April 29, 2014

Dear students, faculty and staff,

Over two years ago, the university began an extensive review of our overall marketing and branding efforts, and one of the immediate themes that emerged from those conversations centered on our visual identity and the need to bring consistency to the use of our colors and logo. Last fall, we began the process of evaluating a new logo for ETSU. A team held focus groups with students, faculty and staff and presented certain ideas and themes. In reviewing the feedback we received there were mixed feelings about using a campus building or structure to represent ETSU, but what we did hear was a strong sense of pride in the place we call home: East Tennessee.

During the Spring Fling event today, I had the honor of unveiling the new logo for East Tennessee State University. The rollout of this new logo is not intended to be an immediate change. This will be a gradual transition, one that will likely take approximately two years to complete. The mountain logo that has served as our primary logo since the 1980s is an important part of our history and tells the story of who we are as an institution. You may continue to use letterhead, envelopes, business cards and other materials that have the mountain logo, and once your supplies are depleted, you can reorder them with the new logo.

I understand that many of you will have questions regarding the use of this logo. You may send these questions to identity@etsu.edu. We also have a web site, www.etsu.edu/identity, which provides information, guidelines and examples on the use of the logo. Please note that this does not replace the traditional ETSU seal.

Again, I thank you in advance for your support of these efforts to bring consistency to our visual identity. Thank you for all you do for ETSU, and best wishes as we approach final exams week.

Sincerely yours,

Dr. Brian Noland
President
EAST TENNESSEE STATE UNIVERSITY CORE MESSAGES

POSITIONING/DIFFERENTIATION
East Tennessee State University was founded in 1911 and serves over 15,000 undergraduate, graduate, and professional students. Located in a secure and beautiful setting, ETSU is a distinct public university offering high quality, affordable education uniquely advancing the health and well-being of people throughout Tennessee, the Southern Appalachians, the nation, and the world.

LOCATION
East Tennessee State University, located in Johnson City, is a warm and friendly residential campus nestled in the beautiful Blue Ridge Mountains of northeast Tennessee.

MANAGEMENT/PHILOSOPHY
East Tennessee State University is committed to scholarly and creative achievement, community and international partnerships, entrepreneurial initiatives, and interdisciplinary collaboration.

FACULTY QUALITY/CURRICULUM
East Tennessee State University offers comprehensive academics in the health sciences, liberal arts, business, education, and technology in undergraduate, graduate, and professional programs taught by dedicated, highly motivated, and accomplished faculty committed to student success.

CAREER/LIFE PREPARATION
East Tennessee State University is a place of hope, opportunity, and discovery where students can pursue their career goals and become engaged and productive citizens in a diverse world.

THE EDUCATION EXPERIENCE
East Tennessee State University promotes the intellectual and personal growth of individual students in a vibrant campus community.
Graphic identity is an outward expression of the personality, values, and goals of an institution. As a leading university, East Tennessee State University has local, regional, national, and international audiences. Our logo and related graphics express our serious commitment to quality as well as the energy and caring that each of us at the university contributes.

The *Style and Graphic Standards Manual* is the guide to applying our image and identity to the materials through which we communicate to all our constituencies.

Through consistent application of these standards over time, ETSU will enjoy the benefits of improved communications, understanding, and competitive positioning with the publics we dedicate ourselves to serving.

**NEED HELP?**

The Office of University Relations serves as the central source of information and assistance for all communications purposes, including publications, print, design, website, and media relations.

For related information, please contact identity@etsu.edu.

Please note the following:

*All advertising, promotional products, publications, and other printed materials must be approved by the Office of University Relations.*
## LOGO USE

The Logo .................................. 2.1
Primary Logos .................................. 2.2
The Graphic Mark .................................. 2.3
Size and Spatial Guidelines .................. 2.4
Color Palette .................................. 2.5
Logo Variations .................. 2.6
Logo Variations – Colleges and Schools .... 2.7
Monogram Logos .................. 2.8
Dos and Don’ts .................. 2.9
Graphic Mark Dos and Don’ts ........ 2.10
Obsolete Logos and Graphics ........ 2.11
Limited Use Seal Graphics .......... 2.12
Typography .................. 2.13

## STATIONERY AND ADMINISTRATIVE STANDARDS

The Stationery Set .................. 3.1
University Letterhead-horizontal .......... 3.2a
University Letterhead-stacked .......... 3.2b
College/Departmental Letterhead .......... 3.3
Letterhead for Production .......... 3.4
Letter Format .......... 3.5
Envelope .......... 3.6
College/Departmental Envelope .......... 3.7
Business Card .......... 3.8
Business Card Options .......... 3.9
Email / Electronic Signature .......... 3.10
Note Card and Envelope .......... 3.11
Executive Monarch Stationery .......... 3.12
Fax Template .......... 3.13
Related Materials .......... 3.14
Catalog Envelope, Mailing Label

## PUBLICATIONS AND MEDIA

Publications .................. 4.1
Small Brochure, Large Brochure
Advertising .................. 4.2
Small Ad, Large Ad
Digital Media .................. 4.3
Web Page
Social Media .................. 4.4

## PROMOTIONAL ITEMS AND APPAREL

Promotional Items and Apparel ........ 5.1–5.2
T-Shirts/Sweatshirts, Hats, Mugs, Lapel Pins, Mouse Pads, Pens, Notebook Covers

## MISCELLANEOUS APPLICATIONS

Identification .................. 6.1
Employee Name Tag, Student/Staff ID Card, Disposable Name Tags
Vehicle Identification .................. 6.2
Display Materials .................. 6.3
Tablecloths, Banners
Signage .................. 6.4
Building, Directory, Standard ADA Braille, Hanging

## POWERPOINT PRESENTATIONS

ETSU PowerPoint Presentations .................. 7.1
Templates

## GLOSSARY

8.1
LOGO USE
THE EAST TENNESSEE STATE UNIVERSITY LOGO

The official ETSU logo is a representation of both our history and our vision for the future. It is a graphic identity that is representative of our deeply rooted traditions and our longstanding commitment to excellence.

