



TM

**EAST  
STROUDSBURG  
UNIVERSITY**



# TABLE OF CONTENTS

---

<b>SECTION 1 Introduction</b>	Page 4-5
<b>SECTION 2 Institutional Identity</b>	Page 6-7
University Seal	Page 8-9
Institutional Logo, Primary	Page 10-11
Institutional Logo, Horizontal	Page 12-13
Institutional Logo, Extreme Horizontal	Page 14-15
Institutional Logo, Clear Space	Page 16-17
Institutional Logo, Minimum Size	Page 18
Institutional Logo, Common Misuse	Page 19
Institutional Logo, Sub-branding - Academic Departments	Page 20-21
Institutional Logo, Sub-branding - Administrative Units	Page 22-23
Institutional Logo, Sub-branding - High Level Affiliations	Page 24-25
Institutional Logo, Sub-branding - Apparel Embroidery	Page 26-27
Spirit Marks	Page 28-29
Stationery - Business Cards	Page 30
Stationery - Letterhead	Page 31
Stationery - Envelope/Shipping Label	Page 32
Stationery - Email Signatures	Page 33
Institutional Social Media Icons	Page 34
Pattern	Page 35
Photography	Page 36
Usage Examples	Page 37

<b>SECTION 3 Typography</b>	Page 38-39
Institutional Typography	
<b>SECTION 4 Color</b>	
Color Information	Page 40-41
<b>SECTION 6 Digital Usage</b>	<b>Page 42-43</b>
<b>SECTION 7 Licensing</b>	<b>Page 44-45</b>

SECTION 1

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# INTRODUCTION

Students First: Innovate ESU is the title of ESU's Strategic Plan, which incorporates some powerful ideas:

*Success, Innovation, Quality, Challenge, Opportunity, Community, Leadership, Partnership.*

These concepts, put into practice, define what ESU is all about:

*Challenging academic curricula, Quality faculty, Personal student success, Active campus community  
Innovative internship and research opportunities, Hands-on learning.*

When communicating with internal and external audiences, it is important to convey ESU's identity and values, distinguishing ESU from other institutions of higher education. We say we are Warriors, but do we know what an ESU Warrior is?

**An ESU Warrior wants to take on the world.** ESU is a place where students are encouraged to learn, grow, and achieve. Lifelong memories, deep personal connections, and supportive networks are made here. Parents and family members can be assured that ESU students get the most from their college experience and are prepared for a successful future.

**An ESU Warrior values community.** Businesses and organizations have access to high-achieving interns or graduates of strong character. ESU students, faculty, staff and administration have built tight relationships with the surrounding community.

**An ESU Warrior works as part of a team.** Faculty and staff collaborate with students and mentor them to reach their full potential. Alumni maintain a lifelong connection to ESU, staying engaged and giving back to future generations.

## SECTION 2

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# INSTITUTIONAL IDENTITY





The East Stroudsburg University seal is to be used only for official documents and academic university functions. It should never be used as a casual logo, or as a design element. Ideally, the seal should be reproduced in red or black or in white on a dark background. The seal may also be embossed, foil-stamped or used as a watermark.

Acceptable uses for the seal include:

- Official legal documents
- Transcripts
- Convocation and Commencement materials
- Honor society documents
- Diplomas
- Council of Trustees communications

Any other uses of the seal must be approved by the Office of University Relations



# UNIVERSITY SEAL

INSTITUTIONAL IDENTITY



ESU\_Seal\_Wht\_BB



ESU\_Seal\_Red\_LB



ESU\_Seal\_Blk\_LB



ESU\_Seal\_Wht\_RB



The official institutional logo for East Stroudsburg University is available in three configurations, a primary version, shown here and on page 11, a horizontal version, shown on pages 12 and 13, and an extreme horizontal version, shown on pages 14 and 15. These three configurations have been designed to accommodate a broad range of potential applications that may require different compositions of the logo.

It is permissible to use the ESU icon as a stand alone element. The primary purpose of the stand alone icon is for merchandise and promotional materials. Any use of the icon as a stand alone element must be approved by the Office of University Relations prior to publication.





