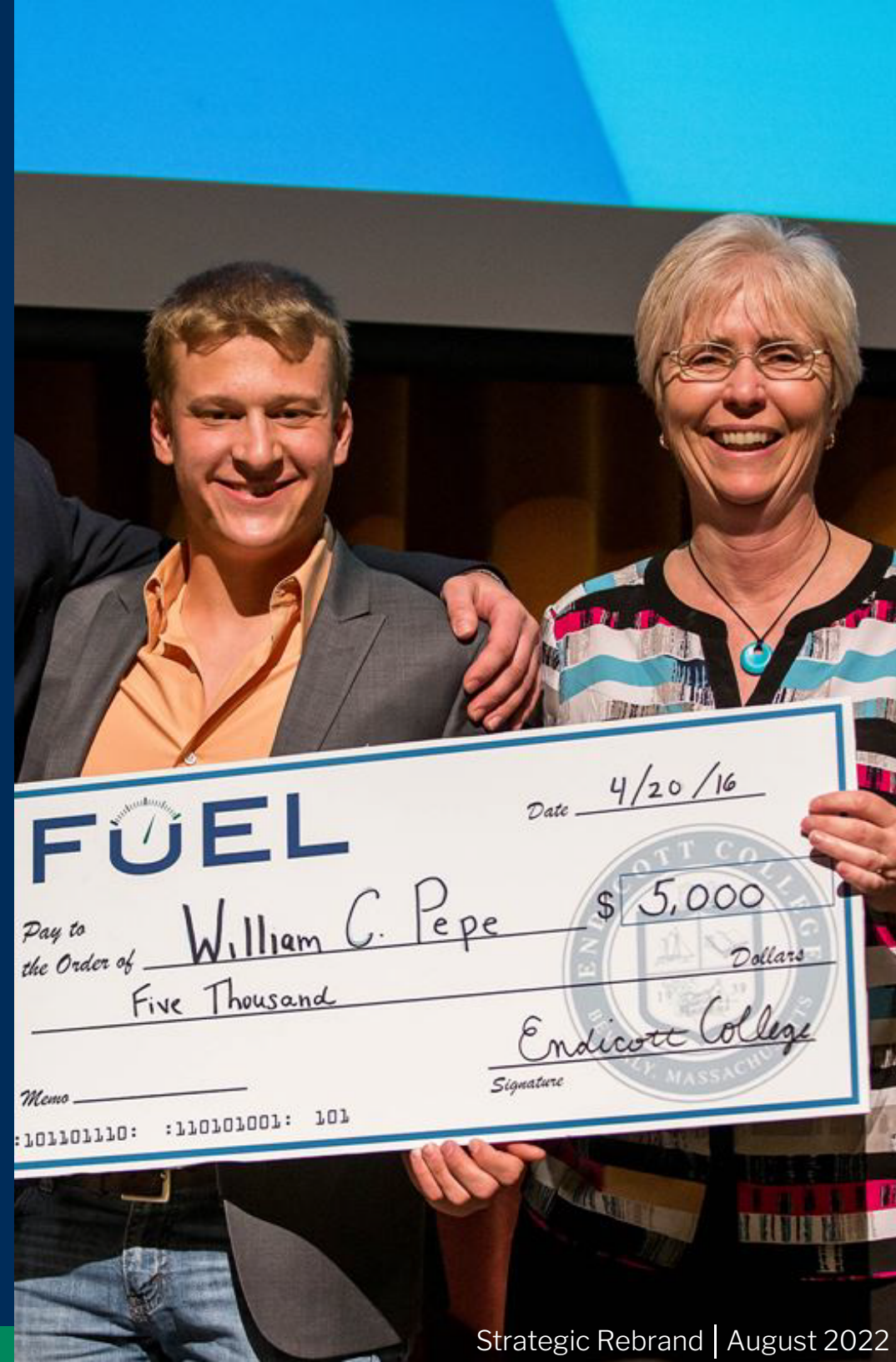


FOUEL

Strategic Rebrand | August 2022

About this Guide

This guide is to present the re-branding of the Fuel Club and create a cohesive brand identity for the Angle Center of Entrepreneurship. It is to be used as a tool when developing future presentations, merchandise, and while making updates to the website. This guide can also evolve with the brand and new styles. For any and all questions please contact the current Angle Center for Entrepreneurship Graduate Assistant.



