



EVERY PATH *Made Possible*

BRAND CAMPAIGN : STYLE GUIDE

EKU

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THE MESSAGE

“Every Path Made Possible” showcases ECU as a supportive community where students explore their interests, define their passions and transform their future. Building on ECU’s identity as a School of Opportunity and the Campus Beautiful, “Every Path Made Possible” emphasizes the accessibility and opportunity for students to find their own path to excellence. The campaign highlights interaction and participation, contributing to a reimagined campus that not only provides opportunity, but also inspires students to look for opportunity. Students experience opportunity through the discovery of an affordable education, academic choice, supportive faculty and resources, hands-on learning, an engaging campus community and careers aligned with workforce needs—leading students to what’s next for them.



THE PERSONALITY

The voice is the personality of ECU. The language around “Every Path Made Possible” should feel:

- **Reassuring and helpful:** We communicate in a welcoming, human way that’s solutions-oriented and makes students feel understood, supported and confident that they belong here.
- **Authentic and grounded:** We focus on real stories and impact through our people and communities.
- **Exploratory and empowering:** Our students—future, current and former—dream big and achieve success.
- **Emphasis on “School of Opportunity”:** ECU has long been known as the School of Opportunity in the Commonwealth, providing life-changing opportunities and discoveries through higher education. The tagline reinforces ECU’s history as an accessible, supportive university.
- **A Friendly Tone:** Use a friendly and conversational tone that’s clear and to the point, yet human centered and encouraging to take the next step.

WHAT’S NEXT?

Every Path Made Possible vs. Game Changer

Compared to the previous mini brand campaign of “Game Changer,” “Every Path Made Possible” leans more into ECU’s hospitable and welcoming aura. While clear communication of “Game Changer” will continue in the new mini brand campaign, we’re toning down the overconfidence. We want our messages to exude the support, community and encouragement ECU offers, and for prospective students to feel this welcomeness before they even step foot on campus. We want them to feel sure of their decision to come to ECU, but that it’s perfectly OK to not have all the answers all the time—we’ve all been there, too, and we’re here to help them on their transformational journey.



AUDIENCES

1

DISCOVERY STUDENTS

Discovery students, or future Colonels, include high school students exploring their college and career options. We want to talk to this group of students directly and openly and let them feel the ECU support every step of the way.

2

ONLINE LEARNER

Students who choose online learning are typically working full-time positions and connected to their community. They want their education close to home and may be looking for something new or to advance their career.

3

CAREER-ORIENTED PROFESSIONALS

ECU's graduate school students have full lives with school, personal obligations as well as a career, for many. Already familiar with higher education, they're looking for authenticity and education that fits their career and life goals.

4

INFLUENCERS

We're not talking about your favorite social media influencer. These are the parents, teachers, counselors and classmates whose knowledge, expertise and opinions encourage students' decisions in their next steps.

5

COLONEL FAMILY

We're one big Colonel Family, with alumni across the country and all around the world, generous donors who fuel opportunity for students, and a supportive community. This group shows what's possible with ECU.



COLOR

The “Every Path Made Possible” brand campaign uses the same primary and accent colors established in the university’s official brand guidelines. No new colors have been introduced for this campaign. All color usage should follow the same standards and best practices outlined in the university’s primary brand guide.

PRIMARY COLORS

EKU MAROON 

SOLID WHITE 

SOLID BLACK 

Maroon is our primary color and should be treated as such on all materials. Maroon has a long history at the university and shouldn’t be overshadowed by any secondary color.

ACCENT COLORS

AUTUMN ORANGE 

BOONE BRONZE 

KENTUCKY BLUEGRASS 

GOLDENROD YELLOW 

NEUTRAL COLORS

LIGHT GRAY 

DARK GRAY 

USAGE GUIDELINES

Use accent colors sparingly, intentionally and always in-context with maroon. ALWAYS use EKU’s primary colors.

Using maroon on black is generally discouraged due to limited contrast and accessibility concerns. Such treatments may be approved on a case-by-case basis but should be used sparingly and only when legibility is maintained.

DOWNLOAD ADOBE COLOR LIBRARY

CMYK (FOR PRINT)

RGB (FOR DIGITAL)



New TYPEFACES

Fonts are a pivotal element of brand identity to help **distinguish our brand** and **appeal to our target audience**.

