MARIO EINAUDI Center *for* International Studies

Brand Style Guide V1.5

CORNELL UNIVERSITY · FOUNDED A.D. 1865

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Working together toward a more *equitable,*
sustainable, and *peaceful* world.

About the Mario Einaudi Center for International Studies Brand

The Einaudi Center was established in 1961 to enhance Cornell's research and teaching about the world's regions, countries, cultures, and languages. In 1990 it was named for its founding director, the political theorist Mario Einaudi. Today, the Einaudi Center is expanding its focus to become an incubator for collaborative, interdisciplinary projects that tackle some of the world's most pressing challenges. Drawing on Cornell's extraordinary intellectual resources and extensive global links, the Center's brand is focused on bringing people together to create new knowledge for a more equitable, sustainable, and peaceful future.

Tonality

Photography should be dramatic and showcase global imagery
In high-level brand communications, it is important to utilize imagery that transcends typical academic campus photos or snapshots, and instead showcase images that represent diverse and unique cultural moments. These visuals often involve bold views of real people or cultural situations. Photography should convey energy, innovation, and confidence. If the photo is a portrait of a faculty member or student, or an environmental shot of a distant land, it is important that it look at the subject matter from a unique, unconventional perspective to help tell the Einaudi Center story.

Colors convey confidence and motion
The colors of the Einuadi Center are equally important to the Center's brand look. The color palette (see page 7) connotes confidence, while gradations convey motion and energy, representing the blurred lines between cultures across the globe.

Textures add dimension
The added graphic layers of textures and illustrated elements further portray the Center's multidimensional approach to collaboration and education, and along with the bold global logo, the identity raises the profile of the Center and its view of global collaboration. It all works together to form a powerful, unique visual identity for the Center.

Speaking boldly and plainly (DO WE NEED THIS SECTION?)
From a copy and messaging standpoint, the Einuadi Center must convey its brand promise without sounding obtuse or overblown. Action words and clear, bold language—always brief, relevant, and real—will capture the Center's confidence, pride and momentum.

1 Graphic Standards

Logo Marks

The Einaudi Center logo mark should remain a distinctive identifier across all media. To preserve its integrity, it is important to keep it free from clutter, and make it large enough to be legible. Please see guidelines below.

Logo Colors

Provided logos are available in full-color, 1-color and B&W. Each of these are also available in CMYK for printing applications, and RGB colors, for digital applications.

Below are examples of where CMYK logos should be used:
- Brochures
- Posters
- Stationery
- Embroidered Gear
- Other offset-printed materials

Below are examples of where RGB logos should be used:
- Email templates
- Websites
- Email signatures
- PowerPoint templates
- Campus Digital Screens
- Phone apps

Below are examples of where 1-color or B&W logos should be used:
- Promotional merchandise
- Sponsorship uses (ie when multiple colors are not allowed)
- When used in conjunction with several other logos from different organizations

Open logo vs Solid Logo

The logo has been provided as a 'solid' symbol:

and with an alternate symbol style, the 'Open' symbol:

While both are available in all color variations, this alternate logo was intended to be used only over complex photography, or busy background elements. It is intended to be used only as secondary, alternate version of the mark, where necessary. Please use the solid logo version where ever possible.

Example of when to use the 'open' symbol logo version.

Logo Marks

Safe Zones

Allow a minimum of .25in of space (see example) around the mark free from distracting text, imagery, or other graphic elements. This rule applies to all configurations of the logo.

MARIO EINAUDI
Center *for*
International
Studies

.25 inches

.25 inches

Smallest Size

The Einaudi Center logo should not be used smaller than 1.5" long at its smallest size. When needed smaller, the Center's name can be typed out in the corresponding font, with no symbol.

MARIO EINAUDI
Center *for*
International
Studies

1 inch

1.5 inches

Graphic Elements

To help extend the Einaudi brand, there are several graphic elements that can be used as support imagery.

The Einaudi circular ripples represent the 'spheres of culture' that overlap around the globe. These ripples are contained in a circular shape to suggest the world. The blending colors represent how cultures affect each other as they flow across the continents. The ripples may be used as a graphic element across all platforms to support the brand message.
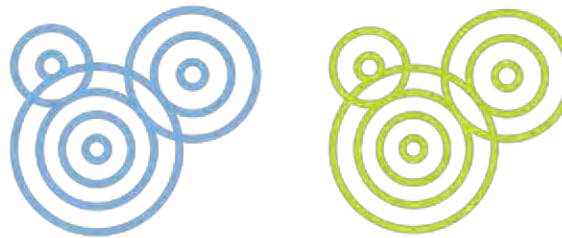
2-Line Einaudi Logo

The 2-line logo is the primary mark. It should be used across all materials where space allows.

FILE NAME: EIN_Logo_CMYK_XLong

FILE NAME: EIN_Logo_K_XLong

FILE NAME: EIN_Logo_Grey_XLong

FILE NAME: EIN_Logo_COLOR_Green_XLong

FILE NAME: EIN_Logo_LINE_GREEN_XLong

FILE NAME: EIN_Logo_LINE_K_XLong

2-Line Einaudi Logo: Reversed

When the logo is used against a dark background (for instance over a photo), the reversed version of the logo should be used.

FILE NAME: EIN_Logo_CMYK_XLong_R

FILE NAME: EIN_Logo_WHITE_XLong_R

FILE NAME: EIN_Logo_Grey_XLong_R

FILE NAME: EIN_Logo_COLOR_Green_XLong_R

FILE NAME: EIN_Logo_LINE_GREEN_XLong_R

FILE NAME: EIN_Logo_LINE_White_XLong_R

3-Line Einaudi Logo

The 3-line logo is used when there is less horizontal space available.

