



Eastern Nazarene College

BRAND GUIDELINES

2022

How to use this guide

This guide is created to provide accurate and consistent information to all who utilize and interact with ENC brand assets. The information provided describes how these brand assets work best for the continued growth of the college and help to establish Eastern Nazarene College as a brand to be remembered.

If you're an employee or student, you'll probably use this guide as a refresher for those hard-to-remember details or for more pointers on important elements of our ENC brand.

If you're an external partner, you might want to give this guide a full read so you can become more familiar with the ENC brand.

We ask that you review the enclosed information and follow the instructions based on your goals and objectives for each project you produce with us.

Please contact marketing@enc.edu with any questions.

Table of Contents

ENC Logo Usage	4 - 5
Brand Colors	6
Web Brand Colors	7
Typography for Print	8
Typography for Web	9
Identity Package	10
Email Signature	11
Photography	12
Media Release Forms	13
Messaging, Tone, Voice	14
Posters and Signage	15
Event Branding	16
Athletics Logo Usage	17 - 20
Athletics Uniform Color Specifications	21

BRAND GUIDELINE OVERVIEW

ENC's Marketing Department is available to support your office with the creation of many different media and services, including: media, public relations, print, web, banners, landing pages, photography, video, email, eCards, social media, on-line surveys, blogging, event support design and production, business cards, all college letterhead and all college envelopes.

If you have other ideas of what you need or want to have created, please let us know and we will assist in your initiative.

Please contact marketing@enc.edu with any questions

Logos

To preserve ENC's brand integrity and keep our image as consistent as possible, this section provides standards for using ENC logos for advertising, PR, printing and publishing on traditional and electronic media, and merchandise.

CREST



WORDMARK

Eastern Nazarene College
Eastern Nazarene College
Eastern Nazarene College

ALTERNATIVE CREST



WORDMARK/ CREST CENTERED



Eastern Nazarene College

WORDMARK / CREST VERTICAL



Eastern
Nazarene
College

LOGO SPACING

It is important to maintain a sufficient amount of space around the logo to ensure that it is distinct and identifiable.

The clear space surrounding the logo must be greater than or equal to the height or width of the letters inside the logo

WORDMARK/ CREST HORIZONTAL



Eastern Nazarene College

WORDMARK VERTICAL

Eastern
Nazarene
College



WORDMARK HORIZONTAL W TAG

Eastern Nazarene College

CHRIST CENTERED | STUDENT CENTERED | BOSTON CENTERED

To ensure you have the highest quality logo, please contact marketing@enc.edu.

Contact Marketing and Communications directly if you have questions.

LOGO DON'TS

DON'T copy the logo from web pages because the low resolution of web graphics will cause the logo to look fuzzy and not sharp.

DON'T change the typeface of the logo.

DON'T use alternate colors of the red and yellow when using the logo unless they are extremely close visually to our colors below.

DON'T place the logo on a background that doesn't provide sufficient contrast.

DON'T distort the logo by scaling it disproportionately.

DON'T adjust the colors of or add gradients to the logo.

DON'T add unnecessary things such as drop shadows and outlines.

SEE PAGES 17 - 20 FOR ATHLETICS LOGO USE



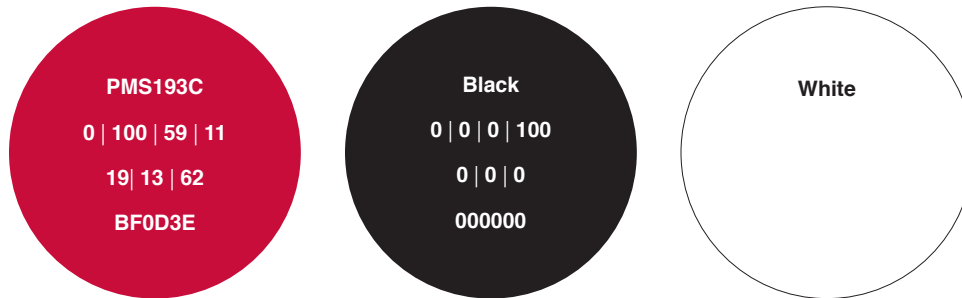
ENC Brand Colors

ENC primary brand colors are red, black and white.