The ETSU logo consists of two elements. The ETSU logo consists of a banner in a traditional style depicting an E with the shape of the state of Tennessee serving as the middle arm of the E.

The second element of the logo is a customized rendering of East Tennessee State University in a modified version of the type font, Rotis Serif. The special design treatment adds character and refinement and renders it unique to the University.

The ETSU logo is at once classic and contemporary, appropriate for an institution respectful of its heritage while being innovative and visionary in its educational mission for the future.
PRIMARY LOGOS

There are two primary versions of the ETSU logo. One consists of the ETSU logotype and a graphic mark in a stacked format and one in a horizontal format. Both versions are equally acceptable to use, and can be used alone or in combination. Whenever possible, a primary version of the ETSU logo must be used, printed in the specified PMS colors or in a process color conversion of those PMS colors.

PRIMARY LOGO FORMATS

STACKED FORMAT

HORIZONTAL FORMAT

ADDITIONAL LOGO FORMATS

LONG STACKED FORMAT

LONG HORIZONTAL FORMAT
THE GRAPHIC MARK

The graphic mark was designed to work with the logo or occasionally as a stand-alone graphic. (See 2.7, 2.9 & 2.10 regarding its usage.)

When used as a stand-alone graphic, the mark can appear only in the following specified colors: PMS 123, PMS 282, black, white, a 10 percent screen of black, or 3 percent screen of black when creating a watermark effect.

When used as a stand-alone graphic (as in a background for a PowerPoint slide), the mark should appear as a background image in a light screen of black or PMS 282. In this format, text may be printed over it. In any color format other than a light screen of the previously mentioned colors, overprinting text or imagery is unacceptable.

*Boxes represent background colors. Logo not to be placed in box.
MINIMUM CLEAR AREA
When the logo is used in marketing materials together with photography, illustration, or other typography, a minimum amount of clear space must surround the logotype. This space is equivalent to the width of .25".

MINIMUM REPRODUCTION 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.
COLOR PALETTE

The East Tennessee State University color palette combines the classic blue and gold. Used correctly and consistently, our university colors show institutional pride and school spirit.

ETSU also has complementary, bold, and neutral color palettes available to provide flexibility in the use of color, while promoting a consistent, coordinated appearance in our marketing and communication materials. Use the supporting colors in all media, including print, web and other electronic communications. Formulas for printed materials are included in the table below but may also be obtained from the Office of University Relations.

Note that these supporting colors are intended to complement but never replace our primary university colors. Some combination of gold and blue should always be used prominently to help build recognition and association with the university.

In most cases, no more than two or three of the supporting colors should be used in your materials. The addition of too many additional colors can dilute your design and mask the primary university colors. Other similar shades of these colors may also be used with consent of the Office of University Relations.

The representation of color throughout this guide is not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available from the Office of University Relations.

ETSU NAVY

PMS: 282
CMYK: C100 M90 Y13 K68
RGB: R4 G30 B68
HTML: 041E42

GOLD (UNCOATED ONLY)

PMS: 121
CMYK: C0 M8 Y70 K0*
RGB: R253 G215 B87
HTML: FDD757

COMPLEMENTARY COLOR PALETTE

PMS: 360
CMYK: C63 M0 Y84 K0
RGB: R108 G194 B74
HTML: 6CC24A

PMS: 7669
CMYK: C73 M66 Y0 K2
RGB: R97 G94 B155
HTML: 615E9B

BOLD COLOR PALETTE

PMS: 298
CMYK: C67 M2 Y0 K0
RGB: R65 G182 B230
HTML: 41B6E6

PMS: 584
CMYK: C21 M0 Y89 K0
RGB: R210 G215 B85
HTML: D2D755

PMS: 7597
CMYK: C0 M85 Y100 K4
RGB: R209 G65 B36
HTML: D14124

NEUTRAL COLOR PALETTE

PMS: 7500
CMYK: C1 M5 Y26 K2
RGB: R223 G209 B167
HTML: DFD1A7

PMS: Black 6
CMYK: C100 M79 Y44 K93
RGB: R16 G24 B32
HTML: 301820

PMS: Cool Gray 8
CMYK: C26 M16 Y13 K46
RGB: R136 G139 B141
HTML: 888B8D

ETSU GOLD

PMS: 123
CMYK: C0 M19 Y89 K0
RGB: R255 G199 B44
HTML: FFC72C

THIS PALETTE OF COLORS IS FOR MINIMAL USAGE. THE PRIMARY/MAIN COLORS OF ANY DESIGN PIECE SHOULD BE 123 AND 282.
LOGO VARIATIONS

The use of the logo has to be more flexible than the standard one-color positive image. These logo variations provide choices for all communication materials that represent the university. For one-color applications, the logo can appear in solid black.

