

# EDINBORO UNIVERSITY



## EDINBORO UNIVERSITY BRAND STYLE GUIDE



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## INTRODUCTION

Each time Edinboro University communicates with its audiences, we have an opportunity to strengthen awareness of our unique character and mission. Whether through advertising, direct correspondence, the University website, a logo on a University vehicle or a multitude of other mediums, thousands of people see communication materials from Edinboro University on a daily basis and form impressions that become the basis for long-lasting opinions.

The standards and guidelines in this manual are vital to ensure that all University communications make a clear and strong impression, and represent Edinboro University in a consistent and positive manner. It is the responsibility of all departments and individuals who create communications representing Edinboro University to ensure the information is accurate and free of grammatical and spelling errors, and to follow these branding standards. Any newly created publications and/or communications should be submitted to the Department of Marketing and Communications for review of branding and recommendations regarding content, aesthetic or stylistic improvements, formatting standards, and duplication, prior to the first printing and/or distribution. Once a design is approved it will not require subsequent review and approval provided there is no change to the design. While not required for every publication, it is recommended that University publications which are to be widely distributed also include appropriate references to the University's association with the State System of Higher Education (see *Nomenclature* on page 5.0).

In order to assist individuals with disabilities, invitational communications to University events and programs must include the following statement: "Persons with disabilities who need accommodations for this event should notify the Edinboro University Office for Students with Disabilities (814-732-2462 V/TTY) to arrange accommodations within a reasonable time." (Please refer to [University Policy No. G018, Americans With Disabilities Act – Public Accommodations](#), for additional information in this regard.)

Using clear and consistent communications benefits everyone, honoring the Edinboro legacy and strengthening our reputation of excellence as a leader in higher education. Please contact the Department of Marketing and Communications for guidance regarding the use of these standards.

Edinboro University Department of Marketing and Communications  
Reeder Hall  
219 Meadville Street  
Edinboro, Pa. 16444

Bill Berger  
Director of Marketing and Brand Identity | 814-732-1107 | [wberger@edinboro.edu](mailto:wberger@edinboro.edu)

Samantha Smith  
Graphic Designer | 814-732-1332 | [ssmith@edinboro.edu](mailto:ssmith@edinboro.edu)

Kristin Brockett  
Manager of Communications | 814-732-1589 | [kbrockett@edinboro.edu](mailto:kbrockett@edinboro.edu)

Chris LaFuria  
Manager of Communications | 814-732-1793 | [clafuria@edinboro.edu](mailto:clafuria@edinboro.edu)

*The standards in this manual apply to communications created or reprinted after January 1, 2013. Pieces in existence before that date are only subject to these standards when they are reprinted. For the most up to date information, visit [www.edinboro.edu/brandstyleguide](http://www.edinboro.edu/brandstyleguide)*



## UNIVERSITY LOGO

### *Design Overview*

The Edinboro University logo consists of two flags, flying together in consistent forward motion. The large flag portrays a modern and progressive spirit, proudly displaying the letters “EU” on a pure field of Boro red. The smaller tartan flag is set slightly behind the larger one, representing and honoring the proud history of EU and the Scottish heritage upon which the University was founded in 1857. The flags are never to be used separately, and should always fly in unison, representing Edinboro University’s past, present and future.

THE SMALL FLAG IS A FIELD OF ROYAL STEWART TARTAN PLAID, WITH EU’S FOUNDING YEAR OF 1857 IN WHITE. THIS FLAG IS PURPOSELY SET BEHIND THE LARGER ONE, REPRESENTING THE UNIVERSITY’S STORIED PAST AND PROUD SCOTTISH HERITAGE.



THE LARGE FLAG FLIES SLIGHTLY AHEAD OF THE TARTAN FLAG, REPRESENTING THE UNIVERSITY’S CULTURE OF PROGRESSIVE THINKING AND MODERN SPIRIT. THE DISTINCT EU LETTERS ARE DISPLAYED STRONGLY ON A SOLID RED BACKGROUND.

# EDINBORO UNIVERSITY





## UNIVERSITY LOGO

### *Primary Usage*

The Edinboro University logo includes two main elements: The EU flying flags graphic and the accompanying Edinboro University wordmark. The primary usage of the Edinboro University logo is both elements together, in full color.



EU FLYING FLAGS GRAPHIC:  
INCLUDES BOTH FLAGS IN THE RELATIONSHIP SHOWN. THE "EU" AND "1857" MUST ALWAYS BE SEEN IN THE FLAGS AS SHOWN.



EDINBORO UNIVERSITY WORDMARK:  
EXISTS ONLY AS A GRAPHIC, NOT A FONT. THIS TYPEFACE WAS ENHANCED FROM ITS ORIGINAL STATE TO CREATE A LOOK UNIQUE TO EU, NOT TO BE DUPLICATED WITH A STANDARD FONT.

There are two acceptable orientations of the complete logo, vertical and horizontal.



