

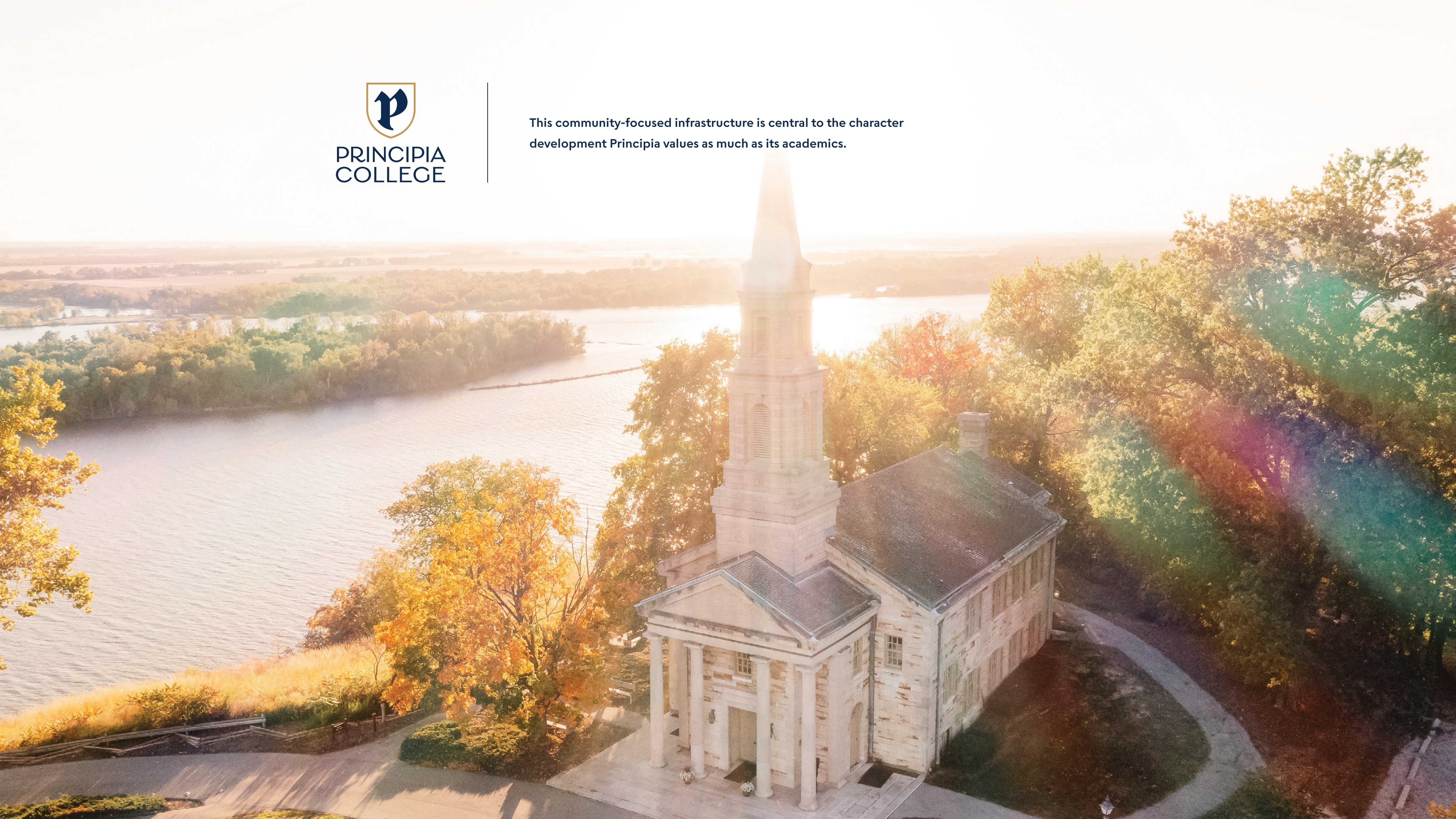


Founded in 1898, Principia is a tiny liberal arts college nestled in the woods high above the Mississippi River in Elsah, Illinois. Its less than 500 students live and learn on-campus, in-person, within a historic Tudor-style village designed by renowned architect Bernard Maybeck.





This community-focused infrastructure is central to the character development Principia values as much as its academics.