Current Brand Issues

- Showcasing the letter U
- Doesn't highlight Entrepreneurship
- Doesn't successfully communicate to the viewer what the organization does
- Conjures images of fuel types such as solar, wind gas, etc.
- Is not cohesive to the Angle Center as a whole



Evaluating the Field

Taking a look at the current field of Endicott club and center branding can provide useful insight as to what the Angle Center brand should entail. It is important that the branding developed is unique without feeling out of place.



Evaluating the Field pt. 2

Taking a look at the current field of Endicott club and center branding can provide useful insight as to what the Angle Center brand should entail. It is important that the branding developed is unique without feeling out of place.



Typefaces

The typefaces outlined for this brand may look familiar, this is because they can be seen around campus as the current official Endicott College fonts. These fonts were selected because of the goal of keeping the new Angle Center brand cohesive with that of Endicott College. The serif fonts feature an established professional nature while the sans serifs highlight a more modern but still professional approach.

Utopia Bold

Adobe Garamond

Libre Franklin Bold

Libre Franklin Medium

Libre Franklin Regular

Libre Franklin Light

Heading

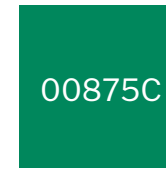
Sub Heading

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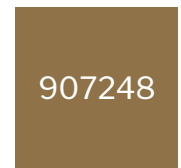
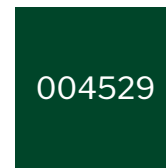
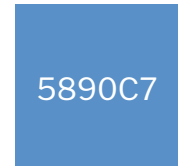
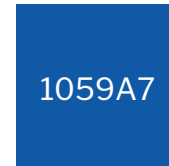
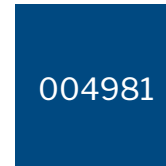
Color Palette

Much like the selected typefaces the color palette will look familiar to Endicott College students, staff, and alumni. The full color palette moves outside the traditional blue, green, and white. The reasoning behind this is so the color palette can encompass a wide variety of colors while still having control over the shade. The main focus of all graphics and visual identity should rely heavily on the primary colors while borrowing accents from the secondary and tertiary sections.

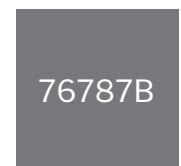
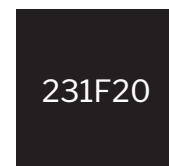
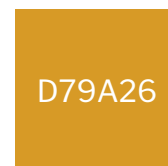
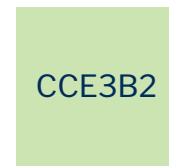
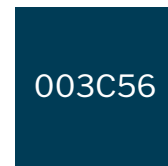
Primary

