PRINCIPIA COLLEGE

Academic Centers

Style Guide

Find Your Center

At Principia, we recognize every student
is infinitely capable and divinely whole.

A center isn't just a place, dedicated to a certain pursuit.

Your center is also an emotional and spiritual equilibrium;
a gravitational mean that keeps you grounded, steady,
and true to yourself. At Principia College, your center
is the core from which your infinite capability radiates.

This document is a guide for how to use the assets we've developed
to communicate about these new Academic Centers at Principia College.

Eros

Light & Regular

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? " ; :

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? " ; :

This typeface is to be used for titles and headlines and in title or sentence case only.

Contact the marketing department for access to this font.

Escalator

Full family of is available. Weights to be determined by layout/hierarchy.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? " ; :

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? " ; :

This typeface is to be used for subheads, paragraphs, CTAs and captions.

Contact the marketing department for access to this font.

Typography (System Font)

Arial

Full family of is available. Weights to be determined by layout/hierarchy.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? ” ; :

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
> ! @ $ % & ? ” ; :

This typeface is to be used for titles, headlines,subheads,
paragraphs, CTAs and captions when Eros and Escalator are unavailable.

Color

Primary

CMYK: 100 | 85 | 36 | 38
RGB: 16 | 43 | 81
#102b51

CMYK: 22 | 41 | 75 | 2
RGB: 197 | 149 | 88
#c59558

Secondary

CMYK: 24 | 79 | 91 | 14
RGB: 171 | 78 | 48
#ab4e30

CMYK: 6 | 30 | 75 | 0
RGB: 238 | 182 | 90
#eeb65a

CMYK: 87 | 55 | 61 | 46
RGB: 26 | 67 | 67
#1a4343

CMYK: 53 | 14 | 37 | 0
RGB: 125 | 179 | 167
#7db3a7

CMYK: 35 | 95 | 80 | 51
RGB: 100 | 22 | 29
#64161d

CMYK: 18 | 42 | 40 | 0
RGB: 207 | 155 | 141
#cf9b8d

CMYK: 93 | 65 | 42 | 26
RGB: 24 | 75 | 100
#184b64

CMYK: 29 | 7 | 3 | 0
RGB: 175 | 211 | 233
#afd3e9

CMYK: 32 | 60 | 100 | 19
RGB: 154 | 100 | 29
#99631c

CMYK: 17 | 24 | 43 | 0
RGB: 213 | 188 | 151
#d5bc97

Centers materials should incorporate the primary Principia College colors (Blue and Gold) and this slightly modified (for legibility) secondary color palette. When possible, the Centers crests should be used tone-on-tone (see crests and sample layout slides).