VERTICAL



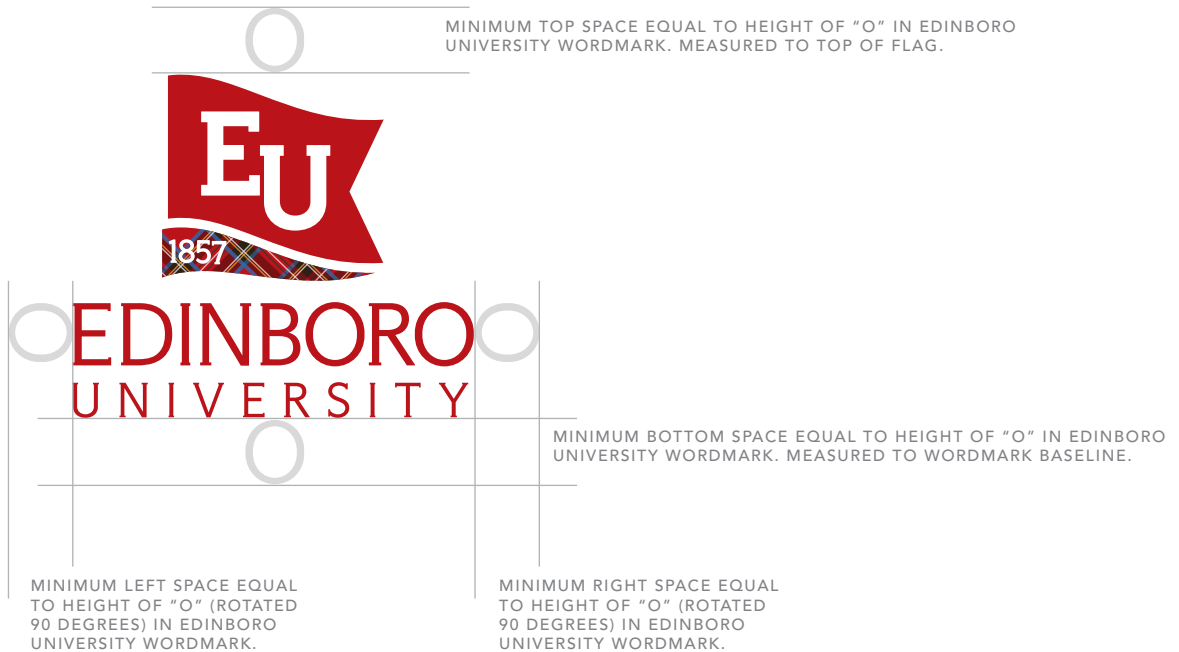
HORIZONTAL



# UNIVERSITY LOGO

## Spacing and Placement

When using the EU logo in conjunction with other elements, the spacing rules below should be followed. The basic measurement of required space on all sides of the logo is the cap height of the "O" in the wordmark. (NOTE: Vertical format shown as example. Same minimum spacing requirement applies also to horizontal format)



SAMPLE LAYOUT SHOWING ADDITIONAL ELEMENT IN CORRECT SPACE RELATIONSHIP TO LOGO. NOTE THAT SPACE SHOWN IS MINIMUM DISTANCE, AND ELEMENTS CAN BE PLACED A GREATER DISTANCE APART.



# UNIVERSITY LOGO

## *Minimum Size*

The EU logo has been designed for maximum readability and clarity. The minimum acceptable size of each format is shown below. The logo should never be reproduced at a size smaller than the minimum shown.

THE HORIZONTAL LOGO SHOULD NOT BE REPRODUCED AT A SIZE SMALLER THAN .5 INCHES TALL (MEASUREMENT FROM TOP TO BOTTOM OF FLYING FLAGS GRAPHIC)



THE VERTICAL LOGO SHOULD NOT BE REPRODUCED AT A SIZE SMALLER THAN 1 INCH TALL (MEASUREMENT FROM TOP OF FLYING FLAGS GRAPHIC TO BASELINE OF WORDMARK)





## UNIVERSITY LOGO

### Color Palette

The primary Edinboro University logo should always reproduce in Modern Royal Stewart tartan and Boro red in the exact color ratios shown below. No other tartan pattern or alternate color formulas may be used.

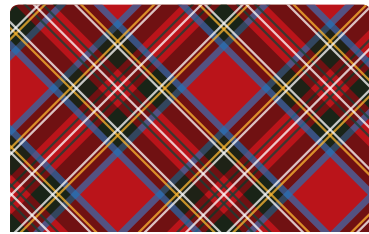
#### MODERN ROYAL STEWART TARTAN



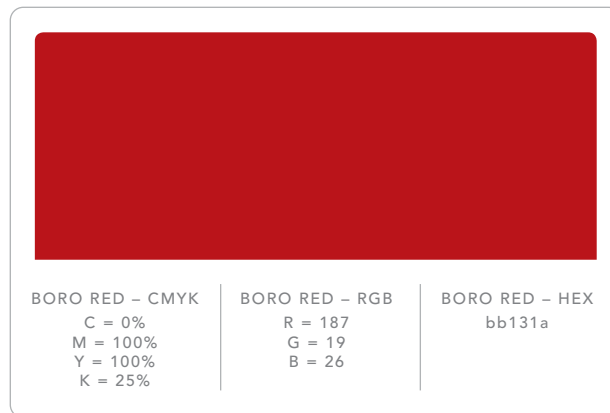
DIMENSIONAL PHOTOGRAPHIC



FLAT PHOTOGRAPHIC

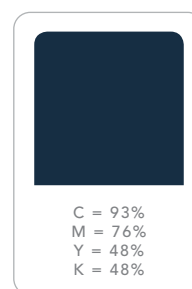
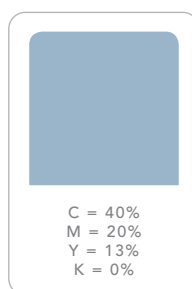
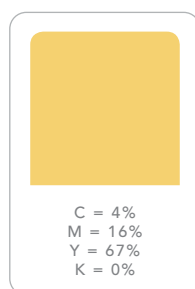


FLAT VECTOR



### Secondary Color Palette

A secondary palette of three colors selected to complement values in the Royal Stewart tartan exists solely for use in backgrounds, text treatments and graphics within marketing materials. The use of these colors must always be approved by the EU Department of Marketing and Communications.





