



EAST TENNESSEE STATE
UNIVERSITY

BRAND GUIDELINES

January 2023

EAST TENNESSEE STATE UNIVERSITY IDENTITY

BRAND PROMISE

To improve the quality of life for the people of Central Appalachia and beyond

VISION

Developing a world-class environment to enhance student success and improve the quality of life in the region and beyond

PERSONALITY

Accomplished

Logical, confident, strong, and capable

Authentic

Accessible, genuine, and friendly

Collaborative

Cooperative and adaptive

Innovative

Imaginative, creative, passionate, and hardworking

Visionary

Inspirational and aspiring

Transformative

Adventurous, courageous, energetic, and brave

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 Brand Guidelines 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.

The ETSU Office of University Marketing and Communications (UMC) serves as the central source of information and assistance for all communications purposes, including publications, print, design, website, and media relations. **For information or questions related to this document, please contact our office at umc@etsu.edu.**

All advertising, promotional products, publications, and other printed materials must be approved by UMC.

LOGO USE

- 2.1 The Logo
- 2.2 Primary Logos
- 2.3 The Icon
- 2.4 Size and Spatial Guidelines
- 2.5 Logo Variations
- 2.6 Logo Lockups
- 2.7 Multiple Units
- 2.8 Monogram Logo
- 2.9 Do the Right Thing
- 2.10 Backgrounds: Do the Right Thing
- 2.11 Icon: Do the Right Thing
- 2.12 Obsolete Logos and Graphics
- 2.13 Tartan
- 2.14 University Seal
- 2.15 University Student Organizations
- 2.16 Anniversary Logos

TYPOGRAPHY AND COLOR

- 3.1 Typography
- 3.2 Primary Typography
- 3.3 Primary Color Palette
- 3.4 Secondary Color Palettes
- 3.5 Color Usage

STATIONERY STANDARDS

- 4.1 The Stationery Set
- 4.2 Letterhead
- 4.3 Letter Format
- 4.4 Envelope
- 4.5 Business Card
- 4.6 Business Card Options
- 4.7 Student Business Card
- 4.8 Email/Electronic Signature
- 4.9 Note Card and Envelope
- 4.10 Fax Template
- 4.11 Related Materials
Catalog Envelope, Mailing Label

DESIGN STANDARDS

- 5.1 Design Principles
- 5.2 Logo Usage
- 5.3 Design Elements
- 5.4 Photography/Videography

PUBLICATIONS AND MEDIA

- 6.1 Publications
- 6.2 Advertising
- 6.3 Digital Media
- 6.4a Social Media
- 6.4b Social Media Logo Usage

PROMOTIONAL ITEMS AND APPAREL

- 7.1 Brand Merchandise

MISCELLANEOUS APPLICATIONS

- 8.1 Identification
Employee Name Tag, Student/Staff ID Card, Disposable Name Tag
- 8.2 Vehicle Identification
- 8.3 Display Materials
Tablecloths, Tents, Gonfalons
- 8.4 Glass Frosting Treatment
- 8.5 Outdoor Signage
- 8.6 Indoor Signage
- 8.7 Plaques

POWERPOINT PRESENTATIONS

- 9.1 PowerPoint Presentations
Templates

GLOSSARY

East Tennessee State University does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/ expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by ETSU. The following person has been designated to handle inquiries regarding non-discrimination policies: Compliance Coordinator, PO Box 70271, Johnson City, TN 37614, 423-439-8544. ETSU's policy on non-discrimination can be found at: etsu.edu/universitycounsel/compliance. ETSU is an AA/EEO employer. ETSU-UMC-3012-23

2.1 THE LOGO

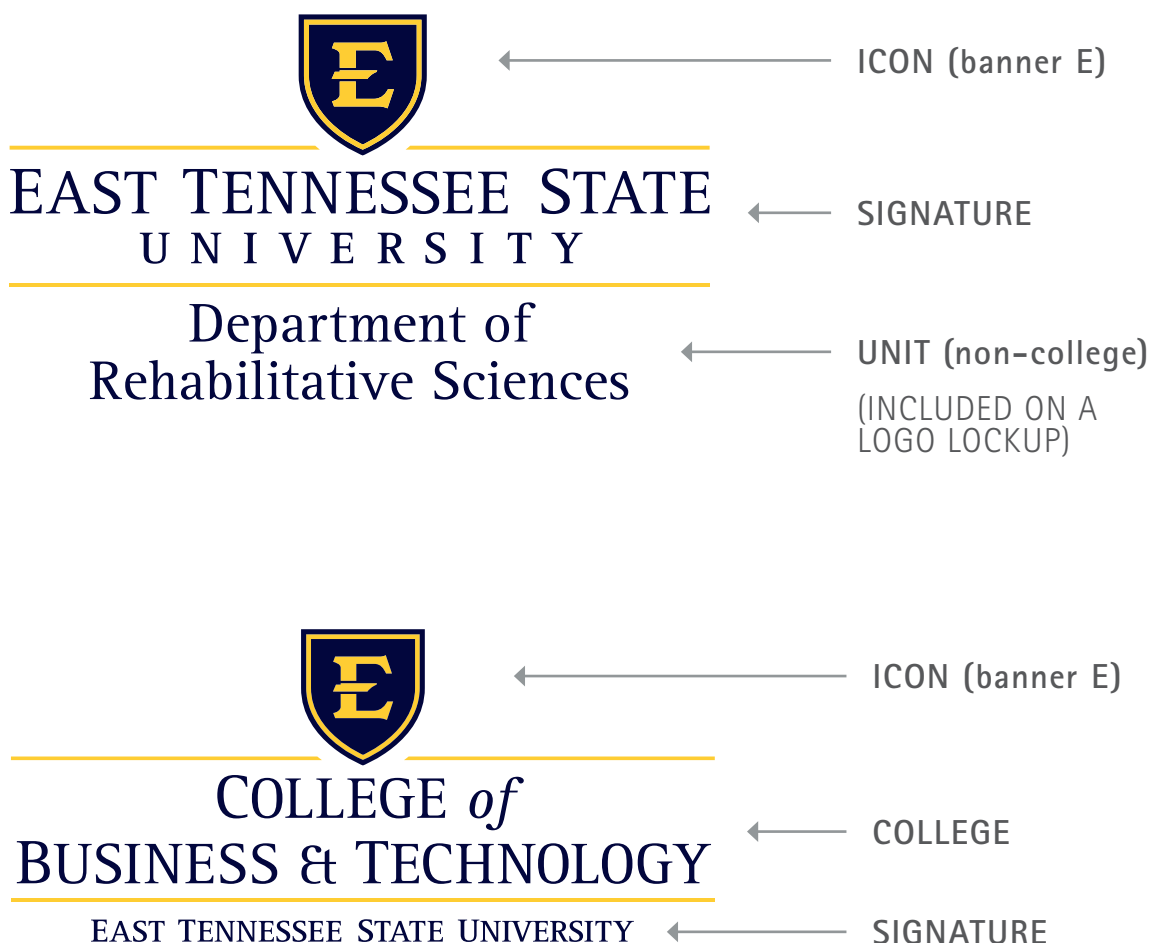
The official ETSU logo consists of two elements: an icon and a signature. ETSU's icon is a banner depicting an E with the shape of the state of Tennessee serving as the E's middle arm.

The second element of the logo is our signature, a rendering of East Tennessee State University in a modified version of the typeface Rotis Serif.

LOCKUPS

When the names of colleges, programs, or units are added, we are creating what's called a lockup. Lockup designs help us demonstrate the relationship between the university and its parts or partners. As with logos, lockups should be presented in a consistent manner to ensure that our visual identity remains consistent and clear. All lockups must be created or approved by the Office of University Marketing and Communications.

PARTS OF A LOGO



2.2 PRIMARY LOGOS

There are two primary versions of the ETSU logo. One consists of the ETSU icon and signature in a stacked format, and the other is in a horizontal format. Both versions are equally acceptable with other logos 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



HORIZONTAL

ADDITIONAL LOGOS

Additional logos are to be used only in rare cases where, due to size or other constraints, it would be impossible to use either of the primary logo formats. Every effort should be made to use a primary logo format.

ADDITIONAL LOGO FORMATS



LONG STACKED



LONG HORIZONTAL

2.3 THE ICON

The icon was designed to work with the logo or **occasionally** as a stand-alone graphic. (See 2.2, 2.5, 2.6, 2.7, 2.9, and 2.11 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 a 8 percent screen of black when creating a watermark effect.

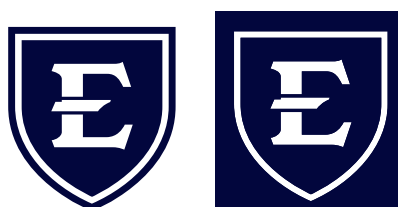
LEGEND



COLOR



ONE COLOR - BLUE



GRAYSCALE



BLACK & WHITE



Boxes represent background colors. Logo not to be placed in box.

2.4 SIZE AND SPATIAL GUIDELINES

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 logo. This space is equivalent to the width of .25-inch.



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 logo cannot be reproduced any smaller than 1.125 inches in width.



2.5 LOGO VARIATIONS

The logo should be either gold on blue background, blue on gold background, or blue and gold on white background. There are circumstances where the logo can appear in solid black or in white.

The graphic E should always be lighter in value than the shield (banner E); the shield should always be in black or navy. When placed on a dark background, the outside of the shield acts as a bounding box and will blend in with the background color. Do not print the mark in colors other than the PMS 282, PMS 123, black, or white.

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

TWO-COLOR (PREFERRED) / PMS 282, PMS 123



ON WHITE BACKGROUND



ON BLUE BACKGROUND



ON GOLD BACKGROUND

ONE-COLOR / BLACK



ON WHITE BACKGROUND



ON BLACK BACKGROUND

ONE-COLOR



ON WHITE BACKGROUND



ON BLUE BACKGROUND



ON GOLD BACKGROUND

Rectangles represent background colors. Logo not to be placed in rectangles.

2.6 LOGO LOCKUPS

ETSU is a large organization with many parts and partners. As such, we often have the need to pair the university's official logo with the names of campus partners, including departments, offices, programs, or units or the names or logos of external partners. To do this in a clear and consistent manner, we have designed what is called a "lockup." The official ETSU logos (see pages 5–7) are the only symbols generally used to represent the university and must appear prominently in all visual communications. Using multiple logos can result in visual confusion and dilute awareness of our brand. However, there are times when a lockup may be used (see below). Three types of lockups are available:

- College lockups
- Other campus partner lockups (centers, departments, divisions, offices, organizations, programs, etc.)
- Affinity lockups (see page 51)

Occasionally, the university's logo may be paired with the logo of external organizations or partners. In this case, a lockup may be developed that incorporates more than one logo. Requests can be submitted at etsu.edu/logorequest.

Lockups, whether internal or external, must be approved by the Office of University Marketing and Communications.

COLLEGES



OTHER CAMPUS PARTNERS



2.7 MULTIPLE UNITS

In circumstances where more than one campus partner lockup needs to be used at a time, the university logo should be on the left, and the partner names should be listed next to the logo in Roboto font.

Requests can be submitted at etsu.edu/logorequest.

INCORRECT USE



CORRECT USE



College of Clinical and
Rehabilitative Health Sciences

College of Public Health

2.8 MONOGRAM LOGO

The ETSU monogram logo was designed for graphic applications such as social media, campus banners, bags, and brand merchandise. **The monogram is never a replacement for the primary logo**, especially in the case of key external applications, such as admissions materials, the website, and the alumni magazine. If employed on an external application, it may be necessary to include the words “East Tennessee State University” below the monogram so that external audiences can interpret the abbreviation. It is acceptable to use the alternate logo format depicted here if printed in the specified PMS colors, black, white (knockout), or in a process color conversion of those PMS colors.

