

PRINCIPIA COLLEGE

Academic Centers



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.

Typography

Eros

Light & Regular

a b c d e f g h i j k l m	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	N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0	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	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	n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0	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	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	n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0	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

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

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

Secondary

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

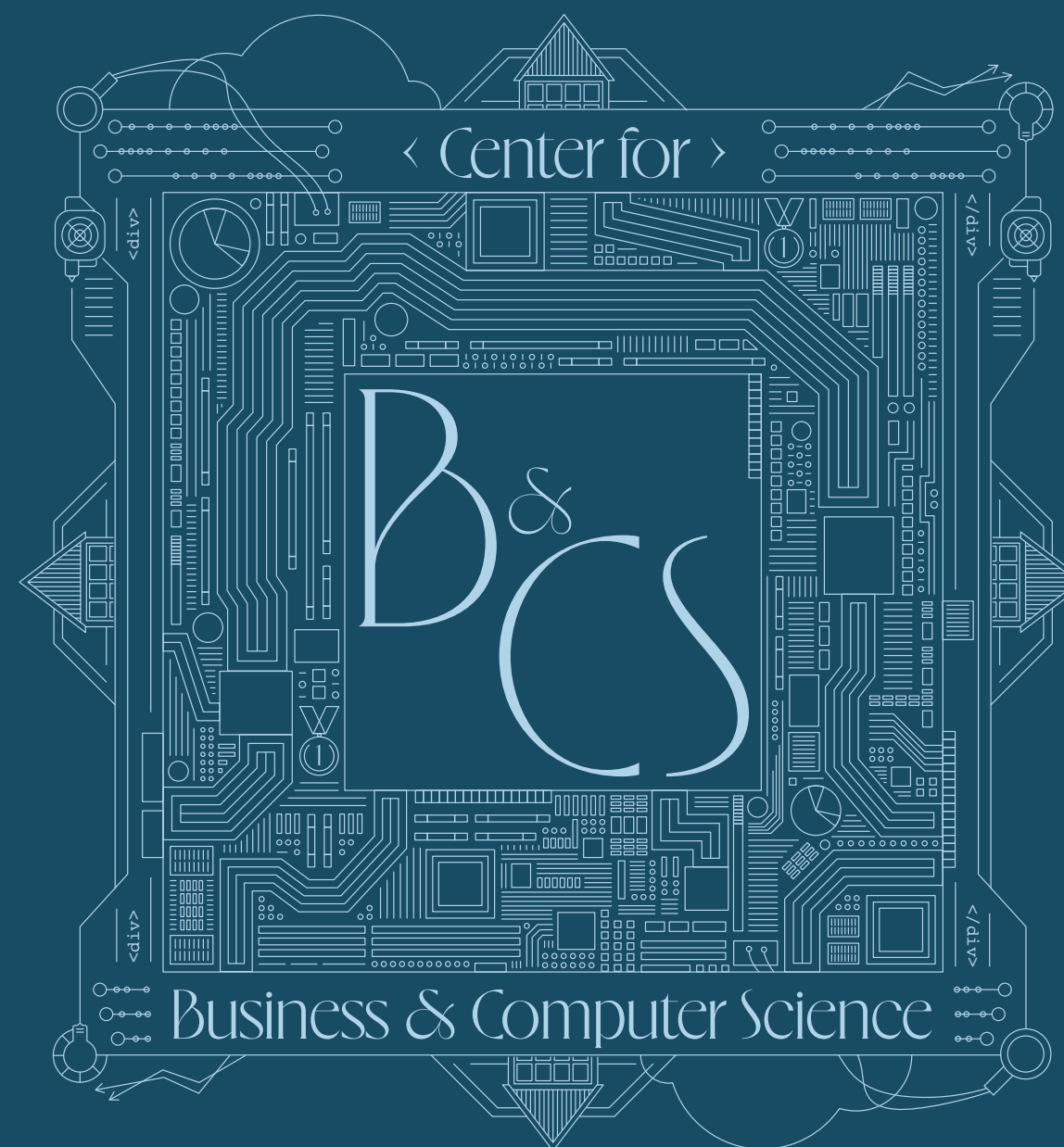
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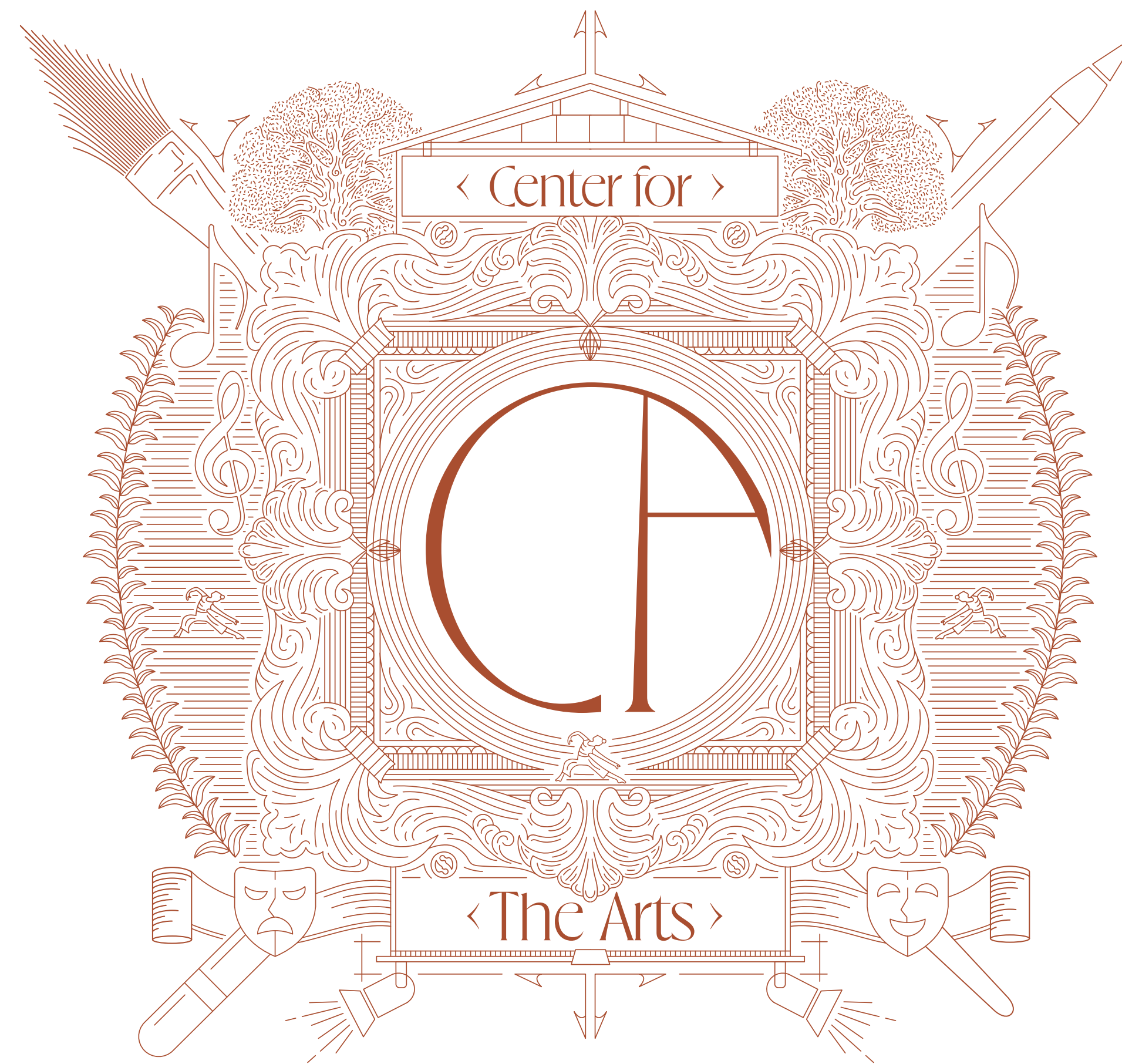
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RGB: 175 | 211 | 233
#afd3e9

