

# Brand Manual



**EASTERN  
ARIZONA  
COLLEGE**

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Eastern Arizona College Brand Manual, First Edition

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**“Since 1888,  
Eastern Arizona  
College’s brand  
has told the story  
of who we are  
and why we are  
important.**

It seizes every opportunity to express why students should choose us over the others, communicates the quality of our services, and uses distinct imagery and language to evoke feelings and engage diverse audiences.

As stewards of the brand, this document gives us the tools to tell the world why we’re proud of EAC in a compelling and consistent manner.”

– EAC President Todd Haynie



# EASTERN ARIZONA COLLEGE

Since 1888, Eastern Arizona College's brand has told the story of who we are and why we are important. It reflects our spirit and upholds our longstanding reputation of academic excellence.

In today's competitive landscape, EAC's brand is critical. It seizes every opportunity to express why students should choose us over the others, communicates the quality of our services, and uses distinct imagery and language to evoke feelings and engage diverse audiences.

As stewards of the brand, this document gives us the tools to tell the world why we're proud of EAC in a compelling and consistent manner. It includes standards on how to use EAC's logos, Gila Hank, and the expanded visual identity that supports our core brand. It is a living document that will change as our brand evolves.

Everyone associated with EAC has a responsibility to uphold these guidelines. As a campus community, I encourage and empower you to use these tools to strengthen EAC's brand as we continue to share our story with the world.

Sincerely,

Todd Haynie  
President, Eastern Arizona College  
[www.eac.edu](http://www.eac.edu)



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The standards in these guidelines serve to protect EAC's brand identity and provide the tools needed to extend their use throughout the community. These guides are created to magnify EAC's brand reputation and develop a consistent visual identity that represents the College to the world.

A consistent brand identity is the most important visual message that EAC presents to the public. The logos, typefaces, colors, images, and elements on these pages are important brand attributes that fuel recognition and set us apart in a competitive marketplace.

Every student that EAC communicates with is inundated by information from competing interests. That's why EAC commits significant resources and countless hours to creating publications and materials intended to brand the College as a unique institution.

Focusing on a strategic program with a strong, unified set of standards ensures that all graphic and visual elements used in publications, signage, marketing, and apparel communicate the same message and image. The identity is not only read in words, but visually processed by the brain, evoking a complex set of associations much more powerful than text. This is why brand standards are important, and why the College requires all divisions, departments, offices, vendors, and individuals to follow the guidelines and licensing requirements found in this manual.

In this manual you will find visual and brand identity guidelines that all Eastern Arizona College projects - print or electronic - are required to follow. These guidelines are approved by the Graham County Community College District. Through consistent use, these guidelines will help EAC enjoy greater awareness and increased recognition in a competitive marketplace with seemingly infinite choices.

These guidelines take effect for EAC divisions, departments, athletics, and affiliated organizations on July 1, 2022. For assistance with these guidelines, please contact EAC's Marketing and Public Relations Department at (928) 428-8320.

## IMAGE POLICY

Use of images, photos, and drawings of Eastern Arizona College and its campus buildings and grounds in commercial marketing and advertising activities by external parties is expressly forbidden.

## **Eastern Arizona College's vision is to inspire and empower students for lifetime success through a sense of community and world-class education.**

Our brand strategy builds on this vision, emerges from our mission, purposes, and values, and reflects an in-depth understanding of our audiences' needs and perceptions.

As EAC embraces new ways of fulfilling our vision, it is important that we build, protect, and enhance our brand in a disciplined manner to ensure its integrity.

### Mission

Eastern Arizona College is a student-centered institution that prepares individuals to thrive in a complex, ever-changing world through accessibility, cultural development, and innovative educational programs.

### Purposes

The College shall:

- Provide university transfer degree programs and courses.
- Offer associate degree and certificate programs that meet workforce needs of the local and global communities.
- Maintain quality support services to assist students in identifying and achieving personal, educational, and career goals
- Support the educational, cultural, and economic needs of the community.
- Offer activities and programs that promote general student welfare while fostering an environment in which students can develop leadership, citizenship, and character.
- Provide innovative activities and programs that foster life-long learning.
- Facilitate opportunities beyond traditional two-year programs through collaborative partnerships.

### Values

- Accountability
- Inclusion
- Innovation
- Integrity
- Quality
- Tradition

Eastern Arizona College's primary logo is the most important and preferred element of the College's visual identity. It represents EAC to the world and acts as an identifying and unifying mark for all other brand images. All institutional marks extend from this logo to bring consistency and visual and verbal order.

