

# Branding Initiatives Update

August 10, 2015



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EAST TENNESSEE STATE  
UNIVERSITY

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# Launch

- April 29, 2014- Academic
  - Website
  - Identity Standards
- July 23, 2014- Athletic
  - Website
  - Identity Standards



# Print & Design

- Create logos
- Update the website
- Business cards & ordering online
- Templates online
- Project request online
- Update recruitment materials





Home

Athletics Identity  
SiteAcademic Identity  
StandardsAcademic Identity  
Quick Reference

Request Logo

Order Business  
Cards & StationeryRequest Graphic  
Design Services

Request Donation

Marketing Materials

Downloads

Homepage Web  
Policies

FAQ

Why a Unified  
Identity?

Contact Us



## Order Business Cards & Stationery

Steps to order Business Cards, Stationery and /or Envelopes:

1. Fill out the form below and submit
2. Place order in ebucs for billing
  - o Business cards- please use UPS as the vendor (UPS was awarded the bid).
  - o Stationery and/or Envelopes - Printing & Publications will email you with quotes and you may choose the vendor.
3. Before production, a proof of the Business Cards, Stationery and /or Envelopes will be sent to the contact person, indicated on the form for final approval (may take up to 48 hours to receive a proof.)

If you have any questions regarding this process, please email [identity@etsu.edu](mailto:identity@etsu.edu) .

**Contact Name \***

First Name

Last Name

**Contact E-mail \*****Contact Phone \*** - 

Area Code

Phone Number

**Order Information \*** Business Cards Stationery #10 Envelope #9 Reply

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- Home
- Athletics Identity Site
- Academic Identity Standards
- Academic Identity Quick Reference
- Request Logo
- Order Business Cards & Stationery
- Request Graphic Design Services
- Request Donation
- Marketing Materials
- Downloads
- Homepage Web Policies
- FAQ
- Why a Unified Identity?
- Contact Us

### Request for Graphic Design Services

It is vital that ETSU receive maximum impact with its marketing dollars by creating the strongest and most positive image. ETSU's advertising must be identifiable at a glance to reinforce the university's visual brand. To this end, University Relations is pleased to offer our campus community free design services.

Upon submission of the completed form, you will be contacted to get additional information and to establish a production timeline for your project. If you have any questions please call 423-439-4250.

**Full Name \***

First Name Last Name

**Phone Number \***

-

Area Code Phone Number

**E-mail \***

**College/Department \***

**How will this project be used? \***

- External Publications
- Recruitment
- Event
- Informational
- Other

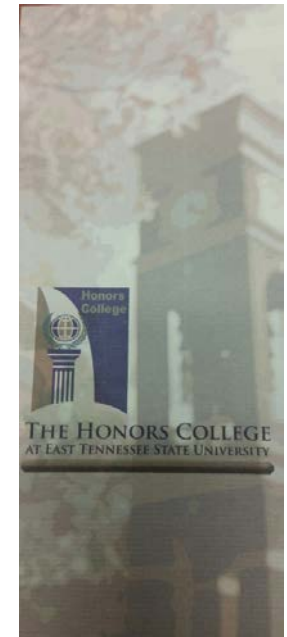
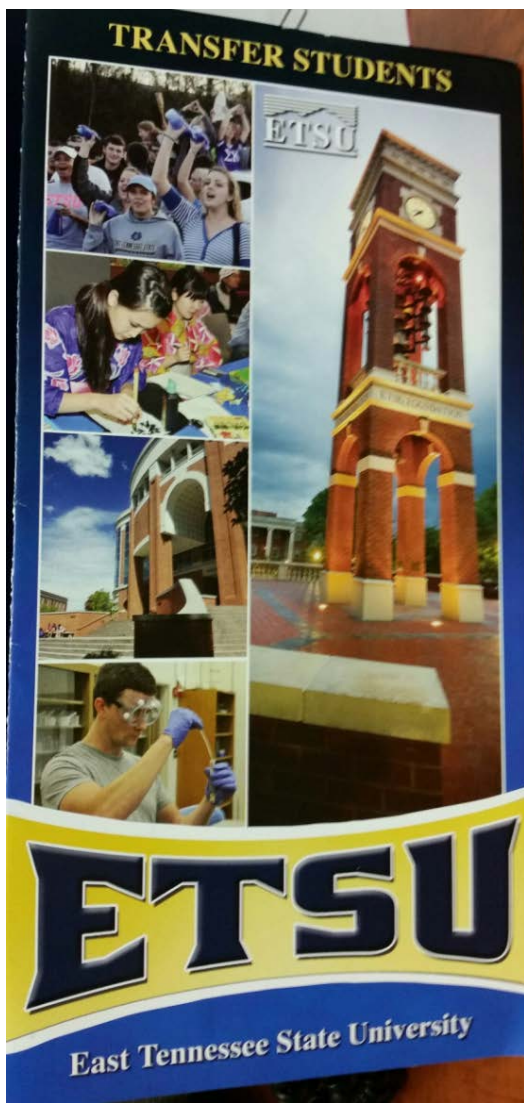
**Brief description of how you envision this project \***



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**EAST TENNESSEE STATE UNIVERSITY**





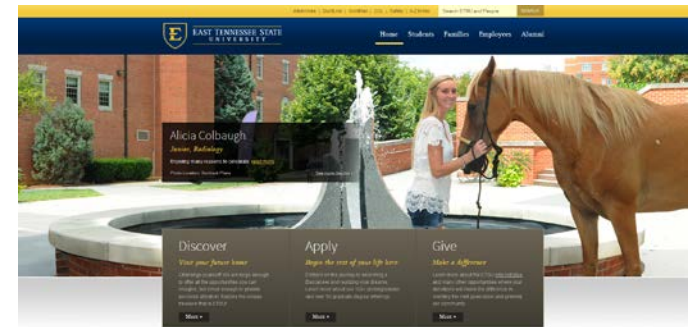



**FIRST NAME**  
**LAST NAME**  
 Department / Position



Arial  
 Text Style

 123A



# Licensing

- Barb Mason
- Policies
- Promotional items
- Retail sales
- Back to school



# Retail Locations

- Academy Sports & Outdoors
- Cracker Barrel (2 locations)
- Fanatics
- Follett (2 locations)
- Lids
- MSHA Gift Shops (3 locations)
- Sam's Club
- Student Book Exchange
- Tri-Cities Regional Airport
- Walgreens (19 locations)
- Walmart (4 locations)
- Kroger
- Dicks
- Roadrunner
- Food City
- DoubleTree
- Carnegie Hotel





EAST TENNESSEE STATE  
UNIVERSITY

# What's Next?

- Licensing website
- Launch new Bucky costume
- Internal supplier meet & greet
- Building signage
- Directional signage
- More templates
- Creating college town feel
- ETSU Blue & Gold

