

# THE NEW THINK

BRAND GUIDELINES  
VERSION 1.3

# NEW STORY

EWU is evolving. Eastern Washington University is thinking differently about education. More innovative programs and new resources are being added to help students stay ahead in today's changing workforce economy. In advancing their educational experience, EWU is also reshaping the Inland Northwest.

It's time for a new academic identity at EWU—one that aligns with the strategic plan outlined for 2018-2023. Herein lies the details of that new identity.

THE NEW

THINK

In today's evolving world, technological innovation can save the day. But it's not just about new tools and gadgets. It's a new way of thinking about old problems. Something we're calling, The New Think.

Building the region's first zero energy facility where Eagles collaborate in real-time with local business and industry experts... that's New Think. Students working side-by-side with faculty to restore a lost prairie habitat right here on campus... that's New Think. Collaborating across degree fields through experiential and impact-oriented learning to solve the problems of the future... that's New Think.

The New Think isn't a tagline. It's not a logo. It's a philosophy. A movement. A culture. It's something that becomes deeply ingrained. New ideas. New ways of doing things. That's what makes us Eastern Washington University.

M E S S A G

I N G





**MESSAGING**

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**VOICE + TONE**

The New Think doesn't just think differently, it words things differently.

When we speak, it should be bold, direct, and concise. It's not complicated or bookish. It doesn't talk like universities usually talk. It's simple words and compact sentences.



**MESSAGING**

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**HEADLINE  
MESSAGING**

Let's be minimalists.

Keep it simple. One to two words — three if necessary.

**GENERAL HEADLINE EXAMPLES:**

**STRIKE UP**

**IDEA FACTORY**

**THINK STRONG**

**FORGE NEXT**

**NEXT IS HERE**

**THRIVE + PURSUE**

**DITCH THE RULES**

**EXPLORE + ADAPT**

**SEARCH WITHOUT END**

**SPECIFIC DEPARTMENTS:**

Athletics

**ALWAYS COMPETE**

**BEAT RIVALS**

**RED RUNS DEEP**

TYPO

GRAPHY





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**TYPOGRAPHY**

Gotham is our primary  
typeface.

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# Gotham Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

# Gotham Book

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789





**TYPOGRAPHY**

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**TYPOGRAPHY**

When using short headlines (one to three words), the type should span the entirety of the design area, so that it's flush left and flush right.

Subheads and body copy should always be left justified.

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**H E A D L I N E**

Gotham Bold | Uppercase | Wide Tracking

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**S U B H E A D**

Gotham Bold | Uppercase | Wide Tracking

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**Large bodies of text.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Gotham Book | Sentence Case | Tracking: 0



**TYPOGRAPHY**

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**TYPOGRAPHY**

For a more dynamic look, a headline can be treated with a thin stroke on the outside (instead of a fill).