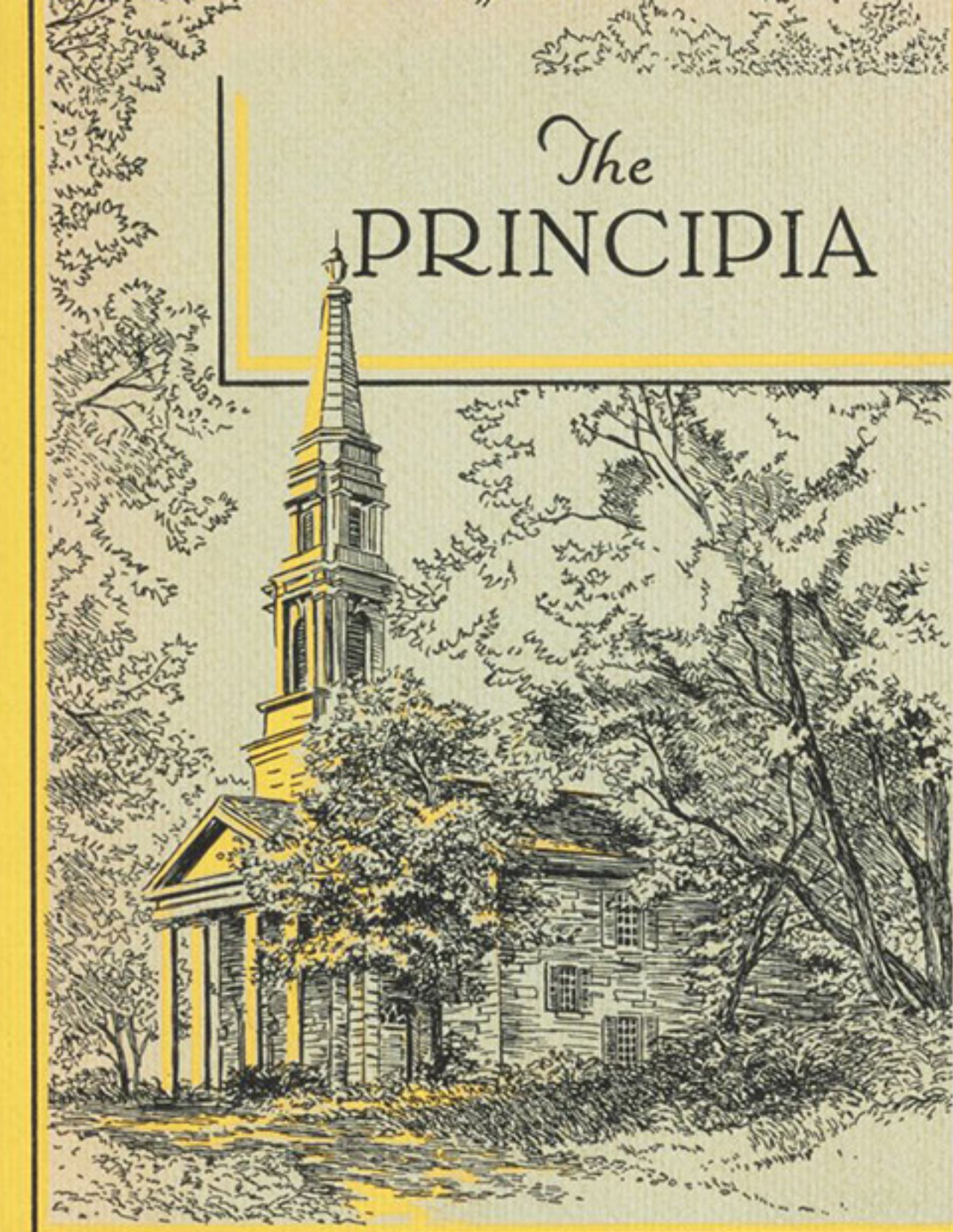
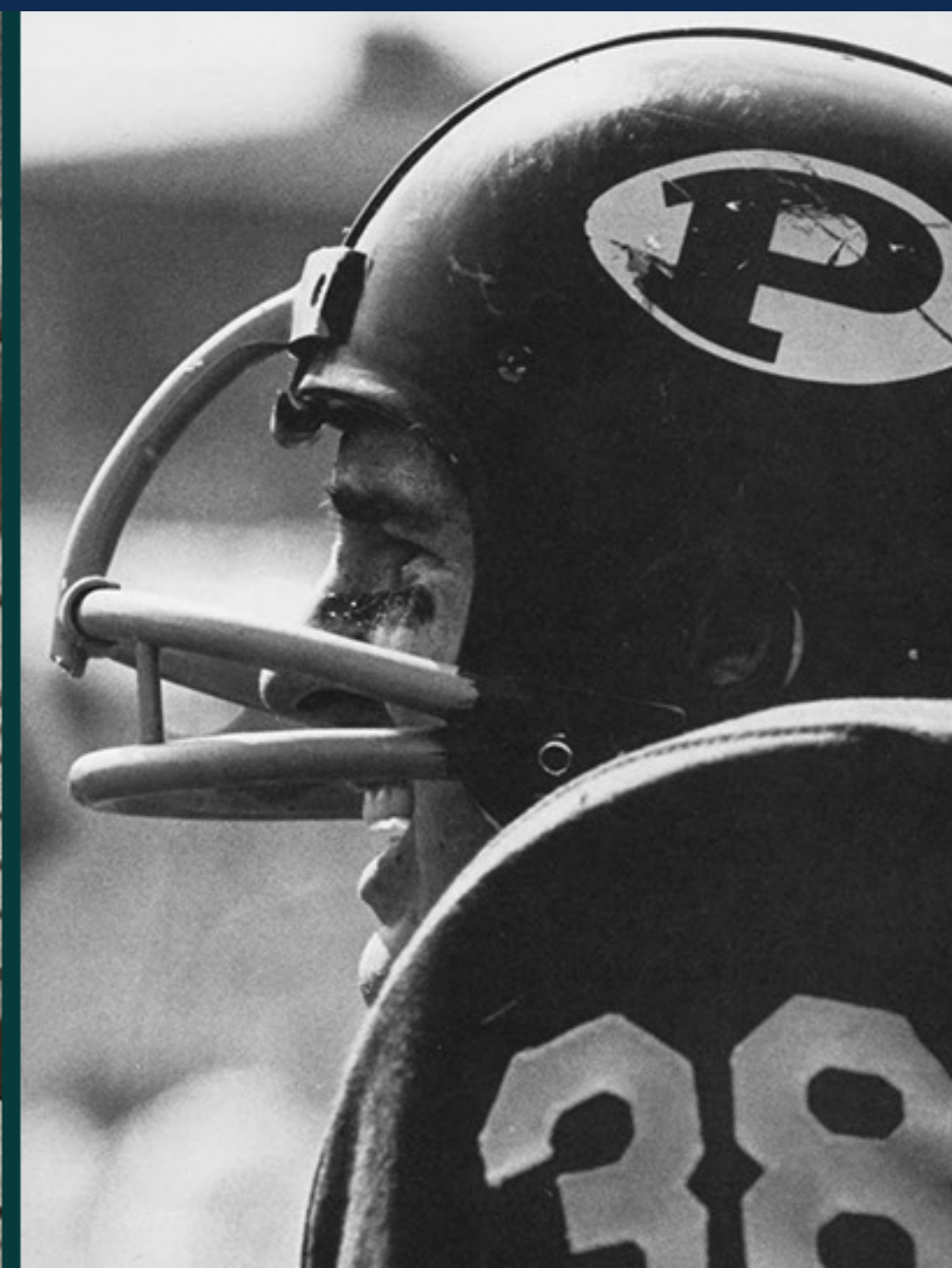


