



eppstein uhen : architects

BRAND STANDARDS + LOGO USAGE GUIDELINES

UPDATED MARCH 2017

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BELIEF STATEMENT

Design to elevate people's potential

BELIEF STATEMENT SUPPORT MESSAGING

Because:

- Our fierce curiosity demands we thoroughly understand the needs of the people who live and work in the environments we create.
- Our way of working encourages clients to share their thoughts and ideas.
- Our design philosophy puts clients' visions first.

MISSION STATEMENT

We believe at its core, architecture is not about bricks, mortar, wood, glass and steel. It's not really even about plans or aesthetics. Sure, these are all important but anyone can give you these things.

We believe at its heart, architecture is about people.

We believe architecture has the power to unleash true human potential. The power to enable people to be their best. The power to inspire people to be better human beings.

This is a big promise.

We don't make it alone. Our team includes our clients. It includes everyone who uses and enjoys the spaces we create. Delivering on the promise requires dedication, listening closely, working diligently, collaborating relentlessly and executing brilliantly. It's no small task; we can only accomplish it together.

We believe that when we create a school that people love to be in, instructors are inspired and students stay engaged. When we create a welcoming caring environment where family actually enjoys visiting, then families strengthen. When we design workplaces that empower people to do their best, then organizations can thrive and grow in previously unimagined new ways.

We believe great architecture is about more than elevating the environment.

We believe great architecture is about elevating people's potential.

BRAND HISTORY

1907

22-year-old William G. Herbst opens his own architecture practice



1946

Herbst Jacoby & Herbst, Inc. is established with John Jacoby

1960

Paul Jacoby joins Herbst Jacoby & Jacoby, Inc.

1980

Herbst, Jacoby & Jacoby merges with Mark F. Pfaller Associates to become Pfaller Herbst Associates; Sam Eppstein joins the firm (10 employees)

1983

Sam Eppstein is named President of Pfaller, Herbst & Eppstein

1984

Greg Uhen joins the firm

1985

Roger Herbst retires from Herbst Eppstein Keller & Chadek, Inc.

1992

Eppstein Keller Uhen, Inc. is formed (54 employees)

1995

Eppstein Uhen Architects, Inc. is established (64 employees)

1996

Greg Uhen is named President of EUA

1999

EUA moves to 333 E. Chicago Street and reaches 100 employees

2000

Sam Eppstein retires; EUA is Milwaukee's largest architectural firm

2002

EUA celebrates 95 years in Milwaukee (120 employees)

2005

The Madison office is opened at 222 E. Washington Street

2007

EUA celebrates 100 years and launches new brand

2011

Rich Tennesen is named president of EUA; Greg Uhen continues as CEO and Design Principal

2014

The Des Moines office opens

2015

EUA Madison relocates to its new office at Ovation 309; firm reaches 150 employees and \$20M in revenue

2016

Milwaukee office completes multi-floor renovation and rooftop terrace



1996



LOGO HISTORY

The first Eppstein Uhen Architects logo was designed to showcase EUA's heritage as a 100-year-old company. The 1996 logo was an adaptation of the "column capital" logo developed in the 1980s and positioned our brand as a company that specialized in adaptive reuse and restorative architecture.

2007



eppstein uhen : architects

CURRENT DESIGN

The current EUA logo was introduced in 2007 and accomplishes the following drivers:

- Creates a clean and contemporary universal brand
- No longer focuses on reuse and restorative architecture but encompasses all markets
- Embraces the EUA acronym
- Utilizes a lower case font for a less formal, more approachable aesthetic

Beyond Design was developed in 2007 as the brand tagline.

"As we celebrate our 100th anniversary in 2007 we recommit ourselves to going beyond great design, bringing a client-centered working method to each project, building on our expertise to provide a design experience beyond the expected."

Design to elevate people's potential was developed in 2015 to replace previous taglines and create a consistent statement.

BRAND PALETTE

PRIMARY PALETTE

Orange is one of our distinguishing features; it is an essential part of our brand identity. Combined with grey, its clean style is both easy to use and powerful through its simplicity.



