

# Graphic Standards

MANUAL



**EASTERN**  
CONNECTICUT  
STATE UNIVERSITY

## Graphic Design Standards

Eastern Connecticut State University is one of four universities within the Connecticut State University System (CSUS). In 1998, the CSUS Board of Trustees designated Eastern as Connecticut's public liberal arts university. Strengthening public awareness of Eastern's liberal arts mission is the primary goal of the University's marketing and public relations efforts. To meet this goal, Eastern communicates to its constituencies through publications, advertising, the Internet, signage and other media. Consistent use of core messages, including visual and graphic elements, is critical to advancing public perception of Eastern's institutional strengths and public liberal arts mission.

This Graphic Standards Manual provides guidelines and instructions on the consistent use of the visual elements of Eastern's "identity" — the logo, crest and seal. Each of these visual symbols serves to convey the essential nature of the University, and each has its own distinct purpose. A comprehensive graphic standards system provides the structure for communicating visual and other information about the University logically, clearly and with distinction, enabling us to achieve clarity and effectiveness in all print and electronic communications. In addition to general guidelines regarding the appropriate use of the logo, crest and seal, this manual also details the appropriate use of colors, and specific graphic applications such as on-campus signage, merchandising, etc. Adherence to these standards will strengthen public awareness of the University, while also enabling the University's schools, departments and programs to achieve their own appropriate and distinct identities. Therefore, every attempt should be made to use the appropriate logo or other approved symbol to identify the University. (Appropriate use of the University's athletic logo/brand is described in a separate Graphic Design Standards manual.)

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

## Quality and Coordination

The Office of University Relations works with other University departments to communicate the University brand to their constituencies. As the office charged with oversight of Eastern's graphic standards, University Relations should be consulted for approval of all uses of the University logo, seal, or crest. All requests to use the University logo should be directed to:

Kevin Paquin  
*Design and Publications Officer*  
Office of University Relations  
Telephone: (860) 465-4520  
Facsimile: (860) 465-5083  
e-mail: [paquin@easternct.edu](mailto:paquin@easternct.edu)

## Logos, Seals, Crest

### University Logos

The Eastern Connecticut State University logo is the official trademark of the University. It is the principal University symbol to be used to identify Eastern, in publications, advertisements on the Internet, etc. There are two variations of this

logo: **1. Vertical stacked format** and **2. Horizontal format**. The vertical stacked format is the preferred logo but if space is an issue then the horizontal format is acceptable. The three acceptable color options are navy blue or PANTONE® 289, black, and white.

1



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

*Navy Blue (or PANTONE® 289)*



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

*Black*



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

*White*

2



**EASTERN CONNECTICUT STATE UNIVERSITY**

*Navy Blue (or PANTONE® 289)*



**EASTERN CONNECTICUT STATE UNIVERSITY**

*Black*



**EASTERN CONNECTICUT STATE UNIVERSITY**

*White*



**EASTERN CONNECTICUT STATE UNIVERSITY**

83 WINDHAM STREET • WILLIMANTIC, CONNECTICUT 06226 • (860) 465-5000

*Logo with address*

### University Seal

The Eastern Connecticut State University seal is for commencement publications only. It is not to be used for any other purpose.



*Navy Blue  
(or PANTONE® 289)  
or Black is acceptable*



*Reversing the seal  
is **not** acceptable*

### University Crest

The Eastern Connecticut State University crest is used for certain traditional purposes and only with Presidential approval.



## Colors, Usage

### University 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)



Burgundy  
(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

**Note:** When purchasing merchandise or print advertising, please supply the vendor with the PANTONE® matching system numbers as well as the four-color process breakdowns to ensure accuracy. If they cannot print to these color specifications, please consult with the Office of University Relations.

The four-color process formula (or CMYK) is used when you want to achieve full-color printing. The breakdowns are explained to the right. The red, green, blue formulas (or RGB) used for web purposes are also shown.

### Reproduction art and files

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

Electronic (Illustrator™ EPS or AI) files are available.

Do not reproduce the vertical stacked logo smaller than 3/4" high and the horizontal logo 5/8" 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.