FILE NAME: EIN_Logo_CMYK_Long

FILE NAME: EIN_Logo_K_Long

FILE NAME: EIN_Logo_Grey_Long

FILE NAME: EIN_Logo_COLOR_Green_Long

FILE NAME: EIN_Logo_LINE_GREEN_Long

FILE NAME: EIN_Logo_LINE_K_Long

3 Line Einaudi Logo: Reversed

FILE NAME: EIN_Logo_CMYK_XLong

FILE NAME: EIN_Logo_K_XLong

FILE NAME: EIN_Logo_Grey_XLong

FILE NAME: EIN_Logo_COLOR_Green_XLong

FILE NAME: EIN_Logo_LINE_GREEN_XLong

FILE NAME: EIN_Logo_LINE_K_XLong

4-Line Einaudi Logo

The 4-line logo is used when there is minimal horizontal space available.

MARIO EINAUDI
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International
Studies
FILE NAME: EIN_Logo_CMYK

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_LINE_GREEN

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_K

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_LINE_K

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_Grey

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_COLOR_Green

4 Line Einaudi Logo: Reversed

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_CMYK

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_LINE_GREEN

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_K

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_LINE_K

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_Grey

MARIO EINAUDI
Center *for*
International
Studies
FILE NAME: EIN_Logo_COLOR_Green

Graphic Elements

Support graphics are an important part of the identity. They build continuity, and can help add interest and support to materials that otherwise might not have enough imagery. To help extend the Einaudi brand, there are several graphic elements that can be used as support imagery.

Ripples

The Einaudi circular ripples represent the 'spheres of culture' that overlap around the globe. These elements can be used as subtle background textures at reduced opacity, or as corner elements on the edges of design projects.

These elements can be used at full-strength, or reduced opacity to 20-50%, depending on the application.

In the illustrations here, the Ripples are reduced to 40% opacity.
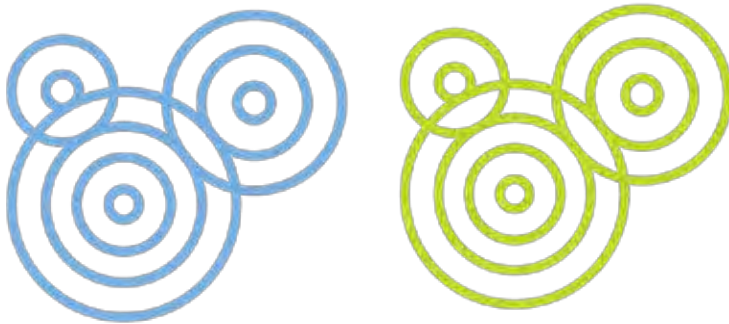
Ripples used at 40% opacity

Graphic Elements

BlueGreen Background

The blending colors of this background element represent how cultures affect each other as they flow across the continents. The element may be used as a graphic element across all platforms to support the brand message. See examples for correct usage here.

Always use the background at full strength (100% opacity). It can be reduced to smaller sizes, but should extend to edge of the document.

Note that when it us used at the bottom of a document, you can use an arced top (see example) to help tie to other circular elements in the brand identity.

When used as a graphic at the top of a document, bottom should remain straight (no arc).

The full graphic blends from green to blue, but any part of the graphic can be used.

Logo size: should be used 1/3 to 1/2 the width of the document

MARIO EINAUDI
Center for
International Studies

Align content to text in logo, when possible, to establish a clear connection to the brand identity

Headline

Lorem ipsum dolar les fu fora tora lorem ipsum

Align content to text in logo, when possible, to establish a clear connection to the brand identity

Headline Here

Lorem ipsum dolar les fu fora tora lorem ipsum

MARIO EINAUDI
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International
Studies

2 Incorrect Logo Usage

Incorrect Usage

Please use the logo in the provided formats and do not alter them. For best consistency and brand integrity, the logos should never be manipulated.

Do not rotate, stretch or scale the logo disproportionately.

Do not modify the color of the mark.

Do not alter the typeface in any way or replace it with any other.
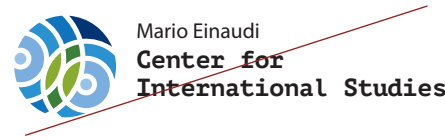
Never adjust the opacity of the mark. It should be at 100% opacity.

Do not place over a color or graphic that detracts from the mark.

Do not rearrange components of the identity.

3 Typography

The primary Einaudi Center brand typography helps to reinforce the strength and boldness of the Center's programs and concentrations. It is essential that they be used as outlined in the guide to help maintain brand consistency. All promotional materials should be set in the approved fonts from font families listed on this page.

Preferred Brand Fonts

For print and web uses, it is important to use the intended brand fonts as often and consistently as possible. Always combine the serif and sans-serif for these uses, as noted below.

Headings and headlines FreightText Pro Book is the suggested font.

Body copy, subheads and call-out should use Texta bold as the preferred font.

Note that these fonts can be reversed if it fits the application-- that is Texta Black could be used in headings, and FreightText pro could be used as body copy, depending on context.

System Fonts

For some applications like MS Office programs like Powerpoint, Word docs, etc., our brand fonts may not be available. It is acceptable to substitute system fonts for our preferred brand fonts BUT ONLY WHEN NECESSARY.