## UNIVERSITY LOGO

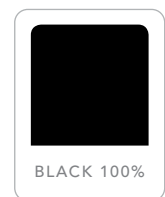
### Color Options

In instances where full color reproduction is not available, or when printing on a dark background, there are three acceptable color variations of the University logo: Red, black and white.

The red logo version should be used when only one-color printing is available, and should always be printed in Pantone 7621 red.



The black logo version should be used when printing is available only in black ink, and should always be printed at 100% opacity.



The white logo version should be used on dark, photographic or patterned backgrounds only. It should always appear at 100% opacity.





## UNIVERSITY LOGO

### *Wordmark*

While the complete University logo is the preferred usage, the University wordmark may be used separately in situations where imprint space is limited, within the context of a design, or at the discretion of the EU Department of Communications and Marketing.

EDINBORO  
UNIVERSITY

VERTICAL FORMAT

EDINBORO UNIVERSITY

HORIZONTAL FORMAT

The same usage rules apply to the alternate color versions of the wordmark.

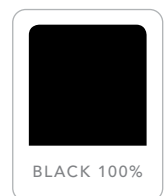
EDINBORO  
UNIVERSITY

EDINBORO UNIVERSITY



EDINBORO  
UNIVERSITY

EDINBORO UNIVERSITY



EDINBORO  
UNIVERSITY

EDINBORO UNIVERSITY





## UNIVERSITY LOGO

### *Use of Separate Elements*

As stated on *Primary Usage* page 2.1, the University logo should be shown as a complete unit whenever possible, including both the EU flying flags graphic and the accompanying Edinboro University wordmark.

However, there are acceptable uses of separate logo elements, including the wordmark (as outlined on page 2.6), the flying flags graphic, and the EU text graphic. **Please note that any and all usage of these separate elements must be approved by the EU Department of Communications and Marketing.**

**No logo elements other than the examples shown may be used separately.**

EDINBORO  
UNIVERSITY

WORDMARK  
(SEE PAGE 3.6)



FLYING FLAGS

EXAMPLES OF SEPARATE USAGE INCLUDE DESIGN ELEMENT WITHIN A PUBLICATION, LAPEL PIN AND APPAREL.

EU

EU TEXT GRAPHIC

EXAMPLES OF SEPARATE USAGE INCLUDE DESIGN ELEMENT WITHIN A PUBLICATION, ATHLETIC UNIFORMS AND LICENSED APPAREL.



## UNIVERSITY LOGO

### *Use of Separate Elements*

The EU text graphic can be used titled in some instances as approved by the EU Department of Marketing and Communications, such as internal signage/wall graphics. Examples are shown below. For consistency, the angle should be seven degrees counter-clockwise. **The tilted EU graphic is not to be used for merchandise or apparel.**

EU TEXT GRAPHIC TILTED AT SEVEN DEGREES COUNTER-CLOCKWISE







## UNIVERSITY LOGO

### *Improper Usage*

All Edinboro University logo usage must follow the guidelines outlined in this manual. **Do not alter, separate, reposition or recreate the logo in any way other than the acceptable uses provided.** Below are just a few examples of improper and unacceptable uses. Please consult the EU Department of Communications and Marketing with any questions.



**DO NOT** resize or reposition logo elements.



**DO NOT** change the color of any logo elements.

**DO NOT** combine elements of accepted logo uses.



**DO NOT** use the flags separately. **The flags must always be used together.**



## UNIVERSITY LOGO

*Improper Usage*

**DO NOT** reproduce the full color logo in grayscale. When printing in black ink only, use the black logo version referenced on page 2.5.



**DO NOT** change the image or pattern in the tartan flag.



**DO NOT** use the full color logo on a dark background.



**DO NOT** use the white logo version on a light background.



**DO NOT** remove elements from the logo.



**DO NOT** rotate the logo.



## UNIVERSITY LOGO

### *Improper Usage*



**DO NOT** outline or alter the wordmark.



**DO NOT** replace the wordmark with a different typeface.



**DO NOT** use any other wording within the wordmark.



## UNIVERSITY LOGO

### *Unit Text*

Individual schools, colleges and departments may use their name underneath the Edinboro University logo in specific instances, such as promotional items, awards and displays. These variations **are not intended as replacements for the primary EU logo** in stationery, official correspondence and marketing materials, even if the communications are specific to that group.

The School of Graduate Studies is the only exception to this, and may use their name underneath the EU logo in advertisements and other marketing efforts that are targeted specifically to prospective graduate students.

The name should always appear in the Georgia Regular typeface in 80% black at a size appropriate to the length of the name in relation to the EU logo. The name should be placed centered under the logo at a distance equaling the cap height of the unit text.



College of Arts, Humanities  
and Social Sciences

UNIT TEXT SHOULD BE PLACED UNDER THE WORDMARK AT A DISTANCE EQUAL TO THE CAP HEIGHT OF THE UNIT TEXT.