The “Every Path Made Possible” brand campaign introduces two distinct typefaces—Atelia and Balney—to create a unique and recognizable visual identity for campaign materials. These fonts are not part of the university’s core type system and should not be used in general EKU communications. Atelia, a bold, all-caps sans serif, conveys strength in titles and key headlines, while Balney, an expressive script, adds a personal, human touch when used sparingly for emphasis. Together, they establish a cohesive look that is exclusive to the campaign and should be reserved solely for materials associated with “Every Path Made Possible.” The primary EKU font Barlow should be used for any and all body copy for “Every Path Made Possible” materials.

TYPEFACE

ATELIA

Atelia is a bold, all-caps sans serif typeface used for titles, headlines and the “Every Path Made Possible” brand campaign type treatment. It is reserved for display use only and should not be used for body copy or subheadlines. Atelia should only be used within approved brand campaign materials to ensure a cohesive and unified visual identity.

USE-CASE

TITLES, HEADLINES AND CALLOUTS

Balney

Balney is a script typeface used in very limited contexts for titles and the “Every Path Made Possible” brand campaign type treatment. Its expressive, handwritten style adds warmth and personality when used sparingly to highlight key words or phrases. Balney should never be used for body copy or subheadlines and should always be applied with restraint to maintain readability and impact. It should only be used for one-or two-word headlines.

TITLES AND HEADLINES

HEADLINES AND BODY COPY

The “Every Path Made Possible” campaign language provides a flexible framework for headlines and body copy, allowing messages to be tailored to different audiences while maintaining a consistent voice. By pairing “path” or “pathways” with meaningful nouns or themes and reinforcing the full campaign line within the copy, communicators can create messages that highlight opportunity, affordability, community and student support.

“Every Path Made Possible” offers flexibility and customization, depending on your message and audience. In headlines or subtitles, “Path” can be your anchor word when the full tag is not necessary:

- Your path to affordability
- Your flight path to success
- A flexible path to a degree
- A pathway to opportunity

“Every Path Made Possible” or a variation could be used as a headline. If a headline other than “Every Path Made Possible” is used, then the phrase “Every Path Made Possible” should be included in the copy, preferably with a Call to Action, such as “Every Path Made Possible. Apply to ECU today.”

Student feedback indicates messages and themes of affordability, community and support resonate most. These key messages should be referenced in body copy.

SAMPLE AD COPY

Every Path Made Possible

At ECU, your future has a clear direction.
Support, flexibility and programs built for real careers.
Apply now. ecu.edu

Every Path Made Possible

Your flight path to success. Hands-on training from classroom to cockpit at Eastern Kentucky University.
Explore your path. ecu.edu