EAC's primary logo has been developed to represent the College in all of its brand uses. Over time, consistent and repeated use of the logo will establish equity and strengthen the greater visual identity and brand of the institution. To ensure consistency, it is critical for every user of any of the brand elements - regardless of personal preference - to use them in accordance with the guidelines that follow.

All EAC logos must be used as a single unit within the guidelines defined in this manual.

## **Primary Logo Components**

The primary logo is the foundation and complete signature for EAC and is used for maximum recognition. It consists of two elements: the Eastern Arizona College monogram and wordmark. Each of the individual elements maintain a special relationship to the other and must not be altered. Creating variations or making changes to any of these elements is strictly prohibited.

1. Monogram - The "EA" letters within the monogram shield represent the initial letters in the College's name "Eastern Arizona." Students, faculty, staff, and community members have referred to the College as "EA" for many years. Shortening the monogram to two letters also allows the monogram to be shrunken in digital applications without losing brand recognition. When

abbreviating Eastern Arizona College in written format, it is permissible to use "EAC."

2. Wordmark - The wordmark is composed of the words "Eastern Arizona College." The wordmark text is designed from custom letter forms. Because special attention has been given to construction and kerning, one should never reset the text of the College wordmark. When using any of the logo versions, never replace the custom wordmark with a different typeface or font. The wordmark should never be shortened.

## **Modification**

The primary logo should not be altered or modified. It should always be used in its entirety. Other artwork or graphic elements should not be added to the logo, nor should the text or letter forms be changed.

Any exceptions like having the logo appear in all purple, gold, or white must be approved by EAC's Marketing and Public Relations Department. Intentional or unintentional violations of these guidelines with regard to the proper use of trademarks and symbols do not constitute a precedent. In other words, it should not be inferred that one violation justifies another.

## **Obtaining Digital Files**

Digital files can be obtained by contacting EAC's Marketing and Public Relations Department at (928) 428-8320.



**EASTERN  
ARIZONA  
COLLEGE**

The following logos are approved variations that are rearranged to achieve maximum brand recognition for various spaces and formats. Each of these variations are consistent with and extend from EAC's primary logo.

## Modification

The primary logo variations should not be altered or modified. They should always be used in their entirety. Other artwork or graphic elements should not be added, nor should the text or letter forms be changed.

Any exceptions should be approved by EAC's Marketing and Public Relations Department.

# Monogram

The monogram is the main symbol for Eastern Arizona College. It is a version of EAC's primary logo that allows for program extension. It features a shield surrounding the letters most associated with the College. These elements should hardly ever be isolated.

The monogram is specifically designed as a visual element to represent EAC. It differentiates the EAC brand from other college and university brands.

The monogram can stand alone for maximum exposure. This emblem can be used as a favicon and is effective on packages and signs or embroidered

patches on shirts or uniforms. The EAC monogram is the perfect option for maximum exposure in miniaturized settings found on mobile devices.

Individuals should not create new artwork for the EAC monogram or break apart the symbol elements or modify the design.



## Wordmark

EAC's wordmark is the main written element of the College's brand identity system. The wordmark has been custom developed to keep the College's brand consistent and compatible in all of its communications.

The College wordmark may be used by itself or in combination with the monogram.

Creating new letterforms or using any other typeface for EAC's wordmark is

prohibited. Please do not break apart the wordmark letterforms or modify the design. Do not shorten the wordmark.

The wordmark typically appears in black or white fonts. With permission from EAC's Marketing and Public Relations Department, the wordmark may appear in EAC purple or gold.

Eastern Arizona College  
Logotype - Horizontal version



**EASTERN ARIZONA COLLEGE**

The image shows the horizontal wordmark for Eastern Arizona College. It consists of the words "EASTERN ARIZONA COLLEGE" in a bold, black, sans-serif typeface. A line with an arrow points from the caption above to the wordmark.

Eastern Arizona College  
Logotype - Stacked version



**EASTERN  
ARIZONA  
COLLEGE**

The image shows the stacked wordmark for Eastern Arizona College. The words "EASTERN", "ARIZONA", and "COLLEGE" are stacked vertically in a bold, black, sans-serif typeface. A line with an arrow points from the caption above to the wordmark.