ESU\_Inst\_Primary\_FullClr\_DB



ESU\_Inst\_Primary\_OneClr\_LB



ESU\_Inst\_Primary\_FullClr\_LB



ESU\_Inst\_Primary\_OneClr\_DB





**EAST STROUDSBURG  
UNIVERSITY**

ESU\_Inst\_Horiz\_FullClr\_DB



**EAST STROUDSBURG  
UNIVERSITY**

ESU\_Inst\_Horiz\_OneClr\_LB



**EAST STROUDSBURG  
UNIVERSITY**

ESU\_Inst\_Horiz\_FullClr\_LB



**EAST STROUDSBURG  
UNIVERSITY**

ESU\_Inst\_Horiz\_OneClr\_DB



**EAST STROUDSBURG UNIVERSITY**



**EAST STROUDSBURG UNIVERSITY**

ESU\_Inst\_ExtHoriz\_FullClr\_DB



**EAST STROUDSBURG UNIVERSITY**

ESU\_Inst\_ExtHoriz\_OneClr\_LB



**EAST STROUDSBURG UNIVERSITY**

ESU\_Inst\_ExtHoriz\_FullClr\_LB

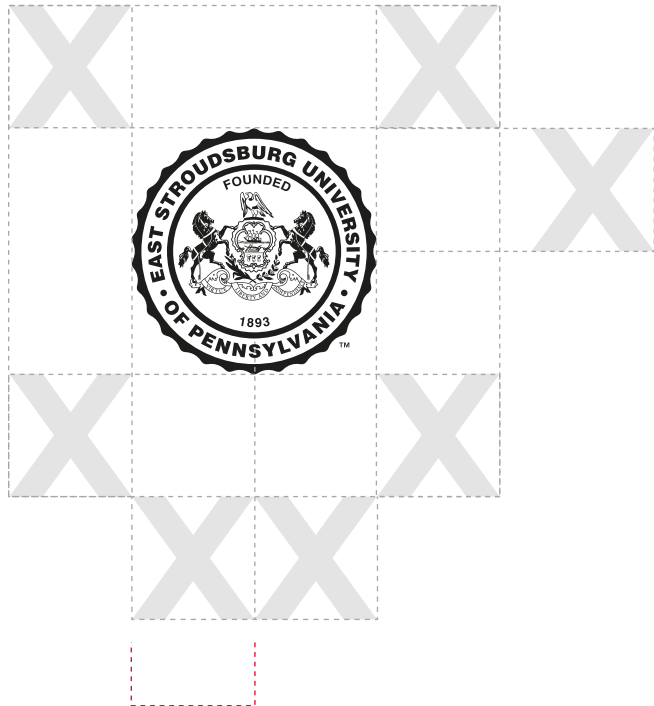


**EAST STROUDSBURG UNIVERSITY**

ESU\_Inst\_ExtHoriz\_OneClr\_DB

# INSTITUTIONAL IDENTITY – Clear Space

To ensure the institutional marks are clearly visible, they should always have a minimum amount of clear space isolating them from other elements. This area of isolation, or minimum required clear space surrounding all marks is identified here.