When reversing the logo, use a solid color as the background and knock out the logo in white. It is acceptable to reverse the logo on a background color other than the ETSU PMS color but use caution when doing this. Do not print the mark in colors other than the PMS 282, PMS 123, black or white.

These variations also apply to the primary logotype and alternate format versions of the logo.

* Rectangles represent background colors. Logo not to be placed in rectangles.
The following logos represent Offices, Colleges, Schools, Divisions, Centers, Museums and Departments that make up ETSU. When producing communications for any of the Colleges and Schools, the complete format of the logo must be used, printed in the specified PMS colors or in a process color conversion of those PMS colors.

These are the only versions that can be used to represent the various operating units of ETSU. No other variations are acceptable.

OFFICE

OFFICE

OFFICE

OFFICE

DEPARTMENT

DEPARTMENT

DEPARTMENT

DEPARTMENT

CENTER

CENTER

CENTER

CENTER

MUSEUM

MUSEUM

MUSEUM

MUSEUM
MONOGRAM LOGO

The ETSU monogram logo was designed for secondary graphic applications such as campus banners, bags and brands merchandise. The monogram is never a replacement for the primary logo, especially in the case of key external applications, such as admissions materials, the web site and the alumni magazine. If employed on an external application, it may be necessary to exclude the words "East Tennessee State University" below the monogram so that external audiences can interpret the acronym. It is acceptable to use the following alternate logo format if printed in the specified PMS colors, black, white (knock out), or in a process color conversion of those PMS colors.

Note: Do not attempt to recreate the monogram—graphics will be available through the Office of University Relations.
**DOS AND DON'TS**

Using the official logo correctly will maintain consistency and respect for the ETSU identity. Please follow the guidelines below. These guidelines also apply to the primary logotype and alternate format versions of the logo.

**DO** use the primary form of the logo whenever possible.

**DO** maintain the minimum clear space and reproduction size specifications (see 2.4).

**DO** print the two-color version of the logo on a white background when possible.

**DO** consult this style guide when in question.

**DO NOT** use more than one College, School, Department, Office, etc. logo in the same space.

**DO NOT** recreate the logo—digital files are available from the Office of University Relations.

**DO NOT** alter the composition of the logo. **DO NOT** separate the banner E from the wordmark.

**DO NOT** change the colors of the logo (see logo variations for color options).

**DO NOT** distort the proportion of the elements of the logo.

**DO NOT** print the color version of the logo on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.

**DO NOT** print the logo on a patterned or speckled paper.

Do not incorporate the "Banner E" or the wordmark with the bars into other logos or graphic art.

The "Banner E" and the "East Tennessee State University" should never be separated unless approved by identity@etsu.edu.
**GRAPHIC MARK DOS AND DON'TS**

Using the graphic mark correctly will maintain consistency and respect for the East Tennessee State University identity. Please follow the guidelines below.

**DO** use the graphic mark in PMS 282, PMS 123, white, or black.

**DO** maintain the proper clear space around the mark.

**DO** print the mark on the preferred white background.

**DO** consult this style guide when in question.

**DO NOT** use the shape of the graphic mark as a photo frame.

**DO NOT** distort the proportion of the graphic mark.

**DO NOT** use logo with white or gold banner.

**DO NOT** place other graphics on or close to the mark, or alter its meaning by attaching unrelated graphics.

**DO NOT** modify the individual elements of the graphic mark.

**DO NOT** recreate the mark—digital files are available from the Office of University Relations.

**DO NOT** print the color version of the mark on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.

**DO NOT** use special fills, such as gradient fills—the mark must always have a solid color fill.

**DO NOT** use logo with white or gold banner.

Do not incorporate the "Banner" or "Banner E" into other logos.

Do not use the "Banner E" as a stand alone mark unless approved by identity@etsu.edu.
OBsolete Logos and Graphics

As the university launches and sustains its new graphic identity, it will be imperative that all communication tools carry the approved East Tennessee State University logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate any previously accepted logos and graphics.

The logos below are just a few examples of the previously approved designs that are not to be used for any purpose.
UNIVERSITY SEAL

The seal is to be used only for official documents and occasions. It must not be used as a casual logo or identity, a design element in recruitment materials or a decorative element. University seal is used for official Presidential business. The seal illustrations shown here are watermarked as examples only and are not intended or authorized for any use. Prepared digital art of the East Tennessee State University seal must be requested.

The seal can appear only in the following specified colors: PMS 282 and PMS 123, black and white, PMS 875 Metallic and PMS 282, or 3 percent screen of black when creating a watermark effect.

When using foil, crown 4450 gold gloss pigment should be used.

Uses for the seal include:
- Official legal documents: graduation programs, invites
- Transcripts
- Convocation and Commencement documents
- Honor society documents
- Diplomas
- University stationery watermark

Not to be used as a graphic on promotional items, podiums or tablecloths.

Only the President’s Office can use the seal for means other than described above.
Rotis Serif is the typeface used for the East Tennessee State University logo. The typography in the logo cannot be rearranged or modified in any way. Rotis Serif and Rotis Sans Serif shall be used for the ETSU logo. Georgia and Arial should be used in recruitment, advertising and publications.