EST. 1898
PRINCIPIA COLLEGE
P


‹ Center for ›
CA
‹ The Arts ›

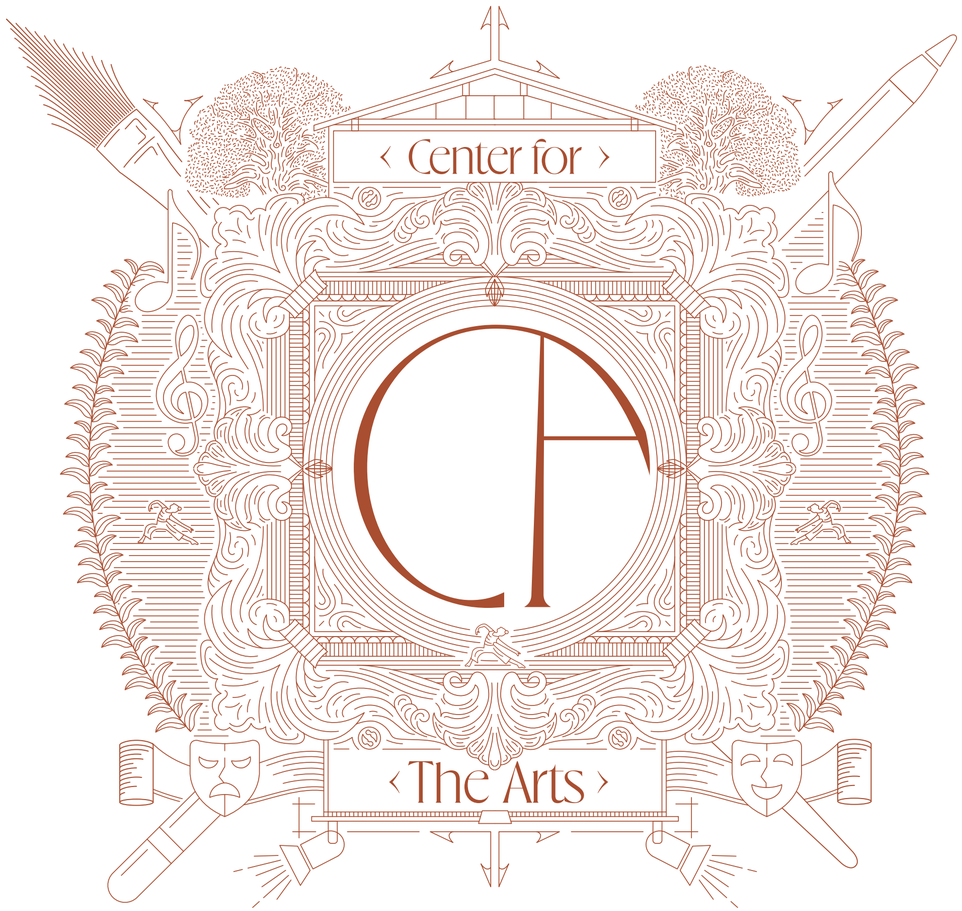

‹ Center for ›
SE &
C
Sustainability, Ecology, & Chemistry


‹ Center for ›
N
M &
M
Narrative, Meaning, & Media


‹ Center for ›
B &
CS
Business & Computer Science


‹ Center for ›
&
G
Civic & Global Engagement


‹ Center for ›
CF
‹ The Arts ›


‹ Center for ›
CF
‹ The Arts ›



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2.5–4.25in | 180–300px wide





Center for
The Arts



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‹ Center for ›
M&M
Narrative, Meaning, & Media


‹ Center for ›
M&M
Narrative, Meaning, & Media



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‹ Center for ›
SE&C
Sustainability, Ecology, & Chemistry


‹ Center for ›
SE&C
Sustainability, Ecology, & Chemistry



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Center for
Sustainability,
Ecology,
& Chemistry



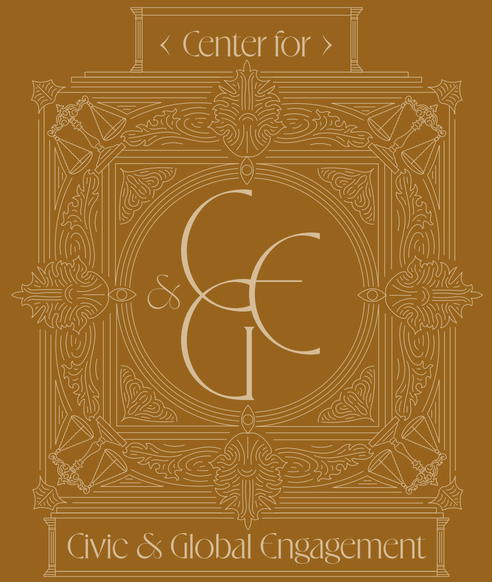
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‹ Center for ›
&
Civic & Global Engagement


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Civic & Global Engagement



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Center for
Civic & Global
Engagement



