# TABLE OF CONTENTS

## SECTION 1 Introduction

### SECTION 2 Institutional Identity
- University Seal
- Institutional Logo, Primary
- Institutional Logo, Horizontal
- Institutional Logo, Extreme Horizontal
- Institutional Logo, Clear Space
- Institutional Logo, Minimum Size
- Institutional Logo, Common Misuse
- Institutional Logo, Sub-branding - Academic Departments
- Institutional Logo, Sub-branding - Administrative Units
- Institutional Logo, Sub-branding - High Level Affiliations
- Institutional Logo, Sub-branding - Apparel Embroidery
- Spirit Marks
- Stationery - Business Cards
- Stationery - Letterhead
- Stationery - Envelope/Shipping Label
- Stationery - Email Signatures
- Institutional Social Media Icons
- Pattern
- Photography
- Usage Examples

## SECTION 3 Typography
- Institutional Typography

## SECTION 4 Color
- Color Information

## SECTION 6 Digital Usage

## SECTION 7 Licensing

---

East Stroudsburg University – Brand Manual Guidelines
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

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.
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.
INSTITUTIONAL LOGO – Horizontal
INSTITUTIONAL LOGO – Extreme Horizontal

EAST STROUDSBURG UNIVERSITY
INSTITUTIONAL LOGO – Extreme Horizontal

ESU_Inst_ExtHoriz_FullClr_DB

ESU_Inst_ExtHoriz_OneClr_DB

ESU_Inst_ExtHoriz_FullClr_LB

ESU_Inst_ExtHoriz_OneClr_DB

ESU_Inst_ExtHoriz_FullClr_DB

ESU_Inst_ExtHoriz_OneClr_DB

East Stroudsburg University – Brand Manual Guidelines
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 – Clear Space
To ensure the institutional marks are clearly visible, they should never appear smaller than the minimum size requirements shown here.
INSTITUTIONAL IDENTITY – Common Misuse

- 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

- **EAST STROUDBURG UNIVERSITY**
  - College of Arts & Sciences

- **EAST STROUDBURG UNIVERSITY**
  - College of Business & Management

- **EAST STROUDBURG UNIVERSITY**
  - College of Education

- **EAST STROUDBURG UNIVERSITY**
  - College of Health Sciences

- **EAST STROUDBURG UNIVERSITY**
  - University College
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.
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

EAST STROUDSBURG UNIVERSITY FOUNDATION

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

Type should be no smaller than .2185” tall.
INSTITUTIONAL LOGO – Sub-branding - Left Chest Embroidery Examples

ESU
SPORT MANAGEMENT

ESU
UNIVERSITY RELATIONS

ESU
STUDENT ACTIVITY ASSOCIATION

ESU
EXERCISE SCIENCE
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.
SPIRIT MARKS - One Color
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.
August 29, 2016

Dear Mr. Jonathan Longername:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lorem urna, pharetra in magna vitae, mollis rutrum nisl.


Quisque id urna eu libero bibendum tristique eu eget nisi. Praesent consectetur placerat est, non feugiat dolor dictum sit amet. Vestibulum pulvinar et ac risus nec cambiicus. Nulla vel odio ut ligula sodales id.

Sincerely,

Dr. Jonathan Longername

President

President’s Office

Reibman Administration Building

570-422-3546

president@esu.edu

Mr. Jonathan Longername

Principal & Creative Director

Jonathan Longername & Co.

1661 Pine St.

East Stroudsburg, PA 18301

EAST STROUDSBURG UNIVERSITY

200 Prospect St. | East Stroudsburg PA 18301 | 570-422-3211 | www.esu.edu
INSTITUTIONAL STATIONERY – Envelope and Shipping Label

Font: 7pt. Din Next LT Pro Regular

EAST STROUDSBURG UNIVERSITY
Office of the President
200 Prospect St.
East Stroudsburg, PA 18301-2999

Jane Doe
Title Goes Here
123 Main Street
Anytown, USA 12345

#10 Envelope 4.125 x 9.5

2.25”
1.125”
.5”

4.5” x 3.5”

2.25”

.5”
Jonathan Longername
To: Jane Doe
RE: Business Collateral E-mail Signature

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

Respectfully,
Jonathan

Dr. Jonathan Longername
Vice President
Reibman Administration Building
Room 204
East Stroudsburg University
200 Prospect St.
East Stroudsburg, PA 18301-2999
P: 570 422 3211 | F: 570 532 6384
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 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 page 37 for usage examples.
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.
SECTION 3

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.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Uppercase</th>
<th>Lowercase</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIN NEXT LT PRO – Light</td>
<td>ABCDEGFHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>DIN NEXT LT PRO – Regular</td>
<td>ABCDEGFHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>DIN NEXT LT PRO – Medium</td>
<td>ABCDEGFHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>DIN NEXT LT PRO – Bold</td>
<td>ABCDEGFHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>DIN NEXT LT PRO – Light Italic</td>
<td>ABCDEGFHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>DIN NEXT LT PRO – Medium Italic</td>
<td>ABCDEGFHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>DIN NEXT LT PRO – Bold Italic</td>
<td>ABCDEGFHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
COLOR
<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone 199</th>
<th>Pantone 200</th>
<th>Pantone 429</th>
<th>Pantone 428</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:</td>
<td>0</td>
<td>3</td>
<td>21</td>
<td>10</td>
</tr>
<tr>
<td>R:</td>
<td>219</td>
<td>186</td>
<td>179</td>
<td>193</td>
</tr>
<tr>
<td>M:</td>
<td>100</td>
<td>100</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>G:</td>
<td>4</td>
<td>12</td>
<td>185</td>
<td>198</td>
</tr>
<tr>
<td>Y:</td>
<td>72</td>
<td>70</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>B:</td>
<td>54</td>
<td>47</td>
<td>189</td>
<td>200</td>
</tr>
<tr>
<td>K:</td>
<td>0</td>
<td>12</td>
<td>23</td>
<td>14</td>
</tr>
<tr>
<td>HTML:</td>
<td>DB0436</td>
<td>BA0C2F</td>
<td>B3B9BD</td>
<td>C1C6C8</td>
</tr>
<tr>
<td>Madiera:</td>
<td>1447</td>
<td></td>
<td>1012</td>
<td></td>
</tr>
<tr>
<td>NOTE:</td>
<td>Pantone 200 is only approved for use in the institutional pattern, see page 35 for details.</td>
<td></td>
<td></td>
<td>NOTE: Pantone 428 is only approved for use in the institutional pattern, see page 35 for details.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>R:</td>
<td>255</td>
<td>0</td>
</tr>
<tr>
<td>M:</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>G:</td>
<td>255</td>
<td>0</td>
</tr>
<tr>
<td>Y:</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>B:</td>
<td>255</td>
<td>0</td>
</tr>
<tr>
<td>K:</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>HTML:</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Madiera:</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>
SECTION 6

DIGITAL USAGE
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

LICENSING
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.