



EMMAUS UNIVERSITY

Brand Guidelines

CONTENTS



BRAND STORY

Our Mission and Vision	04
Our Verbal Brand	05
Our Brand	06
Marks	07
Colors	08
Typography	09



BRAND POLICY

Email Signatures	37
Marketing Department	38
Marketing Projects	39



ACADEMIC LOGOS

Academic Marks	13
Standard Logo	14
Exclusion Zones	15
Do Not's	16



ATHLETIC LOGOS

Athletic Marks	19
Standard Wordmark	20
Exclusion Zones	21
Primary & Secondary Marks	22
One-Color Logo Use	24
Team Wordmarks	26



HYBRID LOGOS

Hybrid Marks	29
University Monogram	30
Eagles Vintage Wordmark	32
Shield & Eagle Mark	34

01

BRAND *STORY*

OUR MISSION

Our mission as a biblical higher education community is to glorify God by educating and equipping learners to impact the world for Christ through faithful and effective service in their ministries, professions, and communities.

OUR VISION

Emmaus University will be flourishing, relevant, and accessible as a trusted name for transformational learning rooted in biblical truth.

THEME VERSE

“Then beginning with Moses and with all the prophets, He explained to them the things concerning Himself in all the Scriptures.” (Luke 24:27 NASB)

THE EMMAUS EXPERIENCE

In a context of academic excellence, the Emmaus Experience is characterized by:

- Educational programs infused with biblical content
- Meaningful relationships between faculty, staff, and students
- An environment conducive to spiritual and personal growth

OUR VERBAL BRAND

To maintain consistency, the following should be referred to and used for anything including the general description of Emmaus University:

Emmaus University is a private Christ-centered university located in Dubuque, Iowa. Founded as Emmaus Bible School in 1941 in Toronto, Ontario, Canada, Emmaus has continued to offer uncompromised biblical teaching for over 80 years. Emmaus University offers ministry and professional programs at the certificate, associate, bachelor, and graduate levels. Through our residential campus or Emmaus Global Campus, Emmaus University exists to fulfill our mission to **Impact the World for Christ**.

To keep clear, consistent, and effective and to show a constant voice that represents our mission and vision, we as a marketing team work to create and monitor all copy along with using minimal outside sources.

The marketing team considers the impact of all our verbal messaging and how it can effect the general public in regards to our mission and vision for the University. With that being said we are always looking to improve on voice, tone, grammar, punctuation, and overall presentation of our verbal messaging.

TAGLINE USAGE

- Our tagline should always be bold and in all caps and represented as shown “**IMPACT THE WORLD FOR CHRIST**” This can be in Montserrat font or Goudy Old Style depending on use case.
- The tagline can be extended when used in descriptions to “Educating and Equipping Learning to Impact the World for Christ” or “Equipping Learners to Impact the World for Christ”

OUR BRAND

The Emmaus University brand is the forefront in representing our mission of **Educating and Equipping Learners to Impact the World for Christ** as well as our commitment to University level operation, academic excellence, student life opportunities, and athletic success. Our brand is representing who we are at Emmaus University.

It is of utmost importance that all marketing supports the mission and vision we have at Emmaus University. When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts. Please look to the directory to be able to contact one of our marketing team members on particular branding questions.

The brand that represents Emmaus University can be seen and represented by key pieces such as:

- **Marks**
- **Color**
- **Typography**

ACADEMIC MARKS



EMMAUS
UNIVERSITY

EU

HYBRID MARKS



EMMAUS
UNIVERSITY

EU

*Emmaus
Eagles*

ATHLETIC MARKS



EMMAUS
EAGLES



CMYK
100-69-8-54

RGB
0-40-85

HEX
#002855

PANTONE
295

CMYK
6-15-41-10

RGB
211-188-141

HEX
#D3BC8D

PANTONE
467

CMYK
38-4-0-0

RGB
155-203-235

HEX
#9BCBEB

PANTONE
291

BRAND COLORS

Consistency with our colors plays an important role in a visually unified piece.

COLOR USAGE

- **Primary Colors:** Navy, Gold, or both should be the primary colors of any design.
- **Secondary Colors:** Our Light Blue should never take up more than 20% of any internal or external design piece.