Our task: capture the college's distinct environment, distill it elegantly, and deliver it to new audiences that had no idea it exists.

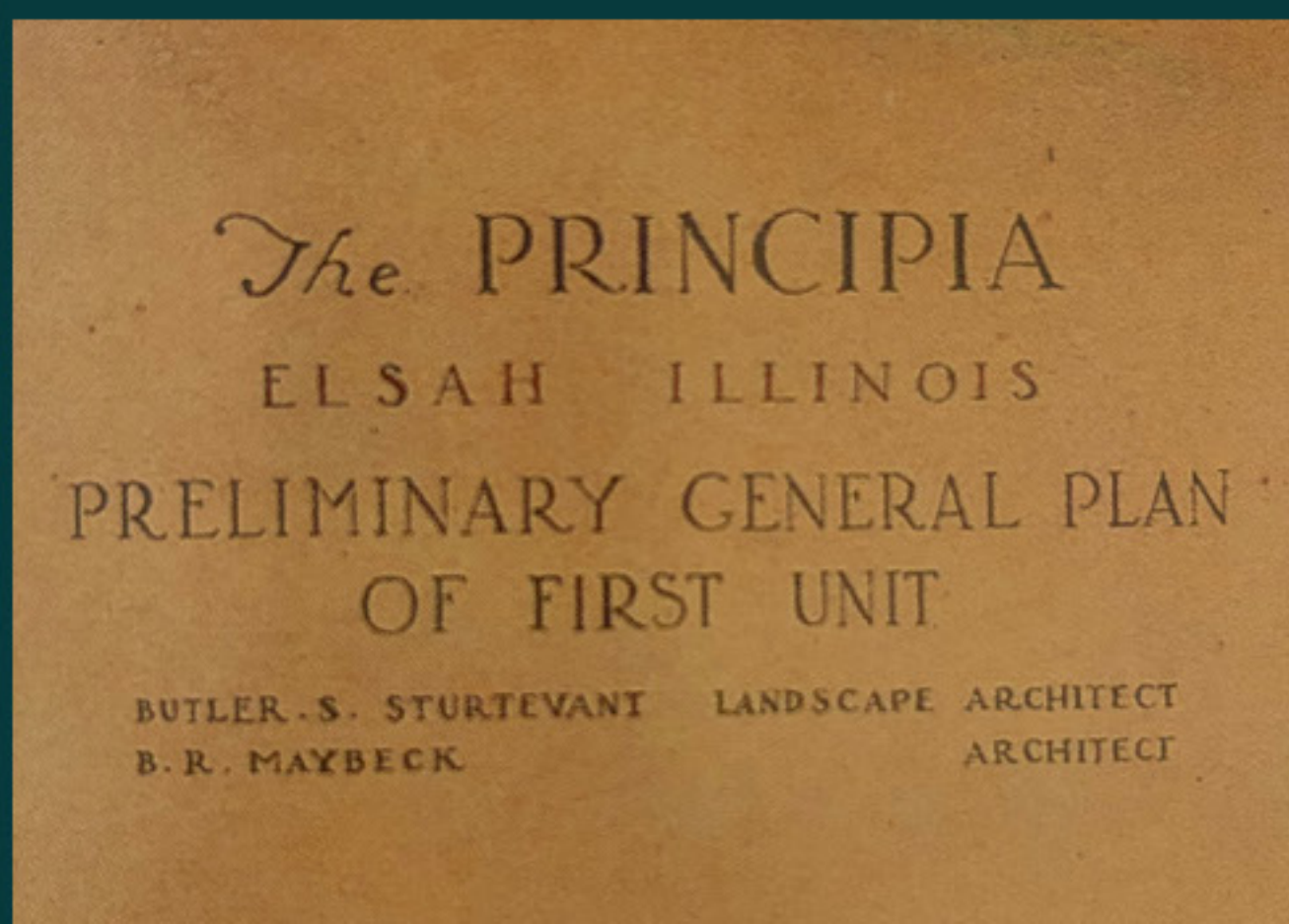


# Inspiration

A century's worth of source material has been collected and archived in the campus library. We spent weeks poring over the original architectural renderings, photography, publications and apparel.



