

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

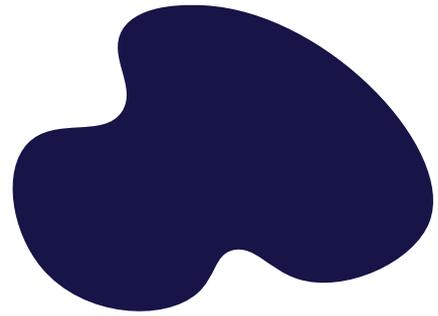
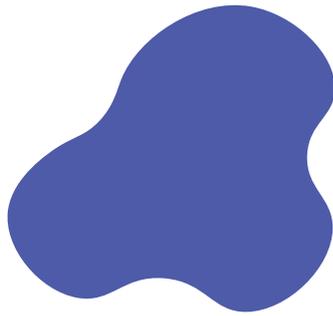
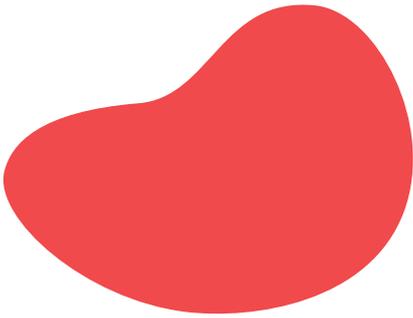
Sentence Case, Optical Kerning, Tracking=0, Leading 80% of Character Height

COLOR GUIDE

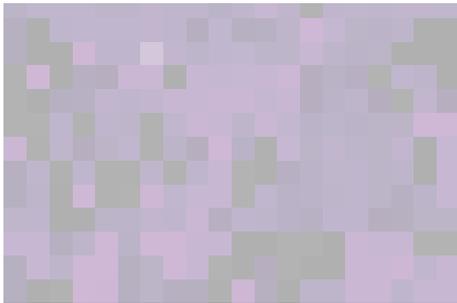


SUPPLEMENTARY ELEMENTS

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