SAMPLE UNIVERSITY TYPOGRAPHY

Header	16 PT. MONTERRAT EXTRABOLD
Subheader	12 PT. MONTERRAT SEMIBOLD ITALIC (ALL CAPS)
Body	10 pt. Goudy Old Style Regular with auto leading. <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Pellentesque ornare sem lacinia quam venenatis
Header	16 PT. MONTERRAT EXTRABOLD
Subheader	12 pt. Goudy Old Style Bold
Body	10 pt. Montserrat Regular with auto leading. <ul style="list-style-type: none"> • Lorem ipsum dolor sit amet • Pellentesque ornare sem lacinia quam venenatis

TYPEFACES

MONTERRAT

AB ABCDEFGHIJKLMNOP
 PQRSTUVWXYZ
 1234567890

Aa Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
 Kk Ll Mm Nn Oo Pp Qq Rr Ss
 Tt Uu Vv Ww Xx Yy Zz
 1234567890

GOUDY OLD STYLE

Aa Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
 Kk Ll Mm Nn Oo Pp Qq Rr Ss
 Tt Uu Vv Ww Xx Yy Zz
 1234567890

SAMPLE ATHLETIC TYPOGRAPHY

Header **20 PT. VTF REDZONE**
Subheader **12 PT. MONTERRAT SEMIBOLD ITALIC (ALL CAPS)**
Body 10 pt. Montserrat Regular with auto leading.
• Lorem ipsum dolor sit amet
• Pellentesque ornare sem lacinia quam venenatis

Header **20 PT. VTF REDZONE**
Subheader **12 PT. MONTERRAT SEMIBOLD (ALL CAPS)**
Body 10 pt. Montserrat Regular with auto leading.
• Lorem ipsum dolor sit amet
• Pellentesque ornare sem lacinia quam venenatis

TYPEFACES

VTF REDZONE

AB ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

MONTERRAT

AB ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Aa Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

TYPOGRAPHY TIPS & TRICKS

Is the typography readable?

Make sure the typography is readable by checking the point size, the contrast with the background, and whether or not you are using the right font depending on what you are writing.

Is there a higher quantity of fonts used than what is needed?

Please refer to our typography pages that list sample typography. These show what fonts should be used in marketing pieces. Limiting a design to fewer fonts usually ensures messaging clarity.

What if I do not have the correct fonts downloaded?

If you are designing a piece or creating something for marketing, but do not have the fonts necessary for the task, please email someone in the marketing department for assistance or the downloadable font files.

When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts.

02

ACADEMIC *MARKS & LOGOS*

ACADEMIC MARKS



EMMAUS
UNIVERSITY

EU

STANDARD LOGO

The Emmaus horizontal logo represents our institutional brand on the academic side of marketing. The academic logo should be used on all pieces directly related to academics at Emmaus University.

We have three options for academic specific logos: a horizontal logo, a vertical logo, and a logo that only consists of the shield.

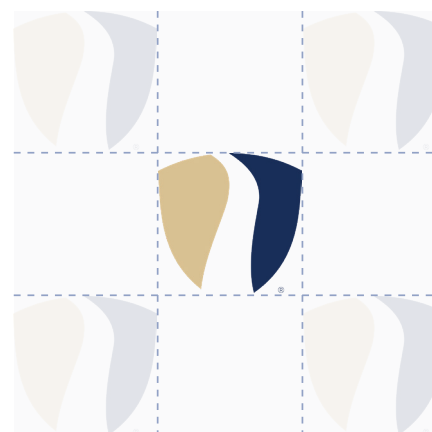




The horizontal logo, vertical logo, and shield logo should have a minimum buffer of the shield in width and height.



The minimum width of the horizontal logo, vertical logo should be 1.5".



IMPROPER USE OF THE ACADEMIC LOGO



Do not
crop any part of the
Emmaus logos.



Do not
rearrange any element
within the Emmaus logos.



Do not
stretch or warp the Emmaus
logos in any way.



Do not
add any color stroke to
any of the Emmaus logos.



Do not
tilt or rotate any of the
Emmaus logos.



Do not
add drop shadow to any
of the Emmaus logos.

DEPARTMENT BRANDING

Department branding has two options when ordering clothing or polos that have the academic logo:

- The academic horizontal logo on the right side with your department labeled on the left
- The academic horizontal logo on the right side with your name tag on the left

When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts.



Do not
add any department under
any of the Emmaus logos.



Do not
replace Emmaus University
with any other words or
departments

03

ATHLETIC *MARKS & LOGOS*

ATHLETIC MARKS



EMMAUS
EAGLES



ATHLETIC WORDMARK

The Emmaus Eagles stacked wordmark visually represents both the athletics department as well as the university. This should be the prominent element used on all Athletic Pieces.





The Athletics logos should have a minimum space of the shield in width and height.



The minimum width of the Athletics logo should be 1.5”.



PRIMARY AND SECONDARY ATHLETIC MARKS

The **primary athletic mark** is a representation of the university's athletics department. It is made up of the university monogram and the eagle.

The **secondary athletic mark** is always to be used with the "Emmaus Eagles" mark or team marks to establish connection with the athletics branding.