ANNOUNCEMENTS FOR 1956-1957  
The COLLEGE



## Logo Mark



This signet ring, given to members of the Girls' Athletic Association board in 1934, captured our attention instantaneously. At once playful and historic, nostalgic and vital, it struck the perfect balance between the College's past and its boundless potential.



OLD



NEW

Wordmark

OLD

PRINCIPIA COLLEGE

NEW

PRINCIPIA COLLEGE

Based on the original pastel renders by campus architect Bernard Maybeck, we created a sans-serif version of the historic wordmark that was at once familiar and refreshingly modern. With the same big bowls and kicky R, the new Principia College retained its most charming characteristics while adding substance, style, and practicality.

PRINCIPIA  COLLEGE

PRINCIPIA  COLLEGE

PRINCIPIA  COLLEGE

PRINCIPIA  COLLEGE

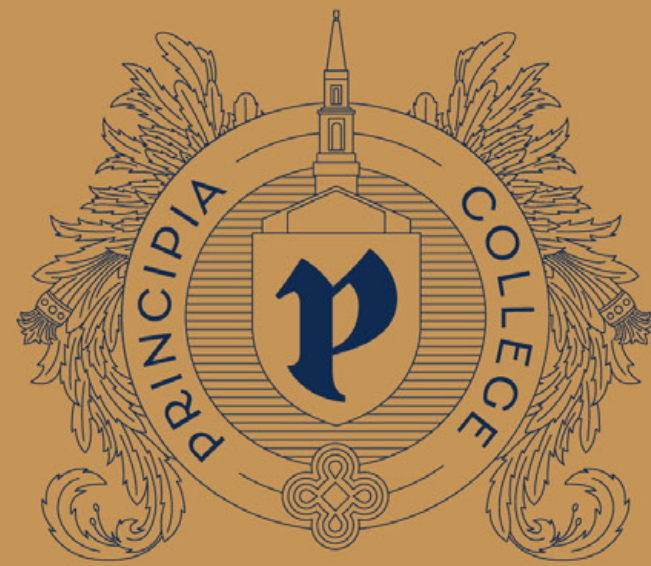


PRINCIPIA



COLLEGE

PRINCIPIA  COLLEGE



PRINCIPIA



COLLEGE

PRINCIPIA  COLLEGE



PRINCIPIA



COLLEGE





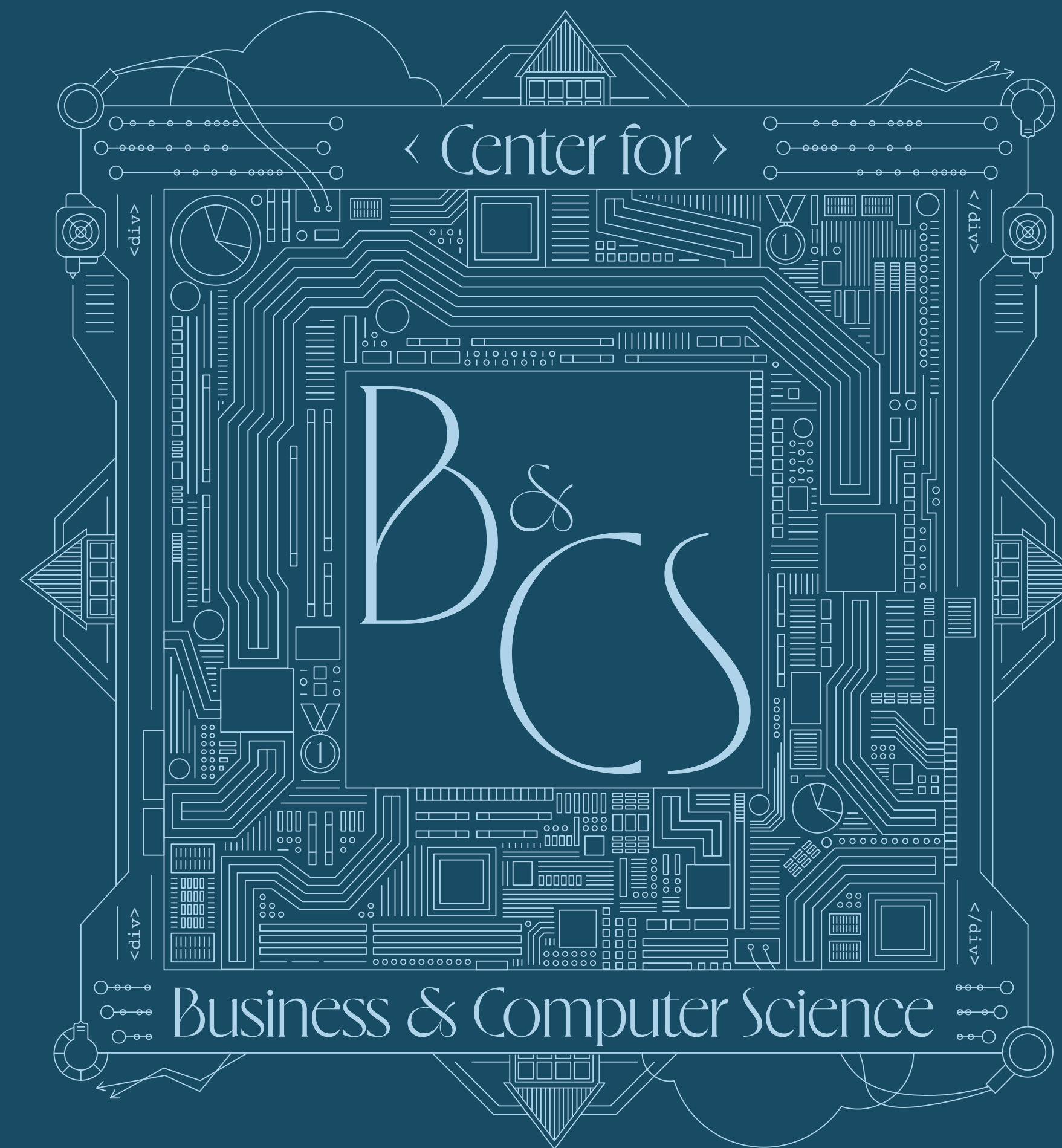
PRINCIPIA  
**PANTHERS**





## Academic Centers

In addition to the College and Athletics brands, each of the College's five Academic Centers needed a distinct subbrand that fit within the new visual identity system. Illustrations inspired by each field of study were used to craft custom crests for each Center.





PRINCIPIA COLLEGE



Connect science, society, and sustainability



### 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

### 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

### What you can study:

- Chemistry | Ecology | Ecosystem Management | Sustainability

### 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.

### 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

Find out more about our learning community, coursework, and faculty at: [principiacollege.edu](http://principiacollege.edu)

