

# the best thinking in higher education IT

EDUCAUSE ANNUAL CONFERENCE 2019

## E19 - Style Guide

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EDUCAUSE Version 1  
• 03/09/2019

## Logo Concept and Purpose

The primary purpose of the EDUCAUSE Annual Conference mark is to allow our members and participants to identify with our core brand and be the visual representation of our event.

For the last five years our annual conference logotype has intentionally had a consistent typographical element. The font and rectangular shape has been maintained for consistency and visual experience, and we've used the EDUCAUSE brand red (**PANTONE 201 C**) to tie to the overarching organization.



Based on feedback from our meeting with Velvet Chainsaw in late 2018, and to keep our conference progressing with industry standards, we are also going to begin introducing a new secondary concept for branding that will, in 2020, become the new, primary brand look. We will be "flipping" the logo with the conference tagline so as to create a new visual hierarchy. This concept utilizes key components that our attendees are already accustomed to seeing in our branding outreach, through the course of this year's promotions we will begin a slow phase out of the traditional logo approach and increase the visibility of the theme based look.

the  
best thinking in  
higher education IT  
.....  
**EDUCAUSE** ANNUAL CONFERENCE **2019**

If you have any questions about information included in this document or need advice on what element to use, please contact **James Berg** ([jberg@edUCAUSE.edu](mailto:jberg@edUCAUSE.edu)) or **Scott Ladzinski** ([sladzinski@edUCAUSE.edu](mailto:sladzinski@edUCAUSE.edu)).

## Logo Formats and Location

Formats for the logo can be found on our internal file server at the following location:

Fileserver >> Marketing >> Conferences and Events >> Annual Conference >> E19 >> Logo

Within the Logo folder you will find the following:

- EPS-CMYK - Recommended for **print production**
- EPS-RGB - For **digital production** (when a scalable format is needed)
- JPG-RGB - Uncompressed **web use** format
- PNG-RGB - Recommended for **web use**

The Annual Conference logo has three different font layouts associated with each format: There are color and black and white version of each logo format.

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## Logo Use Guidelines

To maintain brand consistency and aligned visual communication provide basic usage guidelines:

### Clearspace Requirements

Clearspace is the minimum amount of **required** white space around the logo to keep it separate from other elements within the design space and give it proper recognition.

The clearspace for this logo is the letter height of the capital “E” in the word “EDUCAUSE” as seen in the example to the right. The only element that is allowed to enter this space is the line break between the logotype and any tagline/date location line that we are utilizing.



### Background Colors and Textures

As a rule the conference logo should **not** be replicated on background colors or heavily textured or patterned backgrounds:



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## Color Palette

Our new palette will utilize the same color theories as our previous years, but the colors have been adjusted to have a more Victorian/New England warmth to them.

Color	PMS 7699 C CMYK 79/39/19/26 RGB 52/101/127 HEX #34657f	PMS 7459 C CMYK 70/17/10/4 RGB 66/152/181 HEX #4298b5	PMS 326 C CMYK 81/0/38/0 RGB 0/178/169 HEX #00b2a9	PMS 5555 C CMYK 62/24/47/21 RGB 92/127/113 HEX #5c7f71	PMS 3288 C CMYK 100/0/67/17 RGB 0/130/100 HEX #008264	PMS 7673 C CMYK 74/15/100/2 RGB 78/157/45 HEX #535486
Shades	PMS 3035 C CMYK 100/19/10/72 RGB 0/62/81 HEX #003e51	PMS 315 C CMYK 100/0/17/44 RGB 0/103/127 HEX #00677f	PMS 7717 C CMYK 93/4/46/18 RGB 0/133/125 HEX #00857d	PMS 5535 C CMYK 87/31/69/86 RGB 24/48/41 HEX #183029	PMS 3308 C CMYK 92/14/67/70 RGB 2/70/56 HEX #024638	PMS 5265 C CMYK 80/78/11/38 RGB 64/58/96 HEX #403a60
Highlights	PMS 7695 C CMYK 52/17/10/2 RGB 123/167/188 HEX #7ba7bc	PMS 630 C CMYK 50/0/8/0 RGB 119/197/213 HEX #77c5d5	PMS 325 C CMYK 54/0/20/0 RGB 100/204/201 HEX #64ccc9	PMS 5575 C CMYK 43/16/30/3 RGB 146/172/160 HEX #92aCa0	PMS 3258 C CMYK 62/0/35/0 RGB 73/197/177 HEX #49c5b1	PMS 270 C CMYK 29/23/0/0 RGB 180/181/223 HEX #b4b5df