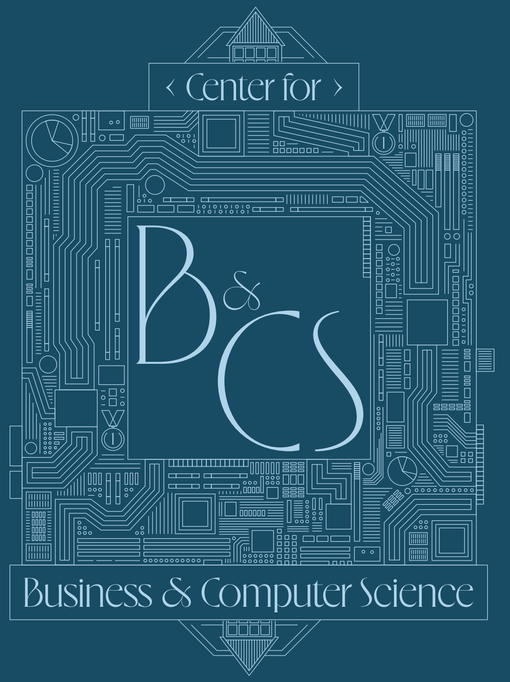
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‹ Center for ›
B&CS
Business & Computer Science


‹ Center for ›
B&CS
Business & Computer Science

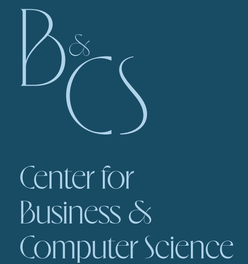


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PRINCIPIA COLLEGE


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Center for Sustainability, Ecology, & Chemistry



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PRINCIPIA COLLEGE
Center for Civic & Global Engagement