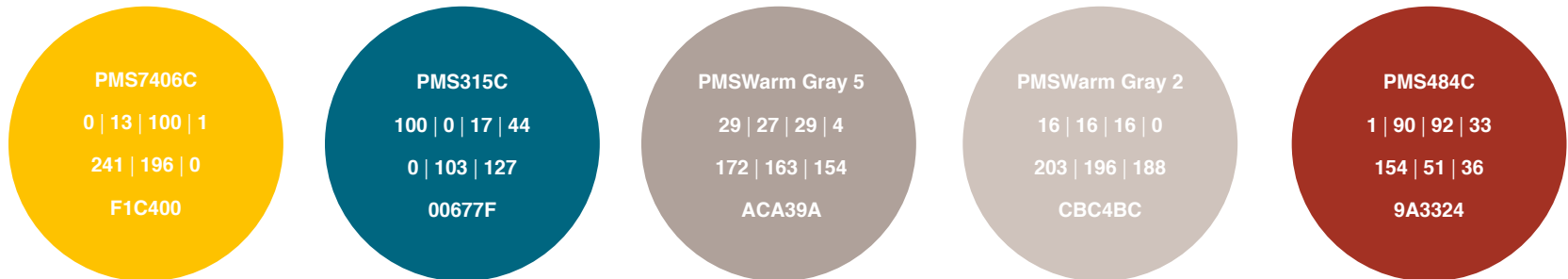
See below for color swatches and PMS (Pantone Matching System) references.

Remember that PMS colors do not translate from print to web or to video.

PRIMARY PALETTE:



SECONDARY PALETTE:

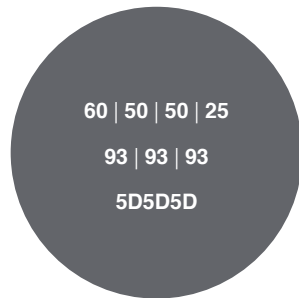
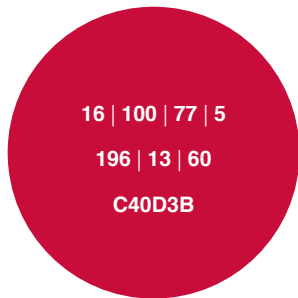


ATHLETICS / SECONDARY

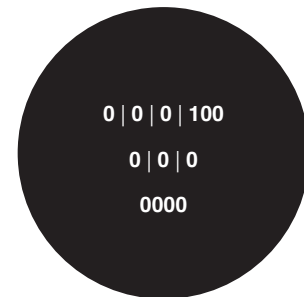
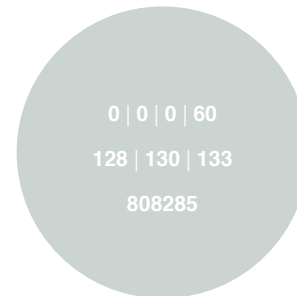
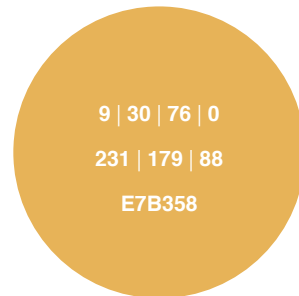
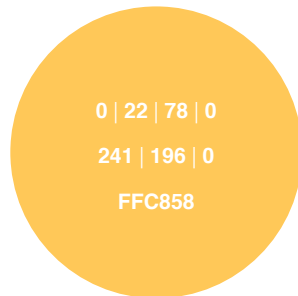
Web Brand Colors

See below for website color swatches.

PRIMARY PALETTE:



SECONDARY PALETTE:



TEXT

BACKGROUND IMAGES

Typography for Print

SANS SERIF

FRUTIGER

| UPPERCASE, LOWER CASE, VARIOUS STYLES AND WEIGHTS

AaBbCcDdEeFfGgHhIiJ KkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

SERIF

GARAMOND CONDENSED

| UPPERCASE, LOWER CASE, VARIOUS STYLES AND WEIGHTS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

HEADERS / CALLOUTS / LINKS / SECTION TITLES / TESTIMONIALS / ETC.