EUA AMBER

CMYK
0 / 65 / 80 / 0

RGB
255 / 109 / 34

#ff6d22

Pantone 1585 C
Pantone Orange 021 U



EUA METAL

CMYK
70 / 65 / 70 / 0

RGB
107 / 102 / 95

#6b655f

Pantone 405 C
Pantone Black 7 U

Logo Color Application



wordmark
EUA METAL

colon
EUA AMBER

eppstein uhen : architects

wordmark
EUA METAL

wordmark
EUA AMBER

BRAND PALETTE CONT'D

SECONDARY PALETTE

For use in infographics, diagrams, and support material.



CMYK
0 / 12 / 27 / 40

RGB
153 / 135 / 112

#998770

Pantone 7530 C
Pantone 7530 U



CMYK
0 / 32 / 86 / 0

RGB
252 / 182 / 76

#fcb64c

Pantone 143 C
Pantone 122 U



CMYK
8 / 85 / 100 / 34

RGB
169 / 60 / 35

#a93c23

Pantone 174 C
Pantone 1805 U



CMYK
75 / 50 / 0 / 57

RGB
27 / 61 / 110

#1b3d6e

Pantone 541 C
Pantone 288 U



CMYK
59 / 19 / 0 / 11

RGB
100 / 149 / 200

#6495c8

Pantone 542 C
Pantone 292 U



CMYK
53 / 15 / 51 / 0

RGB
128 / 177 / 146

#80b192

Pantone 563 C
Pantone 563 U

TWO COLOR OPTIONS

Horizontal logo + wordmark



eppstein uhen : architects

Stacked logo + wordmark



eppstein uhen : architects

Logo only



Wordmark only

eppstein uhen : architects

ONE COLOR [BLACK] OPTIONS

For use in black and white applications only

Horizontal logo + wordmark



eppstein uhen : architects

Stacked logo + wordmark



eppstein uhen : architects

Logo only



Wordmark only

eppstein uhen : architects

REVERSE COLOR [WHITE] OPTIONS

For use on dark-colored backgrounds or photographs only

Horizontal logo + wordmark



Stacked logo + wordmark



Logo only



Wordmark only

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BELIEF STATEMENT LOGO

The belief statement logo includes the primary EUA logo with the addition of the 2015 belief statement “design to elevate people’s potential.”

In addition to the two color versions shown below, the belief statement logo is also available in one color (black) and reverse color (white) options.

Horizontal logo + wordmark



Stacked logo + wordmark



Wordmark only

The wordmark may be utilized in any of the EUA primary or secondary palette color options within an appropriate setting (example on page 27)

Design to elevate people’s potential

Design to elevate people’s potential

Design to elevate people’s potential

LOGO USAGE

LOGO PLACEMENT

When positioning the EUA logo in any format, allow clearance in proportional size of (at minimum) the “a” on all four sides between text, graphics, and page borders.*

**Does not apply to specialty items
(such as stationery, business cards,
advertising utilizing color blocking,
etc.) designed by the EUA
Marketing Department*



LOGO SIZING RECOMMENDATIONS

The logo should always be clearly legible. The Horizontal and Stacked options are preferred provided the wordmark is legible. When using the "logo only" option, the full company name must appear elsewhere on the page, either in text or logo format.

Logos below shown at actual size.

Horizontal logo + wordmark



eppstein uhen : architects



Minimum width = 2.5"

Stacked logo + wordmark



eppstein uhen : architects



Minimum width = 1.25"

Logo only



Minimum width = 0.5"

Wordmark only

eppstein uhen : architects



Minimum width = 1"

INAPPROPRIATE LOGO USAGE

Below are samples of inappropriate applications of the EUA logo.
Do not alter the logo in any way.

Rearranged elements



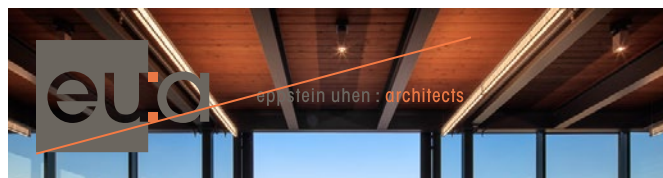
Font substitution



Resized elements



Color logo on colored background



Color alterations



Embellishments or effects



SUPPORTING TEXT GUIDELINES

NAME USAGE

The full firm name is **Eppstein Uhen Architects**, but **EUA** (not EU:A) may be used to represent the full name in most cases.

