



**EMMAUS**  
BIBLE COLLEGE

**LOGO GUIDELINES**  
EST. SUMMER 2015



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## **THE NEW EMMAUS “IDENTITY”**

Our school identity is the face and personality we present to the global community. As such, it is important that we present a consistent, cohesive image that reflects our values and the quality of our programs. Our “brand identity” is the collective image created by our logos, brochures, web site, advertisements, presentations and merchandise, among other things.

To help preserve the integrity of this identity, we have prepared the following guidelines for the usage of our new logo in its various forms. We’ve provided all the specifications you need to maintain consistency.

## **WHO SHOULD USE THESE GUIDELINES?**

Designers, printers and anyone using the EBC logo.

## **QUESTIONS?**

Please don’t hesitate to call with any questions, large or small regarding these guidelines.

Emmaus Bible College  
2570 Asbury Rd  
Dubuque, IA 52001  
800.397.2425  
563.588.8000 x1315  
info@emmaus.edu



# EMMAUS BIBLE COLLEGE

Montserrat Bold

**abcdefghijklmnop  
qrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

Goudy Old Style Regular

abcdefghijklmnop  
qrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

## PRIMARY LOGO FONTS & COLORS

Two fonts make up the EBC logo. Emmaus makes use of Montserrat Bold for its contemporary, clean lines. Bible College appears in Goudy Old Style Regular, maintaining continuity with the previous branding.

The two colors that are incorporated update the existing school colors for a more modern feel. PMS, CMYK, RGB and HEX values for each are provided below.

The school name appears in all upper case when used with the logo.



PANTONE	465C	653C
CMYK	30/34/65/2	99/77/12/2
RGB	181/158/109	8/79/148
HEX	b59e6e	0b5093



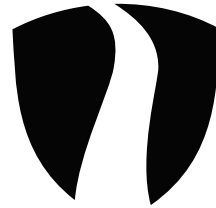
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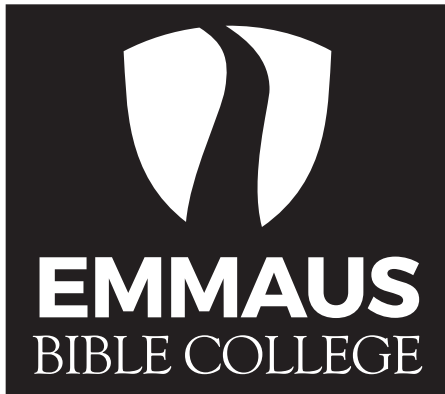
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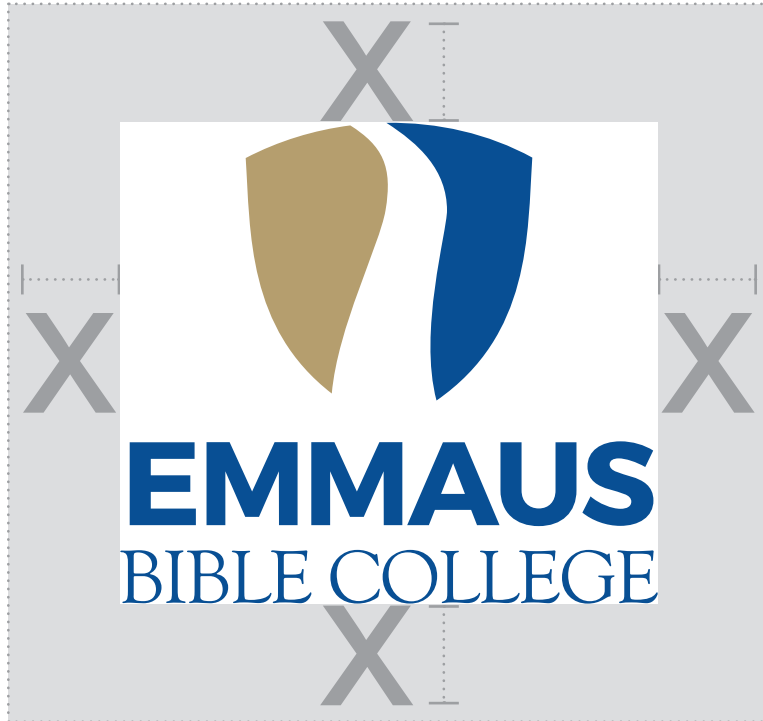


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### **ALTERNATE LOGOS**

In situations where color is not an option, the grayscale or black versions of the logo may be used as alternatives. The white logo may be used on dark backgrounds.



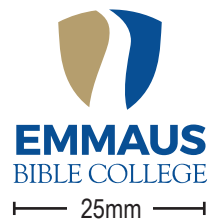
## LOGO USAGE

Always use master artwork when producing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphics should be used -- logos should not be taken from this document for use elsewhere.