GOTHAM

| UPPERCASE, LOWER CASE, VARIOUS STYLES AND WEIGHTS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

Typography for Web

HEADERS / CALLOUTS / LINKS / SECTION TITLES / TESTIMONIALS

MONTERRAT

| UPPERCASE, LOWER CASE, VARIOUS STYLES AND WEIGHTS

AaBbCcDdEeFfGgHhIiJjKkLmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

OVERSIZED TEXT

EB GARAMOND

| UPPERCASE, LOWER CASE, VARIOUS STYLES AND WEIGHTS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

BODY TEXT

ADOBE GARAMOND

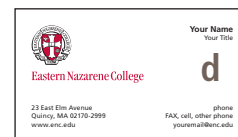
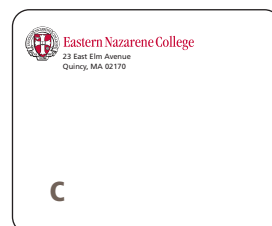
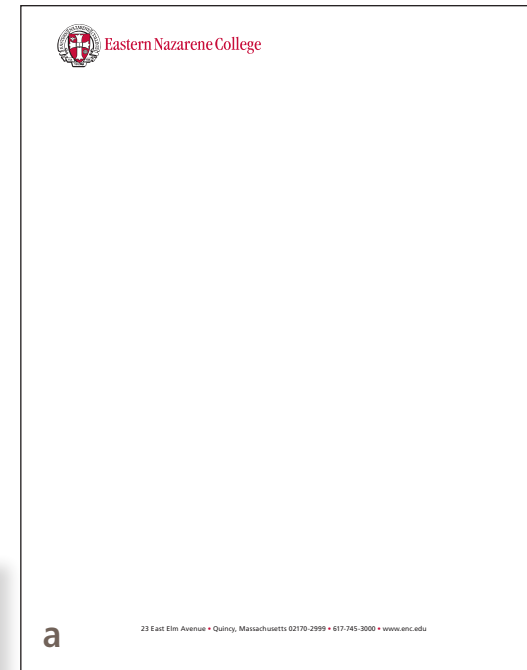
| UPPERCASE, LOWER CASE, VARIOUS STYLES AND WEIGHTS

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789

Identity Package

When you need to reorder your business cards, letterhead, envelopes or labels, please contact the Marketing and Communications Department and we will order them for you.

Individual campus departments, organizations, or persons may not design their own ENC business cards, letterhead and envelopes. They are only to be created and ordered through the Marketing and Communications Department.



- a. All college letterhead
- b. All college #10 envelope
- c. All college mail label
- d. All college business cards.

Email Signature

SAMPLE TEMPLATE

This template is the approved format for your email signature.

Font: Arial

Size: 10

OUTLOOK/HTML

John Smith

Director of College Relations

Eastern Nazarene College

23 East Elm Avenue, Quincy, MA 02170

P: 617-745-1234 | john.smith@enc.edu



Eastern Nazarene College

TEXT ONLY

Jill Smith

Director of College Relations

Eastern Nazarene College

23 East Elm Avenue, Quincy, MA 02170

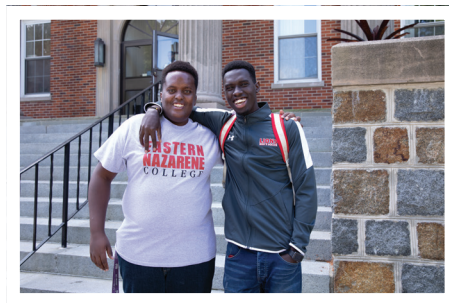
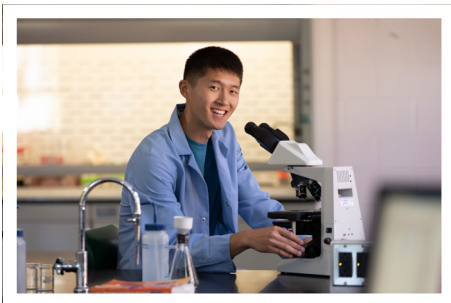
617-745-1234

jill.smith@enc.edu

Photography

When it comes to photography, we like to keep it simple and strong. Whenever possible, show real members within our ENC community. The photography should reflect all of the characteristics of what makes ENC special, and highlight ENC through thoughtful lighting and careful composition – even when we have to use stock images. Our photography should also represent the diverse backgrounds, abilities, unique qualities, etc. of our ENC community.