- In all written materials, the first reference to the firm should be Eppstein Uhen Architects (EUA); all future references should be EUA
- Eppstein Uhen Architects, Inc., should only be used in contractual / legal documents and binding agreements
- "Eppstein Uhen" should never be used without "Architects" and "EU" should never be used without "A"

CAPITALIZATION

Eppstein Uhen Architects

In all written materials, Eppstein Uhen Architects and EUA must be capitalized as shown (sentence case capitalization).

eppstein uhen architects

Lower case only text may be used in specialty applications such as the letterhead, business card, email signature, etc.

CONTACT INFORMATION

WEBSITE

eua.com

EUA's website should appear without the www or any slashes.

PHONE NUMBER

414.298.2205

Phone numbers should be separated with periods, not parenthesis.

ADDRESS

222 W. Johnson Street, Suite 202
Madison, WI 53703

Addresses should utilize sentence case capitalization and abbreviate directions (East, West, etc.) but not Street, Avenue, etc.

LOCATIONS

milwaukee : madison : des moines

When referencing EUA's three office cities, list the main office first followed by offices in order of year opened/size. Locations should appear in ITC Avant Garde lowercase font separated by colons.

BRAND TYPEFACE

PRINT + DIGITAL MATERIALS

Primary Typeface

Use for headings and body text

Only use the Futura BT typeface;
do not use any weights of the
Futura typeface:

Futura Medium

Futura Medium Italic

Futura Heavy

Futura Heavy Italic

Futura Bk BT (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Futura Md BT (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Futura Lt BT (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Used for subheadings, bulleted
lists, charts, diagrams, etc.

Only use the condensed version:

Book Condensed (correct)

Book (incorrect)

ITC Avant Garde Gothic Extra Light Condensed

ITC Avant Garde Gothic Extra Light Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ITC Avant Garde Gothic Book Condensed

ITC Avant Garde Gothic Book Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ITC Avant Garde Gothic Medium Condensed

ITC Avant Garde Gothic Medium Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ITC Avant Garde Gothic Bold Condensed

ITC Avant Garde Gothic Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

POWERPOINT PRESENTATIONS

Powerpoint font selections are suitable for Mac and PC platforms.

Primary Typeface

Use for headings
and subheadings

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Used for body text, charts,
diagrams, etc.

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY STANDARDS

PARAGRAPH GUIDELINES

- All body text should be sized at 10pt with 15pt leading
- Type should never appear below 6pt; there is no maximum
- Tracking on body copy should never be set less than -15
- Tracking should never be set more than 100 at any font size

Acceptable

10pt font | 15 pt leading | 0 tracking

Bis eumqui rest ma pos pliquia diamus eaquibus molupta
simagni minveliquam, ilitati onsequi simagna musdande rerent, tecae
voluptat asped ex ex et voluptiam faciistis sitia cum labo.

Acceptable

10pt font | 15 pt leading | -15 tracking

Bis eumqui rest ma pos pliquia diamus eaquibus molupta
simagni minveliquam, ilitati onsequi simagna musdande rerent, tecae
voluptat asped ex ex et voluptiam faciistis sitia cum labo.

Not Acceptable

10pt font | 12 pt leading | -35 tracking

Bis eumqui rest ma pos pliquia diamus eaquibus molupta
simagni minveliquam, ilitati onsequi simagna musdande rerent,
tecae voluptat asped ex ex et voluptiam faciistis sitia cum labo.

NUMBERS

In written text, numbers one to ten should be fully written out.
Numbers 11 and above should be written in figures.

"AND" VERSUS "+"

Always use "and" within body text and "+" within titles/headers.
Never use an ampersand (&).

PROPOSAL PARAGRAPH STYLES

General Proposal Paragraph Styles

SECTION
TITLE

HEADING

Subheading
Level 1

SUBHEADING
LEVEL 2

Proposal body text
(including resumes
+ project pages)

CALL OUT TEXT

Image Captions on Divider Pages
[LEED level in brackets]

Photo / Drawing Captions

Futura Bk BT Book	Size 30 Lead 34	EUA Metal	All caps
Futura Md BT Bold	Size 18 Lead 22	EUA Metal	All caps
Futura Md BT Bold	Size 13 Lead 16	EUA Amber	Sentence case
Futura Bk BT Book	Size 12 Lead 16	EUA Amber	All caps
Futura Bk BT Book	Size 10 Lead 15	EUA Metal	Sentence case
Futura Lt BT Light	Size 18 Lead 24	EUA Metal or Amber	All caps
ITC Avant Garde Gothic STD Medium Condensed	Size 9	EUA Amber	Sentence case
ITC Avant Garde Gothic STD Medium Condensed	Size 8 Lead 10	White text on EUA Metal box	Sentence case