For Office programs Georgia Regular can used for all headlines, and Corbel can be used for body copy.

eblast Fonts (MailChimp)

For the eBlast templates in MailChimp, our brand fonts are not available. In this case we are suggesting use of Noticia Text for all headlines, and Open Sans for all body copy. Fonts can be bolded as necessary to create a bigger contrast between body of headlines.

FreightText Pro Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*(),.;:<>?

FreightText Pro Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*(),.;:<>?

Texta Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*(),.;:<>?

Texta Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*(),.;:<>?

Georgia Regular
If using Georgia as a headline font, you may need to make it bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*(),.;:<>?

Corbel Regular
If using Corbel as a headline font, you may need to make it bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*(),.;:<>?

Noticia Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*(),.;:<>?

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*(),.;:<>?

4 **Brand Colors**

The Einaudi Center color palette is composed of a wide range of colors derived from the cultures and regions that form the backbone of the Center's programs. The consistent use of these colors will infuse the collateral materials with a stronger sense of brand identity. Where appropriate, colors should be selected from this palette that compliment the support imagery.

Colors have been identified for each of the three Center Focus Areas.

All colors in the palette were designed to work together, and not only tie to cultures and regions of the globe, but add a fresh aesthetic to the identity.

Symbol Colors

75C 20M 100Y 22K
61R 128G 56B
3d8038 HEX
363 PMS

40C 100Y 20K
136R 172G 46B
88ac2e HEX
383 PMS

20C 100Y
215R 223G 35B
d7df23 HEX
389 PMS

85C 50M
27R 117G 188B
1b75bc HEX
2145 PMS
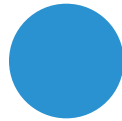
75C 30M
43R 147G 209B
2b93d1 HEX
7690 PMS
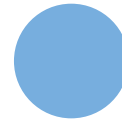
51C 20M
120R 174G 222B
78aede HEX
2121 PMS

97C 74M 38K
0R 55G 116B
003774 HEX
281 PMS

Secondary Colors

83C 48M 55Y 7K
57R 111G 113B
396f71 HEX
3165 PMS

43Y
253R 245B 167G
fdf5a7 HEX
0131 PMS

20C 85M 100Y 10K
185R 70B 38G
b94626 HEX
2349 PMS

80C 10M 85Y 5K
144R 37B 29G
90251d HEX
1815 PMS

35M 86Y
251R 174B 60G
fbae3c HEX
2011 PMS

Focus Area colors

Each Focus Area of the Einaudi Center has been designated its individual color that may be used throughout a variety of media. For example, these colors may appear as sidebars in the insert sheets.

Working Group

20C 85M 100Y 10K
185R 70B 38G
b94626 HEX
2349 PMS

Academics

35M 86Y
251R 174B 60G
fbae3c HEX
2011 PMS

Programs

83C 48M 55Y 7K
57R 111G 113B
396f71 HEX
3165 PMS

5 Brand Applications

For Office Documents, the new Einaudi Center brand should follow the consistency of the other elements in the communications system.

Office Documents

Powerpoint Presentation Template

A Powerpoint template has been created for presentations. The template includes a title page with a prominent top brand bar, and several interior body pages with a smaller brand bar appearing at the bottom of each page. Text styles are set up within the document and should not be greatly manipulated. Photos that take up the full page are the only instance where the brand bar may be removed.

Cover Slide Presentation Title: Georgia, 40-60pt
Secondary Titles: Corbel, 20-30pt

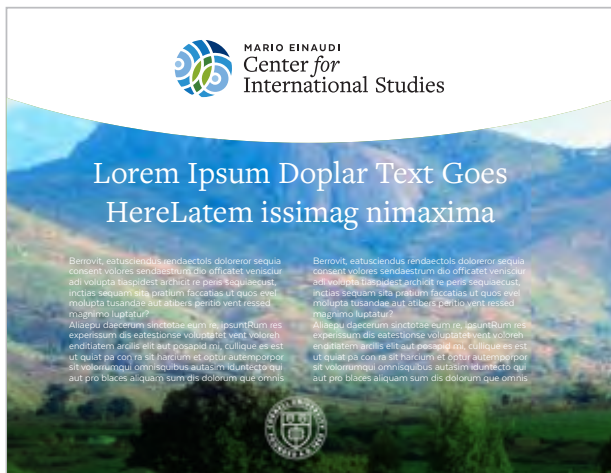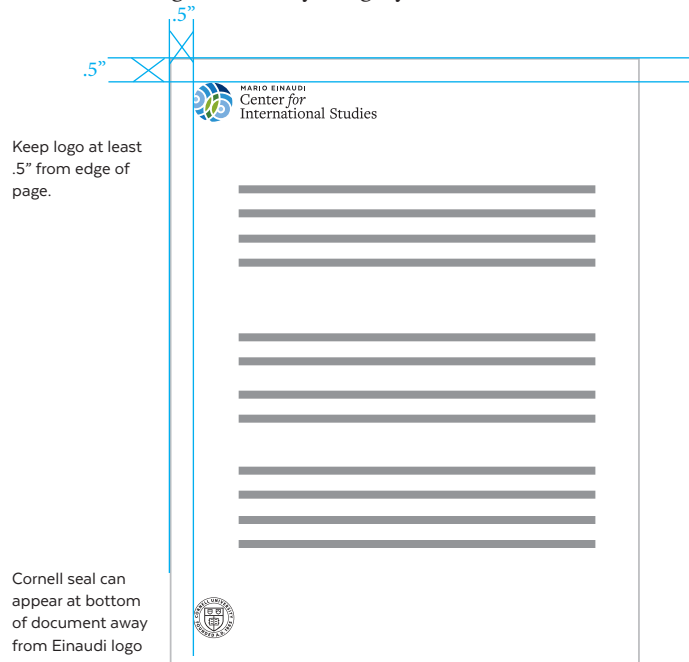Second Slide: Georgia, 40-60pt
Secondary Titles: Corbel, 20-30pt