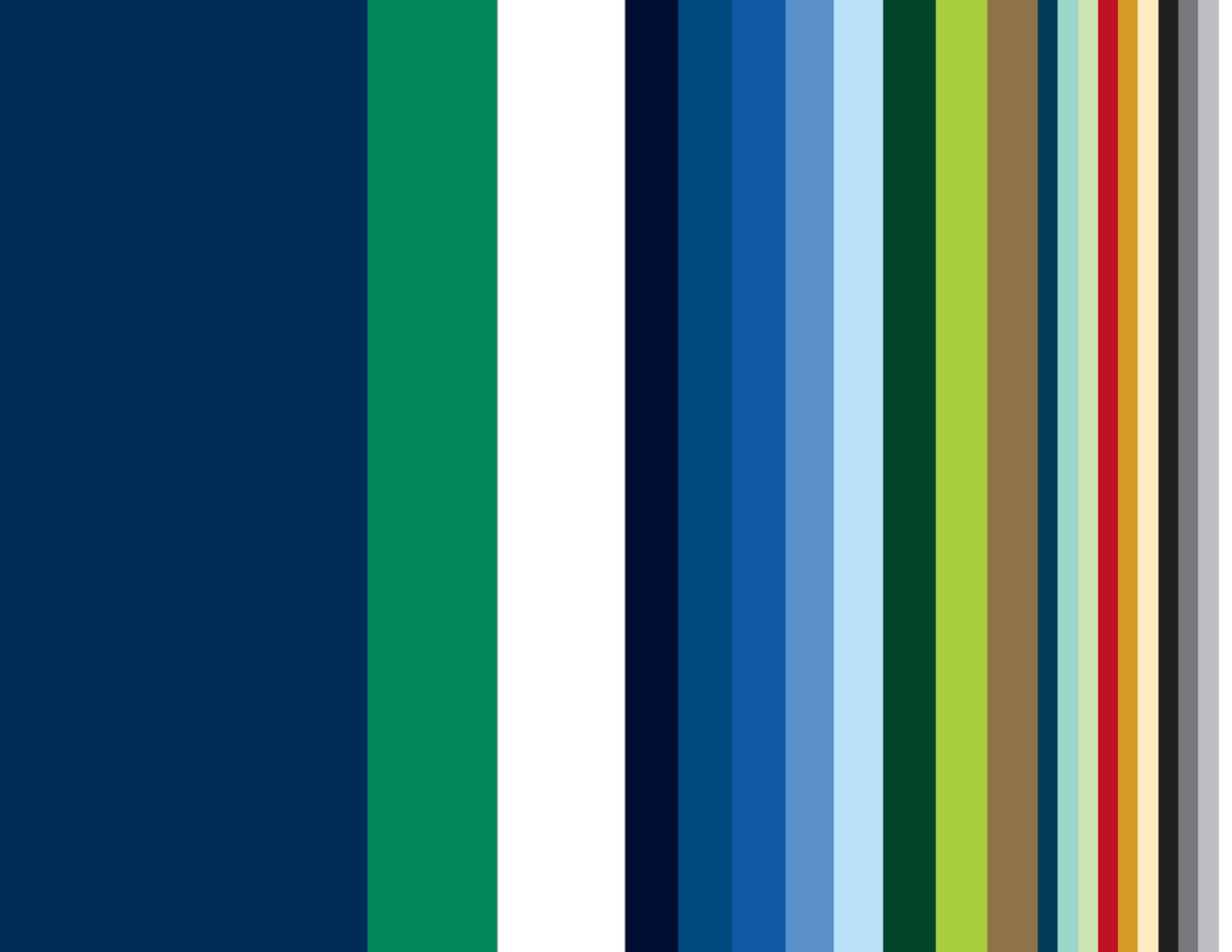


Secondary



Tertiary





Recognizing Our Benefactors

The students of Endicott College are honored to be represented by a family as prestigious as The Angles. Erika and Colin are model entrepreneurs whose stories serve as inspiration for budding entrepreneurs and innovators everywhere, especially right here in Beverly. It is for this reason that we proudly make the change from EC Fuel (ecfuel.com) to The Angle Center for Entrepreneurship (anglecenter.org (coming soon)). All events will also be fitted with this branding to establish credibility and brand cohesion (The Angle Center's Spark Tank, etc.) As a school we could not be happier about highlighting our benefactors while seeing the center evolve and always be on the forefront of innovation.



