The University Image

A Guide to Publications and Advertising

ECU®

INTRODUCTION

ECU's brand standards incorporate the consistent use of typography, logos and marks, text and design elements, and editorial style in telling the university story. Brand standards ensure that materials boldly and distinctively represent the essence of East Carolina University® while striving to create an emotional and memorable connection with our audiences.

Part of University Communications in the Chancellor's Division, the Department of Creative Services directs the implementation of the university's image regulation. As the university-designated brand steward, Creative Services collaborates with partners campuswide to create promotional work and develop creative strategies that advance ECU's overarching goals.

The University Image: A Guide to Publications and Advertising – along with its related appendices on brand.ecu.edu – is the authorized manual specifying the brand standards that guide the university's promotional efforts.

Please note *that ECU Athletics and ECU Health have separate branding guidelines. Designs for any items bearing an ECU Athletics mark or the ECU Health logo must be sent to Logo Review in Creative Services prior to production.*

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1. COLOR PALETTE

The official primary colors for ECU are PMS 268 (ECU purple) and PMS 123 (ECU gold). PMS 109 may be used for ECU gold when printing on uncoated paper.

Refer to the color formulas here for all printing, apparel and web-related color specifications. Black, white and gray are acceptable colors in addition to the primary and accent color palettes.

The accent color palette offers options that may be used as appropriate to highlight an element in your design. However, the primary part of all color designs should always be ECU purple and ECU gold for print and digital marketing. Unless black and white, an element of ECU purple is a requirement for all designs. For apparel, the accent color palette may be used for compelling business reasons with prior approval from the Department of Creative Services.

ECU BRAND PRIMARY COLORS & ACCENT COLOR PALETTE

PRIMARY

| PMS 268C HEX #592A8A | PMS 123C HEX #FEC923 | PMS 109U |

ACCENT PALETTE

PMS 2627C HEX #41215E	PMS 2577C	PMS 2567C
PMS 5285C	PMS 512C HEX #77216F	PMS 403C HEX #6C6D68
PMS 1225C HEX #FFC845	PMS 124C	PMS 125C HEX #B2901F
PMS 302C	PMS 314C HEX #00818F	Use only as the web alternative for 314C C=76 M=8 Y=33 K=0

Definition

Element of Purple: *An element of purple is defined as the use of ECU purple in an obvious component of the design. Purple is proudly part of ECU and serves as a strong visual cue to your audience that they are looking at something from this institution.*

For further guidance about what constitutes an element of purple, please send an email to Logo Review at logoreview@ecu.edu.

The teal accent color is not allowed for apparel, as it is too closely associated with the ECU Health brand (see apparel guidelines in the **Apparel** section later in this guide). Certain colors and combinations – including light blue, red, bright navy and black/gold – are not allowed. An element of ECU purple is a requirement in all print and digital designs.

Regarding black/gold combinations: Please note that *if* purple is incorporated into the design, black/gold combinations are acceptable (and must be preapproved).

Regarding purple-on-black usage: The combination of purple on black is permitted when used judiciously. Please note that the low contrast between the two colors may make the design difficult to see and may make the piece noncompliant with accessibility standards.

2. TYPEFACES

The consistent use of a small family of typefaces in headlines, subheads and body copy is an important factor in helping to establish a unified look among ECU's promotional materials.

Definitions
Headline: *The headline is the most prominent message on the piece.*

Subhead: *A subhead is primarily used to elaborate on the headline, help connect the headline to the body copy or introduce a subsection within the body copy.*

Body Copy: *Body copy is the text that has the bulk of the information being conveyed. This could be a paragraph, bulleted lines of text, or event details such as the date, time and location.*

The ECU brand typefaces are Adobe fonts. If these are not available, free Google font families have been selected as alternatives.

The university typefaces are as follows:

FOR HEADLINES/SUBHEADS – SERIF

Adobe Garamond Family

Museo Slab Family

Roboto Slab Family (Free Google Font — Museo Slab Alternative)

FOR HEADLINES/SUBHEADS – SANS SERIF

Avenir Next Family

Museo Sans Family

Roboto Family (Free Google Font — Museo Sans Alternative)

FOR BODY COPY – SERIF

Adobe Garamond Family

Crimson Text Family (Free Google Font — Adobe Garamond Alternative)

FOR BODY COPY – SANS SERIF

Avenir Next Family

Museo Sans Family

Figtree Family (Free Google Font — Avenir Next Alternative)

FOR SPECIAL USE (INFOGRAPHICS, WEB, VIDEO, ETC.)

