



**evergreen**

YOUR WAY TO THE WORLD

# Identity Standards & Brand Guidelines

VERSION 2.0 | LIGHT GUIDE

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# 1.0 Introduction

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### 1.0 INTRODUCTION

The Evergreen State College has a powerful story to tell.

For nearly 50 years, Evergreen’s learning model has layered academic interests into individualized focus areas, preparing each of our students to make their unique impact on an ever-changing world.

In today’s world, with so many messages, communication devices, and media channels competing for our time and attention, it is more critical than ever that all members of the Evergreen community have access to tools and language they can draw upon to accurately reflect our values and offerings. A strong visual identity and consistent expression of our distinction will provide the unifying elements necessary for a story that resonates.

That is why these guidelines were developed. They are for all of us who tell the Evergreen story. That’s why this guidebook is not limited to the designers, copywriters, and photographers who create our print and digital publications. It serves as a reference for faculty who represent the college at conferences; for administrators who work with high school students, current students, alumni, parents, and members of the media; and for all of us who write and speak about Evergreen.

As you will see, our refreshed visual identity and messaging draws meaning from our history, but is also highly inventive and adaptable for new forms of communication—from websites to social media channels. You will find information on the foundational elements of the Evergreen’s visual identity (fonts, logos, colors, usage), the development of our new tagline, “Your Way to the World,” and much more.

Evergreen’s refreshed identity is an opportunity for the entire Evergreen family—students, the campus community, alumni, and all friends of the college—to tell our story more powerfully and succinctly. Evergreen has taken a thoughtful and deliberate path to arrive at our refreshed identity and by using this guide, the communications coming from Evergreen will be just as intentional.

These are guidelines, not laws. However, telling the Evergreen story consistently across audiences and channels will help us position Evergreen for a stronger future.

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# Brand Platform

- 2.1 EVERGREEN VALUES
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### 2.1 EVERGREEN VALUES

Our brand values are the collection of attributes we seek to project through our communications. These five values—developed through extensive internal and external research as well as listening to current students and faculty—articulate Evergreen’s voice and personality. Use these brand values as a guide when writing about Evergreen or telling our story.

## Openhearted

We value connection—to ourselves, our passions, our community, and the world.

## Inventive

We don’t think or work in traditional silos; we create new ways to approach learning.

## Ambitious

We never sit still. We prepare to leave our mark on the world.

## Real

We talk to each other about personal interests and big ideas, respectfully but without artifice.

## Evolving

We know we can always find better ways, and we are excited to work toward them.

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## 2.2 EVERGREEN'S BRAND STORY

Evergreen is a small public liberal arts college located in Olympia, Washington, that lives and breathes in the hearts of those who have experienced it. The brand story is a narrative written to convey that passion to audiences less familiar with Evergreen. It helps affirm the important emotional connection that helps a reputation have true impact. The language is inspired by real voices in the Evergreen community. Used consistently as a foundation for copywriting and scripting, the brand story will tie together all of our communications—from websites to brochures to speeches—and raise awareness of our unique and powerful impact on the ever-changing world.

The world doesn't wait for us. It changes every day, and changes us at the same time. The way we learn. The way we work. The way we relate to each other. The world needs people who are inspired by this complexity, and excited to contribute the best of themselves to it.

The Evergreen State College prepares creative minds for the way the world happens now. And the next now. And the now after that. Like the world, everyone at Evergreen learns from each other, working in teams from the science lab to the dorm room to the forests and beaches that surround us. Like the world, we focus instead of major, layering disciplines into individual expressions of scholarship, and anticipating careers yet to be invented. Like the world, we evaluate each other with context and explanation, not simple solitary letters. And exactly like the world, we don't just sit around studying—we create.

Some institutions have a "way"—a system that dictates and defines their culture. At Evergreen, our way has always been yours. Your passions. Your sense of community. Your time and space to dig deep and dream big. That's why we're here. The essence of Evergreen isn't tradition, but invention. We are the place where eager minds learn to create our ever-changing world.

