

ETOWN

ELIZABETH TOWN COLLEGE

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OUR BRAND

WHY DO WE NEED A BRAND STYLE GUIDE?

The Elizabethtown College brand is not something that a few people created. It is what we—**all of us**—have built, together, day after day, year after year, for generations of Blue Jays. It is how we strive for excellence and why we work so hard for everyone in our community.

Our brand is the articulation of what we already understand about ourselves. It is a declaration of our identity and a promise to uphold those values and commitments that make us who we are.

Our brand style guide helps us clarify how we can best reinforce that identity in all of our communications. And when we build strong brand consistency, we:

MAXIMIZE THE EFFECTS OF ALL COMMUNICATIONS.

Reach is the number of people exposed to our brand. Frequency is the number of times they are exposed. When we reach multiple people with the same brand, we give them a common experience upon which our brand and reputation can grow. When we keep our brand consistent over multiple exposures, we build familiarity and trust. Consistency allows us to move from constantly reintroducing ourselves to engaging in deeper, more nuanced conversations. It makes what we say and the work we do even more effective.

LEVERAGE OUR SUCCESS ACROSS THE UNIVERSITY.

When our diverse community speaks together with a shared voice, successes in one area—such as a faculty member’s recognition for outstanding work in their field or a student group winning a national competition—can positively impact other areas, such as undergraduate recruitment or alumni engagement. As the adage goes, a rising tide raises all ships. When we share in our commitment to communicating our brand identity effectively, we also share each other’s successes.

SPEAK WITH A UNIFIED VOICE.

Establishing brand consistency is like conducting a well-trained 100-voice choir: We don’t all need to sing the same notes or even the same words, but if we follow the same score and harmonize with each other, we will make our impact heard. Likewise, when even one voice is out of sync with the rest of the choir, that dissonance becomes the focus of what people hear and damages the entire song. Brand consistency ensures that our voices come together to amplify who we are.

A brand style guide is not about enforcing conformity but rather about achieving harmony. We are who we are because of a sense of shared values and goals among our diverse community.

Brand Promise

No other college will engage you in finding and pursuing your life's calling, your life's work, and your most fulfilling future like we do.

A brand promise is, simply, what we endeavor to do for others. It's our offer to the world. Our brand promise is the value we bring to our students, our alumni, our faculty and staff—everyone in the Etown family.

Brand Position

We take students farther, faster because we are a 21st-century hybrid combining high-quality professional programs, real-world experience, and a 125+ year learning tradition of thinking critically, analyzing deeply, and communicating effectively.

Our brand position is what sets us apart from other institutions. It is the distinct space we occupy, the ground we have staked out and built upon.

BRAND CHAPTERS

Our brand is the structure of our institutional identity. This identity has been built over generations by our students, alumni, faculty and staff. Our brand, as put forth in the following brand chapters, is the culmination of looking at what we have accomplished and articulating the culture, values, and vision that have come to life here at Etown.

Just as any structure needs multiple pillars for its strength and durability, our brand is built on five chapters that exemplify who we are. These brand chapters clarify what makes our institutional identity dynamic and unique.

CHAPTER ONE

Be Exceptional.

At Etown, we're not interested in basic. We want exceptional, so we combine the most sought-after professional programs taught by outstanding professor-mentors, guaranteed high-impact experiences like research, internships, and cross-cultural study, and a 120+ year tradition of learning to think critically, analyze deeply, and communicate effectively. It's an education that will make you exceptional in whatever profession you choose.



CHAPTER TWO

Live Your Best Life.

Can you do good in the world and earn a good living too? Our students do. They become the influential advocates and change makers, exceptional communicators and cause organizers the world needs more of. All while surpassing national averages for admission to medical, business, and law schools and earning median starting salaries of nearly \$50,000 upon graduation.



CHAPTER THREE

Smart Value. High Reward.

Can you get where you want to go faster and reap the rewards of your hard work? Our students do. High quality, high value, and the kind of earning power that ranks us among the country's highest value-added institutions with mid-career earnings 27% more than predicted is what an Etown education delivers.



CHAPTER FOUR

Live Out Loud.

We don't just promise a supportive, caring, and vibrant community, we live it with 85% of our students living on our beautiful 204-acre campus. Etown's student-centered culture is at the heart of everything we do, from being known for faculty mentoring to connecting students to nearby city centers for internship and career opportunities to the way we intentionally bridge community life, service, athletics, arts, and academics so you can discover your most fulfilling path.



CHAPTER FIVE

Blue Jays. Always.

An Elizabethtown education is for people who feel the pull to contribute to the world. With more than 20,000 alumni, no Blue Jays are alike, but we are birds of a feather who have found each other. We flock to this place because we believe in using our talents, empathy, intellect, and energy to confidently serve the world. Etown is where we discover how.



BRAND STORY

Our brand story brings together our brand promise, brand position, and brand chapters into a narrative that encapsulates what makes the Etown experience singular. It takes these statements and makes them cohesive, makes them real. It inspires a sense of pride and aspiration. It is what we stand for and why we're proud to be Blue Jays.

This brand story is for us, to help us always remember who we are. It is not intended to be used verbatim in outward-facing communications. Although it should always inform how we talk about ourselves, it should not be used in advertisements or videos.

WHEN YOUR BEST LIFE IS CALLING, ANSWER YES.

CAN YOU DO GOOD IN THE WORLD AND EARN A GOOD LIVING TOO? OUR STUDENTS DO.

Can your education be highly enjoyable and make you highly employable too? Can it be an essential education that will make you essential because you are someone who adds value wherever you go through your ideas and impact, your quick and smart thinking, your empathy and humanity, your actions and decisions?

An Etown education is for people who feel the pull to contribute to the world. Because no other college will engage you in finding your life's calling, your life's work, and your most fulfilling future like we do. Etown graduates become doctors, coders, therapists, entrepreneurs, journalists, CEOs, engineers, social workers, inventors, teachers, musicians, filmmakers, lawyers, and government leaders. They become the changemakers, exceptional communicators, cause organizers, and influencers the world needs more of.

At Etown, we're not interested in basic. We want essential and we know you do too. We are nationally ranked for high quality, high graduate earnings, and a tuition that makes us one of the best values in the country.

We combine the most sought-after professional programs, guaranteed high-impact experiences like research, internships, and cross-cultural study, and a 125+ year tradition of learning to think critically, analyze deeply, and communicate effectively. It's an essential education that makes 98% of our graduates agree they have what it takes to be successful. It's why **U.S. News, Princeton Review,** and **Forbes** rank us among the top colleges in the nation.

Your best life is calling. Answer here. We can show you how. You can show the world.

LANGUAGE

Language

We know **who** we are. And when we compose anything on behalf of Elizabethtown, we need to also be mindful of **how** we present ourselves in writing. And while we embrace diversity of voices in different contexts and among individual representatives of the College, we also strive for unity of basic writing styling and a harmony of tone.

AP STYLE

By adhering to one writing style guide—the **Associated Press Stylebook**, or AP Style—we ensure that readers pay attention to what we’re saying, not the technicalities of how we wrote it. Our message will be heard because questions of capitalization, punctuation, and grammar fade into the background.

AP Style is the benchmark of today’s professional media. It emphasizes clarity and brevity. In addition, because it is the standard-bearer in mainstream communications, readers are familiar with its usages and practices. We want people to take in what we have to say, not be jarred by the unconventionality of how we’re saying it.

HOW TO USE AP STYLE

All departments should have the **AP Stylebook** on hand, and anyone tasked with writing outgoing communications

should own their own copy. Should you need one, the College Store should always have some in stock. Moreover, you can find online several summaries, which can be a lifesaver in a pinch—although we prefer you reference the **Stylebook** itself whenever possible.

Don’t be intimidated when cracking open the **AP Stylebook** for the first time. For ease of use, it is organized just like a big glossary. Want to know whether to spell out or use a numeral? Look under N. Do you wonder about when to use a hyphen, capitalizing after a colon or how to use a semicolon? Check out P for punctuation. It’s that simple.

WHY AP STYLE?

The **Associated Press Stylebook** is the gold standard of mainstream media publishing. Its guidelines are clear and concise, emphasizing accuracy and brevity. What’s more, because it is used so much in journalism, it is familiar to most readers. So, when reading our literature, they will not be distracted by unfamiliar styling and formatting practices. Instead, they’ll simply take in what we’re saying and become part of the conversation.

NOTES AND EXCEPTIONS

Use a serial comma:
When a conjunction joins the last two elements in a series of three or more, a comma should appear before the conjunction. She sent emails to her mom, her professor, and her best friend.

