



The University Image

Guidelines for ECU's
Promotional Projects



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Top 10 Things to Know About Creative Services

1. Part of University Communications, the Department of Creative Services provides expert branding, writing, editing, graphic design, web, video, print and production coordination free of charge to campus. The department is responsible for overseeing the university's brand standards and is the authority on editorial style and visual identity for ECU's marketing and promotional projects.
2. Requests for approved university marks must be submitted via email to logoreview@ecu.edu. Please describe the intended use of the mark and note the preferred file format in your email. Only approved marks may be used. No unit on campus is permitted to create or use a logo other than approved marks. For more detailed instructions, please see "Standards for university mark or logo use by student organizations" and "University trademarks and graphics use guidelines for ECU Club Sports."
3. Think purple. It serves as a strong visual cue to your audience that they are looking at something from ECU. An element of purple must be included in all color publications.
4. All student-recruitment pieces must be created or approved by Creative Services. All publications listing undergraduate courses and/or degree requirements must go through the academic review process. This process is critical to maintaining accreditation. Visit [Academic Review Process](#) for details on academic review. Please attach your signed academic review approval form to your ticket when working with Creative Services.
5. Certain statements are required on the university's printed pieces. All publications must carry a recycling statement if printed on recycled paper, and all publications, whether printed with state or nonstate funds, must carry a statement about funding. All recruitment pieces must carry a nondiscrimination statement. All pieces promoting an event must carry an ADA statement. (See pages 27-28)
6. All promotional and marketing publications (printed and electronic) must adhere to the editorial style guidelines see addendum Editorial Style, *The Associated Press Stylebook and Briefing on Media Law*, and *Webster's New World College Dictionary (Fifth Edition)*.
7. University Printing & Graphics (UP&G) is a unit of Business Services that offers printing, copying and graphic design services for a fee.
8. All job requests must be initiated via inMotion, the ticketing request system of Creative Services. This ticket system is a self-registration platform and is NOT linked to the single sign-on system at ECU, but we ask that you register with your name, ECU email and office phone number. You will receive an email to confirm your account. Then you can submit requests to Creative Services. Go to the InMotion System and click the New User Registration link in the bottom right corner of the page.
9. All paid advertising, including digital, billboards, out-of-home, ads and broadcast, must be approved in advance by the university's director of marketing strategy, the only approved signatory for paid advertising at the university. This is also the way to get the best rates as they are negotiated on behalf of the university as a whole. Contact: baileyr@ecu.edu or 252-328-2606.
10. Creative Services is home to ECU's logo review. Logo Review ensures that the trademarks of the university are protected through consistent use. Recognized university departments and registered student organizations who wish to use ECU marks on apparel and gift/promotional items must use licensed vendors and submit designs for approval prior to production. The logo review process also must be used for the review and approval of marketing and promotional publications that are produced in-house or by agencies other than Creative Services. Approval is for a specific, single production of an item and does not cover future production. Visit [Logo Review](#) for details.



Initiating Your Project

Initiating Your Project

You can greatly help to facilitate your project by filling out a creative brief and attaching it to your ticket. The creative brief is the blueprint for your project and includes the following:

- The purpose/objective of the piece (What is the intended result of this piece?)
- The audience
- Key message (singular most important message you want the audience to take away)
- Tone of messaging
- Reasons to believe
- Points of distinction
- Obstacles to overcome
- Call to action (What do you want your audience to do? Be specific.)
- A delivery date (Please keep in mind that 10 or more business days need to be factored into production schedules of pieces that will be printed and an additional five business days for mail services. Print schedules are determined based on the complexity and quantity of the project being printed.)
- A budget
- The quantity you need
- How you plan to distribute the piece (Will you hand it out? Mail it? Place it in literature racks?)
- Prepared text, even if it is just a bulleted list of information.
- Ideas for photographs (and provide what artwork you have)
- Any additional pieces you may need (envelopes, reply cards, etc.)

TICKETING SYSTEM

All job requests must be initiated via [InMotion System](#), the ticket request system for Creative Services.