Secondary page with arched bottom brand bar

Optional secondary page with straight bottom brand bar

Office Documents

Series Powerpoint Presentation Template

Additional Powerpoint templates for event series have been provided as shown. Additional colors for these series have been established:

Distinguished Speaker Series
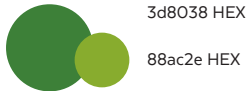
3d8038 HEX

88ac2e HEX

Roundtable Discussion Series

003774 HEX

1b75bc HEX

Lund Critical Debate Series

b94626 HEX

fbae3c HEX
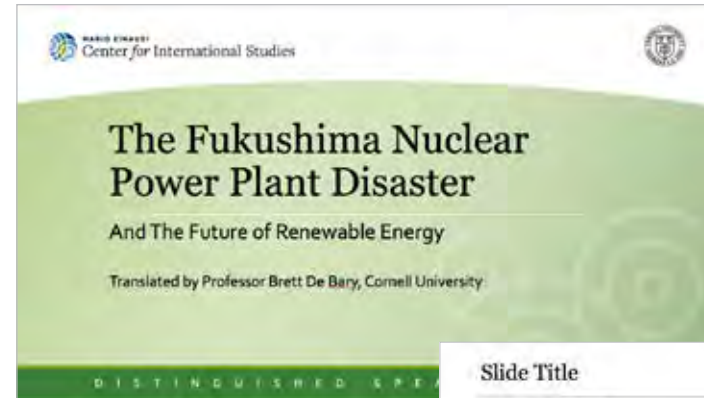
Distinguished Speaker Series
Georgia, 40-60pt
Secondary Titles: Corbel, 20-30pt

Second Slide: Georgia, 40-60pt
Secondary Titles: Corbel, 20-30pt
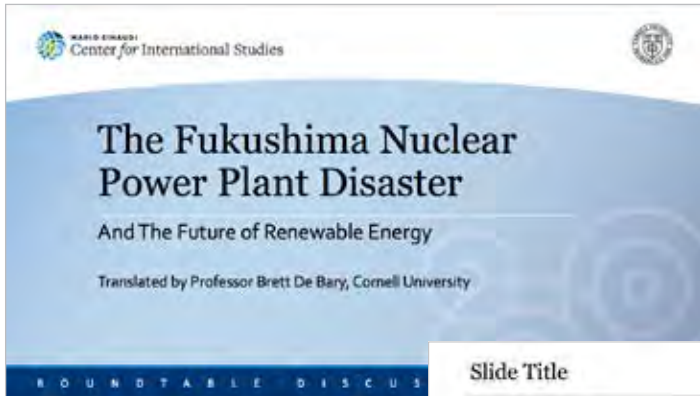
Roundtable Discussion Series
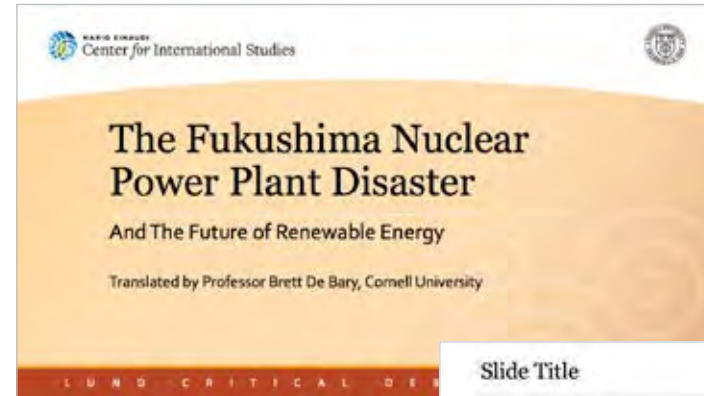
Lund Critical Debate Series

Office Documents

8.5x11 documents

For 8.5x11 documents such as outlines, memos, sign-up sheets, or door signs, or even quick notices, it is best to use the 3 or 4-line logo version, flush left (as shown), or centered at the top of the page. Optionally, an arc could be used to isolate the logo from busy imagery or content.

.5"
.5"

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International Studies

Keep logo at least .5" from edge of page.

Cornell seal can appear at bottom of document away from Einaudi logo

MARIO EINAUDI
Center *for*
International Studies

Lorem Ipsum Doplar Text Goes HereLatem issimag nimaxima

Berrovit, eatusciendus rendaectols doloreror sequia consent volores sendaestrum dio officatet veniscur adi volupta taspidest archicit re pelis sequaecust, inctias sequam sita pratium faccatias ut quos evel molupta tusandae aut atibers peritio vent ressed magnimo luptatur?
Allaepu daecerum sinctotae eum re ipsuntRum ies experisum dis eatestione voluptatet vent voloreh enditatem arcilis elit aut pospapid mi, cullique es est ut quiat pa con ra sit harcium et optur autemporpor sit volorumqui omnisquibus autasim iduntecto qui aut pro blaces aliquam sum dis dolorum que omnis

Berrovit, eatusciendus rendaectols doloreror sequia consent volores sendaestrum dio officatet veniscur adi volupta taspidest archicit re pelis sequaecust, inctias sequam sita pratium faccatias ut quos evel molupta tusandae aut atibers peritio vent ressed magnimo luptatur?
Allaepu daecerum sinctotae eum re ipsuntRum ies experisum dis eatestione voluptatet vent voloreh enditatem arcilis elit aut pospapid mi, cullique es est ut quiat pa con ra sit harcium et optur autemporpor sit volorumqui omnisquibus autasim iduntecto qui aut pro blaces aliquam sum dis dolorum que omnis

Use arc to divide logo/brand area from busy content.