PRINCIPIA COLLEGE

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

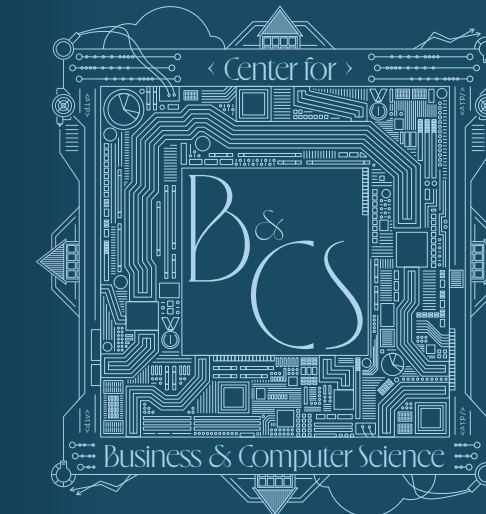


## Find Your Center

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 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:**

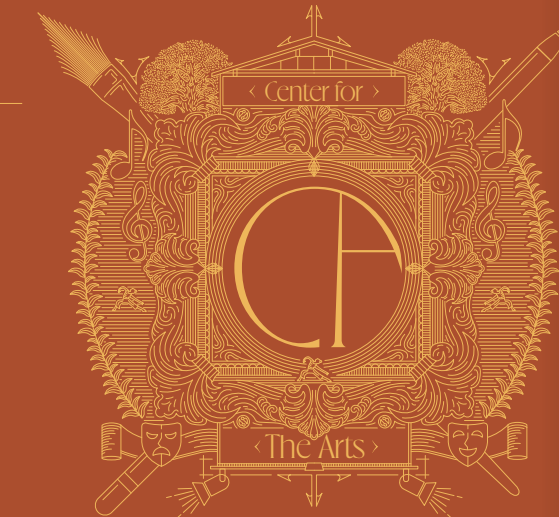
Computer Science | Mathematics | Business Administration

### 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 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 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



### 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





Anyone who has set foot on Principia College's remarkable campus knows: Here atop the bluff, nestled in the woods, is a village that feels of another time and place.

At once historic and current, nostalgic and vital, Principia's brand identity reflects this distinct atmosphere and embodies its character.

PRINCIPIA COLLEGE BRAND STANDARDS

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PRINCIPIA COLLEGE BRAND STANDARDS

### Shield

The Shield provides a practical, well-balanced containment device for the Primary "P". Additionally, its shape represents tradition and accomplishment, akin to a school or family crest.

**\*Note for external usage, the Shield should not be used without the Wordmark and appropriate copy to build with our external audience(s). There may be some instances when the Shield alone is acceptable, but please contact the marketing team for approval.**

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PRINCIPIA COLLEGE BRAND STANDARDS



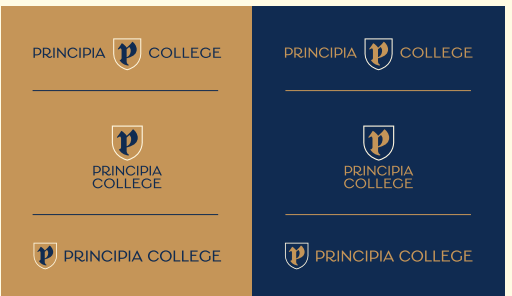
### Primary Logo

The Primary Logo brings all elements together to form the single most recognizable piece of the Principia College brand.