Note: Do not attempt to re-create the monogram—graphics are available through UMC.

Requests may be submitted at etsu.edu/logorequest.

MONOGRAM LOGO

EXAMPLE



PMS 282 BLUE

EXAMPLE



BLACK

ETSU MONOGRAM LOGO (ALTERNATE)



STACKED MONOGRAM LOGO



HORIZONTAL MONOGRAM LOGO

2.9 DO THE RIGHT THING

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 logo and alternate format versions of the logo.

Do not use more than one college, department, office, etc. lockup in the same space.

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 guide when in question.



DO NOT use the reverse of the logo (see 2.5 for color options).



DO NOT place other graphics on or close to the logo.



DO NOT print the logo in a color other than those specified in 2.5.



DO NOT apply special graphic effects to the logo.



DO NOT alter the composition of the logo. *DO NOT* separate the icon from the signature.



DO NOT re-create the logo—digital files are available from ETSU Identity.



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

Do not incorporate the icon (banner E) or the signature (East Tennessee State University) with the bars into other logos or graphic art. The icon and the signature should never be separated unless approved by identity@etsu.edu.

2.10 BACKGROUNDS: DO THE RIGHT THING

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 logo and alternate format versions of the logo.

Do not use more than one college, school, department, office, etc. lockup in the same space.

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 use the primary logo on a contrasting background color.

Do consult this guide when in question.

INCORRECT LOGO USE



DO NOT use the logo on a patterned or speckled background.



DO NOT place a logo with the same color text or lines on the same color background.



DO NOT place the logo on a cluttered or busy background.



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



IF USING LOGO ON PICTURE, be mindful of logo placement.



DO NOT place the logo on a gradient background.

CORRECT LOGO USE



DO place the opposite color logo on an opposite color background.

2.11 ICON: DO THE RIGHT THING

Using the icon correctly will maintain consistency and respect for the ETSU identity. Please follow the guidelines below.

Do use the icon in PMS 282, PMS 123, white, or black.

Do maintain the proper clear space around the icon.

Do print the icon on the preferred white background.

Do consult this style guide when in question.



DO NOT reverse the icon. Never use with white or gold banner.



DO NOT re-create the icon — digital files are available by request at etsu.edu/logorequest.



DO NOT use the color version of the icon on colored backgrounds—this will change the color of the icon. If you must use a colored background, choose the black version of the logo.



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



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



DO NOT use the shape of the icon as a photo frame.



DO NOT distort the proportion of the icon.



DO NOT change the colors of the icon.



DO NOT modify the individual elements of the icon.

Do not incorporate the icon into other logos.

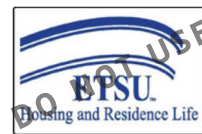
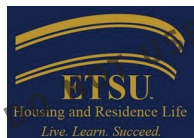
Do not use the icon as a stand-alone mark unless approved by identity@etsu.edu.

2.12 OBSOLETE LOGOS AND GRAPHICS

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

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

OBSOLETE LOGOS / DO NOT USE



2.13 TARTAN

The ETSU tartan pattern was selected by students, faculty, staff, and the local community. The pattern design includes traditional old gold, ETSU gold, and two shades of navy blue, contrasted with white. The two golds and two blues add depth to the pattern representing the strengths and traditions at ETSU.

The university's tartan is registered by the Scottish Register of Tartans, which maintains the database of designs aimed at protecting and preserving the unique tartan pattern.

As a formal visual element of the university brand, use of the tartan pattern must be approved in advance by identity@etsu.edu.

Uses for the tartan pattern include:

- Formal invitations
- Licensed apparel
- Upholstery

Not to be used on signage.

ETSU GOLD

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

OLD GOLD *

* PMS: 466
CMYK: C8 M23 Y52 K15
RGB: R198 G170 B118
HTML: C6AA76

DARK BLUE *

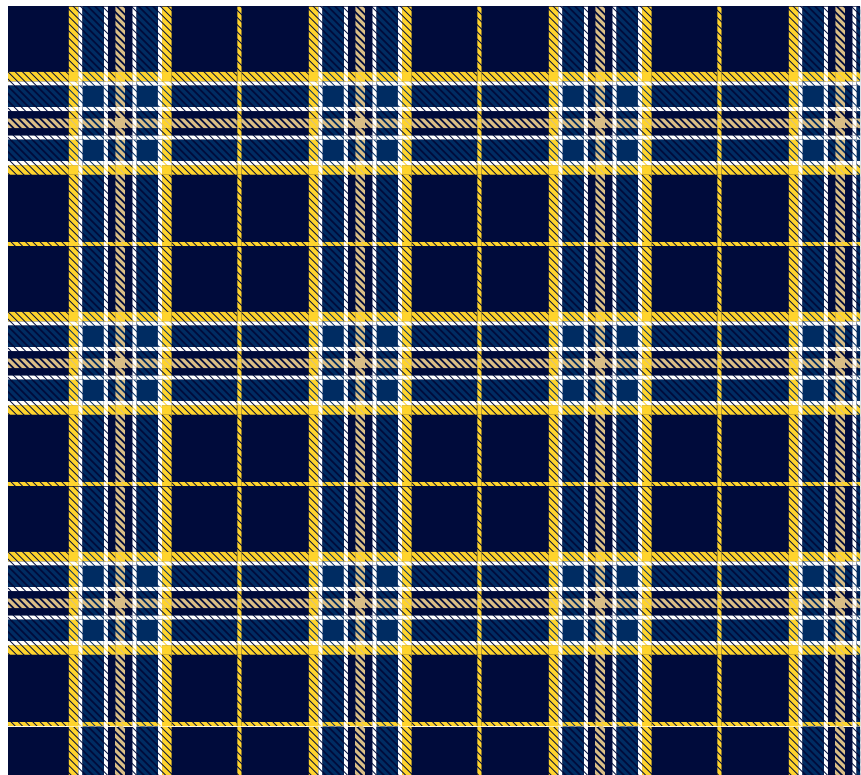
* PMS: 289
CMYK: C100 M76 Y12 K70
RGB: R12 G35 B64
HTML: 0C2340

MEDIUM BLUE *

* PMS: 295
CMYK: C100 M69 Y8 K54
RGB: R0 G40 B85
HTML: 002855

* Colors for tartan only.
Not official university colors.

TARTAN PATTERN



2.14 UNIVERSITY SEAL

The university 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. The 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 seal must be requested at etsu.edu/logorequest.

The seal can appear only in the following specified colors: PMS 282 and PMS 123, PMS 282 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:

- Presidential documents
- Diplomas
- Transcripts
- Watermark

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

Only the President's Office can use the seal for applications other than those described above.

LIMITED-USE SEAL GRAPHICS



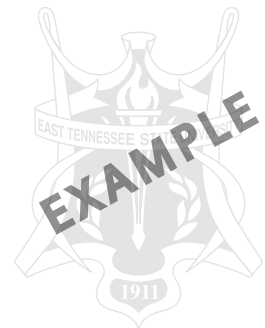
BLUE AND GOLD
(TWO-COLOR)



BLUE
(ONE-COLOR)



METALLIC FOIL
(TWO-COLOR)



WATERMARK
(ONE-COLOR)

2.15 UNIVERSITY STUDENT ORGANIZATIONS

Registered student organizations may either create their own unique logos or request an official logo.

Official logos can be requested at etsu.edu/logorequest.

Campus tour apparel for university promotion must use the university logo.

Official Logos

Student organizations may request a logo that is closely identified with the university's logo system.

Official student organization logos will follow the approved design and may only be created through UMC. Student organizations may not attempt to replicate an official logo.

Unique Logos

Student organizations are welcome to create their own logos or continue use of existing logos to identify their organization.

Unique logos for student organizations must meet the following standards:

They may not include or incorporate trademarks licensed by ETSU, including logos, icons, or tagline, without approval from identity@etsu.edu. They may not include any words, symbols, or images that might reflect poorly on ETSU.

They may include any symbols that identify with their parent organization (e.g., Greek letters, seal, existing logo), as long as they meet any standards outlined by the parent organization.

Student organizations with unique logos may use their organization logo alongside the university logo, but only according to the standards outlined here.

STUDENT ORGANIZATION LOGOS



ETSU STUDENT ORGANIZATION PRE-LAW SOCIETY



ETSU STUDENT ORGANIZATION PRE-LAW SOCIETY

2.16 ANNIVERSARY LOGOS

Anniversary logos are permitted to celebrate partner milestones. Designs must be clear with proper use of official colors. All designs must be approved by identity@etsu.edu.

ANNIVERSARY LOGOS



3.1 TYPOGRAPHY

Rotis Serif is the typeface used for the ETSU logo. The typography in the logo cannot be rearranged or modified in any way. Use of these typefaces should be restricted to logo and stationery (letterhead, business cards, envelopes) use only.

ROTIS SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890\$@#%*~().,-:;!/?/”

ROTIS SANS SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890\$@#%*~().,-:;!/?/”

3.2 PRIMARY TYPOGRAPHY

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and, above all, creates a voice. It's why typography is such an essential component of our brand's visual identity.

Alternate typeface for correspondence

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 can be used for email 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 and Times New Roman.

Most of ETSU's brand fonts can be downloaded for free at <https://fonts.google.com>.

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890\$@#%*~()., -;!?/'

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Roboto Thin Italic
Roboto Light Italic
Roboto Regular Italic
Roboto Medium Italic
Roboto Bold Italic
Roboto Black Italic

Roboto Condensed Light
Roboto Condensed Light Italic
Roboto Condensed Regular
Roboto Condensed Regular Italic
Roboto Condensed Bold
Roboto Condensed Bold Italic

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890\$@#% 0., -;!?/'

BEBAS NEUE THIN
BEBAS NEUE LIGHT
BEBAS NEUE BOOK

BEBAS NEUE REGULAR
BEBAS NEUE BOLD

MERRIWEATHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890\$@#%*~()., -;!?/'

Merriweather Light
Merriweather Regular
Merriweather Bold
Merriweather Black

Merriweather Light Italic
Merriweather Regular Italic
Merriweather Bold Italic
Merriweather Black Italic

ORAQLE SCRIPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890\$@#%~()., -;!?/'*

Oracle Script Regular

GREAT VIBES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&1234567890\$@#%~()., -;!?/'*

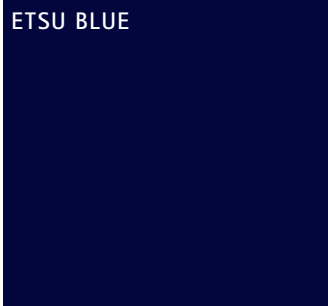
Great Vibes Regular

3.3 PRIMARY COLOR PALETTE

Primary Print Color Palette

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

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.



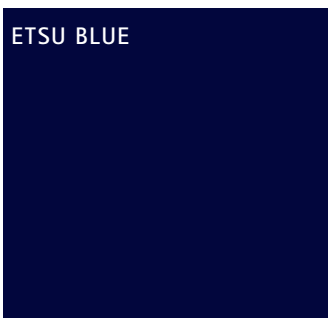
PMS: 282
CMYK: C 100 M 90 Y 13 K 68
RGB: R 4 G 30 B 66



PMS: 123
CMYK: C 0 M 19 Y 89 K 0
RGB: R 255 G 199 B 44

Primary Web Color Palette

To create a consistent set of colors for ETSU, there is a different mix for ETSU blue if it is used online. At right you will find the correct mix to use when designing items to be used online.