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).

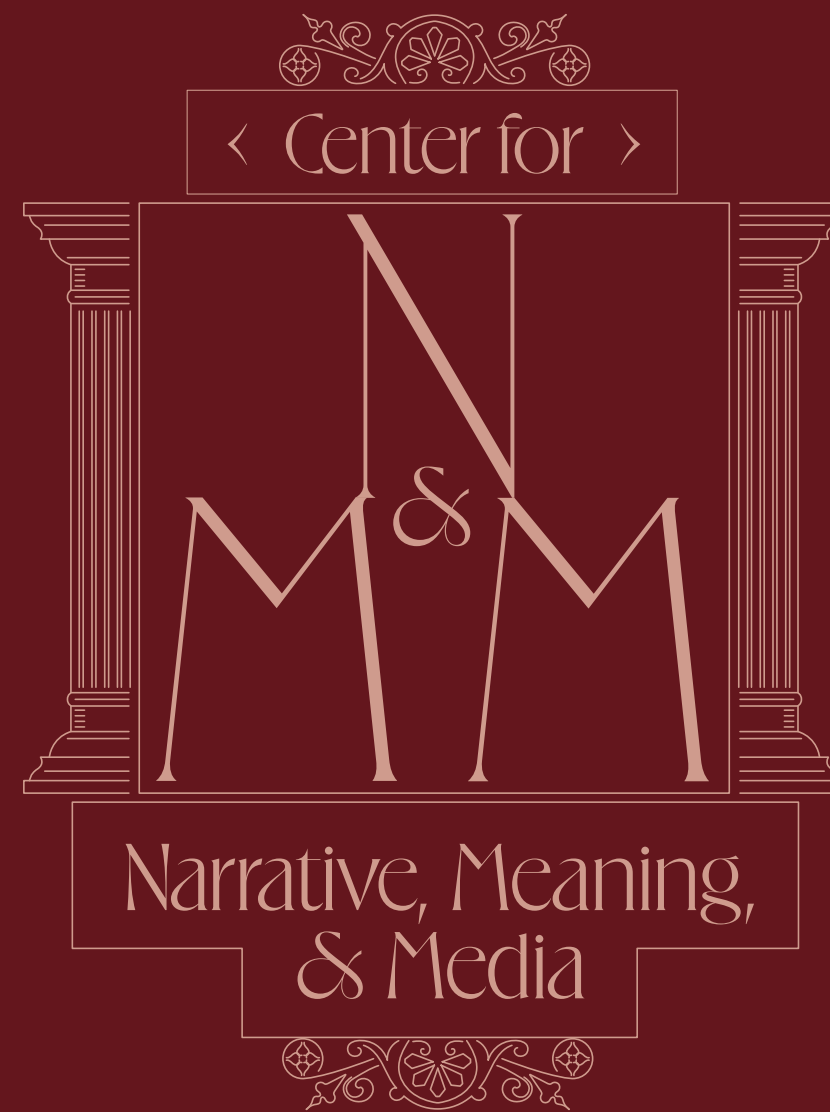








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2.5–4.25in | 180–300px wide