Cornell seal can appear at bottom of document away from Einaudi logo

Other print

For print pieces such as general posters, name cards, place cards, or invitations, be mindful of keeping clear distances around logos to make sure they are easy to identify.

Room 215
EAP Session

MARIO EINAUDI
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International Studies

.5"
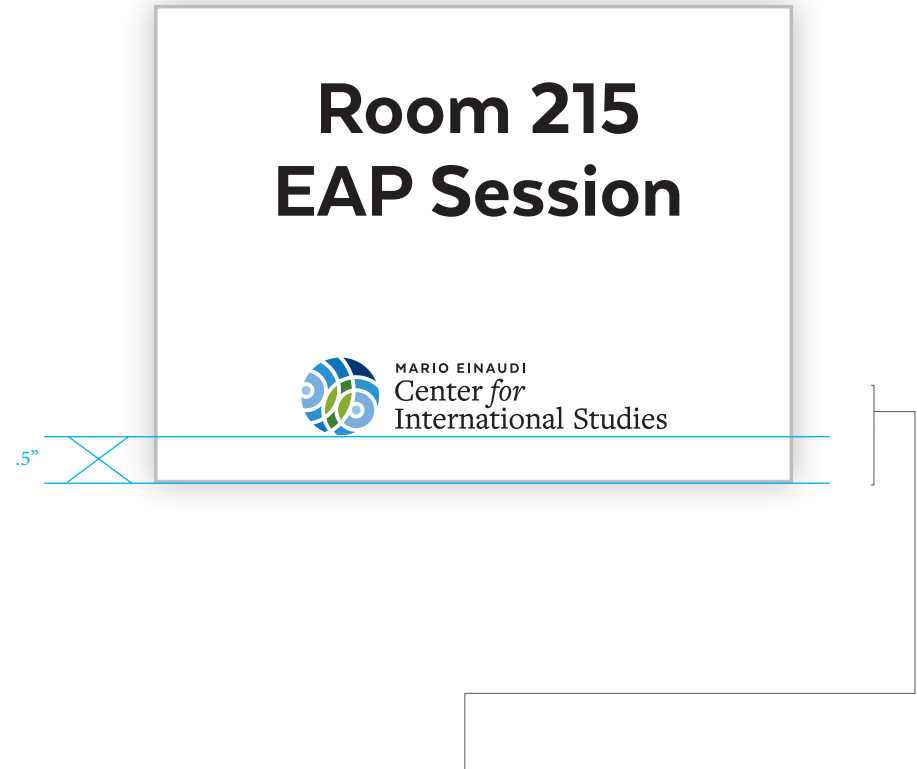
For simple documents, centering the logo at bottom or top of page is the cleanest approach. Keep logo at least .5" off edges of document. Note Cornell seal is not necessary on internal documents, signage etc.

Office Documents

Event Materials

Event materials should reflect the brand as outlined in this styleguide. Below are examples of how posters should use the Einaudi brand arc and logo.

Poster Ver. 1

When brand arc and logo is used at the top of the poster, the Cornell seal should be used at the bottom, centered as shown
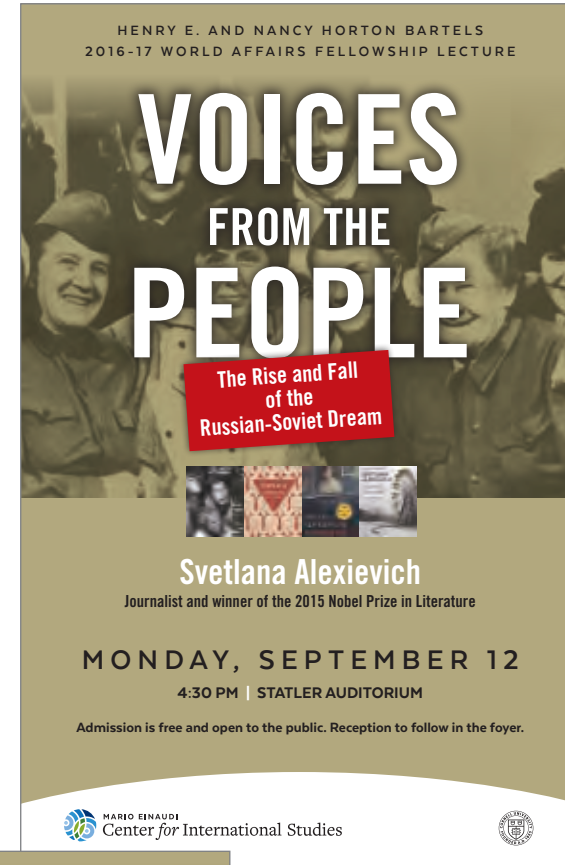
Keep important information like date, time, location clean and clear, and away from event imagery and styles
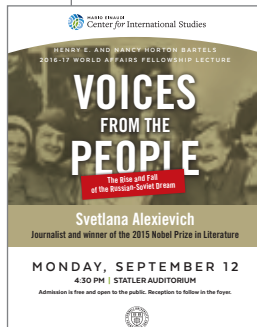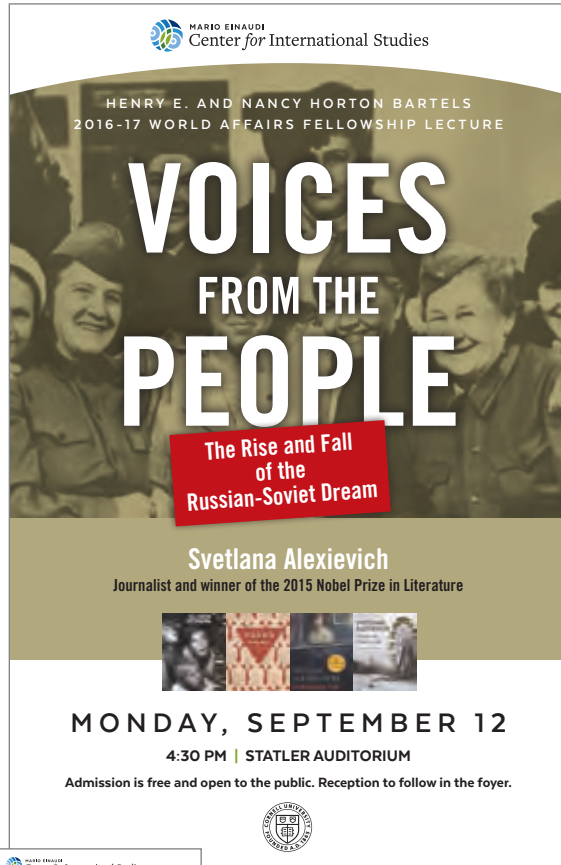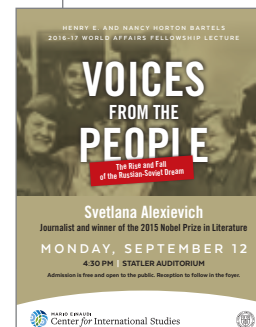