### **The Evergreen State College**

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These targeted message blocks are designed to help adapt the brand story to specific key audiences. Each block combines the larger ideas of the brand story with the most relevant benefits for each audience. Using these messages as source material for targeted outreach will begin to infuse every specific communications channel with a consistent voice for the Evergreen brand.

### **Prospective Students, Parents, and Guidance Counselors**

We believe the world needs people who are inspired by its complexity, and are excited to contribute the best of themselves to it. At The Evergreen State College, we prepare creative minds for the way the world happens now. The essence of Evergreen isn't tradition, but invention—a place where eager minds learn to create our ever-changing world. Because like the world, everyone at Evergreen learns from each other, working in teams from the science lab to the dorm room to the forests and beaches that surround us. Like the world, we focus instead of major, layering different academic interests into learning, and preparing for careers yet to be invented. Like the world, we evaluate each other with context and explanation, not simple solitary letters. At Evergreen, our focus is always on you. Your passions. Your sense of community. Your time and space to dig deep and dream big.

### **Current Students**

We are Evergreen—each of us, and all of us. This is a community inspired by the complexity of the world, and excited to contribute the best of ourselves to it. Like the world, we all learn from each other. Like the world, we focus instead of major. We layer our passions into individual expressions of scholarship, and prepare for careers yet to be invented. Like the world, we evaluate each other with context and explanation. At Evergreen you can be unapologetically you; fully embrace your interests, passions and community. That's why we're here. The essence of Evergreen isn't tradition, but invention. We are here to make our own mark on our ever-changing world.

### **Alumni**

The essence of The Evergreen State College isn't tradition, but invention. We chose Evergreen because we were inspired by the complexity of the world, and ready to immerse ourselves in a community that nurtured that passion and curiosity. As alumni, that

original thinking incubated at Evergreen never leaves us. We understand the way the world works now—and how it will work tomorrow. We see beyond boundaries that define our world. We know that we can always find better ways. At Evergreen, we prepared to dig deep and dream big. Now, Evergreen alumni always contribute the best of ourselves, leaving our mark on an ever-changing world.

### **Community Leaders and Policymakers**

Our region's dynamic quality of life is built in part by Greeners. At The Evergreen State College, our learning model inspires students to become entrepreneurs, serve the community, and develop new ways to meet challenges in any arena they choose—from business and education, to healthcare, the arts, and the environment. We create new ways to approach learning that will address important problems and has proven successful for our graduates in any discipline they choose to focus—from art, business, and education to healthcare, media, and science. The essence of Evergreen isn't tradition, but invention. We are the place where eager minds learn to create our ever-changing world.

### **Faculty and Staff**

The essence of Evergreen isn't tradition, but invention. We are the place where we together prepare eager minds to create our ever-changing world. Because our dynamic learning model reflects the way the world happens now. And the next now. And the now after that. Like the world, everyone at Evergreen continually learns from each other. Like the world, we focus instead of major, layering disciplines into individual expressions of scholarship. Like the world, we evaluate each other with context and explanation, not simple solitary letters. And exactly like the world, we don't study for studying's sake—we create. Some institutions have a "way"—a system that dictates and defines their culture. At Evergreen, our way has always been about cultivating individual passions, individual dreams, and a shared sense of community. really gets students ready to shape a world that is always changing.



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### Boilerplate

The Evergreen State College is a small public liberal arts college located in Olympia, Washington, between Seattle and Portland in the heart of the Pacific Northwest. Our learning model layers academic interests into individualized focus areas, preparing each of our students to make their unique impact on an ever-changing world. On a campus of forests and beaches, Evergreen offers two undergraduate and three master's degrees: Bachelor of Arts, Bachelor of Science, Master of Environmental Studies, Master of Public Administration, and Master in Teaching.