See following page for caption specifics

Photo Caption

Partial Page Images

- EUA Metal box;
0.175" height (one line of text)
- White ITC Avant Garde,
Medium Condensed white text
- Size 8pt
- Leading 10pt (if multiple
lines are needed); try to keep
captions to a single line
- Align to lower right corner

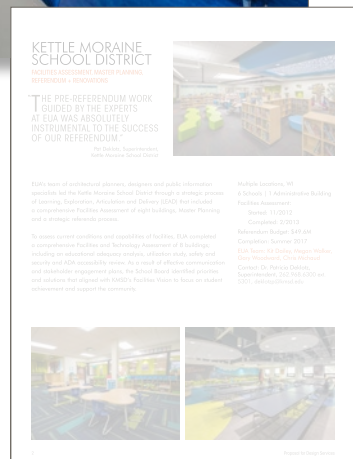
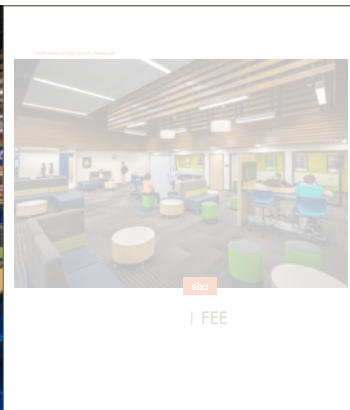


Forest Ridge Elementary School | Oak Creek, WI

Photo Caption

Full Page Images

- White ITC Avant Garde,
Medium Condensed white text;
may utilize EUA Metal if white background
- Size 8pt
- Leading 10pt (if multiple
lines are needed); try to keep
captions to a single line
- Align to top outside corner



NOTE: image + caption to right not to scale

Resume Paragraph Styles

Name

ITC Avant Garde
Gothic STD
Demi Condensed

Size 19 Black Sentence case

"QUOTE."

ITC Avant Garde
Gothic STD
Book Condensed

Size 14 EUA Metal
Lead 18
Track 50

All caps
(with drop cap
first letter)

Quote Source, Title,
Organization/Company

Futura Lt BT Light

Size 9 EUA Metal
Lead 11

Sentence case

TITLE + SECTION HEADERS

ITC Avant Garde
Gothic STD
Medium Condensed

Size 11 EUA Amber All caps

Resume supporting
information column

Futura Bk BT Book

Size 10 EUA Metal
Lead 13

Sentence case

XX | STATISTIC

Futura Md BT Bold

Size 16 EUA Amber Numbers only
Lead 13

Futura Bk BT Book

Size 12 EUA Amber All caps
Lead 13



Molly Dunlap, LEED AP BD+C SUSTAINABILITY SPECIALIST - PROJECT ARCHITECT

Molly has extensive experience of EIA, providing leadership on projects seeking LEED certification, including successfully documenting and obtaining certification for various building types. Molly organizes and assists the Project Manager and Designer while helping the owner through the bidding process. She is detail-oriented and enjoys leading the construction administration and documents processes.

FEATURED PROJECTS

One City Early Learning Center - Madison, WI

Restoration and updating the facility to create a more stimulating environment while an elevator addition addresses accessibility issues. Greater natural light is being brought into the space, finishes and walls are being updated, and walls are being moved to open up activity space in the basement. Since security is a major factor, entrance systems will monitor activity between the interior and updated exterior spaces.

Park West Tenant Improvement - Madison, WI

As the Project Architect for the Park West project, Molly handles all tenant improvement projects which include more than 18,000 square feet within the buildings located in Research Park.

UW-Madison Aldo Leopold Residence Hall - Madison, WI

This new residence hall with a top-floor greenhouse was built with Molly's construction documents and her management of construction administration. EIA designed a unique residence hall that incorporates UW's standard room and bathroom arrangement, fits on a very small multi-lot site, has exterior aesthetics that complements the historic district with sustainable elements such as electrical metering per floor.

"MOLLY DOES AN EXCELLENT
JOB. SHE'S A GREAT FIT FOR
OUR TEAM."