The stacked logo is an alternate version of the Eastern Arizona College primary logo.

The stacked logo is helpful to use in spaces that do not accommodate a horizontal application. The stacked logo is an effective way to maximize brand recognition while remaining close to the primary logo.

The stacked logo comes in a reversed

version. It is preferred that the reversed version be used with EAC purple as the background color. This color scheme presents a highly visual presentation and is effective if used correctly. EAC gold can also be used as the background color, but the shield and wordmark must be reversed for this application (see Brand Background Color Uses on page 16).



**EASTERN  
ARIZONA  
COLLEGE**



The horizontal logo is an alternate version of the primary logo.

The wordmark in this logo has been extended to create a horizontal mark that fits in places where the primary logo may not be legible if shrunk down. The horizontal logo may be used in printed materials. If a logo is used in an internal EAC email signature, this is the approved mark.

Each of the individual elements in the horizontal logo maintains a special relationship to the other and must not be altered.



# EASTERN ARIZONA COLLEGE

The stacked horizontal logo is alternate version of the Eastern Arizona College primary logo. This logo has been developed to keep the brand of the College constant and compatible in all of its communications.

The wordmark in this logo has been extended to create a horizontal mark and then stacked below the monogram. Because EAC's monogram has been designed to achieve maximum recognition in minimal spaces, this logo

allows the wordmark to be expanded for various mediums. The horizontal logo may be used in printed or digital materials.

All Eastern Arizona College logos must be used as a single unit within the guidelines defined in this manual.



# EASTERN ARIZONA COLLEGE

It is important to make sure EAC's logo is readable when used on various backgrounds. On certain backgrounds, the default colors should be changed to make the brand elements visible.

White and EAC purple and gold are the three main background colors that should be used in College

communications and marketing materials.

Uses of other background colors must be approved by EAC's Marketing and Public Relations Department.



**EASTERN ARIZONA COLLEGE**



**EASTERN ARIZONA COLLEGE**



**EASTERN ARIZONA COLLEGE**

The banner logo is an alternate version of the Eastern Arizona College primary logo. It is designed to replicate a graduation stole and symbolizes the College's mission of empowering students for lifetime success through a world-class education.

The banner version only includes the EAC monogram. It primarily uses EAC

purple as its background color. This color scheme provides a highly visual presentation and is effective if correctly applied. The banner logo can also use EAC gold as the background color, but requires the shield to be outlined in white and the "EA" to be in EAC purple.



## Logo Black & White & Grayscale Versions

To ensure consistency, it is always important to use the appropriate logo, no matter if it is used in color or black and white versions.

The black and white and gray scale logos should only be used when color

is not an option. Examples include newspaper publications or black and white flyers.

Please follow the examples below for non-color reproductions.

Eastern Arizona College  
Black & White Logo version



Eastern Arizona College  
Grayscale Logo version



EAC's primary logo should always be considered an important and separate element when used in any project. No other logos, images or elements should encroach within these isolation areas.

Without exception, when using any Eastern Arizona College mark, there is a required minimum white space surrounding the logo in all uses. The purpose of this white space is to isolate the mark so there is no visual conflict with other logos, images or conflicting elements.

The actual space required to maintain this separation varies on the logo version and size. The white space is defined by an element within the logo. For example, the white space for the primary logo is the length of the top of the "E."

There may be cases that require clear space allowances. These instances must be approved by EAC's Marketing and Public Relations Department.

## Primary Logo Minimum White Space



### Stacked Horizontal Logo Minimum White Space

The minimum white space surrounding this logo should be a distance equal to the height of the wordmark. No other logos, images, or elements should encroach within this isolation area.





### Stacked Logo Minimum White Space

The minimum white space surrounding this logo should be a distance equal the width of the “E” within the shield. No other logos, images, or elements should encroach within this isolation area.



### Horizontal Logo Minimum White Space

The minimum white space surrounding this logo should be a distance equal to the height of the wordmark. No other logos, images, or elements should encroach within this isolation area.