### Elevator Pitch

- The Evergreen State College is a small public liberal arts college located in Olympia, Washington, on a campus of forests and beaches.
- Evergreen isn't about tradition, but invention. Our learning model really gets students ready to shape a world that is always changing.
- Students layer their different academic interests into focus areas, which lets them create their own path and impact on the world. Just like [insert appropriate alumni here] did.
- As a community, we're openhearted and real—and everyone is always learning from each other.

### Tips

Below are some tips for using the story to accomplish our goals:

- Keep the story front and center.
- Use real-world examples to support the story. Build off the story and incorporate instances of how the work you are doing helps Evergreen reflect the world that our students are preparing to meet.
- Avoid using the abbreviation TESC for any external communications. A simple "Evergreen" evokes more meaning, and feels more conversational.
- Be confident in using the brand and talking points as a starting point to describe the organization before going into detail about your individual work.

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### TAGLINE

The fundamental idea in our brand story is that Evergreen is the college where students determine their own way forward to prepare them for an ever-changing nature of the world. Thus our tagline, *Your Way to the World*, is an invitation for all of those who are inspired by the complexity of the world and want to create and learn on their own terms.

# YOUR WAY TO THE WORLD

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# Elements of the Visual Identity System

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### 3.1 LOGO DESCRIPTION

With a stronger Evergreen story comes an updated logo. We took the foundational elements of the previous mark—the evergreen tree, shoreline, mountain, and sun—and created a refreshed version that captures our energy and personality in a way that identifies us more strongly. The new mark is our window on the world. The new mark works better for digital applications.

The name has been simplified to purely “Evergreen,” which supports the school’s brand in the most efficient way possible. It says, in one word: enduring, natural, beautiful, free-standing, and sustainable. The shortened name also recognizes how students, faculty, and locals refer to the school.

The primary logo is to be used on most materials. Use the version with the tagline on any outward-facing materials. It may not be reconstructed or altered in any way. It must be reproduced from high-resolution digital files.

Please refer to this guide for proper usage of logo and tagline. For additional guidance, contact Marketing and Communications at [marketing@evergreen.edu](mailto:marketing@evergreen.edu).

When writing about Evergreen, use the college’s full name, The Evergreen State College in the first paragraph. Refer to the college as “Evergreen” in subsequent mentions.



**evergreen**



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### 3.2 LOGO SUITE OVERVIEW

This is the full suite of Evergreen logos. Our logos are the most recognizable elements of our brand's identity. They are the visual focus for our brand and communicate who we are and how we differentiate ourselves from our peers. To suit the variety of applications there are three variations of the logo: primary, secondary, and full-name. The role and use of each variation of the logo are explained on subsequent pages.

A tagline version of the logo is to be used in most applications. Use the version without the tagline when the logo would be too small for the tagline to be legible (e.g. when used on pens or embroidery items), and for collateral pieces or other materials where including the tagline would be redundant or undesirable given the context. Use the location version when it is important to differentiate the Olympia campus from the Tacoma location or to add context to the school name.

Please do not alter, redraw, or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork. For additional logo files, contact Marketing and Communications at [marketing@evergreen.edu](mailto:marketing@evergreen.edu).

#### Primary

Primary Logo Without Tagline



Primary Logo With Tagline



Primary Logo With Location



#### Secondary

Secondary Logo Without Tagline



Secondary Logo With Tagline



Secondary Logo With Location



#### Full-Name

Full-Name Logo Without Tagline



Full-Name Logo With Tagline



Full-Name Logo With Location



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## 3.3 LOGO REPRODUCTION

### Primary Logos

Evergreen's primary logo should be used whenever possible to reflect the whole of the college. The tagline version of the primary logo is to be used in most outward-facing materials representing the college.

Please do not alter, redraw, or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork. For additional logo files, contact Marketing and Communications at [marketing@evergreen.edu](mailto:marketing@evergreen.edu).

