The University Logo is for use in all areas of the University when communicating to internal and external audiences. The primary logo must be reproduced from official artwork. If you have questions please email identity@etsu.edu

### ETSU'S OFFICIAL COLORS

- PMS #282 ETSU Navy
- PMS #123 ETSU Gold

### FULL COLOR ETSU INSTITUTIONAL MARK

- **EAST TENNESSEE STATE UNIVERSITY**
  - Vertical (or stacked) version.

- **EAST TENNESSEE STATE UNIVERSITY**
  - Horizontal version.

### ONE COLOR ETSU INSTITUTIONAL MARK

- **EAST TENNESSEE STATE UNIVERSITY**

### SIZE

The primary horizontal logo with graphic mark may not be reproduced any smaller than 1.5" inches in width. The primary vertical logotype cannot be reproduced any smaller than 1.125 inches in width.

- **1.5"**
- **1.125"**

### CLEAR SPACE

When the logo is used a minimum amount of clear space must surround the logotype. This space is equivalent to the width of the E.

### MONOGRAM LOGO

The monogram is never a replacement for the primary logo. If employed on an external application, it may be necessary to use the version that includes the words “East Tennessee State University” below the monogram so that an external audience can interpret the acronym. Do not attempt to recreate the monogram.

### RESTRICTIONS

The East Tennessee State University Primary Logos may not be altered or changed in any way. These Logos may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark. The logos may not be cropped, blurred or distorted in any way.

### DO NOT REVERSE THE SYMBOL

The graphic E should always be lighter in value than the banner. When placed on a dark background the outside of the banner acts as a bounding box and will blend in with the background color. (See example)