Don Cornell, Development Director, Igers

EDUCATION
Bachelor of Architecture
University of Wisconsin
B.S. in Architecture
1999-2000

REGISTRATION

Wisconsin Architect

CERTIFICATIONS

LEED Green Associate

U.S. Green Building Council

National Green Building

Registration Board

PROFESSIONAL

American Institute of Architects

Member, 2004

14 YEARS IN INDUSTRY

5 SENIOR LIVING PRESENTATIONS

7 U.S. STATES WITH REGISTRATION



Jeffrey Anderzhon, FAIA SENIOR PLANNER / DESIGN ARCHITECT

Jeffrey has a passion for creating environments for the elderly that encourage well-being and maintain their connection to their community. He is a nationally renowned speaker and author who focuses on creating homes, not housing. He is passionate not only about design but also about sharing his expertise with clients so they are able to make informed decisions that will affect their staff and residents. Jeffrey explores and initiates ideas that truly make a difference to clients and their residents.

FEATURED PROJECTS

St. Mary's of Padua Village - Menasha, WI

Where other consultants had failed, Jeffrey helped this Continuing Care Retirement Community (CCRC) "right size" its healthcare portion of the campus without a break in the revenue stream and with a phasing plan that worked even on the restricted campus space.

Stone on the Lake - Racine, WI

By reinforcing the collaborative process, Jeffrey managed the master planning and phasing of the project, which was completed within a restricted schedule. He provided an innovative solution that utilized both renovation and new construction where most appropriate and cost effective, allowing for future flexibility.

Oakwood University Village Master Planning - Madison, WI

As the Senior Planner, Jeff completed phased master planning to allow all residents to remain on campus, mixing only one, and worked closely with the project team to accomplish a financially feasible solution that provided the necessary product mix. New additions include memory support assisted living, market rate apartments, entry level retirement apartments, a skilled nursing health center, and numerous upgraded amenities such as a dining area, chapel, parking, and a main entry to accommodate public events in the auditorium.

"WE REALLY ENJOYED WORKING
WITH JEFFREY. HE LISTENS
FIRST AND THEN BRINGS FORWARD
IDEAS. HE IS NOT OPPOSED TO
CHALLENGING OUR THINKING BUT
DOES IT IN AN APPROPRIATE WAY."

Matt Moirhe, CEO, Monarch Village

EDUCATION

Bachelor of Architecture
Secondary Emphasis on Community
& Regional Planning
Illinois Institute of Technology, 1973

REGISTRATION

Architect, Wisconsin, 1995

National Council of Architectural
Registration Boards (NCARB)

AFFILIATIONS

Central States Regional Representative
& Member, College of Fellows,
American Institute of Architects (FAIA)

AIA Design for Aging Knowledge
Community, Emeritus Chair

June, Chair of Jags International
Association of Home and Services
for the Aging, International Design
for Aging Symposium

40 YEARS IN INDUSTRY

115 SENIOR LIVING PRESENTATIONS

26 U.S. STATES WITH REGISTRATION

Project Page Paragraph Styles

NAME

Futura Lt BT Light Size 25 Black All caps
Lead 25

PROJECT TYPE

ITC Avant Garde Size 11 EUA Amber All caps
Gothic STD
Medium Condensed

Project stats + supporting
information column

Futura Lt BT Light Size 10 EUA Metal Sentence case
Lead 12 (with space
before 0.066")

"QUOTE."

ITC Avant Garde Size 14 EUA Metal All caps
Gothic STD Lead 18 (with drop cap
Book Condensed Track 50 first letter)

Quote Source, Title,
Organization/Company

Futura Lt BT Light Size 9 EUA Metal Sentence case
Lead 11



TEXT LAYOUT

All body text must be left aligned. Never justify text.
Never hyphenate words between two lines.



WIDOWS + ORPHANS

Widows and orphans create awkward text margins, interrupt the reader's eye, and affect legibility. Avoid using them by entering manual line breaks.

- **Widow** = a word or line at the bottom of a column by itself
- **Orphan** = a single word on a line by itself
(less than 7 characters)

CLEAN RAGS

When setting an unjustified block of text, be sure to keep the rag (the uneven side) balanced without any sudden "holes" or awkward shapes. A bad rag can be unsettling to the eye and distract the reader. A good rag has a "soft" unevenness, without any lines that are too long or too short. Make manual line breaks to the block of text.

