**University Trademarks and Graphics Use Guidelines**

**For ECU Club Sports**

1. To use the university name, logos, slogans, colors, mascot, trademarks, service marks and other indicia related to the university on apparel, equipment, uniforms and miscellaneous items, Club Sports must:

a) Be a registered East Carolina University student organization

b) Have designs reviewed by the Assistant Director of Club Sports

c) Use ECU licensed vendors, (An updated list of licensed vendors can be found at <http://www.ecu.edu/licensing/>.)

d) Submit designs for approval through the internal logo review process prior to production as specified at <https://www.ecu.edu/cs-admin/mktg/Logo-Review.cfm>.

1. Apparel, equipment, uniforms and related items must clearly display they are a Club Team. The word “Club” should lead the sport designation. i.e. Club Bass Fishing, Club Lacrosse, Club Ice Skating etc.

1. ECU Club (designation) verbiage on apparel, equipment, jerseys/uniforms (includes caps etc.) and related items (warm-up items) should be displayed in the university’s official Matrix Extra Bold, Gotham, Adobe Garamond, Avenir Next or Museo Slab fonts. All Club Sports are to display ECU (Club Sport designation) verbiage in predominate locations.
2. ECU Club Sports may use the graphic identifiers displayed on the official East Carolina University art sheet. Style Guidelines are available at [www.ecu.ecu/licensing](http://www.ecu.ecu/licensing).
3. All Club sports must display the official Club Sports patch on all uniform and game day apparel items. It is recommended that all club sports apparel items display official club sports patch.
4. In secondary locations, Club Sports may use the verbiage “Pirates” on game day apparel, uniforms and equipment.
5. In secondary locations, Club Sports may use the verbiage “Pirates”, “East Carolina” or “ECU” on non-uniform items.
6. Product designs and vendors must be approved prior to placing any order and payment being made on any order. It is your responsibility to ensure the vendor is licensed with ECU and the design you wish to use has undergone the appropriate review process before any orders have been paid. Any orders placed and paid for before a design has been approved through the correct review process could potentially be denied in accordance with ECU Materials Management guidelines and result in the loss of the premature payment.

\*Additional information is available at <https://www.ecu.edu/cs-admin/mktg/Logo-Review.cfm> and <http://www.ecu.edu/licensing/>.