Avenir Next Condensed Family

FOR ACCENT (LIMITED DECORATIVE USE)

Celestia Antiqua

Ovidius Script

FOR WEBSITE ONLY

Oswald

Quattrocento

3. APPAREL AND PROMOTIONAL GIVEAWAYS

Apparel

T-shirts and hats have slightly different guidelines for production.

Apparel colors do not have to match PMS numbers but should fall within the family of the primary and accent color palettes. (For example, since gold is part of the primary color palette, any version of yellow would be acceptable.) This applies provided that all other color rules are followed. The use of other colors must be preapproved.

Apparel imprint or embroidery does NOT need to have an element of purple *if* general color rules are followed (but no light blue, no red, no bright navy, no black/gold combinations). However, when four-color designs are being produced, an element of ECU purple is required.

Apparel does NOT have to use brand typefaces if only displaying the program/event name; however, if copy is included in addition to the program/event name, those fonts must be brand fonts.

For apparel options outside these guidelines, compelling business reasons can be discussed with the Department of Creative Services prior to beginning the project.

Promotional Giveaways

All promotional items other than apparel – including but not limited to cups, sunglasses, pop sockets, stickers, etc. – must have an element of purple or be produced on a purple item. For options outside these guidelines, compelling business reasons can be discussed with the Department of Creative Services prior to beginning the project.

4. TITLE TREATMENTS AND EVENT ART

Title Treatments for Events or Programs
Any font can be used to highlight the name/title of an event on a program's promotional item as long as the rest of the information is in brand fonts.

Event Art
Full art supporting the event must always have a sponsoring logo or logo lockup and an element of purple. While logos for programs and events are not allowed, art can be created that showcases the program or event as long as an element of ECU purple is included and the logo lockup of the sponsoring department/college/school is included.

Examples
The examples below illustrate various appropriate use of graphic identifiers in program-specific marketing.

The "Citizen U" example illustrates proper use of a program/event graphic with an ECU unit logo lockup.

The example above illustrates proper use of a program/event graphic with an ECU unit logo lockup, along with proper ways of including elements of purple in the design and sponsoring/partnering departments in body copy (see **Logo Use** for further details on usage). Below, the "Finish in Four" LCD graphic illustrates proper use of a program/event title graphic with the primary ECU logo.

5. REGISTERED AND TRADEMARKED LOGOS AND TERMS

ECU owns the exclusive intellectual property rights to its names, 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").

To protect these marks, proper display of the trademark and registration mark must be used in first reference to any of these terms:

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

Please note *that if the ECU logo is displayed on a piece, the first ECU reference in copy does not need the registration symbol.*

PRIMARY LOGO

STACKED LOGO

UNIT LOGO LOCKUP (PRIMARY)

UNIT LOGO LOCKUP (HORIZONTAL)

Definitions

Primary Logo: *The horizontal version of the ECU logo is the primary mark and should always be the first choice in your designs.*

Stacked Logo: *The vertically stacked alternate should only be used if the logo is being used in a space that will not accommodate the primary format.*

Unit Logo Lockup: *Colleges, schools and departments may use custom unit logo lockups. These logo lockups — which can be created in primary and horizontal formats — incorporate the university logo combined with a stylized type treatment of the unit name. Creative Services is the only source authorized to develop logo lockups. See more under* ***Unit Logo Lockups****.*

The university logo is available in two orientations: horizontal and vertically stacked. The horizontal version is the primary mark and should always be the first choice in your designs. 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.

Both the Cupola and the letters ECU are registered trademarks, and the logo includes the registration symbol, which may never be removed. The Cupola graphic is not to be used alone.

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.

Creative Services is the only entity that can create approved logos and logo lockups.

Use of the university seal is limited to official university documents, coins and a few select promotional items. Contact the Department of Creative Services for details prior to use.