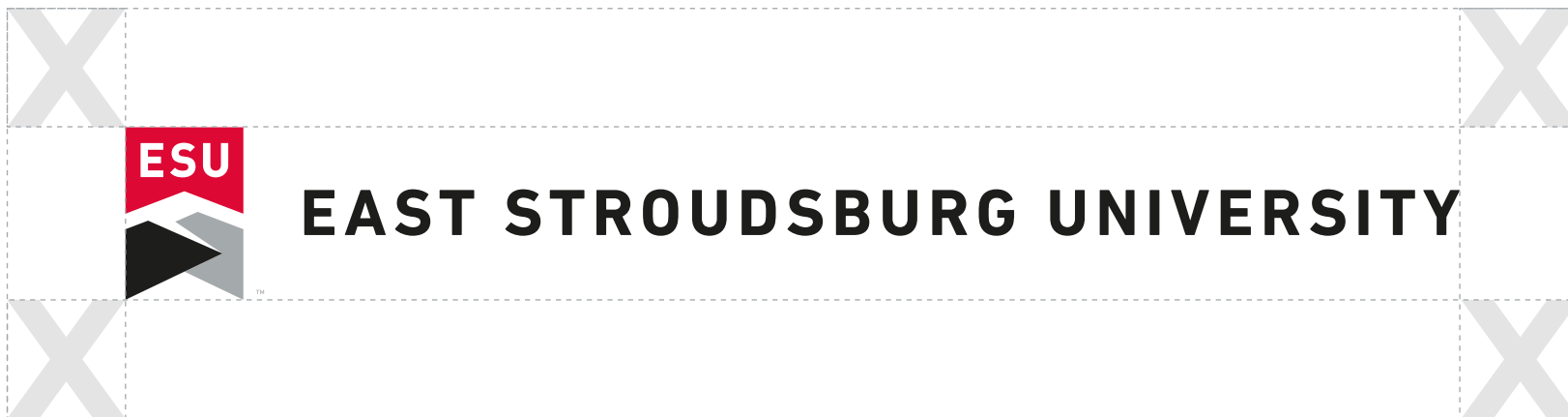


Clear space is equivalent  
to one half the width of the seal



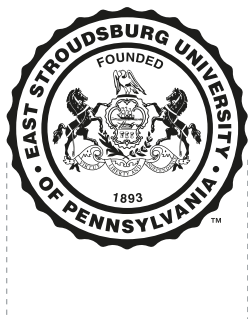
Clear space is equivalent  
to the width of the icon





# INSTITUTIONAL IDENTITY – Minimum Size Requirements

To ensure the institutional marks are clearly visible, they should never appear smaller than the minimum size requirements shown here.



Minimum size  
greater than  
or equal to 1.25"



**EAST  
STROUDSBURG  
UNIVERSITY**

Minimum size  
greater than  
or equal to .5"



**EAST STROUDSBURG  
UNIVERSITY**

Minimum size  
greater than  
or equal to .5"



**EAST STROUDSBURG UNIVERSITY**

Minimum size  
greater than  
or equal to .5"

# INSTITUTIONAL IDENTITY – Common Misuse

INSTITUTIONAL IDENTITY



Never use unapproved colors



Never alter color placement



Never distort or alter logo proportions



Never flip the logo



Never alter the typography



Never rotate the logo



Never add other graphic devices – i.e. drop shadow



Never combine or overlap logos



It is acceptable to customize the primary logo for academic departments. These sub-branded marks may appear in full color or one color, and may contain the college name and if desired, the department name.

Metrics for sub-brands are detailed here.

Individual colleges are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of University Relations.



## INSTITUTIONAL LOGO – Sub-branding - Academic Departments

INSTITUTIONAL IDENTITY





It is acceptable to customize the Primary logo for administrative units. These sub-branded marks may appear in full color or one color, and may contain the division name and if desired, the department name.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of University Relations.



## INSTITUTIONAL LOGO – Sub-branding - Administrative Units

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INSTITUTIONAL IDENTITY





It is acceptable to customize the Primary logo for affiliations with strong institutional ties. These sub-branded marks may appear in full color or one color, and may contain the affiliation and if desired, the department name.

Metrics for sub-brands are detailed here. Affiliations are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of University Relations.





## INSTITUTIONAL LOGO – Sub-branding - High Level Affiliations

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INSTITUTIONAL IDENTITY



## INSTITUTIONAL LOGO – Sub-branding - Left Chest Embroidery

INSTITUTIONAL IDENTITY



Specifications have been created and detailed here for departments that wish to embroider the institutional logo and their department name on apparel.