Similar rules apply to the 8.5x11 posters

Poster Ver. 2

Event graphics & fonts can dominate poster.

Keep important information like date, time, location clean and clear, and away from event imagery and styles

Use Cornell seal at bottom of poster

When brand arc and logo are used at the bottom, arc should remain white, with logo aligned left, and Cornell seal aligned right.

Office Documents

Digital Event Materials

Digital event graphics include monitor screen graphics, and eblast graphics that can be inserted into the eblast templates created in MailChimp. Below are examples of how these elements should use the Einaudi brand arc and logo.

The event graphics should dominate the remaining screen area.

The Einaudi brand arc should take precedence at the top of the screen image

2161 px

1218 px

When the Einaudi arc is at the top of a document, the Cornell seal should center at the bottom of the document.

The eblast graphic is similar to the digital monitor screen graphic, except that you can remove the Cornell seal, and any ancillary content that can be more readily communicated in the text of the email.
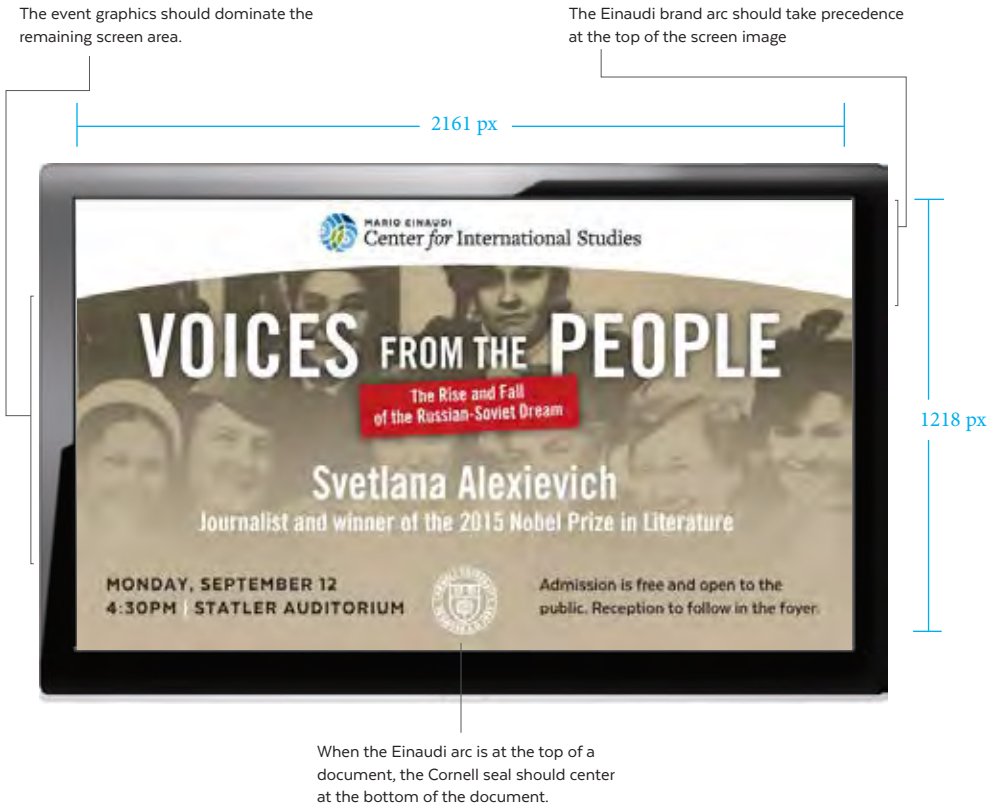
6 Marketing Elements

The Einaudi brand is designed to be used on all marketing collateral materials, website, email templates, posters, etc.

