

ECU Health Brand Manual

ECU Health Logo Guidelines

Primary Logo

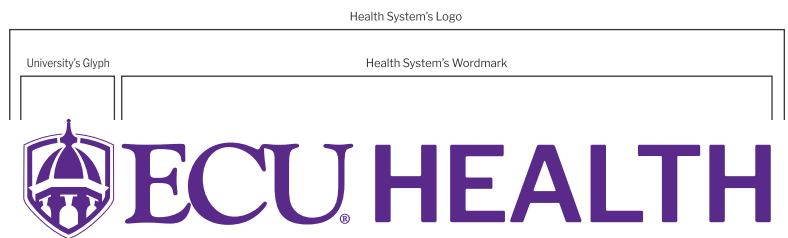
A logo is a graphic representation or symbol of an organization. The ECU Health logo primarily focuses on leveraging the existing community recognition of the university. It is a valuable asset and investment in the health organization's future. Like other investments, it requires careful management to grow its value.

All mentions of the health system's name apart from the logo should be written as "ECU Health" with "Health" in sentence case.



Logo Breakdown

The logo is a combination of the university's Glyph and the health system wordmark. None of these elements can represent ECU Health as a stand-alone.

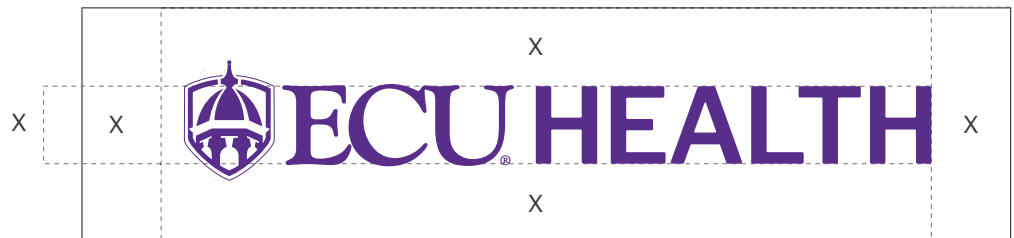


Logo Typefaces



Clear Space

The clear space around the logo should be equal to the height of the logo's wordmark. This principle applies to both logo orientations and to all system logos.



Secondary Logo

This alternate should only be used if the logo is being presented in a space that is not conducive to the primary layout.



Logo Variations and Backgrounds

There are three color variations of the logo, each serving a specific purpose. These are the only color variations approved for use. Approved logo files are available for download on the Brand Central page of the ECU Health intranet.

1 - Full Color

This is the primary logo and should be used in every situation possible. It may only be placed on white or light-colored backgrounds.



2 - White

Use this variation when the background color or imagery adversely affects the legibility of the full-color logo.



3 - Black

Use this variation only in applications where color is not available. The white option should always be considered before black.



Colored Backgrounds

The only acceptable colored background for the white logo is ECU Purple.

The white logo can never be placed on other colored backgrounds.



No other variations or distortions of the logo are permitted in order to maintain visual integrity.

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 logo when resizing it.



No alterations



No color changes



No university symbol alone



No distortion



No special effects



No wordmark alone

Hospital, Clinic and Health Service Logo Regulations

The development of additional logos for hospitals, clinics and other health services will be outlined in the brand architecture section of the ECU Health brand guidelines.

Short names

Names that do not fill the entire width of the bounding box will be left aligned with a cap height of 1/2 the primary logo's text height.



Longer names

Names that extend the width of the bounding box when sized to 1/2 the primary logo's text height should be decreased in size and aligned to the top until they are within the width of the bounding box.



Names with sub-claims

Sub-claims are shown in all-caps following the same sizing regulations of the short/long names, but with a max cap height of 1/4 the primary logo's text height.



In the secondary layout, the same guidelines apply with all text centered.



Services or units that do not have a logo

Distinctive message points for a particular business unit or service line may be used as headlines or in body copy, but they should not be used as taglines or slogans placed in a manner that they appear to "travel" with the logo.

ECU Health Colors

Logo Colors

See section below for color values.

ECU Purple

This is the primary brand color and the primary color for the health system's logo.