PRINCIPIA COLLEGE
Center for Business & Computer Science



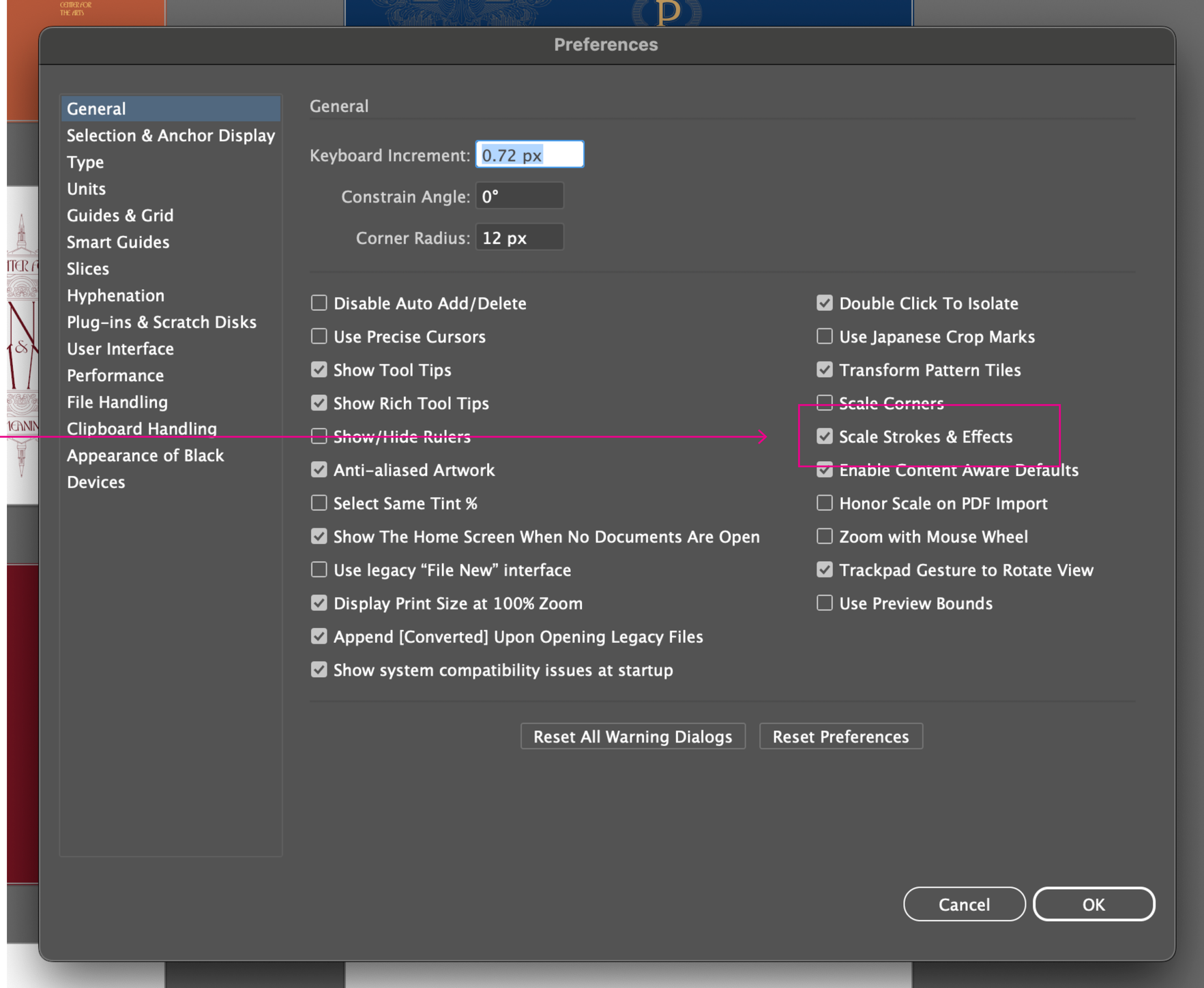
PRINCIPIA COLLEGE
Center for The Arts



PRINCIPIA COLLEGE
Center for Narrative Meaning, & Media

*Important Note On Scaling

Always ensure “Scale Strokes & Effects is checked on in your Illustrator Preferences panel. Always hold down the Shift key to ensure you’re scaling all elements of the crest proportionately.



Sample Layouts

At Principia, we recognize every student
is infinitely capable and divinely whole.

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PRINCIPIA COLLEGE

Find Your Center

A center isn't just a place, dedicated to a certain pursuit.
Your center is also an emotional and spiritual equilibrium; a gravitational mean
that keeps you grounded, steady, and true to yourself. At Principia College,
your center is the core from which your infinite capability radiates.

Our fields of study are housed in five Academic Centers that become the hub of your academic and social life.

Here you'll learn to think critically, creatively, and collaboratively, preparing you to be a leader in your chosen field and an agent of positive change in the world.

‹ Center for ›
B&CS
Business & Computer Science

Center for Business & Computer Science:

Examine the rapidly evolving intersection of business, artificial intelligence, data science, and math. Hone your quantitative skills, develop your talent for innovation, and cultivate an agile, entrepreneurial mindset.

What you can study:

Computer Science | Mathematics | Business Administration

Center for the Arts:

Create things that have never existed; find new ways to express the complexity of the human experience; revel in the beauty and poignancy of movement, language, music, and the visual world.

What you can study:

Music | Music Studies | Performing Arts | Visual Art

‹ Center for ›
The Arts

Center for Narrative, Meaning, & Media:

Explore the cross-cultural power of narrative, storytelling, and meaning in the human experience by connecting the wisdom of history, religious studies, and creative expression.

What you can study:

Creative Writing | Digital Media and Journalism
History | Religious Studies

‹ Center for ›
N&M
Narrative, Meaning, & Media

‹ Center for ›
SE&C
Sustainability, Ecology, & Chemistry

Center for Sustainability, Ecology, & Chemistry:

Immerse yourself in hands-on learning experiences like our award-winning Solar Car program, campus solar array, apiculture, aquaponics, permaculture, land stewardship, and community development.

What you can study:

Chemistry | Ecology | Ecosystem Management | Sustainability

‹ Center for ›
C&E
Civic & Global Engagement

Center for Civic & Global Engagement:

Sharpen your cross-disciplinary learning, thinking, and communication skills as you prepare to make a meaningful, lifelong impact on your community, your nation, and the world.