FORGE

NEXT

EXPLORE +

ADAPT

COLOUR

PALETTE





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**COLOR PALETTE**

RED

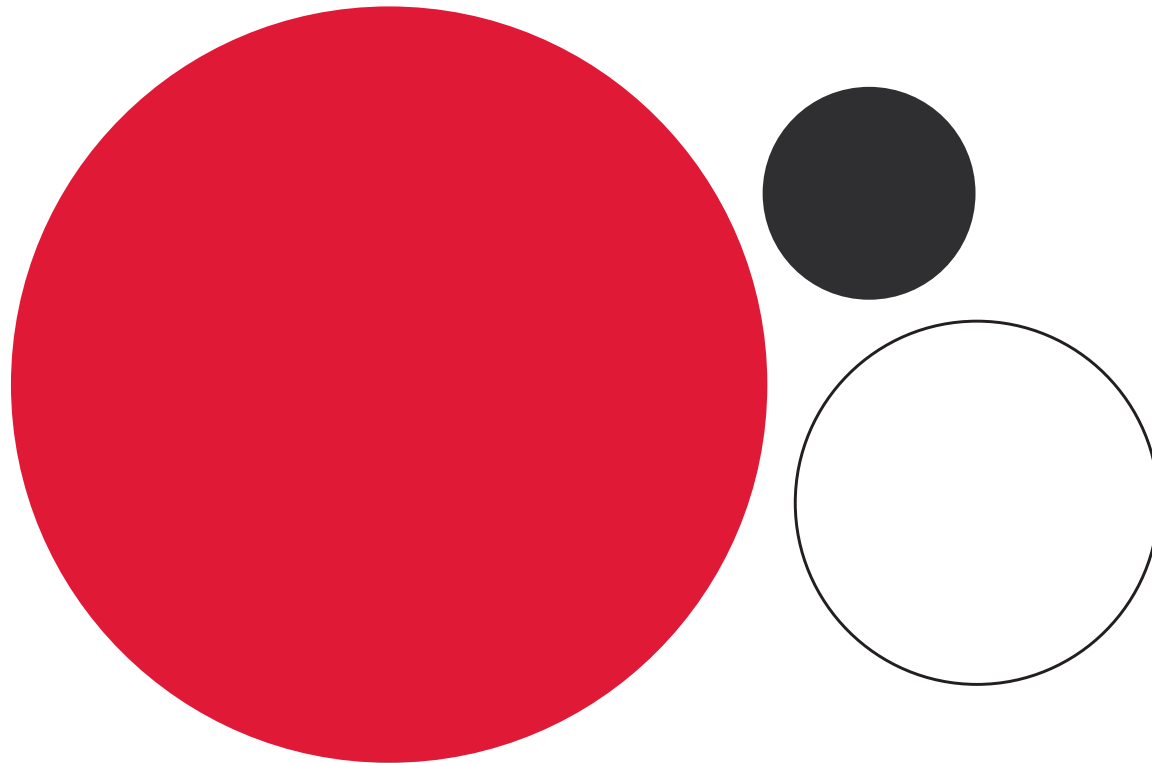
PANTONE 186 U  
CO M100 Y80 K5  
R184 G20 B47  
#B7142E

BLACK

PANTONE 440 U  
C70 M65 Y60 K60  
R50 G50 B50  
#313032

WHITE

CO MO YO KO  
R225 G225 B225  
#FFFFFF



GRAPHIC

ELEMENTS





**GRAPHIC ELEMENTS**

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**GRAPHIC ELEMENTS**

Incorporate at least one of these graphic elements in every New Think layout.

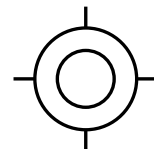


No more than two different elements should be used in a layout. However, one element can be used more than once in a layout.



These elements typically work best in the corners of a piece, or close to the edge.

They should never be larger than a headline or dominate a piece.