Charcoal

This is the preferred color for the under-logo naming conventions.



Health System Colors

The following colors and color hierarchy are strategically selected in order to reinforce the health system's partnership with ECU and help the health system clearly stand out as a strong competitor in the health care consumer market.

82-100-0-12 #592A8A
80.45.127 PMS 268

ECU Purple

ECU Purple is the primary brand color. It should always appear prominently on branded materials.

98-99-19-7 #322E78
50.46.120 PMS 2735

Secondary Purple

Only for headlines, headers, footers or in graphics. This color may be included in branded materials along with the primary brand color, ECU Purple. This color is never acceptable as a background for the logo.

83-52-2-0 #2F74B7
47.116.183 PMS 660

Health Blue

For subheadings, buttons and graphics. This color should show up as an accent to the ECU Purple and Secondary Purple.

54-7-22-0 #72BEC6
114.190.198 PMS 7709

Accent Teal

For buttons and graphics. This color should show up as a tertiary accent color supporting the primary palette.

28-21-10-4 #AFB4C5
175.180.197 PMS 5295

Neutral Gray

For backgrounds and graphics. This color should serve as a support color, but not draw much attention.

5-1-2-0 #EFF6F7
239.246.247 PMS 656

Off-White

For backgrounds. This off-white is great for breaking large amounts of information into sections while still having the breathability of white space.

69-62-61-52 #3A3A3A
58.58.58 PMS 447

Charcoal

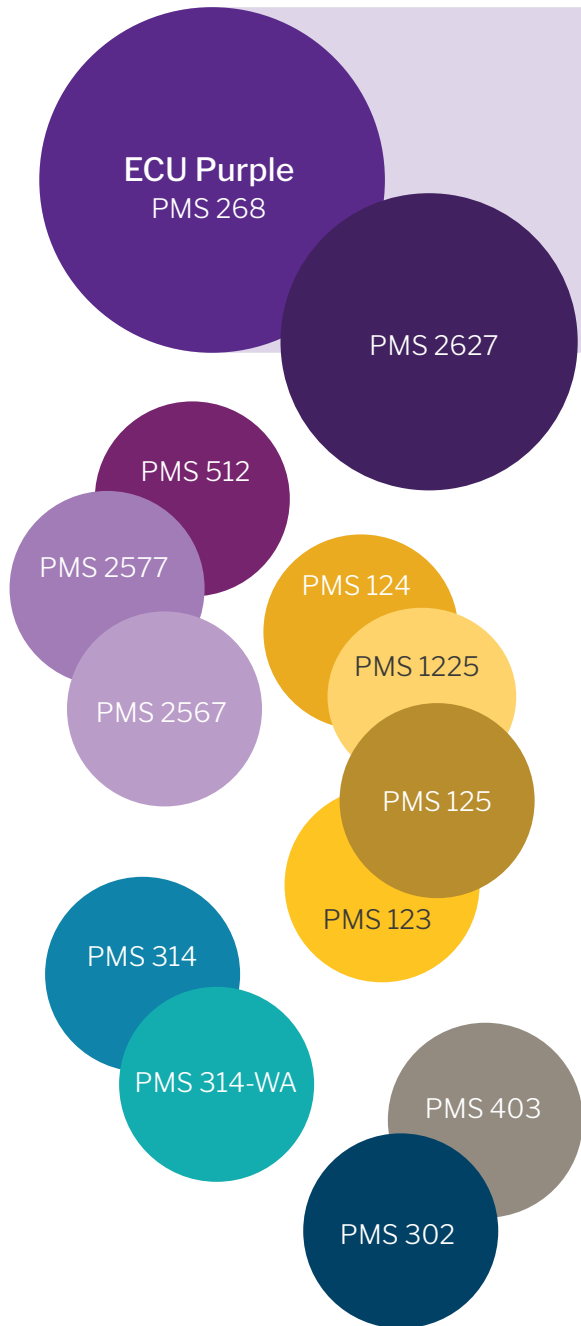
To be used for body copy and regular-light weight text purposes only.