NAME SHOULD ALWAYS APPEAR IN THE GEORGIA REGULAR TYPEFACE, IN BLACK AT 80% OPACITY.



Veterans Success Center

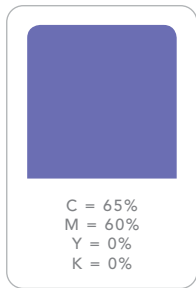


School of Business

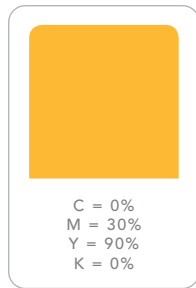


## COLLEGE/SCHOOL COLOR PALETTE

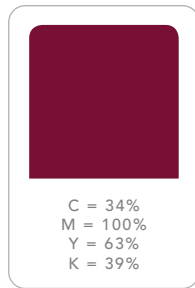
An additional palette of five colors exists solely to designate specific schools and colleges within the University. These can be used for backgrounds, text treatments and graphics within marketing materials, as well as gonfalons and other official academic materials. The use of these colors must always be approved by the EU Department of Marketing and Communications.



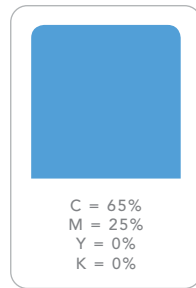
COLLEGE OF  
ARTS, HUMANITIES,  
AND SOCIAL  
SCIENCES



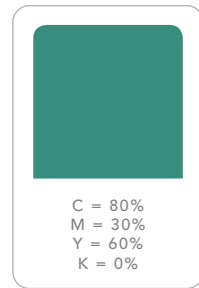
COLLEGE OF  
SCIENCE AND  
HEALTH  
PROFESSIONS



SCHOOL OF  
BUSINESS



SCHOOL OF  
EDUCATION



SCHOOL OF  
GRADUATE  
STUDIES



## T Y P O G R A P H Y

The use of consistent typography reinforces a cohesive look in all Edinboro University communications. Georgia is the official serif typeface for all formal University correspondence, and Myriad Pro is the complementary sans-serif typeface. Substitutions with a similar look are only acceptable when these typefaces are not available. The Museo Slab and Avenir font families are used in most marketing and recruitment materials. Additional typefaces in marketing and recruitment materials may be used as dictated by the design, however, all layouts must be approved by the EU Department of Communications and Marketing.

### Georgia Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Georgia Regular

*Georgia Italic*

**Georgia Bold**

***Georgia Bold Italic***

### Museo Slab Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Museo Slab 100

*Museo Slab 100 Italic*

Museo Slab 300

*Museo Slab 300 Italic*

Museo Slab 500

*Museo Slab 500 Italic*

**Museo Slab 700**

***Museo Slab 700 Italic***

**Museo Slab 900**

***Museo Slab 900 Italic***

**Museo Slab 1000**

***Museo Slab 1000 Italic***

### Myriad Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Myriad Pro Condensed

*Myriad Pro Condensed Italic*

**Myriad Pro Bold Condensed**

***Myriad Pro Bold Condensed Italic***

Myriad Pro Regular

*Myriad Pro Italic*

**Myriad Pro Semibold**

***Myriad Pro Semibold Italic***

**Myriad Pro Bold**

***Myriad Pro Bold Italic***

### Avenir Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avenir Light

Avenir Medium

**Avenir Heavy**

**Avenir Black**



## N O M E N C L A T U R E

Nomenclature is how we refer to Edinboro University in writing and spoken word. By using proper nomenclature consistently, we continue to build recognition of the University's name and brand.

### **Edinboro University**

Use of the University's full name does not require the inclusion of *"of Pennsylvania."* Use of the full name *"Edinboro University of Pennsylvania"* is reserved mostly for official University correspondence such as diplomas. At the discretion of the Department of Communications and Marketing, *"Edinboro University of Pennsylvania"* may be used in marketing efforts directed at out-of-state audiences, but it is not required for standard correspondence. *"Edinboro University"* should be used in the first reference in text. In subsequent in-text references, *"Edinboro," "the University"* or *"EU"* may be used.

### **University**

When referring to Edinboro University by using only the word *"University,"* the *"u"* should be capitalized.

### **EU**

As stated above, *"EU"* is an acceptable abbreviation, and should be reserved for use in University marketing materials rather than official correspondence. The abbreviation *"EUP"* should not be used in any text or publication.

### **The Boro**

Use of *"The Boro"* should be reserved for text in certain marketing materials, and not in official correspondence. It should include a capital *"T"* and *"B"* at all times, and does not require an apostrophe before *"Boro."*

### **Pennsylvania's State System of Higher Education**

Use the full name, *"Pennsylvania's State System of Higher Education,"* in the first reference in text. In subsequent in-text references, *"State System"* may be used. Do not use the abbreviation *"PASSHE,"* except in approved circumstances.



## STATIONERY SYSTEMS

Stationery is a common use of brand identity. Stationery includes letterhead, envelopes, business cards and note cards. The University has created templates for all stationery elements to ensure consistent communications. To order stationery for any University department, including all divisions of athletics, contact:

Piper Press  
Dearborn Hall 105  
205 Darrow Road  
Edinboro University  
Phone: 814-732-2739  
[piperpress@edinboro.edu](mailto:piperpress@edinboro.edu)

Examples of University and athletics business cards are shown on page 6.0 - b. The official paper stock for all Edinboro University stationery is Accent Opaque white. Letterhead prints on 60 lb. text, business cards on 80 lb. cover and envelopes on 24 lb. white wove.