### 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 the CAP height of the letter "E" in the word EASTERN all the way around, away from any other active elements in the layout.



### Removal and usage of clock tower by itself

The university logo is to be used in its entirety. The tower should **never** be taken out and used by itself.



### University Font

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, website, 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

## 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 these pages 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.

*Please note that although the vertical stacked logo is used as an example, both logo versions are subject to these parameters.*

**CORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**Different typeface:** Adobe Garamond is the only typeface which may be used in the logo format. Others (i.e., Helvetica, as shown above) are not allowed.

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**Improper proportion:** In the logo format, the size of the symbol in relationship to the typography should not be altered. Reduce and enlarge logos proportionately.

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**Improper placement of symbol:** In the logo format, the placement of the symbol relative to the typography should not be altered.

**INCORRECT**



***EASTERN  
CONNECTICUT  
STATE UNIVERSITY***

**Different typestyle:** Adobe Garamond is the only typestyle used in the logo format. Others (i.e., Adobe Garamond Bold Italic, as shown above) are not allowed.

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**Framing:** The logos should never be framed in a restricting box, shape or specific area. Please refer to the Clear Zone explained on page 3.

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**Improper spacing of symbol:** In the logo format, the spacing of the symbol relative to the typography should not be altered.

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**Improper color:** Eastern's logos should never be reproduced in any colors other than the official approved colors: navy blue or PANTONE® 289, black and white.

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

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

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**INCORRECT**



**EASTERN  
CONNECTICUT  
STATE UNIVERSITY**

**INCORRECT**



**EASTERN  
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**Overlapping of visual element or symbol:** The logo should not be encumbered by other visual elements. Avoid the use of any copy, slogans, symbols or images overlapping or aligned with the logo.

## Correct/Incorrect Uses

### Print backgrounds/light

Although the logo may be printed in a limited number of colors, it may be printed on almost any color. Any of the logos may be printed on any solid color, screen of color, textured, illustrative or photographic background that is light enough to provide sufficient contrast for clarity and legibility.

**CORRECT**



**INCORRECT**



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 should never be integrated into illustrations, cartoons or other symbols or logos.

### Print backgrounds/dark

To provide sufficient contrast for clarity and legibility, Eastern's white logos should be used when a dark color, screen of color, textured, illustrative or photographic background is used.

**CORRECT**



**INCORRECT**



**CORRECT**



**INCORRECT**



**CORRECT**



**INCORRECT**



## Sub-Brands/Departments

Large organizations such as Eastern have many departments, offices, programs and services. While it is important for these organizational components (“sub-brands”) to have their own identity, it is critical that the institutional brand and identity never be subsumed by the identity of a smaller organizational unit. For instance, the three academic schools, 16 academic departments, administrative offices, and other programs and services of the University should always be presented graphically such that they do not diminish the University’s identity. To that end, the following guidelines are put into place:

1. No graphic icon developed for a sub-brand (department/office/program/service) shall include the full name of the University.
2. No departmental level identifier shall be used to identify the University; only official logos are to be used for that purpose.
3. The appropriate relationship between the University brand and sub-brands is shown in the following illustrations.
4. This hierarchy should be consistently used as the common form of relating department and University identity.

*Any department considering creating their own graphic identity should consult with the Office of University Relations.*



EASTERN CONNECTICUT STATE UNIVERSITY  
OFFICE OF HOUSING AND RESIDENTIAL LIFE

83 WINDHAM STREET • WILLIMANTIC, CONNECTICUT 06226 • (860) 465-5000



EASTERN CONNECTICUT STATE UNIVERSITY  
*Office of Housing and Residential Life*

83 WINDHAM STREET • WILLIMANTIC, CONNECTICUT 06226



EASTERN CONNECTICUT STATE UNIVERSITY  
Office of Housing and Residential Life  
*Division of Student Affairs*



AKUS  
GALLERY



EASTERN  
CONNECTICUT  
STATE UNIVERSITY

School of Continuing Education



EASTERN  
CONNECTICUT  
STATE UNIVERSITY

Office of Housing and Residential Life  
*Division of Student Affairs*



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