1. Registered student organizations may create their own graphic identities (logos).
2. Only registered student organizations in good standing may use the University’s marks and logos.
3. University marks and logos may not to be altered in any manner. University marks and logos may not be incorporated into or associated with the marks or logos of another organization. For example: Do not add items into PeeDee’s hands or otherwise alter his appearance.
4. Top tier registered student organizations must have an element of purple in designs. Secondary registered student organizations are recommended to use purple and gold in designs and giveaways. Gold is prohibited to be placed on black. The use of powder blue and red is also prohibited.
5. All registered student organizations must place “Registered” marks in the official ECU purple, gold, black or white ONLY. “Trademarked” words can be in any color EXCEPT powder blue or red and in any font. (Registered student organizations are not required to use official ECU fonts). Both “Registered” and “Trademarked” words must include symbols.
6. Any use of a university mark, trademark or logo by a registered student organization must be approved through the logo review process *prior to* publication or production of licensed products. Production of products must be done through a licensed vendor.
7. Permission to use the University’s marks or logos is not an endorsement of the registered student organization or its activities by ECU. Instead, such use is intended to permit a registered student organization to promote itself at ECU.
8. All designs (including elements of a design) incorporating any university mark or logo must clearly be placed in near proximity to the name of the registered student organization. In every instance the Registered Student Organization’s name must be on the licensed product, most particularly if there is any possibility of mistaking the identity of the student group with an ECU department/school, college/program, or entity.
9. Promotional items featuring a university mark or logo must be for use by the members of the registered student organization only. Sale to the public of licensed goods approved through logo review is strictly prohibited.
10. Designs that reference alcohol, illegal substances, sexually explicit graphics, weapons or profanity are prohibited but will be submitted to Office of University Counsel prior to denial.
11. Uses that may violate the law or the University’s Notice of Nondiscrimination and Affirmative Action Policy are prohibited.
12. The unauthorized use of another’s marks or copyrights in conjunction with the university’s trademarks or word marks is prohibited.
13. Any flyers, brochures, posters or advertisements concerning an activity or event that is open to the public must comply with the AMERICANS WITH DISABILITIES ACT (ADA) by including this statement: Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the Department for Disability Support Services at least 48 hours prior to the event at 252-737-1016 (voice/TTY). If space is limited on your piece, you may use the shortened ADA statement: ADA Accommodation: 252-737-1016 (voice/TTY)