## INSTITUTIONAL LOGO – Sub-branding - Left Chest Embroidery Examples

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INSTITUTIONAL IDENTITY



**SPORT  
MANAGEMENT**



**UNIVERSITY  
RELATIONS**



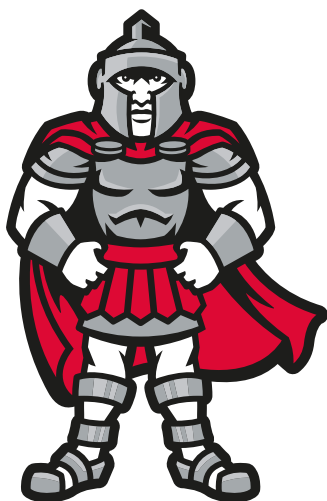
**STUDENT  
ACTIVITY  
ASSOCIATION**



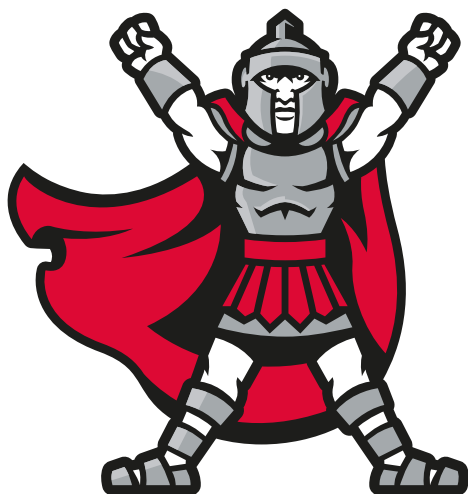
**EXERCISE  
SCIENCE**

## SPIRIT MARKS - Full Color

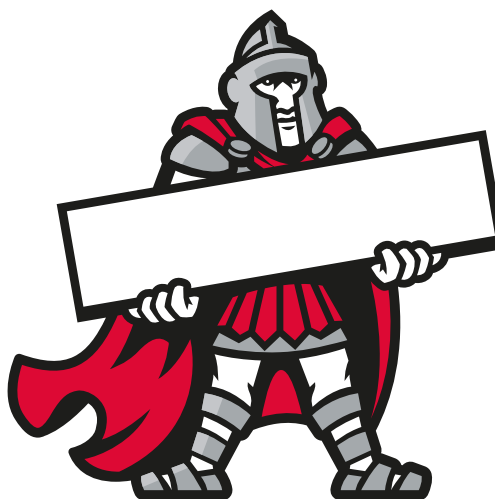
Several spirit marks based upon the mascot have been developed and are shown here. The spirit marks are reserved for informal use in marketing and communications materials. Spirit marks should never be used for intercollegiate athletics uniforms but may be used by club sports.



