



Official Athletics Identity Standards

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East Tennessee State University (ETSU) has a long and rich history, immersed with excellence and tradition. ETSU has become known as a leading intercollegiate athletics institution not only in the region and Southeast but also nationally. As we enter a new era, this guide is aimed at creating and projecting an identity that will foster unity across campus and present an image that is immediately identifiable.

Brand standards ensure that all athletic programs and communications media share a common look consistent with university branding and marketing efforts. This style guide should be followed to establish and maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. These standards apply to uniforms, team apparel, facilities, signage, Web and advertising – all visible athletics representation. The fundamentals of this style guide define a unified consistent brand for the athletics program.

Please refer to this Guide for detailed information related to mark uses with facilities, events, apparel, uniforms, equipment, awards/gifts, stationery, electronic signatures, club sports, camps, clinics, and other applications. Our branded Athletic Buccaneer marks must be used as approved and displayed in this Guide. Any other Buccaneer representation (swords, clip art Buccaneers, skulls etc.) must not be used to represent or associate with the university and/or the Department of Intercollegiate Athletics.

Color Palette

Colors are as important to a brand as logos, symbols and marks. The proper use of color can bring a brand to life, creating excitement and a memorable association. Blue and gold are the official colors of ETSU and one of the strongest elements of ETSU's visual identity.

For Department of Athletics programs, a combination of blue and gold should always be used prominently to help build recognition and association with the university. During competition, Department of Athletics programs must always wear navy and gold to represent the university.

Primary

NAVY

Pantone 282 C

C100 M90 Y 13 K 68

R4 G30 B66

#041E42

Isacord #3355

Screen Print PMS 282

GOLD

Pantone 123 C

C0 M19 Y 89 K 0

R255 G199 B44

#FFC72C

Isacord #0800

Screen Print PMS 123

Color Garment Match School

Typography

Identity Font

ETSU's Department of Athletics visual identity includes an identity font that complements the new logos and is to be used in program identifiers, headers, web, and other marketing media.

Stationery Font

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.

Electronic Media Fonts

Arial and Helvetica are used for the ETSU and Athletics websites and should be used for e-mail and other electronic media. 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.

Identity Font

SLING

LIGHT, NORMAL, **BOLD**

1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Stationery & Electronic Media Font

FIRA SANS

REGULAR, *ITALIC*, **BOLD**, ***BOLD ITALIC***

REGULAR CONDENSED, *ITALIC CONDENSED*,
BOLD CONDENSED, ***BOLD ITALIC CONDENSED***

1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEORGIA

REGULAR, *ITALIC*, **BOLD**, ***BOLD ITALIC***

1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TIMES NEW ROMAN

REGULAR, *ITALIC*, **BOLD**, ***BOLD ITALIC***

1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Athletic Primary Logo

The ETSU Department of Intercollegiate Athletics' primary logo is the stand alone E. The logo depicts an E with the shape of the state of Tennessee serving as the middle arm of the E.

The colors of all athletic program uniforms and team gear will display the athletic primary logo and/or athletic wordmark in the school colors of blue and gold as designated in the Identity Standards, unless approved in advance by Identity. Although the primary marks are always preferred, team gear such as workout or travel apparel may display the secondary identifier and/or secondary marks.

While it is tempting to use the E as a letter in a word, our long-term strategy is designed to maintain brand integrity and maintain consistency. This means that the E logo is not to be used in a word, but to be kept as a logo; to be used as a separate design element, not as a letter.

The ETSU Department of Intercollegiate Athletics' identity marks are only for use by the University's athletic department and University sanctioned sports, with exception of the spirit mark that may be used by registered student organizations. See spirit mark logo page for additional information.

Trademark designations should not be displayed for internal use, such as on team uniforms, practice or travel gear, equipment, signage, etc.



Athletic Primary Logo



Athletic Wordmark

The athletic logotype may be used to represent ETSU Athletics when the primary marks are not practical (although use of the primary mark is preferred).

All Athletic program uniforms and team gear will display the athletic primary logo and/or athletic wordmark.