Color	PMS 207 C CMYK 0/100/59/26 RGB 165/0/52 HEX #a50034	PMS 179 C CMYK 0/88/85/0 RGB 224/60/49 HEX #e03c31	PMS 7409 C CMYK 0/27/92/0 RGB 240/179/35 HEX #f0b323	PMS 5767 C CMYK 33/18/75/25 RGB 138/141/74 HEX #8a8d4a	PMS 689 C CMYK 32/85/12/23 RGB 137/59/103 HEX #893b67	PMS 443 C CMYK 43/25/26/5 RGB 145/157/157 HEX #919d9d
Shades	PMS 209 C CMYK 15/96/31/55 RGB 111/38/61 HEX #6f263d	PMS 484 C CMYK 1/90/92/33 RGB 154/51/36 HEX #9a3324	PMS 7564 C CMYK 0/46/100/5 RGB 219/138/6 HEX #db8a06	PMS 5747 C CMYK 39/19/96/76 RGB 61/68/30 HEX #3d441e	PMS 690 C CMYK 26/98/13/59 RGB 97/33/65 HEX #612141	PMS 444 C CMYK 54/35/35/17 RGB 113/124/125 HEX #717c7d
Highlights	PMS 205 C CMYK 0/84/15/0 RGB 224/69/123 HEX #e0457b	PMS 486 C CMYK 0/50/42/0 RGB 232/146/124 HEX #adf8d	PMS 134 C CMYK 0/11/62/0 RGB 253/210/110 HEX #fd26e	PMS 5787 C CMYK 24/12/46/3 RGB 186/189/139 HEX #babd8b	PMS 686 C CMYK 11/39/1/0 RGB 208/161/186 HEX #d0a1ba	PMS 427 C CMYK 14/8/4/0 RGB 208/211/212 HEX #d0d3d4

### EDUCAUSE RED

PMS 201 C • CMYK 0/100/63/31 • RGB 157/34/53 • HEX #9d2235

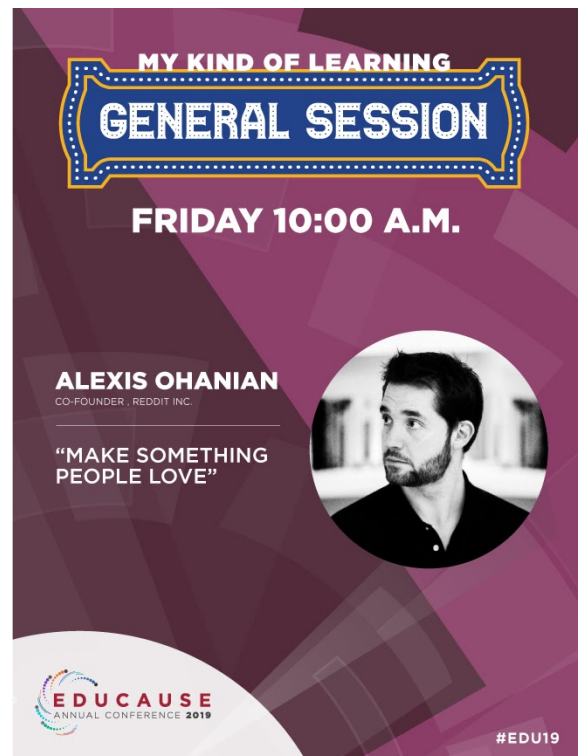
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Samples of burst element in use:

White, watermark background



Speaker or other important announcement poster



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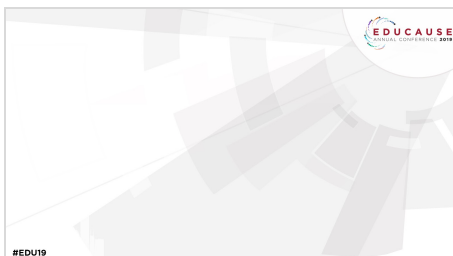
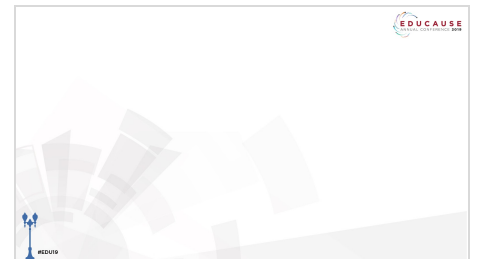
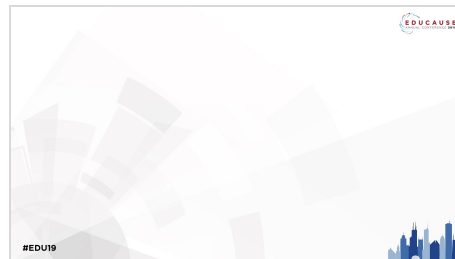
## Featured Session Sign



## Exhibit Hall, over the entrance door, banner



## Powerpoint Slide Backgrounds



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## Vertical Marquee Banners

*Marquee Banners use the font "Interstate"*

Red Marquee

White Marquee



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## Exhibit Hall Banners with Color

### Rectangle Banner



### Rectangle Banner with Sponsor



### Square Banner



### Square Banner with Sponsor

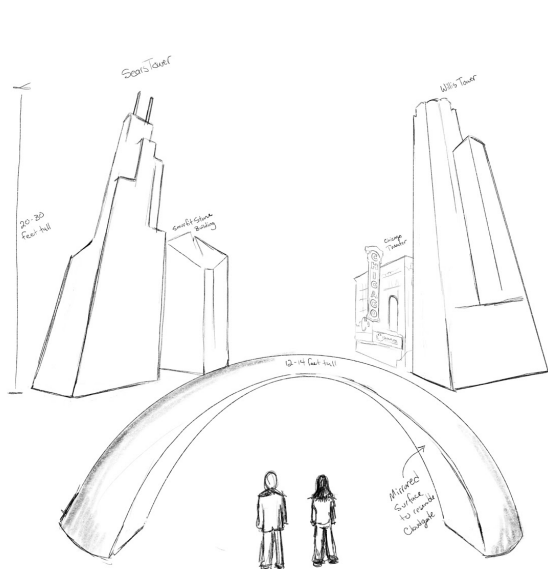


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## Structures

Below are sketches of example structures that may be used throughout the conference center to help establish a city feel.

Grand Entrance

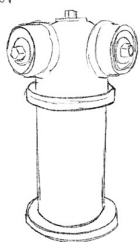


Sandwich Boards with Daily Info

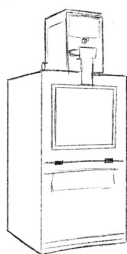
Bus Benches w/ fliers  
Fliers have conference info  
OR we can sell sponsor spots.



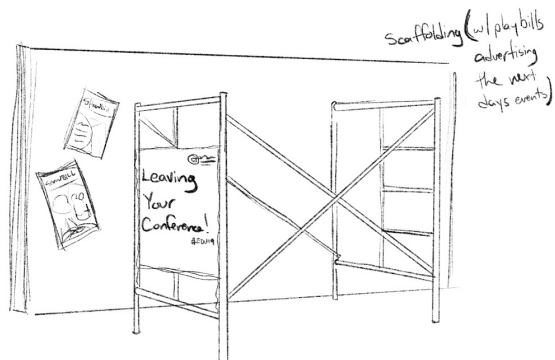
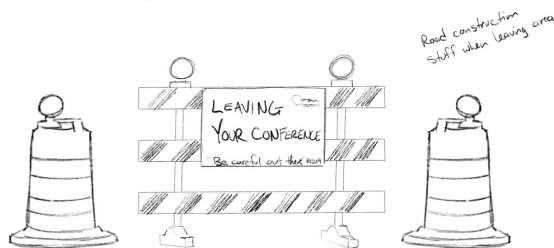
Chicago style fire hydrants next to water stations