The recommended typeface for the body copy on stationery and letterhead is Georgia Regular. If your computer does not have Georgia Regular, please contact the Department of Communications and Marketing. The recommended point size (height of the letters) for correspondence is 11 point.

An electronic template in Microsoft Word format is available for use in electronic correspondence, available by request from the EU Department of Communications and Marketing. This template is not meant to be used to print in large quantities. To maintain consistent color and print quality, all printed stationery should be ordered through Piper Press.





# STATIONERY SYSTEMS

Some examples of official stationery are shown below. All letterhead, envelopes, business cards and note cards should be ordered through Piper Press (see contact information on page 6.0 - a).

**EU EDINBORO UNIVERSITY**

Undergraduate Admissions Office  
Academy Hall • 200 East Normal Street • Edinboro, PA 16444  
phone | 814-732-2361  
fax | 814-732-2420  
admissions@edinboro.edu

[edinboro.edu](http://edinboro.edu)  
One of the 14 universities in Pennsylvania's State System of Higher Education

UNIVERSITY LETTERHEAD

**EU EDINBORO UNIVERSITY**

**Name**  
Title  
Department Name

Building Name  
Street Address  
Edinboro, PA 16444  
[edinboro.edu](http://edinboro.edu)

office | 814-732-0000  
mobile | 814-397-0000  
fax | 814-732-0000  
alastname@edinboro.edu

UNIVERSITY BUSINESS CARD

**FIGHTING SCOTS**

Edinboro University Athletics  
Sport Name Office  
McComb Fieldhouse • 455 Scotland Road • Edinboro, PA 16444

Name  
Title  
phone | 814-732-0000  
fax | 814-732-0000  
alastname@edinboro.edu

[edinboro.edu](http://edinboro.edu) • [gofightingscots.com](http://gofightingscots.com)  
One of the 14 universities in Pennsylvania's State System of Higher Education

**FIGHTING SCOTS**

**Name**  
Edinboro University Athletics  
Title

McComb Fieldhouse  
455 Scotland Road  
Edinboro, PA 16444  
[edinboro.edu](http://edinboro.edu)  
[gofightingscots.com](http://gofightingscots.com)

office | 814-732-0000  
mobile | 814-397-0000  
fax | 814-732-0000  
alastname@edinboro.edu  
@TwitterHandle

ATHLETICS BUSINESS CARD

THE BACK OF ALL EDINBORO UNIVERSITY BUSINESS CARDS ARE BLANK.

ATHLETICS LETTERHEAD



## PRESENTATION TEMPLATES

An Edinburgh University PowerPoint presentation template is available for use by all University faculty and staff. To request this template, contact the Department of Communications and Marketing.



TITLE PAGE



PAGE TEMPLATE



# EMAIL SIGNATURES

## Format for Microsoft Outlook

Type style should be 10 pt. Arial. Use Regular style except for items listed as Bold. All information on the same line should be separated by two spaces, one vertical bar, and two more spaces. All correctly sized and formatted images can be requested through the Department of Communications and Marketing.

**Name** | Title — — — — — NAME IN ARIAL BOLD, TITLE IN ARIAL REGULAR  
Edinboro University — — — — — DEPARTMENT NAME



Building Name | Street Address | Edinboro, PA 16444 — — — FULL ADDRESS  
814-732-0000 | [alastname@edinboro.edu](mailto:alastname@edinboro.edu) — — — PHONE NUMBER(S) AND E-MAIL ADDRESS



## Format for Outlook Web App (OWA)

Because OWA does not support graphics in a signature file, this is an acceptable text-only alternative. Type style should be 10 pt. Arial Regular unless noted.

**Name** | Title — — — — — NAME IN ARIAL BOLD, TITLE IN ARIAL REGULAR  
Edinboro University — — — — — OPTIONAL LINE TO ALLOW FOR DEPT. NAME

**EDINBORO UNIVERSITY** — — — — — 11 PT. TYPE USING BASIC RED FROM OWA COLOR PALETTE

Building Name | Street Address | Edinboro, PA 16444 — — — FULL ADDRESS  
814-732-0000 | [alastname@edinboro.edu](mailto:alastname@edinboro.edu) — — — PHONE NUMBER(S) AND E-MAIL ADDRESS  
[Find us on Facebook](#) — — — — — OPTIONAL LINE FOR SOCIAL MEDIA LINK.

## Format for Mobile Devices

Mobile signatures should be text only and can be simplified with basic information.

**Name** | Title  
Edinboro University  
814-732-0000 | [alastname@edinboro.edu](mailto:alastname@edinboro.edu)



## EMAIL SIGNATURES

Additional acceptable Email Signature graphics and verbiage include the following:

### Social Media Links

Social Media links should be placed as outlined on page 8.0 - a. If an image is used rather than a text link, use the approved images as shown below. All correctly sized and formatted images can be requested through the Department of Communications and Marketing.