This ticket system is a self-registration platform and is NOT linked to the single sign-on system at ECU. We ask that you register as a new user with your name, ECU email and office phone number.

You will receive an email to confirm your account, then you will be able to use the InMotion System to submit requests to Creative Services.

Please follow the New User Registration LINK at the bottom right of the page to set up your new account. You will use this link to submit requests once your account is established.

After login, select the type of job you need:

- **Graphic design** For final deliverable items such as digital files (pdf) for email or website posting, or if you are working directly with a print vendor. Also select this when you want printed pieces where Creative Services coordinates the printing on your behalf.
- **Website development** These requests are entered on the ITCS ticket system Website Creation and Web Revisions/Additions for new builds (WordPress Official Website Creation) and revisions/additions (Web Hosting). These tickets are routed directly to Creative Services for website design, additions or edits, and development of sites on ecu.edu.

- **Photography** When you need photos for your program for a news story, website, social media or marketing publications, professional photographers are available through News Services to capture images. Please email ECU Photos (ecuphotos@ecu.edu) with complete details of your request: how many photos you need and the purpose of the photos. Portraits for DHS units can be entered through InMotion System. *Please note:* Limited coverage of events is provided, specifically for a news item or when photos are needed for a publication. Freelance photographers are available for other needs, and we can help you with contact information.
 - **LCD Images** Submit a request to have your date-specific LCD image created and/or posted for university events, programs or deadlines; the promotion of a new feature or initiative; and important information that affects the health, safety and well-being of students, faculty and staff. Images play in rotation with other ads across all 160+ screens covering Main and Health Sciences campuses and display for two weeks. LCD screens on Main Campus also rotate on the Pirate Vision board outside the student center.
 - **Video** Our video team works with you through the entire production process from concept and script development all the way through your final distribution medium. *Please note:* All video project requests will begin with a series of questions designed to determine the strategy for the video, distribution methods and priority.
- Complete the online form.
 - Attach any reference pieces and/or text to the job ticket. (Please prepare text in Microsoft Word without formatting except for paragraphs and headings.) All content must be provided for your job to begin.
If you would like to discuss your project before beginning, please call or email Creative Services, 328-6037 or creativeservices@ecu.edu to schedule a meeting *prior* to entering your ticket.
 - Click Submit button at the bottom of the form and make sure you click Submit each time it is asked. You will receive a confirmation that your request has been delivered. You will be notified by email when your mockup is ready to view. The email will contain a link to click for you to view the mockup in InMotion. You are able to mark up any edits needed as well as approve each page of your design. You can log in the system at any time to see the status of your project.



The ECU Image Regulation

The ECU Image Regulation

Creative Services directs the implementation of the university's image regulation — a set of graphic, editorial and procedural standards guiding the university's promotional efforts. The regulation was developed to ensure the quality and consistency of the university's efforts to market its programs. The image regulation is part of the East Carolina University Policy Manual, the official repository of all approved policies, regulations and rules at ECU. It is detailed at [Coordination of the University Image, Marketing, Advertising and University Mark Usage](#) and below.

ECU can be thought of as the university brand, and each school, college, division and office is a service line marketed under the umbrella of that brand. Guided by the university's image regulation, the branding efforts aim to strengthen the perception of the ECU brand and, by association, all of the facets that make up that brand.

The image regulation ensures that all pieces use common typefaces, treat the university marks appropriately, and use text and design elements in a uniform manner. It also requires a common editorial style that adheres to the standards of "The Associated Press Stylebook" and the university style guide in this publication.

Coordination of the University Image, Marketing, Advertising and University Mark Usage

Version 1 (Current Version)

Policy: REG01.30.03

Title: Coordination of the University Image, Marketing, Advertising and University Mark Usage

Category: Governance and Administration

Sub-category: University Communications

Authority: Chancellor

History: New Regulation approved February 1, 2015; Editorial changes made October 24, 2018

Contact: Director of Creative Services 252-737-1974

Additional References

ECU Licensing Program

University Logo Policy

Athletics Style Guide

University Communications

Academic Review Process

1. PURPOSE

Every organization is perceived in some manner by its constituents. In the absence of an image cultivated by the organization, the general public will create its own.

