

TOP 10 TIPS *for* BRANDING

Use of ECU Logos & Workmarks

1

University departments may NOT create their own graphic identities (logos). University departments may use the University's marks and logos, or the approved lockup (logo) for department, division, or center, as provided by Creative Services.

Programs do not have logos, but may typeset the name/title beneath or beside the university or department logo using the university's brand fonts.

To use the ECU Health logo, please contact Creative Services, (252) 328-6037 or creativeservices@ecu.edu.



Summer Program for Future Doctors



Do not put more than one ECU logo on a page!

2

Be sure to include "Registered" ® and "Trademarked"™ symbols when necessary. Reference the University Image Manual found online at brand.ecu.edu.

Also, the use of another's marks or copyrights in conjunction with the university's trademarks or word marks is prohibited.

3

Any use of a university mark, trademark, copyrighted term, or logo must be approved through the logo review process. Promotional or imprinted items must be produced through a licensed vendor. However, this requirement does not apply to printed flyers, brochures, and such. More about licensed vendors and the logo review process is found on the University Communications web site: university-communications.ecu.edu/logo-review/.

4

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 pull the shield or cupola from the university logo as a stand-alone graphic.

Do not put a white box around a logo. However, a white or white and gold version may be placed on a field of purple (see below).

5

In order to present a unified brand, specific fonts should be used on all marketing pieces. Approved fonts for ECU are Avenir Next, Museo Slab, or Adobe Garamond families. These fonts should be used for flyers, brochures, LCD screens, social media and the like. The fonts Celestia Antiqua, Oswald and Quattrocento are strictly for web pages. The Libre Franklin font family is approved for ECU Health publications.



6

An element of purple must be incorporated into the design of university pieces. Gold is prohibited to be placed on black. The use of powder blue and red is also prohibited unless these colors are components of a photo or there is a compelling business reason.

7

Designs that reference alcohol, illegal substances, sexually explicit graphics, weapons or profanity, in text or images, are prohibited, but will be submitted to Chief Communications Officer prior to denial.

8

Uses that may violate the law or the University's Notice of Nondiscrimination and Affirmative Action Policy are prohibited.

9

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, at minimum, the shortened ADA statement: ADA Accommodation: (252) 737-1018 or email ADA-coordinator@ecu.edu.

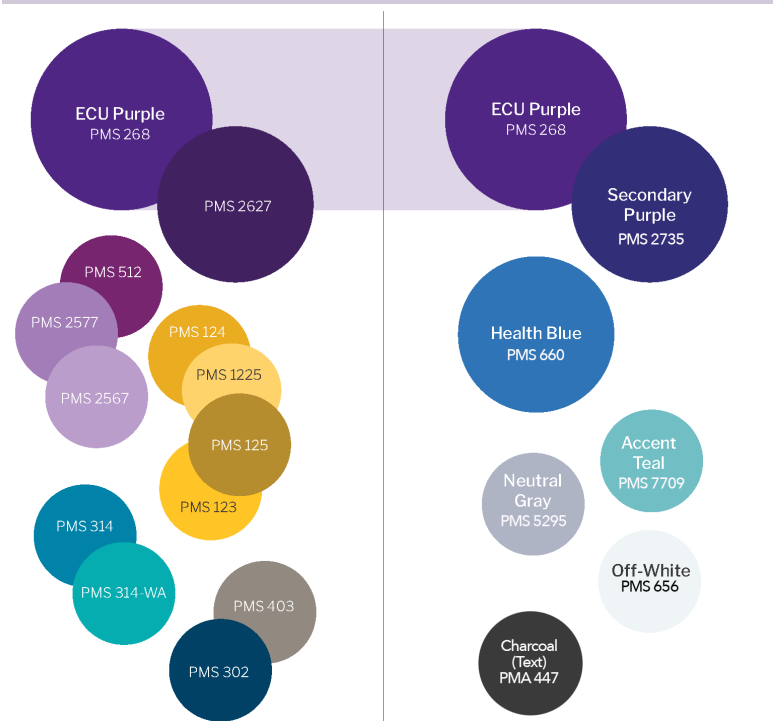
10

Academic and Logo Review

All publications listing courses and degree requirements must be approved by your dean/director/designee prior to submitting to academic review and must be consistent with the ECU academic program inventory (API) and the ECU academic catalogs. See university-communications.ecu.edu/academic-review/ for further details and the downloadable Academic Review Form.

All publications or marketing materials containing ECU logos or wordmarks must be reviewed for accurate use. Please submit your materials via the link on university-communications.ecu.edu/logo-review/.

East Carolina University and ECU Health Color Comparisons
The color palettes of ECU and ECU Health are related but distinct. The two brands have ECU Purple in common and secondary colors that are different from one another. The distinct colors should never be displayed in the same publication, and they should never be mixed between the two brands.



Need help?

When you need creative work, we provide the service! We will work with you to understand your needs and use our expertise to develop creative solutions. You can contact us to create a brochure, postcard, website, social media graphics, advertisements, custom illustration or any other marketing materials. All work produced by creative services automatically meets brand standards, so no need for further review.

Visit university-communications.ecu.edu/services/ for more information or to put in a request for service. Since there is no charge for our services, there is typically a long queue of jobs. We require requests be submitted with all referenced materials, a minimum of four weeks advance for simple pieces, or eight to ten weeks for more complex jobs.

Thank you for working with us to maintain a cohesive brand!