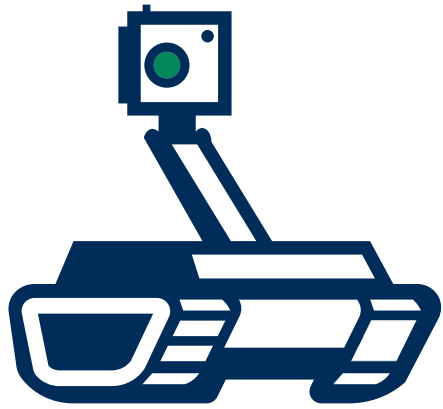
*Colin & Erika Angle
Center for Entrepreneurship*



Goals

- Combine Endicott and National Entrepreneurship Centers
- Attract more engineering students
- Hone tech and business with a welcoming feel
- Communicate a clear message to passers by
- Follow the style of Shepard Fairey





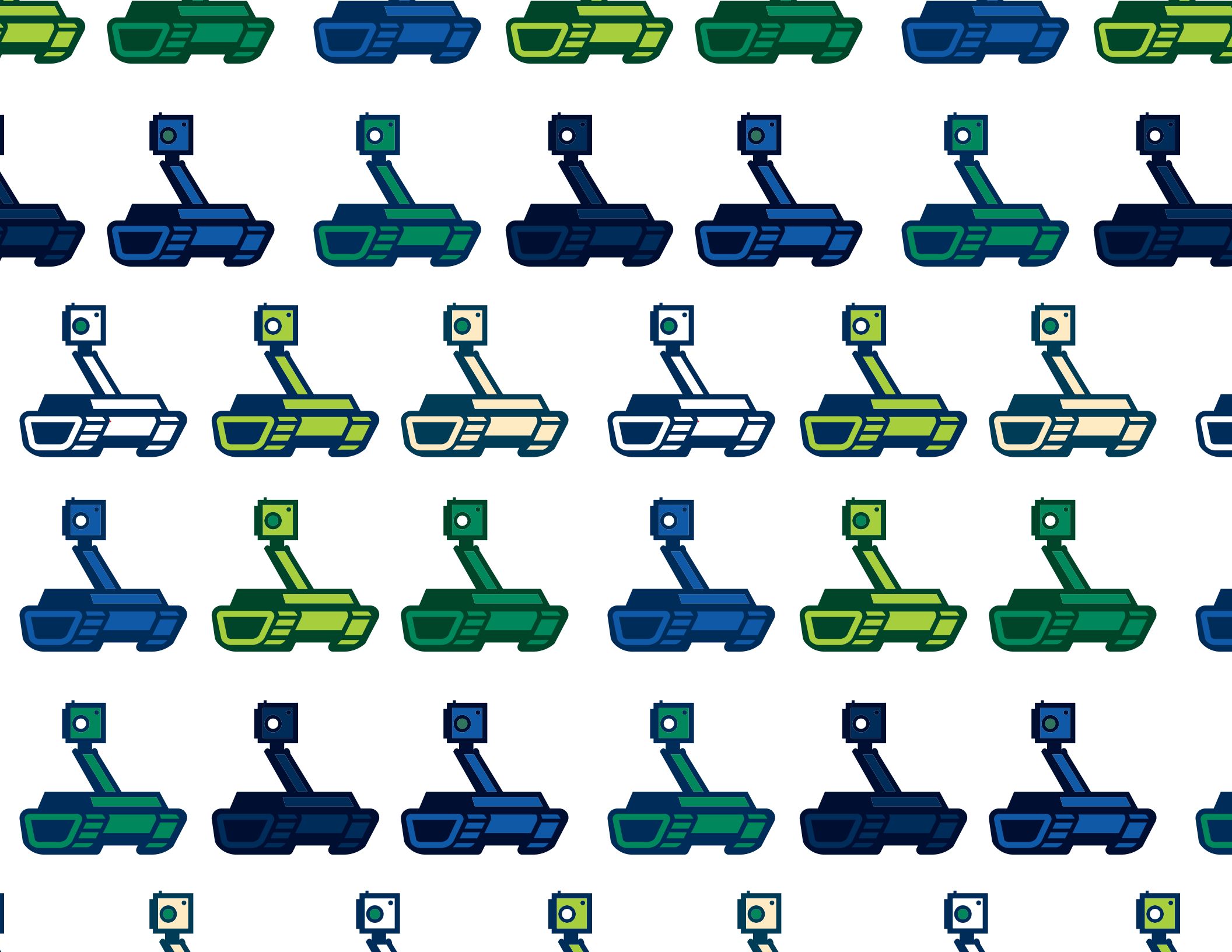
The Angle Center

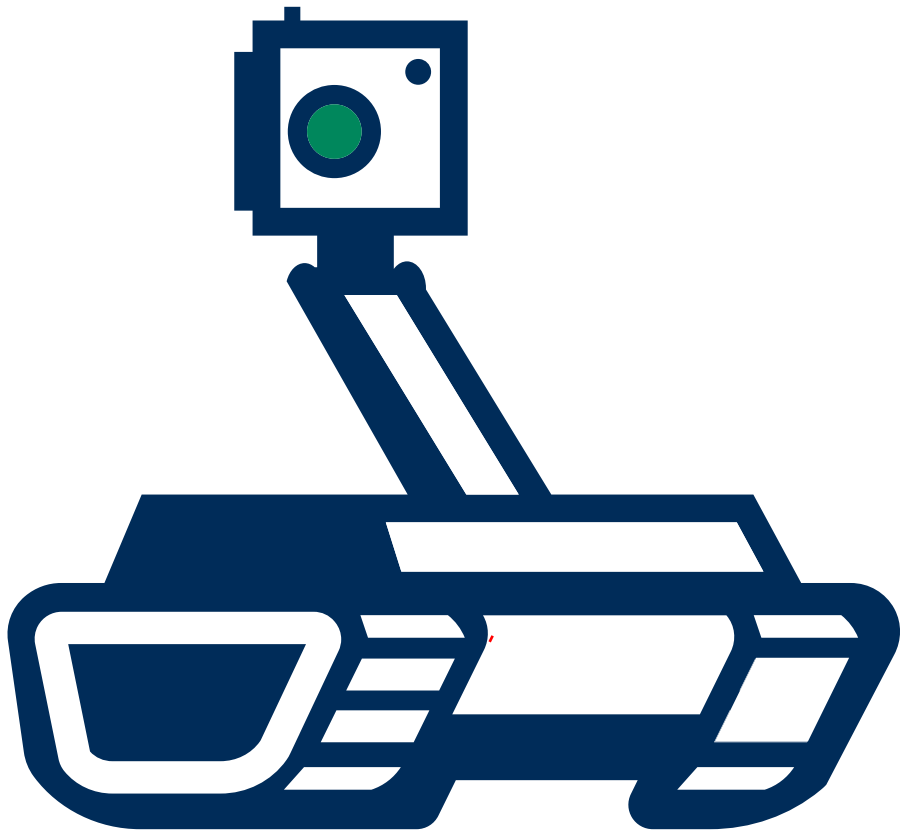
For Entrepreneurship