The success of each part of the university contributes to the reputation of the whole institution, and the reputation of the university affects the success and reputation of each unit. It is in the university's best interest that its promotional efforts across campus present a consistent, high-quality image. Furthermore, improper representation of the university image and misuse of the university name and marks can be detrimental to the university's reputation and rights. It is necessary, therefore, that the university take steps to consistently project and protect its image by establishing regulations governing promotional materials, advertising and appropriate use of protected university marks.

East Carolina University has determined that the name "East Carolina University," the words "East Carolina," the abbreviation "ECU," the university seal and logos, the university athletics emblems, the Alumni Association marks, the ECU Physicians marks, and all other authorized university symbols, marks and registered terms (collectively "University Marks") shall not be used by any person, group or organization for any promotional activity, on or off campus, without the approval of the university.

2. DEFINITIONS

For the purpose of this regulation, these terms have the following meanings:

2.1 Promotional materials: All forms of marketing materials carrying any of the University Marks that are used to generate awareness, interest, decisions or action related to the university or its programs. These items can include but are not limited to: merchandise, such as shirts, water bottles, koozies and tote bags; as well all forms of communication, including brochures, flyers, postcards, posters, PowerPoint presentations, websites and electronic communications.

2.2 Advertising: Non-classified advertising appearing in any media promoting the university or its programs.

2.3 The University Image: A Guide to Publications and Advertising: The authorized manual published by University Communications specifying the standards related to use of University Marks for promotional purposes.

3. APPLICABILITY

This regulation applies to all university employees, students, units, departments, programs, groups and organizations.

4. COORDINATING AUTHORITY

The authority to approve use of University Marks and to establish the appropriate guidelines and procedures governing the university image, marketing, advertising and University Mark usage is delegated to the Chief Communications Officer or his/her designee.

5. ADHERENCE TO IMAGE STANDARDS

All promotional materials and advertising for the university must conform to the standards set forth in The University Image, a Guide to Publications and Advertising, which can be accessed in the additional references section of this PRR.

6. COORDINATION OF DISPLAY ADVERTISING

The Director of Marketing Strategy or designee must approve any space or time reservations for non-classified, off-campus advertising. This includes newspaper and magazine display ads, billboards, radio and television spots and online advertising. NOTE: Only authorized university employees may sign contracts for the university.

7. UNIVERSITY MARK USAGE

The University Marks, as set forth in The University Image, a Guide to Publications and Advertising, as it may be amended from time to time, and the Athletics Style Guide are the only marks approved for use by the university community. These marks supersede and replace all other logos or marks used by individual units, departments or programs. No other marks or logos may be used to represent the university or its programs without receiving prior written approval from the Director of Creative Services or the Trademark Licensing Coordinator for licensing, respectively.

8. PRODUCTION OF PROMOTIONAL MERCHANDISE

All designs for promotional merchandise, materials or advertising bearing a University Mark must be reviewed and approved by Creative Services prior to production. Designs can be submitted online via the University Communications webpage. The link can be found in additional references at the top of this PRR.

9. PRODUCTION AND REVIEW OF STUDENT RECRUITMENT PROMOTIONAL MATERIALS

All student recruitment materials must be created or approved prior to publication by Creative Services. All proposed publications listing courses and degree requirements must be submitted and approved by Academic Affairs and/or the Graduate School for academic review and approval prior to submission to Creative Services.

10. ENFORCEMENT

Violations of this regulation may result, in accordance with applicable university policy, in disciplinary action against ECU employees, up to and including discharge, and ECU students, up to and including expulsion, and/or legal action if any laws or the legal rights of the university are violated. Furthermore, the Chief Communications Officer may take administrative action, including, but not limited to, prohibiting a university employee, student, unit, department, program, group or organization from utilizing unauthorized promotional materials or engaging in other activities in violation of this regulation.