newspaper box



When leaving conference area



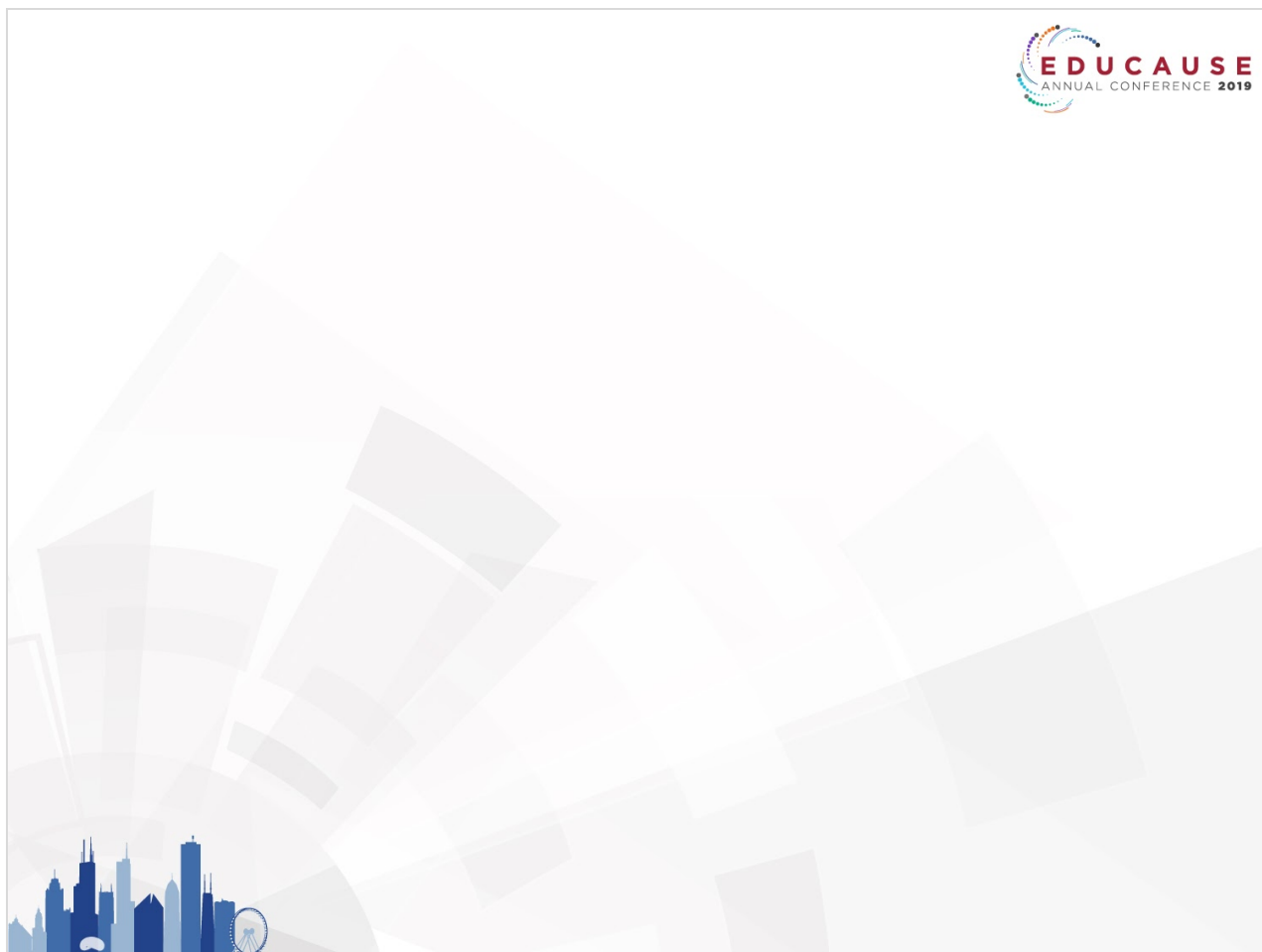
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## Sign Samples