### Confidentiality Notice

A confidentiality statement may be included in a signature and should be worded as follows:

*Confidentiality Notice: This e-mail, and any attachments, is intended only for use by the addressee(s) and may contain confidential information. If you are not the intended recipient of this e-mail, you are notified that any dissemination, distribution or copying of this e-mail, and any attachments, is strictly prohibited. If you have received this e-mail in error, please immediately notify me by telephone and permanently delete the original and any copy of the e-mail.*

### Environmental Statement

In text, the suggested environmental statement is as follows:

*Keep EU green. Please consider the environment before printing.*

The following graphic may also be used and can be requested through the Department of Communications and Marketing.



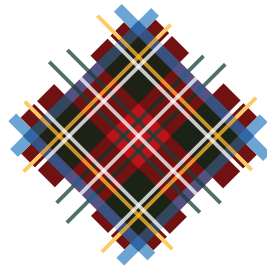
Additional appropriate statements unique to a department may also be used with a link. The example below encourages donations to Edinboro University:

*Imagine what your gift can do for Edinboro University students! Make a secure [donation](#) today.*



## ORGANIZATION / DEPARTMENT LOGOS

Logos representing University organizations and departments must be created and approved by the EU Marketing and Communications Department, and must always include the official Edinboro University wordmark. University schools, colleges and academic departments must use the official University logo and unit text as outlined on page 2.9.



Center for Diversity,  
Equity and Inclusion

EDINBORO UNIVERSITY



EDINBORO UNIVERSITY

Center for  
Faculty Excellence



EDINBORO UNIVERSITY

SPIRIT OF

SCOTLAND

SCHOLARSHIP



EDINBORO UNIVERSITY

IT Services



EDINBORO UNIVERSITY

Institute for

FORENSIC  
SCIENCES



# UNIVERSITY SEAL

## Usage

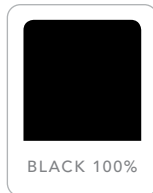
The Edinboro University seal is the official representation of the University, and is reserved only for diplomas, certificates and special correspondence. Proper usage of the seal includes the following color variations:



FULL COLOR



BLACK



BLACK 100%

(OPACITIES OF BLACK FROM 15% - 80% MAY ALSO BE USED)



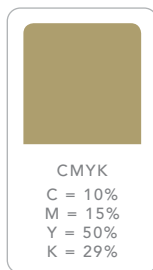
RED



PANTONE 7621



BRONZE



CMYK  
C = 10%  
M = 15%  
Y = 50%  
K = 29%



WHITE



WHITE



## UNIVERSITY SEAL

### *Improper Usage*

**Do not alter, separate, reposition or recreate the University seal in any way other than the acceptable uses provided.** Below are just a few examples of improper and unacceptable uses. Please consult the EU Department of Communications and Marketing with any questions.



**DO NOT** distort the seal.



**DO NOT** change to an unapproved color variation.



**DO NOT** rotate the seal.



## ATHLETICS LOGO

### Primary Usage

The Fighting Scot is the official mascot of Edinburgh University. The primary logo representing EU Athletics includes the Scotsman with the official Fighting Scots wordmark. The wordmark was enhanced from its original state and customized for a unique look to EU, and therefore is not to be duplicated with a standard font.



EU SCOTSMAN

"EU" GRAPHIC ON THE SHIELD MATCHES THE "EU" ON THE FLYING FLAGS OF THE UNIVERSITY LOGO

FIGHTING SCOTS WORDMARK: EXISTS ONLY AS A GRAPHIC, NOT A FONT. IT WAS ENHANCED FROM ITS ORIGINAL STATE TO CREATE A LOOK UNIQUE TO EU, NOT TO BE DUPLICATED WITH A STANDARD FONT.

The full body Scotsman is also an acceptable variation of the Fighting Scots logo. **This version should not be used with the wordmark.**



EU SCOTSMAN IN FULL WITHOUT WORDMARK





## ATHLETICS LOGO

### *Primary Alternate*

An alternate version of primary athletics logo includes the Edinboro University wordmark. This version is to be used on official correspondence, retail merchandise and any marketing and communications materials intended for external audiences. The original logo can be used for team apparel, campus signage and other uses intended only for internal audiences.



ATHLETICS LOGO FOR INTERNAL USE



ALTERNATE ATHLETICS LOGO FOR EXTERNAL USE

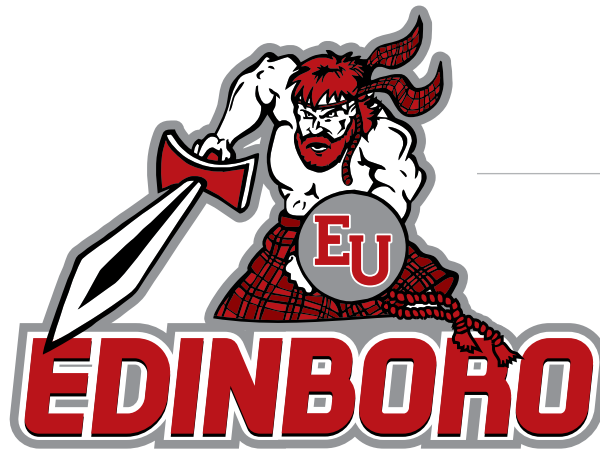


## ATHLETICS LOGO

### *Secondary Usage*

A secondary version of the Athletics logo exists exclusively for use on team uniforms, equipment, and both team and licensed apparel. This version is not meant to be a replacement on official Athletics Department correspondence. Like the Fighting Scots wordmark, the Edinboro wordmark in this version is customized and should not be reproduced with a standard font. An individual sport name may be added to this version for a customized look for each athletic team and department. The additional name may only be displayed in the Zurich Extra Condensed BT typeface, sheared 4% to match the slant of the Edinboro wordmark.