Color Variations



Secondary Identifiers

BUCCANEERS

BUCCANEERS

BUCCANEERS

BUCCANEERS

BUCCANEERS

BUCCANEERS

BUCCANEERS

Additional acceptable Buccaneer and Bucs formats.

BUCCANEERS

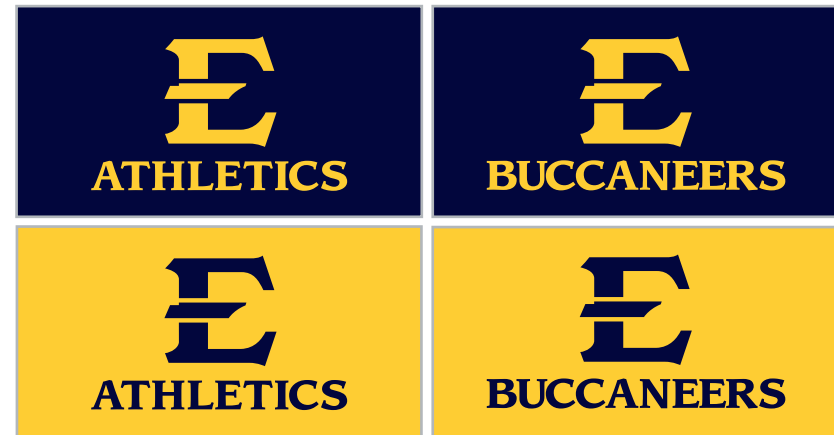
BUCS

Buccaneers

Bucs

Program Identifiers

An additional identifier may be placed under the primary logo and wordmark offering the ability to add labels for “Athletics”, “Buccaneers”, “Bucs” or the names of specific sports. The taglines must appear in the font Sling.

