

# EUREKA COLLEGE

## ATHLETICS BRAND STANDARDS GUIDE



## Athletics Logo Guidelines

Consistency of brand is very important. Consistency of athletics logos and wordmarks is no exception. However, some flexibility is necessary within the brand in order to accommodate the full range of media necessary to convey the college's athletics department message. In light of this, various color, layout and other variations are provided to accommodate this need. These variations, however, still must meet the guidelines established for their particular usage. When in doubt about a particular usage or variation, you should always contact the Office of Marketing and Communications for clarification and approval.

### APPLIED USE

When utilizing the athletics brands whether EC, Red Devils, or shield logo, it is required that somewhere on the apparel Eureka College is represented. This allows for the natural tie between the college and the athletic team.

### EC ATHLETICS LOGO

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### RED DEVILS LOGO

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### ATHLETICS SHIELD

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## Athletics Logo Variations

### RED DEVILS LOGO VARIATIONS



Full-Color



Two-Color



One-Color

The Red Devils logo can be customized to fit the applicable sport. Sports names should be Baskerville SemiBold, and the letter height should be half the height of the word “Red”.

### EC ATHLETICS LOGO VARIATIONS



Full-Color



Two-Color



Alt. Two-Color



One-Color

### ATHLETICS SHIELD VARIATIONS



Full-Color



Two-Color



One-Color

The athletics shield logo can be customized to fit the applicable sport. Sports names should be Adobe Garamond Bold and be centered in the capline of the shield.

## Athletics Logo Best Practices

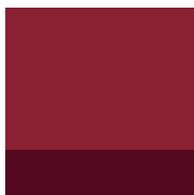
Proper athletic logo usage is vital if we are to present ourselves with a clear, singular voice, personality, and message. The following items will guide you through using our athletics logos properly as well as issues to avoid. If you are still unsure or have questions or concerns about the proper usage or portrayal of a logo, please contact the Office of Marketing and Communications for help.

- Use only approved, unaltered versions of the Eureka College athletics logo(s).
- When scaling (enlarging or reducing) an athletics logo, always make sure that the shift key is used to maintain the original proportion of the mark. The logo(s) must always stay in their original proportions.
- If you don't have the correct file, you may obtain one by contacting the Office of Marketing and Communications or visiting the *Resources* tab at [www.eureka.edu](http://www.eureka.edu).
- Use the official athletics logo(s) when Eureka's athletics logo needs to be shown within a list of visual marks from other entities or institutions.

### PLEASE AVOID THE FOLLOWING

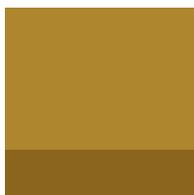
- Never use the athletics logo within text.
- Do not re-create the athletics logo(s) in any way.
- Do not add any additional marks, graphic elements, or words, except as approved by the Office of Marketing and Communications.
- Do not alter the logo, except to change the sizing proportionally.
- Do not outline the logo.

## Primary & Secondary Colors



### Eureka Maroon

CMYK: 9, 100, 64, 48  
 RGB: 134, 38, 51  
 HEX: #862633  
 PMS: 202 C



### Eureka Gold

CMYK: 7, 28, 100, 30  
 RGB: 172, 132, 0  
 HEX: #AC8400  
 PMS: 118 C



### Dark Gray

CMYK: 67, 59, 60, 44  
 RGB: 68, 69, 67  
 HEX: #444543  
 PMS: 446



### Cool Gray

CMYK: 58, 45, 43, 10  
 RGB: 113, 120, 123  
 HEX: #71787B  
 PMS: 424

### Deep Maroon

CMYK: 40, 96, 68, 59  
 RGB: 85, 11, 33  
 HEX: #550B21  
 PMS: 7421

### Deep Gold

CMYK: 29, 50, 100, 30  
 RGB: 140, 101, 32  
 HEX: #8C6520  
 PMS: 1265

### Black

CMYK: 0, 0, 0, 100  
 RGB: 0, 0, 0  
 HEX: #000000  
 PMS: Black 6

### Dark Gray

CMYK: 67, 59, 60, 44  
 RGB: 68, 69, 67  
 HEX: #444543  
 PMS: 446

For updates or more information, visit <https://www.eureka.edu/brand-marketing> or contact the Office of Marketing and Communications by calling **309-467-6345**.



This Eureka College brand standards guide was developed as a collaborative partnership with Timberline Team Consulting. [www.timberlineteam.com](http://www.timberlineteam.com)

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