**USAGE GUIDELINES**  
The Primary Logo is intended to be the college's default logo and should be used on most collateral. In applications that meet certain size requirements, the Logo Variations section is responsible to use the Crest, Seal or Wheat Shield in its place to keep the brand fresh and full of character.

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PRINCIPIA COLLEGE BRAND STANDARDS

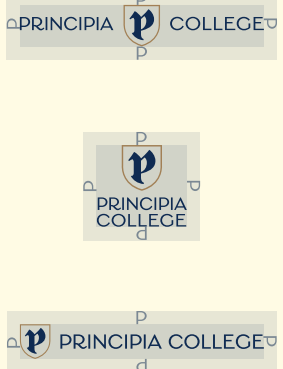


### Primary Logo

**CLEAR SPACE**  
A minimum clear space based on the height of the wordmark should always be reserved to provide space for the primary logo to breathe and be visible.

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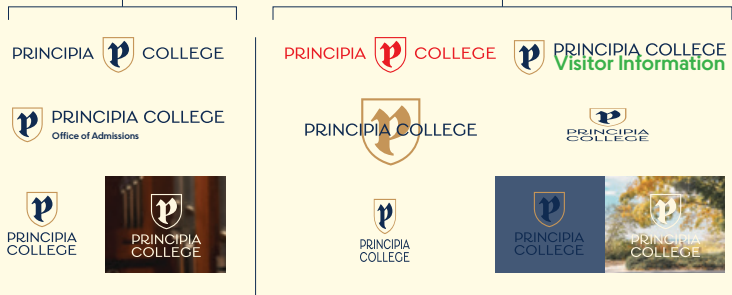


### Primary Logo

**DO'S / DON'TS**  
These guidelines are intended to create consistency and clarity in the Principia College brand. Stepping from them presents that from happening and avoids confusion in the marketplace. Review on just a few ways we as members can ensure a strong brand presence moving forward.

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PRINCIPIA COLLEGE BRAND STANDARDS



### Logo Variations

**CREST**  
The Crest is a modern interpretation of the story of the Principia College campus told through fine line work that brings in Principia's architectural design elements and references to nature. It's use should be carefully considered and only when it can be displayed large enough to show the fine work doesn't get too lost.

**USAGE GUIDELINES**  
The Crest is intended to be used for applications that are 6" or larger in print and 500px or larger on-screen.

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### Logo Variations

**WHEAT SHIELD**  
The Wheat Shield is the best detailed variation and is intended to be used where the fine line work of the Crest and Seal tend often to be reproduced. The Wheat Shield is perfect for applications such as embroidery or a patch.

**USAGE GUIDELINES**  
The Wheat Shield is intended to be used for applications that are 1.5" or larger in print and 70px or larger on-screen.

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### Lockups

**ORIENTATION**  
Department and organizational branding to create that own identity should stick with the following parameters.

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PRINCIPIA COLLEGE BRAND STANDARDS



### Primary Logo

**Escalator**  
15x the height of the wordmark

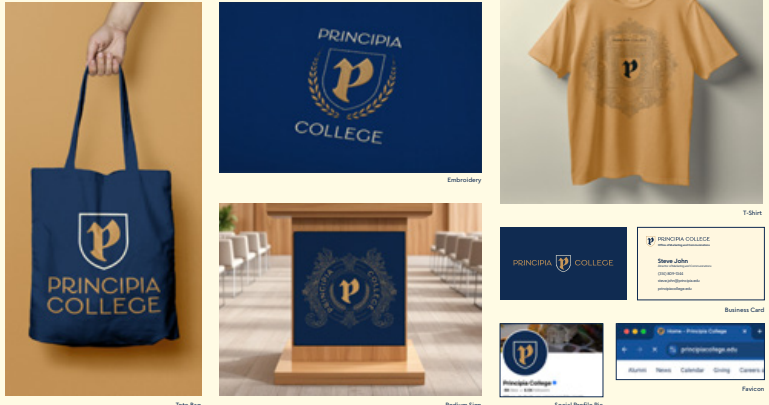
Brand Elements  
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PRINCIPIA COLLEGE BRAND STANDARDS

### Creative Samples

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PRINCIPIA COLLEGE BRAND STANDARDS



### Academic Centers

The Academic Centers have their own distinctive yet complementary brand system, reflective of Principia's unique approach to educating the whole person. Intuitive, creative, and deeply thoughtful, each Center boasts a unique crest representing relevant fields of study, as well as iconic aspects of campus.

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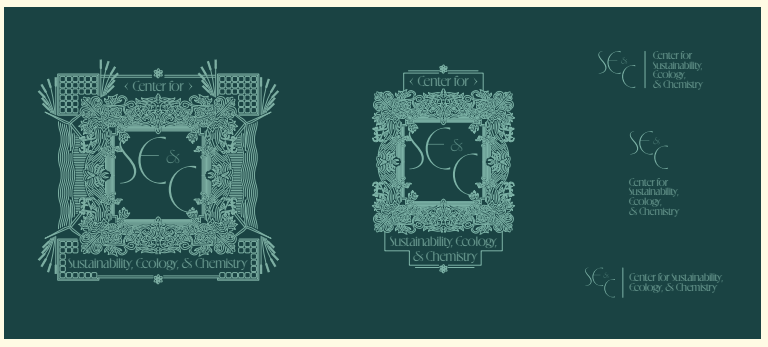


### Academic Centers

**SCALING**  
Simplified crests have been designed for when space is limited, including a typographic lockup, intended to be used on business cards or in small applications.