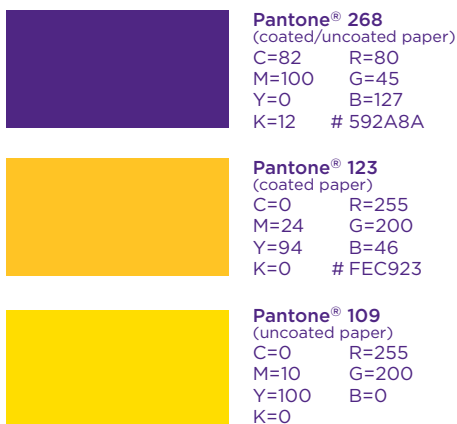


Visual Identity Standards

Visual Identity Standards

The ECU logo; unit logos; the university seal; the East Carolina Alumni Association mark; the Pirate Club mark; and the athletics spirit marks are the only marks approved for use by the university community. No other marks or logos may be used to represent the university and its programs without receiving prior written approval from the director of creative services or the trademark licensing coordinator, respectively. Use of the university seal is limited to official university documents and coins.

COLOR PALETTE



In establishing the identity of ECU, color is paramount. By using the official colors in a consistent manner, our identity is only strengthened. Generally speaking, the official colors for ECU are purple and gold. Refer to the color formulas here for all printing and web-related color specification. Purple matches Pantone 268 for both coated and uncoated papers. Our standard gold for almost every use matches Pantone 123. This gold is for printing on coated papers. Only in the instance of printing on uncoated papers may Pantone 109 be used for ECU gold.

Black, white, gray and other colors are considered accent colors and may be used as appropriate to highlight an element in your design. The primary part of your design should be white, purple and gold. Certain color combinations are not allowed including black/gold. This color combination is closely associated with two other universities in North Carolina and should never be used to represent ECU.

Please send questions about ECU's color palette to logoreview@ecu.edu.

Adobe Garamond

Avenir Next

Museo Slab

Avenir Next Condensed

Celestia Antiqua

Ovidius Script

TYPEFACES

The consistent use of a small family of typefaces is the most important constant in helping to establish a unified look among our many publications.

The university typefaces are as follows:

For Body Copy

Serif: Adobe Garamond family

Sans serif: Avenir Next family

For Headline/Display Copy

Serif: Adobe Garamond family

Museo Slab family

Sans serif: Avenir Next family

Special Use (infographics, web, video, etc.)

Avenir Next Condensed family

Accent (limited decorative use)

Celestia Antiqua

Ovidius Script

Please send questions about the ECU typefaces to logoreview@ecu.edu.

PHOTOGRAPHY

If your Creative Services project requires new photography, please indicate so when initiating your job in the InMotion System.

While photo direction will be up to the discretion of Creative Services staff, unit marketing and communications personnel will need to assist Creative Services staff in securing photo subjects, locations, photo releases and other details as they arise.

Photography Guidelines

Photography is a vital part of publication design. Focus on using photography in your promotional material that advances the university's reputation, establishes trust with your audience and builds your audience's confidence in ECU. Give plenty of thought to the honesty of the photographs being used in the piece. Journalistic photography tells a story as powerfully as the proverbial thousand words — instantly — and it's usually accepted as more credible than the written word.

Campus scenes: Photos of campus and buildings should not be empty but should have people in them to give them energy and show ECU's campus as active and vibrant.



Diversity

The prevailing goal is that the guiding principles of equity and diversity are applied and assessed institutionally pertaining to administration, academics, budgets and strategy. That includes how we communicate with all our audiences.

Pay special attention to your marketing pieces and how you are addressing your audiences. Make sure the pieces represent an inclusive environment through both language and imagery. However, this should be done in a natural way, not forced or staged to the point of becoming unbelievable. If you're not sure how to best represent the diverse and inclusive environment of ECU, contact the Office for Equity and Diversity at 252-328-6804.