Please follow the guidelines shown in this section to make sure the new brand remains consistent and strong.

Folder & Brochure

A 2-pocket folder and tri-fold brochure have been created to be used as a general leave-behind for all Einaudi events and marketing efforts. These items serve as a good benchmark for how the ripple graphic, color palette, fonts and logos work together to convey a strong and colorful brand aesthetic for the Einaudi Center.

Outside

Inside

Brand bar always located at very top of all materials and contains 3-line logo.

Einaudi's message reduced to three lines.

Cornell's branding always appears bottom-center in white, against a sufficiently contrasting background.

Primary brand colors may be used as a decorative bar along the top or bottom of marketing materials.

Photography should be a strong visual representation of Einaudi's identity and overall brand reputation. Subject matter should be engaging and inviting. Always shoot at the highest resolution possible.

Marketing Elements

Insert Sheets

These Focus Area 1-sheet templates have been designed in InDesign to allow each program to be spotlighted in one page. The templates provide for images to move up and down the left column to allow for unique content for each program sheet.

Programs Green
83C 48M 55Y 7K

Academics Orange
35M 86Y

Working Group Red
20C 85M 100Y 10K

eBlast Templates

EBlast templates have been set up in MailChimp to facilitate email news blasts from the Einaudi Center. Designs have been geared around three main topics: **Educators, eNewsletters, and Funding**. Due to font limitations in MailChimp, alternate fonts have been selected to coordinate with the brand fonts, as noted here.

Due to the limitations of saving text styles in MailChimp, below are clearer font styles and sizes for reference when working on the eblast templates.

Fonts

Noticia Text is used for all headlines, and Open Sans is used for all body copy.
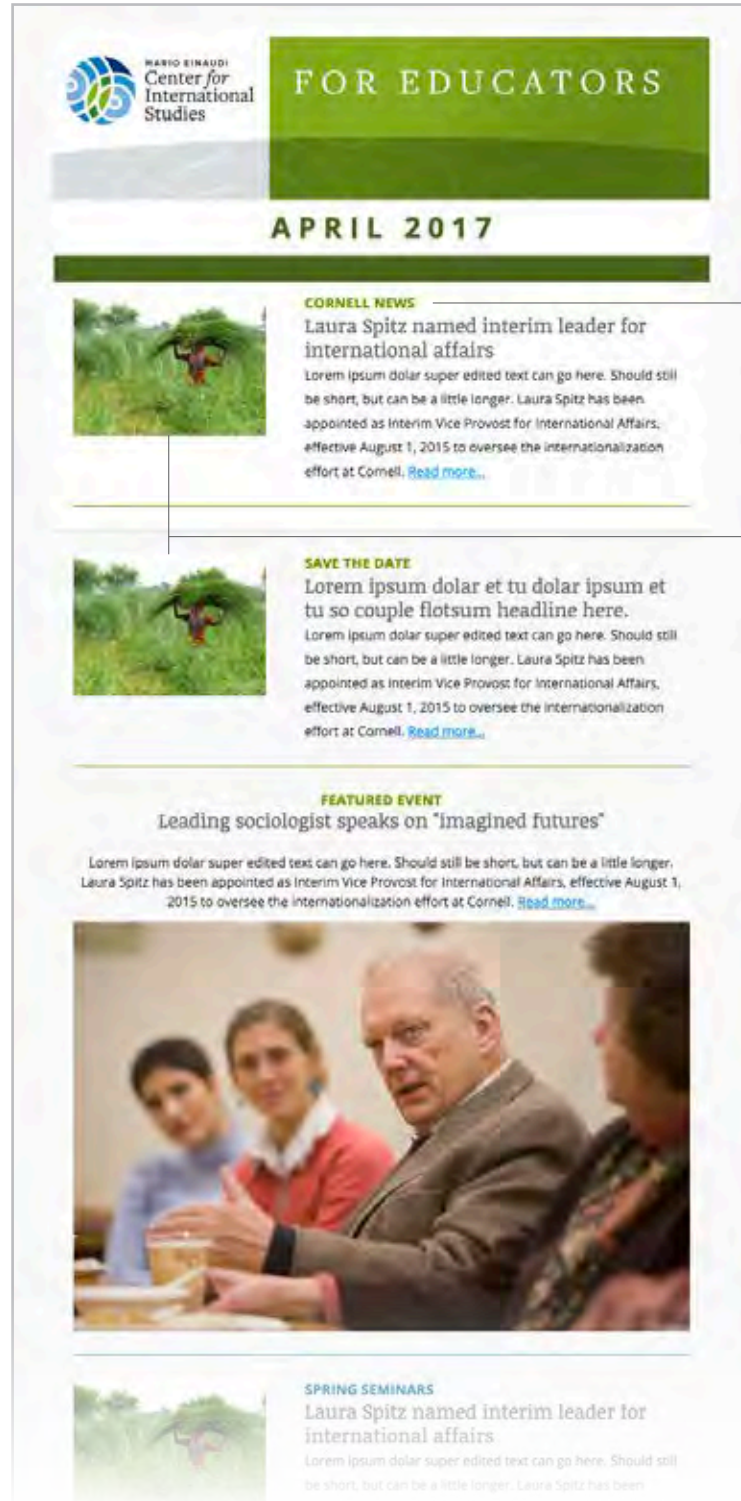
Educators Green
#86aa2e HEX