### 22X28 Sign



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**28X22 Sign**

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**Meter Board**

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## Text Samples

### EDUCAUSE Annual Conference Sign Guidelines

- Text should be left justified
  - For signs with a single sponsor, all text should be left justified. “sponsored by” and the logo should be centered horizontally.
  - For signs with multiple logos, all text should be left justified. “sponsored by” (if needed) and all logos should be centered and spaced with adequate clearspace around them. All logos should be “centered” in the content space below the copy.
- Any corporate sponsors with a partner level should have the appropriate level displayed below the logo and centered as in the examples below.
- All text in title case (avoiding all caps unless necessary)
- All text should be displayed using the **DIN** font family
- Text should never overlap the blue, graphical city element located in the lower right corner
- No hyphenations within text
- Days listed as Monday, Tuesday, Wednesday, etc. only without the actual date
- Hours are to be listed with a capital AM or PM following (i.e. 9:30AM, 1:45PM, etc.)
- Hours should have an en dash, not a hyphen between them (i.e. 9:30AM–3:30PM, not 9:30AM-3:30AM)
- Text should utilize the palette, varying between EDUCAUSE Red (PMS 201C) and darker gray (R69 G69 B69). EDUCAUSE Red colored text should be used for days or urls only
- Don’t break URLs between lines
- “*sponsored by*” should be all lower case
- As a general guideline, sponsor logos should be approximately the same height as the largest headline font on the sign (width will vary)---may need to be adjusted based on sign content
  - IMPORTANT: Maintain visual hierarchy in sign creation and make sure sign content gets primary “billing” and then sponsor recognition will follow secondarily. Logos should not visually compete with content.
- On directional signage (meter boards and some 22” x 28” signs), a 3.5”x3.5” blank space will be requested to place a direction indicator (arrow or escalator) on the sign onsite based on the exact placement of the sign in physical space
- For signs in public spaces (hallways, common areas, etc.), booth numbers NOT allowed to be listed - there is typically an advertising fee. Signs in the exhibit hall are OK to list booth number.

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**EDUCAUSE**  
ANNUAL CONFERENCE 2019