Alternate typeface for correspondence
Georgia, Arial and Times New Roman, standard on most computers, are acceptable when letters or memos are created in word-processing software and laser-printed on official stationery.

Typography for electronic media
Arial and Helvetica are used for the ETSU website and can be used for e-mail and other electronic media, such as PowerPoint presentations. It is most important in electronic media that the chosen typeface is clear, easy to read, and professional looking. Choices for PowerPoint presentations are Arial, Georgia and Times New Roman.
STATIONERY, EMAIL AND ADMINISTRATIVE STANDARDS
THE STATIONERY SET

Stationery plays an important role in representing the University. Adhering to the guidelines in this manual will help the University maintain a consistent image. The following pages contain diagrams to aid in the production of these three pieces.

BUSINESS CARD / ENVELOPE / LETTERHEAD
UNIVERSITY LETTERHEAD (HORIZONTAL)

The logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified below. It is not permissible to personalize the ETSU letterhead. Letterhead and envelopes must be ordered through the Office of University Relations. Please email identity@etsu.edu. Electronic letterhead may be downloaded at www.etsu.edu/identity

SIZE
8.5 x 11

PAPER
25% cotton recycled
bright white
24#

PRINTING INKS
PMS 282 and PMS 123

ADDRESS INFORMATION
9 pt. Rotis Sans Pro
right justified

SIZE
8.5 x 11

PAPER
25% cotton recycled
bright white
24#

PRINTING INKS
PMS 282 and PMS 123

ADDRESS INFORMATION
9 pt. Rotis Sans Pro
right justified
UNIVERSITY LETTERHEAD (CENTERED)

The logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified below. It is not permissible to personalize the ETSU letterhead.

Letterhead and envelopes must be ordered through the Office of University Relations. Please email identity@etsu.edu. Electronic letterhead may be downloaded at www.etsu.edu/identity.

SIZE
8.5 x 11

PAPER
25% cotton recycled
bright white
24#

PRINTING INKS
PMS 282 and PMS 123

ADDRESS INFORMATION
9 pt. Rotis Sans Pro centered
COLLEGE/DEPARTMENTAL LETTERHEAD

Letterhead and envelopes must be ordered through the Office of University Relations. Please email identity@etsu.edu.

The university logo and all college/school logos may be used on letterhead. Department logos may not be used on letterhead.
LETTERHEAD FOR PRODUCTION

If producing letterhead through a commercial printer, please use the specifications below.

Letterhead and envelopes must be ordered through the Office of University Relations. Please email identity@etsu.edu.

SIZE
8.5 x 11

PAPER
25% cotton recycled
bright white
24#

PRINTING INKS
PMS 282 and PMS 123

ADDRESS INFORMATION
(HORIZONTAL)
9 pt. Rotis Sans Pro
right justified

OFFICE OR DEPARTMENT TITLE
(HORIZONTAL)
(if applicable)
11 pt. Rotis Serif
align with E in EAST

ADDRESS INFORMATION
(CENTERED)
9 pt. Rotis Sans Pro
centered

OFFICE OR DEPARTMENT TITLE
(CENTERED)
(if applicable)
11 pt. Rotis Serif
centered
January 1, 2014

Mr. Joe Smith
Executive Assistant to the President
for University Relations
ETSU
300 Dossett Hall
Johnson City, TN 37614

Dear Joe:

This letter exemplifies the standard format for a letter written in block style. To present an appealing, well-balanced appearance, adjust the position of the date, inside address, and margins according to the length of the letter.

Begin the letter by typing the date, flush with the left margin. Return four times and type the inside address, which should be identical to the mailing address to be used on the envelope. Return twice and type the salutation. If you do not know the name of the addressee, then address the letter to the recipient’s professional position, e.g., “Dear Director of Human Resources,” “Dear Customer Service Representative.” Always use a colon after the salutation.

Double space after the salutation and single space each paragraph, double spacing between paragraphs. Do not indent the paragraphs and do not justify the right margin. After the final paragraph, double space and type the complimentary close. Return four times before typing your full name. Return once and type your title. If you do not have a title, return five times before typing your name.

Sincerely yours,

(signature)

Jennifer N. Clements
Director of Marketing

cc: Dr. Brian Noland
The logo is to be positioned as shown and printed in two colors: PMS 282 and PMS 123. The logo may also be printed in one color PMS 282. Any copy or address line should line up as specified below.

Letterhead and envelopes must be ordered through the Office of University Relations. Please email identity@etsu.edu.
COLLEGE/DEPARTMENTAL ENVELOPE

The logo is to be positioned as shown and printed in two colors: PMS 282 and PMS 123. The logo may also be printed in one color either PMS 282 or black. Any copy or address line should line up as specified below.

Only the University or College logos can be used on envelopes.

Letterhead and envelopes must be ordered through the Office of University Relations. Please email identity@etsu.edu.
**BUSINESS CARD**

The standard East Tennessee State University business card is 3.5 inches by 2 inches in a horizontal orientation. The logo is to be positioned as shown and printed in two colors: PMS 282 and PMS 123. The individual name and related information will be printed in PMS 282 to the specifications below.