The ECU Health logo is only available through Creative Services for placement on anything being produced by an ECU employee. Anything being produced with an ECU Health logo must be reviewed via [Logo Review](#) prior to production.
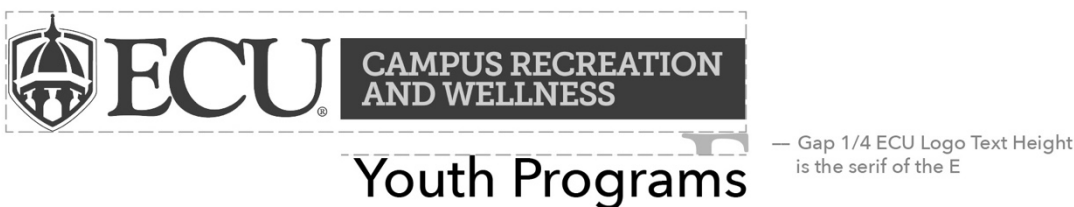
Spacing and Orientation
The spacing and the relationship of the elements in the ECU logo may not be altered in any way.

When text or graphics are placed adjacent to the logo, the size of the "E" in the logo demonstrates the minimum distance that text or graphics can be placed. Exceptions are in the cases of typesetting a program or campus initiative beneath the logo. (See the following illustrations.)

Text / graphics can begin at the sides of the black rectangle above. The logo cannot, however, be placed inside a rectangle. The logo CAN be placed in a solid bar across a page or graphic if desired.

When adding a program name or campus initiative, the regular spacing of the "E" surrounding the logo leaves too much of a gap and creates a disconnect between the logo and program/initiative when stacked, especially when the font size for the text varies. The gap should be one-quarter the size of the ECU logo text height. When the program or initiative name is placed beside the logo or logo lockup, the "E" size is used. (See the following illustrations.)

Quality Enhancement Program

Gap is 1/4 ECU logo text height which is the serif of the E

Gap is the width of E in the logo

Quality Enhancement Program

CAMPUS RECREATION AND WELLNESS

Youth Programs

— Gap 1/4 ECU Logo Text Height is the serif of the E

Gap Width of E in Logo

CAMPUS RECREATION AND WELLNESS

Youth Programs

See **Unit Logo Lockups** information later in this document for further guidance on proper use of incorporating the ECU logo, logo lockups, and programs and initiatives.

Multiple Marks

In instances of multiple sponsorships or co-branded programs (that is, programs sponsored by both ECU and non-ECU entities), logos must be kept separate.

If a particular university unit is the lead sponsor for an event, that unit's logo lockup may be used as the identifying mark. All the participating partners should be typeset beneath, above or beside the logo lockup or mentioned in the body copy of the piece.

If an ECU-led event is equally co-sponsored by multiple university units and/or other entities, the primary ECU logo should be used. All other participating partners should be typeset beneath, above or beside the logo lockup or mentioned in the body copy of the piece.

Multiple ECU logo lockups on any given piece are not allowed. (**Note:** If ECU Health is a partner with an ECU sponsor, both logos are permitted since they are two different brands.)

All marks appearing within the same piece – including unit logo lockups – must have the same orientation (for example, not one stacked and one primary).

The best practice for placement of a logo or logo lockup is at the bottom of the piece, unless the item will sit in a rack or display with only the top showing; then, the logo or logo lockup may be placed at the top.

Unit Logo Lockups

Colleges, schools and departments may use custom logo lockups for their units. These logo lockups incorporate the university logo combined with a stylized type treatment of the unit name. Creative Services is the only source authorized to develop unit logo lockups.

For further customization, you may typeset a program name, office name or other entity along with either the primary university logo or the logo lockup for a specific college, school or department.

As long as you use an approved university font, you may typeset the name of your program as a headline or to the side or below the logo. (See above for examples and spacing specifications.) This is not done by Creative Services, as anyone may typeset a program name.

Color Options for Logos and Logo Lockups

The university logo prints in one color. Purple, gold, black and white are the required colors for printing the logo. The logo prints on a solid area of color or on a white

background but not on light blue, red, any sister university colors or boldly textured backgrounds.

Photography or illustrations may be used as a background behind the logo if there is sufficient contrast for the logo to be read easily.

To avoid brand confusion with other universities, the gold version of the logo cannot be presented on a black background (nor a black logo on a gold background). Use of a white block behind the logo (or any other color "block") is not permitted.

