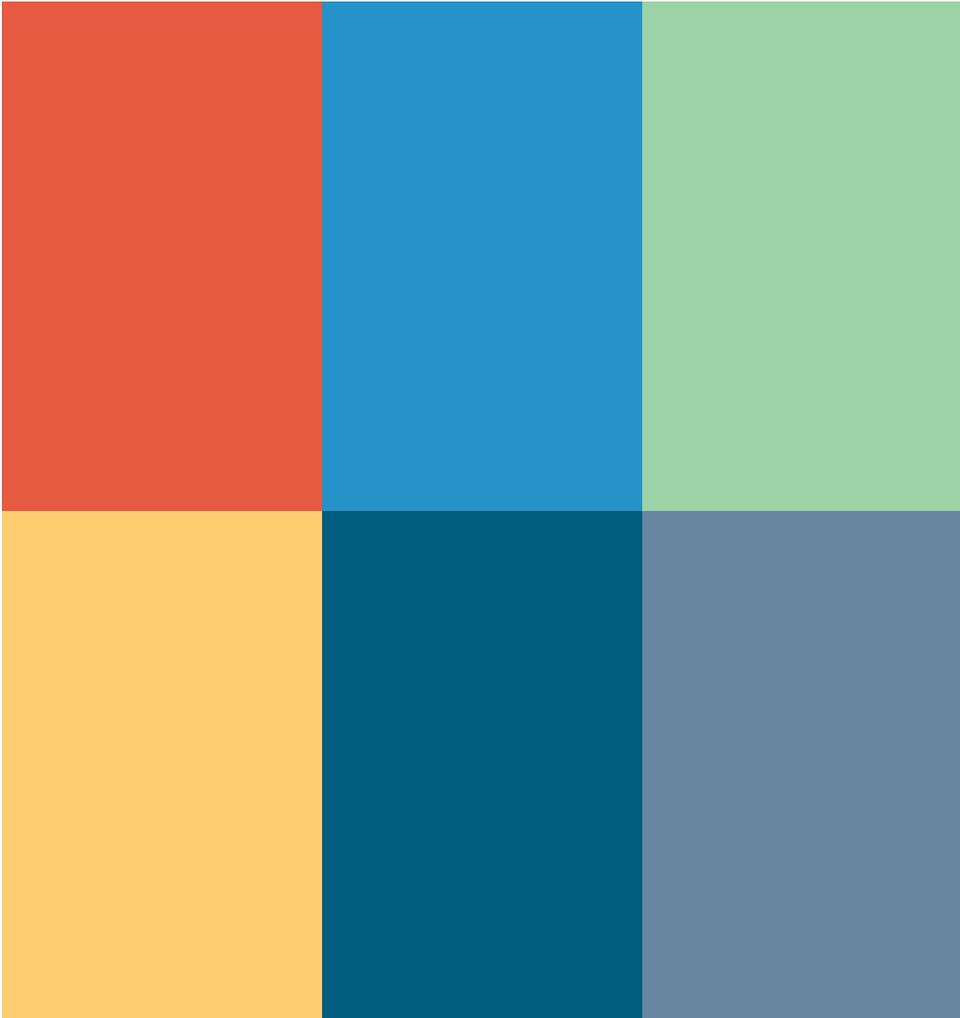
Color Palette: Core

Core colors should lead in our designs. These may appear as floods of color, text colors, callouts, and visual elements. While there are other palettes in our brand, these colors should be the most prominent and the ones that people remember most from any UE materials or communications.

PMS 2617
C84, M100, Y0, K12
R76, G38, B131
4C2683

White
C0, M0, Y0, K0
R255, G255, B255
FFFFFF

PMS 144
C0, M55, Y100, K0
R246, G139, B31
F68B1F

5 / VISUAL STYLE

Color Palette: Secondary

Secondary colors act as accents and complements to our core palette. They should never overtake the color hierarchy but can be used to add visual interest to compositions, callouts, or visual elements.