*Business cards must be ordered through the Office of University Relations.*
*Please email identity@etsu.edu.*

---

**BUSINESS CARD SIZE**

3.5 x 2 inches

**PAPER**

80# white matte cover

**PRINTING INK**

PMS 282, PMS 123

(Use PMS 123 for coated paper)

**TYPOGRAPHY**

- name: 11 pt. Rotis Sans Serif Bold
- title: 8 pt. Rotis Sans Serif Italic
- department: 8 pt. Rotis Sans Serif Regular
- university: 8 pt. Rotis Sans Serif Regular
- addresses: 8 pt. Rotis Sans Serif Regular
- phone: 8 pt. Rotis Sans Serif Regular
- fax: 8 pt. Rotis Sans Serif Regular
- email: 8 pt. Rotis Sans Serif Regular
- website: 8 pt. Rotis Sans Serif Regular

---

*Your Name*

Job Title Line 1
Department Line 1
East Tennessee State University

Address Line 1
Address Line 2
City, State Zip

P 000-000-0000 C 000-000-0000
F 000-000-0000
youremail@etsu.edu
www.etsu.edu
BUSINESS CARD OPTIONS

The East Tennessee State University business card has multiple color options. Choose from White, Blue or Gold front and White, Blue or Gold back printing colors as shown.

Business Cards must be ordered through the Office of University Relations. Please email identity@etsu.edu.
EMAIL / ELECTRONIC SIGNATURE

Since email has become the most widely used form of written communication, it plays as important a role as standard stationery in representing the university. ETSU signatures should only be used by employees of ETSU.

University, College, Department, Museum, Center logos may be used for email/electronic signatures.

If you need graphics or have questions please call the Office of University Relations. Please email identity@etsu.edu.

---

**TYPOGRAPHY**

name: 10 pt. Arial Bold

title: 9 pt. Arial Regular

contact info: 9 pt. Arial Regular

descriptors: 6 pt. Arial Bold

---

**Employee Name**

Job Title

Department

P 000-000-0000
C 000-000-0000

youremail@etsu.edu

---

**Employee Name**

Job Title

Department

P 000-000-0000
C 000-000-0000

youremail@etsu.edu

---

**Employee Name**

Job Title

Department

P 000-000-0000
C 000-000-0000

youremail@etsu.edu

---

**Employee Name**

Job Title

Department

P 000-000-0000
C 000-000-0000

youremail@etsu.edu

---

**Employee Name**

Job Title

Department

P 000-000-0000
C 000-000-0000

youremail@etsu.edu

---

**Employee Name**

Job Title

Department

P 000-000-0000
C 000-000-0000

youremail@etsu.edu

---

**Employee Name**

Job Title

Department

P 000-000-0000
C 000-000-0000

youremail@etsu.edu

---
NOTE CARD AND ENVELOPE

The note card is printed in two colors (PMS 282 and PMS 123) on one side, blank inside. A coordinating envelope completes the set. Navy note card options are available. Please contact identity@etsu.edu for more information.

NOTE CARD SIZE
Flat: 5.5 x 8.5 inches
Finished: 5.5 x 4.25 inches

PAPER
25% cotton recycled
bright white
24#

PRINTING INKS
PMS 282 and PMS 121
(Use PMS 123 for coated paper)

TEXT ON BACK
16 pt. Rotis Serif Regular,
19.2 pts. leading

ENVELOPE STYLE
A-2 Square-Flap

SIZE
5.75 x 4.375

PAPER
White wove 24#

PRINTING INKS
PMS 282

TYPOGRAPHY
16 pt. Rotis Sans Serif
centered under logo
EXECUTIVE MONARCH STATIONERY

The executive stationery was designed for use only by the Office of the President. A simple elegance and formal appearance distinguish this family of executive stationery.
FAX COVER SHEET

Date: _______________  Total Pages (including this cover page) _______________

To: ___________________________________________________________________

Attention: ___________________________________________________________________

From: ___________________________________________________________________

Message: ___________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________
RELATED MATERIALS

Other materials that complement the stationery set are the catalog envelope and the mailing label. Follow the guidelines below for consistent results.

### CATALOG ENVELOPE

**ENVELOPE STYLE**

12 1/2 Catalog

**SIZE**

12 x 9 inches

**PAPER**

standard white wove

**PRINTING INKS**

PMS 282 and PMS 123

### MAILING LABEL

**LABEL STYLE**

Laser printer labels #5164

**SIZE**

4 x 3.33 inches

**PAPER**

white, crack-n-peel

**PRINTING INKS**

PMS 282, PMS 123 and black or black version of the primary logo
PUBLICATIONS AND MEDIA
PUBLICATIONS

The primary logo is the standard for publications. It can be used in various places on publications, in full color, or in a reverse format on a solid field (see logo variations for guidelines). As in all other printed pieces, Rotis Sans Serif and Rotis Serif are approved, but alternate fonts may be used for publications and must be approved by the Office of University Relations prior to use. Please email identity@etsu.edu.

All brochures shall display the official university logo or college logo on the front. Department specific logos can be included with the contact information.

All publications created for recruitment purposes should be coordinated with the Office of University Relations. Please contact identity@etsu.edu before beginning design process.
ADVERTISING

Most ads are printed in one color (black) in magazines or newspapers. For black-and-white ads, the preferred logo format is one color (black). For full-color ads, the primary logo converted to process color is the optimum choice. Address copy should be placed underneath the logo and align flush left with the word East or centered on the page.