### Preferred Full-Color Primary Logo



### Alternate Primary Logos

#### 1-Color Green



#### 1-Color Black



#### Full-Reversed



### Core Palette



### 3.3 LOGO REPRODUCTION

#### Secondary Logos

Evergreen's secondary logo should be used when space restrictions do not accommodate the primary logo. However, it should never be used as preference over the primary logo.

Please do not alter, redraw, or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork. For additional logo files, contact Marketing and Communications at [marketing@evergreen.edu](mailto:marketing@evergreen.edu).

#### Preferred Full-Color Secondary Logo



#### Alternate Secondary Logos

##### 1-Color Green



##### 1-Color Black



##### Full-Reversed



#### Core Palette



### 3.3 LOGO REPRODUCTION

#### Full-Name Logos

Evergreen’s full-name logo should not be your first choice, as the primary brand is the word “Evergreen” alone. However, the full-name logo should be used whenever additional context is needed to differentiate Evergreen from other colleges or universities. Please don’t refer to the College as “TESC.” This version of the logo should not be used in marketing items such as T-shirts or on any materials that do not also feature the primary logo.

Please do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork. For additional logo files, contact Marketing and Communications at [marketing@evergreen.edu](mailto:marketing@evergreen.edu).

#### Preferred Full-Color Full-Name Logo



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#### Full-Name Logo Usage:

- The USPS requires the college’s full name to appear in the return address on envelopes or mailers that will be mailed at non-profit standard mail rates.
- Use the full-name logo to meet this USPS requirement.

#### Alternate Full-Name Logos

##### 1-Color Green



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##### 1-Color Black



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##### Full-Reversed



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### 3.4 IMPROPER USE OF THE LOGO

No elements of the logo should be modified. Avoiding these misapplications helps maintain the visual integrity of the brand and allows for a cohesive look across all materials. Some examples of what should be avoided are listed here.

#### Tips:

- Maintain the proportions of the logo as shown.
- Do not obscure any part of the logo.
- Do not add a drop shadow or any other special effects to the logo.



Do not reconfigure elements of the logo or change the wording.



Do not substitute colors for any elements in the logo.



Do not use other fonts for the logo.



Do not squeeze or physically alter the proportions of the logo.



Do not place the logo on a densely patterned background.



Do not place additional graphic elements on the logo, such as a border.



### 3.5 APPLYING THE LOGO

#### Clear Space

The Evergreen logo should always be afforded a predetermined area of breathing space, referred to as clear space. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. See diagrams below for the appropriate clear space for the various logos. The clear space equals half the size of the mark.

#### Primary Logo Clear Space



#### Secondary Logo Clear Space



#### Full-Name Logo Clear Space



#### Minimum Printed Size

The primary and full-name logos must always be reproduced so the width of the logo measures a minimum of 1" wide to ensure all elements of the identity are legible. The secondary logo must be reproduced at a minimum of 1.375" wide.

#### Primary Logo Minimum Size



#### Secondary Logo Minimum Size



#### Full-Name Logo Minimum Size



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### 3.6 COLOR

Evergreen has three color palettes: The Core Palette, the Greenery Palette, and the Vibrant Palette (contact Marketing and Communications for more information).

The Core Palette is made up of the full-color logo colors plus white. They are to be used across all communications and applications, including as background colors and body copy.

The Greenery Palette includes the core logo colors and builds on them. This palette draws from the natural beauty surrounding our campus.

#### Color Usage

##### Preferred Full-Color Logo

The PMS, CMYK or RGB full-color logos are preferred. Use PMS for any offset printing needs or when printing signage or apparel that use PMS inks. Use CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint projections, digital or TV use.

##### 1-Color Logos

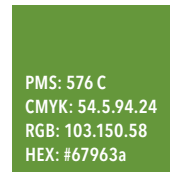
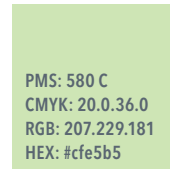
Use the 1-color version when cost is a consideration or when inks are limited.