PMS: 282
CMYK: C 100 M 93 Y 37 K 57
RGB: R 0 G 5 B 62
HTML: 00053E



PMS: 123
CMYK: C 0 M 19 Y 89 K 0
RGB: R 255 G 199 B 44
HTML: FFC72C

3.4 SECONDARY COLOR PALETTES

Some combination of ETSU gold (PMS 123) and ETSU blue (PMS 282) should always be used prominently to help build recognition and association with the university. The colors at right have been selected as accent colors for the university. Note that these supporting colors are intended to complement but never replace our primary university colors.

ETSU also has neutral and secondary color palettes available to provide flexibility in the use of color while promoting a consistent, coordinated appearance in our marketing and communications materials. Use the supporting colors in all media, including print, web, and other electronic communications. Formulas for printed materials are outlined at right.

In most cases, no more than two or three of the supporting colors should be used in your materials. The addition of too many colors can dilute your design and mask the primary university colors. All designs should be 90% blue and gold. Other similar shades of these colors may also be used with consent of identity@etsu.edu.

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.

NEUTRAL PALETTE



PMS: 7546

CMYK: C 73 M 45 Y 24 K 66
RGB: R 37 G 55 B 70
HTML: 253746



PMS: 5405

CMYK: C 68 M 35 Y 17 K 40
RGB: R 79 G 117 B 139
HTML: 4F758B



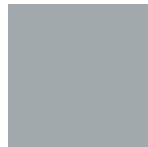
PMS: 4975

CMYK: C 36 M 84 Y 59 K 85
RGB: R 63 G 32 B 33
HTML: 3F2021



PMS: 7531

CMYK: C 16 M 29 Y 38 K 53
RGB: R 122 G 104 B 85
HTML: 7A6855



PMS: 429

CMYK: C 21 M 11 Y 9 K 23
RGB: R 162 G 170 B 173
HTML: A2AAAD



PMS: 466

CMYK: C 8 M 23 Y 52 K 15
RGB: R 198 G 170 B 118
HTML: C6AA76

SECONDARY PALETTE



PMS: 556

CMYK: C 54 M 8 Y 47 K 14
RGB: R 111 G 162 B 135
HTML: 6FA287



PMS: 554

CMYK: C 84 M 22 Y 77 K 60
RGB: R 32 G 92 B 64
HTML: 205C40



PMS: 662

CMYK: C 100 M 87 Y 0 K 20
RGB: R 0 G 26 B 112
HTML: 001A70



PMS: 286

CMYK: C 100 M 75 Y 0 K 0
RGB: R 0 G 51 B 160
HTML: 0033A0



PMS: 549

CMYK: C 56 M 8 Y 9 K 21
RGB: R 107 G 164 B 184
HTML: 6BA4B8



PMS: 1815

CMYK: C 16 M 97 Y 86 K 54
RGB: R 124 G 37 B 41
HTML: 7C2529



PMS: 7517

CMYK: C 5 M 43 Y 49 K 11
RGB: R 197 G 139 B 107
HTML: C58B68



PMS: 7506

CMYK: C 0 M 7 Y 25 K 1
RGB: R 239 G 219 B 178
HTML: EFDBB2

3.5 COLOR USAGE

To consistently achieve the right balance of color throughout our communications, refer to the color wheel for proper proportions. It's not a precise mathematical system, but this chart should provide an idea of relative use.

Instantly recognizable as ETSU, our core colors should dominate all communications, including:

- Publication covers
- Website pages
- Billboards
- Digital and print advertisements
- Formal invitations
- Recruitment materials

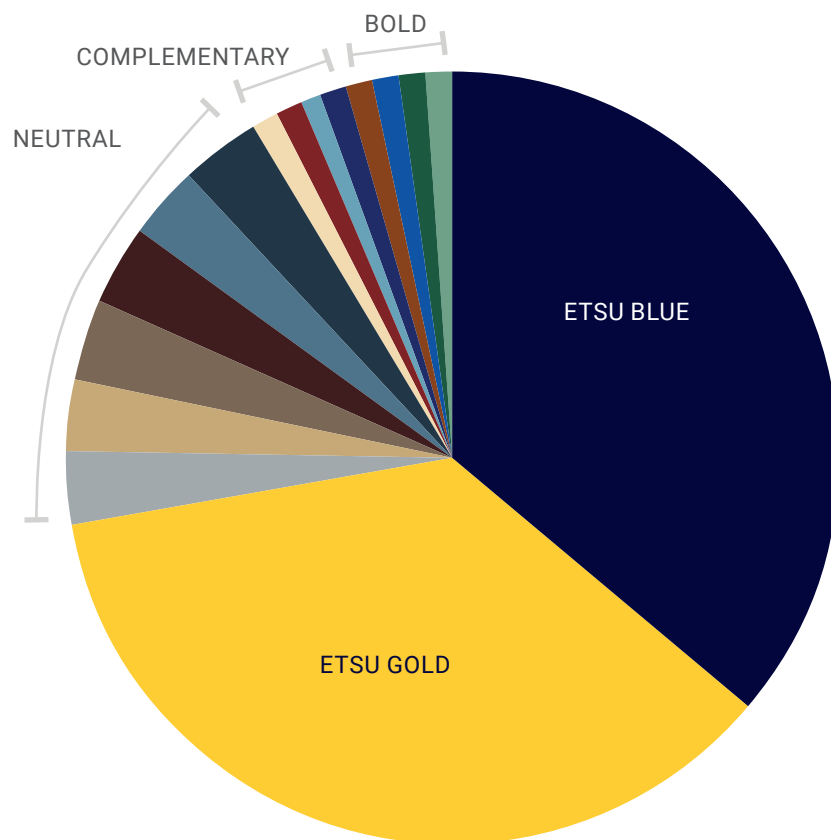
Our neutral palette is a perfect complement to our primary colors and can appear separate from the primary palette in specific instances, including:

- Non-recruitment materials
- Internal communications
- Interior pages of university publications (including brochures and magazines)

Our complementary and bold palettes add balance and flexibility to our communications while keeping the brand fresh for internal audiences. They are generally intended to accent our primary palette and should only appear separate from ETSU's gold and blue in particular communications, such as:

- Non-recruitment materials
- Interior pages of publications (including brochures and magazines)
- Internal communications

COLOR PROPORTION



4.1 THE STATIONERY SET

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

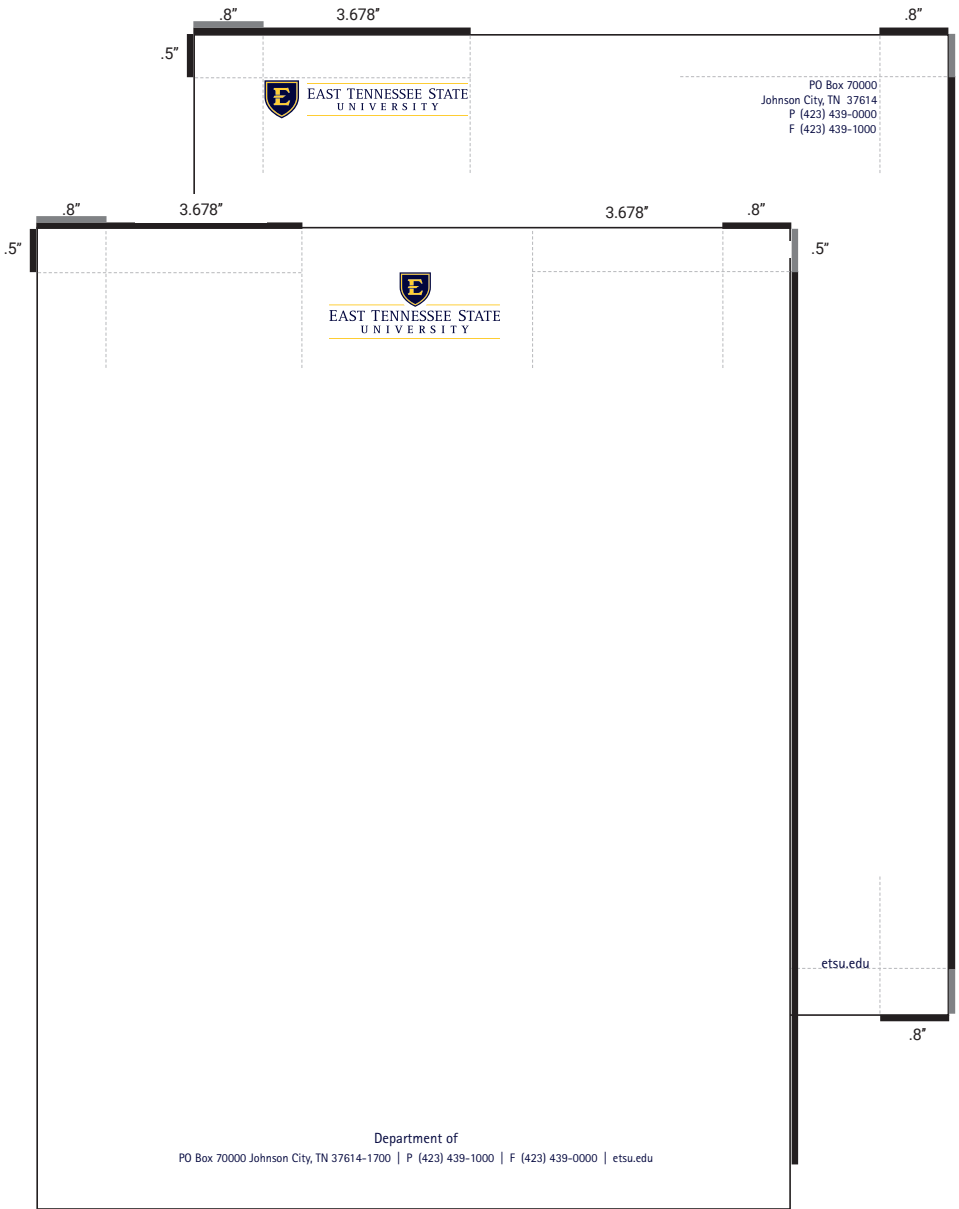
BUSINESS CARD / ENVELOPE / LETTERHEAD



4.2 LETTERHEAD

The logo is to be positioned as shown and printed in the two specified colors. Any copy or address line should line up as specified at right. It is not permissible to personalize the ETSU letterhead. Letterhead must be ordered at etsu.edu/bmccreative.

