

EMPORIA STATE  
UNIVERSITY

# Brand Guidelines

*Updated Summer 2021*



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# Visual Identity & Brand

Every interaction, message and visual makes a brand impression. Essential to creating a strong brand is visual identity. Consistent and correct usage of a university's brand builds recognition and strengthens visual identity. It also reflects the character of a university and communicates its standards of quality. The ability to build and project an effective brand is essential to successful recruiting, fundraising and marketing.

The standards described on these pages share best practices and the appropriate use of our official wordmark, logos, fonts and other identifying symbols. Consistent use of these approved symbols correctly identifies Emporia State University and its mission to the public. Anyone who communicates with the university's varied constituencies is responsible for adhering to these guidelines, whether faculty, staff or student.

Used consistently and correctly, our brand will continue to strengthen the Emporia State University identity and help us tell our unique story.



# Logos & Visual Marks

Emporia State University has several visual marks, each with its own place and purpose when representing the university. The following pages provide guidance on these visuals and how they should be used (and not used) to ensure that ESU is represented consistently across various platforms, mediums and audiences.

# Emporia State University Wordmark

The Emporia State University wordmark can be used with a variety of publications and imprinted products within the bounds recommended by these guidelines.

All printed material representing Emporia State University should include the official wordmark. This includes all printed items that are produced by, paid for or sponsored by any university department, organization or other entity. Items intended for use within a department or office (e.g., memos, forms or minutes) are not required to use the wordmark.

The Emporia State University wordmark must include the trademark symbol of the U.S. Patent and Trademark Office (TM) on all specialty retail items.

EMPORIA STATE  
U N I V E R S I T Y

**Logo Variations** – these and more available in the assets folder [here](#).

EMPORIA STATE  
U N I V E R S I T Y

EMPORIA STATE  
U N I V E R S I T Y

EMPORIA STATE  
U N I V E R S I T Y

# Corky the Hornet

The official university mascot is Corky the Hornet. The Corky mascot is copyrighted by its creator, Paul Edwards, so any additions or alterations to the mascot must be approved through the Art Director in Marketing & Media Relations. The copyright symbol is included on Corky's wing and should NEVER be removed but can be moved to another location to accommodate design.

No other Hornet characters or images are allowed on official university materials and products.

**Logo Variations** – these and more available in the assets folder [here](#).



# Plumb Hall

The Plumb Hall logo is a simplified version of ESU's iconic Plumb Hall. This logo is intended to be paired with the university wordmark and is an academic-focused graphic created to give the Emporia State brand more design flexibility.

**Logo Variations** – these and more available in the assets folder [here](#).



# The University Seal

The University seal should be reserved for formal applications and official documents of institutional and legal importance: diplomas, transcripts, certificates, commencement programs and flags. It may also be used in communications directly from and/or related to the University President or adjacent office.

Due to its restricted use, the University seal is not available for download and must be requested from [Marketing & Media Relations](#).





# Power E

The Power E is Emporia State University's spirit mark. This bold, unifying visual mark is used when university pride and school spirit are the primary messages. The Power E serves as a rallying point for ESU intercollegiate athletics and may also be used for recreational sports teams and/or student groups.

**Logo Variations** – these and more available in the assets folder [here](#).



# Emporia State Hornets Wordmark

The Emporia State Hornets wordmark is another spirit mark and, like the Power E, is used to boost pride and school spirit for ESU intercollegiate athletics.

This wordmark is designed to stand on its own or can be paired with the Power E. The bold lettering and the slight serifs on "Hornets" signify the strength and finesse demonstrated by all Hornet athletes, both on the field and in classroom.

**EMPORIA STATE**  
**HORNETS**

**Logo Variations** – these and more available in the assets folder [here](#).

**EMPORIA STATE**  
**HORNETS**

**EMPORIA STATE**  
**HORNETS**

**EMPORIA STATE**  
**HORNETS**

# ESU Lettermark

The ESU lettermark is a spirit mark designed to complement the Emporia State Hornets wordmark. It can be used on its own or paired with the Power E.

**Logo Variations** – these and more available in the assets folder [here](#).



# Things to Avoid when Using ESU Logos

Our logos are an important part of our brand and should always be used properly. The following examples illustrate what to AVOID when using any ESU marks.



Do not distort, skew or twist a logo in any way.



Do not change the colors of logos to anything outside the [ESU primary palette](#).



Do not alter or edit logos in any way (e.g., removing strokes or changing proportions).



Do not use a logo that doesn't provide enough contrast with its background.



I'M A  
HORNET.



Do not use old or outdated logos.

The wordmark and other logos should be printed in black, gold, white and/or a combination of those three. However, the university understands that this is not always feasible, so certain exceptions may be allowed. Please contact [Marketing & Media Relations](#) for questions and/or approval.

# Wordmark & Graphic Lockups

The marks and graphics that represent Emporia State are designed to stand on their own, but they can also be paired together in ways that strengthen our visual prominence.