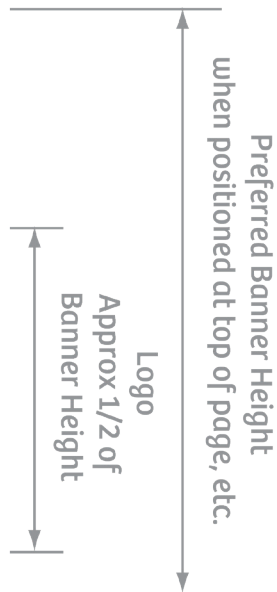
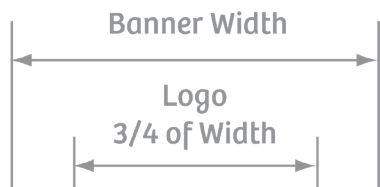
### Square Logo Minimum White Space



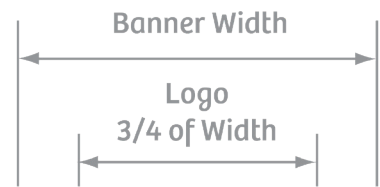
# BannerLogoElementProportions

The banner logo may be used in various vertical sizes, but the monogram must always be 3/4 of the width of the background size.

Logo to banner proportions  
when positioning banner logo version  
on top of page, layout, etc.



Logo to banner proportions  
with equal background border



To maintain a clear representational and recognizable brand, the monogram should not be reproduced less than 3/4 of an inch high. There is no maximum size the logo can be reproduced.

There may be cases that require special sizes or clear space allowances. Examples of these unique applications

include, but are not limited to, pencils or very small ads. Approval for these exceptions is required by EAC's Marketing and Public Relations Department.



EAC's black and white and gray scale logos should only be used when color is not an option. Examples include newspaper publications and black and white flyers.

Special uses in black and white should be discussed with and approved by EAC's Marketing and Public Relations Department.



**EASTERN ARIZONA COLLEGE**



**EASTERN ARIZONA COLLEGE**



**EASTERN ARIZONA COLLEGE**



**EASTERN ARIZONA COLLEGE**



**EASTERN ARIZONA COLLEGE**

The standardized versions of the Eastern Arizona College logos should never be modified in any circumstance.

The following pages include basic mistakes that could happen. Please do not use the brand elements and logos in any of these ways.

Uses to avoid are:

- Do not reassign colors to the logos or wordmarks.
- Do not create other one-color variations of the logos.
- Do not use one-color versions unless in special circumstances and with proper approval.
- Do not sacrifice legibility of the brand.
- Do not modify, stretch, skew or alter any of the brand elements.
- Do not fill any part of the logos.
- Do not apply color, patterns, images, bling, or type to the interior or exterior of college logos.
- Do not rearrange the logos and wordmarks in any variation other than the approved versions.
- Do not use another typeface with the logos.
- Do not make the monogram the same height as the wordmark.
- Do not use the official monogram or wordmark letterforms to spell other words, including “Eastern” or “Eastern Arizona.”

## **Brand Element Modifications**

EAC logos should not be altered or modified and should be used in their entirety. Any alterations must be approved by EAC’s Marketing and Public Relations Department by calling (928) 428-8320.



Colors are a key component in successfully communicating Eastern Arizona College's visual identity.

The use of the approved brand colors keeps the College's tradition alive and creates a unique brand to help us stand apart from the others.

The following colors have been specified for all college brand uses. Please ensure to only use the official color standards. For print applications, specify a Pantone

color or the CMYK equivalent. For computer-related, please use RGB.

The chart below will help specify the correct color in print, digital, web, and architectural uses.

Questions regarding other uses or needs should be discussed with and approved by EAC's Marketing and Public Relations Department.

## PRIMARY COLORS



### EAC Purple

Pantone 2607 C  
CMYK C:82 M:100 Y:18 K: 12  
RGB R: 81 G: 12 B: 118  
HEX: #510C76



### EAC Gold

Pantone 137 C  
CMYK C:0 M:42 Y:100 K: 0  
RGB R: 255 G: 164 B: 0  
HEX: #FEA400



## SecondaryColorPalette

In addition to the Eastern Arizona Brand primary colors, there are a set of secondary colors that can be used in marketing and branding materials. These colors are secondary and should only be used to highlight information on

marketing materials. These colors should be used sparingly and should never be used in the approved College logos and wordmarks. They should never be used to conflict with brand directions already stated in this manual.