Unacceptable

Since our 1907 inception, Eppstein Uhen Architects (EUA) has actively worked to retain the core values of "doing the right thing," treating clients and partners with respect, ensuring a quality product and delivering proactive planning and design.

Acceptable

Since our 1907 inception, Eppstein Uhen Architects (EUA) has actively worked to retain the core values of "doing the right thing," treating clients and partners with respect, ensuring a quality product and delivering proactive planning and design.

HANGING PUNCTUATION

Hanging punctuation keeps the left alignment intact and balanced, therefore increasing legibility.

Acceptable

"Vitatur, cum vendusanit litas as velessimusam volutat ibustorro erciam, offic tesciissit raepratur accum aut aliquatur mo denimillesed quid mo iuntoriatur rehenimagnis se por sandaecest laudandunt."

Not Acceptable

"Vitatur, cum vendusanit litas as velessimusam volutat ibustorro erciam, offic tesciissit raepratur accum aut aliquatur mo denimillesed quid mo iuntoriatur rehenimagnis se por sandaecest laudandunt."

PUNCTUATION

Hyphen (-)

Used to join two words (part-time) or fractions (two-thirds).
Avoid hyphens at the end of lines in left aligned copy.

En Dash (–)

Used in place of "through" in number ranges (10-25) or other measurements of time (May–June). En is equivalent to the space of a letter "N".

Em Dash (—)

Sometimes used in place of a colon as punctuation (the work was completed — all things were revised). Em is equivalent to the space of a letter "M".

BRAND APPLICATIONS: STATIONERY

Letterhead



eppstein uhen : architects

milwaukee : 333 E Chicago St	414.271.5350
madison : 309 W Johnson St, Ste 202	608.442.5350
des moines : 699 Walnut St, Ste 400	515.724.5840
	eua.com

#10 Envelope



eppstein uhen : architects

333 E. Chicago Street
Milwaukee, WI 53202



eppstein uhen : architects

ABIE KHATCHADOURIAN
AIA, LEED AP BD+C, CDT, NCARB
EDUCATIONAL PLANNER : SR. PROJECT MANAGER
direct : XXX.XXX.XXXX
mobile : XXX.XXX.XXXX
abiek@eua.com

Business card

Design to elevate people's potential

Milwaukee : 333 E Chicago Street, 53202	414.271.5350
Madison : 309 W Johnson Street, Suite 202, 53703	608.442.5350
Des Moines : 699 Walnut Street, Suite 400, 50309	515.724.5840
	eua.com



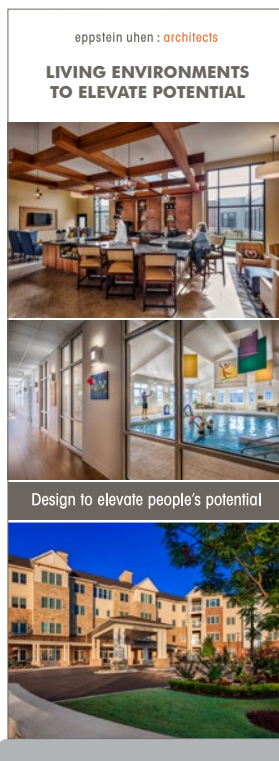
BRANDING POSTERS

Developed for internal and external release of the 2015 mission statement and belief statement, these posters featured anonymous people holding colorful signage. The anonymity suggested these persons could be fellow employees (for internal viewers) or architectural team members (for external viewers) that are proud to display the new branding, creating comfort and allowing easy adoption. The simple bold design, paired with cheerful bold colors is easily read in any application.



eppstein uhen : **architects**

Design to elevate people's potential



BOOTH

Each panel represents one of EUA's 5 core markets and highlights and environment that elevates people's potential.

The Skyline Mirage booth with an arced backwall is 10 feet tall and 92 inches wide.

BANNERS

Market-specific pop-up banners may be used to supplement the booth, or may be used on their own. The Exhibit Systems vinyl banners are 31.5" by 83.25" within a silver stand. The standard banner (left) correlates with the booth design and custom banners (right) accentuate elements of featured projects.



eppstein uhen : architects

We believe great architecture
has the power to
Elevate People's Potential



Manasha High School


OUR MARKETS:
Workplace | Healthcare | Living | Learning | Science + Tech

milwaukee : madison : des moines : eua.com [in](#) [f](#) [p](#) [t](#) @EUA

PRIMARY STYLE


EUA's standard advertising style pairs EUA amber colorblocking with the most applicable project photography or high-quality renderings for the target audience. Text is left aligned. When space allows, ads include the mission statement, office locations, and social icons.