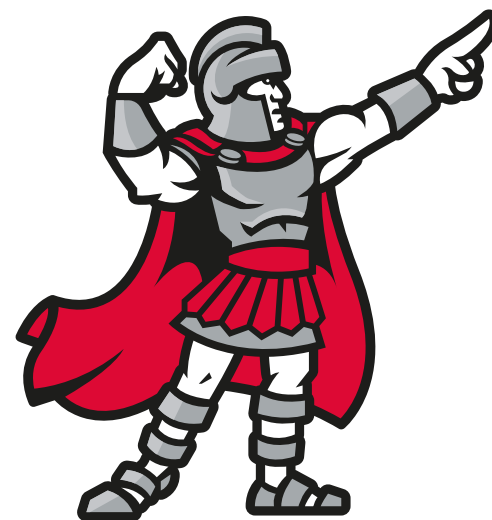
ESU\_Spirit\_HandsOnHips\_FulClr



ESU\_Spirit\_FistsUp\_FulClr



ESU\_Spirit\_HoldingCard\_FulClr



ESU\_Spirit\_Pointing\_FulClr



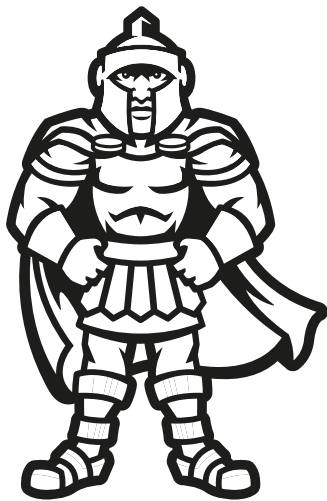
ESU\_Spirit\_HeadOnly\_FulClr



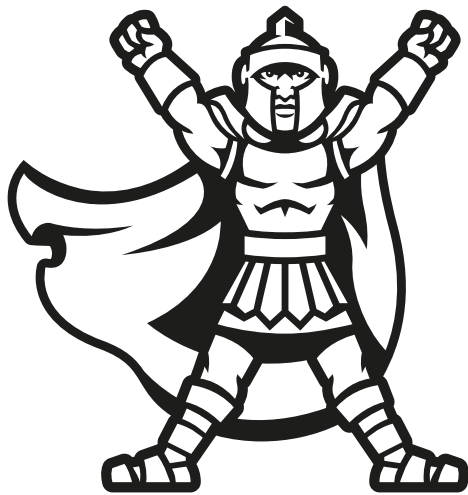
ESU\_Spirit\_Shield\_FulClr

## SPIRIT MARKS - One Color

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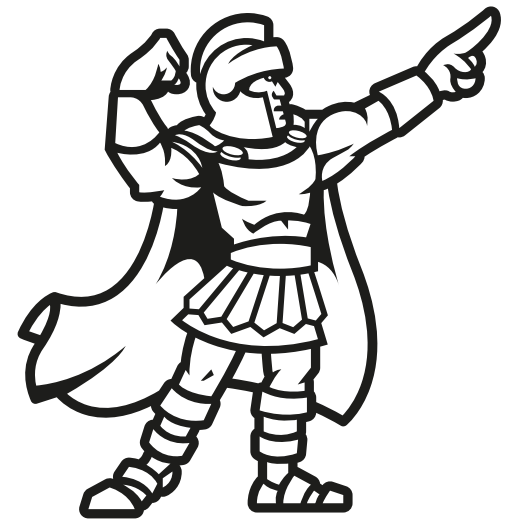
ESU\_Spirit\_HandsOnHips\_1Clr



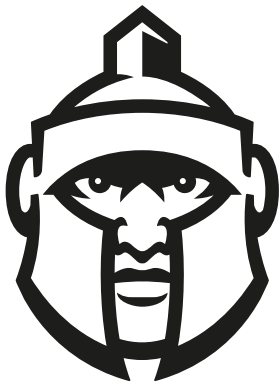
ESU\_Spirit\_FistsUp\_1Clr



ESU\_Spirit\_HoldingCard\_1Clr



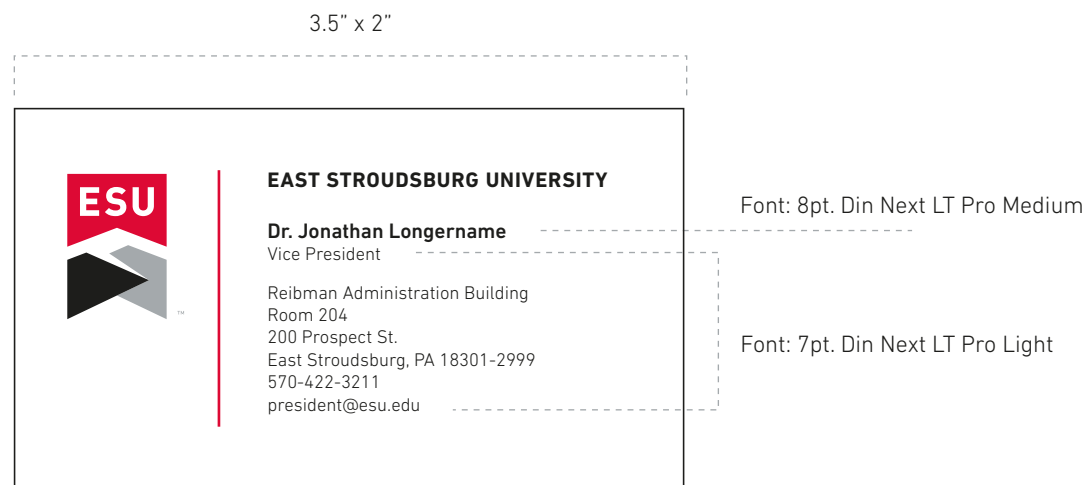
ESU\_Spirit\_Pointing\_1Clr



ESU\_Spirit\_HeadOnly\_1Clr



ESU\_Spirit\_Shield\_1Clr



A single, consistent corporate communications package has been designed for all academic departments and administrative units campus wide. Examples are shown on pages 26-29.