In general, we use headline capitalization (capitalize nouns, verbs, and adjectives, but not prepositions and conjunctions) for all campus spaces, departments, offices, and groups. In addition, the following terms should always be capitalized accordingly:

- Distinguished Professor
- Fall Orientation
- Fellow
- Blue Jay Ambassadors
- Orientation
- Peer Mentor
- Real-World Learning
- Summer Orientation
- Writing Fellow

Use lowercase for terms such as:

- associate degree (note there is no apostrophe s)
- bachelor’s degree
- master’s degree

Use lowercase when describing a degree:

- master’s of business administration - (MBA)
- master’s in occupational therapy - (M.S.)
- master’s in strategic leadership - (M.S.)
- master’s in education (special education concentration) - (M.Ed.)

For student and alumni names use a left-facing apostrophe prior to an abbreviated graduation year. Individuals with multiple degrees should include a comma separating the degree.

John Smith ’22
Jane Smith ’22, MBA’24

Language

HOW WE REFER TO OURSELVES

Just as we go by different names with people the more familiar we become with them, what we call ourselves in official institutional materials evolves too. We think of how we refer to ourselves like getting to know someone: We begin formally and become more conversational as people get to know us better.

Elizabethtown College. Use our full name upon the first reference in any story or document. Be sure to include **College**, so as to avoid confusion with Elizabethtown, PA.

Etown. After the first reference of our name in the body of a story or document, use **Etown. Etown**, may be used in a headline or title, even if it is the first reference to our name. **Please note: E-town, ETown, and E'town, are never acceptable uses.**

College. When using the word **college**, in direct reference to Elizabethtown, the C should be uppercase.

Blue Jays. When speaking or writing in reference to our athletics or when emphasizing our College spirit and pride, we refer to ourselves as Blue Jays.

HOW WE TALK ABOUT OURSELVES

Elizabethtown College is committed to each and every person's success. We come together so each of us can rise in our own unique way. This spirit should come through in how we write about ourselves as well as in our voice and tone. All of our writing needs to resonate with this sense of unity and vitality.

Second person plural. We challenge and celebrate each other. We are in this together. We must speak and write not as mere observers of the College but as voices of community and solidarity. We present ourselves as inclusive representatives of our community, not as an unapproachable institution. For this reason, we use **we, us** and **our** whenever possible. For example: Our **students**, not **Elizabethtown College students. We believe**, not **Etown believes.**

Tone. Our Brand Identity should come through in all of our communications. We want to be sure to strike a vibrant and accessible tone—not something stifled or distant. But we are also professional and committed to our work of preparing students for success. As such, the tone of all writing should balance these different elements of our Brand Identity: welcoming but not folksy, smart but not stiff, assertive but not arrogant. Be sure to develop a clear sense of our full Brand Story before setting out to compose any College communications.

HOW WE SHARE OUR MOTTO

At Etown, our motto is to **Educate for Service**. Our motto should not be placed in quotes. Our motto means we believe that learning is most noble when used to benefit others, regardless of chosen career path. We prepare our students to lead rich lives of purpose and meaning while advancing independent thought, personal integrity, and social responsibility. We foster the values of peace, nonviolence, human dignity, and social justice. These are the foundations for a life of learning that starts with Etown.

Language

EMAIL SIGNATURE FORMAT

We value the importance of consistency and professionalism in every communication from our institution.

In official College emails, all faculty and staff should follow the following complete and consistent signature format.

The College strongly encourages employees and students to refrain from adding images including logos in email signatures to safeguard the deliverability and reduce vulnerabilities of our messages.

John Doe, Ph.D.	Full name (upper- and lowercase, Verdana bold)
<i>Director of Media Relations and Marketing</i>	Title (upper- and lowercase, Verdana italic)
Office of Marketing and Communications	Department (if applicable)
Elizabethtown College	Our full, formal name (upper- and lowercase, Verdana)
O: 000-000-0000 x000	Office phone number with direct extension (if applicable)
M: 000-000-0000	Mobile phone number (if desired)
etown.edu	College URL

VISUALS

Color Palette

PRIMARY PALETTE

Elizabethtown College blue is the anchor of our brand palette. It is appropriate for all College communications and should take a primary role in any visual communications.

SECONDARY PALETTE

Our secondary palette comprises four supporting tones that can be used along with Etown blue to bring depth, variety, and visual hierarchy to any layout.

OTHER COLORS

Although we do not discourage you from using additional colors, they should not be implemented at the expense of our brand primary and secondary palettes, nor should they compromise our visual clarity and tone. They should function solely to further the purpose of the specific materials and in support of our primary and secondary palettes.

PRIMARY COLOR

PMS 2945
C100 M73 Y20 K5
R0 G75 B152
HEX #004B98

SECONDARY COLORS

PMS 289
C99 M84 Y45 K51
R10 G34 B64
HEX #0A2240

PMS 298
C65 M10 Y1 K0
R61 G181 B230
HEX #3DB5E6

PMS 485
C6 M97 Y100 K1
R225 G38 B28
HEX #E1261C

SGPS ONLY

PMS 368
C63 M0 Y97 K0
R120 G190 B32
HEX #61BF1A

PMS Cool Gray 3
C21 M16 Y17 K0
R200 G200 B200
HEX #C8C8C8

Typography

The Etown typography consists of one display font, one supporting and copy font, and one general use font.

DISPLAY FONT

Clarendon Bold Condensed

The Clarendon Bold Condensed font has a classic feel, carries a sense of weight and prestige, and is easily readable.

This font should only be used for headlines and at large size.

SUPPORTING AND COPY FONT

Gotham

The Gotham font is clean and modern. It adapts easily to changes in size, retaining legibility and clarity.

This font is suitable for subheads and all body copy.

GENERAL USE FONT

Verdana

Like Gotham, Verdana is clean and modern. It is also an almost universally available font, making it ideal for day-to-day communications.

This font should be used as a desktop font whenever Clarendon and Gotham are unavailable. It is suitable for all web, email, and online copy. It should also be the default font for all documents produced by Etown staff and administration.

Clarendon Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERDANA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO FONTS

Birch and Oswald are used as elements of our Official College Logo, Wordmark, and Etown mark. While they are essential elements of our brand, they are not approved for use in headlines or body copy. They are to be used only in our logos and brand marks.

BIRCH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND MARKS

Our Marks



OFFICIAL ELIZABETHTOWN COLLEGE LOGO

All other Etown logos are subordinate to this logo. This logo is appropriate for all uses, from signage to print collateral to wearables, and is mandatory in all college communications.



WORDMARK

This wordmark is appropriate for use at smaller sizes, when Etown branding is secondary or when the mood of the piece is more conservative or restrained, such as to indicate sponsorship of a community event or as a college identifier on the back page or credits section of an event program.



E LOGO

This logo is appropriate for more celebratory uses, where the focus is on the college. Its use is best suited to audiences who already have some familiarity with the college.



ETOWN MARK

This mark is best for promotional uses with audiences who might not yet be familiar with the college. It is ideal where visibility is of utmost importance, such as on billboards or posters, or when being reproduced in small sizes, such as in digital and mobile ads.



COLLEGE SEAL

This seal conveys the official institutional endorsement and authority of the College. Thus, careful discretion should be taken in its reproduction. It is appropriate for diplomas, communiqué from the Office of the President, and official announcements from the College. Any usage of the College Seal must be approved by the Office of Marketing and Communications.



ATHLETIC MARKS

These marks should be reserved for use within the context of athletics or as spirit marks for an internal audience. They are not appropriate College identifying marks for academic communications for general audiences.

Official College Logo

The **Official College logo** is the primary graphic element of our brand system. Its consistent use strengthens our brand and reinforces our reputation with our students, faculty, staff, and alumni; other academic institutions; the people of Pennsylvania and surrounding regions; and the wider world.

The Official Elizabethtown logo is suitable for use on all Etown communications wherever you can ensure quick and effortless readability. However, although this logo is approved for all uses, we recommend the Etown mark (below) when we want something that can be read faster, such as in posters or on billboards, or when the medium may render it at a very small size, such as in online ads.



Elizabethtown College



Elizabethtown College

Color Variations

Whenever possible, the official College logo and our wordmark should be reproduced in Etown blue. When this is not feasible due to reproduction or visibility concerns, it may also be reproduced in solid black or knocked out in white. Our logo should not be reproduced in any other colors unless approved by the Office of Marketing and Communications.

When placed on a light-colored background, our official logo should only be reproduced in Etown blue. If reproduction capabilities are limited, it may be produced in solid black. Whether using Etown blue or solid black, it must be printed at 100% opacity—shades or tints are not acceptable.