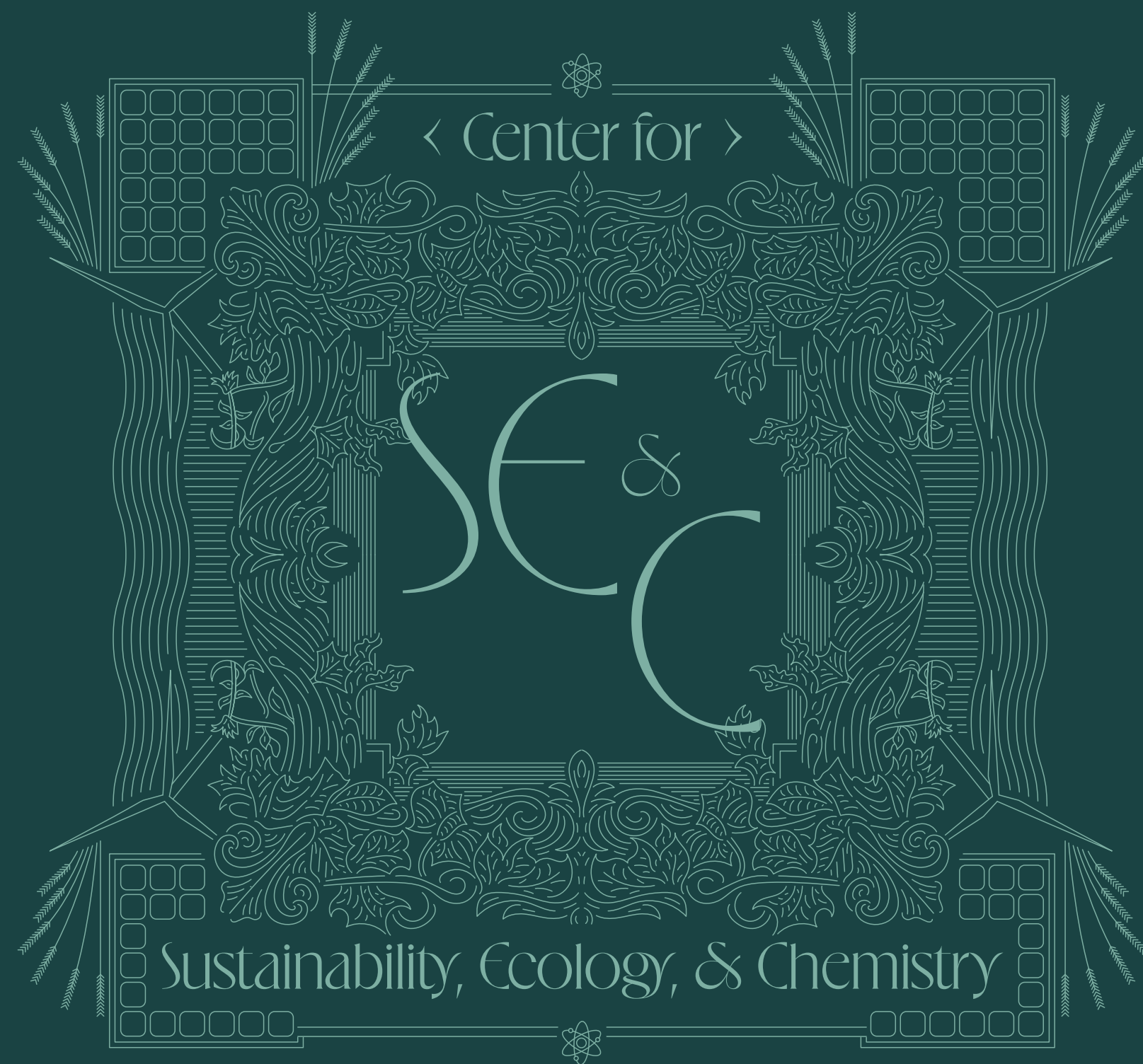


Center for
Narrative,
Meaning,
& Media



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2.5–4.25in | 180–300px wide

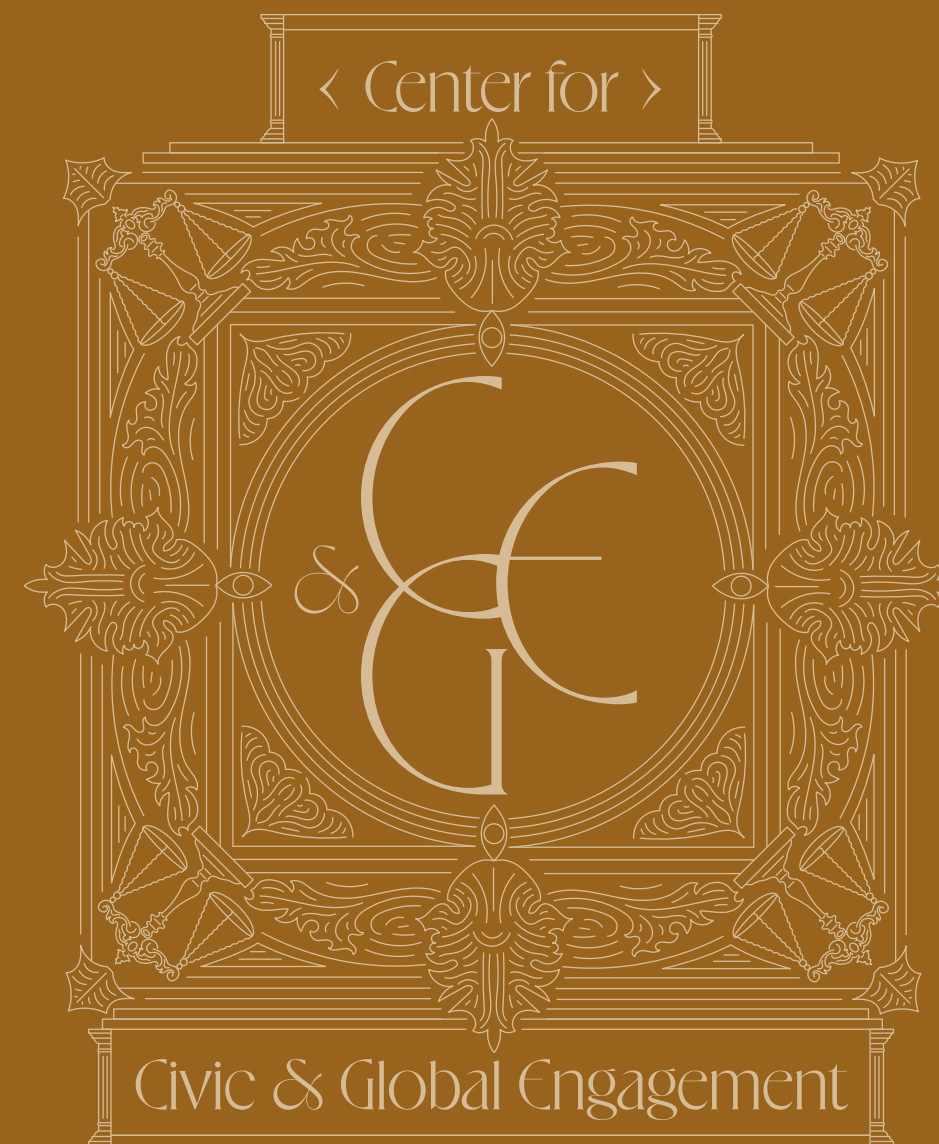