As with all ads, the idea is to catch attention. A strong typeface will do just that. A good sans serif would be Arial Bold. Georgia is an approved typeface for the body text in advertisements. Alternate fonts may be used for advertisements, but must be approved by the Office of University Relations prior to use. Please email identity@etsu.edu.

The ETSU web address must always appear on print ads.

These are for example only. They are not actual advertisements.
DIGITAL MEDIA

The illustration below shows the possibility for use of the logo in the realm of digital media. The same graphic standards that apply to print must also be applied to digital media.
SOCIAL MEDIA

Social media continues to emerge as an important marketing tool, reaching our primary and secondary audiences quickly and efficiently. It is important to develop a consistent and authentic voice.

Audiences will vary from platform to platform. Departments and divisions using social media on behalf of ETSU should take the time to work with the Office of University Relations to determine who their users are and which platform will work best. They should familiarize themselves with ETSU's social media guidelines.

USE OF THE ETSU LOGO IN SOCIAL MEDIA

Many avatars associated with social media accounts are not of an appropriate size to contain the ETSU logo. In most cases, ETSU will work best but may not distinguish your account from the University's primary account. In that case, use an iconic and identifiable image as your graphical representation. Consider using a portrait or photo of your location. (Do not create your own logo for the avatar.)

Only official ETSU accounts are to use the ETSU logo as a profile picture. The picture shall appear as shown below.
BRANDED MERCHANDISE

All merchandise bearing ETSU University logos must be purchased through an Officially Licensed Vendor*. The current list of approved vendors is available to view at www.etsu.edu/identity.

On any material, one-color logos can be printed in PMS 282 blue, PMS 123 gold, white, or black. White is the preferred background field for printing in PMS 282 and 123.

For printing the black or white logo, there are other choices for backgrounds besides white: gray, denim, blue, gold and black fabric are all acceptable as well as any other solid colors that work with the logo in blue and gold, white, or black.

For embroidery use gold Isacord #0800 or navy Isacord #3355. For screen print use Athletic Gold PMS 123 and for navy PMS 282.

Promotional items shall always display the University logo or College logo. Department, offices, programs, etc. shall be displayed as indicated below. For questions please email identity@etsu.edu.

East Tennessee State University

Promotional Items and Apparel

5.2

LAPEL PINS

MOUSE PADS

PENS

NOTEBOOK COVERS
IDENTIFICATION

Several smaller applications require standards, including name tags and personal identification cards.

**EMPLOYEE NAME TAG**

All nametags should be ordered by emailing identity@etsu.edu

**STUDENT/STAFF ID**

**DISPOSABLE NAME TAG**

Downloadable template available at www.etsu.edu/identity
VEHICLE IDENTIFICATION

The primary logo should be used on the door of a white University vehicle. A gray, or silver vehicle with the reverse version of the logo would also be acceptable.
DISPLAY TABLECLOTH

Often, a prospective student’s first experience with an institution’s identity occurs at a college fair. To maintain consistency, ETSU should use the complete horizontal format of the university logo, printed in the specified PMS colors at 50”w x 17”h. College and/or department logos may be used for on-campus events. Events off campus must use university logo on the display cloth.

All display cloths shall be ordered by contacting identity@etsu.edu.

TENT

All tents should be E-ZUP tents. To order contact identity@etsu.edu.

BANNERS

ETSU banners should be made of white fabric, with PMS 282 and 123 for screen printing. Another option is to have the banners embroidered in colored fabric that matches the prescribed PMS colors. Please email identity@etsu.edu for ordering.
SIGNAGE

Signage is an important part of the overall campus aesthetic, and should be used to establish the connection between the campus and the newly developed identity system.

BUILDING HANGING SIGNAGE

ETSU hanging signs should be printed on blue signs, with white office names and numbers for printing with PMS 123 logo.

Please email identity@etsu.edu for ordering

BUILDING SIGNAGE: DIRECTORY

Option 1
6” x 6” ADA Braille Sign - 1” insert

Option 2
6” x 6” ADA Braille Sign - 2.75” insert

Option 3
8” x 8” ADA Braille Sign - 1.25” insert

Option 4
8” x 8” ADA Braille Sign - 3.25” insert
PATCHES

Patches should only be used in health sciences for lab coats.
Patches can only be designed by University Relations. Patches may never be used as a design or logo.

Please email identity@etsu.edu regarding any patch questions.

ENGRAVING/EMBOSSING

The white or gold logo should be used for embossing on dark surfaces.

The logo to be used for engraving should be determined by the color of the plaque/surface being engraved. If the surface is gold or silver the blue or black logo should be used. If the surface is navy or black the gold or white logo should be used.

For Embossing use the white or gold logo. For Debossing use the black or navy logo.
ETSU POWERPOINT PRESENTATIONS

Templates have been created for PowerPoint presentations that express the ETSU brand. Downloadable templates available at www.etsu.edu/identity

To download the PowerPoint template, please visit www.etsu.edu/identity.
**AI (Adobe Illustrator).** A vector graphics file created in Adobe Illustrator that can be scaled up indefinitely.

**Ascender.** In typography, the parts of lowercase letters that rise above the x-height of the font, e.g., b, d, f, g, k, l, and t.

**Baseline.** In typography, the imaginary horizontal line upon which the main body of the type sits. Rounded letters actually dip slightly below the baseline to give optical balance.