The Angle Center

For Entrepreneurship







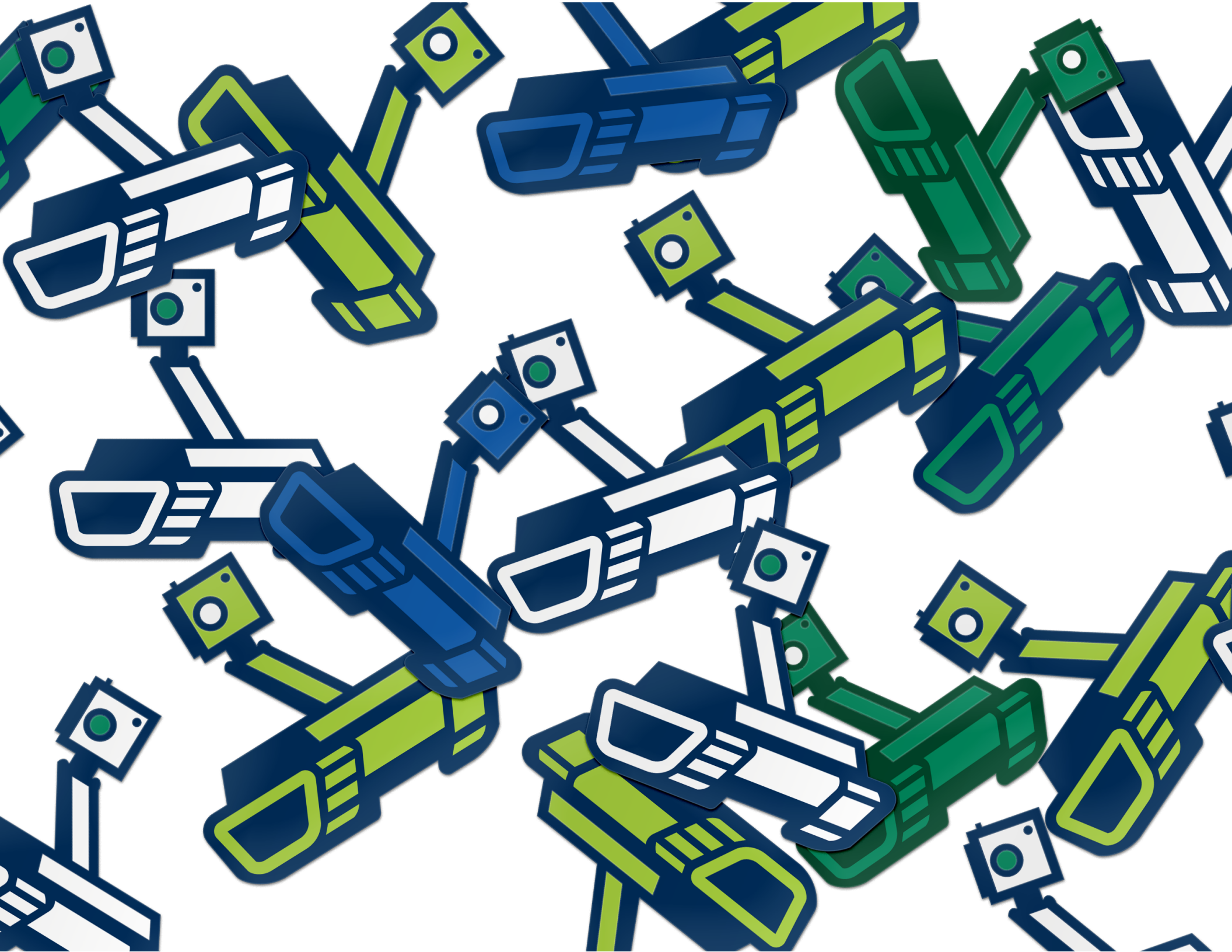


The Angle Center
For Entrepreneurship

Gina Deschamps
Executive Director
Gdescham@endicott.edu
AngleCenter.org
978 998 7740