### SECONDARY COLORS



EAC Dark Gray  
Pantone Cool Gray 11  
CMYK C:66 M:57 Y:51 K: 29  
RGB R: 84 G: 86 B: 90  
HEX: #54565A



Red  
Pantone 185  
CMYK C:2 M:100 Y:92 K:0  
RGB R:234 G:0 B:41  
HEX: # EA0029



EAC Medium Gray  
Pantone Cool Gray 6  
CMYK C:36 M:29 Y:28 K:0  
RGB R:167 G:168 B:169  
HEX: # A6A7A9



Green  
Pantone 376  
CMYK C:56 M:3 Y:100 K: 0  
RGB R: 128 G: 188 B: 0  
HEX: #81BC41



Light Purple  
Pantone 2577  
CMYK C:36 M:57 Y:0 K:0  
RGB R:168 G:123 B:201  
HEX: #A77BC8



Blue  
Pantone 3135  
CMYK C:100 M:23 Y:29 K:1  
RGB R:0 G:138 B:171  
HEX: #008AAB



Light Gold  
Pantone 135  
CMYK C:0 M:24 Y:76 K:0  
RGB R: 252 G:197 B:87  
HEX: #FCC557

There are many times when an association between the College and one of it's offices, departments, divisions, or campuses is required.

The extended monogram keeps EAC's brand consistent by combining these various entities with the College's primary logo. It becomes the official logo for campus extensions and negates the need for other designed logos.

The extended monogram is not intended for clubs or other subdivisions.

Please contact EAC's Marketing and Public Relations Department to determine if your organization should use the extended monogram.



**EASTERN  
ARIZONA  
COLLEGE**

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**Allied Health Program**

The alternative version of the extended monogram presents a more simplified and easily reproduced brand.

The extended monogram keeps the brand consistent with these various entities by combining the College's monogram with a secondary office, division, department, campus, etc. The extended monogram is not intended for campus clubs or subdivisions.

This monogram is helpful for projects calling for embroidery or imprinting on branded objects. This design could also be used for a one-color reproduction process where the larger and more complex extended monogram may not be appropriate.



**WELLNESS  
CENTER**



**PAYSON  
CAMPUS**



**NURSING  
PROGRAM**



**GILA PUEBLO  
CAMPUS**

Integrated business logos are used for entities like campus dining or retail outlets that extend EAC's academic brand for non-academic uses. Integrated businesses often compete for business with external entities in their field.

Visual identities for integrated businesses can use a variety of shapes and graphic symbols. Colors should be selected from EAC's primary and secondary color templates. EAC's marketing fonts should be used for these logos.

If the College's name is part of the business name, the EA monogram may be used and incorporated into the visual design using the guidelines in this manual. The College mascot may appear in the logo if Gila Hank's name appears in the business name.

Never create your own version of the logo. Any deviations from the provided logo or usage guidelines are considered incorrect. To request an integrated business logo, please contact EAC's Marketing and Public Relations Department.



Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicate as much about an organization as the words used to describe it. When consistently used, the typefaces becomes synonymous with the organization.

## **Letterhead and Email**

The fonts for College letterhead and email should be created and printed in Helvetica or Arial fonts. These fonts can also be used as general text in flyers and presentations if the following marketing fonts are not available.

## **Marketing Fonts**

EAC typeface families have been chosen for consistency and ease of readability in marketing campaigns.

The Neue Haas Grotesk typography family is an excellent choice for many applications. Any of the Neue Haas Grotesk family typefonts can be used together or separately.

We suggest using the Neue Haas Grotesk fonts as the first choice in all College brochures, marketing materials, flyers, PowerPoint or keynote presentations, etc.

The Neue Haas Grotesk and Bree families of fonts are appropriate for both headline and body texts and can be used together.

Please do not use Neue Haas Grotesk or Bree fonts for written text on College letterhead. Arial and Helvetica are reserved for this use.

Below are samples of the Neue Haas Grotesk, Bree Sans and Bree Serif fonts. All these type faces include various font weights for multiple purposes needed in headlines, sub-heads, highlighted text, and standard text blocks.

Copies of these fonts can be provided by EAC's Marketing and Public Relations Department. Always obtain approval from this department when using alternate or other type faces.

## **Neue Haas Grotesk**

**EASTERN ARIZONA COLLEGE - Eastern Arizona College**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

## **Bree Sans**

**EASTERN ARIZONA COLLEGE - Eastern Arizona College**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

## **Bree Serif**

**EASTERN ARIZONA COLLEGE - Eastern Arizona College**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

Alternate fonts are to be sparingly used in marketing and advertising projects. Bebas Neue and Parkside Script fonts can be occasionally used to highlight information or key messages in marketing pieces.