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. Do not distort the mark when resizing it.

7. LOGO REVIEW

All materials containing ECU trademarked or registered words, phrases or logos must be reviewed via the Logo Review process for accurate use and brand compliance.

Please submit your materials here:
https://university-communications.ecu.edu/logo-review

8. SPIRIT MARKS

Primary and secondary athletics marks (also known as "spirit marks") should not be used. Exceptions include when the program has an athletics or spirit component. ECU Athletics must give approval for all uses of any spirit mark.

Athletics' style guide can be found here:
https://licensing.ecu.edu/wp-content/pv-uploads/sites/507/2020/06/2019_ECU_Athletics_Brand_Guide.pdf

Use of any spirit marks must be approved through ECU Licensing, which can be addressed via Logo Review:
https://university-communications.ecu.edu/logo-review

9. TAGLINES

Distinctive message points or marketing lines 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.

10. LICENSED VENDORS

Licensed vendors must be used to produce any promotional "swag." This applies to oversized posters, signage, banners, etc. It covers most everything outside of marketing materials printed on paper up to about 11" x 17".

For more information, including current lists of licensees, visit here: https://licensing.ecu.edu/product-purchasing

Standard Licensees
Standard licensees have been approved by ECU to manufacture and supply officially licensed products into the marketplace.

Internal Licensees
Internal licensees may produce items purchased by university departments and organizations for internal use only. Internal campus suppliers are not permitted to sell product to retailers, directly to consumers, or to any entity unrelated to the institution. They also are not permitted to sell products that would be resold.

11. PROHIBITED DESIGNS

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. All designs that reference the above will be submitted for review to the Office of University Counsel and others as appropriate.

Nautical and pirate-specific items that could be considered weapons – including sabers, hooks and cannons – will be allowed if used in the context of ECU Pirate spirit. Club Sports are allowed to show the tools of their club in an appropriate manner. In all cases, context is important.

As with color use, any questions about certain themes in art may be presented and discussed with the Department of Creative Services prior to production so exceptions can be determined. Promotional materials for events in a brewery or where alcohol is being served will be reviewed by the Office of University Counsel and others as appropriate if those promotional materials are presented to a student audience.

12. REPRESENTATION

Represent the diverse ECU community in a respectful and authentic way through both language and imagery in materials.

Take care that materials steer clear of cultural appropriation. Cultural appropriation takes place when cultural imagery and materials – including music, attire, food, art or other iconography – are removed from their cultural context and used in ways unintended by the original culture.

13. PIRATE IMAGERY

ECU Athletics' primary skull-and-crossbones mark, word marks, PeeDee, No Quarter Flag and Pirate State of Mind marks (collectively, "spirit marks") are trademarked and controlled by a licensing program administered by the Collegiate Licensing Company. Due to these protections, the spirit marks cannot be altered in any way, nor can other art or graphics imitate any of these marks.

This means generic imagery representing a skull and crossbones is not allowed, even if the crossbones are sports gear, musical instruments or medical tools. The skull cannot wear a hat or an eye patch. A skull or a skeleton may be used alone, without a hat or eyepatch. Crossed instruments or tools, without a skull, may also be used. Other graphics, such as a tooth or a ball, cannot be used if it mimics the look of a pirate (e.g., eyepatch, hat or crossbones). The same applies for the word marks, using Matrix Bold for other terms, the No Quarter Flag and the Pirate State of Mind (e.g., putting other icons in the shape of the state).

Pirate imagery that IS allowed includes pirate gear including sabers, pirate ships, treasure maps and treasure chests, as well as nautical items such as a compass, ship's wheel, telescope, etc.

14. EDITORIAL STYLE

To ensure editorial consistency and clarity in the promotional and marketing projects it produces and reviews, Creative Services uses three references to guide editorial style under the ECU brand:

1. *East Carolina University Editorial Style Guide for Promotional and Marketing Projects*
2. The current edition of *The Associated Press Stylebook and Briefing on Media Law*
3. *The Merriam-Webster Dictionary*

The *East Carolina University Editorial Style Guide for Promotional and Marketing Projects* highlights common matters of style when preparing ECU promotional and marketing materials, including capitalization, items specific to the university and exceptions to AP.