LETTERHEAD



SIZE
8.5 x 11

PAPER
25% cotton recycled
bright white
24#

PRINTING INKS
PMS 282 and PMS 123

**ADDRESS INFORMATION
(HORIZONTAL)**
10 pt. Rotis Sans Serif Pro
right justified

**TITLE
(HORIZONTAL)**
(if applicable)
12 pt. Rotis Sans Serif Pro
align with E in EAST

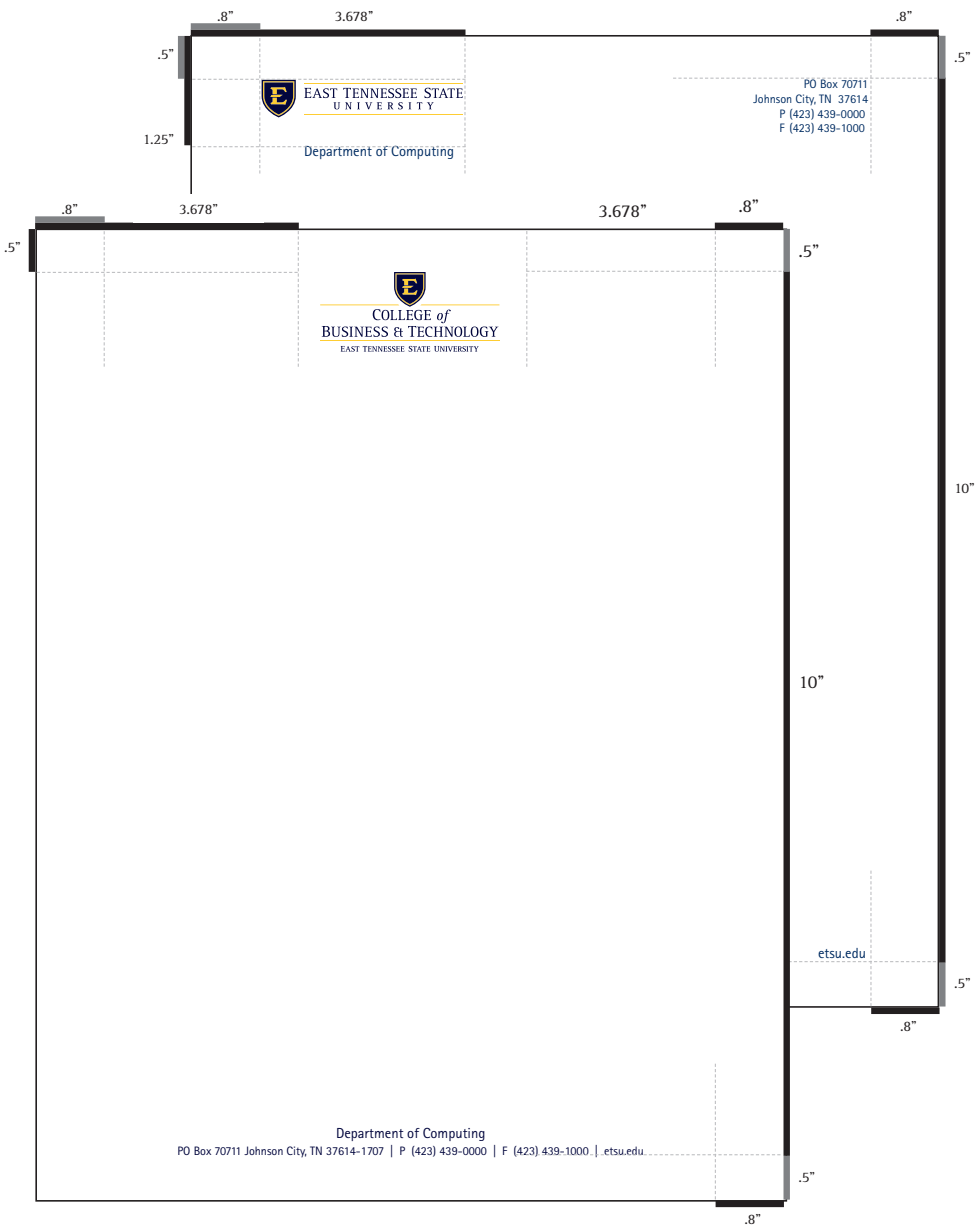
**ADDRESS INFORMATION
(CENTERED)**
10 pt. Rotis Sans Serif Pro
centered

**TITLE
(CENTERED)**
(if applicable)
12 pt. Rotis Sans Serif Pro
centered

4.2 LETTERHEAD - CONTINUED

The university logo and all college, department, and center logos may be used on letterhead. Letterhead must be ordered at etsu.edu/bmccreative.

LETTERHEAD

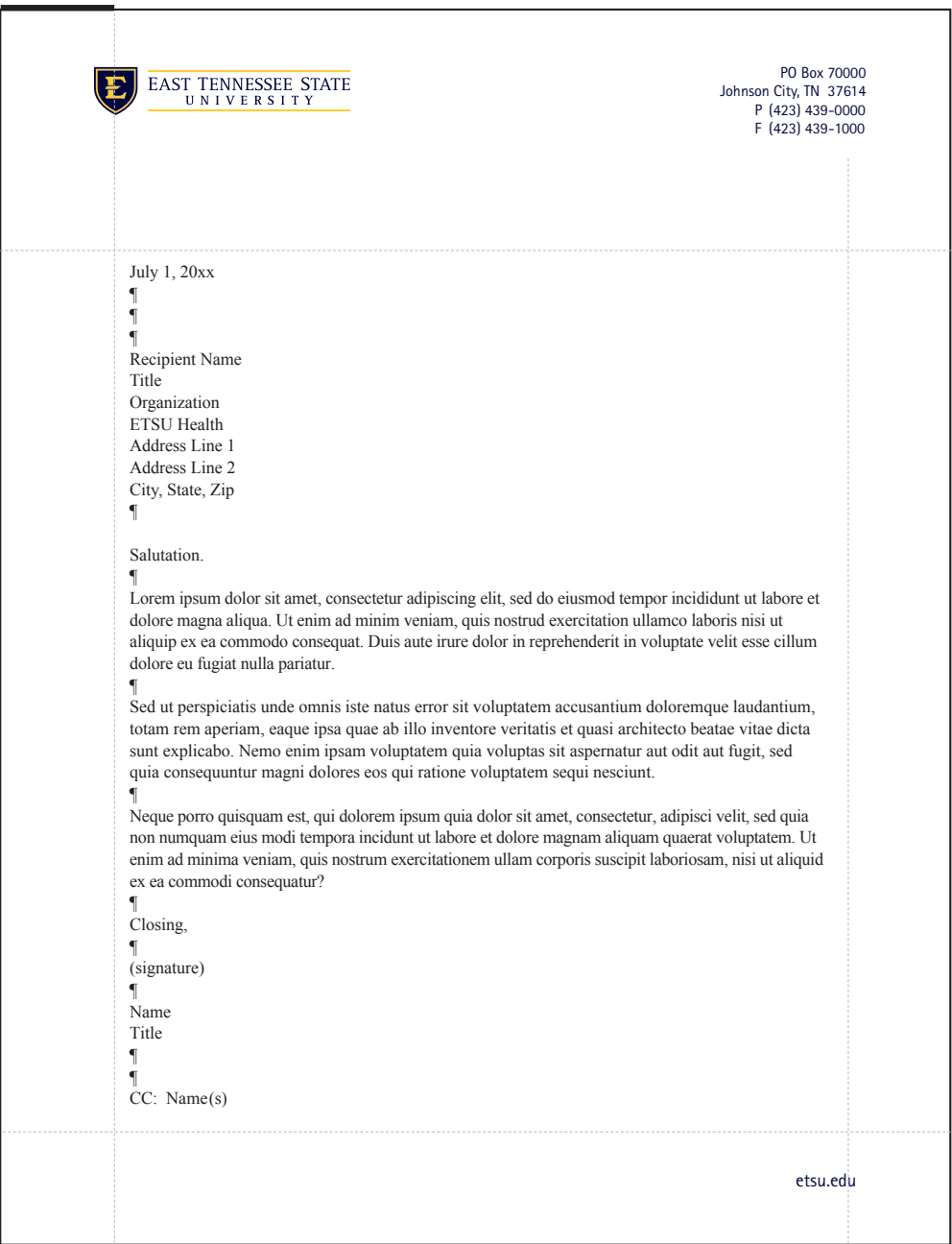


TITLE
12 pt. Rotis Sans Serif Pro
align with E in EAST

ADDRESS INFORMATION
10 pt. Rotis Sans Pro
Centered

The guidelines in the sample letter at right are for laser printing. To request digital letterhead, contact etsu.edu/bmccreative.

SAMPLE LETTER



Top: 2.125 inches
Bottom: 1 inch
Left: 1 inch
Right: 1 inch

12 point, flush left

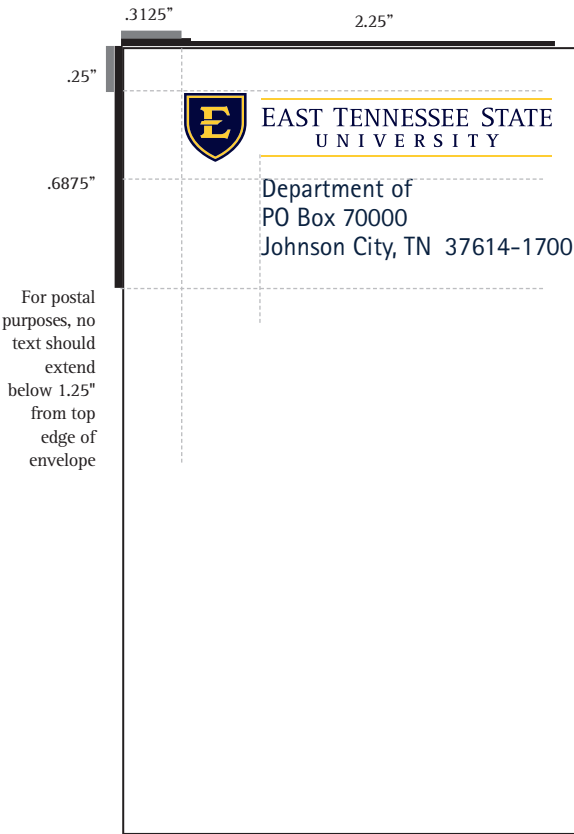
single-space

4.4 ENVELOPE

The logo is to be positioned as shown and printed in the two specified colors: PMS 282 and PMS 123. Any copy or address line should line up as specified here.

Envelopes must be ordered at etsu.edu/bmccreative.

SAMPLE ENVELOPE



ENVELOPE STYLE
#10 Official

SIZE
9.5 x 4.125 inches

PAPER
White wove
24#

PRINTING INKS
PMS 282 and PMS 123

TYPOGRAPHY
10 pt. Rotis Sans Serif
11 pts. leading
align with E in EAST

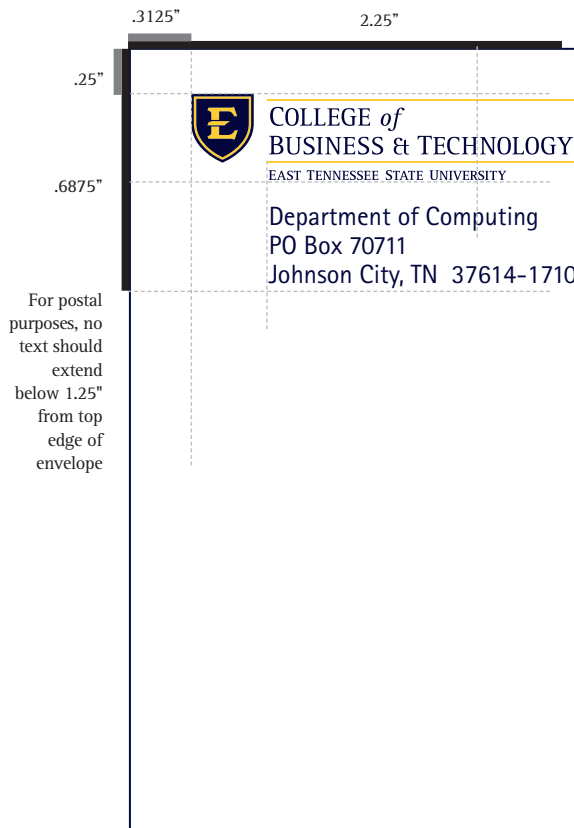
4.4 ENVELOPE - CONTINUED

Due to space limitations, the university or college logo should be used, with the unit name set in text below with the address.

The logo is to be positioned as shown and printed in the two specified colors: PMS 282 and PMS 123. Any copy or address line should line up as specified here.

Envelopes must be ordered at etsu.edu/bmccreative.