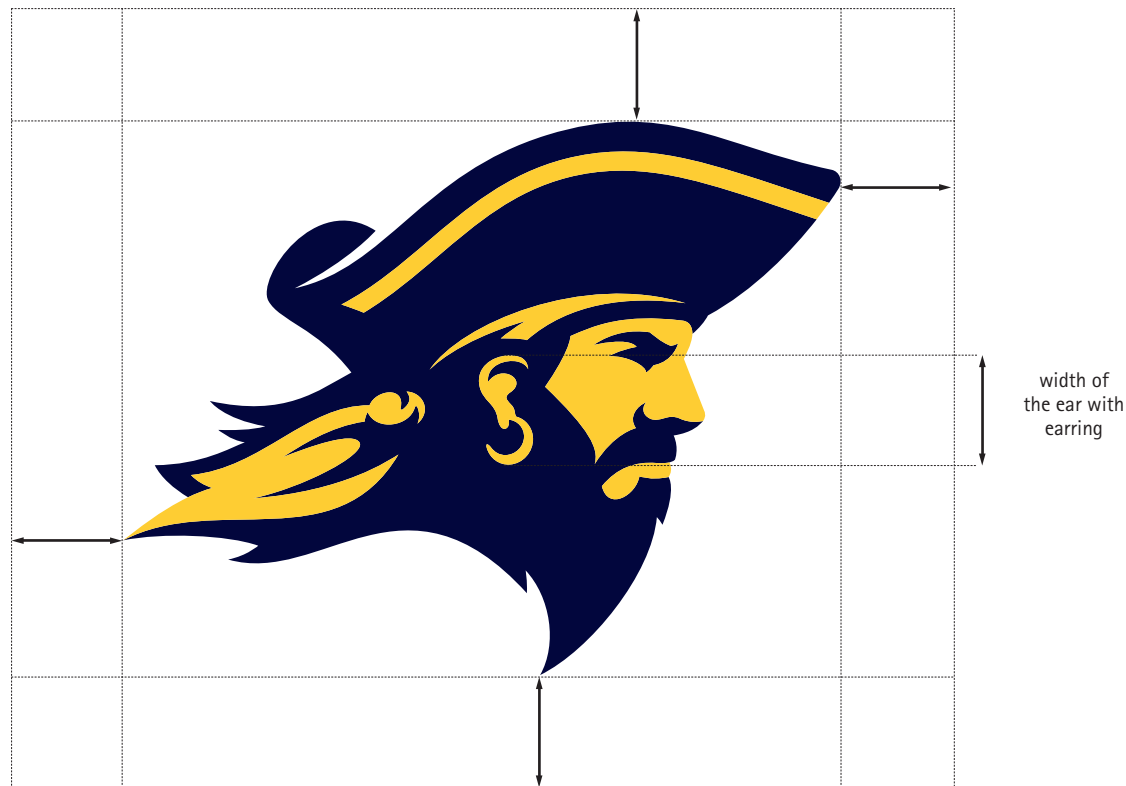


Color Variations



Athletic Secondary Logos

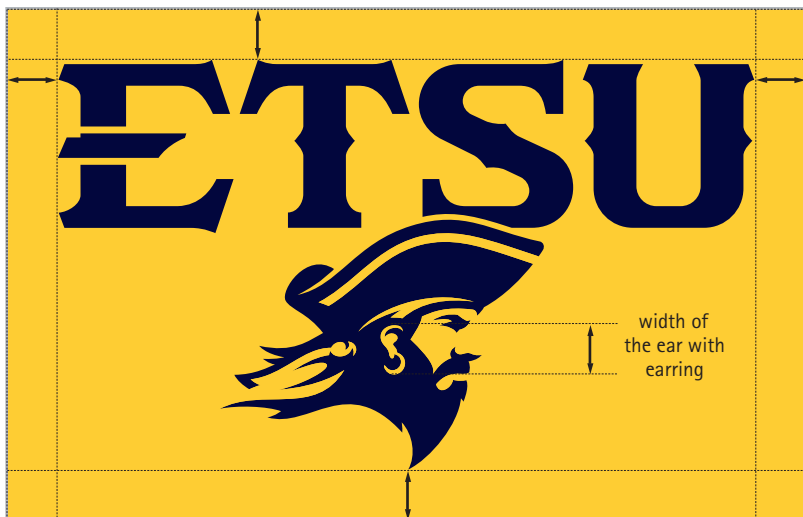
The secondary athletics logos are complementary marks for representing ETSU Athletics. The secondary logos are intended as decorative or retail product images for use in contexts in which the name of the university has already been established. They should NEVER be used as the primary identifier of ETSU athletics. Although the primary marks are always preferred, team gear such as workout or travel apparel may display the secondary identifier and/or secondary marks. The secondary logos should be used in strict adherence to the visual identity guidelines in this manual.



Color Variations



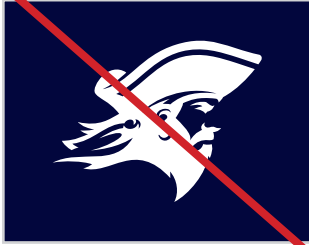
Athletic Secondary Logos



width of
the ear with
earring



Unacceptable Usage



DO NOT
reverse Buc head image



DO NOT reverse
Buc head image



DO NOT add wording
or graphics to logo



DO NOT use
incorrect colors.



DO NOT
layer graphic elements



DO NOT
layer graphic elements



DO NOT
use incorrect typography



DO NOT
use incorrect proportions



DO NOT
stretch or distort



DO NOT
use as letter in word

Legacy Logos

While part of our strong history, please do not use any of our legacy logos.



Stationery

Stationery plays an important role in representing the Athletics Department. Adhering to the guidelines in this manual will help Athletics maintain a consistent image. Letterhead, envelopes and business cards should be ordered through the Office of University Relations. Please email identity@etsu.edu.



