

# 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**

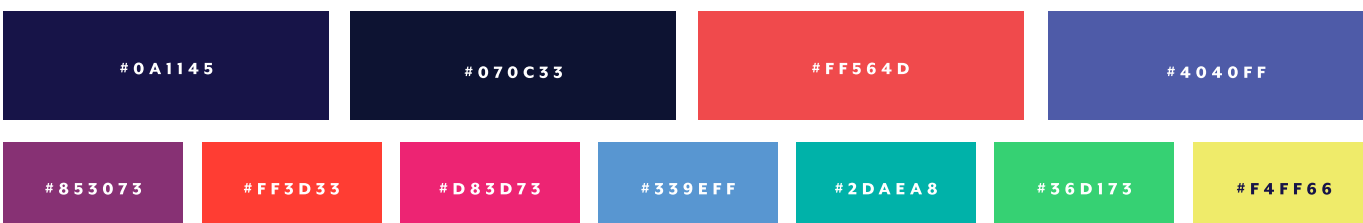
All Caps, Optical Kerning, Tracking=196, Leading 40% of Character Height

### BODY

Mr Eaves Mod Ot Book

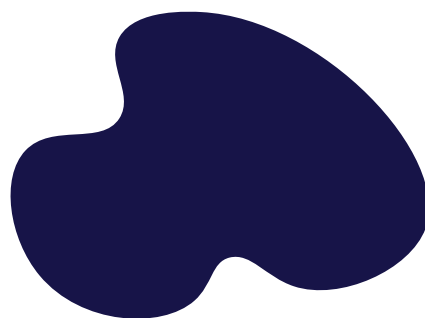
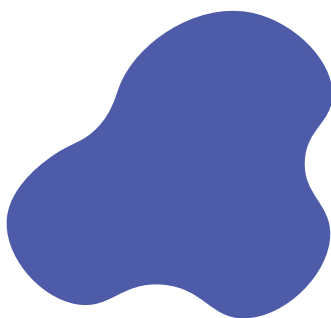
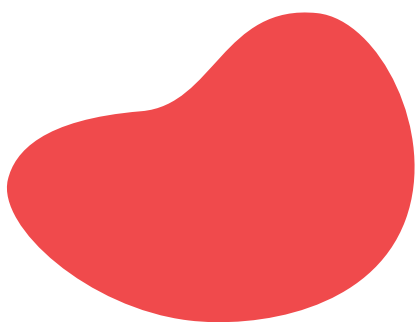
Sentence Case, Optical Kerning, Tracking=0, Leading 80% of Character Height

## 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

