

2023

# BRAND CHEATSHEET



## LOGO VARIATIONS



## TYPOGRAPHY

TITLE

# MR EAVES XL MOD OT ULTRA

All Caps, Metric Kerning, Tracking=0, Leading 40% of Character Height

HEADING 1

## MR EAVES MOD OT BOOK

All Caps, Optical Kerning, Tracking=-196, Leading 40% of Character Height

HEADING 2

## Mr Eaves Mod OT Regular

Sentence Case, Optical Kerning, Tracking=0, Leading 100% of Character Height

HEADING 3

## MR EAVES MOD OT BOLD

All Caps, Optical Kerning, Tracking=-196, Leading 40% of Character Height

BODY

Mr Eaves Mod Ot Book

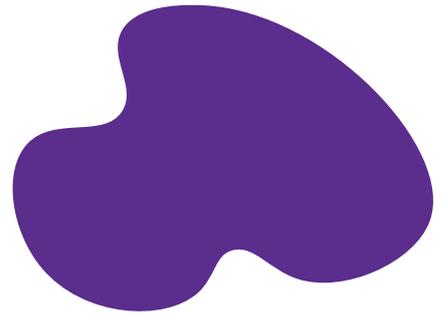
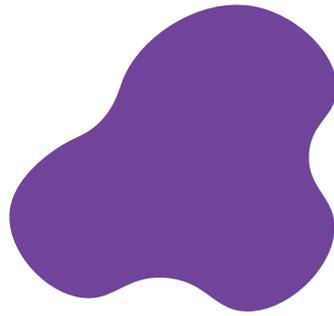
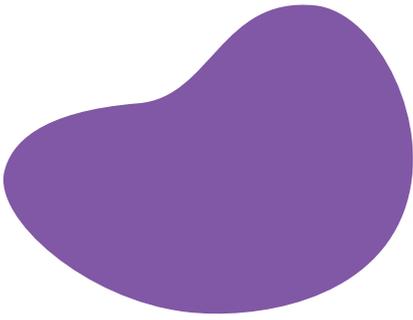
Sentence Case, Optical Kerning, Tracking=0, Leading 80% of Character Height

## COLOR GUIDE

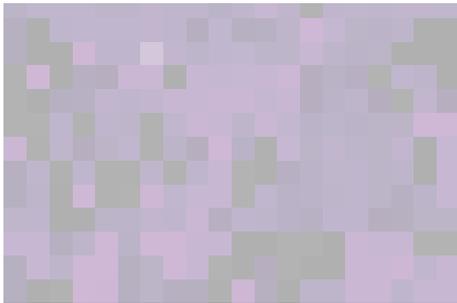


# SUPPLEMENTARY ELEMENTS

## ORGANIC SHAPES



## CUBE MATRIX OVERLAY



## CAMPUS BRANDS

**BNE CTR** • **GLD CST** • **HBA CTR**  
**SBY CTR** • **ANN CTR** • **EMP CTR**

## MULTI-POINT FREEFORM GRADIENTS



## AWARD STRAP



## USAGE EXAMPLES