Department of Intercollegiate Athletics
PO Box 70707
Johnson City, TN 37614-1710



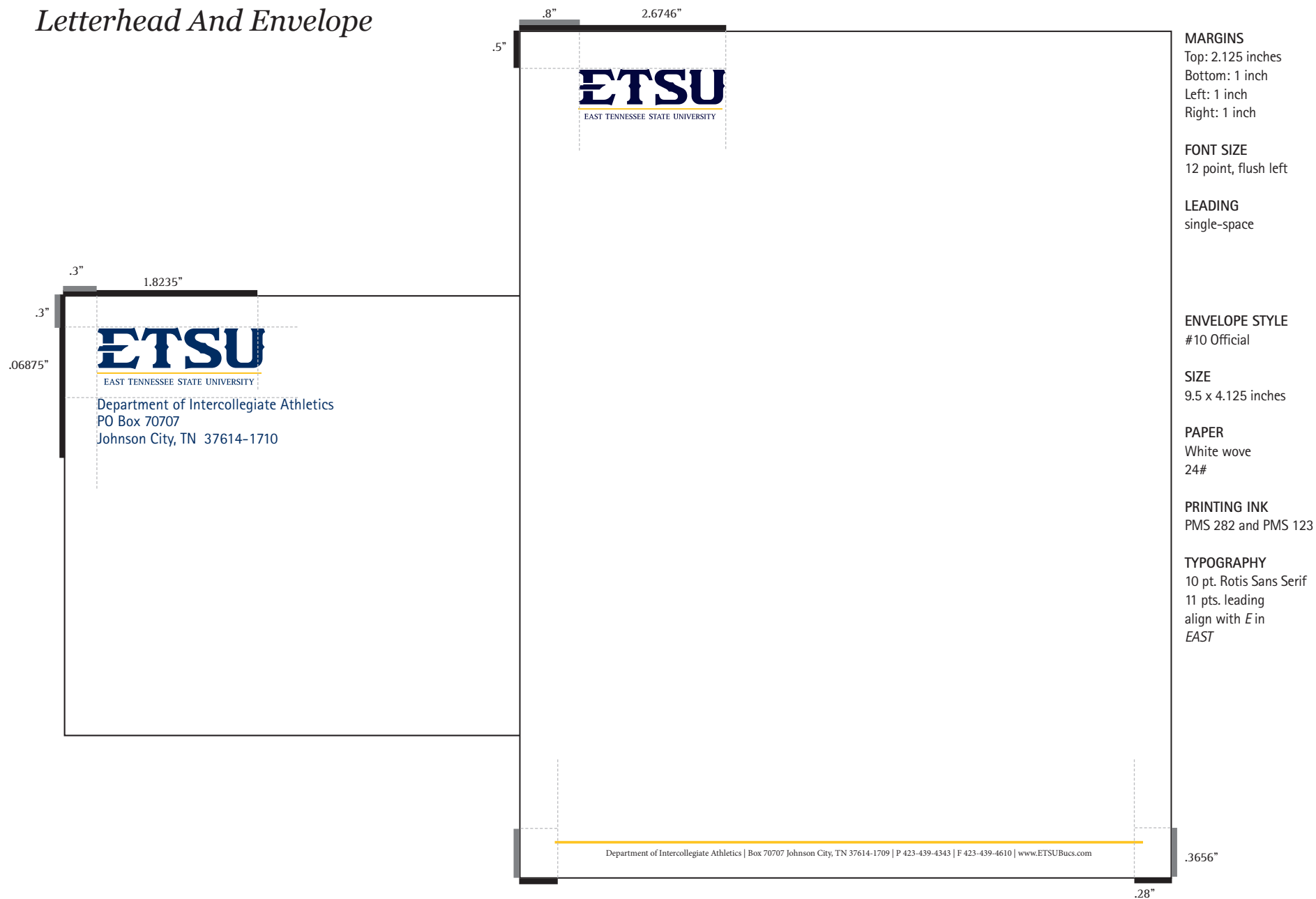
Your Name

Job Title Line 1
East Tennessee State University Athletics

Address Line 1
City, State Zip

P 000-000-0000 C 000-000-0000
F 000-000-0000
youremail@etsu.edu
www.etsubucs.com

Letterhead And Envelope



Business Card

For business cards, Athletics Department personnel have several options to choose from. Choose from blue E or gold E on front and gold or blue printing colors on back as shown.

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
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



Email / Electronic Signature

Employee Name

Job Title

Department of Intercollegiate Athletics
East Tennessee State University

Mailing Address, Johnson City, TN 37614

O 000-000-0000

F 000-000-0000

yourname@etsu.edu



www.ETSUBucs.com | For tickets call 423-439-3878 | GO BUCS!