To request approved ENC stock images or a photographer please send your request to marketing@enc.edu.



Media Release Forms

USING A PERSONS' PHOTOGRAPH, VOICE OR VIDEO

In order for an ENC department to use any persons' photograph, voice or video, for any reason, the individual(s) must provide ENC with consent by signing a "release form."

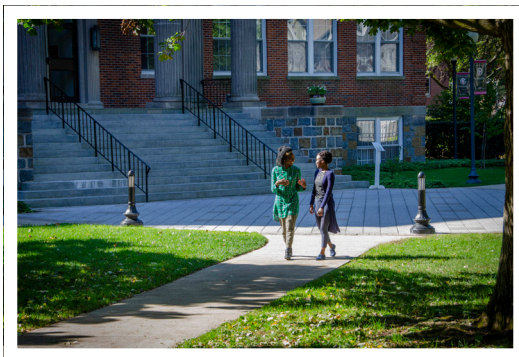
WHO NEEDS TO SIGN A "RELEASE FORM?"

Students, faculty, staff, and any other person that is being shown, heard, or used in any form on any media needs to sign a media release form.

Contact marketing@enc.edu for media release forms.

WHO KEEPS THE "RELEASE FORM?"

If an ENC department is producing their own content, they will manage and hold their own release forms. They are not to be discarded and should be archived to protect ENC against any potential litigious action.



Messaging, Tone, Voice

All written content for the web, social media, print, video, email, or any other media should be accurate, positive in nature, and pertinent to the topic. Messaging intended for either internal or external audiences should represent ENC positively and considered possibly the only point of reference for the reader.

Content must be clear and in line with institutional mission, vision, defining values and brand guidelines.

SOCIAL MEDIA:

All content appearing in social media must meet ENC brand guidelines. Content not specific to the institutional mission and goals must be removed or revised prior to re-posting.

Marketing and Communications has the right to remove posts that do not meet our guidelines.

INTERNET AND WEBSITES:

No ENC website can be implemented without the approval of Marketing and Communications. You may be asked to revise or remove unapproved content.

Posters and Signage

POSTERS AND SIGNS - CONTENT

Words, logos and photos on printed signs and posters on or off ENC's campus must comply with the brand policy guidelines. Signage will be removed if it contains any of the following: nudity; profanity; sexual innuendo; actions that are considered Illegal; misrepresentation of Biblical truth, ENC's mission, or Nazarene doctrine.

POSTERS AND SIGNS - ENC BRAND POLICY

Eastern Nazarene College and all constituents must exercise the brand policy to the full extent. Please use common professional etiquette prior to producing and publishing signage and posters. If there is any question as to whether your work meets brand guidelines, please contact the Marketing and Communications Department. This department reserves the right to make revisions to poster content any time that violations occur.

USE OF THE EASTERN NAZARENE COLLEGE NAME, LOGOS AND WORDMARK

The Eastern Nazarene College brand logos, wordmark, and brand name cannot be altered from their original. When creating artwork in the form of posters and signage, any ENC logo must be used in its original form.

This includes on-campus printed material, posters, signs, public relations, advertising, printed media for all purposes, user-generated content for web, social media, blogs, mobile text messages, email addresses, videos, clothing and hard goods, institutionally-produced material, and any other content that falls under the auspices of Eastern Nazarene College.

See pages 4-5 for ENC logo and wordmark options.

Event Branding

ENC BRAND AND LOGO USAGE FOR EVENTS

This document is a guideline for all parties involved to understand the value of utilizing the ENC brand and logo assets as effectively as possible during all on and off-campus events. All departments and divisions should exercise this policy.

GUIDELINES

Attire appropriate for the occasion should be discussed and logo clothing should be worn for ENC events. This provides a consistent brand presence and exudes a high level of professionalism. In circumstances where ENC-branded attire cannot be worn, there should be another way to display the brand on clothing like ENC lapel pins or nametags.