If the logo is being placed on a dark background, it may be reproduced in white.



Elizabethtown College



Elizabethtown College



Elizabethtown College



Elizabethtown College

Rules and Usage

CLEAR SPACE

To ensure visibility and clarity, all text, graphic elements, and other logos must have a clear space on all sides of the official Elizabethtown logo. This clear space should, on all sides of the mark, be equal to the size of the big **E** in the center of the circle.

MINIMUM SIZE

In order to ensure that our logo remains readable in all reproductions, its **minimum height is 0.5 inches in print.** **In onscreen applications, the minimum height of the shield is 40 pixels.**



Other Guidelines



Elizabethtown College

Do not skew or scale disproportionately.



Elizabethtown College

Do not distort.



Elizabethtown College

Do not stack or place multiple copies of the logo on top of each other.



Elizabethtown College

Do not rotate or set on an angle.



Elizabethtown College

Do not rearrange, alter proportions, or recreate any constituent parts.



Elizabethtown College

Do not apply filters such as drop shadows, outer glows, or faux embossing (NB: This does not apply to print materials that are physically embossed).



Elizabethtown College

Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.



Elizabethtown College

Do not substitute fonts or alter typesetting.



Do not reproduce on busy or competing backgrounds.



Elizabethtown College

Do not set the logo as a tint or screen.



Elizabethtown College

Do not alter approved lockups.



ELIZABETHTOWN

Do not combine with other College marks.

Wordmark

When reproducing our logo at a moderately small size or when otherwise appropriate, the Elizabethtown College wordmark may be used apart from the official College logo lockup. For guidance on when to use the whole logo and when to use only the wordmark, consult with the Office of Marketing and Communications.

Elizabethtown College

Color Variations

Like the official Elizabethtown College logo, the wordmark should be reproduced in Etown blue. If reproduction capabilities are limited, it may be set in solid black. Whether using Etown blue or solid black, it must be printed at 100% opacity—shades or tints are not acceptable.

If the wordmark is being placed on a dark background, it may be knocked out in white.

Elizabethtown College

Elizabethtown College

Rules and Usage

CLEAR SPACE

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the wordmark. This clear space should be equal to the size of the **E** in **Elizabethtown** on all sides of the wordmark.

MINIMUM SIZE

In order to ensure our logo remains readable in all reproductions, its **minimum height is 0.375 inches in print and 50 pixels in onscreen applications.**



0.375" [Elizabethtown College

50 px [Elizabethtown College

Other Guidelines

Elizabethtown College

Do not skew or scale disproportionately.

Elizabethtown College

Do not rotate or set on an angle.

Elizabethtown College

Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.

Elizabethtown College

Do not set the logo as a tint or screen.

Welcome to the Elizabethtown College campus.

Do not use the wordmark as part of running copy.

Elizabethtown College

Do not distort.

Elizabethtown
College

Do not rearrange, alter proportions, or recreate any constituent parts.

Elizabethtown College

Do not substitute fonts or alter typesetting.

Elizabethtown
College

Do not alter approved lockups.

Elizabethtown College

Do not stack or place multiple copies of the logo on top of each other.

Elizabethtown College

Do not apply filters such as drop shadows, outer glows, or faux embossing (NB: This does not apply to print materials that are physically embossed).



Do not reproduce on busy or competing backgrounds.



Elizabethtown College

Do not lock up the wordmark with other logos, even if they are other Etown logos.

E Logo

The **E logo** is an alternate mark within our brand system. It is suitable to be used as an identifying brand mark in all communications.

Please note: when using the E logo apart from the wordmark, its outer circle should read “Elizabethtown College,” not “Educate for Service,” as it does in the official Elizabethtown College logo.



Color Variations

Like the official Elizabethtown College logo, the E logo should be reproduced in Etown blue. If reproduction capabilities are limited, it may be set in solid black. Whether using Etown blue or solid black, it must be printed at 100% opacity—shades or tints are not acceptable.

If the E logo is being placed on a dark background, it may be knocked out in white.



Rules and Usage

CLEAR SPACE

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the E logo. This clear space on all sides of the mark should be equal to the size of the **E** in the center of the oval.

MINIMUM SIZE

In order to ensure our logo remains readable in all reproductions, its **minimum height is 0.5 inches in print and 75 pixels in onscreen applications.**



Other Guidelines



Do not skew or scale disproportionately.



Do not distort.



Do not stack or place multiple copies of the logo on top of each other.



Do not rotate or set on an angle.



Do not rearrange, alter proportions, or recreate any constituent parts.



Do not apply filters such as drop shadows, outer glows, or faux embossing (NB: This does not apply to print materials that are physically embossed).



Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.



Do not substitute fonts or alter typesetting.



Do not reproduce on busy or competing backgrounds.



Do not set the logo as a tint or screen.



Do not alter approved lockups.



Do not lock up the E logo with other logos, even if they are other Etown logos.

Etown Mark

The **Etown mark**, with its compact and bold form, is appropriate for use in all Etown advertising and communications. It is ideal when the Etown name needs to retain legibility at a small size, such as in digital ads and on stationery and business cards. In addition, when readability from a distance is needed, such as on billboards and posters, the use of the Etown mark is recommended.

ETOWN
ELIZABETHTOWN COLLEGE

Color Variations

The Etown mark offers more flexibility in color dynamics. It may be reproduced either in one solid color or in one of several two-color variations. In these latter instances, the **E** of ETOWN should be in one color, with the rest of the logo in the second color. For guidance on color selection when using a two-color variation, consult with the Office of Marketing and Communications.

The Etown mark may also be rendered in one color or as a knockout mark in any color from the primary or secondary brand palettes.



ETOWN
ELIZABETHTOWN COLLEGE



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ELIZABETHTOWN COLLEGE



ETOWN
ELIZABETHTOWN COLLEGE

Rules and Usage

CLEAR SPACE

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Etown mark. This clear space should be equal to the size of the big **E** in ETOWN on all sides of the mark.

MINIMUM SIZE

In order to ensure our logo remains readable in all reproductions, its **minimum height is 0.375 inches in print and 50 pixels in onscreen applications**. The Etown mark may be used as small as 0.25 inches in print or 25 pixels in height in onscreen applications, but in these instances the ELIZABETHTOWN COLLEGE supporting line should be omitted due to legibility concerns.



Other Guidelines



Do not skew or scale disproportionately.



Do not distort.



Do not stack or place multiple copies of the logo on top of each other.



Do not rotate or set on an angle.



Do not rearrange, alter proportions, or recreate any constituent parts.



Do not apply filters such as drop shadows, outer glows, or faux embossing (NB: This does not apply to print materials that are physically embossed).



Do not reproduce in unapproved colors, even if those colors are part of our secondary brand palette.



Do not substitute fonts or alter typesetting.



Do not reproduce on busy or competing backgrounds.



Do not set the logo as a tint or screen.



Do not alter approved lockups.



Do not lock up the E logo with other logos, even if they are other Etown logos.

Welcome to the **ETOWN** campus.

Do not use the wordmark as part of running copy.

Lockups

The names of each of our schools or associations may also be locked up with the Etown mark. This lockup is appropriate for all communications that speak to the offerings, concerns, or outcomes of a singular entity (rather than Etown as a whole).

COLOR VARIATIONS

Although the Etown mark may appear in several different color combinations when used on its own, when locked up, the mark should only be used in solid Etown blue or black, or it should be knocked out in white.

ETOWN
ELIZABETHTOWN COLLEGE

SCHOOL
OF PUBLIC
SERVICE

ETOWN
ELIZABETHTOWN COLLEGE

SCHOOL OF
ENGINEERING AND
COMPUTER SCIENCE

ETOWN
ELIZABETHTOWN COLLEGE

SCHOOL OF
SCIENCES & HEALTH

ETOWN
ELIZABETHTOWN COLLEGE

SCHOOL OF
BUSINESS

ETOWN
ELIZABETHTOWN COLLEGE

SCHOOL OF
ARTS AND
HUMANITIES

ETOWN
ELIZABETHTOWN COLLEGE

ALUMNI
ASSOCIATION

Lockups

STACKED VARIATIONS

ETOWN
ELIZABETHTOWN COLLEGE

**SCHOOL OF
PUBLIC SERVICE**

ETOWN
ELIZABETHTOWN COLLEGE

**SCHOOL OF
ENGINEERING AND
COMPUTER SCIENCE**

ETOWN
ELIZABETHTOWN COLLEGE

**SCHOOL OF
SCIENCES & HEALTH**

ETOWN
ELIZABETHTOWN COLLEGE

**SCHOOL OF ARTS
AND HUMANITIES**

ETOWN
ELIZABETHTOWN COLLEGE

**SCHOOL OF
BUSINESS**

ETOWN
ELIZABETHTOWN COLLEGE

**ALUMNI
ASSOCIATION**

Rules and Usage

CLEAR SPACE

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Etown lockup. This clear space should be equal to the size of the big **E** in ETOWN on all sides of the mark.