**Bevel.** Adding a “beveled” effect to a graphic image gives the image a raised appearance by applying highlight colors and shadow colors to the inside and outside edges.

**Bit (Binary digit).** The smallest unit of information in a computer, representing one of two conditions—on or off.

**Bleed.** A printing image or color field that extends fully to the edge of the page.

**Block quote.** A long quotation, four or more lines, within body text, that is set apart in order to clearly distinguish the author’s words from the words that the author is quoting.

**Body type (roman aka normal, plain, or book).** Type used for long passages of text, such as stories in a newsletter, magazine, or chapters in a book. Generally sized from 9 point to 14 point.

**Byte.** A unit measure equal to eight bits of digital information. The standard unit of measure of file size.

**Callout.** An explanatory label for an illustration, often drawn with a leader line pointing to a part of the illustration.

**Camera-ready artwork.** Any copy, illustrations, photographs, charts, graphs, tables, etc. that have been prepared for pre-press or printing. Origin: Prior to digital, reproduction artwork was photographed to make printing plates. See also CREF.

**Caps and small caps.** Two sizes of capital letters used together.

**CMYK.** Acronym for the four process colors used in printing a “full-color” image: cyan, magenta, yellow, and key (black).

**Color build.** A color created by combining various screens of colors used in process (four-color) printing: cyan, magenta, yellow, and black (CMYK).

**Color fill.** The color applied to a graphic.

**Color separation.** The division of a digital image into its component colors for printing.

**Condensed font.** A font in which the set-widths of the characters are narrower than in the standard typeface. (Note: not the inter-character space—that is accomplished through tracking).

**Continuous-tone.** Artwork that contains gradations of gray, as opposed to black-and-white line art. Photographs and some drawings, like charcoal or watercolor, require treatment as continuous-tone art.

**Cover-weight stock.** Heavyweight (thick) printing paper usually used for the covers of brochures.

**CREF (camera-ready electronic files).** A set of guidelines developed to help in the preparation of desktop publishing files for successful output to film.

**Crop.** The portions of a photograph or illustration to be reproduced by the printer. Usually indicated by “crop marks” on the original.

**Descender.** In typography, the part of the letter form that dips below the baseline; usually refers to lowercase letters and some punctuation, but some typefaces have uppercase letters with descenders.

**Die cut.** A print-finishing process that cuts special shapes such as pockets or windows.

**Digital.** The process by which a computer electronically translates information into visible images on monitors or paper.

**Dingbat or Wingding typeface.** A typeface made up of non-alphabetic marker characters, such as arrows, asterisks, and encircled numbers.

**Display type.** Large and/or decorative type used for headlines and as graphic elements in display pieces. Common sizes are 14, 18, 24, 30, 36, 48, 60 and 72 point.

**DPI (dots per inch).** Unit of measurement used to describe the resolution of printed output. The more dots per inch, the more detailed an image will be. The most common inkjet printers output a 150 dpi. Professional printers output at 300–600 dpi. Image setters output at 1270–2540 dpi.

**Drop shadow.** Those shadows dropping below text or images giving the illusion of shadows from lighting and a 3D effect to the object.

**Em space.** A space as wide as the point size of the type. This measurement is relative; in 12-point type an em space is 12 points wide, but in 24-point type an em space is 24 points wide.

**En space.** A space half as wide as the type is high (half an em space).
EPS (Encapsulated Postscript). Self-contained, predictable PostScript documents that describe an image or drawing, that can be placed within another PostScript document. EPS files are often known as “vector” and can be scaled up indefinitely.

Expert series. In typography, specially designed small capital letters and numerals.

Finish. The surface characteristic of printing paper, i.e., dull, gloss, matte, vellum, etc.

Flush left. Type aligned evenly on the left side of the column. This glossary is set flush left. See also Ragged and Justified copy.

Four-color process. The method used to replicate full color in printing. Four colors—cyan, magenta, yellow, and black—are used in various shades to achieve the effect.

GIF (Graphic Interchange Format). GIF images display up to 256 colors. GIF images generally have very small file sizes and are the most widely used graphic format on the web. The low quality resulting from compression makes them unsuitable for professional printing.

Gradient blend. The gradual blending of two or more colors in a single application. For example, an image box that starts as red and gradually turns to yellow.

Grayscale. A “deep” bitmap that records with each dot its gray-scale level. The impression of graininess is a function of the size of the dot; a group of large dots looks dark and a group of small dots looks light.

Halftone. The process of converting an original photograph to small dots for reproduction.

Hex color. Refers to a color in the web-safe palette. Regardless of the website, Hex-colors are web-specific colors that assure consistency regardless of computer or monitor used.

Image area. The area on a page within which copy is positioned; determined by the printing margins.

JPEG (Joint Photographic Electronic Group). A common compression method that shrinks a file's storage size by discarding non-important picture detail. Excessive jpeg compression can cause poor image quality.

Justified copy. Type aligned on both the left and right sides of a column.

Kerning. In typesetting, the adjustment of the space between letters.

Kilobyte (K, KB). A measure of digital information equal to 1,024 bytes.

Knock out. In printing, a negative image that appears in white on a background color or black. Also known as reverse.

Lead (or leading). The space between lines in typeset materials. Origin: Thin strips of metal inserted between lines in composing metal type for printing.