PMS 7417
C5, M80, Y80, K0
R224, G78, B57
E04E39

PMS 141
C0, M20, Y62, K0
R242, G199, B92
F2C75C

PMS 7689
C77, M30, Y5, K0
R41, G143, B194
298FC2

PMS 7699
C73, M13, Y0, K57
R52, G101, B127
34657F

PMS 345
C40, M0, Y45, K0
R145, G214, B172
91D6AC

PMS 5425
C50, M25, Y10, K25
R122, G153, B172
7A99AC

Black (and tints)
C0, M0, Y0, K100
R0, G0, B0
000000

20%

40%

80%

5 / VISUAL STYLE
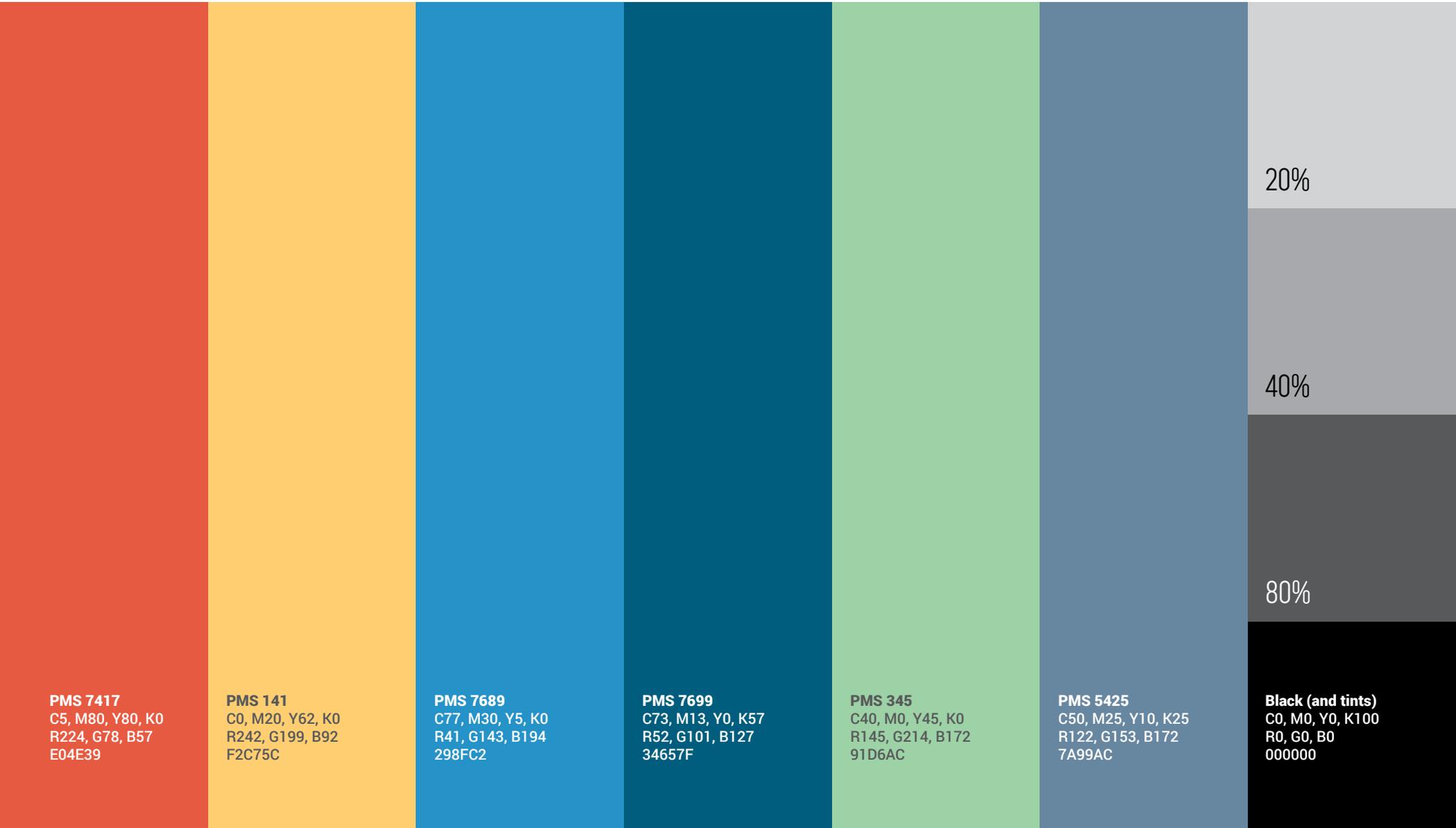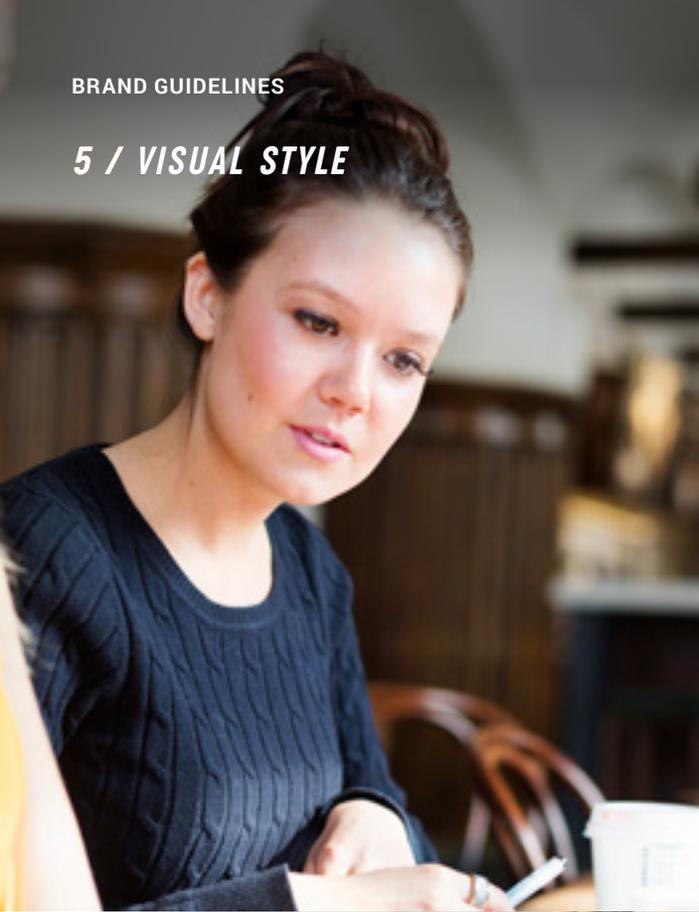
Photography