EPPSTEIN UHEN ARCHITECTS is proud to
be involved in creating a new CMH prayer and worship space
to further its mission to **Educate, Guide, Prepare, and Serve**




Design to elevate people's potential

We believe at
We believe archite
potential, inspiring




Design to elevate people's potential


milwaukee : madison : des moines : eua.com
[t](#)@EUA [in](#)/company/eppstein-uhlen-architects



THANK YOU TO OUR PASSIONATE AND DEDICATED EMPLOYEES FOR MAKING A DIFFERENCE IN OUR COMMUNITIES



MADE IN WISCONSIN
JOURNAL SENTINEL



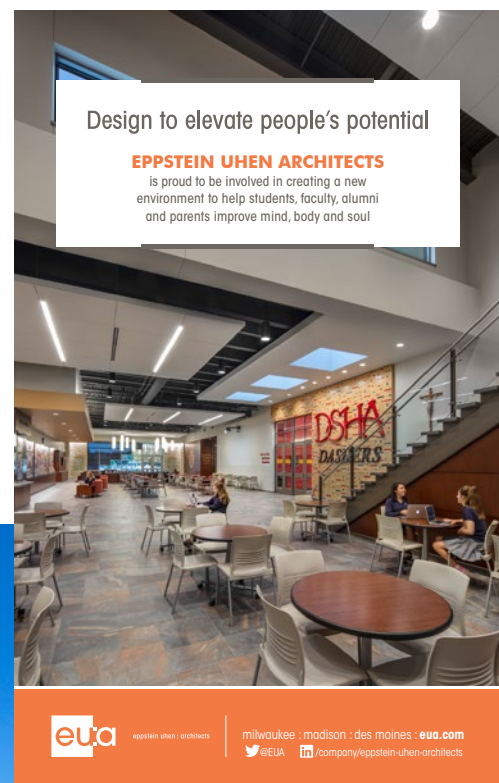
eppstein uhen : architects

milwaukee : madison : des moines : eua.com [in](#) [f](#) [p](#) [t](#) @EUA



SECONDARY STYLE

The secondary advertising style features full-bleed project photography or high-quality renderings applicable to the target audience. Based on legibility, text is centered on the image or placed within a white box. When space allows, ads include the mission statement, office locations, and social icons.