MINIMUM SIZE

In order to ensure our logo remains readable in all reproductions, its **minimum height is 0.375 inches in print and 50 pixels in onscreen applications**, no smaller than 50 pixels in height.

The Etown school lockup may be used as small as 0.25 inches in print or 25 pixels in height in onscreen applications, but in these instances the ELIZABETHTOWN COLLEGE supporting line should be omitted due to legibility concerns.

Other guidelines for the usage of the Etown lockups are the same as the guidelines for the Etown mark on its own. See pages 33-36 for further details.



Sub-Brand Marks

The names of departments or offices may be visually identified as a sub-brand with the Etown mark. These marks should be presented in a stacked format.

COLOR VARIATIONS

Although the Etown mark may appear in several different color combinations when used on its own, when locked up, the mark should only be used in solid Etown blue or black, or it should be knocked out in white.



Campus Security



Marketing & Communications



**Information and
Technology Services**



Facilities Management



College Store



Institutional Research

Student Organizations

Registered student organizations may either request an official logo from the Office of Marketing & Communications or create their own unique logos.

ETOWN BRANDED LOGO

The brand-approved ETOWN template for student organizations should only be utilized by the Office of Marketing & Communications. Student organizations should not attempt to replicate a logo.

The student organization logo should only be used in solid Etown blue or black, or it should be knocked out in white.

UNIQUE LOGO

Registered student organizations are welcome to create their own logos. The Office of Marketing & Communications does not create unique logos for student organizations.

Student organization logos may not include or incorporate any protected brand elements of Elizabethtown College, including logos, icons, the seal, parody or likeness of any ETOWN marks, including the Blue Jay head. Student organizations may use any colors for their visual identity and logos. If a blue color is chosen, please use the official ETOWN blue.

ETOWN BRANDED LOGO EXAMPLES

AMERICAN SIGN LANGUAGE CLUB



STUDENT SENTATE



ETOWN COUNCIL FOR EXCEPTIONAL CHILDREN



UNIQUE LOGO EXAMPLES



School for Graduate & Professional Studies

Leveraging the Etown master brand, the Elizabethtown College School of Graduate & Professional Studies (SGPS) marks are appropriate for all communications and engagement with SGPS students.

LOGO AND COLOR VARIATIONS

The Etown SGPS logos may also be rendered in one color or as a knockout mark in any color from the primary or secondary SGPS brand palettes. For guidance on color selection when using a two-color variation, consult with the Office of Marketing and Communications.

CLEAR SPACE

To ensure visibility and clarity, all text, graphic elements, and other logos must observe a clear space on all sides of the Etown mark. This clear space should be equal to the size of the big **E** in ETOWN on all sides of the mark.



ONE COLOR



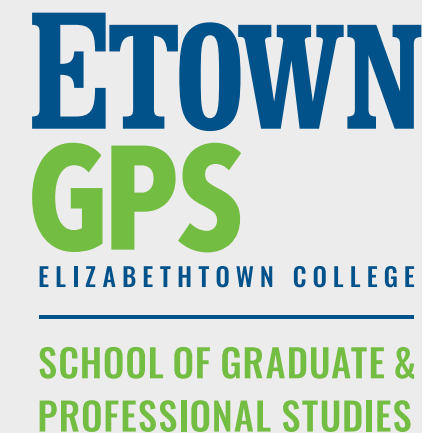
HORIZONTAL



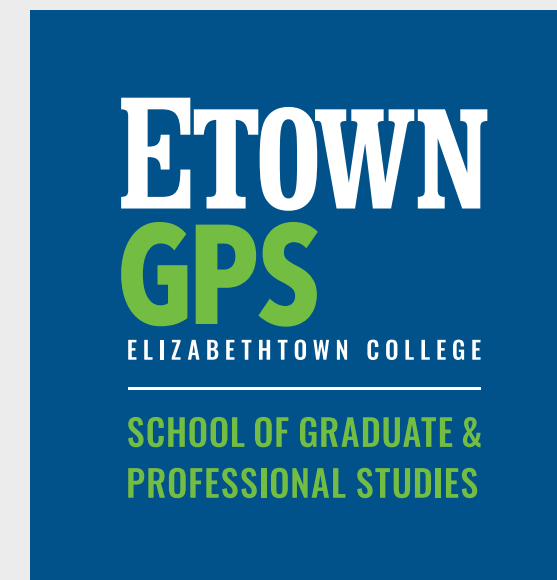
STACKED



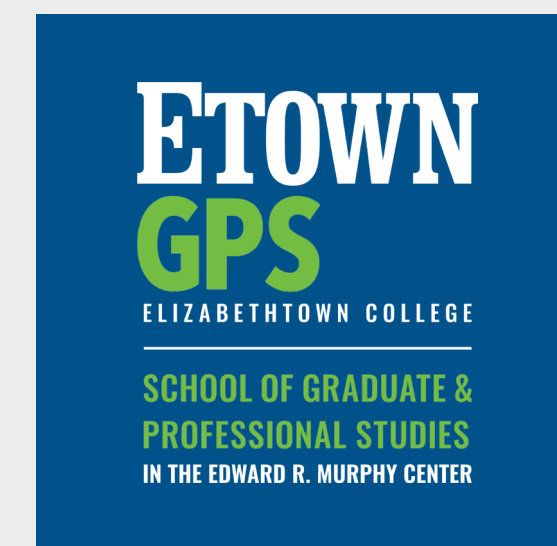
SQUARE



KNOCKOUT SQUARE



KNOCKOUT SQAURE WITH CENTER



The College Seal

Only the Office of the President or those so authorized by the President's Office may use the College Seal. It is the official legal seal of the College, and it authenticates signatures on documents issued or authorized by the trustees. The College Seal should not be used on any other documents. Inappropriate application of the seal not only dilutes our brand but, more importantly, can also be legally compromising. Therefore, the highest caution must be taken in its application, presentation, and reproduction. For this reason, the Office of Marketing and Communications must review and approve any use of the College Seal.



Athletic Marks

Our **athletic marks** are dynamic elements of our overall branding. Their use, however, should be strictly reserved for within the context of athletics or as spirit marks when addressing an internal audience, such as faculty, staff or students. For academic communications directed at general external audiences, they are inappropriate and should not be used.



GRAPHICS

E Words

Using a headline treatment of emphasizing the **E** in a key headline word—such as **Elevate** or **Engage**—is an effective way of reinforcing the Etown brand. However, this treatment should be used strategically and sparingly to punctuate communications. If overused, the treatment could fall victim to a sense of “sameness” and lose its effectiveness. Use it the way you might use an extremely potent hot sauce. A dash here and there can liven up a dish and wake the senses, but dousing the entire plate would render the meal inedible.

When using E words with this headline treatment, be sure that they are always a single word, not part of a sentence or short phrase, and the emphasized E is at the beginning of the word. Additionally, E words must always be set in Clarendon Bold Condensed, and the E should be slightly larger in size than the rest of the word. E words are always reproduced in two colors, with the initial E set in the first color (usually the brighter of the two colors) and the rest of the word set in the second color.

“All the professors are so excited about the work they do. When I first visited, I sat in on a class and got to meet with one professor, who led me to another professor who told me about their research and then introduced me to someone else. I thought, if I come here, am I going to get to be that excited about the work that I’m doing?!”