In-the-Moment

Convey the sense of a day in the life of a member of the UE family by using in-the-moment candids. These should feel authentic and soft, shot using natural light, focusing on the emotion of the moment.

5 / VISUAL STYLE

Photography

Topical

Highlight the amazing things happening because of University of Evansville with editorial-style shots. These are more closely art-directed than the in-the-moment shots and feature people doing impactful work.

5 / VISUAL STYLE

Photography

Changemaker

Turn the focus on the changemakers by shooting studio portraits on a dark background. This will bring our people front and center, telling the story through their faces. Add variety by choosing to use black-and-white photographs, or by treating them with a purple cast.

5 / VISUAL STYLE

Graphic Elements

Connection Line

Changemaking happens because of our collaborative environment. We use connection lines to visually convey the spark and energy fostered by these inspiring ideas. These can create dynamic layouts and highlight key information by wrapping around other elements and moving across a layout.

Ways to use connection lines

- To communicate the energy around type.

- To help show how a big headline leads to a small callout.

- To visually connect multiple content items to show how various elements or ideas are linked (such as linking a student to her interests).

Considerations

- Always begin and end with a circular dot, unless the line is going behind an object.

- While there is no universal line weight, take care to ensure that the line and dots are sized appropriately—not too thick or too thin.

- The lines should flow rhythmically, creating dynamic turn-backs and wrapping through and around objects to create an unified layout.

WHAT BRAVERY BUILDS

evansville.edu

COURAGEOUS ACADEMICS

Diverse students. Unique curriculum. Unscripted trajectories.