Please avoid using other fonts, especially decorative, headline or other unique typefaces. The use of unauthorized fonts can create distraction and cause confusion to the reader.

BEBAS NEUE  
EASTERN ARIZONA COLLEGE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

*Parkside*  
*Eastern Arizona College*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*

Helvetica  
Eastern Arizona College  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Consistent application of the stationery system strongly conveys unity in the Eastern Arizona College brand image. It also ensures that all vital information is clear and displayed in an organized manner.

The communication standards provided on the following pages are an essential part of the EAC brand identity system and are to be used by all units within the College.

Please do not print your own stationery. Electronic and print versions are provided for internal audiences.

Alternate versions for College campuses are available. These list the campus name in the footer of the letterhead.

Any special needs or exceptions to this standard will be designed by the Marketing and Public Relations Department. Please do not print your own stationery.



## EASTERN ARIZONA COLLEGE

Eastern Arizona College should always present a professional style of communication in both visual and written styles.

The following guidelines should be used when writing letters on official College letterhead.

Layout specifications include:

- Top Margin: 2 inches
- Left and Right Margins: 1 inch
- Bottom Margin: 1 inch
- Fonts: Arial or Helvetica
- Font Size: 11 or 12 point

- Leading (line spacing): 14 point (or single)
- Paragraph alignment: Flush Left / Ragged Right

Always use correct writing standards for grammar, diction, tone and text formatting in all written communications. Please use correct English writing style guides or books, dictionaries or the technology available in word-processing software for uses of correct grammar and spelling.

The diagram illustrates the layout of an Eastern Arizona College letterhead. It features a purple shield logo with the letters 'EA' in white, positioned on the left. To the right of the logo, the text 'EASTERN ARIZONA COLLEGE' is displayed in a bold, black, sans-serif font. Below the logo and name, the date 'January 1, 2012' is shown, followed by placeholder text for the recipient's address: 'Name Lastname', 'Address', and 'City, State 00000'. Below the address, the salutation 'Dear Name' is indicated. The main body of the letter consists of three paragraphs of placeholder text, each starting with 'Aliquam et nisl vel ligula consectetur suscipit. Morbi euismod enim eget neque. Donec sagittis massa.' The first paragraph is followed by a second paragraph, and the third paragraph is followed by a fourth paragraph. The letter concludes with the word 'Sincerely,' and a placeholder for the sender's name, 'Name Lastname'. At the bottom of the page, the college's contact information is provided: 'P.O. Box 769 • 615 N. Stadium Avenue • Thatcher, Arizona 85552 • (928)428-8472 • eac.edu'. Margins are indicated by arrows and text: a 2-inch top margin, 1-inch left and right margins, and a 1-inch bottom margin.

EA

**EASTERN ARIZONA COLLEGE**

January 1, 2012

Name Lastname  
Address  
City, State 00000

Dear Name

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Sincerely,

Name Lastname

P.O. Box 769 • 615 N. Stadium Avenue • Thatcher, Arizona 85552 • (928)428-8472 • eac.edu

2 inch Top Margin

1 inch Right Margin

1 inch Left Margin

1 inch Bottom Margin



The EAC envelope is consistent with the College letterhead design. All official communications on College stationary should only be mailed in official envelopes.

Other sizes of envelopes can be used as needed. Please contact the Marketing and Public Relations Department for information on other envelope sizes and designs.



## **EASTERN ARIZONA COLLEGE**

P.O. Box 769  
615 N. Stadium Avenue  
Thatcher, AZ 85552

The Eastern Arizona College business card has been designed for a professional and appealing image. All business cards must be ordered through the SharePoint system hosted by EAC's Marketing and Public Relations Department



Eastern Arizona College banners have been designed to promote the College brand. These banners should be used in College ceremonies, commencements, and general meetings.

The banners should be produced as large as possible for various buildings, large wall spaces, and even hanging from ceilings.



Apparel design and application must be created by EAC's Marketing and Public Relations Department. Any designs created by other vendors must be approved by this department. There is no exception to this rule.

Uses of any brand element for approved College or athletic purposes within the standard operations and/or administration are not required to pay a license fee. The College has also

chosen a number of approved apparel manufacturers and colors of apparel items that are consistent with the overall brand.

All vendors of retail sales of apparel or College branded items are required to contract with Eastern Arizona College in a license agreement and pay a royalty on all sales of such items.