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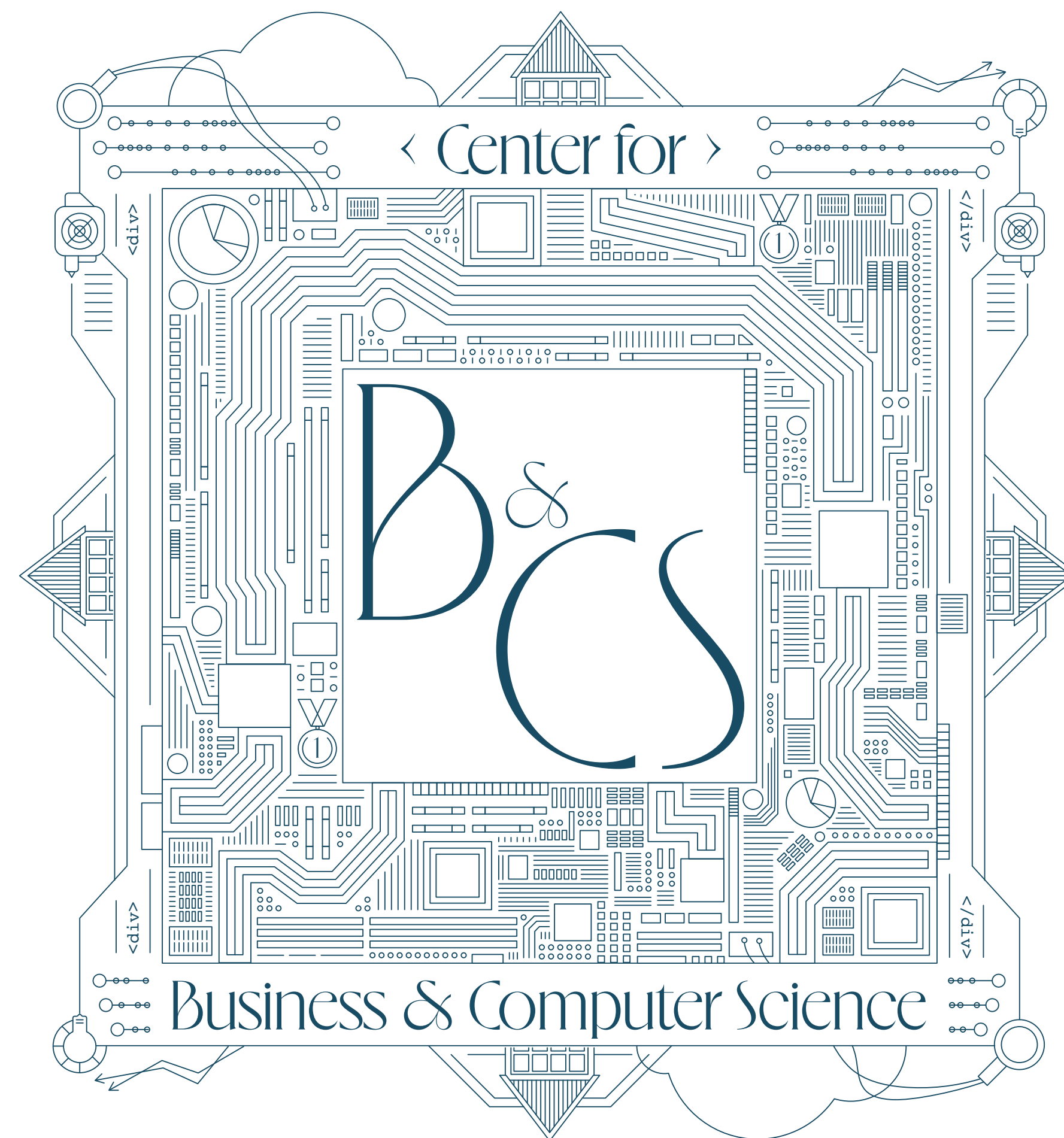
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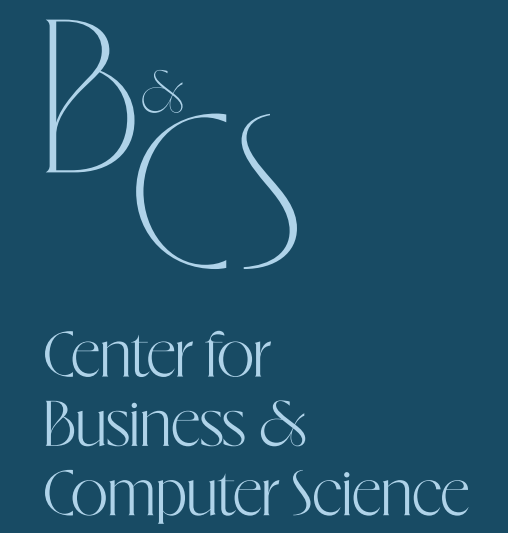