SAMPLE ENVELOPE



ENVELOPE STYLE

#10 Official

SIZE

9.5 x 4.125 inches

PAPER

White wove
24#

PRINTING INKS

PMS 282 and PMS 123

TYPOGRAPHY

10 pt. Rotis Sans Serif
11 pts. leading
align with E in EAST

4.5 BUSINESS CARD

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

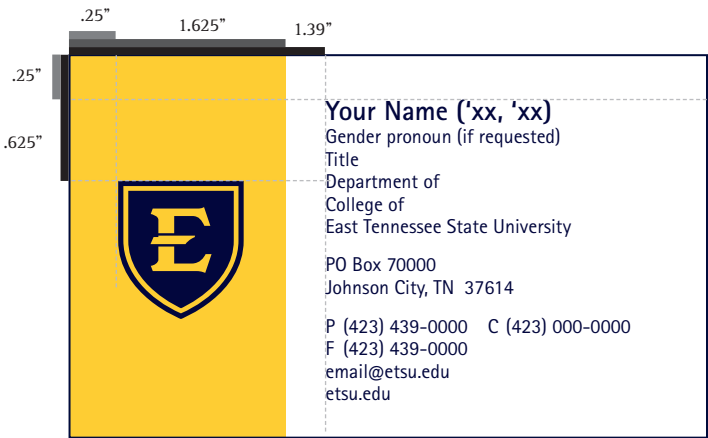
A unique URL including no more than one dash and two words may be used on business cards; redirect/shortened URLs may be requested by selecting Request Help Forms at etsu.edu/umc/webtech.

For example:
etsu.edu/umc is acceptable.

etsu.edu/universitymarketingcommunications is too long and should not be used.

Business cards must be ordered at etsu.edu/bmccreative.

BUSINESS CARD



BUSINESS CARD SIZE

3.5 x 2 inches

PAPER

80# white matte cover

PRINTING INKS

PMS 282 and PMS 123

TYPOGRAPHY

name (ETSU graduation year, if requested): 11 pt. Rotis Sans Serif Bold
Gender pronoun (if requested): 8 pt. Rotis Sans Serif Italic
title: 8 pt. Rotis Sans Serif Italic
department: 8 pt. Rotis Sans Serif Regular
university: 8 pt. Rotis Sans Serif Regular
..... 9 pts. leading
addresses: 8 pt. Rotis Sans Serif Regular
..... 9 pts. leading
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

4.6 BUSINESS CARD OPTIONS

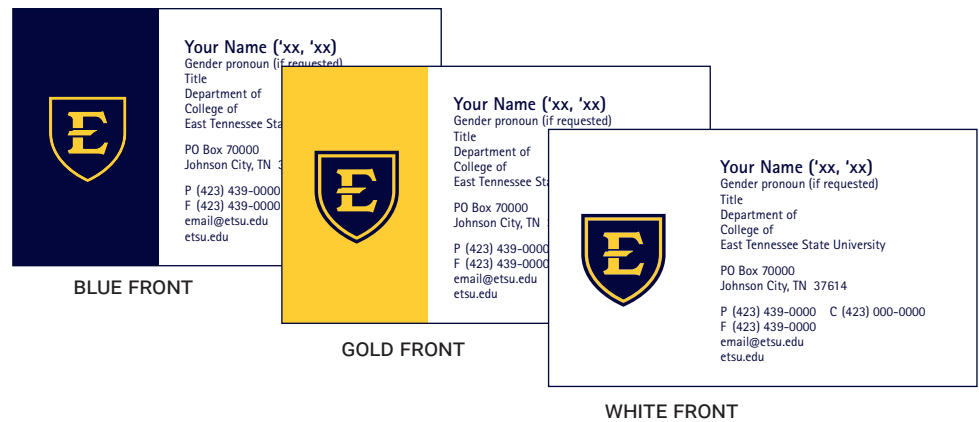
The ETSU business card has multiple color options. Choose from white, blue, or gold front and white, blue, or gold back printing colors as shown.

Business cards come standard with the ETSU logo on the back of the card.

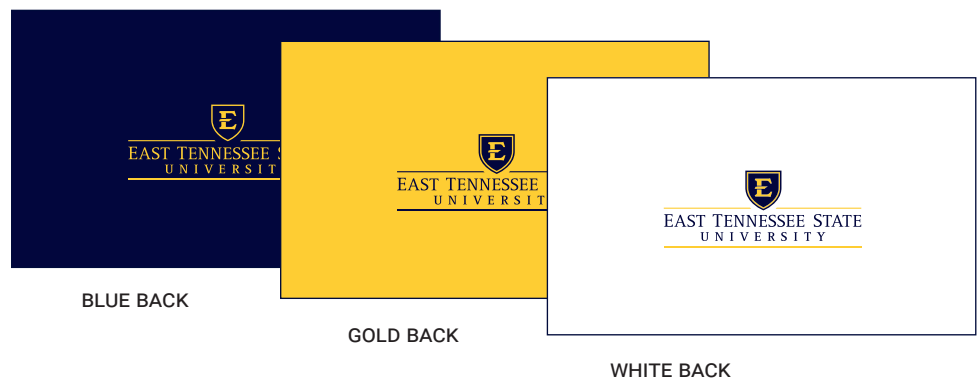
Business cards are for use by university employees only.

Business cards must be ordered at etsu.edu/bmccreative.

BUSINESS CARD TWO-COLOR FRONT



BUSINESS CARD TWO-COLOR BACK



4.7 STUDENT BUSINESS CARD

Student business cards should be in the design shown here and must be clearly marked “student.” As with standard business cards, there are multiple color options. Choose from white, blue, or gold printing colors as shown.

Business cards must be ordered at etsu.edu/bmccreative.

BUSINESS CARD TWO-COLOR OPTION

EAST TENNESSEE STATE UNIVERSITY

Your Name
Gender pronoun (if requested)
Student
College and/or Major

P: (000) 000-0000
C: (000) 000-0000
Email: your_email@etsu.edu

BLUE

EAST TENNESSEE STATE UNIVERSITY

Your Name
Gender pronoun (if requested)
Student
College and/or Major

P: (000) 000-0000
C: (000) 000-0000
Email: your_email@etsu.edu

GOLD

BUSINESS CARD ONE-COLOR OPTION

EAST TENNESSEE STATE UNIVERSITY

Your Name
Gender pronoun (if requested)
Student
College and/or Major

P: (000) 000-0000
C: (000) 000-0000
Email: your_email@etsu.edu

WHITE

4.8 EMAIL / ELECTRONIC SIGNATURE

Because 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.

To download, log in to your Marq account; if you don't have a Marq account, visit etsu.edu/umc and select ETSU Identity, then Print & Design.

ELECTRONIC SIGNATURE



FIRST NAME
LAST NAME

Gender Pronoun (optional)
Job Title
Department Name

(423) 439-0000
(423) 928-0000
youremail@etsu.edu
etsu.edu
Room 112
Burgin E. Dossett Hall

EAST TENNESSEE STATE UNIVERSITY



FIRST NAME
LAST NAME

Gender Pronoun (optional)
Job Title
Department Name

(423) 439-0000
(423) 928-0000
youremail@etsu.edu
etsu.edu
Room 112
Burgin E. Dossett Hall

East Tennessee State University | PO Box 70000 | Johnson City, TN 37614

4.9 NOTE CARD AND ENVELOPE

The note card is printed in the two specified colors (PMS 282 and PMS 123) on one side, blank inside. A coordinating white envelope completes the set.

Color options are shown below. Contact etsu.edu/bmccreative for more information.

NOTE CARD AND ENVELOPE

NOTE CARD SIZE

Flat: 6.25 x 9.25 inches
Finished: 6.25 x 4.625 inches

PAPER

25% cotton recycled
bright white
24#

PRINTING INKS

PMS 282 and PMS 123

TEXT ON BACK

16 pt. Rotis Serif Regular
19.2 pts. leading

ENVELOPE STYLE

A-6 square-flap

SIZE

6.5 x 4.75

PAPER

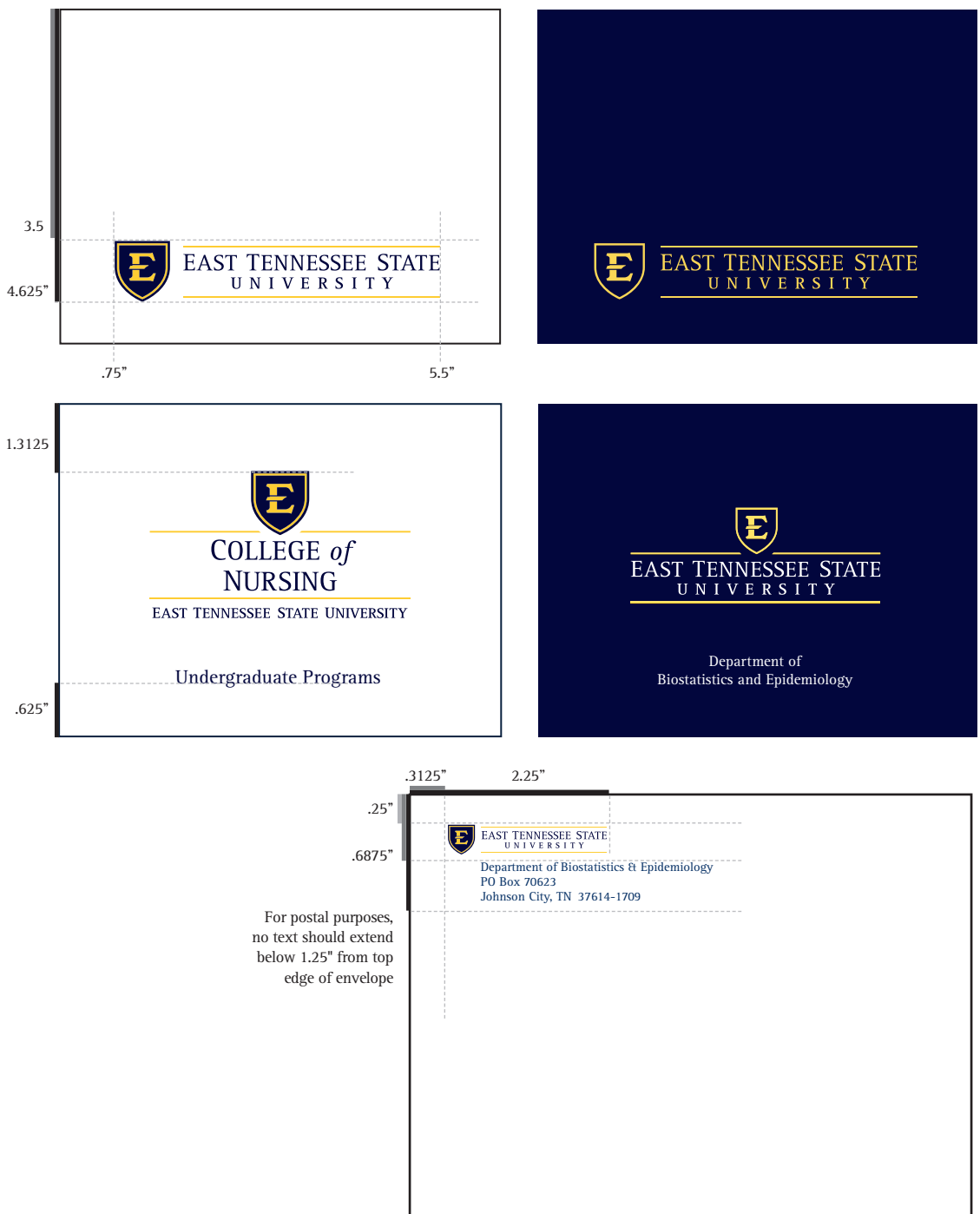
White wove 24#

PRINTING INKS

PMS 282 and PMS 123

TYPOGRAPHY

11 pt. Rotis Sans Serif
centered under logo




For postal purposes,
no text should extend
below 1.25" from top
edge of envelope

4.10 FAX TEMPLATE

To request a fax cover sheet,
contact identity@etsu.edu.