# INSTITUTIONAL STATIONERY – Letterhead

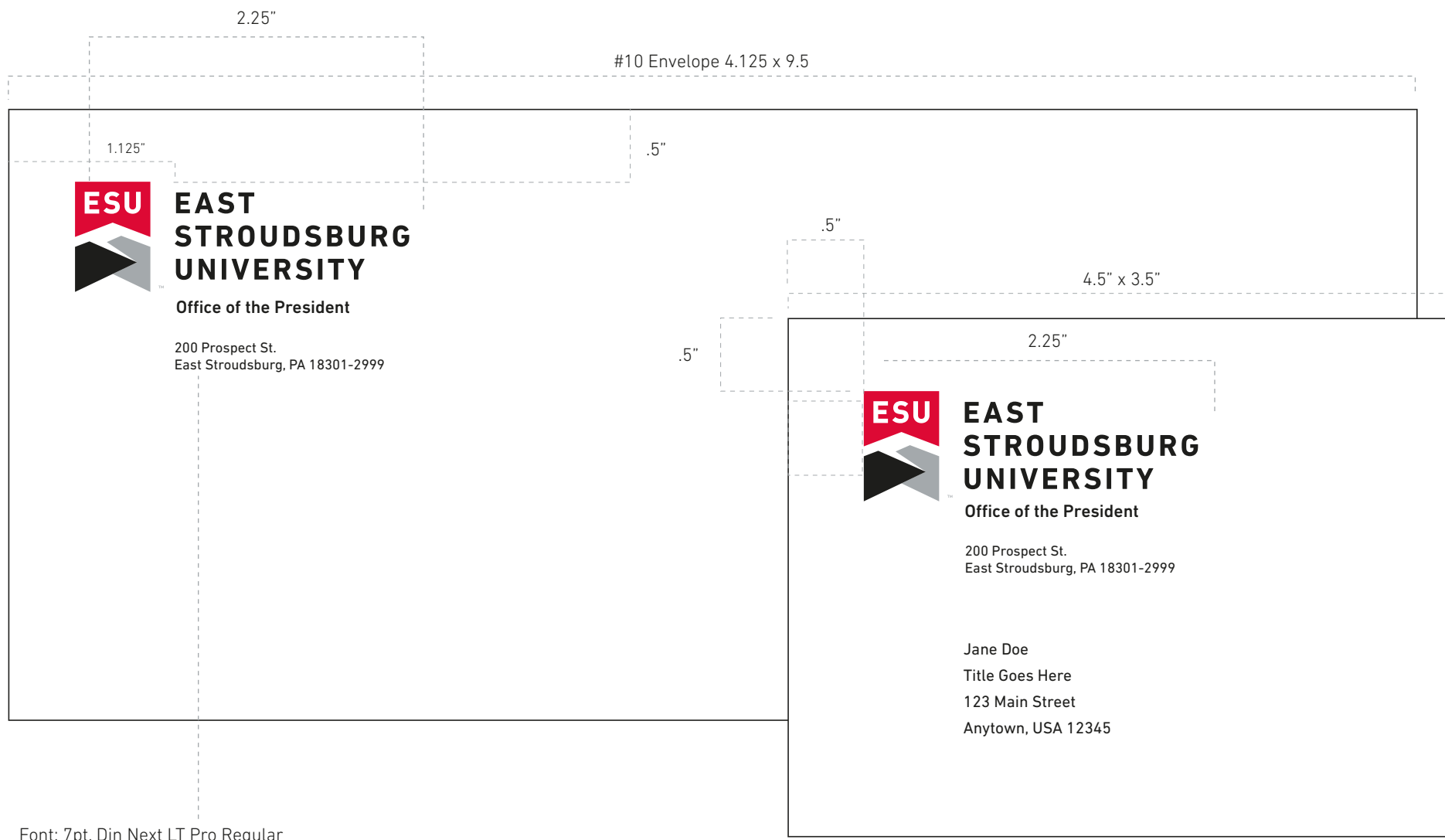
INSTITUTIONAL IDENTITY



Font: 7pt. Din Next LT Pro Bold

# INSTITUTIONAL STATIONERY – Envelope and Shipping Label

INSTITUTIONAL IDENTITY





# INSTITUTIONAL STATIONERY – Email Signature

INSTITUTIONAL IDENTITY

**Jonathan Longername**  
To: Jane Doe  
RE: Business Collateral E-mail Signature

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Dear Jane,

Email body copy Email body copy Email body copy Email  
body copy Email body copy Email body copy Email body  
copy Email body copy Email body copy Email body copy  
Email body copy Email body copy Email body copy

Respectfully,  
Jonathan

---

**Dr. Jonathan Longername**

Vice President

Font: 9pt. Calibri Bold

Reibman Administration Building  
Room 204

East Stroudsburg University  
200 Prospect St.  
East Stroudsburg, PA 18301-2999  
P: 570 422 3211 | F: 570 532 6384