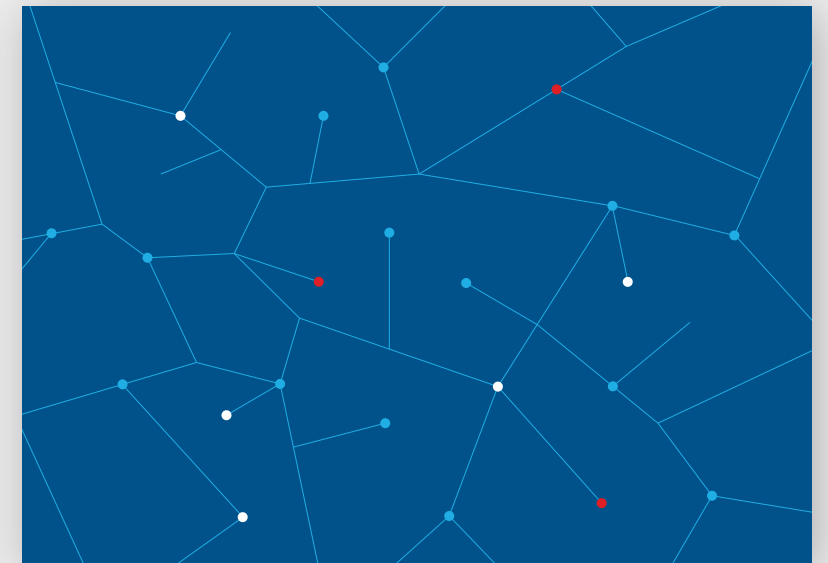
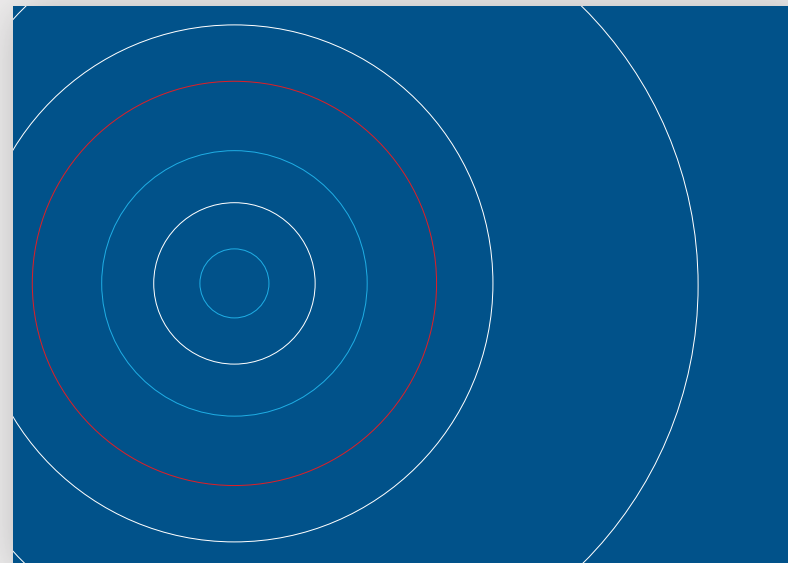
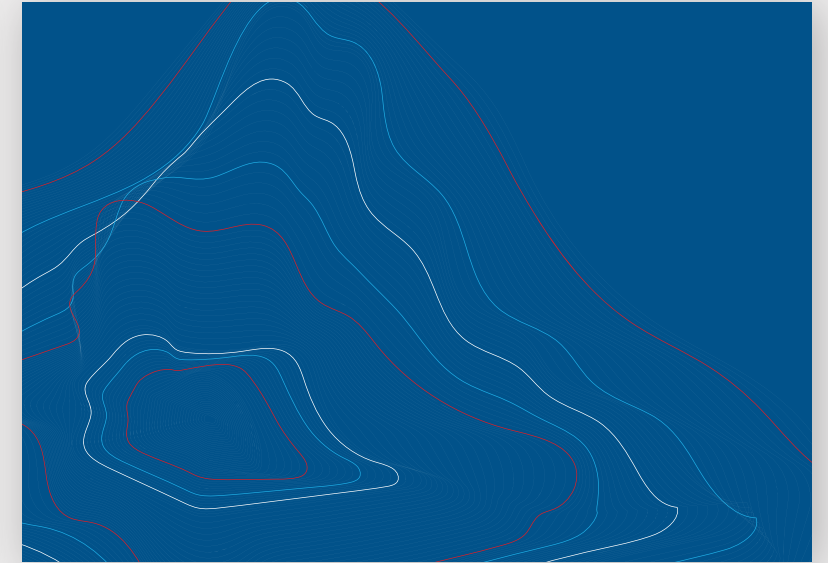
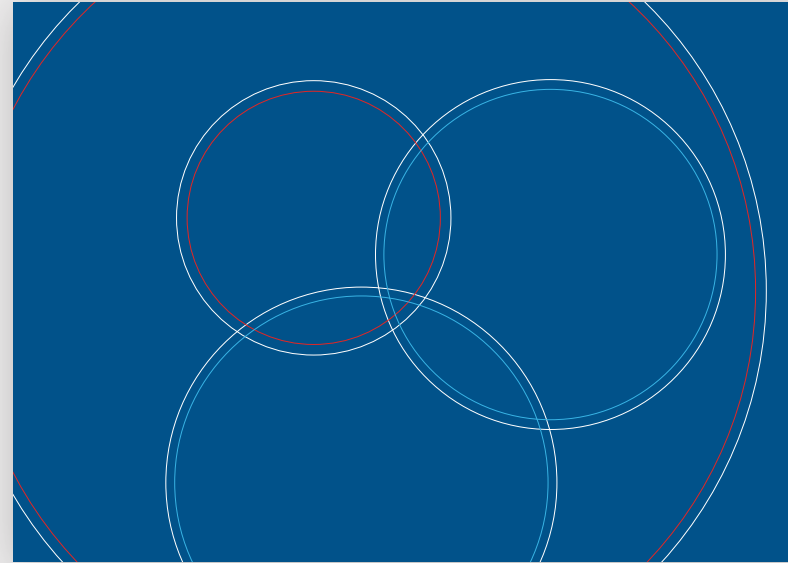
CAITLIN ROSSITER, '20
HISTORY AND FRENCH
WARRINGTON, PA

EVOLV**E**

Anyone can read a page from a textbook or watch a YouTube video to learn something. But the leaders we turn to for solutions, the experts who spearhead real change in our world, are those who question what they learn. Who *live* what they learn. Our students think critically, analyze deeply, and communicate effectively. They partner with committed professor-mentors, dive deep into their own area of study, work across disciplines, and engage in challenging conversations and real-life applications. Widen your perspective. Expand your field of vision. **Evolve with the Power of E.**

Line Art Textures

Line art textures may be used to add dimension, texture, and a sense of movement to layouts. The lines should be predominantly set in white, with pops of color from the secondary palette, typically red or light blue. They are useful as image overlays. These textures work particularly well in combination with the E words headline treatment or the Big E (see pages 47 and 48).



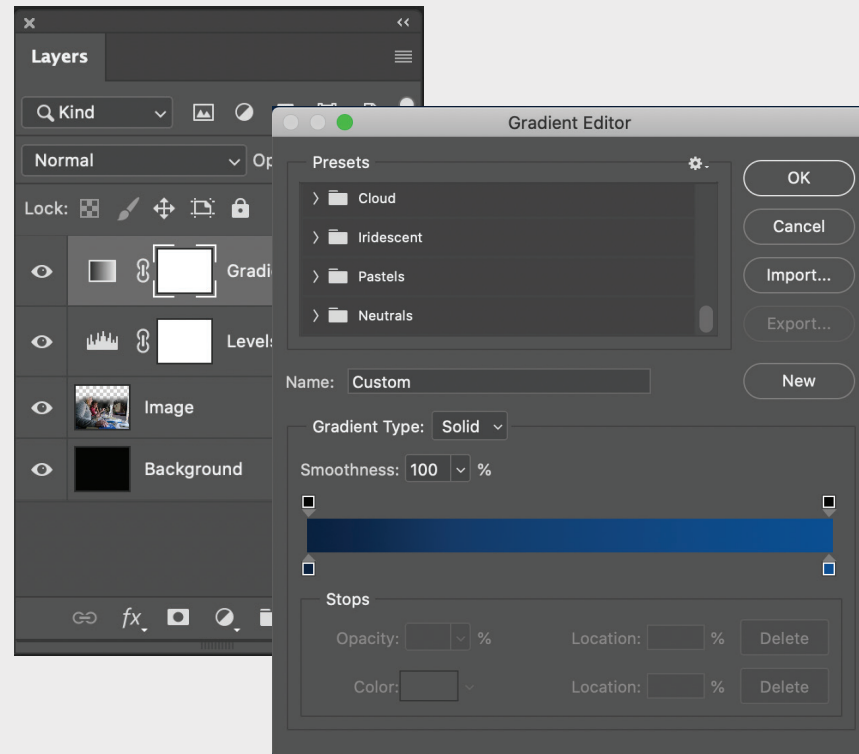
Photography

Photographic style is a powerful vehicle for conveying the spirit of our culture and the lived experience of our brand identity. When capturing photography, be sure to focus on locations and situations that are specific to our campus and nowhere else. All imagery should support our brand characteristics, as listed on pages 7-11.