FAX TEMPLATE



EAST TENNESSEE STATE
UNIVERSITY

Department Name
PO Box 70000
Johnson City, TN 37614
P (423) 439-0000
F (423) 439-1000

FAX COVER SHEET

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

To: _____

Attention: _____

From: _____

Message: _____

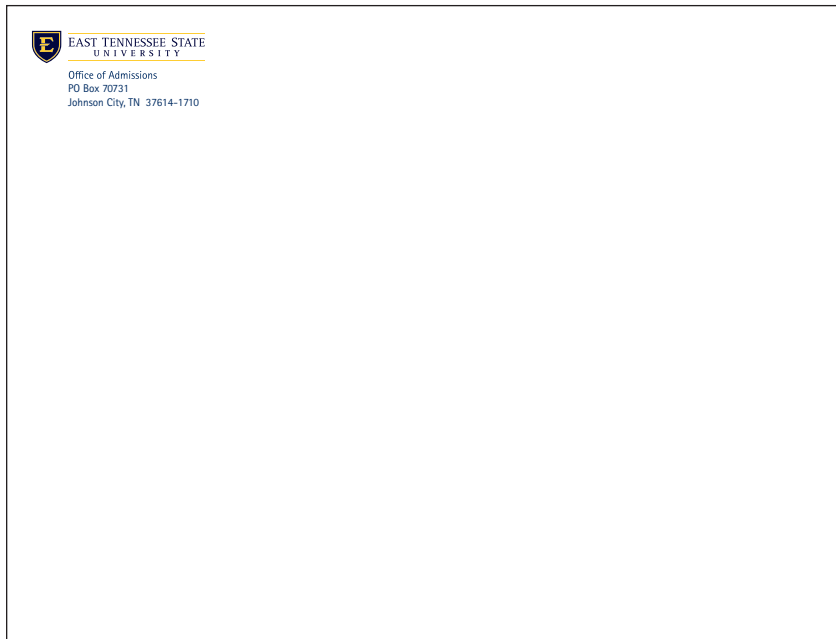
etsu.edu

4.11 RELATED MATERIALS

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

For ordering information, contact etsu.edu/bmccreative.

CATALOG ENVELOPE



ENVELOPE STYLE

12 1/2 Catalog

PAPER

standard white wove

SIZE

12 x 9 inches

PRINTING INKS

PMS 282 and PMS 123

MAILING LABEL

LABEL STYLE

Laser printer labels #5164

SIZE

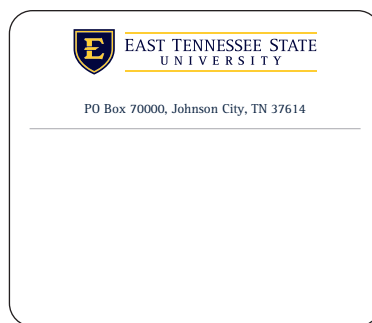
4 x 3.33 inches

PAPER

white, crack-n-peel

PRINTING INKS

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



5.1 DESIGN PRINCIPLES

Use of negative space

Negative space (commonly referred to as white space) is the often-overlooked design element that allows a layout to breathe. When successfully utilized, it gives your eye somewhere to rest — allowing the audience to engage with the content in an orderly, comfortable fashion.

Proper Hierarchy

Proper hierarchy describes how written content is laid out on the page. Specific point sizes and line breaks should be considered based on how you'd like your audience to digest the messaging. Generally speaking: headline first, body copy second.

Customer-Focused Copy

Write from the audience's perspective. Give them something to relate to. Tell them a story — even if it's a three-line story — and put them at the center of it.

Clear Call to Action

Give the audience somewhere to go or someone to contact. Be clear about their next step.

Compelling Photography

Utilize images that are emotionally resonant. Photography should be evocative and thought-provoking. Our photos should embody the personality of our brand. Photos should reflect ETSU in color scheme as much as possible.

Essential Branding

It's important to brand all communications and marketing materials with the proper ETSU logo. Every communication is a branding opportunity. Make the most of it.



5.2 LOGO USAGE

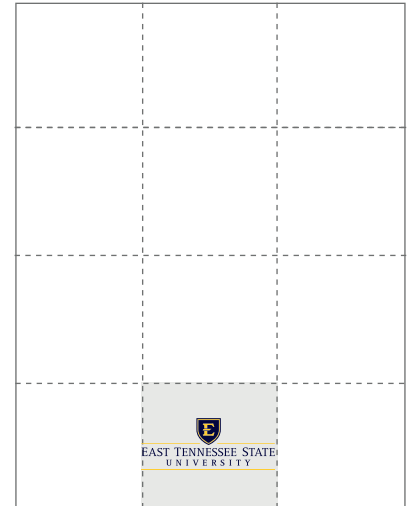
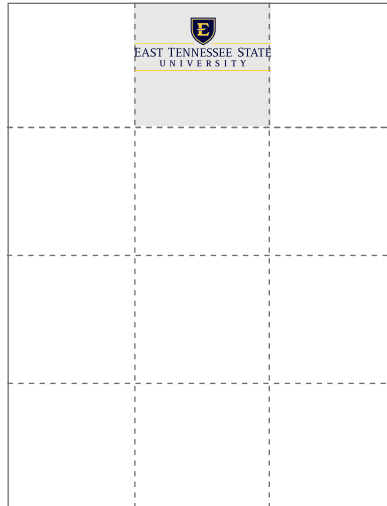
Logo placement is important.

Preferred placements for each logo configuration are illustrated at right. Although there is flexibility for alignment within these areas, the placements shown are optimal. The highlighted locations show the preferred position for each configuration.

These placements also apply to logo variations for university units.

STACKED LOGO

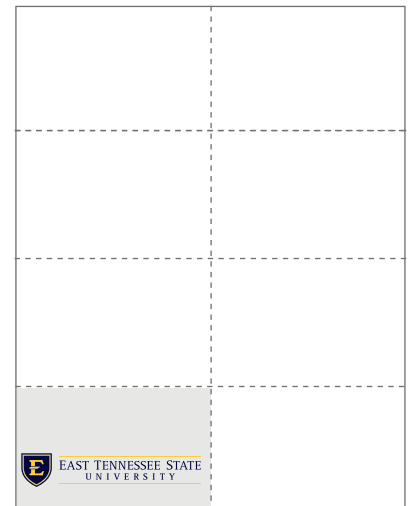
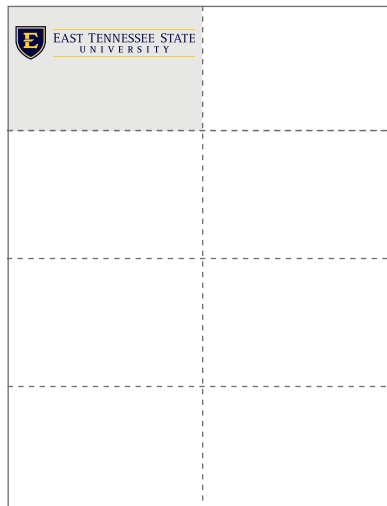
PREFERRED PLACEMENT



PREFERRED PLACEMENT

HORIZONTAL LOGO

PREFERRED PLACEMENT



PREFERRED PLACEMENT

5.2 LOGO USAGE - CONTINUED

An ETSU logo (the primary ETSU logo or a lockup) should be used for all materials circulated off-campus. This promotes visibility of ETSU as a unified brand.

EXAMPLES



5.3 DESIGN ELEMENTS

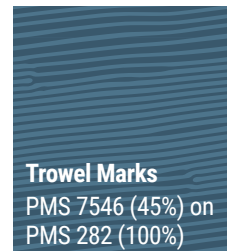
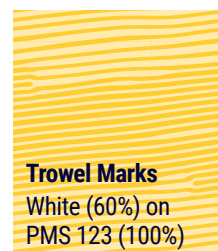
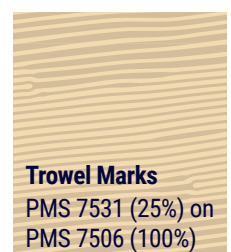
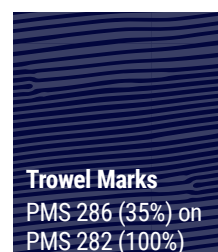
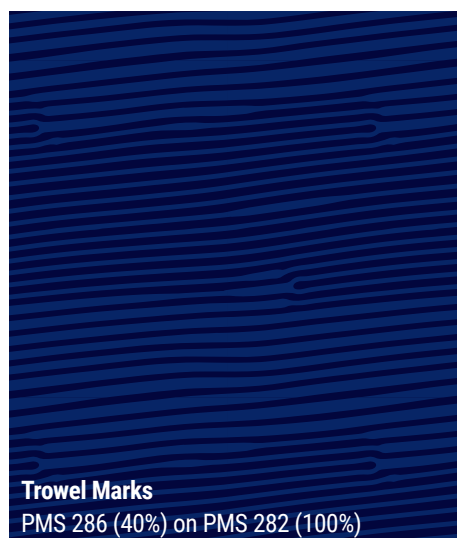
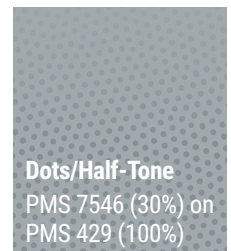
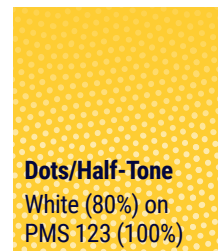
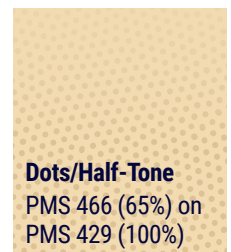
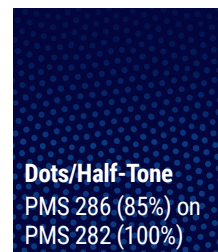
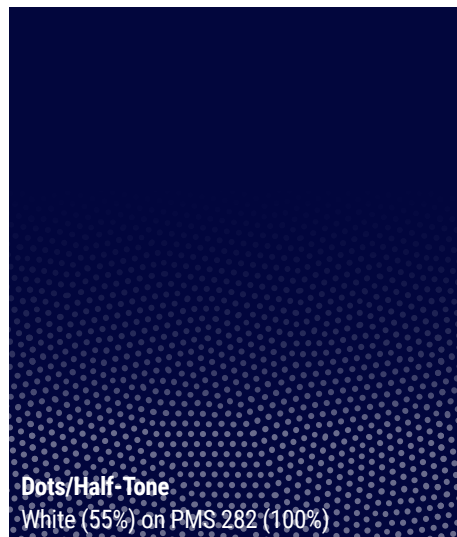
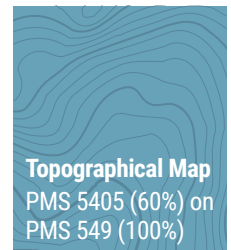
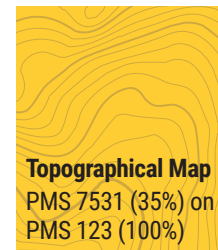
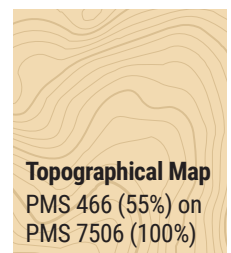
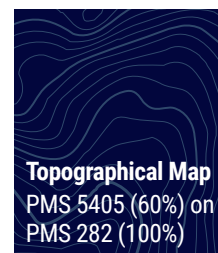
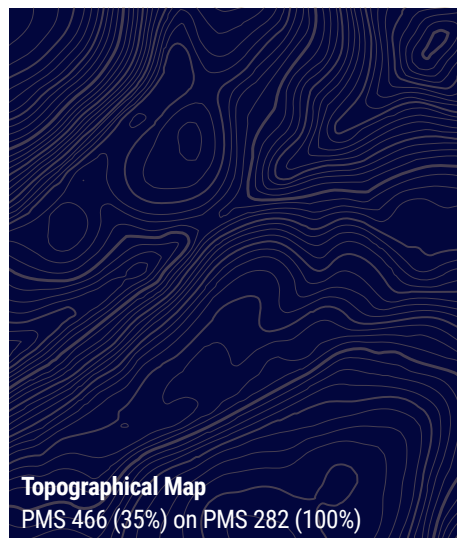
These design elements are the creative tools and visual assets that bring ETSU's brand to life. Repeated use of these elements creates consistency across all our varied forms of communication.