15. ADA STATEMENTS

When marketing programs and events hosted or presented by ECU, be certain to include the full Americans with Disabilities Act statement, which can be small but must be clear and legible:

> 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.

If space does not allow, such as on an LCD screen, you may use the abbreviated statement:

> ADA Accommodation: ada-coordinator@ecu.edu • 252-737-1018

16. COST STATEMENTS

Per North Carolina General Statutes (G.S.), all public documents printed with state-appropriated funds at quantities of 200 or more – 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.

Definition
Cost: *Cost, according to G.S. 143-170.1, includes printing charges (labor and materials) and other identifiable costs, such as design, typesetting and binding. This statement may appear on the inside back cover or outside back cover (for booklets, brochures, etc.) or on the bottom (for postcards, flyers, etc.) of the publication in a type size smaller than the publication's regular text.*

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

> Printed with nonstate funds.

17. NONDISCRIMINATION STATEMENT

Include the following statement in student- and employee-recruitment publications:

> East Carolina University 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 (including relationship or association with a protected veteran; or Active Duty or National Guard service).

The statement can be set in type that is smaller than the size of the body copy. It typically is placed on the back cover (inside or outside) of multipage pieces and on the bottom of single-sided pieces.

18. ECU MAILING PERMIT USE

University Printing, Graphics and Mail Services (UP&G) at East Carolina University offers campus, bulk-rate, first-class and presort mailing options for distribution of printed pieces. Various printing and labeling services, including mailing list consolidation, also are available.

UP&G manages the use of ECU's nonprofit first-class and third-class bulk mail permits (Permit No. 110). Publications bearing the university's permit imprint (also referred to as the indicia) must adhere to standards established by the United States Postal Service.

Think of using the permit as using a checking account. The money needed to complete the mailing needs to be in the university's postage account before the mailing is to take place.

Communicating in advance about your mailing needs with UP&G is particularly important to ensure that funding is available to cover postage under the permit and that all postal regulations are met, including on mailing panels, reply postcards and business reply envelopes.

Contact Ann Weingartz, director of University Printing, Graphics and Mail Services, at weingartza@ecu.edu or 252-737-1303 with questions or for more information.

19. LCD GUIDELINES

To be accepted for posting, graphics must meet the following criteria:

- The campus event or program promoted on the LCD graphic **must be sponsored by a university entity**.
- **Include the ECU logo or logo lockup.** Typesetting the sponsoring department(s) or organization(s) is acceptable if logo lockup is not applicable. Contact Creative Services if an existing logo or logo lockup file is needed.
- Include a date-specific event, program or deadline, or communicate critical information that affects the health, safety and/or well-being of students.
- Be reviewed and approved via Logo Review prior to request for posting; take note of date received, as this is now required on the request form.
- **Dimensions**: 3475 pixels by 2160 pixels; **Resolution**: 300 dpi
- **Primary fonts** used should be ECU brand fonts: Avenir Next, Museo Slab or Sans, and/or Adobe Garamond, Roboto Slab, Figtree or Crimson Text. Decorative fonts are allowed only for the event titles.
- **Minimum font size**: 10.5 pt (for most fonts/software) or 14 pixels (for Canva). **Aim for readability.**
- Must **include** an element of ECU purple (Hex code: 592A8A).
- Keep text and important images a minimum of **75 pixels or 1/4"** from all edges of the graphic; this is your safe area.
- Must be **.jpg format** (.png or .pdf not accepted).
- **Include** at least the following abbreviated ADA statement:
  ADA Accommodation: ada-coordinator@ecu.edu • 252-737-1018
- If your program includes a series with events in different months, please submit one LCD graphic for each event date.
- **Design tip**: The graphic will only be shown in rotation for 10 seconds. For maximum engagement and readability, consider limiting the amount of text on screen. Include a QR code to a website for more detailed information.

LCD graphics display for two weeks prior to the event, program or deadline.

20. CONTACT INFORMATION

Logo Review
logoreview@ecu.edu

Creative Services
creativeservices@ecu.edu • 252-328-6037

Ticket System
https://university-communications.ecu.edu/services

Scroll down to Graphic Design and click on the button to Submit a Graphic Design Request. The system works on ECU's single sign-on.

Licensing Coordinator
spainm18@ecu.edu

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