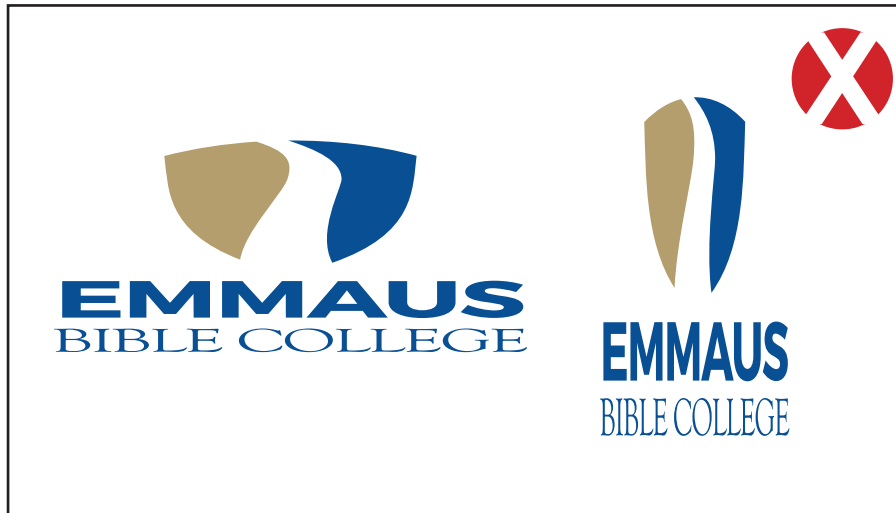
## EXCLUSION ZONE

Make sure that text and other design elements do not encroach upon the logo. The marked space should always be left as a buffer to let the logo "breathe" without distraction.



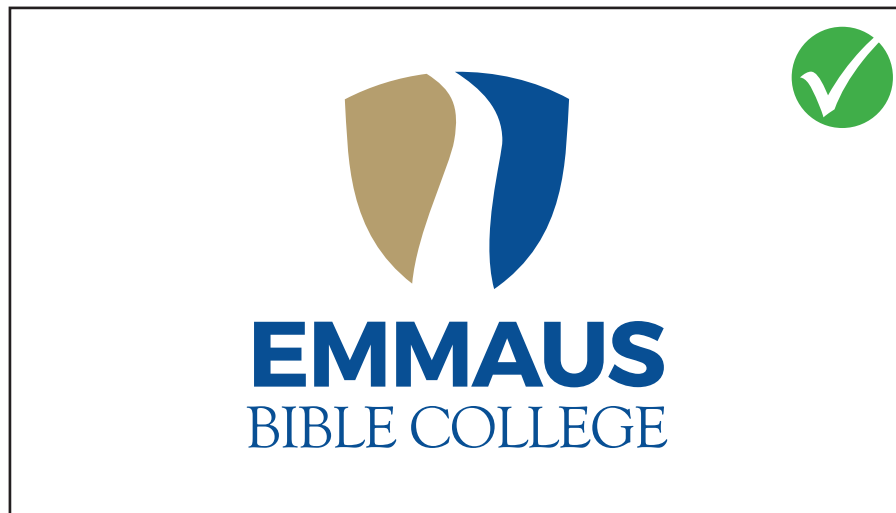
## MINIMUM REPRODUCTION SIZE

In the primary logo format, a minimum size must be adhered to so that legibility is retained. In exceptional situations where space is below the allowed size, adjustments may have to be made to balance the shape and visibility.



## **WRONG!**

The logo has become distorted from the original design aspect ratio, therefore stretching and squishing the shape and text. If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



## **RIGHT!**

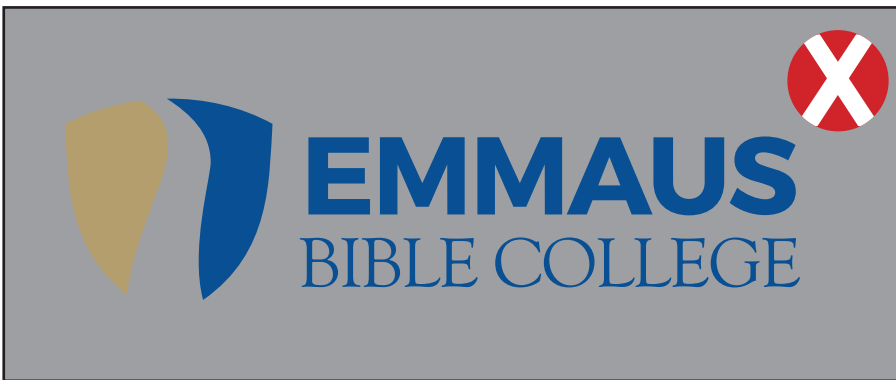
The logo shape is consistent with the original design, retaining balance and legibility.



## **WRONG!**

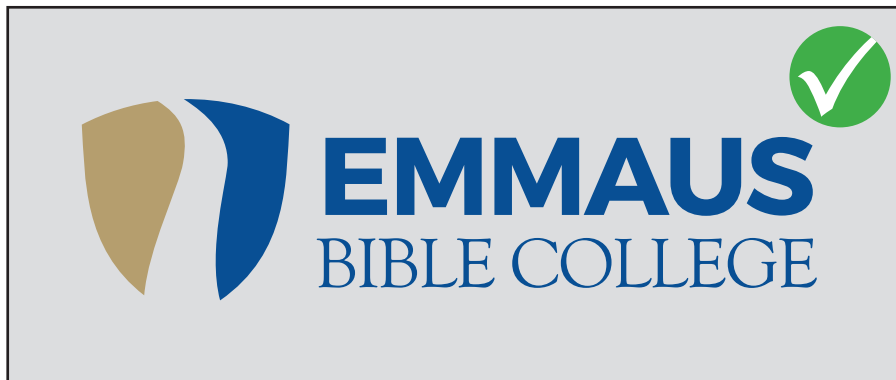
The background color is too similar to colors within the logo itself, and therefore leaves the logo unreadable.

To fix the problem, either switch the background color, or utilize one of the alternate logos that will be more readable.



## **RIGHT!**

The logo is clear and visible, set on a background color that provides enough contrast. Although the background color is not white, it still allows the logo itself to be completely readable.



# MERCHANDISING

Here are a few examples of logo placement on different school merchandise and wearables. Note the different logo treatments used for different applications.