Gradient Map Overlay

A gradient map may be overlaid onto photography to create a more brand-forward image or to provide a graphically powerful field from which to knock out a headline. When creating a gradient map, be sure that the darker color is our brand secondary palette dark blue and the lighter color is Etown blue.



TEMPLATES

Letterhead

There are two letterhead templates available to campus: The Etown template for everyday use and the Elizabethtown College template when more formal communication is necessary.

Elizabethtown College stationery is intended to identify the communicator/bearer in terms of their relationship with the College and should only be used for official business purposes.

Body copy (Verdana 10/14)

8.5"

11"

2.75"

Month 00, 2026

Firstname Lastname
Address Line 1
Address Line 2
City, State 00000

.75"

Dear Firstname Lastname,

Aquamus solorpo rehendae reius di ia quas seque odicimod eatquo cum re mi, qui nemperionem. Ipisto enda verae peratet acienih illee ceaquate re, cum ullit unt etur a que nisquia sum volseque eaquid ut aut tem earum fuga. Et officium facipis debis exeruptate eum inis rectaerferro volesen tiisitis doluptas etur, us dolorum ium et litiusa picillis quatur, quibus dunt ium id est, cum harum reperro conem saperatur, si ommolo vitaquis quam erum acerferio mo minulles adipsap ictessitini iur sae sit volori sincipibus:

- Ehent dit ea venim ne volorpori volo quisqui natem quatur
- Ma doluptate conet, net aut ratus non estrum
- Quiat alique vernati umquuntem quis sernatet lamus

Everovit quam eturias volorec tissin consequae poreribus, et, sequis aest, vent porissitatia re, to voluptatecti utem facea doluptatibus commolorunt aborrum rent, audit exerspi squam, officit endae cus ad est, nis utemossi eossitatatio iduci conse cuptaqu aesenitis porio. Namuscil maio. Ut quod ma istias il ium quo totatur sequae. Giati sit, quas rernatem dignatem quo voluptat.

Sincerely,

Firstname Lastname
Title

1 Alpha Drive, Elizabethtown, PA 17022 etown.edu

2.75"

Month 00, 2026

Firstname Lastname
Address Line 1
Address Line 2
City, State 00000

.75"

Dear Firstname Lastname,

Aquamus solorpo rehendae reius di ia quas seque odicimod eatquo cum re mi, qui nemperionem. Ipisto enda verae peratet acienih illee ceaquate re, cum ullit unt etur a que nisquia sum volseque eaquid ut aut tem earum fuga. Et officium facipis debis exeruptate eum inis rectaerferro volesen tiisitis doluptas etur, us dolorum ium et litiusa picillis quatur, quibus dunt ium id est, cum harum reperro conem saperatur, si ommolo vitaquis quam erum acerferio mo minulles adipsap ictessitini iur sae sit volori sincipibus:

- Ehent dit ea venim ne volorpori volo quisqui natem quatur
- Ma doluptate conet, net aut ratus non estrum
- Quiat alique vernati umquuntem quis sernatet lamus

Everovit quam eturias volorec tissin consequae poreribus, et, sequis aest, vent porissitatia re, to voluptatecti utem facea doluptatibus commolorunt aborrum rent, audit exerspi squam, officit endae cus ad est, nis utemossi eossitatatio iduci conse cuptaqu aesenitis porio. Namuscil maio. Ut quod ma istias il ium quo totatur sequae. Giati sit, quas rernatem dignatem quo voluptat.

Sincerely,

Firstname Lastname
Title

1 Alpha Drive, Elizabethtown, PA 17022 etown.edu

Letterhead

8.5"

11"

2.75"

Month 00, 2026

2.75"

Firstname Lastname
Address Line 1
Address Line 2
City, State 00000

Dear Firstname Lastname,

Aquamus solorpo rehendae reius di ia quas seque odicimod eatquo cum re mi, qui nemperionem. Ipisto enda verae peratet acienih illee ceaquate re, cum ullit unt etur a que nisquia sum volseque eaquid ut aut tem earum fuga. Et officium facipis debis exeruptate eum inis rectaerferro volesen tiisitis doluptas etur, us dolorum ium et litiusa picillis quatur, quibus dunt ium id est, cum harum reperro conem saperatur, si ommolo vitaquis quam erum acerferio mo minulles adipsap ictessitini iur sae sit volori sinciatibus:

- Ehent dit ea venim ne volorpori volo quisqui natem quatur
- Ma doluptate conet, net aut ratus non estrum
- Quiat aliqve vernati umquuntem quis sernatet lamus

Everovit quam eturias volorec tissin consequae poreribus, et, sequis acest, vent porissitatia re, to voluptatecti utem facea doluptatibus commolorunt aborrum rent, audit exerspi squam, officit endae cus ad est, nis utemossi eossitatatio iduci conse cuptaqu aesenitis porio. Namuscil maio. Ut quod ma istias il ium quo totatur sequae. Giati sit, quas rernatem dignatem quo voluptat.

Sincerely,

Firstname Lastname
Title

etown.edu
1 Alpha Drive
Elizabethtown, PA 17022
717-361-1000

Elizabethtown College

OFFICE OR DEPARTMENT NAME
etown.edu/departmenturl
1 Alpha Drive
Elizabethtown, PA 17022
O: 717-XXX-XXX
F: 717-XXX-XXXX (optional)
admissions@etown.edu (optional)

Elizabethtown College

2.75"

Month 00, 2026

.75"

Firstname Lastname
Address Line 1
Address Line 2
City, State 00000

Dear Firstname Lastname,

Aquamus solorpo rehendae reius di ia quas seque odicimod eatquo cum re mi, qui nemperionem. Ipisto enda verae peratet acienih illee ceaquate re, cum ullit unt etur a que nisquia sum volseque eaquid ut aut tem earum fuga. Et officium facipis debis exeruptate eum inis rectaerferro volesen tiisitis doluptas etur, us dolorum ium et litiusa picillis quatur, quibus dunt ium id est, cum harum reperro conem saperatur, si ommolo vitaquis quam erum acerferio mo minulles adipsap ictessitini iur sae sit volori sinciatibus:

- Ehent dit ea venim ne volorpori volo quisqui natem quatur
- Ma doluptate conet, net aut ratus non estrum
- Quiat aliqve vernati umquuntem quis sernatet lamus

Everovit quam eturias volorec tissin consequae poreribus, et, sequis acest, vent porissitatia re, to voluptatecti utem facea doluptatibus commolorunt aborrum rent, audit exerspi squam, officit endae cus ad est, nis utemossi eossitatatio iduci conse cuptaqu aesenitis porio. Namuscil maio. Ut quod ma istias il ium quo totatur sequae. Giati sit, quas rernatem dignatem quo voluptat.

Sincerely,

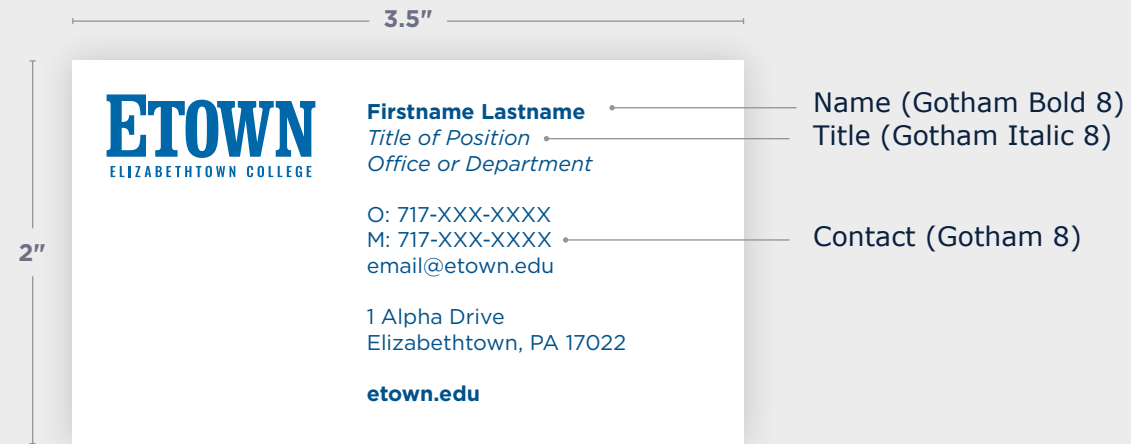
Firstname Lastname
Title

Body copy (Verdana 10/14)

Business Cards

There are two business card templates available to campus. The Etown template for everyday use and the Elizabethtown College template when more formal communication is necessary.