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PRINCIPIA COLLEGE BRAND STANDARDS



### Academic Centers

**CO-BRANDING**  
When all Center crests are used, they should be paired with the Principia College wordmark. This is the only acceptable scenario where the Principia College wordmark can be used without the shield and P in simpler scenarios where a Center and the college needs to be locked up together, use the below lockup as a guide.

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### Typography

**TYPEFACE**  
Inspired by the art movements of the late 19th century, Eros was chosen for its organic beauty and elegance, which align perfectly with the brand system outlined in this document. Escalator, a geometric sans serif, was chosen for its high functionality and ability to pair well with the new Principia College wordmark. Samples of both are below along with preferred weight usage.

**Eros**  
Light & Regular

**Escalator**  
Full family is available. Weights to be determined by typographer.

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PRINCIPIA COLLEGE BRAND STANDARDS



### Color

Principia Blue, Gold and Cream are central to the Principia brand. They should dominate most spaces, but when additional color is needed to distinguish between ideas and content, leverage the Secondary palette. Additionally, a custom color palette has been developed for the Academic Centers. More usage guidelines for these can be found here.

**PRIMARY**

- PRINCIPIA BLUE: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0
- PRINCIPIA GOLD: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0
- PRINCIPIA CREAM: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0

**SECONDARY**

- Secondary 1: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0
- Secondary 2: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0
- Secondary 3: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0

**CENTERS**

- Center 1: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0
- Center 2: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0
- Center 3: CMYK: 100, 100, 100, 100; RGB: 0, 0, 0

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PRINCIPIA COLLEGE BRAND STANDARDS



### Photography

**ARCHITECTURE/CAMPUS**  
The Principia College campus is an amazing work. Goodness happens here every day and visitors tend to stick around. Let's showcase it in the best light! (Literally) by capturing photography at the most dramatic time of day. Avoid shooting photography at or near high noon on overcast days.

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### Panther Bust

**Full-Color Panther Bust**  
The Panther Bust is a shield and can be used as a standalone design element or with the approved "Principia Panther" wordmark. In most cases, the full-color version should be used.

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PRINCIPIA COLLEGE BRAND STANDARDS



### Full Body Panther Logo

**Stacked Lock Ups**  
When the stacked wordmark is used, any portion of the panther's shield can be used above it. When a full-color version is not possible, the below one-color version should be used.

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PRINCIPIA COLLEGE BRAND STANDARDS



# Brand Guidelines

# Open in thought. Grounded in principle.

Reveal and refine your true potential at Principia College. From your first step on campus, you'll discover a thoughtfully tranquil environment designed to cultivate character, ignite courageous thought, and lay the foundations for a life rich with purpose..

APPLY NOW

ABOUT PRINCIPIA

PRINCIPIA COLLEGE

ACADEMICS CAREERS & OUTCOMES ATHLETICS ADMISSIONS STUDENT LIFE ABOUT US

# Open in thought. Grounded in principle.

Reveal and refine your true potential at Principia College. From your first step on campus, you'll discover a thoughtfully tranquil environment designed to cultivate character, ignite courageous thought, and lay the foundations for a life rich with purpose.

APPLY NOW ABOUT PRINCIPIA

## Chapel Green

Where wonder fills the soul.

Whether you visit in person or via our virtual tour, we're delighted to welcome you to campus. Our 2,600 acres are situated high above the Mississippi River on a breathtaking scenic overlook, and dotted with historic architecture built to foster higher thought.

The result? A one-of-a-kind setting for four years of achievement, enlightenment, and formative memories.

TAKE A VIRTUAL TOUR BOOK YOUR VISIT

Bluffs Lookout Solar Farm Chapel of St. Ignace

## Campus life: opportunity abounds

Principia is a place to become who you are and reveal your highest self. Students embrace the eclectic—filling their weeks with improv and softball, art history lectures and exam prep, or just walking the trails and enjoying the stunning landscape with friends. Your potential is boundless, and here, so are your opportunities.

Learn About Student Life Discover Principia Athletics Find Your Academic Center

Principia by the Numbers

PRINCIPIA COLLEGE

ACADEMICS CAREERS & OUTCOMES ATHLETICS ADMISSIONS STUDENT LIFE ABOUT US

# Learn to think; learn to live.

A Principia education happens everywhere—in the classroom, in a nearby national park, on the paths crisscrossing the Chapel Green, or at a museum halfway across the globe.

Our whole-person approach to education sharpens intellect, rewards curiosity, and imbues meaning. Principia's 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.

Here, your Center is the core from which your infinite capability radiates.

## Course catalog

Start imagining how your Principia education will unfold.

BROWSE COURSE OFFERINGS

Explore this section

- Academic Centers
- First Year Experience
- Register
- Study Abroad
- Library
- Experiential Learning
- Our Faculty

## Don't just prepare for the future, create it.

LEARN MORE

Center for Business & Computer Science

Center for Business & Computer Science Center for Business & Computer Science Center for Business & Computer Science Center for Business & Computer Science Center for Business & Computer Science

## Study Abroad

Seamlessly extend your education abroad, with programs taught by full-time Principia faculty.