Ligature. In typography, characters that are bound to each other, such as “œ” and “æ.” In professional typefaces, the lowercase “fi” is also often set as a ligature in combination with other characters such as “fi” and “fl.”

Line art. Black and white artwork with no gray areas. Pen-and-ink drawings are line art, and most graphic images produced with desktop publishing graphics programs can be treated as line art. For printing purposes, positive halftones can be handled as line art.

Logo. An identifying mark or symbol.

Logo sheet. A photographic reproduction from the original artwork of a logo or signature.

Logotype. A name (ETSU) designed in a graphically unique type arrangement.

Mechanical (or mechanical art). The term for the original artwork furnished to a printer for reproduction. See also camera-ready art work, CREF.

Mock-up. A preliminary layout showing the position of type, illustrations, photos, etc. as they will appear in a printed publication.

Moiré patterns. (pronounced “moire”) Irregular plaid-like patterns that occur when a bit-mapped image is reduced, enlarged, displayed, or printed at a resolution different from the resolution of the original.

Pantone (PMS). The Pantone Matching System. A proprietary color identification system employing a numerical identification of specific colors, commonly used by graphic designers and printers to communicate color information.

Paper dummy. A sample of the paper stock for a publication, made up in the precise brand, weight, and size of the printed piece.

Perfect binding. The trade name for a binding process that creates a square backbone by gluing the cover to the text pages. Generic: Glue-on cover.

Pica. A standard unit of measurement in the graphic arts industry. One pica equals 1/6 of an inch.

Pixel (picture element). The smallest unit that device can address. Most often referring to display monitors, a pixel being the smallest spot of phosphor that can be lit up on the screen.
PNG Portable Network Graphics format. PNG (usually pronounced “ping”) is used for lossless compression. The PNG format displays images without jagged edges while keeping file sizes relatively small, making them popular on the web. However, PNG files are generally larger than GIF files.

PMS. See Pantone. The standard ETSU blue is PMS 282.

Point. A standard unit of measure used to measure the vertical size of a typeface. One point equals \( \frac{1}{72} \) of an inch.

Process printing. See four-color process.

Ragged. In typesetting, lines of type in unequal length, as opposed to justified. The type in this glossary is flush left, ragged right.

Rasterized. A term used in design to describe an image that has been converted from a vector image to a pixilated image. Pixilated image files take up less space than vector images. However, they cannot be resized to larger dimensions without loss of resolution.

Resolution. The crispness of detail or fineness of grain in an image. Screen resolution is measured in dots by lines (for example, 640 x 350); printer resolution is measured in dpi (dots per inch).

RGB. Acronym for the additive primary colors—red, green, and blue—used to create images on a computer screen.

Reverse. In printing, a negative image that appears in white on a background color or black. Also known as knock out.

Saddle wire (or saddle stitch). In binding, to fasten a booklet with wire staples through the fold.

Sans serif. Typefaces without serifs (stylized tips) having a tendency for monotone stroke weight. This type face, Arial, is sans serif.

Scaling. Reduction or enlargement of artwork, which can be proportional (most frequently) or disproportional. In desktop publishing, optimal scaling of bitmaps is reduction or enlargement that will avoid or reduce moiré patterns.

Screen (or screen tint). A printing process used to print a shade of a color or black less than full strength.

Serif. A typeface with short lines projecting from the main strokes of the letterform. The type you are reading—Stone Print—is a serif typeface.

Sherpa/Epson. A printer’s proof produced on color proof paper, thus rendering the images in color. This proof does not represent the actual printing colors.

Signature. 1. The combination of typography and graphics used as a unit in a fixed arrangement that represents the institution, its departments, or its activities. See logo.

2. The collated pages of a sheet of paper, printed on both sides, folded and trimmed, making up one section of a bound book.

Spot color. For offset printing, separation of solid premixed ink colors (for example, green, brown, light blue, etc); used when the areas to be colored are not adjacent. Spot colors are generally referred to by the Pantone® Matching System corresponding number, EG: Berea Blue: PMS® 7462.

Stock. Printing paper.

Style sheet. In desktop publishing program, style sheets contain the typographic specifications to be associated with tagged text. They can be used to set up titles, headings, and the attributes of blocks of text, such as lists, tables, and text associated with illustrations. The use of style sheets is a fast and efficient way to ensure that all comparable elements are consistent.

Symbol. A mark (usually a logo or logotype) representing something else by association.

Text-weight stock. Printing paper of a medium weight (thickness), typically used for the text section of a brochure.

TIFF (Tagged Image File Format). For digital halftones, a device-independent graphics file format. TIFF files can be used on IBM compatible or Macintosh computers, and may be output to PostScript printers.

Typeface. A particular style of letter form and alphabet, usually identified by a name given by the designer, i.e., Garamond, Futura, Galliard, Berkeley, Goudy.

Vector graphic. Vector graphics are drawn in paths. This allows the designer to resize images freely without getting pixelated edges as is the case with bitmapped images. The vector format is generally used in printing while the bitmap format is used for onscreen display. A vector image can be resized to larger proportions without the loss of resolution.

White space. In designing publications, the areas where there is no text or graphics—essentially, the negative space of the page design.

x-Height. The height of the lowercase “s”. Sometimes referred to as “body height”. More generally, the height of the lowercase letters.