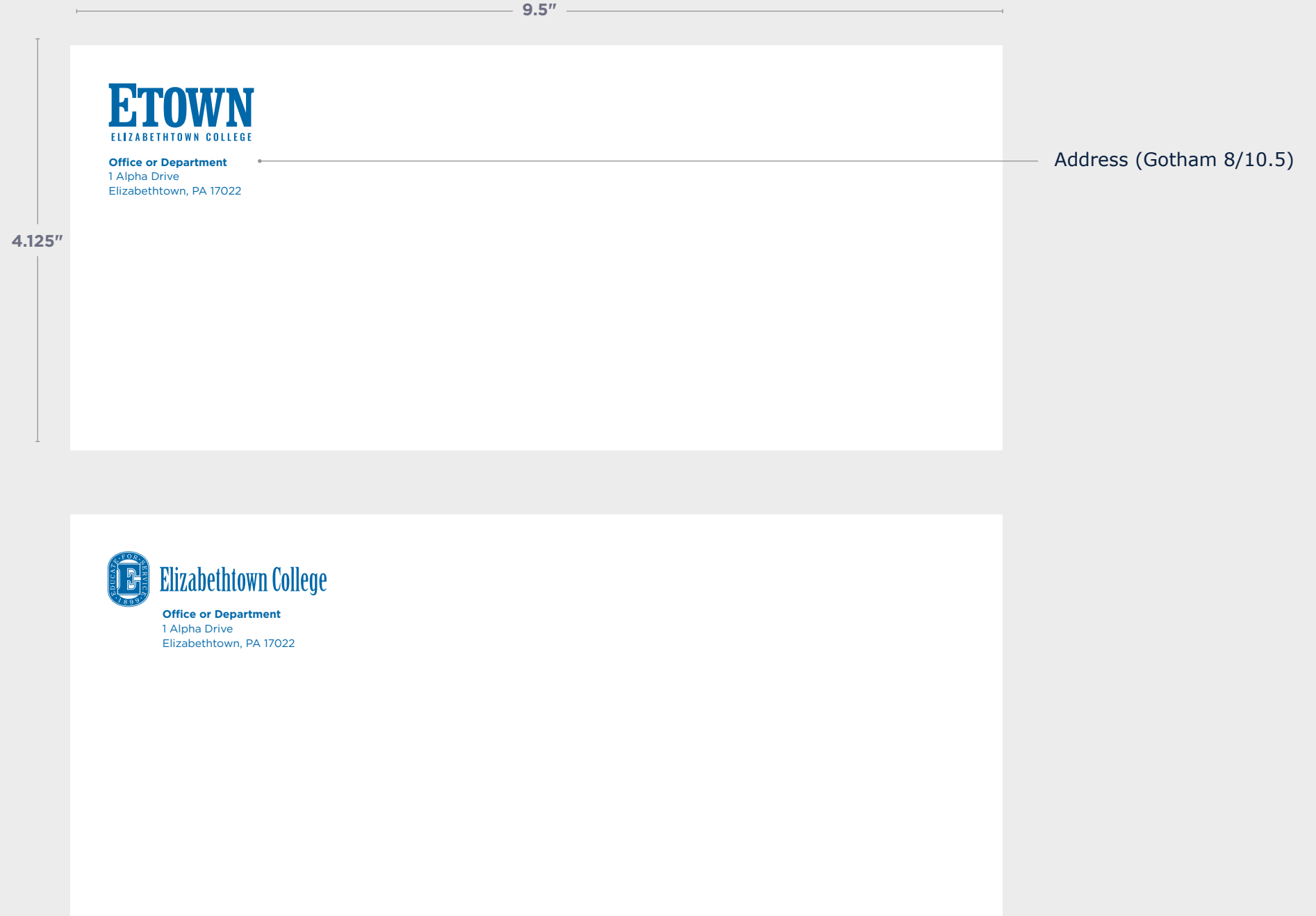
Elizabethtown College stationery is intended to identify the communicator/bearer in terms of their relationship with the College and should only be used for official business purposes.



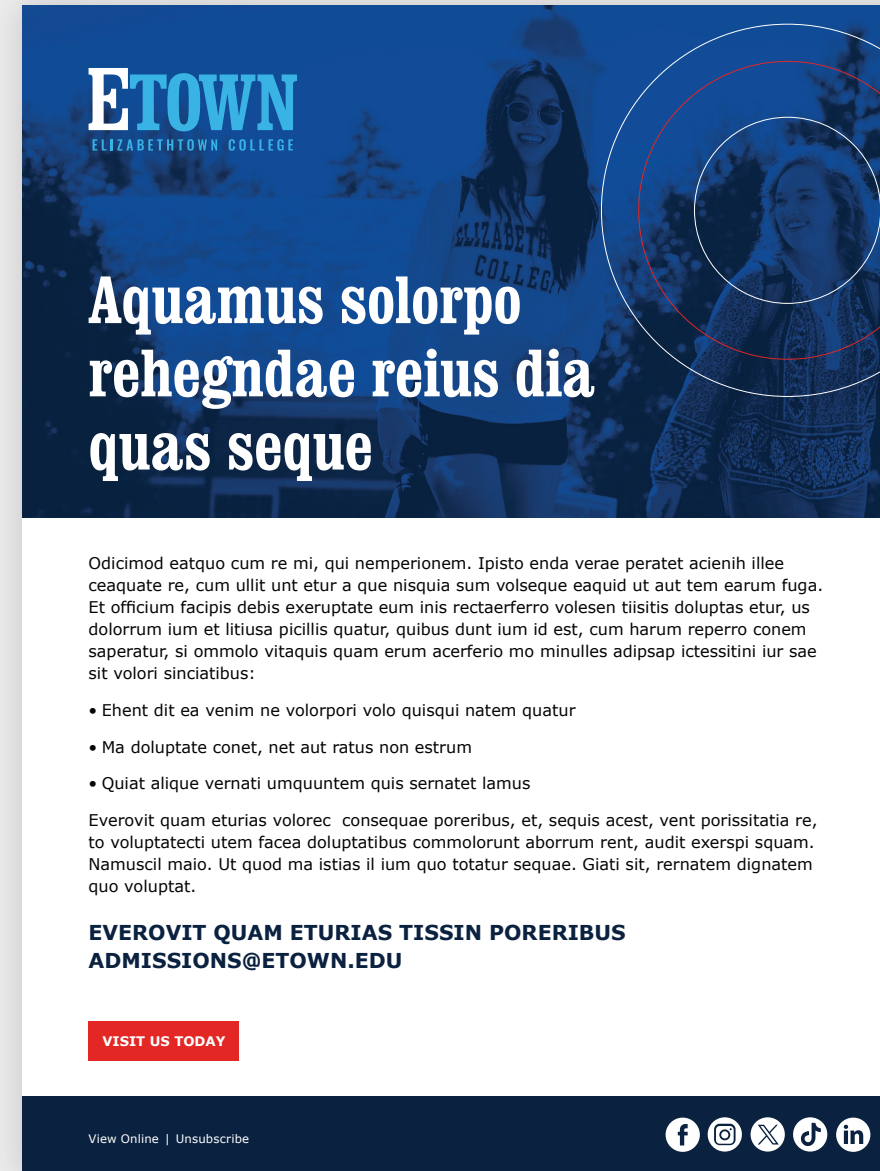
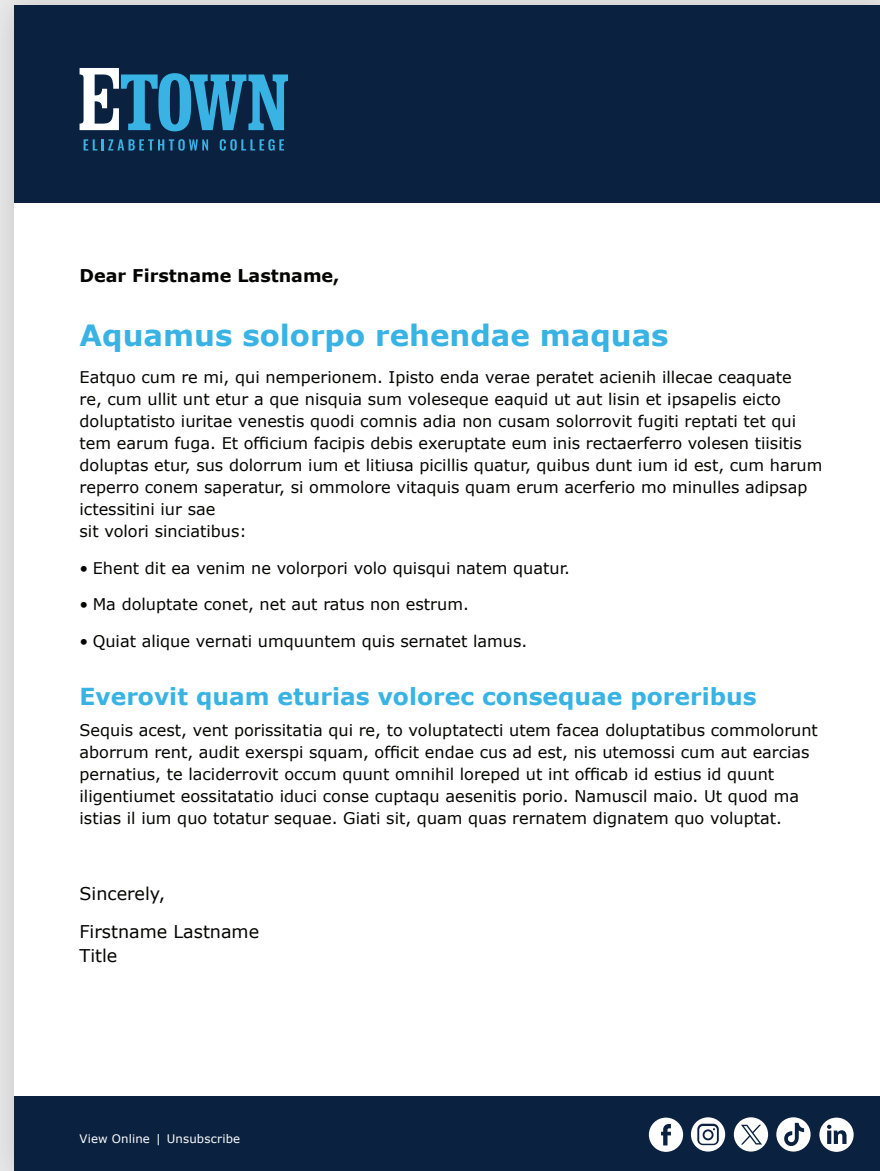
Business Envelopes

