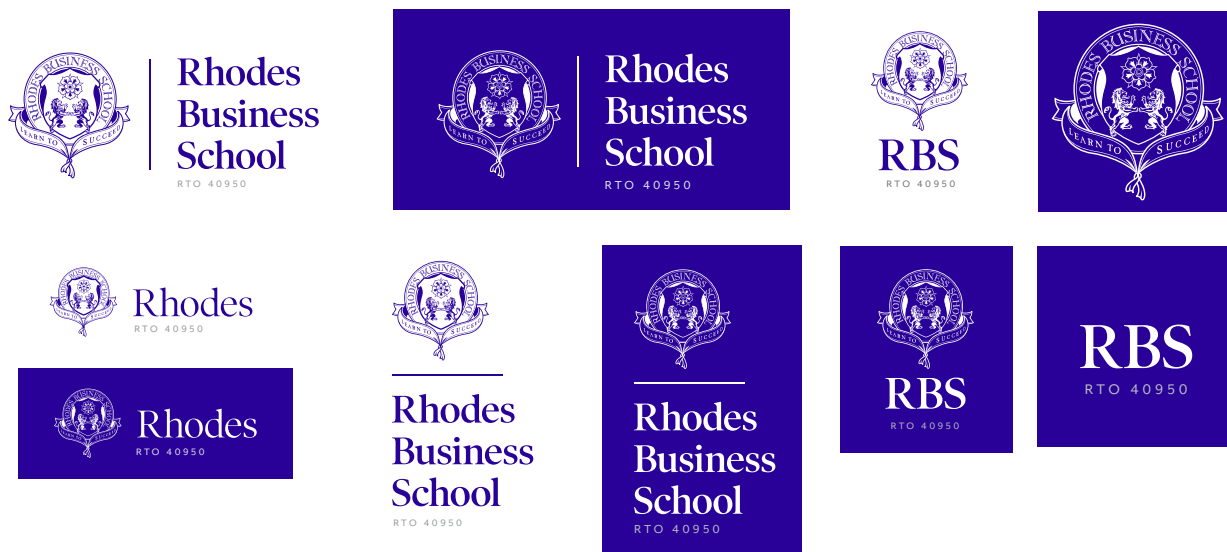# 2023
BRAND
CHEATSHEET

LOGO VARIATIONS

TYPOGRAPHY

Poynter Oldstyle Display Roman

Sentence Case, Optical Kerning, Tracking=0, Leading 40% of Character

HEADING 1

MR EAVES MOD OT BOOK

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

HEADING 3

MR EAVES MOD OT BOLD

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

HEADING 2

Poynter Oldstyle Display Bold

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

BODY

Mr Eaves Mod Ot Book

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

COLOR GUIDE

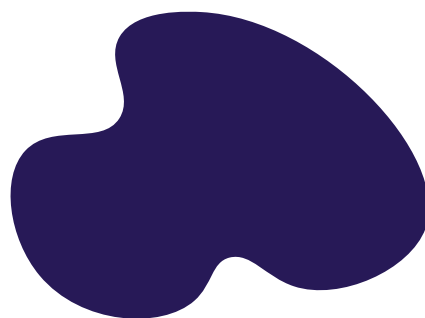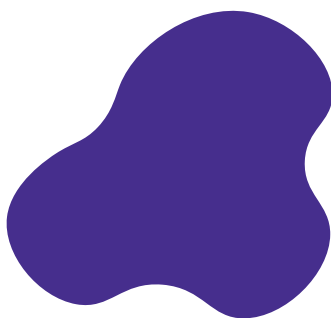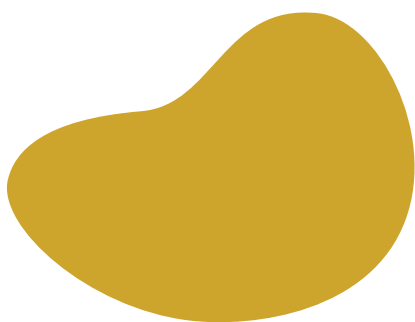| #410099	#5C4DA0	#070C33	#4040FF
#963092	#763895	#993720	#47A1DA	#05997D

SUPPLEMENTARY ELEMENTS

ORGANIC SHAPES

CUBE MATRIX OVERLAY

CAMPUS BRANDS

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SBY CTR • **ANN CTR** • **EMP CTR**

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