THE UNIVERSITY LOGO

The ECU logo consists of the stylized rendering of the university Cupola and customized presentation of the letters ECU. Both the Cupola and the letters ECU are registered trademarks and the logo includes the registration symbol. The elements in the logo are in specified relationships to one another. Do not attempt to create your own version or alter the arrangement of existing elements.

The logo is available in two orientations: horizontal and vertically stacked. The horizontal version is the preferred primary mark. The vertically stacked alternate should only be used if the logo is being presented in a space that is not conducive to the primary horizontal format.



Primary Horizontal Version



Vertically Stacked Alternate

The area immediately around the mark must be free of type or graphics. The spacing and the relationship of the elements in the mark may not be altered in any way. Send requests for logo files and questions about logo usage in your projects to logoreview@ecu.edu.

The ECU logo may not be combined with other logos in any way. In instances of multiple sponsorships or co-branded programs, logos must be kept separate. If co-branding is with Vidant, there is specific co-branded art available through Creative Services and all uses must be approved through Creative Services and Vidant before use. Contact hoerchlers@ecu.edu for more information.

Correct

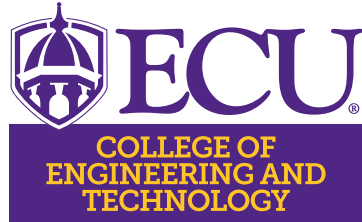


Incorrect



UNIT LOGOS

Colleges, schools and departments may use custom logos. The logo incorporates the university logo combined with a stylized type treatment of the unit name. Creative Services is the only source authorized to develop unit logos.



No acronyms may be used in official unit logos. All entity names that generally are known on campus by their acronym are to use the full, spelled-out name in the logo. The acronym can be used elsewhere in the marketing and in the URLs. For example, Ledonia Wright Cultural Center (popularly known as LWCC) would be set up in the logo as such:



For further customization, you may typeset a program name, or other entity, along with either the primary university logo or the logo of your college, school or department. As long as you use an approved university font, you may typeset the name of your program as a headline, to the side or below the logo keeping about two line spaces separating the two. This is not done by Creative Services, as anyone may typeset a program name.



Summer Program for Future Doctors



Size

The configuration of the logo must be used as a whole. It may be reduced or enlarged proportionally, but the relationship of the elements may not be altered or modified in any way. Do not distort the mark when resizing it. Send questions about proper resizing of logo files to logoreview@ecu.edu.

Correct



Incorrect



Color Options

The university logo prints in one color. Purple, gold, black and white are the preferred colors for printing the mark. The mark should print on a solid area of color or on a white background but not on a light blue, red, any sister university colors or boldly textured backgrounds. To avoid brand confusion with other universities, the gold version of the logo cannot be presented on a black background (nor black logo on gold background).

Use of white block behind logo (or any other color "block") is not permitted. Please contact logoreview@ecu.edu if you need to know how to place the ECU logo with a transparent background.



Usage and Placement

The university logo and the unit logos that derive from it are registered trademarks. Official versions of the artwork, with the appropriate registration symbol, are available from Creative Services. Creative Services is the only entity that can create approved logos.

Request an existing logo: logoreview@ecu.edu

Need a logo that has not yet been created? Please enter a ticket through the [InMotion System](#) (see instructions under Ticketing System).

The best practice for placement of a logo is at the bottom of the piece, unless the item will sit in a rack with only the top showing; then the logo may be placed at the top. For questions or clarification on the usage of the ECU marks, please contact logoreview@ecu.edu.



**Great Value.
Greater Good.**

North Carolinians who earn their medical degrees at East Carolina University's Brody School of Medicine graduate, on average, with far less debt than students at other U.S. medical schools. A recent report featured by USA Today College on a study from Student Loan Hero recognized Brody as the most affordable medical school in the United States.

That accolade is one of many examples of how ECU is committed to making high-quality medical education more accessible to future physicians.

The tremendous value we provide for our students serves an even greater good for our state: making high-quality health care more accessible to all of North Carolina.

ECU doctors are transforming health care in North Carolina.