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2.5–4.25in | 180–300px wide



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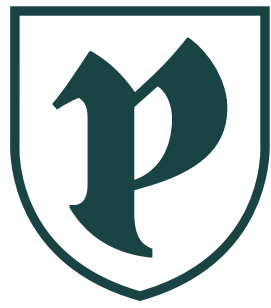
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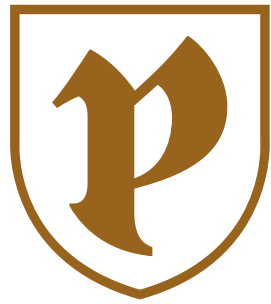
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< 2.5in | 180px wide



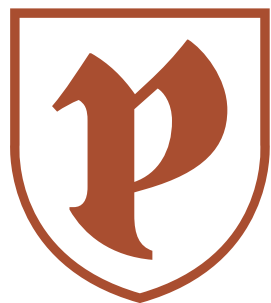
PRINCIPIA COLLEGE
Center for Sustainability,
Ecology, & Chemistry



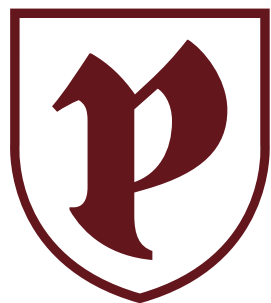
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Ecology, & Chemistry