Nimus, quiscil inis quatur? Us sapellesto offic tem rae. Agnis demque conet fugiat qui blaborem rem ea qui blab in expeliqui odist, nonsend ersperum rem estia nimaxima ilit eum solenis ea non-seque plaborro est, voluptatur.

5 / VISUAL STYLE

Graphic Elements

Monotones

By applying a single-color effect to photography, we can give a unique, cohesive look to the brand. This technique should be used sparingly, to add interest and texture to a design.

Use any colors from the brand palette, layering together interesting moments and individuals to tell the University of Evansville story.

BRAND APPLICATION *EXAMPLES*

6 / BRAND APPLICATION EXAMPLES

Sample Viewbook

6 / BRAND APPLICATION EXAMPLES

Sample Viewbook

6 / BRAND APPLICATION EXAMPLES

Sample Viewbook

"TO HAVE THE OPPORTUNITY FOR THIS LEVEL OF RESEARCH IN MY JUNIOR YEAR MADE ALL THE DIFFERENCE."

A little more fearless than the day before.

Por si statessim rendis et del irvendi dolo mi, volore rers alibuoci cuoda prempos restis estan sirvan alteens.

1st

In 2015, Evansville tied for first in the doctoral's institutions category of universities producing the most Fulbright U.S. Scholars

Por si statessim rendis et del irvendi dolo mi, volorem alibuoci cuoda prempos restis estan sirvan alteens net rostexst crepero igfietum fugit edit state res.

Por si statessim rendis et del irvendi dolo mi, volorem alibuoci cuoda prempos restis estan sirvan alteens net rostexst crepero igfietum fugit edit state res.

NO.23

among the nation's "Best Liberal Arts Colleges"
— U.S. News & World Report

Tougher than the obstacles that blocked her path.

Por si statessim rendis et del irvendi dolo mi, volorem alibuoci cuoda prempos restis estan sirvan alteens net rostexst crepero igfietum fugit edit state res.

Sample Viewbook

THE AUDACITY
TO DREAM.
THE COURAGE
TO CREATE.

Here, we bravely build the future.

Por ut atterestin nerdie ex et del invendi dolo rit, volorerem elibus el cuada prerpos nerds ertas almas alterse not escimal orepro ipidatum.

6 / BRAND APPLICATION EXAMPLES

Sample Viewbook

Sample Viewbook

6 / BRAND APPLICATION EXAMPLES

Sample Viewbook

Powering Puerto Rican schools with solar energy. This is what bravery builds.

Por el diatessim rendis ex et del inendi dolo ni, voloreem alibandi cuedo prempos restia estas simus sitams crepero lpitisium fugit adit ditate nas.

THIS IS A CAMPUS   DEDICATED TO DIFFERENCE.

Whether we're pioneering alternative energy solutions or solving a housing crisis, we are driven to drive progress.

Hinous, quasilf ints quatur! Ua sapeltents offic nen rea. Agnis chetque conet figiat qui kibbrem eum ea qui kibbin ecerligif ofici, conemd emperum rem asta conadans itf euos ioheris es cononque piabtoro.

NO.23

among the nation's "Best Liberal Arts Colleges" — U.S. News & World Report

95%

of the graduating class of 2016 were either employed or in a graduate school within months of graduation.

6 / BRAND APPLICATION EXAMPLES

Sample Viewbook

6 / BRAND APPLICATION EXAMPLES

Sample Print Ads

A wetland park that naturally purifies city water.

To find alternative ideas to solve municipal challenges, you need the courage to question what's been done before. When high schoolers Sara Haynie and Robert Lopez saw a new way to make Evansville's water better, UE made sure they had the resources to make lasting change.

Be a #UEChangemaker

WHAT BRAVERY BUILDS.

evansville.edu

An entire lab dedicated to forging tangible change.

We value the courage it takes to collaborate. It's why we provide a network of support and an environment where questions are encouraged, taking risks is natural, and failure is just part of the learning curve. In fact, we made it part of UE's curriculum—not only to foster innovation, but also to cultivate bold thinking.

Be a #UEChangemaker

COURAGE IS CONTAGIOUS.

evansville.edu

6 / BRAND APPLICATION EXAMPLES

Sample Print Ads