90%+ Strong recommendations from 90%+ of ECU medical students, and a leading role in providing primary and specialty care to underserved populations in North Carolina and other states in regional networks.	No. 1 Best medical school in the country for its value, and for the percentage of graduates who choose to practice in underserved areas.	80%+ Graduates granted to have been 80% or more students with research.	\$54,480 LESS Brody medical graduates who average \$54,480 less in borrowing than other medical students.
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High-quality, nationally ranked programs. Lower-than-average tuition. Opportunities that prepare professionals who have real connections to the people they serve. These are hallmarks of a great university. These are hallmarks of ECU.


www.ecu.edu



Fall Open House
Saturday, October 14, 2017

East Carolina University invites you to attend the 2017 Fall Open House. Activities begin at 7:30 a.m. and include the following:

- Take a walking tour of campus.
- Visit residence halls.
- Learn about student life.
- Browse the Academic and Student Affairs Fair.
- Chat with East Carolina faculty members.

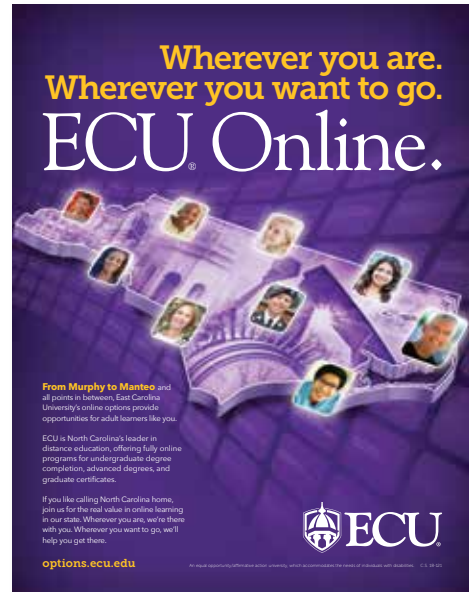
We also will offer special sessions on important topics such as admission requirements, financial aid, options for transfer students, and more.

To register and for more information, please visit:
www.ecu.edu/admissions/openhouse

Can't make it to Open House? We offer campus tours year-round. Schedule yours at www.ecu.edu/admissions.



Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should call 252.737.1016 (voice/TTY) at least 48 hours prior to the event. 08.10.17




**Wherever you are.
Wherever you want to go.
ECU Online.**

From Murphy to Mantoe and all points in between, East Carolina University's online options provide opportunities for adult learners like you.

ECU is North Carolina's leader in distance education, offering fully online programs for undergraduate degree completion, advanced degrees, and graduate certificates.

If you like calling North Carolina home, join us for the real value in online learning in our state. Wherever you are, we're there with you. Wherever you want to go, we'll help you get there.

options.ecu.edu



For more information, visit www.ecu.edu/admissions or contact the Office of Admissions at 252.737.1016.

The Division of Student Affairs may use a graphic treatment for a program name in its marketing to students. This artwork must, however, be accompanied each time it is used by the ECU or departmental logo on the piece, separated from the graphic program name. The program graphic is not to become a logo itself.

For example, Adventure Programs may use the following as a graphic for the program name at the top of a marketing piece, or as the main graphic on the piece. The ECU logo, with or without the Campus Recreation and Wellness identifier, would need to appear at the bottom of the piece.



If a student group is creating a promotional or marketing piece, they must have the full name of the organization spelled out on the piece. Please see the appendix for Student Organizations.

All other campus colleges, schools and departments will be asked to use headlines, subheads and copy to promote programs.

Additional Guidelines on Logos

- Any piece, whether for internal or external use that has any ECU logo on it, plus any of the trademarked terms must be submitted to logo review unless it is designed by Creative Services. This includes any in-house design or design created by external vendors.
- The Cupola graphic is not to be used alone, except as the social media icon for the official university accounts.

Athletics Brand Guidelines

Primary and secondary athletics marks (also known as “spirit marks”) should not be used on academic or student recruitment pieces. Exceptions include when the program has an athletics component. Athletics must give approval for any and all uses of any spirit mark.