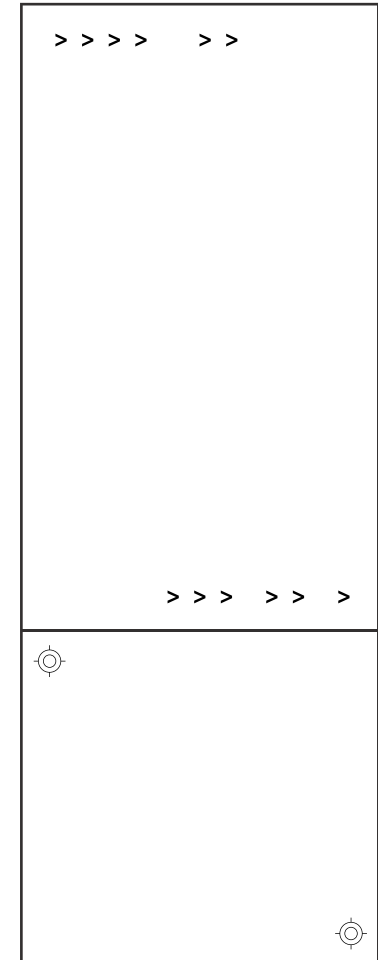
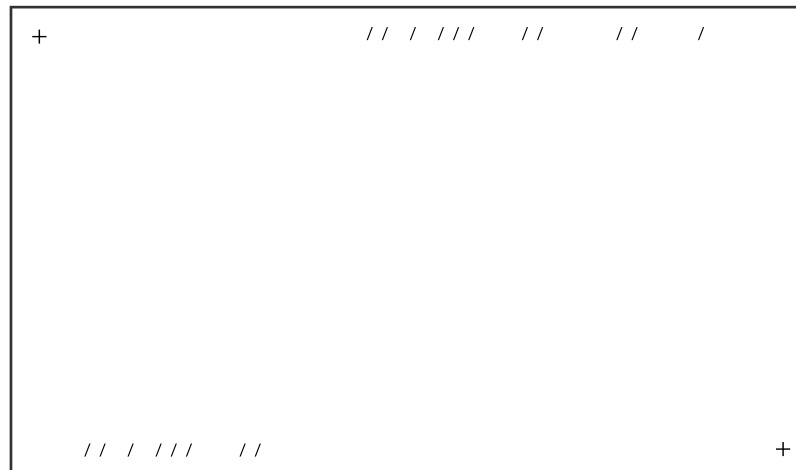
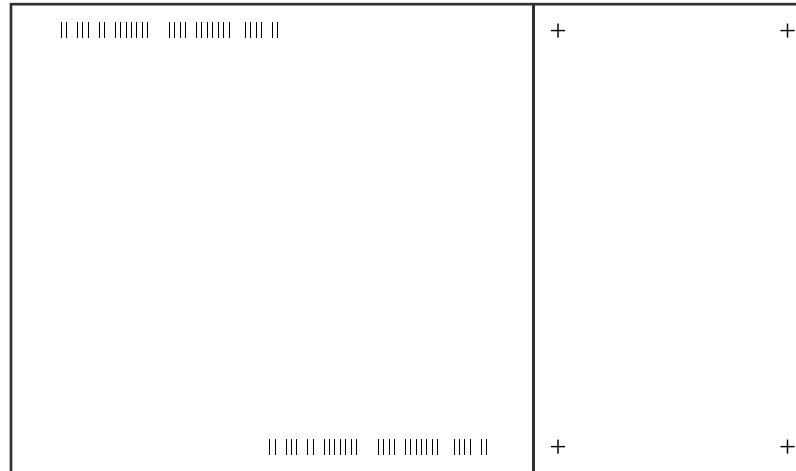




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**GRAPHIC ELEMENTS**

Examples of placements.





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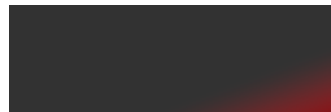
**RED GLOW**

Use the glow element to photography to create more visual interest.

The glow should appear in the bottom right corner of the piece.

Be sure to scale the shape of the glow so that it fits the exact dimension of the design area.

**STRUCTURE**



**OVER PHOTOGRAPHY**





PHOTO

GRAPHY





## PHOTOGRAPHY

Every New Think image should convey one thing: Innovation.

Feel free to be creative. Crop in. Rotate. Flip upside-down. Use a split screen.

Avoid photography that looks staged.

It should feel fresh, energetic, real.

Avoid cliché imagery, such as panoramic shots of campus or students walking with backpacks.