**Meeting Room W234A**  
**Upcoming Sessions**

**Monday**

**9:00AM–10:00AM**  
**EDUCAUSE Nominations Committee**  
*(Committee members only)*

**1:00PM–2:00PM**  
**EDUCAUSE Recognition Committee Meeting**  
*(Committee members only)*

**3:30PM–5:00PM**  
**ELI Advisory Board Meeting**  
*(Board members and invited guests only)*

1.5" border for frame

.5" padding

DIN OT Bold  
80 point  
80 leading  
-30 kerning  
R69 G69 B69

DIN OT Bold  
140 point  
140 leading  
-30 kerning  
R69 G69 B69

DIN OT Bold  
90 point  
180 leading  
0 kerning  
Pantone 201C

DIN OT Bold  
90 point  
180 leading  
0 kerning  
R69 G69 B69

DIN OT Italic  
50 point  
70 leading  
0 kerning  
R69 G69 B69

DIN OT Medium  
67 point  
90 leading  
0 kerning  
R69 G69 B69

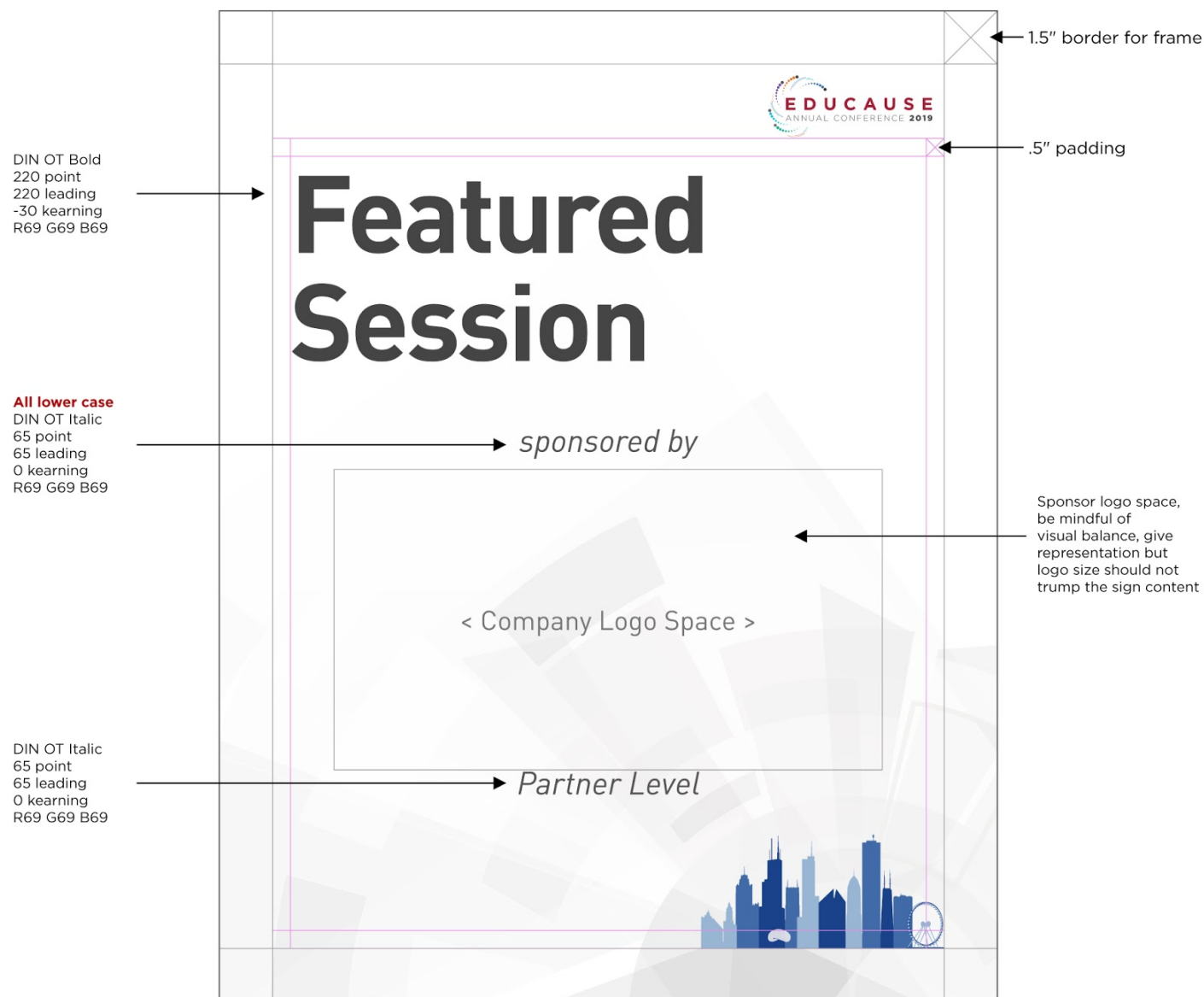
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DIN OT Bold  
220 point  
220 leading  
-30 kerning  
R69 G69 B69



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**EDUCAUSE**  
ANNUAL CONFERENCE 2019