SOCIAL MEDIA ACCOUNTS

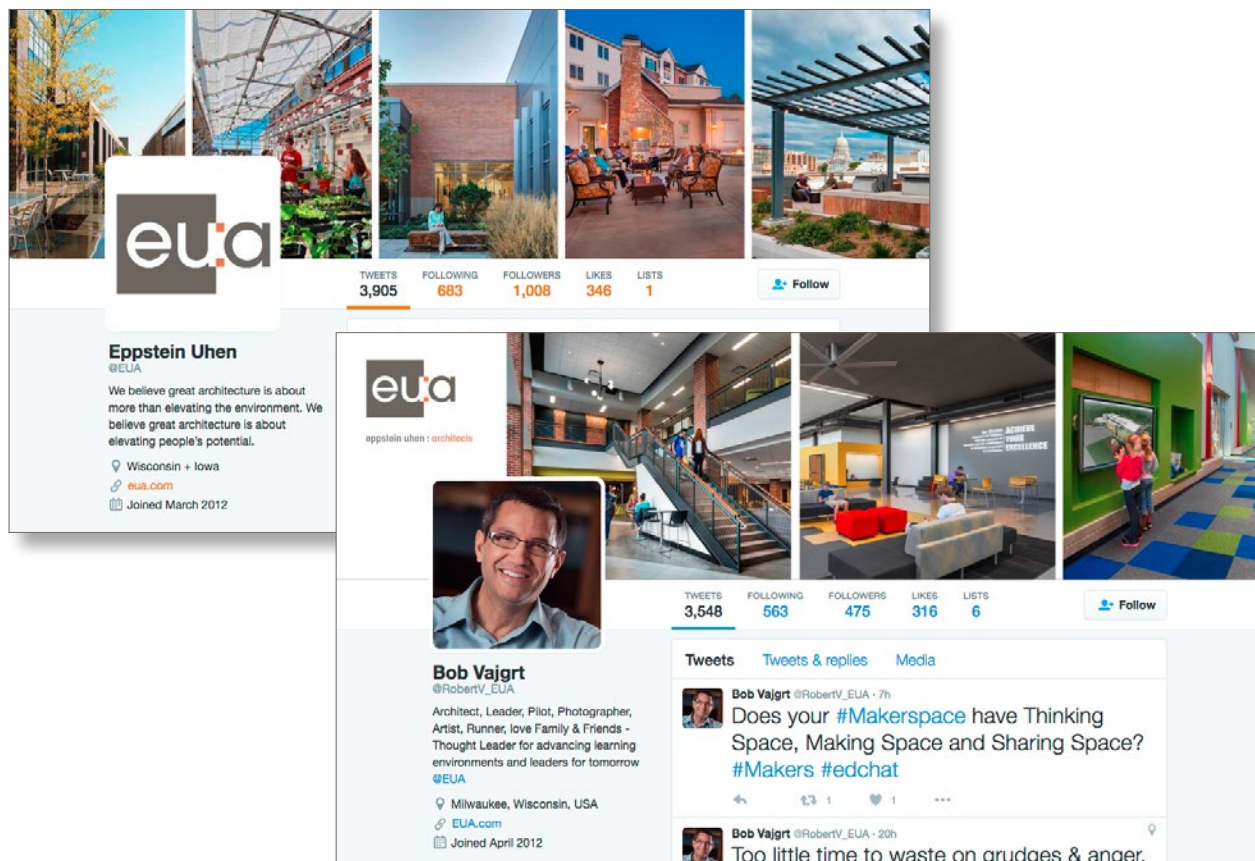


EUA oversees a variety of social media accounts including. Accounts feature images representing our five core markets.

- **Twitter** | @EUA
- **LinkedIn** | linkedin.com/company/eppstein-uhlen-architects
- **Facebook** | facebook.com/EppsteinUhlenArchitects
- **Pinterest** | pinterest.com/euarchitects

SOCIAL MEDIA AMBASSADORS

In addition to our corporate Twitter account, EUA utilizes market experts as ambassadors for our brand. These individuals share valuable information with their audience, create word of mouth marketing initiatives, and enhance EUA's culture.



PHOTOGRAPHY













PROFESSIONAL PHOTOGRAPHY

Project photography depicts EUA's created environments in a clear, positive manner and always focuses on people, exhibiting how the space elevates end users' potential. In turn, photography of staff is natural and expressive of how we work as a team to inspire and enable people to be their best.



APPENDIX: FILE LOCATIONS

PAGE	NAME	FILE TYPE(S)	M: DRIVE PATH
3	Belief & Mission Statement Text	Word Document (.doc)	 Branding
6-7	Primary & Secondary Color Palette Swatches	Adobe Swatch Exchange (.ase)	 Branding
8-11	EUA Logos	.jpg and .eps (vector)	 EUA Logos
16-17	EUA Fonts	OpenType (.otf) + TrueType (.tff)	 Branding > EUA Fonts
24	Stationery		 Graphic Design > Stationery
	+ Business card	InDesign (.indd)	> Business Cards
	<i>Online business card ordering</i>	<i>Econoprint.com</i>	<i>Connect.eua.com > Firm > Firm Documents > Business Cards 101</i>
	+ Letterhead	InDesign (.indd) + Word Document (.doc)	> Letterhead
	+ Envelope	InDesign (.indd)	> Envelopes
25	Belief + Mission Statement Posters	InDesign (.indd) + PDF	 Branding > Mission Statement Posters
26	Convention Pop-up Banner Template		 Graphic Design > Booth Graphics
27	Advertising	InDesign (.indd) + PDF	 Graphic Design > Advertising
30	Photography	.jpg + .tif	 EUA Image Database
	+ Projects		> Projects (by Market)
	+ Professional Staff Group Shots		> Staff > Professional Group Shots
	+ Head Shots		> Staff > Head Shots
Extra	Standard Proposal Templates	InDesign (.indd) + PDF	 Proposal Materials > Templates > Proposal Templates
	+ Cover Letter		
	+ Front / Back Covers		
	+ Divider Pages		