A manual detailing athletics style guidelines can be found at [Athletics Style Guide](#).

Unique Marketing Messages/Taglines, Slogans

Distinctive message points for a particular college, school, department or program may be used as headlines or in body copy, but they should not be used as taglines or slogans nor placed in a manner that they appear to “travel” with the logo.

REGISTERED TERMS

ECU owns the exclusive intellectual property rights to its name, logos, slogans, colors, mascot, trademarks, service marks and other indicia related to the university, its programs and services and its athletic teams (collectively, the “marks”). The university owns all rights in the marks, and they may not be used for any purpose without the advance written permission of ECU.

Such uses include, but are not limited to, commercial use, advertising and promotion, marketing, product manufacture and sales, fundraising, sponsorship and services. The university will actively enforce its intellectual property rights against unauthorized uses of the marks that infringe upon its legal rights and/or interfere with the business of authorized licensees and/or sponsors. The university will also act to prevent unauthorized uses of the marks that misappropriate or leverage the university’s goodwill and reputation, including in any manner that is likely to cause confusion as to university’s affiliation, endorsement, sponsorship, approval or otherwise.

List of Terms

The following words are officially registered federally in association with the university and its athletic teams:

Where it is a First Down...Pirates™	SPC™
Paint It Purple™	East Carolina University®
Murphy Center™	East Carolina University Pirates™
Williams Arena at Mingos Coliseum™	East Carolina Pirates™
Dowdy-Ficklen Stadium™	East Carolina®
Clark-LeClair Stadium™	ECU®
Wright Circle™	ECU Pirates™
Pirate Nation™	Pirates™
We are the Pirates of ECU™	Pirate™
Undaunted™	EC™
Loyal and Bold™	Purple and Gold™
Pirate Club™	PeeDee The Pirate™
Student Pirate Club™	Arrrgh™

A NOTE ON USING PIRATE IMAGERY

Branded pirate marks must be used as approved and displayed in the Licensing Guideline. Any other pirate representation (skulls, crossbones, skeletons, clip-art pirates, etc.) must not be used to represent or associate with the university and/or its athletics department as this can damage our ability to protect our registered marks.

STATIONERY

Please remember that all departments must follow the standard formats established for university letterhead, business cards, office forms and other items. Official stationery (letterhead, business cards, envelopes, office forms and more) is available through University Printing & Graphics. Submit your request through their website.

If you require an electronic version of the letterhead, UP&G can create a customized Word template — for a nominal fee — for you to attach to your emails.

WEB/INTERNET STANDARDS

Creative Services has on staff professional web developers and designers whose primary responsibilities are the university home page, second-level pages and unit-level web services. Please initiate web-related project requests at [WordPress Website Builds and Edits](#).

The relevant standards and practices detailed in this guidebook apply to all official ECU web pages located on university servers, and to all content existing externally on public servers in support of any academic department or program; office, administrative or support unit; or university-recognized student organization. The minimum requirements for both official and unofficial university web pages can be found, along with the complete ECU web policy, at [Web Regulation](#).

VIDEOGRAPHY

Creative Services has on staff professional videography professionals whose responsibilities include university image projects and unit-level needs. Please initiate videography-related project requests via InMotion.

The university image standards apply to all promotional videography. In particular, the use of color, typography and rules governing use of marks must also be applied to promotional videos.

ADVERTISING

Collaborating with the university's director of marketing strategy, Creative Services produces non-classified, off-campus advertising as a way to promote the university and its programs. The university image standards apply to all advertising.

The university requires that the director of marketing strategy approve any space or time reservations for such advertising, including newspaper and magazine display ads, billboards and radio and television spots. No one else is permitted to sign contracts for paid advertising. All paid placements should be designed by Creative Services.

To initiate any paid media projects, please contact the director of marketing strategy at baileycrc@ecu.edu or 252-328-2606.