The following pages provide examples on how different pieces of our graphic identity come together.







UNDERGRADUATE ADMISSIONS



*The* TEACHERS COLLEGE



EMPORIA STATE  
UNIVERSITY



*Office of* INTERNATIONAL EDUCATION



ESU



# Color Palette

Emporia State University is known for its Black & Gold, but our color palette goes beyond that. The following pages provide specifics on our primary, secondary and accent color palettes, as well as some guidance on how these colors should be used to ensure that ESU is represented consistently across various platforms, mediums and audiences.

# Primary Color Palette

The official Emporia State University colors are Black & Gold. Black is associated with power, and Gold symbolizes excellence and success. The two colors together represent the distinctive initiatives and competitive roles of all ESU Hornets.

*An ASE file of the official ESU color palette can be downloaded from the assets folder [here](#).*

*For apparel, Vegas Gold is acceptable when trying to match university colors. For other merchandise, if PMS 132 gold cannot be used, please submit a sample to [Marketing & Media Relations](#) for approval.*

## Black

**CMYK:** 0/0/0/100

**RGB:** 0/0/0

**HEX:** 000000

## Gold

**PMS:** 132

**CMYK:** 0/28/100/30

**RGB:** 187/141/10

**HEX:** bb8d0a

# Secondary & Accent Color Palette

## Secondary Colors

Our official secondary colors are Charcoal and Warm Gray. These colors should be used as needed to complement the design.

### Charcoal

**PMS:** 426  
**CMYK:** 73/65/62/67  
**RGB:** 38/39/41  
**HEX:** 262729

### Warm Gray

**PMS:** Warm Gray 4  
**CMYK:** 30/28/32/0  
**RGB:** 183/174/165  
**HEX:** b7aea5

## Accent Colors

Accent colors are just that—they should be used sparingly and take up no more than 5 percent of any particular printed page or project.

### Rust

**CMYK:** 25/82/100/19  
**RGB:** 162/68/35  
**HEX:** a24423

### Purple

**CMYK:** 71/100/36/33  
**RGB:** 81/25/80  
**HEX:** 511950

### Green

**CMYK:** 81/38/100/33  
**RGB:** 45/95/46  
**HEX:** 2d5f2e

### Blue

**CMYK:** 98/85/16/4  
**RGB:** 38/68/135  
**HEX:** 264487

### Turquoise

**CMYK:** 87/30/31/2  
**RGB:** 0/138/160  
**HEX:** 008aa0

### Maroon

**CMYK:** 31/97/95/41  
**RGB:** 119/24/24  
**HEX:** 771818



# Color Tints

## Color Tints

When needed, tints of our primary and secondary colors can be used. Tints should be used sparingly, and increments of 20% are preferred.

Black	100	80	60	40	20
Gold	100	80	60	40	20
Charcoal	100	80	60	40	20
Warm Gray	100	80	60	40	20

# Brand Fonts

Typography is an important component to Emporia State's brand. Our selected typefaces combine classic and functional with fun and bold. These approved fonts should be used in any design that represents the university in an external facing manner to ensure that ESU is represented consistently across various platforms, mediums and audiences.

# Primary Fonts

Our primary fonts are Vision and Minion Pro. These fonts can be mixed and matched as needed.

## Vision

Designed by Daniel Iglesias, Vision is a clean, geometric sans serif with humanist touch. Perfect for display and small text, it is born to be versatile, a clear and modern font with great legibility in large and short texts. Vision should be used when the tone is fun and/or intended for a younger demographic.

### Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Vision can be downloaded from the assets folder [here](#).

## Minion Pro

Minion is a serif typeface designed by Robert Slimbach for Adobe Systems and is inspired by late Renaissance-era type. It is intended for body text in a classical style, neutral and practical while also slightly condensed to save space. Minion Pro should be used for more serious messaging and/or for an older audience.

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Pro can be downloaded from the assets folder [here](#).

# Secondary & Alternative Fonts

## Helvetica Neue

In 1983, D. Stempel AG redesigned the famous Helvetica typeface for the digital age, creating Helvetica Neue. It is the quintessential sans serif font, timeless and neutral, and can be used for all types of communication. Helvetica Neue should be used when our primary fonts are not an available option (e.g., in a PowerPoint Presentation).

UltraThin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue can be downloaded from the assets folder [here](#).

## FRANKLIN M54

A bold, black typeface with a slightly retro feel to it. Good for headlines and display and best in bigger point sizes, Franklin M54 should be used as a headline when designing for ESU Athletics. Helvetica Neue Condensed Bold or a similar sans serif font should be used for body copy when designing for ESU Athletics.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Franklin M54 can be downloaded from the assets folder [here](#).

*Stay Dreaming*

Stay Dreaming is an expressive script font with a fast flow. Ideal for adding a personal touch to a design, this font should be used sparingly and when/where appropriate.

*Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*Alternate*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Stay Dreaming requires individual licenses & can be purchased [here](#).

# Questions? Contact Us.

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