PRINCIPIA COLLEGE
Center for Civic &
Global Engagement



PRINCIPIA COLLEGE
Center for Business
& Computer Science



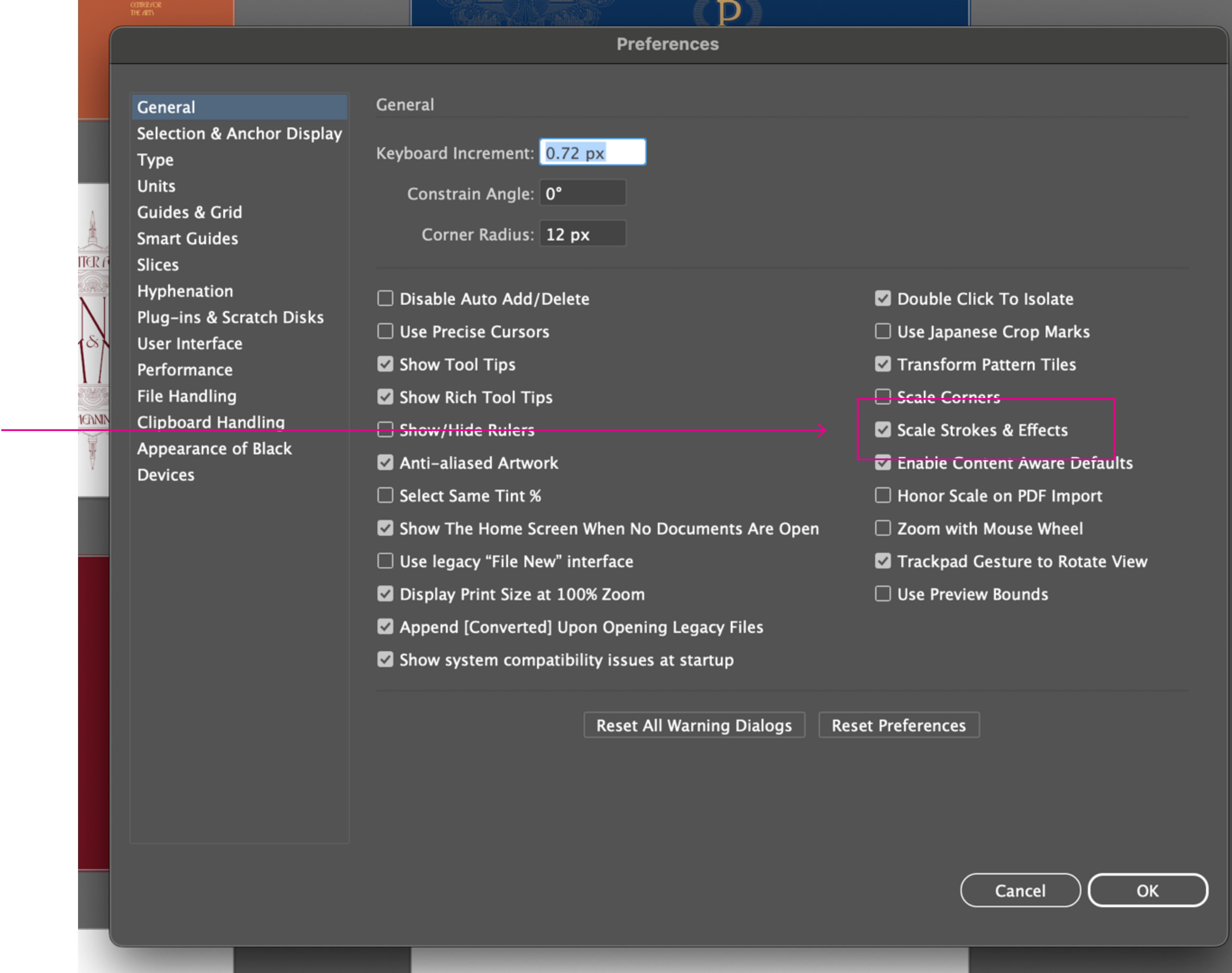
PRINCIPIA COLLEGE
Center for
The Arts



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

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PRINCIPIA COLLEGE

P

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 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 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 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 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 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







Center for Sustainability,
Ecology, & Chemistry

Our Vision:

Driven by the urgent need to address environmental degradation, biodiversity loss, climate change, and social inequity, our Center integrates the disciplines of Sustainability, Ecology, Ecosystem Management, and Chemistry to investigate the complex interconnections between natural systems and human societies to foster a more resilient and sustainable future.

Our students are...

- Curious, active learners who enjoy hands-on study
- Experimenters and hypothesis testers
- Systems-thinkers who look at all aspects of an issue to find solutions
- Changemakers who challenge assumptions and limitations
- Focused on making a positive difference in the world

What you'll do:

Immerse yourself in hands-on learning experiences including learning how to conduct scientific research in the field and laboratory; engage in land stewardship activities like prescribed burns and ecosystem restoration; lead campus sustainability initiatives, including permaculture and native landscaping; use design as a tool for imagining an ecologically and justice-oriented future.

Where you'll learn:

- State-of-the-art Science Center with tech-optimized classrooms, labs, student workspaces, research greenhouse, and active aviary
- 2,600-acre campus including native grasslands, wetlands, oak-hickory forests, ponds, streams, and more
- Newly installed 2 MW solar array with pollinator-friendly habitat
- Arboretum, food forest, community vegetable farm, and apple orchard
- Advanced research labs, including instrumental and organic chemistry, genetics, soil and water, and microscope technology

Unique learning opportunities:

