

# Elon University Visual Identity Quick Reference

See complete guidelines and get files at [www.elon.edu/identity](http://www.elon.edu/identity)

This document provides basic guidelines for use of Elon University's graphic marks. Use of these trademarked graphics is reserved for the educational, business or professional operations of the university and its personnel. These marks should not be used for personal or commercial purposes without permission. For more information, contact the Office of University Communications, 336.278.7415.

## THE ELON SHIELD

Elon's shield was adopted in 2016 and includes a stylized flame-leaf icon. Half of the icon is in the shape of an oak leaf – Elon is the Hebrew word for oak and the college was founded in a grove of stately oak trees in 1889. The other half of the icon is made up of flames, symbolizing the 1923 fire that shaped the history of the institution and sparked its rise to become a thriving national university.



The shield is primarily used along with Elon's wordmark. Use of the shield as a stand-alone mark must be approved by University Communications.

## SIGNATURES



Primary Signature



Primary Signature Centered



Secondary Signature



One-line Signature



Secondary Signature Centered

## WORDMARKS



Primary Wordmark



Secondary Wordmark



One-line Wordmark

## MINIMUM SIZE

In order to maintain legibility, please use these marks no smaller than the sizes indicated on these diagrams.



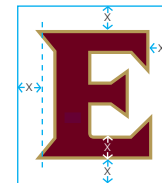
## VITAL SPACE

The area around all Elon marks must be free of any other text or graphic elements. Use 1/2 the height of the letter E to measure the required clear space around the signatures and wordmarks.



## THE ELON MONOGRAM

The Elon University monogram E was adopted in 2016 to provide a distinctive symbol for a wide variety of uses, both institutional and athletic.



Vital space

X = width of horizontal section of "E"

NOTE: Vital space in back of "E" aligns with interior serif.

## ELON ATHLETICS

Use of the visual identity marks for Elon Phoenix athletics must be approved by the Office of Athletics. Contact Dan Wyar, director of communications for athletics, at 336.278.6634, [dwyar@elon.edu](mailto:dwyar@elon.edu).



Primary Athletics Signature

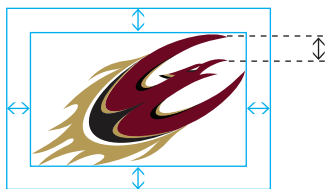


Secondary Athletics Signature



Phoenix

## VITAL SPACE



## Minimum Size



## THE ELON UNIVERSITY SEAL

The official Elon University seal was created in 1908. It includes the latin words, "numen lumen" – spiritual and intellectual light, which is the university's motto. Elon's seal is used for only the most formal applications, appearing on university diplomas, formal invitations and ceremonial documents deemed appropriate by the Office of the President. It is not available for download and may not be used without permission of the Office of University Communications or the Office of the President.



## ELON COLORS

Maroon and Gold were adopted as the Elon colors in about 1910. The core color values are embedded in the official digital files and should never be altered. Use of this color guide can be used to match colors and backgrounds in print or digital production.



ELON  
MAROON

For Print

PMS

**Pantone 188**

CMYK

C16, M100, Y65, K58

Digital Media RGB

R115, G0, B10

HEX #73000a



ELON  
GOLD

For Print

PMS

**Pantone 872**

or Pantone 7503

(nonmetallic)

Digital Media RGB

C24, M31, Y74, K10

CMYK (uncoated digital)

C28, M31, Y65, K15

CMYK (uncoated offset)

C28, M31, Y65, K15

Digital Media

RGB R181, G154, B87

HEX #b59a57



ELON  
Yellow

For Print

PMS

**Pantone 1245**

CMYK

CO, M28, Y100, K14

Digital Media RGB

R198, G146, B20

HEX #c69214

Signatures, wordmarks and the monogram are available in a variety of color options for printing on different background colors. See [www.elon.edu/identity](http://www.elon.edu/identity).

## DOs AND DON'Ts

Elon marks may not be altered in any way. Always use approved artwork files. Do not change the color or proportions or attempt to typeset, add words, other symbols, or create any Elon-related logos on your own.

## CHOOSING A FILE FORMAT

**EPS and PDF** files are vector images and may be enlarged and reduced without affecting image quality.

**JPG and PNG** files are raster images and may be reduced but NEVER enlarged. Enlarging them will diminish image quality.

**72 dpi** files are used for digital purposes and **300 dpi** files are used for print. This is noted in the file names.

**EPS, PDF and PNG** formats preserve background transparency and can be superimposed on a colored backgrounds.

**JPG** files are built with background colors (including white) and appear to be in a box unless superimposed on a color that matches the file background.

**Note:** EPS, JPG and PDF **cmyk** files (noted in file names) should be used for color printing on office printers and at the Elon printshop. For off-campus production, ask your vendor for color specifications because some production processes require Pantone colors. These (EPS or PDF) files names include "pms".

End Use or Product	EPS	JPG	PNG	PDF
Banners/signs	■			▲
Brochures, booklets, print materials	■			▲
Embroidery	■			▲
Online (html emails, website, etc)		▲	■	
Promotional items	■			▲
Screen Presentations		■	▲	▲
Silkscreening	■			▲
Video	■	▲	▲	▲
Word documents (standard)		■	▲	▲
Software	EPS	JPG	PNG	PDF
Adobe AfterEffects	■			▲
Adobe Illustrator	■			▲
Adobe InDesign	■			▲
Adobe Photoshop	■	▲	▲	▲
Adobe Premier Pro	■		▲	
Microsoft Excel		■	▲	▲
Microsoft PowerPoint		■	▲	▲
Microsoft Publisher		■	▲	▲
Microsoft Word		■	▲	▲

■ - Recommended file type

▲ - Optional file type