Headings:
Open Sans Bold, All Caps with spacing, 26 pt. Color: #336600

Rule color: 20px, color #4c6325

Headings:
Open Sans Bold, All Caps, 14pt #669900

Headings:
Noticia Text, 18pt, color: dark gray

Body Copy:
Open Sans Book 13 pt, Color: black

Divider Rule 1px, color: #669900

Photos:
Square format

For this feature section text is centered. Same styles as above.

eBlast Templates
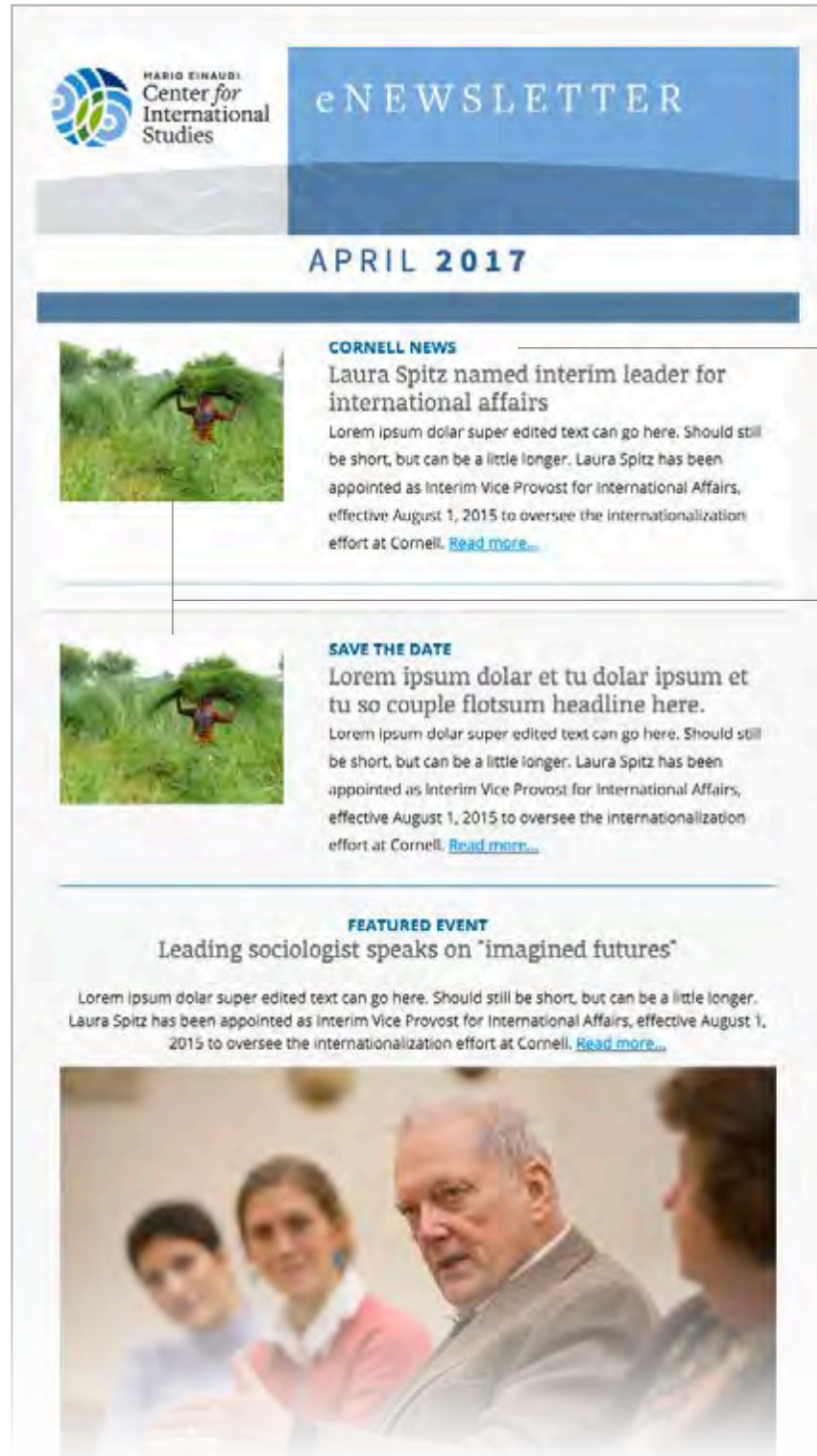
eNewsletter Blue
#7badde HEX

Headings:
Open Sans Bold, All Caps with spacing,
26 pt. Color: #336699

Rule color: 20px, color #547d9c

Headings:
Open Sans Bold, All Caps, 14pt #336699,

Headings:
Noticia Text, 18pt, color: dark gray

Body Copy:
Open Sans Book 13 pt, Color: black

Divider Rule 1px, color: #2b93d1

Photos:
Square format

For this feature section text is
centered. Same styles as above.

eBlast Templates

Funding Opportunities Template

Funding Opportunities Blue
#255289 HEX

Headings:
Open Sans Bold, All Caps with spacing, 26 pt. Color: #333366

Rule color: 20px, color #255388

Body Copy:
Open Sans Book 13 pt, Color: black

Divider Rule 1px, color: #255388

In 'Style' tab, background is set to color: #e7f3fc

All text in funding links area: Source Sans 14pt, color: black. Content is simply copied in one selection from MS Word document.

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Center *for* International Studies

Contact

To request logos or graphic elements related to the
identity standards and guidelines, please contact:

First and Last Name - Title
Department

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For additional information contact Iron Design:

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