##### Reverse Logos

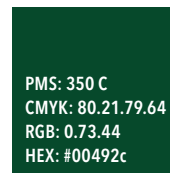
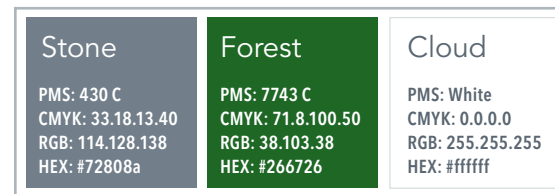
Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient clear space and contrast for the logo.

For questions regarding logo reproduction, contact Marketing and Communications at [marketing@evergreen.edu](mailto:marketing@evergreen.edu).

#### Greenery Palette



#### Core Palette



### 3.7 TYPOGRAPHY: PRINT

For professionally produced print materials, Evergreen’s primary font Avenir should be used. Please contact Marketing and Communications for font purchasing information.

#### Avenir Usage for Print:

- Avenir should be used in all caps for short headlines, and sentence case for longer headlines, sub-headlines, and text.
- Avenir sub-headlines should be about 1/2 the size of headline.
- The leading should be reduced to a couple of points less than default.

#### Primary Print Sans Serif

# Avenir

## AVENIR LIGHT

Typical uses: Large scale headlines with no sub-headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### AVENIR LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## AVENIR BOOK

Typical uses: Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### AVENIR BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## AVENIR ROMAN

Typical uses: Sub-headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### AVENIR OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## AVENIR MEDIUM

Typical uses: To identify different sections or information

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### AVENIR MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## AVENIR HEAVY

Typical uses: Headlines or highlighted text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### AVENIR HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## AVENIR BLACK

Typical uses: Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### AVENIR BLACK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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## 3.7 TYPOGRAPHY: PRINT

Caecilia LT is the supporting font for Evergreen print materials. It is used in body copy for its clear readability and for call out or highlighted text. Caecilia LT should never be used in headlines.

Please contact Marketing and Communications for font purchasing information.

### Caecilia LT Usage:

- Caecilia LT should be sentence case.
- The leading should be increased a couple of points from the default setting.
- For reversed type, use 10-point 55 Roman or larger. For best readability, do not use 45 light.

### Primary Print Serif

# Caecilia LT

## CAECILIA LT 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## CAECILIA LT 46 LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## CAECILIA LT 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## CAECILIA LT 56 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## CAECILIA LT 75 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## CAECILIA LT 76 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## CAECILIA LT 85 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## CAECILIA LT 86 HEAVY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### 3.7 TYPOGRAPHY: DESKTOP

In most cases, staff should use the desktop fonts provided below. The desktop fonts listed below are pre-loaded on all PC and Mac computers. They can be used in Microsoft applications like Word and Powerpoint.

#### Desktop Sans Serif

##### ARIAL REGULAR

Typical uses: Subheadlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

##### ARIAL BOLD

Typical uses: Headlines and highlighted text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

#### Desktop Serif

##### GEORGIA REGULAR

Typical uses: Headlines, body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

##### GEORGIA BOLD ITALIC

Typical uses: Headlines, subheads and highlighted text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

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### 3.8 PHOTOGRAPHY GUIDELINES

Evergreen photography should evoke feelings of community and creativity. The focus should be on the interaction between students and faculty, students working with other students, and students interacting with the wider world. Given Evergreen's focus on the natural world, photos should embrace the lushness and tactile moments nature provides. Photography should feel genuine and in the moment versus posed and unnatural.

Photographers should highlight and elevate the joy and beauty in the everyday. Use of natural light is strongly recommended.