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 of Intercollegiate Athletics
East Tennessee State University

Mailing Address, Johnson City, TN 37614

O 000-000-0000 | C 000-000-0000 | F 000-000-0000



www.ETSUBucs.com | For tickets call 423-439-3878 | GO BUCS!

Employee Name | Job Title

Department of Intercollegiate Athletics | East Tennessee State University

Mailing Address, Johnson City, TN 37614

O 000-000-0000 | C 000-000-0000 | F 000-000-0000

yourname@etsu.edu | www.ETSUBucs.com

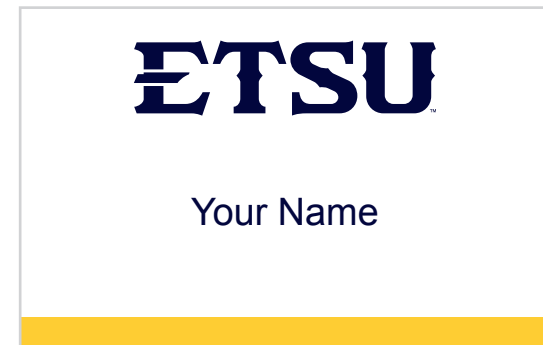
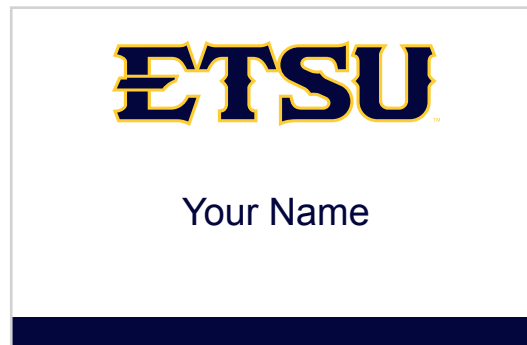
For tickets call 423-439-3878 GO BUCS!

Employee Name Tag

All name tags should be ordered by emailing identity@etsu.edu



Disposable Name Tag



Usage Specifications

Reference

East Tennessee State University in first reference is acceptable, but subsequent references should be ETSU.

ETSU is the preferred reference for announcers, scoreboard displays, statistical abbreviations, etc.

East Tennessee, East Tennessee State, Eastern or State are **not** acceptable.

For television in-game and studio graphics, newscast (television) and newspaper graphic displays the primary mark is preferred followed by the athletic wordmark and then “ETSU” based upon context.

All teams (men’s and women’s) should be referred to as Buccaneers, but Bucs is also acceptable.

Additional Guidelines

Publications And Promotion Review Approval

Internal guidelines are established to create a unified appearance and to maintain consistency in all publications, whether print or electronic, published and distributed by ETSU.

All ETSU athletics-related publications, stationery, etc., including all promotional and marketing athletic publications (printed and electronic), whether paid for with state or non-state funds, must adhere to the graphic standards described in the Identity Standards.

Promotional Items

All campus entities, must purchase promotional items from a licensed vendor. This applies whether the items are intended for internal use, for promotional pieces or as determined by the Standard Administrative Procedure for Licensing and Trademark usage.

Additional Guidelines

Campus Usage

University-sponsored student sports clubs may use the primary or athletic wordmark with prior approval from the Office of University Relations and according to the guidelines set forth in the Identity Standards. The sports club designation must be clearly stated as an identifier so not to be confused as a Department of Athletics program.

The Wayne G. Basler Center for Physical Activity student sports clubs and the Olympic training programs within the Center of Excellence for Sport Science and Coach Education, may use the primary athletic mark and the ETSU secondary word mark with prior approval from the Office of University Relations and according to the guidelines set forth in the Identity Standards. The sports club or organization designation must be clearly stated as an identifier so not to be confused as a Department of Athletics program.

Internet And Social Media

www.etsubucs.com is the official website for ETSU Athletics. This is the only official site representing ETSU Athletics. All sports and/or administrative areas should work through the Office of Athletic Media Relations for approval and to coordinate all content for the website and official department social media (Twitter, Facebook, etc.) to ensure a consistent representation.

EAST TENNESSEE STATE UNIVERSITY

Office of University Relations

PO Box 70717

Johnson City, TN 37614

423-439-5645

identity@etsu.edu