For a full list of approved additions, see page 11.3.



EU SCOTSMAN WITH  
EDINBORO WORDMARK



SPORT NAME IN ZURICH  
EXTRA CONDENSED BT  
FONT, ANGLED 4%



# ATHLETICS LOGO

## Unit Text

The following represents all approved unit text additions to the secondary Athletics logo. All unit text must appear as shown with no re-wording or change in type style.

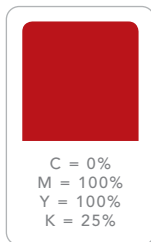




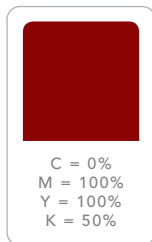
# ATHLETICS LOGO

## Color Palette

The full color Fighting Scot logos should always be reproduced in the approved colors shown below. Values are given for both CMYK process builds and spot color applications.



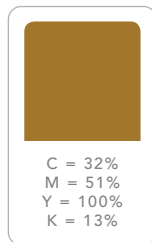
MAIN RED



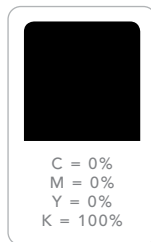
DARKER RED IN KILT



SHIELD AND OUTLINE



BOOTS



OUTLINES

CMYK



PANTONE 7621

MAIN RED



PANTONE 1815

DARKER RED IN KILT



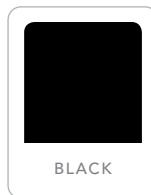
COOL GRAY 7

SHIELD AND OUTLINE



PANTONE 132

BOOTS



BLACK

OUTLINES

SPOT COLOR

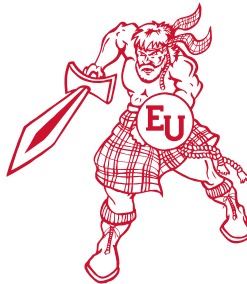


## ATHLETICS LOGO

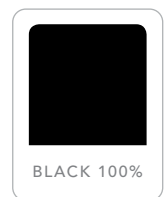
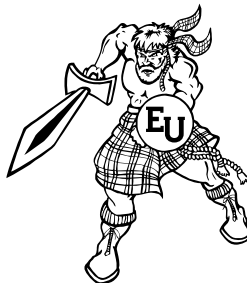
### Color Options

The Fighting Scot logos should always be reproduced in full color whenever possible. When printing on a dark background or when limited colors are available, it is acceptable to print the Fighting Scot logos in red, black or white as shown below.

The red logo version should be used when only one-color printing is available, and should always be printed in Pantone 7621 red.



The black logo version should be used when printing is available only in black ink, and should always be printed at 100% opacity.



The white logo version should be used on dark, photographic or patterned backgrounds only. It should always appear at 100% opacity.





# ATHLETICS LOGO

## eSports

A logo for Fighting Scots eSports exists because of the unique nature of the activity. eSports is the only Edinboro University athletic program that has its own variation of the Fighting Scot logo. The primary version of the eSports logo does not include the Edinboro University wordmark. This version is to be used for team apparel, campus signage and other uses intended only for internal audiences. The alternate version, which includes the Edinboro University wordmark, is to be used on official correspondence, retail merchandise and any marketing and communications materials intended for external audiences.

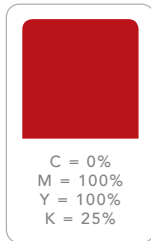


PRIMARY ESPORTS LOGO FOR INTERNAL USE

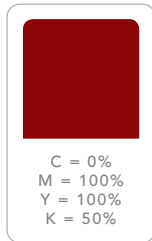


ALTERNATE ESPORTS LOGO FOR EXTERNAL USE

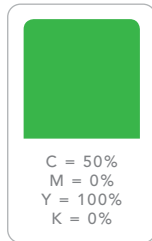
CMYK COLOR PALETTE



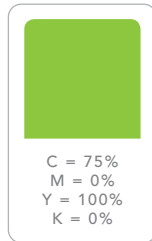
MAIN RED



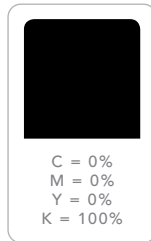
DARK RED



DARK GREEN



LIGHT GREEN



BLACK



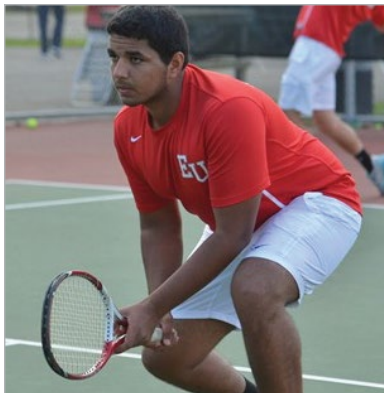


# ATHLETICS LOGO

## *Apparel and Uniforms*

Varieties of the Fighting Scot logos exist for uses on apparel and uniforms. These variations take into consideration the fabric color and available ink colors in order to reproduce at optimal quality and readability. All variations should be created and approved by the Department of Communications and Marketing. Apparel and uniform variations **should not be used on official Department of Athletics correspondence.**

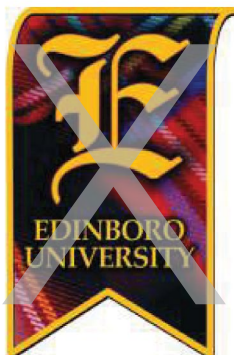
Examples of apparel and uniform variations are shown below.