Email is a powerful tool for establishing EAC's brand identity and marketing it to a broad range of stakeholders.

There are two approved email signature options for EAC administrative offices, academic divisions, departments, staff, and faculty.

We recommend that email signatures only include text because images may be flagged as spam and may not be seen by all recipients. However, if you feel you need a graphic image, then Option 2 is the only approved version. The College's horizontal primary logo is the only approved logo that can be used in email signatures.

Guidelines include:

- Typefont - Arial, Regular, 11 point; names may appear in 11 or 14 point and may be bolded
- Color - first and last name may be in black or EAC purple, but the rest should be in black
- Format - text should be flushed left
- Logo - the only approved logo is EAC's horizontal version of the primary logo. Please size the logo to 4" wide.

Please do not use any of the following: other versions of EAC's primary logo or wordmark; the EA monogram alone; other graphic images; by-lines, quotes, mottoes or any other text.

## Option 1

First Name Last Name  
Title  
Department

Eastern Arizona College  
P.O. Box 769  
(Your physical address)  
Thatcher, Arizona 85552  
Tel: (000) 000-0000  
Mobile: (000) 000-0000

## Option 2

**First Name Last Name**  
Title  
Department



**EASTERN ARIZONA COLLEGE**

P.O. Box 769  
(Your physical address)  
Thatcher, Arizona 85552  
Tel: (000) 000-0000  
Mobile: (000) 000-0000

The EAC Foundation and the EAC Alumni Association provide a wide range of services and activities that support the College's mission and vision.

The EAC Foundation is dedicated to providing higher education scholarship funds to students who may not

otherwise be able to attend. The EAC Alumni Association provides reunions, the GilaGram newsletter, and other activities.

## Primary Logos

The EAC Foundation and the EAC Alumni Association both use the College's extended monogram for their primary logos. These logos should never be altered and should not be extended for other fundraising efforts or subdivisions. No EAC departments or clubs should do fundraising without first contacting the EAC Foundation.



### Primary Logos Alternate Versions

The EAC Foundation and the EAC Alumni Association can also use the College's extended monogram alternate versions for their primary logos. These present a more simplified and easily reproduced brand.



**FOUNDATION**



**ALUMNI  
ASSOCIATION**

### Endorsed-Brand Logo

The EAC Alumni Association can also use an endorsed-brand logo for marketing and promotional purposes.



### **EAC Foundation Letterhead**

EAC's letterhead has been adapted for the EAC Foundation in the footer section.



# **EASTERN ARIZONA COLLEGE**

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**Eastern Arizona College Foundation**

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# Associated Students of Eastern Arizona College Logos

The Associated Students of Eastern Arizona College (ASEAC) is a representative organization led by EAC students. ASEAC serves, engages, and empowers the student body through advocacy and the provision of programs and resources.

ASEAC manages more than 30 student clubs, weekly intramural games, and an on-campus food pantry called the Monster Exchange.

As a vital component of EAC's student life program, ASEAC has its own primary logo. ASEAC student clubs can develop their own logos or use an extended version of ASEAC's primary logo. ASEAC should only use EAC's color palette and marketing fonts.

## ASEAC Primary Logo

The ASEAC primary logo can appear in three-color, purple, or black and white options.



**ASSOCIATED  
STUDENTS**  
OF EASTERN ARIZONA COLLEGE



**ASSOCIATED  
STUDENTS**  
OF EASTERN ARIZONA COLLEGE



**ASSOCIATED  
STUDENTS**  
OF EASTERN ARIZONA COLLEGE

### **ASEAC Abbreviated Primary Logo**

The ASEAC abbreviated primary logo does not use the wordmark and can appear alone to represent the organization.



### **ASEAC Extended Logo**

The ASEAC extended logo is used to co-brand campus clubs. The club name must appear in Bree font. Unique logos created by campus clubs can appear alone or to the right side of the ASEAC extended logo. Unique club logos must comply with white space guidelines. The minimum white space surrounding this logo should be a distance equal to the width of the top of the "E" in "ASEAC."



**BAND CLUB**

Eastern Arizona College's monogram is the primary mark for its athletic program. It features a shield surrounding the letters most associated with the College. These elements should hardly ever be isolated.

As the athletic primary logo, the monogram can stand alone. It is the coordinated image for all sports in the athletic program and should be used on uniforms and other branded items intended to announce the College.