What you can study:

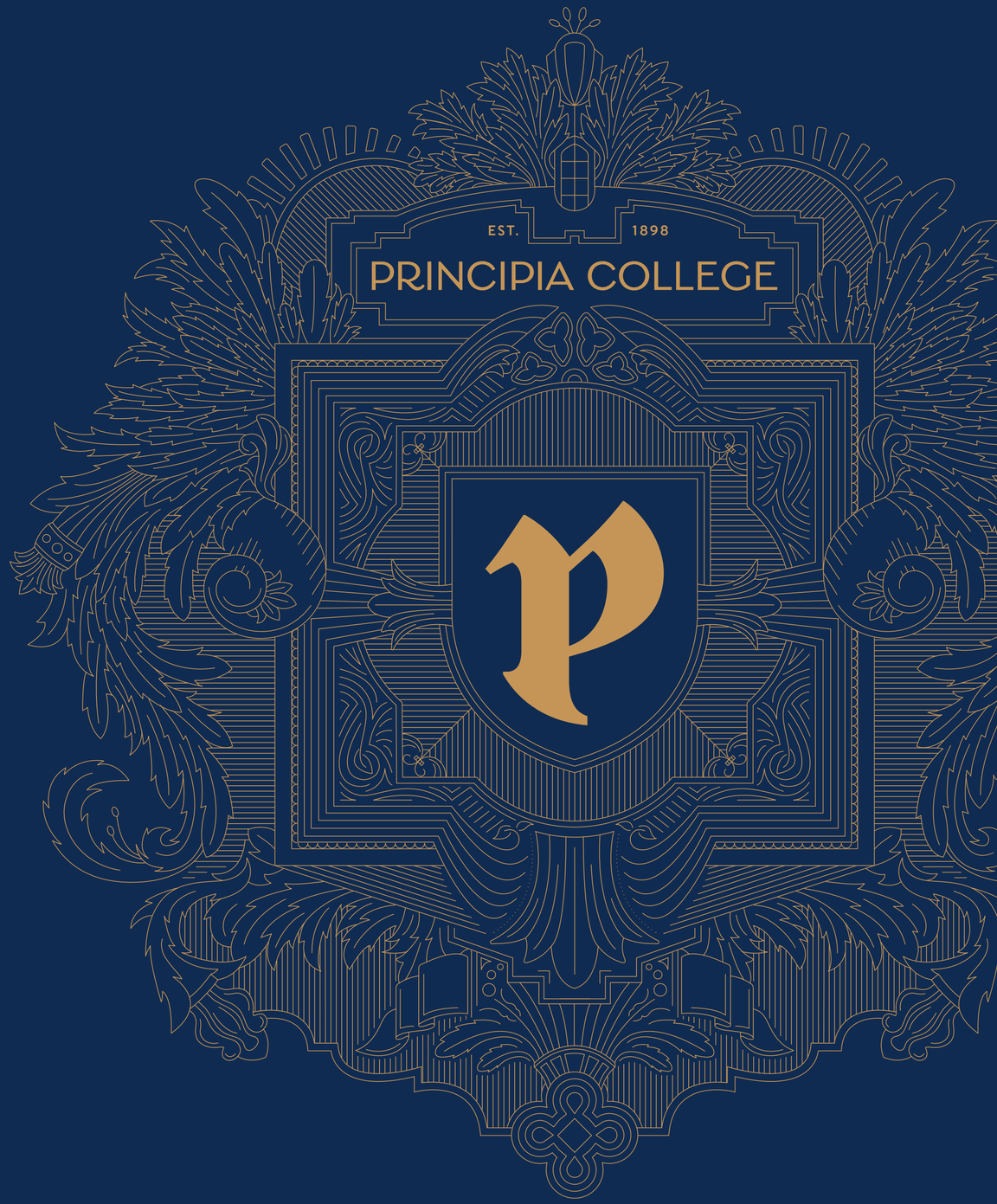
Economics | Educational Studies | Global Studies
Philosophy | Political Science

Sample Layouts





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