*Retired Branding*

The logos and brand marks on this page are officially retired as of January 1, 2013. All instances using these designs, as well as any related variations, should be replaced with updated branding.







## ALUMNI ASSOCIATION LOGO

### *Primary Usage*

The classic Piper logo has been reintroduced to represent the Edinboro University Alumni Association. The updated complete identity combines the Piper graphic with the official Edinboro University wordmark, creating consistency with overall University branding. The logo may be used either vertically or horizontally. As with all EU branding, **the Alumni Association logo should not be cropped, altered or manipulated in any way.**

The primary usage should always be printed in red, according to the color values shown below.

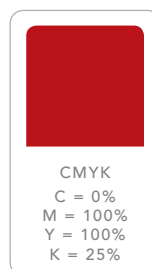


VERTICAL FORMAT



HORIZONTAL FORMAT

OR



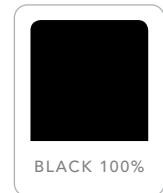


## ALUMNI ASSOCIATION LOGO

### *Color Options*

There are two acceptable color options for the Alumni Association logo.

When color reproduction is not available, the logo may be printed in black at 100% opacity.



On dark, photographic or patterned backgrounds, the logo may be reproduced in white at 100% opacity.





## S O C I A L M E D I A

Edinboro University uses social media websites such as Facebook, Twitter, and YouTube to help alumni, students, employees, fans and friends of the University to connect and be part of the campus community. Individual departments may choose to create their own presence on Facebook, Twitter, YouTube and other social media sites. **The department that creates the page or group will be responsible for the postings and upkeep of the site.** Departments that choose to use social media websites should be prepared to educate employees and other participants about expectations related to the use of third-party web applications, privacy concerns and other relevant policy and legal issues. Please see the guidelines below to best manage your social media sites and determine the correct method to handle user postings.

### Guidelines for Social Media Web Pages

- Any page opened under the name of a University academic area, club, organization or office must have at least one employee of the University registered as an administrator on the page, and the name of that person, as well as any other page administrators, should be reported to the Department of Communications and Marketing.
- All users are asked to **NOT use the University's official logo as their Facebook/Twitter/other social media profile image. Only the University's primary social media sites should be represented by the University's official branding**, as these accounts represent the overall University and are managed by the Department of Communications and Marketing for the express purpose of promoting the University and its interests. Individual departments should choose an alternate appropriate profile image.
- All terms of use agreed to at the time of sign up for any social media platform should be observed.
- **All communication issued on behalf of any organization affiliated with Edinboro University must be of appropriate content**, and should be in line with any requirements applicable to the account administrator in the [Student Code of Conduct](#) and/or [University Policy Manual](#) for employees.
- A Facebook group should always augment official channels of communication, such as the departmental website, rather than replace them.
- Groups typically should be open to any person who falls within the definition of member as determined by the Edinboro University department creating the group. A department may also choose to open a group for the purpose of making group content available to all and not requiring group membership to see it.
- The group description, visible at the top of the social media group page, should provide ground rules for participation, possibly including warnings against discussing students who do not wish to participate in the group as well as student records or other protected personal information, and encourage respect for others in all communication.
- Never communicate personal, educational or health records via Facebook or any other third-party system. (See federal FERPA and HIPAA laws)
- Any department deleting an account should immediately notify the Department of Communications and Marketing to remove any links to that department's social media site from the University website.
- Departments who have original videos that may be beneficial to promote Edinboro University on a broad scope may submit them to the Department of Communications and Marketing for review and potential posting on the official Edinboro University YouTube channel.

If you have any questions regarding these guidelines please contact the Department of Communications and Marketing.



## MERCHANDISE LICENSING

Edinboro University, like most major colleges and universities, has a licensing program that regulates the use of its marks and identity on items such as t-shirts, caps, key chains, mugs, pens, etc. The licensing process ensures that Edinboro University's marks and identity are used appropriately and only on products approved by the University.

If you plan to have merchandise manufactured/imprinted and distributed, you must:

1. Be sure the company that manufactures and/or imprints the merchandise complies with fair labor practices, as outlined by the Fair Labor Standards Act (FLSA) found on the [United States Department of Labor website](#).
2. Follow the usage guidelines outlined in this manual.
3. External vendors must send all new designs to the Edinboro University Department of Communications and Marketing for approval prior to printing.
4. Once a design is approved it will not require subsequent review and approval provided there is no change to the design. Any changes to design in apparel and other merchandise will require an additional approval from the Department of Communications and Marketing. Generally, approvals will not place limits on the quantity of goods to be produced.

**The above procedures must be followed by any and all vendors that wish to produce Edinboro University merchandise that use any of the University's marks or identity in any way.** Any item that is printed/produced with any identity of Edinboro University that did not follow these procedures may be required to not be sold or distributed by the vendor.

For more information, contact:

Edinboro University  
Department of Communications and Marketing  
Reeder Hall  
219 Meadville Street  
Edinboro, Pa. 16444

Bill Berger  
Director of Marketing and Brand Identity  
814-732-1107  
[wberger@edinboro.edu](mailto:wberger@edinboro.edu)