**PHOTOGRAPHY**

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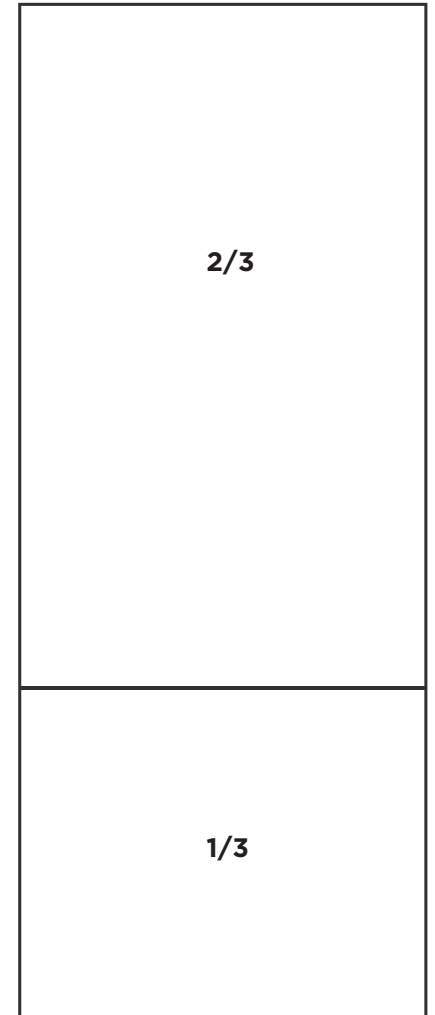
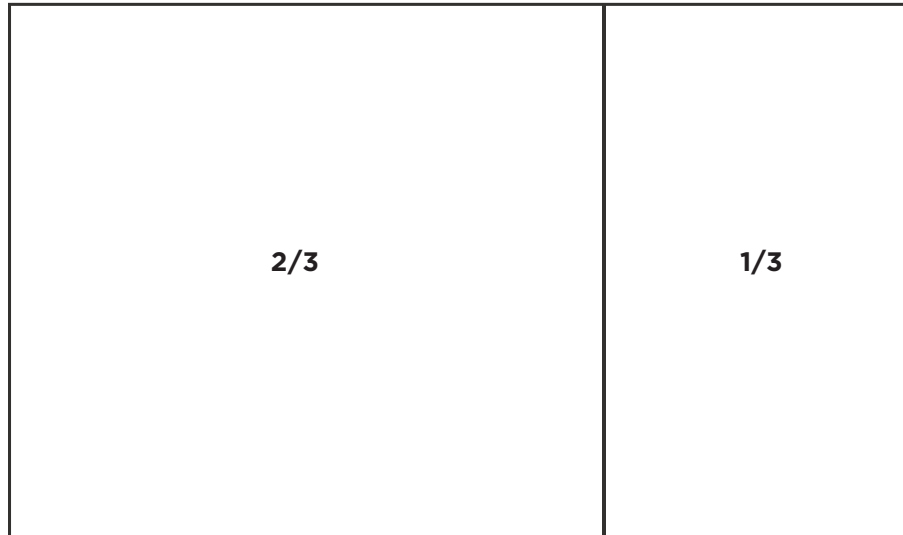
**PHOTOGRAPHY**

On single page, cover page, or web placements, always use two photos for layout.

The hero photo should take up 2/3 of the piece, while the supporting photo should cover 1/3.

The supporting photo (1/3) should be zoomed in and cropped tightly to create more dynamic.

There should be an evident hard edge between photos.





**PHOTOGRAPHY**

**PHOTOGRAPHY +  
TYPOGRAPHY**

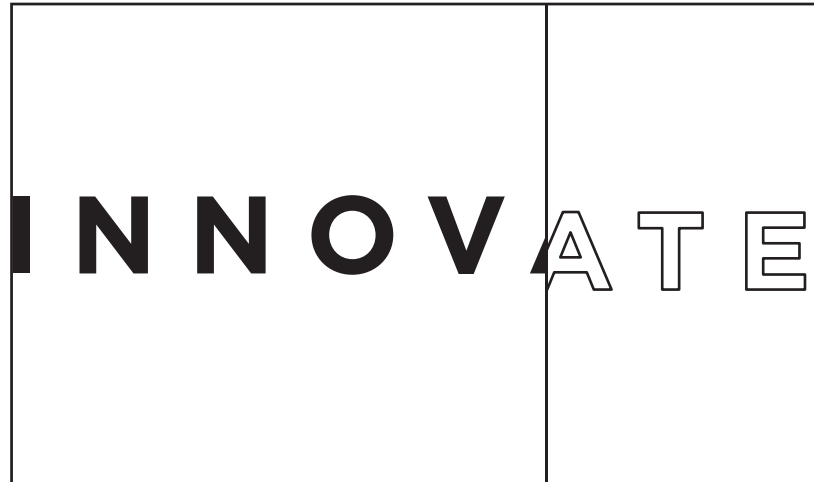
When applying type over photography, use the hard edge between photos as a guide.