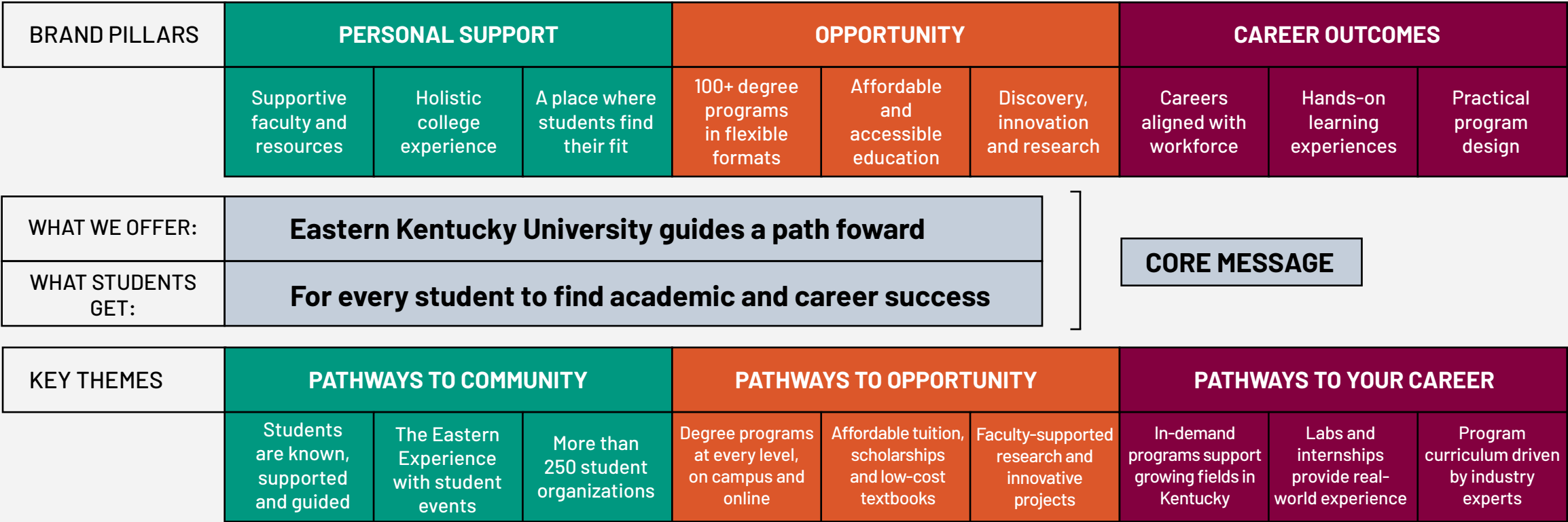
HASHTAGS

**#EveryPathMadePossible, #MyEKUPath,
#EveryPath, #MyPathMadePossible**



Message MAP

The message map arranges brand pillars and key themes into a clear system. It helps campus communicators share EKU’s story in a consistent voice that reflects the brand. Each layer builds upon the overarching pillar and connects back to the core message. To use the message map, start with your audience and choose the brand pillars that fit best. Then follow that pillar (or pillars) through the map for message ideas and points to include in your communication.



TAG ANATOMY

The building blocks

This section provides a quick rundown for the campaign tag and any additional titles using the approved “Every Path Made Possible” treatment. By outlining the correct typography, graphic elements, spacing and construction, it ensures anyone can accurately and consistently build titles that align with the campaign’s visual style.



OTHER NOTES:

- The bottom text should overlap the top text without obscuring the readability.
- The treatment should only be 1-2 brand-approved colors (Maroon, White, Boone Bronze, Goldenrod Yellow).
- The Power Line should have appropriate spacing from the bottom text.

POWER LINE

The EKU Power Line is a distinctive and recognizable component of our primary logo. By isolating the Power Line for specific applications, we are not changing or fragmenting the logo; we are expanding the visual system in a way that reinforces familiarity and cohesion across campaign materials.

USAGE GUIDELINES

To maintain brand integrity, the following rules apply when using the EKU Power Line as an independent asset:

1. Approval

- The Power Line is a campaign-specific brand asset used exclusively for the “Every Path Made Possible” visual brand campaign unless approved otherwise.
- It is not part of the general EKU branding toolkit and should not be implemented in materials outside this campaign context unless approved otherwise.
- All uses of the Power Line are managed and approved by Marketing and Communications.
- Since Marketing and Communications must approve all “Every Path Made Possible” campaign materials, no other campus unit or external partner may reproduce, modify or incorporate the Power Line into their designs without explicit written approval from Marketing and Communications.
- Campus partners may request campaign-aligned materials that include the Power Line through Marketing and Communications. However, Marketing and Communications reserves the right to decline or modify requests if the proposed use does not align with the broader brand campaign or visual strategy.

2. Placement

- The Power Line should be visually separate from the official EKU logo to prevent confusion or the appearance of a modified mark.
- It may align with or interact with text, imagery or graphic elements, but not with other protected EKU logos.

3. Purpose

- The Power Line may be used to create visual emphasis in campaign text treatments, background patterns or motion graphics.
- It should always serve a supportive role, never replace or compete with the full EKU logo.

4. Integrity

- The Power Line must be used exactly as extracted from the primary logo—no alteration to its shape, angle or proportions is permitted.
- Do not add outlines, gradients, stroke or effects that distort or obscure its original form.

5. Color

- The Power Line should appear only in official EKU brand colors (e.g., Maroon, White, Black or approved accent colors for campaign materials).
- Avoid using it in non-brand colors or patterns.

POWER LINE



Brand cohesion: Even without the full logo, the Power Line immediately recalls EKU's identity.

Design flexibility: The element can add motion, emphasis and energy to text and imagery while maintaining an unmistakable connection to the parent brand.

Campaign distinction: It enables fresh, creative applications, especially in marketing campaigns, social media graphics and environmental displays without compromising the integrity of the official marks.

6. Frequency and Placement

- The Power Line is a featured campaign asset, intended to add movement and visual connection to the EKU brand—not to dominate or repeat excessively.
- To maintain visual balance and brand consistency, the Power Line should appear no more than once per individual design piece, including:
 - 1 printed document
 - 1 side of a merchandise item
 - 1 digital ad or graphic
 - 1 webpage section or screen view
- In multi-page documents or multi-screen layouts, the Power Line may appear again only to maintain continuity (e.g., cover and back page), but should not repeat as a decorative or background motif.
- When used as a pattern or texture, it must be part of an approved system or background graphic developed by Marketing and Communications. Individual departments or designers may not create new pattern variations.
- Overlapping, scaling or tiling multiple Power Lines in a single design is not permitted unless explicitly designed or approved by Marketing and Communications.

