



EAST TENNESSEE STATE
UNIVERSITY

ETSU Visual Identity

January 2024



**A brand is
not a logo.**

**A brand is a perception —
how the world views us.**

Ideally, that perception aligns with how we see ourselves and want to be seen.



Understanding Our Visual Identity

Go beyond

Every visual element should be consistent in reflecting our mission and values.

Why? ETSU needs to be recognizable and stand out in a way that is indelible and creates a positive impression in people's minds over time.





Why do we have brand standards & procedures?

- A) Pure contrariness on the part of the marketing team
- B) To ensure our brand development efforts are effective
- C) To protect the university from legal and reputational risks





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The 3 Cs of Branding

Consistency

Key brand elements should have little to no variation.

Clarity

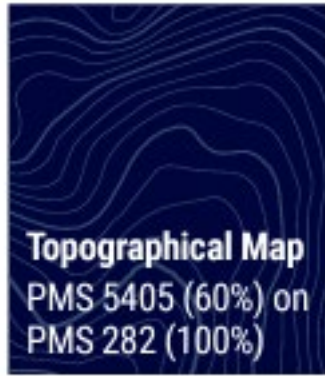
Our message should be easy to understand and meaningful to our audience.

Character

Our values and personality should shine.

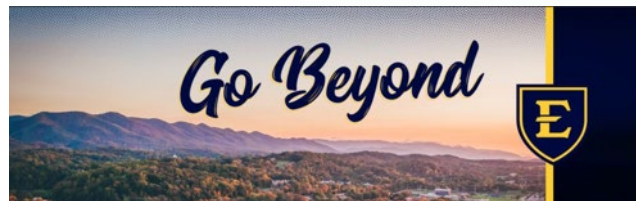
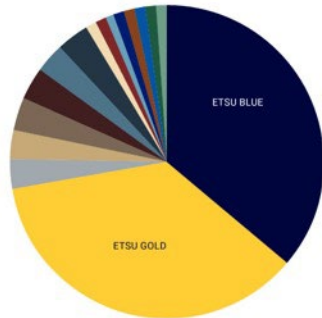


Creative Assets & Visual Elements



Highlights

- Updated color formulas for better display on the web
- New secondary color palette
- New graphic elements
- New typography
- Photography styles
- New version of Running Bucky