Font: 8pt. Calibri Regular



# INSTITUTIONAL SOCIAL MEDIA ICONS

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INSTITUTIONAL IDENTITY

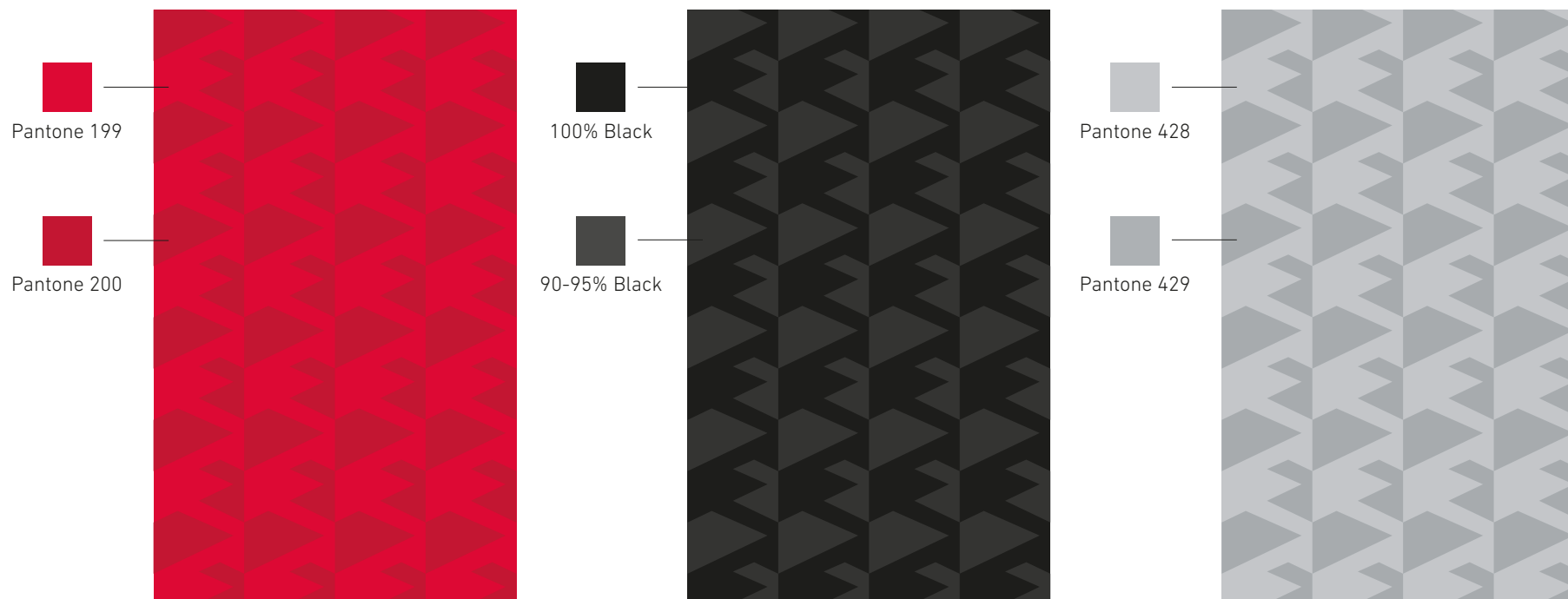


Social media icons are available for academic divisions and administrative units.

They can be used for both Facebook and Twitter, as well as any other social networks that use a square graphic for the profile image.

# PATTERN

Pattern has been developed as part of the East Stroudsburg brand identity. These are intended to be used as accent, and backgrounds in collateral materials or selectively used in apparel and retail items, see pages 32-33 for usage examples.



# PHOTOGRAPHY

## INSTITUTIONAL IDENTITY



Use of photography is encouraged throughout all ESU printed communications. A broad range of photos are available through the Office of University Relations.

Photography may be used as full color images, or as a multiplied overlay over a field of red (Pantone 199c).

If a logo, a headline, or copy is to be layered over a photo, be sure to consider the composition of the image and place it over a less complex, or inconsequential part of the image. When placing graphic components over a full color image, be sure to consider the contrast of the background to ensure proper legibility.