The athletic primary logo is available in two reversed marks. It is preferred that the reversed version be used with EAC purple as the background color. EAC gold can also be used as the background color, but the shield and wordmark must both be reversed for this application.



Eastern Arizona College has been known as the Gila Monsters for more than 100 years, and Gila Hank has been our mascot since 1947. The mascot is designed to present Gila Hank as a strong, confident, and bold fighter.

There are two versions of EAC's athletic primary mascot marks. For ultimate brand recognition, the marks include

the shield from the primary logo and stylized lettering unique to College. Gila Hank, the shield, and the wordmark "Gila Monsters" should never be separated.



**GILZ**  
**MONSTERS**



**GILZ**  
**MONSTERS**

Eastern Arizona College's athletic extended marks provide a connected identity between EAC, its athletic program, and the various teams. These marks are provided in two versions.



**GILZA**  
**MONSTERS**  
**BASKETBALL**



**GILZA**  
**MONSTERS**  
**BASKETBALL**

A full body Gila Hank mark is provided for marketing purposes. This mark is reserved for athletic and student life purposes. It is not intended for use in academic programs.



A full body youth Gila Hank is reserved for EAC marketing and merchandising purposes. It is not intended for use in academic programs or other literature.



## Youth Mark Scaled to Full Body Hank

The full body youth mark should always be scaled just below the full body Gila Hank mark's extended left hand.



EAC's full body retro Gila Hank was created in 1947 by Reg Manning, a Pulitzer Prize winning editorial cartoonist for The Arizona Republic. The Stetson-hatted, two-gun-toting Gila monster is reserved for marketing materials as a classic look on campus touchpoints. It is intended for athletic and student life purposes as permitted by the EAC Foundation and EAC's Marketing and Public Relations Department. It is not intended for use in academic programs.





Two “Go Monsters” fonts have been created for EAC’s athletic identity. These fonts are not available as open source fonts. Although EAC purple is preferred, depending on the background, these fonts may also appear in EAC gold and white. Vendors must request these from EAC’s Marketing and Public Relations Department.



**GO MONSTERS!**



**GO MONSTERS!**

**ZBCDEFGH  
IJKLMNOPQ  
RSTUVWXYZ**

**ZBCDEFGH  
IJKLMNOPQ  
RSTUVWXYZ**

## **ADMINISTRATION**

EAC's Marketing and Public Relations Department is responsible for the implementation and interpretation of this brand manual and negotiating all required marketing and sponsor contracts.

Direct questions about communication and brand standards can be directed to the EAC Marketing and Public Relations Department by contacting Kris McBride at kris.mcbride@eac.edu or (928) 428-8320.

The most updated version of this brand manual can be found online at: [www.eac.edu/brand](http://www.eac.edu/brand)

## **GENERAL SPONSORSHIP POLICY**

Eastern Arizona College does not lend, endorse, sponsor, or partner with external parties through the use of its name, logos, campus images, or photos of buildings and grounds in a way that could imply an endorsement or sponsorship of a company, individual or other entity, its products, charitable contributions, or other business activities unless formal written approval has been granted. The College has existing relationships with other universities, colleges, governmental organizations, charitable organizations. It manages sponsorships with businesses through its Marketing and Public Relations Department, and has a formal licensing program managing the use of its trademarks.

A waiver to this prohibition may be considered if such endorsement is the subject of an agreement of substantial importance and value to the College, who retains all rights to make such decisions. The external entity proposing a waiver must submit a formal request to the Marketing and Public Relations Department. The decision to grant a waiver and the extent of the same shall be at the discretion of that department, taking into consideration, among other things, the College's marketing and brand management goals:

- To promote and protect the College through implementation of a marketing plan that establishes the means for consistent, favorable, and professional use of the brand and the trademarks and to fulfill the legal obligation to protect the College's image and trademarks.

Eastern Arizona College prefers to negotiate requests for waivers with a minimum of four weeks' advance notice and reserves the right to deny requests if the College deems that there is insufficient time allowed to consider such requests.

## **LICENSING GUIDELINES**

Please contact EAC's Marketing and Public Relations Department for additional information.





# **EASTERN ARIZONA COLLEGE**

Marketing and Public Relations Department  
P.O. Box 769  
615 North Stadium Avenue  
Thatcher, Arizona 85552  
(928) 428-8320  
[www.eac.edu/branding](http://www.eac.edu/branding)