Textured Backgrounds

Textured backgrounds help create variation and interest when using large sections of blue or gold, or when needing to use multiple color backgrounds on the same page. Use of these textured backgrounds is especially important to create interest and consistency in recruitment materials. Specific percentages and color combinations have been given as guidelines. Using these variations will keep your text readable while keeping the texture visible.

To request backgrounds, email identity@etsu.edu.

TEXTURED BACKGROUNDS



5.3 DESIGN ELEMENTS - CONTINUED

Vignette Backgrounds

These backgrounds are used to add depth and richness to a design.

To request backgrounds, email identity@etsu.edu.

VIGNETTE BACKGROUNDS



5.3 DESIGN ELEMENTS - CONTINUED

These design elements are the creative tools and visual assets that bring ETSU's brand to life. Repeated use of these elements creates consistency across all our varied forms of communication.

Text Over Photography

Headline text can be used over photos. Text should be placed over a photo with large open areas. If necessary, a slight drop shadow may be used. Always be cautious to keep the drop shadow to a minimum so that it does not become obvious but makes the text more readable.

TEXT OVER PHOTOGRAPHY



5.3 DESIGN ELEMENTS - CONTINUED

These design elements are the creative tools and visual assets that bring ETSU's brand to life. Repeated use of these elements creates consistency across all our varied forms of communication.

Layered Design Elements

Photos and colored boxes are layered within the design to create depth and movement. This may include the use of transparent color boxes used over the image.

Open-Box Borders

Another way of creating movement is with the open box. These are used around text elements, either to group them or to help them stand out.

LAYERED DESIGN ELEMENTS



OPEN-BOX BORDERS



5.4 PHOTOGRAPHY/ VIDEOGRAPHY

Photography is one of the best opportunities to convey the personality of ETSU. A good image becomes the opening sentence of your story, grabs people's attention, and ingrains itself into a person's memory.

Good photography evokes emotions and reactions before anything is even said.

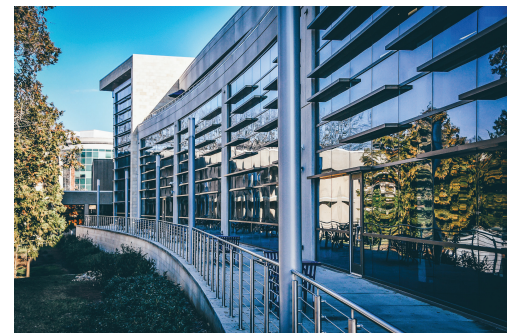
Getting a good image requires careful planning, execution, and selection.

Photography should spotlight our people, our places, and Bucs in action. It is clean, compelling, and real, and the subject is always the hero — the primary focal point, caught in a moment that resonates with the viewer.

The photos that say the most about our university are often the ones that show the amazing things people at ETSU do. Most importantly, strive to convey the passion and emotion of your subject.

To help stylize our brand, we use Adobe Lightroom to give our photos a distinct look and feel.

To request Lightroom preset settings, email identity@etsu.edu.



6.1 PUBLICATIONS

The primary logo is the standard for publications. Logo placement should follow the standards stated in section 5.2. It is always preferred that the logo be in full color, or in a reverse format on a solid field (see logo variations in section 2.5 for guidelines).

To best represent ETSU, the main university colors of blue (PMS 282) and gold (PMS 123) should be the predominant colors in your layout (90%). Suggested colors that complement ETSU's blue and gold may be found in section 3.4 but should only be used as accent colors in your design.

All brochures must display an official university logo.

For approved fonts to be used in ETSU publications, refer to section 3.2.

All publications created for recruitment purposes should be coordinated through your partnership manager.

PUBLICATION EXAMPLES



FLYER EXAMPLES



6.2 ADVERTISING

Ads should contain address and contact information of the university and/or department. The ETSU web address must always appear on print ads.

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.

Billboards should be clear, concise, and to the point using as few words as possible (seven or fewer), with a strong visual element. A web address should also be included. The ETSU horizontal logo should comprise 1/3 to 1/2 of the vertical space on the billboard to ensure readability. Text should display at a minimum of 18 inches at final size.

As with all ads, the idea is to catch attention. A strong typeface will do just that.

PRINT ADVERTISEMENT EXAMPLES



BILLBOARD EXAMPLES



6.3 DIGITAL MEDIA

As illustrated here, the same standards that apply to print media must also be used for digital media.

SOCIAL MEDIA ADS

VIRTUAL INFORMATION SESSION SCHEDULE:

- Doctorate of Public Health**
September 6, 12:30 p.m. EDT
with Dr. Jared Hendrick
- Doctorate of Occupational Therapy**
September 6, 12:00 p.m. EDT
with Dr. Lindsay Williams
- Doctorate of Clinical Psychology**
September 7, 2:00 p.m. EDT
with Dr. Diana Morelen
- Master of History**
September 8, 4:00 p.m. EDT
with Dr. Dinah Mayo-Bobee
- Master of Nursing Education ***
September 8, 6:30 p.m. EDT
with Dr. Robin Foreman
- Master of Chemistry**
September 8, 4:30 p.m. EDT
with Dr. Dane Scott

* 100% Online

GRADUATE SCHOOL
EAST TENNESSEE STATE UNIVERSITY
etsu.edu/gradsession

ONE-STOP HELP DAYS

MONDAY TUESDAY
NOV 14 & NOV 15
11 a.m. to 2 p.m.

WEBSITE

Winter Wonderland
Take a spin on the skating rink located in University Commons!

Bucs Go Beyond

ETSU was founded in 1911 with a singular purpose: to improve the quality of life for people in the region and beyond.

**ETSU Trailblazer
STUDENT PLANS CAREER IN TEEN HEALTH**

Kristen Surles was drawn to this particular field of research after earning her master's degree by working for a non-profit agency that provided counseling to teens. "A lot of kids don't have access to care. I found that a lot of schools are overwhelmed and under-resourced to provide any kind of care to youth."

Now a doctoral student in health management and policy in the College of Public Health, Surles is a graduate assistant in CARE Women's Health and an Emerging Scholar in Family Planning, with her work funded by a grant from the Society of Family Planning Research Fund.

[Kristen's Story →](#)

6.4A SOCIAL MEDIA

Social media is 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. Partners using social media on behalf of ETSU should take the time to work with University Marketing and Communications to determine who their users are and which platform will work best. They should also familiarize themselves with ETSU's social media guidelines [here](#).

SOCIAL MEDIA ICONS AND LOGOS



SOCIAL MEDIA GUIDELINES

Partner Facebook pages and Twitter accounts are a great way to reach followers who are interested in particular programs. Although partners can create Facebook pages and Twitter accounts without the need for approvals, the guidelines below should be kept in mind.

- Please update accounts regularly. Post something at least two times per week, even if the post is not original content (share or retweet).
- Please consider that posts are reflective of the university as a whole and keep the tone engaging and conversational but always professional and polite.
- Please use profile photos with an updated logo or other photo that represents the unit appropriately. Please remove profile and cover photos that include any outdated logos.
- Respond to posts and tweets from followers. Check the communication daily and respond in a timely manner, even if the first piece of communication is simply, "We will find the answer to your question and respond soon."
- Delete all unused unit social media profiles.

6.4B SOCIAL MEDIA LOGO USAGE

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, the affinity lockup logo can be used. Also, consider using a portrait or photo of your location. (Do not create your own logo for the avatar.)

Official university accounts shall have account names that reflect ETSU XYZ; e.g., ETSU Athletics, ETSU Student Activities, ETSU Graduate Studies.

AFFINITY LOCKUP



**BREWING &
DISTILLATION**



**INSTITUTIONAL
REVIEW BOARD**

EXAMPLE



7.1 BRAND MERCHANDISE

All merchandise bearing ETSU university logos must be purchased through an officially licensed vendor. The list of approved vendors is available to view at etsu.edu/umc/identity under the Promo & Branded Items section.

On any item, 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 promotional items and apparel, the preference is always to use the two school colors of blue and gold.

For embroidery, use gold Isacord #0800 and 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.



7.1 BRAND MERCHANDISE - CONTINUED

Because space may be limited, modified versions of the logo may be used to ensure readability. Licensed vendors can create artwork based on these guidelines; work with them directly.

For questions contact identity@etsu.edu.

T-SHIRTS



PENS



NOTEBOOK COVERS



8.1 IDENTIFICATION

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

Employee Name Tag

To order name tags, go to etsu.edu/umc/identity and select the Promo & Branded Items section.

EMPLOYEE NAME TAG



Student/Staff ID Card

Members of the ETSU community may stop by Campus ID Services on the second floor of the D.P. Culp Student Center (Welcome Center) to have their ID Card made.

STUDENT/STAFF ID CARD



DISPOSABLE NAME TAG



The disposable name tag design should be used for guests of the university at university events.

Template available on Marq

8.2 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 is also acceptable.

VEHICLE IDENTIFICATION



8.3A DISPLAY MATERIALS

Display Tablecloth

Often, a prospective student's first experience with an institution's identity occurs at a college fair. To maintain consistency, partners should use the complete horizontal format of the university or college logo, printed in the specified PMS colors at 50" wide x 17" high. College and/or department logos may be used for events on campus and off campus. Font used for college and/or modified department name is Rotis Serif.

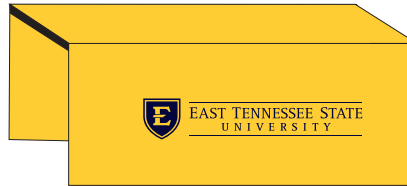
For information on ordering, go to etsu.edu/umc/identity and select Promo & Branded Items, then Tablecloths.

Tent

Only university or college logos as shown can be used on the tent top. Program or association name can be displayed on back panel (*not shown*).

All tents should be from International E-Z Up Inc. To order, go to etsu.edu/umc/identity and select the Promo & Branded Items, then Tents.

DISPLAY TABLECLOTH



TENT



8.3B DISPLAY MATERIALS

Gonfalons (Commencement banners)

The official gonfalons are used for Commencement or official ETSU ceremonies.

Gonfalons and their design components may not be used for any other purpose.

For ordering information, go to etsu.edu/umc/identity and select Promo & Branded Items, then Gonfalons.

GONFALONS



8.4 GLASS FROSTING TREATMENT

When requesting a frosting treatment to glass, the logo will be applied as shown in the examples at right. Please note that when needing a privacy frosting, the application of the logo is presented in the reverse from when the logo is added to clear non-frosted glass.