- Build a career-enhancing network through internships, professional conferences, leadership opportunities, and active and intentional alumni connections
- Study plant and animal biodiversity in Great Smoky Mountain National Park
- Travel and volunteer with the Wider Caribbean Sea Turtle Conservation Network
- Study abroad on student-centered trips in the high Himalayas
- Compete nationally with our award-winning Solar Car team
- Gain real-world experience working with partners like the Saint Louis Zoo, Missouri Botanical Garden, Midwest Climate Collaborative, Konza Prairie Biological Station, and the National Great Rivers Research and Education Center

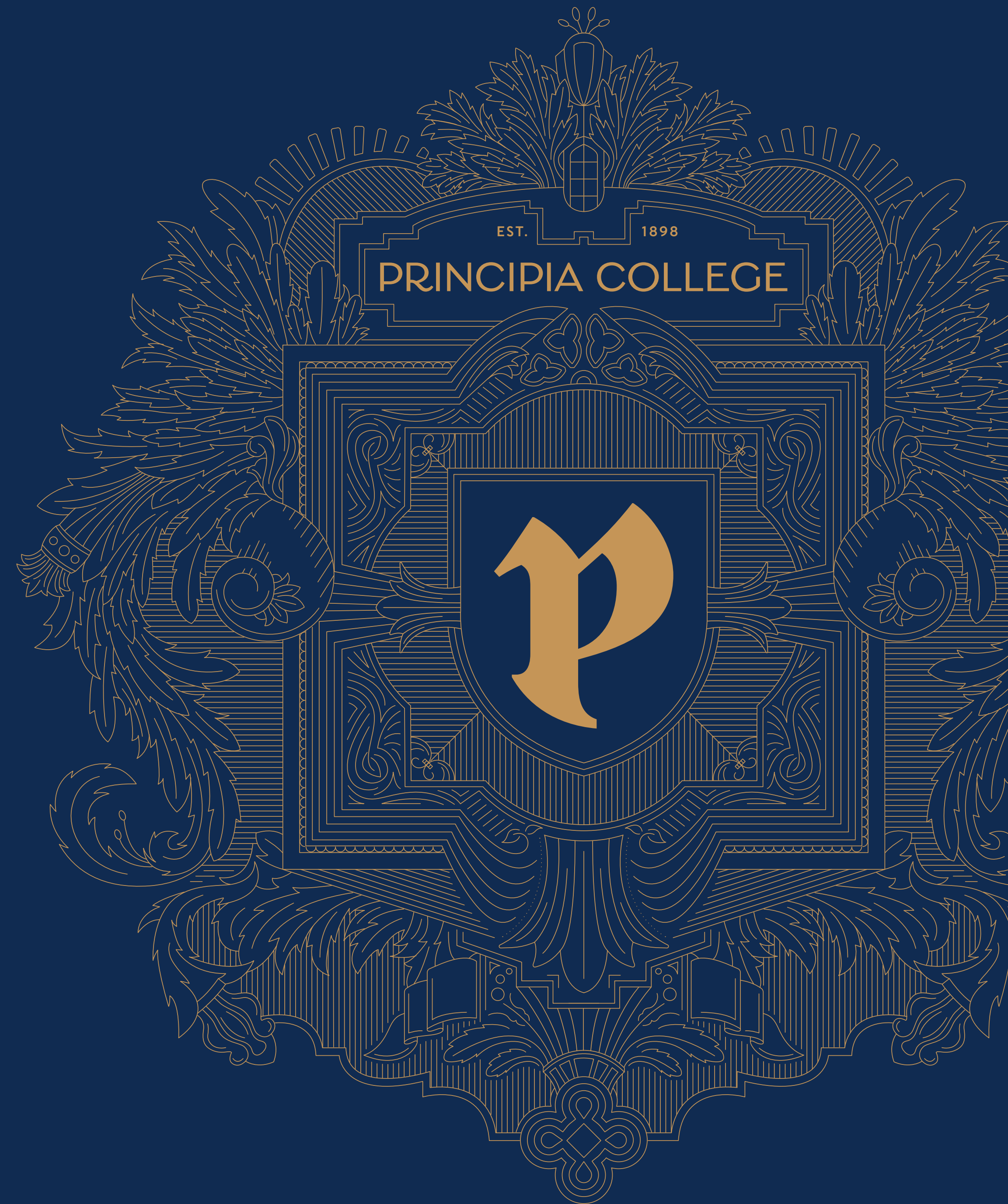
What you can study:

Chemistry | Ecology | Ecosystem Management | Sustainability

Find out more about our learning community, coursework, and faculty at: principiacollege.edu

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