PLAN YOUR ADVENTURE

## Experiential Learning

Hands-on, interdisciplinary projects you can't find anywhere else—with real-life applications for your studies.

FIND A PROGRAM

First Year Experience Registrar's Office Library Meet Our Faculty

PRINCIPIA COLLEGE

ACADEMICS CAREERS & OUTCOMES ATHLETICS ADMISSIONS STUDENT LIFE ABOUT US

# Become a Principian.

Your limitless potential is ready to be revealed. Take the first step with a visit to campus, or apply now. We can't wait to welcome you.

Visit the Campus Apply to Principia

PLAN YOUR VISIT TAKE A VIRTUAL TOUR START YOUR APPLICATION

## Cost & aid, at a glance

#26 in Best Value Schools according to U.S. News & World Report (2024)

90% of all students receive scholarships, financial aid, or both.

\$10M+ in financial assistance is provided by Principia every year.

74% of students who enrolled in Fall 2024 received academic scholarships.

On-campus housing is provided for your entire stay (You'll never forget falling in love with your house!)

## Admissions FAQs

- Admissions Information
- Financial Aid
- Scholarships
- Admitted Students
- Meal Plans

## Estimated Cost of Attendance: 2025–26

ON CAMPUS COSTS (REQUIRED FOR ENROLLMENT)	
Tuition	\$34,800
Housing	\$7,180
Food	\$7,180
Fees	\$1,130
Books/Supplies*	\$1,000
Transportation*	\$1,000
Misc./Personal*	\$1,500
<b>Total</b>	<b>\$53,000</b>

\*Estimated expenses that a student may incur but are not directly billed by the school. Tuition and fees based on full-time enrollment (24-35 semester hours per year). Food cost is based on average meal plan cost, which includes three meals per day.

PRINCIPIA COLLEGE

ACADEMICS CAREERS & OUTCOMES ATHLETICS ADMISSIONS STUDENT LIFE ABOUT US

# STUDY ABROAD: Belong anywhere.

Principia brings the world to campus—and shares our students with the world. Unlike traditional study abroad experiences, Principia's programs are taught by Principia faculty, so spending a semester abroad is a seamless way to enrich your studies and experience the wonder of travel.

## New Zealand

### Expand your horizons.

Our study abroad programs are designed to open minds, deepen cross-cultural knowledge, and better humanity. From New Zealand and the Czech Republic to Malawi and Nepal, here are just a few places Principia students are exploring.

VIEW PAST PROGRAMS

Education Czech Republic

## Principia, on five continents.

Check out our current and upcoming programs.

LOCATION	DATE	PROGRAM LEAD
Finland	Spring 2026	Dr. Nikki Gamrath
Scotland & England	Fall 2026	Leah McFall
Spain	Summer 2027	Dr. Julien Ekiaka Oblazamengo
Nepal	Summer 2027	Dane Carlson

Follow our journeys on Instagram

PRINCIPIA STUDY ABROAD FRENCH POLYNESIA GREECE ITALY & MALTA



principiacollege and hive.pc

principiacollege What does it really take to build something like HOKA? We brought @hoka co-founder Jean-Luc Diard to campus for one of the most honest conversations about entrepreneurship our students have ever experienced. If you missed it, click the link in bio. It's worth every minute.

Liked by mylastnameisjohn and 128 others

March 26

Add a comment...

principiacollege and prin\_athletics

principiacollege New year, same commitments. We can't wait to welcome our Panthers back to campus.

14w

Swipe for our intentions

Liked by grown.agency and 209 others

January 14

Add a comment...

turn ideas into action

principiacollege and prin\_athletics

principiacollege New year, same commitments. We can't wait to welcome our Panthers back to campus.

14w

Liked by grown.agency and 209 others

January 14

Add a comment...

principiacollege and principiaalumni

principiacollege All roads lead back... and we've got FIVE amazing alums returning home. From law to radio, nonprofits to government, these Principia grads have done it ALL: Hunter Hummell (US'17, C'21) - Fighting corporate fraud as Associate Compliance Counsel William Johnson (US'19, C'23) - Connecting clients with financial planning Logan Landry-Jennings (C'18) - Raising funds to help families in need Marie Sherman(C'20) - Shaping education policy in Canada Weston Williams (C'15)- Hosting classical music on Chicago radio Come hear their stories and see where Principia can take you. See you in Wanamaker Hall at 1 P.M. on October 24th.

Edited · 26w

gervaisforlife What a crew!! Everyone needs to go hear them (and give them hugs from me) :)

26w · 3 likes · Reply

Alumni Panel

October 24<sup>th</sup> 1 P.M. Wanamaker Hall

Center for Civic & Global Engagement

Liked by thatcarolinemay and 132 others

October 21, 2025

Add a comment...

principiacollege and prin\_athletics

principiacollege Today, we're taking time to reflect on the powerful legacy of Dr. King, his contributions to the Civil Rights Movement, and his dream of a more inclusive and equitable society.

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principiacollege Taking this energy with us all week.

26w

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October 27, 2025

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Campus Events



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