**Poster Session  
Setup Times**

**Tuesday 2:00PM–4:00PM**

**Wednesday 8:00AM–3:00PM**

1.5" border for frame

.5" padding

DIN OT Bold  
140 point  
140 leading  
-30 kerning  
R69 G69 B69

DIN OT Medium  
90 point  
90 leading  
0 kerning  
PANTONE 201C

DIN OT Medium  
90 point  
90 leading  
0 kerning  
R69 G69 B69

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1.5" border for frame

.5" padding

**EDUCAUSE**  
ANNUAL CONFERENCE 2019

**Community and Collaboration Lounge**

**Monday 8:00AM–5:00PM**

**Tuesday 7:00AM–3:00PM**

**Wednesday 7:00AM–4:30PM**

**Thursday 7:00AM–5:30PM**

**Friday 7:30AM–10:15AM**

Please reserve a time slot for larger meetings during open lounge hours at [urllocation.com/extension/sample](http://urllocation.com/extension/sample)

sponsored by

< Company Logo Space >

City skyline graphic

DIN OT Bold  
140 point  
140 leading  
-30 kerning  
R69 G69 B69

DIN OT Medium  
90 point  
90 leading  
0 kerning  
PANTONE 201C

DIN OT Medium  
90 point  
90 leading  
0 kerning  
R69 G69 B69

DIN OT Regular  
65 point  
65 leading  
0 kerning  
R69 G69 B69

**All lower case**  
DIN OT Italic  
65 point  
65 leading  
0 kerning  
R69 G69 B69

Sponsor logo space, be mindful of visual balance, give representation but logo size should not trump the sign content

DIN OT Regular  
65 point  
65 leading  
0 kerning  
R69 G69 B69

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**EDUCAUSE**  
ANNUAL CONFERENCE 2019

# Speaker Ready Room

Technical Assistance  
Speaker Liason

**9:00AM–10:00AM**  
EDUCAUSE Nominations Committee  
*(Committee members only)*

**1:00PM–2:00PM**  
EDUCAUSE Recognition  
Committee Meeting  
*(Committee members only)*

**3:30PM–5:00PM**  
ELI Advisory Board Meeting  
*(Board members and invited guests only)*

1.5" border for frame

.5" padding

DIN OT Bold  
140 point  
140 leading  
-30 kerning  
R69 G69 B69

DIN OT Regular  
65 point  
70 leading  
0 kerning  
R69 G69 B69

DIN OT Medium  
67 point  
90 leading  
0 kerning  
R69 G69 B69

DIN OT Bold  
90 point  
180 leading  
0 kerning  
R69 G69 B69

DIN OT Italic  
50 point  
70 leading  
0 kerning  
R69 G69 B69

### McCormick Place West formats:

The convention center should always be referred to as **McCormick Place West**.

### Registration

W183a, Level 1

Info Desk/Conference Materials/Membership/Ribbons/Career Center – name pending

Lobby, Level 1

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Exhibit Hall

Halls F1, F2, Level 3

Lunch Area, Halls F1, F2, Level 3 (in reality Lunch is in F2, but attendees have to enter at F1)

Poster Area, Halls F1, F2, Level 3

Grab and Go, Halls F1, F2, Level 3

General Session

Skyline Ballroom, W375c-e, Level 3

Community Central Activations

Meet and Mingle, Central Concourse, Level 3

Braindate Lounge, Central Concourse, Level 3

Relax and Renew, W375a, Level 3

Work and Chat, Skyline Ballroom Lobby, Level 3

Workshop Lunch

W375b, Level 3

Workshop, Breakouts, Small Meeting Room, etc. "samples"

W178b, Level 1 (single room, one section)

W181, Level 1 (entire room, three sections, sections not noted)

W185bc, Level 1 (2 room combination, two sections)

**Hyatt Regency McCormick Place formats:**

NOTE: our space is in the conference center part of the hotel, each room has two names, a number and name (to make things super confusing!)

Hyatt Regency McCormick Place, CC24 (Alder), Level Two (entire room, three sections, sections not noted)

Hyatt Regency McCormick Place, CC24 AB (Alder AB), Level Two (2 room combination, two sections)

Hyatt Regency McCormick Place, CC24 A (Alder A), Level Two (single room, one section)

**Marriott Marquis Chicago formats:**

Marriott Marquis Chicago, Geology, Level 3