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3.8 PHOTOGRAPHY GUIDELINES



Show students at work



Show diverse students collaborating,  
with an equal field of focus



Capture teaching moments



Capture intimate moments around campus



Showcase the beauty of the campus



Include activities and spots off campus



Get close and focus on the subject



Show interaction with nature



Show unique on-campus events

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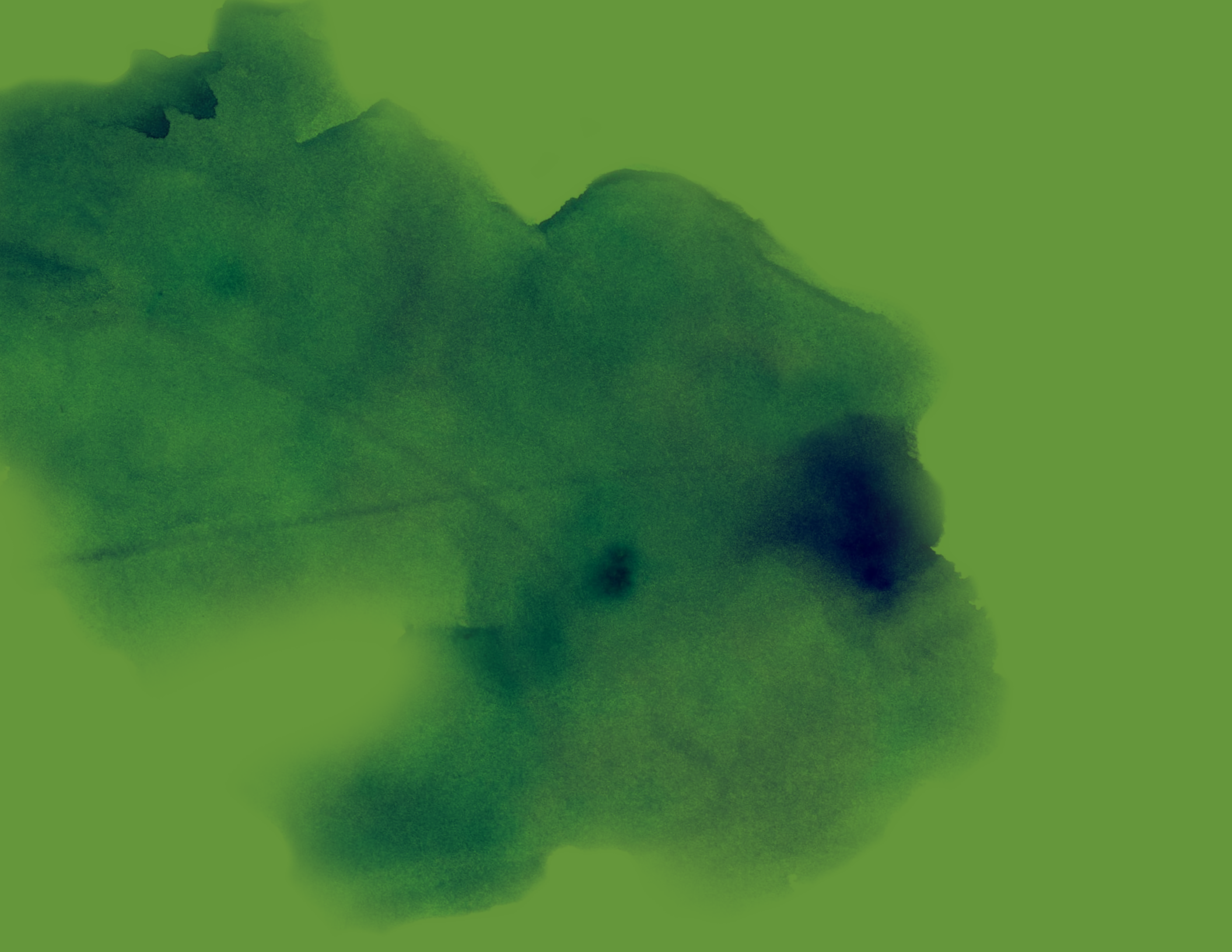
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### 3.9 FOR MORE INFORMATION

If you have a need that has not been covered in this guide, please contact Marketing and Communications at [marketing@evergreen.edu](mailto:marketing@evergreen.edu) or (360) 867-6644.







the  
**evergreen**  
state college

2019