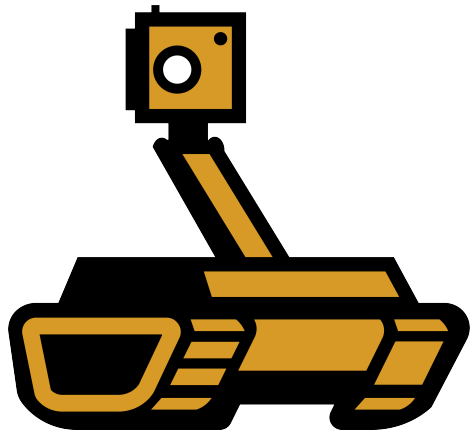


The Angle Center
For Entrepreneurship

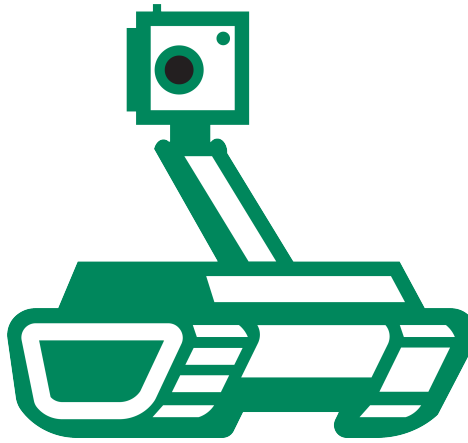




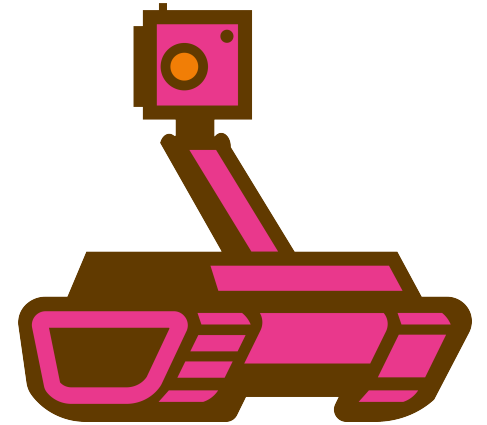
Bruins



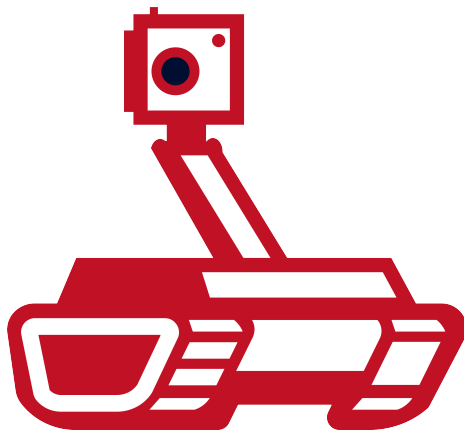
Celtics



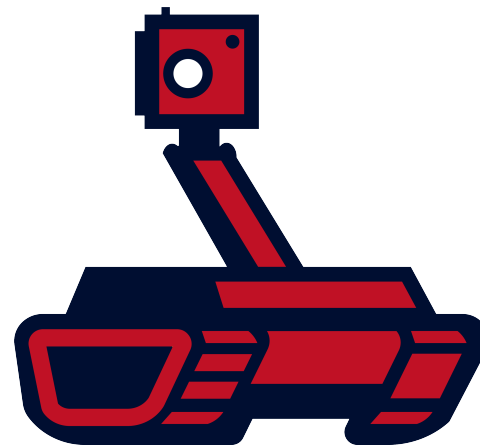
Dunkin



Sox



Pats



Clear Space

It is important to let the logo “breathe”. For this reason one must ensure that there is space left around the logo.

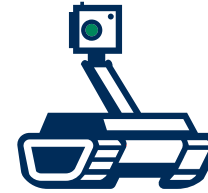
To ensure that there is an appropriate amount of space leave one “A” distance between the logo and any other elements.



Variations

These variations are the accepted color and lockups for the Angle Center for Entrepreneurship brandmark. (using color variations outside the primary or secondary is reserved for non official documents and marketing materials.)

Primary Options



The Angle Center

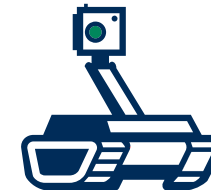
For Entrepreneurship



The Angle Center

For Entrepreneurship

Secondary Options



The Angle Center

For Entrepreneurship

The Angle Center

For Entrepreneurship





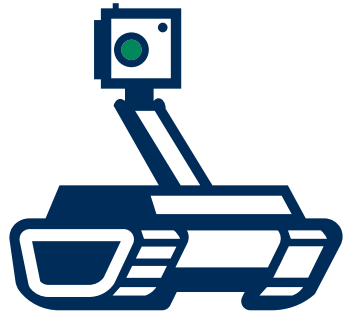
The Angle Center

For Entrepreneurship



The Angle Center

For Entrepreneurship



The Angle Center

For Entrepreneurship



The Angle Center's

Spark Tank 2023



The Angle Center's

Entrepreneurship Club



The Angle Center's

Innovation Challenge



The Angle Center's

Speaker Series 2022



The Angle Center

For Entrepreneurship