7. Restrictions and Misuse

- The Power Line is a standalone campaign asset and may not be used to create, modify or enhance any other logo, mark or identity.
- It cannot be combined with other symbols, graphics or typography to form new logos for departments, colleges, student organizations, clubs or campus initiatives.
- The Power Line must never appear as part of or attached to any unit, program or organization's logo or mark, whether internal or external to EKU.

APPROVED TREATMENT



Asset Consistency

To maintain consistency and protect the visual integrity of the “Every Path Made Possible” campaign, the Power Line may only be used in two approved title treatments developed by Marketing and Communications.

These specific treatments were designed to balance typography, spacing and the motion of the Power Line in a way that aligns with the campaign’s visual language.



The ECU Power Line can be utilized to give emphasis to titles by underlining the text. The color of the Power Line should always be the same color as either the top or bottom text. This treatment of text is reserved for materials or promotions in relation to “Every Path Made Possible.”

USAGE EXAMPLES



Atelia Regular
All Caps
Size: 48 pt

Balney Regular
Size: 58 pt

Dharma Gothic M
Bold
All Caps
Size: 84 pt

Outside of the core “Every Path Made Possible” headline treatment, the ECU Power Line can be applied as a treatment to emphasize other titles, provided it uses a brand-approved font (Dharma Gothic or Barlow). Don’t pair Balney with Dharma Gothic for campaign text treatments.



DESIGN EXAMPLES

The Do's and Don'ts

These examples show how to use this brand asset the right way—and what to avoid. Following these guidelines helps keep our brand looking its best across all materials.



✓ APPROVED USE

Follows design guidelines and clearly supports the campaign initiative.

- Correct color
- Correct treatment

EMPLOYEE PICNIC

EVERYONE WELCOME

GOOD FOOD

FUN TIMES

9/12
NOON AT THE RAVINE

EKU

✗ DENIED USE

Ignores design guidelines (**frequency, color, purpose, and integrity**).

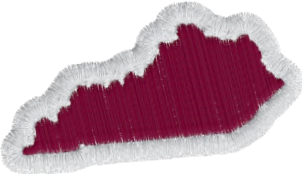
- Uses more than 1 Power Line
- Wrong color
- Altered the angle
- Not approved treatment

CAMPUS PATCHES

Campus patches introduce a new graphic element that highlights recognizable landmarks, icons and brand assets through a textured, patch-style treatment. Designed to add personality and visual variety, these patches can be incorporated across campaign materials to create a sense of place, pride and connection to the EKU campus experience.



PATCH GUIDELINES



Be intentional. Be strategic.

Use patches as supporting elements. They should enhance layouts without overpowering primary campaign messaging or photography.

RULES TO REMEMBER

Maintain the patch texture and style. Do not alter, redraw or remove the textured treatment that defines the patch system.

Use approved color variations only. Patches should follow the designated color options to ensure consistency across materials. Do not create new assets using the patch texture.

Scale thoughtfully. Patches should remain legible and recognizable; avoid stretching, distorting or scaling them disproportionately.

Pair with campaign elements. Use patches alongside approved typography, backgrounds and layouts to maintain cohesion with the “Every Path Made Possible” style.

Avoid overuse. Limit the number of patches used in a single layout to 1-2 in order to keep designs clean and focused.

CAMPUS TOPOGRAPHY

A sense of place

The topography lines are derived directly from real elevation maps of Richmond, Kentucky. This authentic geographic detail creates a subtle texture that adds depth and visual interest to backgrounds while connecting designs to the physical landscape of our community. The contour lines symbolize exploration, discovery and EKU's deep-rooted connection to place. Do not overlay topography on photography featuring people.



THE PATTERN

Blending Mode
Soft Light

Fill
30%



PATTERN
IN PRACTICE

BRAND SUITE

Working together

The brand suite showcases how the “Every Path Made Possible” campaign comes together across real-world applications. By seeing each element—typography, color, imagery and graphic treatments—working in harmony, this section demonstrates how the system creates a cohesive and recognizable brand presence in every touchpoint.