ENC signage should be present at all events and designed and produced by Marketing. If your department is in need of signage for an upcoming event, a request can be made using our Marketing Online Request Form.

- Banners / Backdrops
- Tabletop banners
- Hard Signs
- Apparel and hard goods
- Video

WELCOME TO THE LION'S DEN

ENC Athletics Logos, Colors and Font Usage

There is one official Athletics logo for all ENC athletics.

The official Athletics logo should be used for official college athletics signage, recruitment communications, and other identity purposes.

All other Athletics logos can be used for other Athletics initiatives.

OFFICIAL ATHLETICS LOGO



SECONDARY ATHLETICS LOGOS



**EASTERN
NAZARENE
COLLEGE**



ENC



**EASTERN NAZARENE
COLLEGE**

LIONS

ENC

CLEAR SPACE REQUIREMENTS: SAMPLES

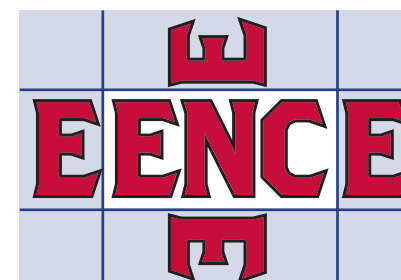
A specific amount of clear space around the Athletic logo should be maintained at all times.

The blue area on the left represents the amount of space that must be maintained between the logo and any other element, including the edge of a page.

To determine the minimum distance (safe zone) between the Athletic logo and all other graphic elements: take the largest letter from the logo, in this case, the "O" from Lions and put it on all four sides of the logo (or a letter that is equivalent in size). Then draw parallel lines across the top, bottom and sides of the logo, as shown to the right.

For the primary logo the safe zone on all sides of the athletics logo is equal to the width of the letter "O" in Lions.

For the Secondary logos that are exclusively words, the safe zone on all sides of the logo is equal to the width of the largest letter. In this case it is the letter "E".



ATHLETICS COLORS



ATHLETICS FONT

HEADERS / CALLOUTS

BROTHERS REGULAR

| UPPERCASE, LOWER CASE

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789**

HEADERS / CALLOUTS

BROTHERS REGULAR ALTERNATES

| UPPERCASE, LOWER CASE

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789**

ATHLETICS APPAREL: TYPOGRAPHY

The primary typeface for Eastern Nazarene College athletics apparel is "Brother". The typeface is subject to copyright and the font is not transferable. Please ask Marketing and Communications if you have a need to use this typeface for apparel artwork and we will create the graphics for you.



ATHLETICS LOGO DON'TS

It is extremely important to the Eastern Nazarene College Athletics brand identity that logos be displayed correctly. Always use the correct colors, correct relative positioning, size and aspect ratio of all elements. The primary Athletics logo is used as an example.

1. Do not distort any portion of the athletic logo.
2. Do not crop any portion of the athletic logo.
3. Do not tilt the athletic logo.
4. Do not substitute the typefaces inside the logo.
5. Do not rearrange components in the athletic logo.
6. Do not alter the alignment or perspective of any component of the athletic logo.
7. Do not modify and/or mix ENC brand elements or other graphic treatments together to alter the logo.

These are just a few examples. If there is a question as to whether you are brand compliant, please contact the Director of Marketing or Director of Athletics for approval.



1



2



3



4



5



6



7

Red, White, and Black Uniform Color Specifications

- A color proof is required prior to placing any order with ENC logos or wordmarks.
- All color combinations must meet Athletics brand manual specifications and always include an approved ENC Athletics logo.
- All Athletics gear that is worn by athletes and coaches must follow brand specifications.
- Fundraising gear that includes any ENC brand logo or wordmark must follow brand manual specifications.
- On occasion cold weather gear may require teams to wear a black coat and black bottoms (based on approval).
- Yellow is not used for clothing colors.
- Yellow is only used in the Lion, words and the stroke around the words.



LIONS ENC



A color proof as shown is required for approval prior to placing any order.

All orders must be approved by the Director of Athletics.

Marketing and Communications must approve for brand compliancy.

Tops / Bottoms