Usage Guidelines:

- **No modifications** can be made to the shape, proportions or color
- **The primary athletic mark** is preferred for any athletic branding that is used for merchandise, embroidery, or on anything that is not going to use the words "Emmaus Eagles" or the team marks
- **In video** the primary or secondary athletics mark can be animated, as long as it is displayed correctly and does not lose its value in the animation
- **The athletics marks** are only approved for use in NCCAA, intramural sports, and merchandise design

PRIMARY ATHLETIC MARK



SECONDARY ATHLETIC MARK



SECONDARY ONE-COLOR LOGO USE

To stay consistent with the athletic branding, the correct version of the logo must always be used. See incorrect variations on the next page.

Usage Guidelines:

- Our logo cannot simply be recolored for use on a dark background
- We have identifiers in our logo to easily recognize the correct logo

The eagles pupil should always be darker than the iris.

The white feathers should be lighter than the background color

LOGO IDENTIFIERS



INCORRECT



CORRECT



INCORRECT



CORRECT



ATHLETICS TEAM WORDMARKS

The following page shows the **approved** formatting for athletics team wordmarks. The primary team logo must be used at all times when printing for specific teams in the athletics departments. Any other variations need direct approval from the Director or Vice President of Marketing.

These are the official marks for the sports teams at Emmaus University and are represented in NCCAA settings and merch designs.

When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts.

WORDMARKS

EMMAUS
VOLLEYBALL

EMMAUS
VOLLEYBALL

EMMAUS
VOLLEYBALL

HORIZONTAL



VERTICAL



04

HYBRID *MARKS & LOGOS*

HYBRID MARKS



*Emmaus
Eagles*

EU

EMMAUS UNIVERSITY MONOGRAM

The Emmaus University monogram is used as an inclusion of both our academic and athletic brands. This mark is meant to be used in pieces that call for a less formal tone. This monogram can only be used if there is a clear indication through other branding means that the piece is from Emmaus University. If there is no clear guidance with the branding, the proper wordmark will be needed.

Please see the marketing department for help when using the hybrid brand by any means as we need to ensure brand clarity in all pieces.

When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts.



EAGLES VINTAGE WORDMARK

The Emmaus Eagles vintage wordmark can be used for internal pieces, merchandise, and athletic gear. This is offered in three color variations being navy, gold, and white and should be used in variation depending on the color it is going on.

Please see the marketing department for help when using the hybrid brand by any means as we need to ensure brand clarity in all pieces.

When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts.

*Emmaus
Eagles*

COMBINED SHIELD & EAGLE MARK

The combined shield and eagle mark is another mark that is used as an inclusion of both our academic and athletic brands. This mark as well is meant to be used in pieces that call for a less formal tone. This monogram can only be used if there is a clear indication through other branding means that the piece is from Emmaus University. If there is no clear guidance with the branding, the proper wordmark will be needed.

Please see the marketing department for help when using the hybrid brand by any means as we need to ensure brand clarity in all pieces.

When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts.



05

BRAND *POLICY*

EMAIL SIGNATURES

Email signatures under the identity of Emmaus University are an integral part to consistently displaying the brand of Emmaus. The email signatures shown are a requirement for all university employees, and faculty.

When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts.

ACADEMIC

Eric Robinson
Associate Director of Digital Marketing
Marketing Department
 www.emmaus.edu | (563) 500-8872



ATHLETIC

Eric Robinson
Associate Director of Digital Marketing
Marketing Department
 www.emmaus.edu | (563) 500-8872



San Serif Bold
San Serif Italic
San Serif Bold
 San Serif Regular | (563) 588-8000

Medium Size Image

San Serif Italic

EMMAUS MARKETING DEPARTMENT

The marketing department of Emmaus University is built to protect the brand while still following the vision and mission of the university. The marketing department partners with other departments to enhance the promotion of the university and to bring consistency to its representation.

When creating projects with external viewership please make sure to communicate with our marketing team for approval on the usage of official marks, logos, colors, and/or fonts.

A MARKETING PROJECT FROM START TO FINISH

1. Submit a “Design Request Form” on Navigator
2. The marketing team will review your request and get in touch with you if they need additional information
3. The project is worked on by the marketing team
4. Any draft will be sent one to two days before due date
5. The project will be emailed to you by it’s specified due date

HELPFUL WEBPAGES

Emmaus.edu/Branding - Brand guidelines and downloadable logos

Emmaus.edu/Email-Signatures - Email signature templates

Navigator.emmaus.edu/home/facility-and-technology-request-forms - Design request form



2570 Asbury Road, Dubuque, Iowa 52001 | (563) 588-8000
www.emmaus.edu