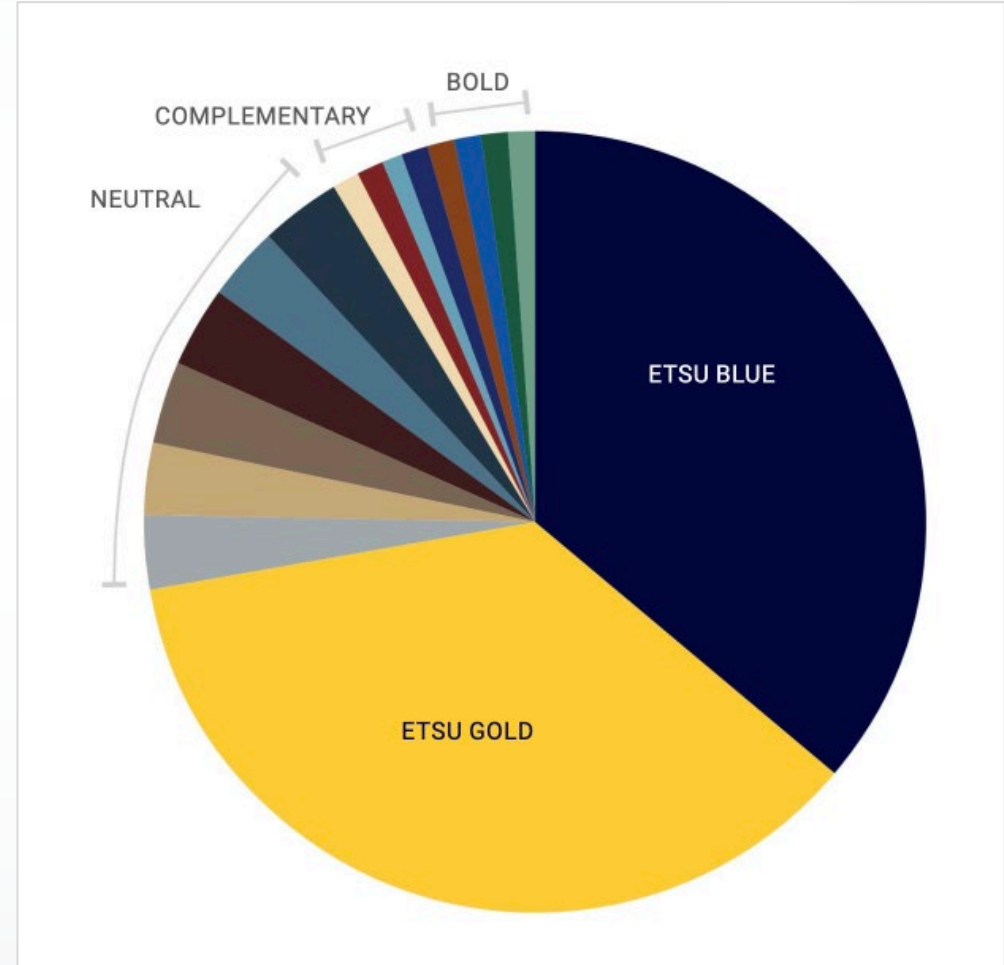


We go big on blue and gold.

At least two-thirds of your color palette should be blue and/or gold.

Use of colors from the complementary and bold palettes should be **extremely limited**.

Neutral colors may be used a bit more — but **still significantly less** than our primary blue and gold.



New Typography

Our words matter, and so does our typography. Typography can add visual meaning to our messages.

For nearly all our materials we use **Bebas Neue Pro** and **Roboto**. Our accent typeface—**Oraqla Script**—is available for select headlines.

These fonts are versatile, allowing us to tailor our message to all audiences while building brand recognition.

BEBAS NEUE PRO

Aa	Aa	Aa	Aa	Aa
BOOK	MIDDLE	REGULAR	BOLD	EXPANDED BOLD

ROBOTO

Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	REGULAR	BOLD	BLACK

Oraqla Script

*Note that this font should only be used for select headlines and should not be used for body copy.



Photography Styles

Our photography style reflects and reinforces our mission by emphasizing that **People Come First**. All photography should be clean, compelling, and real.

We use branded Adobe Lightroom presets to reinforce our visual identity. These presets are available at etsu.edu/brand.



Get the look.

The flyer features a dark blue header with the ETSU logo and name on the right, and a yellow box with the text 'MAIN FLYER HEADER' on the left. Below the header is a photograph of two students sitting at a table with books. The bottom section contains event details, including the date 'TUESDAY JAN. 18' and time '7:30-9 p.m.', followed by 'Office/Unit Name' and 'etsu.edu/unit name'. A yellow box at the bottom left contains the URL 'etsu.edu/details'. Callout lines point to various elements: 'ESSENTIAL BRANDING' (logo and name), 'PROPER HIERARCHY' (text layout), 'COMPELLING PHOTOGRAPHY' (student photo), 'NEGATIVE SPACE' (empty space around text), 'CUSTOMER-FOCUSED COPY' (event details text), and 'CLEAR CALL TO ACTION' (bottom URL box).

MAIN FLYER HEADER

EAST TENNESSEE STATE UNIVERSITY

ESSENTIAL BRANDING

PROPER HIERARCHY

COMPELLING PHOTOGRAPHY

NEGATIVE SPACE

CUSTOMER-FOCUSED COPY

CLEAR CALL TO ACTION

TUESDAY JAN. 18
7:30-9 p.m.

Office/Unit Name
429-0000
etsu.edu/unit name

etsu.edu/details

EVENT DETAILS
Adit lamus sequide pa nobist de explate stiaere henihicit doluptatum laut volora seceatecto vollenia.
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- Use Marq templates.
- Find resources at **etsu.edu/brand**.
- Work with BMC.
- Contact your UMC partnership manager.



Templates



Go Beyond

EVENT NAME

Descriptive info here

Date/Time • Location here

website URL / contact info here



Available on Marq and at etsu.edu/brand



3 Identity Systems



Core

Our primary system, used for most entities and initiatives of the university. If in doubt, use the academic assets.



Athletics

Used exclusively for initiatives related to athletics or retail.



Health

Used exclusively for ETSU Health clinics/practices; may occasionally be used by health sciences colleges as an affiliate mark.