ECU and ECU Health Color Relationships

The color palettes of ECU and ECU Health are related but distinct based on the functions of each organization. Because of this, the two brands have ECU Purple in common and secondary colors that are distinct from one another. The distinct colors should never be displayed in the same instance, and they should never be mixed between the two brands.

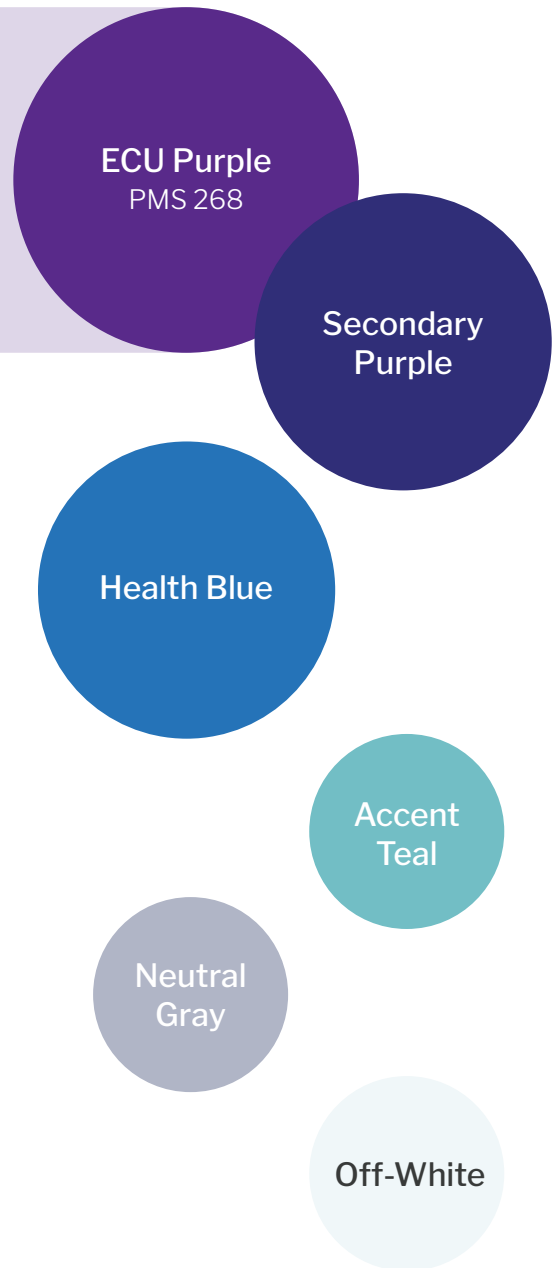
ECU Color

This collegiate palette focuses in on the primary ECU Purple accented by warm shades of purple and yellow with additional accent colors and neutrals used for the digital space.



ECU Health Color

The health system's palette focuses in on the primary ECU Purple along with a supportive secondary purple and a blue to represent health care. This trio is accented by a bright teal and supporting neutrals.



ECU Health Typeface

The typeface of the health system is Libre Franklin.

In order to present a unified brand across all platforms, digital and print, this versatile sans serif is the approved font family of the health system.

Main fonts in the
Libre Franklin family

Libre Franklin Bold

Libre Franklin Semibold

Libre Franklin Regular

Libre Franklin Light

Writing Example



(Optional)
Secondary Purple, Bold



(Preferred)
Charcoal, Light



(Optional)
Health Blue, Semibold



(Optional)
Secondary Purple,
Semibold

Pediatric surgery expertise, right here at home

The board-certified surgeons at Maynard Children's Hospital have years of advanced training to ensure that our smallest patients—and their families—receive the most appropriate treatment.

Our multidisciplinary team includes fellowship-trained surgeons specializing in plastic and reconstructive surgery, neurosurgery, general surgery, and orthopedics and sports medicine.

Our pediatric surgery experts are available for the diagnosis and treatment of conditions like:

General Surgery

- Breast and ovarian masses
- Hernias and undescended testes
- Soft tissue masses
- General abdominal surgery

ECU 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:

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

Pirate Imagery

No pirate messaging or visuals are approved to be used to represent the ECU Health brand.

Branded pirate marks must be used as approved and displayed in the ECU Licensing Guidelines. 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 the ability to protect ECU registered marks.