There are two envelope templates available to campus. The Etown template for everyday use and the Elizabethtown College template when more formal communication is necessary.

Elizabethtown College stationery is intended to identify the communicator/bearer in terms of their relationship with the College and should only be used for official business purposes.




Email



Social Media Icons

CONTACT

 1 Alpha Drive
Elizabethtown, PA 17022

 O: 717-361-6412



PAINT COLORS

Interiors

In order to ensure that interior spaces share a consistent look throughout campus, Facilities Management has partnered with Sherwin Williams to standardize color combinations for interior design paints.

WARM COLLECTION

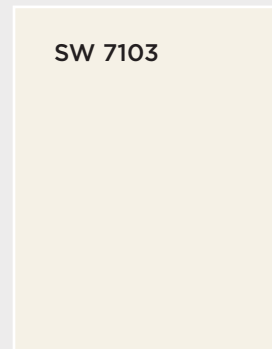
RIVERS EDGE



DHURRIE BEIGE

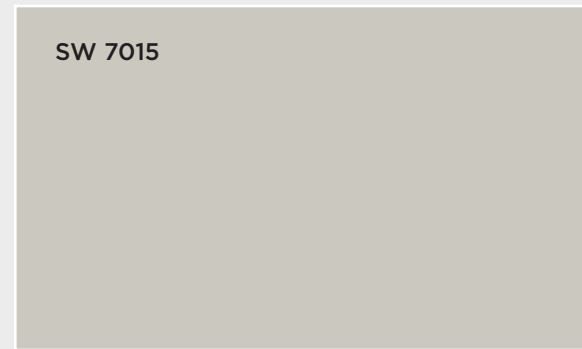


WHITETAIL



WARM GRAY COLLECTION

REPOSE GRAY



PAVESTONE

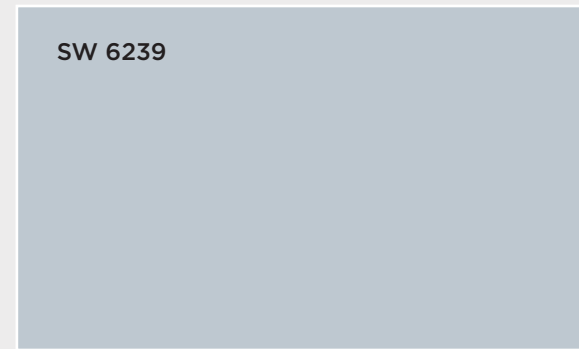


ELDER WHITE



COOL GRAY COLLECTION

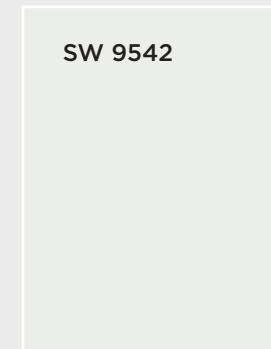
UPWARD



DAPHNE



NATURAL WHITE

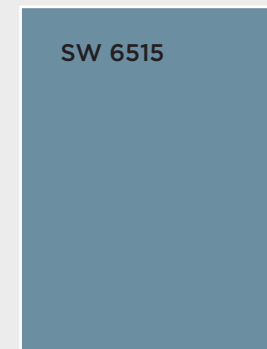


COOL COLLECTION

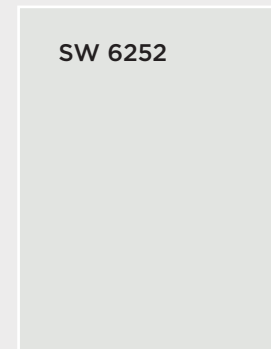
TAKE FIVE



LEISURE BLUE



ICE CUBE



QUICK REFERENCE

We are **Elizabethtown College** in all formal literature and in the first instance in larger publications. After the first mention, we are **Etown**. We are never just Elizabethtown. Our teams, fans, students, and alumni are **Blue Jays**.

Times. a.m. / p.m.

Books, articles, magazines. Use quotation marks around the titles of books, songs, TV shows, computer games, poems, speeches, and works of art. Do NOT use quotation marks around magazine or newspaper titles or the Bible. Do not underline or italicize any of the above.

College. When referring to ourselves (“The College was established in 1899” or “The College is proud to announce that...”), we capitalize College. When speaking about college in general (“When deciding on a college...”), lowercase.

Colons. Capitalize the first word after a colon only if it is a proper noun or begins a complete sentence.

Commas. In general, if a comma does not make clear what is being said, it should not be there. If omitting the comma could lead to confusion or misinterpretation, then use the comma.

Dates. Capitalize the names of months. When a month is used with a date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone or with a year alone. Use a figure only for the day (no st, nd, rd, or th). A comma is not necessary if only a year and month are given, but do use a comma to set off the year if both month and day are given. Use figures with the letter s but no apostrophe when discussing decades—the 1960s. Use figures for centuries—the 21st century. Capitalize days of the week, but do not abbreviate.

Numbers. In general, spell out one through nine; use figures thereafter. Always use figures for units of measure, when referring to someone’s age, and in all tables and statistics. Use figures with time, along with a.m. and p.m.

Degrees. Degrees with two capital letters include periods: B.A. or B.S., Ph.D. or Ed.D., and J.D. Degrees with more than two capital letters do not have periods: MBA, MME, OTD.

Titles. In general, only capitalize when it is a formal title (not simply a job title) and used directly before someone’s name—President Betty Rider, but our university president, Betty Rider.

CONTACT

If you have any questions or concerns regarding Elizabethtown College, the Etown brand, or how to best use this style guide, please contact the Office of Marketing and Communications at **OMC@etown.edu**.



PRIMARY COLOR

PMS 2945
C100 M73 Y20 K5
R0 G75 B152
HEX #004B98

SECONDARY COLORS

PMS 289
C99 M84 Y45 K51
R10 G34 B64
HEX #0A2240

PMS Cool Gray 3
C21 M16 Y17 K0
R200 G200 B200
HEX #C8C8C8

PMS 298
C65 M10 Y1 K0
R61 G181 B230
HEX #3DB5E6

PMS 485
C6 M97 Y100 K1
R225 G38 B28
HEX #E1261C

PMS 368
C63 M0 Y97 K0
R120 G190 B32
HEX #61bf1a

Clarendon Bold Condensed

Use Clarendon Bold Condensed for headlines and display text. Contact **Marketing and Communications**.

Gotham, **Gotham Italic**, **Gotham Bold**

Use Gotham for display copy. Contact **Marketing and Communications**.

Verdana, *Verdana Italic*, **Verdana Bold**

Use Verdana as default fonts or for general office use.

Available everywhere.