Common Mistakes



X

Allowing textures to
bleed through the
shield



Common Mistakes



X

Outlining the one-color logo



Correct Use

Correct Use



We are a two-color school.



We are a blue and gold school.



These are not acceptable except in rare circumstances; must be approved by UMC.
We will never approve anything orange.



Update: Simplified Logo Structure

Old Format: **Phasing** Out



Difficult to manage, not very versatile, subverts the core brand

New Format: For all **new materials**



Must use from 2023 on: Easier to manage, versatile, keeps ETSU at forefront



Update: Affinity Logos

Preferred



EAST TENNESSEE STATE
UNIVERSITY

Media and Communications

Limited Use



Chemistry

Why the limitations?

- We're not recognized nationally (yet).*



Vault Marks



New Spirit Mark: Running Bucky 2.0



Risk Management

Considerations

- Trademarks and Licensing
 - Protects integrity and prevents dilution or misuse, which can arise if the logo is used inconsistently or inappropriately.
 - Inconsistent use could potentially weaken the university's legal position in trademark disputes or licensing negotiations.
- Endorsements and Co-Branding Partnerships
 - Ensures partnerships are represented in a way that aligns with the university's brand values and messages.



CLC Agency Representation & Partnership

- Greatest share of the market, representing 200 of the nation's top universities, athletic conferences, the Heisman Trophy and the NCAA.
- Responsible for administering the licenses (third party agreements for vendors and manufacturers), including processing of vendor applications, collecting and distributing royalties, developing corporate retail partnerships, and providing trademark infringement guidance, when needed.



Collegiate Trademark Licensing

Why use licensed vendors?

- Our licensed vendors are invested in the University
- Licensed vendors are already familiar with our brand standards; shortening the order process time
- Licensed vendors have access to all marks: shortening the order process time and likely guarantees design approval
- Ability to track what we're doing, what's being purchased, sold, designed, etc.
- Ability to track campus activity, maintain brand standards
- Ability to monitor brand means keeping brand strong
- Merchandise meets minimum fair labor standards



Mission of a Collegiate Trademark Licensing Program

- Positively promote the University's image
- Protect its trademark rights
- Preserve the history of the institution
- Ensure that the public can properly identify officially licensed quality products and services bearing the word marks, logos, trademarks and/or symbols associated with the university



ETSU



Collegiate Trademark Licensing - Promote

- Relationship building with licensees, retailers and licensing management firm
- Tie retail to athletic and university events
- Identify growth areas – new product categories and segments

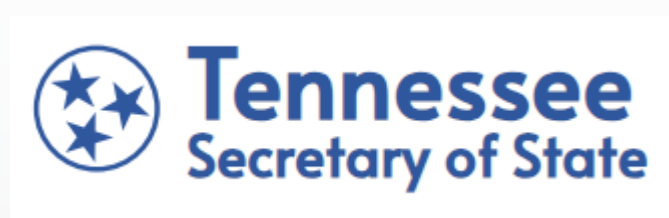


Collegiate Trademark Licensing - Protect

Determine marks to be registered and ensure registrations are maintained for both state and federal registrations.

- State registration <https://tnbear.tn.gov/TM/TMSearch.aspx>
- Federal registration <https://www.uspto.gov/trademarks-application-process/search-trademark-database>

Work with other outside legal counsel on federal registration.



Ordering Merchandise

All campus entities, including student groups, must use a licensed vendor to produce any merchandise or apparel with the ETSU name, logo, or other trademarks.

Step 1: Request a quote and proof from a [licensed promotional vendor](#).

Step 2: Once you receive a quote and a proof of your item, enter it into eBucs on the **Identity Form** to ensure it receives proper authorization.

Go deeper: Read the [Standard Administrative Procedure](#) for Licensing and Trademark use.



Ordering Signs

Interior signage, nameplates, name tags, banners, table throws, tents, etc. should be ordered from an [approved vendor](#).

Exterior or oversized signage should be ordered through Facilities by completing a [renovation or space utilization request form](#).



Ordering or Creating Print Materials

To print materials you have already designed or to have new print materials created, **work with BMC**.

1. Go to bmccreative.org
2. Log in or create an account.
3. Submit your request.



Thank you! Questions?

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