



# **EASTERN WASHINGTON UNIVERSITY**

ATHLETICS BRAND IDENTITY, USAGE AND STYLE GUIDE



# ABOUT THIS GUIDE

Eastern Washington University Athletics is visually represented by a series of closely related logos, the sum of these marks comprise the Eastern Athletics brand identity. This guide is intended as a resource for both internal departments and external vendors who apply the University's athletic brand identity. It was created to ensure consistent use of the athletic department's logos, symbols, color and typography across a wide variety of applications. The following pages are official policy of the University as it pertains to the reproduction of its athletic identity.

All logos and artwork depicted within this guide are trademarks of Eastern Washington University. Any use without consent of the University is strictly prohibited. Athletics marks and guidelines may vary slightly from University brand guidelines.

For additional information regarding the EWU athletic brand identity or for questions regarding specific use, please contact:

**Eastern Washington University Athletics**  
207 Physical Education Building  
Cheney, WA 99004

# COLOR INFORMATION

The official colors of Eastern Washington University are Red and White.

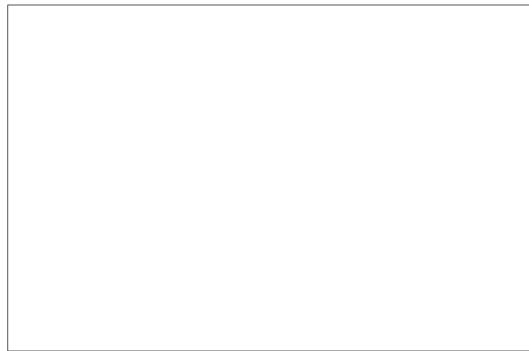
The color standards that apply to the athletics visual identity are shown here. Color specifications must never be altered under any circumstance.

NOTE: Due to the inconsistent nature of computer display and smartphone screens, the colors depicted within this guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® number for accurate color reproduction.



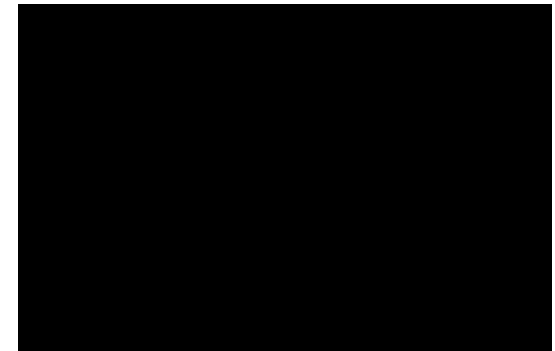
## RED

**CMYK** | 0 100 80 05 | #C8102E  
**RGB** | 183 20 46 | #B7142E  
**PANTONE** | 186



## WHITE

**CMYK** | 0 0 0 0 | #FFFFFF  
**RGB** | 255 255 255 | #FFFFFF  
**PANTONE** | 11-0601 TCX



## BLACK

**CMYK** | 0 0 0 100 | #000000  
**RGB** | 0 0 0 | #000000  
**PANTONE** | 19-0303 TCX

## EAGLE ICON - 2 COLOR

The primary logo of the Eastern Washington University Athletics visual identity is the Eagle icon. The icon may appear on red backgrounds, light gray or white backgrounds, or black backgrounds.

The two-color version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color Eagle icon are shown here.



## EAGLE ICON - 1 COLOR

The primary logo of the Eastern Washington University Athletics visual identity is the Eagle icon. The icon may appear on red backgrounds, light gray or white backgrounds, or black backgrounds.

The one-color version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color Eagle icon are shown here.



## EAGLE ICON - STROKE

The stroked Eagle Icon is available when 1 or 2 color variations are not usable. The icon may appear on red backgrounds or black backgrounds.

The stroked version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color Eagle icon are shown here.



## EASTERN WA WORDMARK

Custom wordmarks have been created for EASTERN WASHINGTON and EAGLES. The icon may appear on red backgrounds, light gray or white backgrounds, or black backgrounds.

The Eastern Washington wordmark is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color Eagle icon are shown here.

***EASTERN  
WASHINGTON***

***EASTERN  
WASHINGTON***

***EASTERN  
WASHINGTON***

***EASTERN  
WASHINGTON***

***EASTERN  
WASHINGTON***

***EASTERN  
WASHINGTON***

## EAGLES WORDMARK

Custom wordmarks have been created for EASTERN WASHINGTON and EAGLES. The icon may appear on red backgrounds, light gray or white backgrounds, or black backgrounds.

The Eagles wordmark is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color Eagle icon are shown here.

***EAGLES***  
***EAGLES***

***EAGLES***  
***EAGLES***

***EAGLES***  
***EAGLES***

# TYPOGRAPHY

**Komu B** is a typeface meant to stand alongside the social media brand, the wordmark and scripts. It is perfect for headlines and social media graphics.

**Komu B** does not have any lowercase characters, so it should be used to denote departments and sports in places like letterheads, and facility signage, or as a large attention-grabbing headline in graphics.

**Cuisine OT** is a script typeface meant to to be a secondary font on social media. It is perfect for pairing with **Komu B** on certain social media graphics. It should not be used on its own, or in all caps. It should be used creatively when a script font is necessary and readability isn't the main goal.

The **Roboto** font family is a versatile typeface with a variety of weights that can be used in several applications. You're looking at **Roboto Regular** right now. It should be used when readability is most important, such as press releases, media guides, and bodies of text. Medium, Bold, or Black can all be used for added emphasis. Light or Thin can be used when the text is large enough to maintain eligibility.

**Serpentine** can be seen as the main text on all teams uniforms and signage around athletic buildings on the EWU campus. It can also be used in certain circumstances on social media.

## KOMU B

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## *Cuisine OT*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## **SERPENTINE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# COMMON MISUSE



**NEVER** distort the logo



**NEVER** alter color placement



**NEVER** use unapproved colors



**NEVER** combine the logos



**NEVER** skew the logo



**NEVER** crop the logo



**NEVER** rotate the logo



**NEVER** add dropshadow



**NEVER** alter stroke from the approved version



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