



Athletic Graphic Standards
M A N U A L

Athletic Logo Design Standards

Eastern Connecticut State University is one of four state universities within the Connecticut State Colleges and Universities System. The University's athletic teams have been known as the "Warriors" for many decades. In 1998, the Connecticut State University System Board of Trustees designated Eastern as Connecticut's public liberal arts university. To better align the Department of Athletics' identity with the University's liberal arts mission, while continuing to project the spirit and strength of Eastern's "Warriors," a new athletic logo was commissioned and implemented on May 1, 2009.

This Athletic Graphic Standards Manual provides guidelines and instructions on the consistent use of the athletic logo. (A similar Graphic Standards Manual is available to help coordinate use of the University's official graphic identifiers — the logo, crest and seal.)

This comprehensive graphic standards system provides the structure for communicating visual and other information about the University's athletic teams clearly and with distinction. In addition to general guidelines regarding the appropriate use of the athletic logo, this manual also details the appropriate use of colors and specific graphic applications such as uniforms, on-campus signage, merchandising, letterhead and other uses. Adherence to these standards will strengthen public awareness of the University's athletic brand, while also generating school spirit. Every attempt must be made to use the logo in its approved variations.

All Eastern's graphic identity standards and related (downloadable) electronic files are available at www.easternct.edu/universityrelations.

Writing Standards

The Office of University Relations also uses the Associated Press Stylebook as the basis for its Written Style Guide, found at <https://www.easternct.edu/university-relations/guidelines/Writing.pdf>.

These guidelines provide useful information on Associated Press rules on grammar, punctuation, capitalization and other word usage in Eastern publications, webpages and other communications. Consistent use of these guidelines, in conjunction with the University's graphic standards, helps to ensure consistency in Eastern's communications and support the University brand.

Quality and Coordination

The Office of University Relations is pleased to work with the Athletic Department to communicate the University's athletic brand to its constituencies. As the office charged with oversight of Eastern's graphic standards, University Relations must be consulted for approval of all uses of the athletic logo. Requests must be directed to:

Kevin Paquin
Design and Publications Officer
Office of University Relations
Phone (860) 465-4520
Fax (860) 465-5083
paquink@easternct.edu

Logos

Athletic Logo Variations

The Eastern Connecticut State University Warriors logo is the official trademark of the Athletics Department. It is the principal symbol to be used to identify Eastern on athletic uniforms, merchandise, web pages, social media, etc.



Three spot colors – Pantone®289 (navy),
Pantone® 188 (burgundy), and Black
or four-color process - CMYK



Logo with white outline is used
for dark backgrounds



One color – Black

Note: The black version of the logo is available for limited use when full color printing is either unavailable or falls beyond budget parameters

Colors

Athletic Colors

The official colors for Eastern Connecticut State University are Navy Blue (or Pantone®289) and Burgundy (or Pantone®188). Black is the alternative when budget or context rule out the use of color.



Navy Blue
(or Pantone® 289)



Red
(or Pantone® 188)

CMYK and RGB formulas

Cyan 100 Magenta 64 Yellow 0 Black 64
Red 0 Green 38 Blue 73

Cyan 20 Magenta 100 Yellow 70 Black 42
Red 124 Green 33 Blue 40

Warrior Logo

The Warrior logo is made up of Navy Blue (or Pantone®289), Burgundy (or Pantone®188), black and white.

Note: When purchasing athletic uniforms or merchandise please supply the vendor with the PANTONE® matching system numbers. Fabric colors vary depending on the brand so please consult with Office of University Relations to ensure accuracy.

Usage

Reproduction art and files

Camera-ready reproduction art for Eastern's athletic logos are available through the Office of University Relations (*See page 1*).

Electronic (Illustrator™ EPS or AI) files are available. Do not reproduce the Warriors logo smaller than 1.25" high.

Use only authorized camera-ready art or the official electronic (Illustrator EPS or AI) files to reproduce the logo. Do not use third-generation art of any kind for reproduction purposes.

*Minimum Dimensions
1.325" wide x 1.25" high*



University and Athletic Fonts

The appropriate Eastern Connecticut State University logo, seal or crest constitutes the official visual identity of the University. While these identifiers can be scaled to different sizes and used in multiple media (print, embroidered clothing, web site, etc.), some applications and sizes may preclude using the graphic at or larger than its minimum allowable size. In such cases, the full name of the University (Eastern Connecticut State University) or the short name (Eastern), may be used as a substitute, in the approved University font only, which is Adobe Garamond.

EASTERN CONNECTICUT STATE UNIVERSITY

The Athletic logos incorporate two different fonts:

1. **Colossal Bold** - which is used for the university name.
EASTERN CONNECTICUT STATE UNIVERSITY
2. **Warlock Regular** – which is used for the Warriors name only.
WARRIORS

Clear Zone

The integrity of the logo demands that no words or images crowd, overlap or merge with it. Stage the logo at least a distance of .125" all the way around, away from any other active elements in the layout.