# USAGE EXAMPLES

INSTITUTIONAL IDENTITY



## SECTION 3

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# TYPOGRAPHY

# INSTITUTIONAL TYPOGRAPHY

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TYPOGRAPHY

The East Stroudsburg University identity employs the Din Next LT Pro font family. Din Next is available in multiple weights and styles and is the preferred choice for communications and collateral materials.

DIN NEXT LT PRO – Light - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Regular - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Medium - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Bold - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

*DIN NEXT LT PRO – Light Italic - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

*DIN NEXT LT PRO – Medium Italic - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

***DIN NEXT LT PRO – Bold Italic - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***

## SECTION 4

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# COLOR



# COLOR INFORMATION

COLOR

<b>Pantone 199</b>  C: 0            R: 219 M: 100        G: 4 Y: 72         B: 54 K: 0  HTML:        DB0436  Madera:      1447	<b>Pantone 200</b>  C: 3            R: 186 M: 100        G: 12 Y: 70         B: 47 K: 12  HTML:        BA0C2F  NOTE: Pantone 200 is only approved for use in the institutional pattern, see page 33 for details.	<b>Pantone 429</b>  C: 21           R: 179 M: 11           G: 185 Y: 9            B: 189 K: 23  HTML:        B3B9BD  Madera:      1012	<b>Pantone 428</b>  C: 10           R: 193 M: 4            G: 198 Y: 4            B: 200 K: 14  HTML:        C1C6C8  NOTE: Pantone 428 is only approved for use in the institutional pattern, see page 33 for details.
<b>White</b>  C: 0            R: 255 M: 0            G: 255 Y: 0            B: 255 K: 0  HTML:        ---  Madera:      ---	<b>Black</b>  C: 0            R: 0 M: 0            G: 0 Y: 0            B: 0 K: 100  HTML:        ---  Madera:      ---		

## SECTION 6

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# DIGITAL USAGE

# DIGITAL USE OF INSTITUTIONAL AND ATHLETIC IDENTITY

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Proper use of ESU's official institutional and athletic logos is as important on digital platforms as it is on other media. Thousands of internal and external visitors digitally interact with ESU daily via the university web presence, from the primary website, to secondary and unofficial sites, plus third-party platforms such as D2L, ATLAS, and Housing Director. ESU also communicates with the public via social media, mobile apps, email campaigns and other digital media. A clear, uniform visual identity is necessary to ensure a solid brand; therefore ESU's logos and word marks must be used consistently across these platforms.

All requests for digital use of the institutional or athletic identity should be submitted first to the appropriate office:

- Institutional identity (social media platforms): please contact the Public Relations & Social Media Manager, Office of University Relations.
- Institutional identity (websites, web applications, mobile applications and all other digital platforms): please contact the Director of Web Services, Office of University Relations.
- Athletic identity (all digital platforms): please contact the Sports Information Director, Department of Athletics.

Please see information on the Office of University Relations website at <http://www.esu.edu/ur> for specific timing and technical requirements.

These offices will provide a version of the institutional or athletic identity for each specific use. The sections in this document on typography, color and misuse apply directly to digital platforms as they do elsewhere. University Relations and Athletics may adapt other guidelines to fit individual digital platform requirements while maintaining the integrity of the brand identity.

## SECTION 7

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# LICENSING

# LICENSING

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The East Stroudsburg University trademark licensing program strives to promote, enhance and elevate the image of the University by authorizing the use of our marks on high-quality, socially-responsible, tasteful merchandise and apparel. The program is administered by the Office of University Relations and its licensing partner.

Any person, organization or corporation wishing to manufacture a product bearing or containing any of the marks of the University, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Examples of products include giveaways, apparel, uniforms, sports equipment, etc.

Only officially licensed, approved vendors (licensees) may produce items bearing ESU's trademarks or name.

For more information about licensing, how to obtain a license, or to access ESU logos and trademarks, or for those wishing to become licensed can obtain an application by visiting: [www.esu.edu/licensing](http://www.esu.edu/licensing). Along with a completed application, vendors will be required to submit product samples, proof of insurance, and a nominal fee.

Product designs must be submitted for review and approval prior to being produced. Items bearing ESU's trademarks without a license may be considered "counterfeit" and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for pre-production approval may have their license revoked.