One side should be filled with text, the other should have a stroke applied.

Use best judgment based on the photo behind to depict which has the fill and which has the stroke.

Using the photo split as a guide, shift type vertically within horizontal pieces and horizontally within vertical pieces.

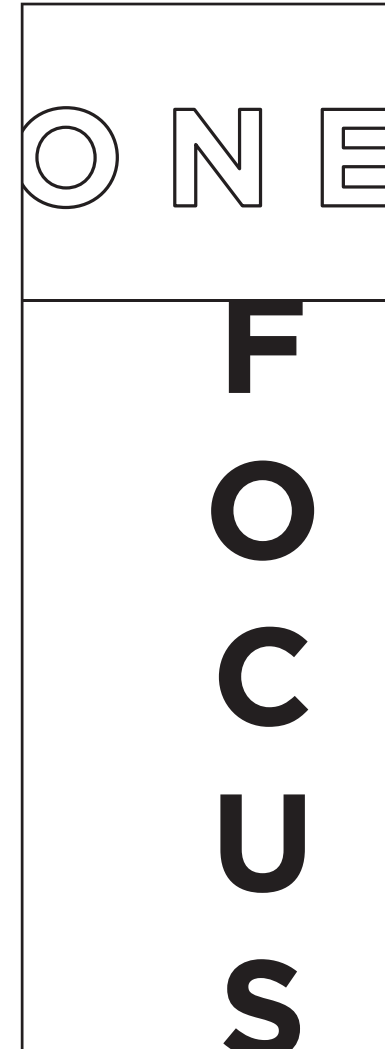
**ONE WORD SPLIT**



**TWO WORD SPLIT**



**VERTICAL**



# EXAMPLES





**EXAMPLES**

**WEB BANNERS**

Ideally most banners are animated — with the exception of social media where there is supporting text below the image.

A URL is not needed for banners within market or social media.



THE NEW THINK BRAND GUIDELINES  
EXAMPLES

VERSION 1.3

PRINT





COLLATERAL

Department One Sheet

**CHEMISTRY AND BIOCHEMISTRY**

**WHY STUDY CHEMISTRY?**  
Chemistry is called the "central science" because it is an important part of so many other fields of study, including biology, botany, biochemistry, materials science, environmental science, forensic and medicine.

Chemists aim to understand how nature works at the atomic and molecular level, gaining such an understanding allows chemists to make new, more-better products, design new materials and processes, monitor and control the chemical make-up of water, develop new drugs to fight cancer, determine the chemical DNA to give us our traits, make new computer components and modify DNA to give plants the ability to resist pests — all are within the scope of topics studied by chemists.

A degree in chemistry will prepare you for graduate school or employment in the private industry or government agencies. Chemistry also provides excellent preparation for a wide range of other careers, including those in health professions, teaching, pharmaceutical sales and others that require a solid background in science.

**UNDERGRADUATE STUDIES IN CHEMISTRY/BIOCHEMISTRY AT EWU**

- Small classes
- Individual attention
- Ph.D. faculty
- Modern equipment
- Brand new lab/research facilities
- Hands-on student research incorporated into all majors

**STUDENT GROUPS**  
Chemistry students have a number of options available when it comes to membership in student groups, including the American Chemical Society Student Chapter, Pre-med Pre-Dent Society and Pre-nursing Science Club. These groups provide information on future career opportunities for public service, networking and fun.

DEPARTMENT OF CHEMISTRY, BIOCHEMISTRY AND PHYSICS  
EWU/CHEM  
304 Computing and Engineering Building | Cheney, WA 99004

**SEE YOURSELF AT EWU**

**DAILY CAMPUS TOURS**  
Discover our traditions, academics and resources on a tour with a student. Monday-Friday, 9:00 a.m. - 2:00 p.m.; Select Saturdays at 11 a.m. during the academic year. Sign up at [ewu.edu/visit](http://ewu.edu/visit)

**FALL PREVIEW DAY**  
A great time to see if you fit for your future student life. More info at [ewu.edu/visit](http://ewu.edu/visit)

**ADMITTED STUDENT DAYS, SPRING 2023**  
Admitted students can connect with current students and faculty and get all their questions answered. Some presentations and tours are available in Spanish.