Secondary Athletic Elements

Different Applications

While the Warrior logo shown on Page 1 is the preferred athletic logo, Eastern has several other elements to identify Eastern Athletics.

The Eastern "E" and the crest with the "E" can represent Eastern Athletics when the full Warriors logo is not used.



Correct/Incorrect Uses

In order to establish and maintain consistent and effective use of Eastern Connecticut State University's logos, it is essential to follow the standards in this manual. The incorrect examples illustrated on pages 3 and 4 demonstrate some common errors that can be made. Such misuses will undermine the University's effort to present a strong and unified image, and will alter the perception and meaning of the logo.



Different typeface: Colossal Bold and Warlock Regular are the only typefaces which may be used in the logo format. Others (as shown above) are not allowed.



Improper proportion: In the logo format, no graphic element must be altered. Reduce and enlarge logos proportionately.



Improper placement of symbol: In the logo format, the placement of any element must not be altered.



Improper colors: Eastern's logos must never be reproduced in any colors other than the official approved colors.



Distortion: The logo must not be subject to distortion or manipulation, i.e., slanting, stretching, twisting or curving. It is essential that the athletic logos be used in their correct shape and format as explained on page 1.



Framing: The logo must never be framed in a restricting box, shape or specific area. Please refer to the Clear Zone explained on page 2.



Additional visual elements or symbols: The logo must not be encumbered by other visual elements. Avoid the use of any copy, slogans, symbols or images on top or underneath the logo.

Correct/Incorrect Uses

Print backgrounds/light

The logo may be printed on any background color, screen of color, textured, illustrative or photographic background that is light enough to provide sufficient contrast for clarity and legibility.



Although the logo may be printed on any background, the integrity of the logo demands that no words or images overlap or merge with it. It must never be integrated into illustrations, cartoons or other symbols or logos.

Print backgrounds/dark

To provide sufficient contrast for clarity and legibility, Eastern's outlined Warrior logo must be used when a dark color, screen of color, textured, illustrative or photographic background is used.



Team Uniforms

Eastern has 19 varsity teams. Depending on the sport, each uniform will have different fabrics and styles to choose from, including screen printing and tackle twill. All of the uniforms must follow standards with the colors, fonts and treatment of the name and numbers. Eastern's Office of University Rela-

tions will work closely with the Athletic Director and coaches to make sure uniform apparel follows these athletic graphic standards and meets the requirements of each team sport. Below are examples of colors that will be used for Eastern's home and away events.



Helmets, Caps etc.

The Eastern "E," in the Colossal Bold font, can be used on items such as hats, helmets and apparel. "WARRIORS," in the Warlock Regular font, can be used on items such as the back of baseball hats, lacrosse helmets, etc., as well as other uniform apparel and merchandise. Such usage must be approved by the Office of University Relations.



The colors shown on this page and throughout this manual have not been evaluated by Pantone®, Inc. for accuracy and may not match the Pantone® Color Standards.

Team Uniforms *continued*

The Eastern Warriors consists of several athletic teams. Depending on the sport, each uniform will have different fabrics and styles to choose from, including screen printing and tackle twill. All of the uniforms must follow standards with the colors, fonts and treatment of the name and numbers.

Eastern's Office of University Relations will work closely with the Athletic Director and coaches to make sure uniform apparel follows these athletic graphic standards and meets the requirements of each team sport. Below are examples of colors that will be used for Eastern's home and away events.



Warm-Up/Practice Jersey

These warm-up/practice jersey examples would be worn during pre-game activities or for team practices. The styles, colors and graphics will be chosen by the coaches. Such apparel must be approved by the Office of University Relations.



Apparel/Merchandise Options

Displayed on the next two pages are examples of the different graphic options that can be used on apparel and merchandise. In consultation with the Office of University Relations, components of these apparel designs can be exchanged for individual sports. Depending on the medium, the graphic may need slight variations (team name, size, outlines, etc.), which will need to be approved by the Office of University Relations prior to purchasing.



EASTERN CONNECTICUT STATE UNIVERSITY

WARRIORS
— **CROSS COUNTRY** —

EASTERN CONNECTICUT STATE UNIVERSITY
TRACK & FIELD

WARRIORS
SWIMMING

EASTERN
LACROSSE

PROPERTY OF
EASTERN
ATHLETICS

EASTERN CONNECTICUT
WARRIORS
STATE UNIVERSITY

EASTERN
SOCCER

WARRIORS
WOMEN'S BASKETBALL

WARRIORS
BASEBALL

EASTERN
ATHLETICS