To order, submit a Renovation/
Space Use Request form at
etsu.edu/facilities/forms.php.

LOGO FROSTING TREATMENT



PRIVACY FROSTING TREATMENT



8.5 OUTDOOR SIGNAGE

Signage

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

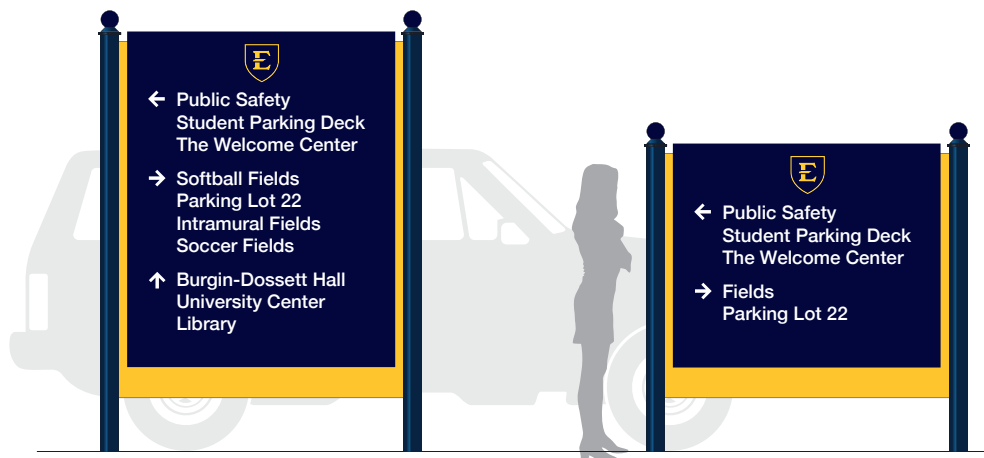
Rotis Serif is the approved font for the building name on a Building ID sign, and Arial is the approved font for the directional text.

Exterior building signage should be ordered through Facilities by completing a renovation/space request form (etsu.edu/facilities/forms.php).

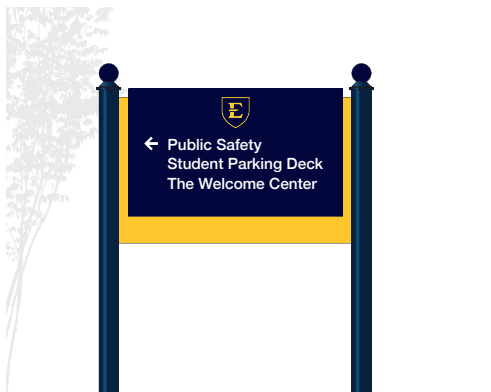
CAMPUS ENTRANCE ID



LARGE AND MEDIUM VEHICULAR DIRECTIONAL SIGN



SMALL VEHICULAR DIRECTIONAL SIGN



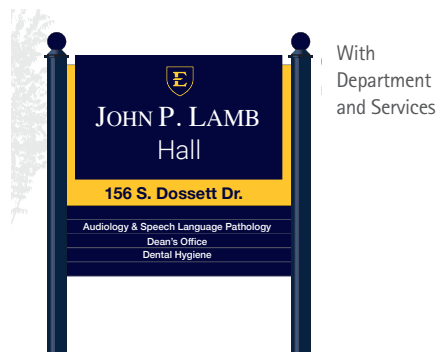
PRIMARY BUILDING ID SIGN



WALL-MOUNT BUILDING ID SIGN



SECONDARY BUILDING SIGNS



TERTIARY BUILDING SIGNS



Tertiary Freestanding
Building ID Sign

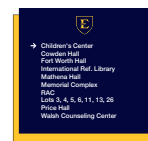


Tertiary Wall-Mounted
Building ID Sign

PEDESTRIAN DIRECTIONAL SIGNS

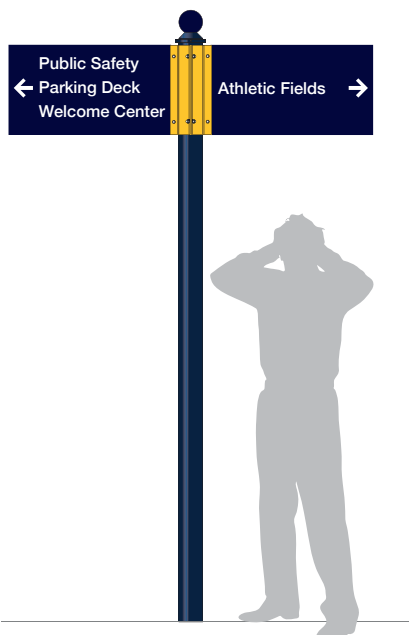


Primary Pedestrian
Directional Sign

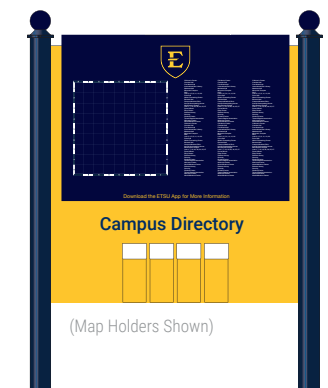
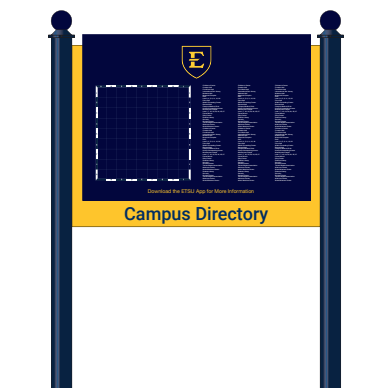


Secondary Pedestrian
Directional Sign

SPECIALTY PEDESTRIAN DIRECTIONAL SIGN



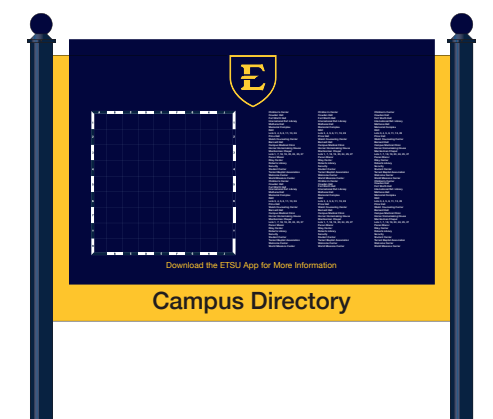
TYPICAL CAMPUS DIRECTORY SIGNS



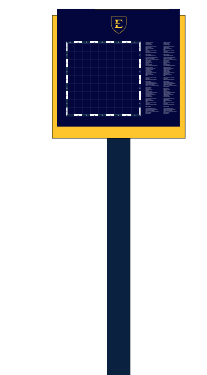
STUDENT & FACULTY PARKING SIGNS



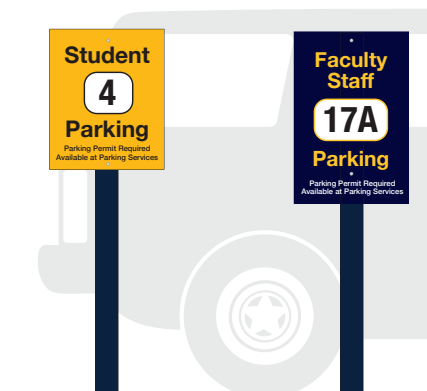
VEHICULAR CAMPUS DIRECTORY SIGN



TRAILHEAD PEDESTRIAN MAP SIGN



STUDENT & FACULTY PARKING SIGNS



FIELD COMPLEX SIGNS



8.6 INDOOR SIGNAGE

Building Hanging Signage

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

Signs are 4" x 24" and may have one, two, or three lines of text.

For ordering information, go to etsu.edu/umc/identity and select Promo & Branded Items, then Interior Signage.

Building Wall Signage with Braille

ETSU wall signs include an area for braille text and should be printed on blue signs, with white office names and numbers for printing with PMS 123 logo.

Wall signs are available in either 6" x 6" or 8" x 8" with either an option of one, two, or no clear plastic inserts.

For ordering information, go to etsu.edu/umc/identity and select Promo & Branded Items, then Interior Signage.

BUILDING HANGING SIGNAGE



STANDARD INTERIOR SIGNAGE



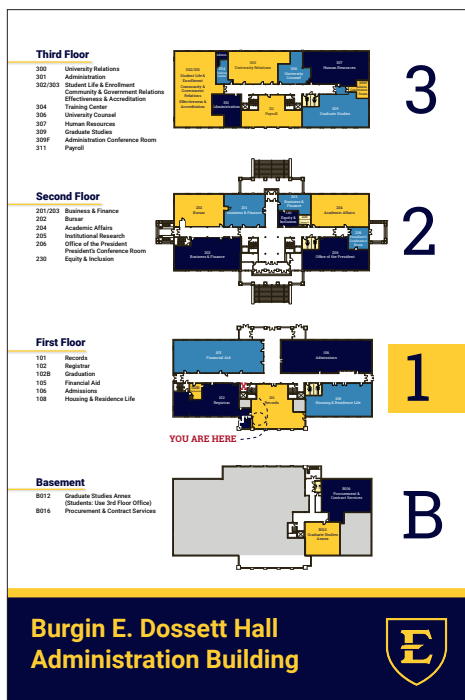
Restroom Sign



Building Room Sign



Name Plate



Wall Directory Sign

First Floor

| | |
|--------------------------|------|
| Records | 101 |
| Registrar | 102 |
| Graduation | 102B |
| Financial Aid | 105 |
| Admissions | 106 |
| Housing & Residence Life | 108 |

Second Floor

| | |
|-----------------------------|---------|
| Business & Finance | 201/203 |
| Bursar | 202 |
| Academic Affairs | 204 |
| Institutional Research | 205 |
| Office of the President | 206 |
| President's Conference Room | |
| Equity & Inclusion | 230 |

Third Floor

| | |
|---------------------------------------|---------|
| University Marketing & Communications | 300 |
| Administration | 301 |
| Student Life & Enrollment | 302/303 |
| Community & Government Relations | |
| Effectiveness & Accreditation | |
| Training Center | 304 |
| Human Resources | 307 |
| University Counsel | 309 |
| Administration Conference Room | 309F |
| Payroll | 311 |

Burgin E. Dossett Hall
Administration Building



8.7 PLAQUES

Embossing/Debossing/Engraving

When embossing or debossing with one-color material, use a gold or white logo.

When embossing or debossing on dark surfaces, use a white or gold logo.

When engraving, the logo to be used will 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.

Building and Room Placards

When embossing or debossing on dark surfaces, use a white or gold logo.

Georgia font should be used for placards.

Submit design proof to identity@etsu.edu for approval prior to ordering in eBucs.

EMBOSSING/DEBOSSING/ENGRAVING



9.1 POWERPOINT PRESENTATIONS

Templates have been created for PowerPoint presentations that express the ETSU brand.

To download, go to Marq.com or etsu.edu/umc/identity and select ETSU Identity, then Print & Design.

POWERPOINT PRESENTATION TEMPLATES



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 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 or 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. Abbreviation 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 publications.

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 at 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; e.g, dull, gloss, matte, vellum.

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. 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.

Knockout. 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 “f” 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 electronic files, 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 “mo-ray.” 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 a 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 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 pixelated image. Pixelated 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. Abbreviation 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 knockout.

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 typeface, 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/Epsa. 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 (e.g., 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; e.g., Borea 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.

Typeface. A particular style of letter form and alphabet, usually identified by a name given by the designer; e.g., 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.