Publications Standards

Publication Standards

Per university and/or state statutes, policies and regulations, promotional publications must follow guidelines and include certain elements as detailed below.

PUBLICATION DEFINED

Public document means “any annual, biennial, regular or special report or publication of which at least 200 copies are printed with state appropriated funds, but not including communications within an agency nor agency correspondence” (G.S. 143-169.2a).

Publications that are produced with nonstate funds (e.g., paid for with student fees, advertising revenues, grants, subscriptions, etc.) are required to follow all internal guidelines. These publications are also required to follow the bid procedure outlined on the Materials Management website at Purchasing, but are exempt from the other state guidelines. The departments responsible for these publications are strongly urged to produce them in the most cost-effective manner.

COST STATEMENTS

All public documents printed with state-appropriated funds, excluding forms, letterhead, envelopes and those published primarily for resale, must carry the following statement:

(Total number) of copies of this public document were printed at a cost of (total printing cost), or (unit cost) per copy.

Example: 500 copies of this public document were printed at a cost of \$278.89, or \$.56 per copy.

Cost, according to G.S. 143-170.1, includes printing costs (labor and materials) and other identifiable costs, such as design, typesetting and binding. This statement usually appears on the inside front or back cover in a type size smaller than the text type. State law prohibits the mailing or distribution of any public document at public expense without this statement. Further, according to G.S. 143-170.1, Sec. 6.10, (a3), “If an agency fails to comply with this section, then the agency’s printing budget for the fiscal year following the violation shall be reduced by ten percent (10%).”

University documents printed with nonstate funds must carry the following statement:

Printed with nonstate funds.

AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY STATEMENT

All student recruitment publications (booklets, brochures, flyers, etc.) must contain the following statement:

East Carolina University is committed to equality of opportunity and prohibits unlawful discrimination based on the following protected classes: race/ethnicity, color, genetic information, national origin, religion, sex (including pregnancy and pregnancy-related conditions), sexual orientation, gender identity, age, disability, political affiliation and veteran status.

All questions concerning this standard should be directed to the Office for Equity and Diversity at 252-328-6804.

AMERICANS WITH DISABILITIES ACT (ADA) STATEMENT

Any flyers, brochures, posters or advertisements concerning an activity or event that is open to the public must include the following statement:

Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should call 252-737-1016 (voice/TTY) at least 48 hours prior to the event.

All questions concerning this standard should be directed to the Department for Disability Support Services at 252-737-1016.

USE OF NONPROFIT MAIL PERMITS

Departments that want to use the university's nonprofit first-class or third-class bulk mail permit (Permit No. 110) to mail publications must adhere to standards established by the United States Postal Service, including verifying yearly all mailing lists. Call the manager of University Mail Services, 252-737-1322, for more information.

Also consult with University Mail Services if a postal indicia, reply postcard or business reply envelope will be included in a publication to ensure that all postal requirements are met.

USING RECYCLED PAPER

The State of North Carolina encourages the use of recycled paper for publications printed with state funds. North Carolina law (G.S. 143-58.2(a)) and Executive Order No. 156 proclaim that state agencies "shall maximize their efforts to purchase and use products made wholly or in part from recycled material."

According to G.S. 136-28.8 (a2), "whenever a public document that is published by an agency of this state is printed on recycled paper, the document shall contain a printed statement or symbol indicating that the document was printed on recycled paper."

NORTH CAROLINA STATE PUBLICATIONS CLEARINGHOUSE

The North Carolina State Documents Depository System (G.S. 125-11) was created in 1987 by the North Carolina legislature (G.S. 125-11). The North Carolina State Documents Depository System established an orderly system for the collection and distribution of state agency publications, both print and digital, through the North Carolina State Publications Clearinghouse.

The clearinghouse collects and processes publications created by state agencies, including ECU and all other universities in the University of North Carolina System.

The services of the clearinghouse and those of the Government and Heritage Library (GHL) at the State Library of North Carolina ensure that all North Carolina citizens have access to both current and historic state agency publications.

[Clearinghouse Guidelines for State Agencies](#)

