

## Standards for university mark or logo use by student organizations

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 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. Do not use components of the ECU logo such as the cupola icon.
4. Top-tier registered student organizations must have an element of purple in designs and giveaways. Secondary registered student organizations are recommended to use purple and gold in designs and giveaways. The placement of gold on black or black on gold is prohibited. The use of powder blue and red is also prohibited.
5. "Registered" logos/word marks must be in the official ECU purple, gold, black or white ONLY. "Trademarked" logos/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). All "Registered" and "Trademarked" words must include symbols on first reference in text if the same logo or wordmark is also on the piece. For example, if the ECU logo is used, the text ECU does not require the registered ® mark.
6. Any use of a university mark, trademarked word, phrase, or logo by a registered student organization must be approved *prior to* publication or production of licensed products. Merchandise must be produced by a Collegiate Licensing Company (CLC) licensed vendor who submits the design for approval. Digital or printed advertising or marketing materials containing university marks must be submitted by the student organization to ECU Logo Review for approval. Blanket approval is not given. Review and approval must take place for each use. See [ECU Logo review](#) for more detail about the review process. See [ECU Licensing](#) for a list of licensed vendors.
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. The registered student organization's name as it appears on student organization portal, i.e., The Pirate Experience, must be on all designs, including promotional products/giveaways. All designs incorporating the university's name, any mark or logo must also have the name of the registered student organization name in close proximity. There must not be any possibility of mistaking the identity or viewpoint of the student group with an ECU department/school, college/program, or entity.
9. All merchandise, including apparel, featuring a university mark or logo along with the student organization's name, are for use by the members of the registered student organization. Sale to the public/non-members of licensed goods is strictly prohibited, even if the design was approved.
10. Designs that reference alcohol, illegal substances, sexually explicit graphics, weapons or profanity are prohibited unless clearly defined as an educational piece for student health and well-being. Designs that reference the above will be submitted for review to the Office of University Counsel and others as appropriate. Designs that could raise reputational questions will be sent for review by administration.
11. Uses that may violate the law or the university's Notice of Nondiscrimination is prohibited.
12. The unauthorized use of another entity's marks or copyrights in conjunction with the university's trademarks or word marks is prohibited. The combined use of the university logo and athletic spirit marks is prohibited.
13. Any flyers, brochures, posters or advertisements concerning an activity or event that is open to the public or members of the campus community 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 ECU's ADA coordinator at least 48 hours prior to the event at 252-737-1018 or [ada-coordinator@ecu.edu](mailto:ada-coordinator@ecu.edu). When space is limited, an abbreviated statement can be used: ADA accommodation: [ada-coordinator@ecu.edu](mailto:ada-coordinator@ecu.edu) or 252-737-1018.

Questions should be sent to ECU Creative Services, [creativeservices@ecu.edu](mailto:creativeservices@ecu.edu) or [logoreview@ecu.edu](mailto:logoreview@ecu.edu), or call (252) 328-6037.