For up-to-date events, check out our calendar at [ewu.edu/visit](http://ewu.edu/visit)

**IMPORTANT DUE DATE: FEB. 1, 2023**

- Fall admission priority deadline
- EWU scholarship deadline
- Financial aid priority deadline

Why does the "priority" de...

**ALUMNI PROFILE**  
**DANIEL GARCIA**  
Quincy, WA | Finance and Economics

**“I wanted to follow in my brother’s footsteps — the first in our family to go to college — and come to Eastern. My first year, I was a part of the CAMP program. Their mandatory study sessions really helped me stay focused and pass courses to move forward.**

After that, I got super involved on campus. I worked in both the Rec Center and Eagle Store. **Being involved, I was able to make so many friends and, with those friends, come different experiences.**

**Eastern’s Career Center provided the opportunity to find the position that I currently hold at Washington Trust Bank. I worked with them to find career paths and opportunities that I was actually interested in. I now hope to share my education and teach financial literacy to underserved communities.”**

Watch the full interview with Daniel Garcia and other current students in the EWU lookbook.

**PURSUE**

**REAL-WORLD EXPERIENCE**  
Employers, graduate schools and community leaders all say the same thing: EWU students have hands-on experience that makes them well prepared to tackle the demands of the workplace.

That’s why companies come to campus to recruit you. With the state’s second-largest city just minutes from campus, most EWU students have internships or part-time jobs that help them get a head start on their career.

**ALUMNI IN ACTION**  
Many EWU graduates are succeeding in careers with well-known companies, working in critical positions both locally and across the world.

amazon AVISTA Corp. Providence  
BOEING Microsoft STARBUCKS

**52% STUDENTS WHO GRADUATED DEBT FREE**

**71% ALUMNI WHO HAVE JOBS RELATED TO THEIR MAJOR**

**73% STUDENTS WITH PROFESSIONAL EXPERIENCE BEFORE THEY GRADUATE**

**UNIQUE TO EWU**

The state’s newest science building has high-tech labs and the only undergraduate cadaver lab. Step inside to gain research skills and the experience you’ll need in the job market. [ewu.edu/lsc](http://ewu.edu/lsc)

EWU’s Prairie Restoration project is restoring 100+ acres of campus farmland to its original prairie condition, creating a “living laboratory” where you can research, trail run, and improve the environment. [ewu.edu/prairie](http://ewu.edu/prairie)

The Catalyst, EWU’s center in Spokane, is the region’s first zero-energy building, a facility where you can work directly with local business and industry experts. [ewu.edu/catalyst](http://ewu.edu/catalyst)

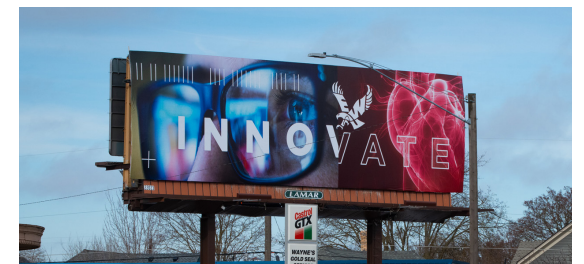
**THE NEW EWU**  
THE CAMPAIGN FOR EASTERN





OUTDOORS

Billboards





**EASTERN WASHINGTON UNIVERSITY**  
NEW THINK BRAND GUIDELINES | VERSION 1.3

Eastern Washington University's logo and identity standards are set by University Relations and are subject to change. Per EWU Policy 201-03: all external printing projects, display and electronic advertising, photography, copy and publications must reflect EWU's identity and editorial guidelines as outlined by EWU Marketing & Communications (MarCom), and must be approved by MarCom prior to production and distribution.