GRAPHIC
STANDARDS
M A N U A L

EASTERN
CONNECTICUT STATE UNIVERSITY

Graphic Design Standards

Eastern Connecticut State University is one of the four universities within the Connecticut State Colleges and Universities System. 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, websites, signage, social media and other communications. 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, the crest and the 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 must 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.**

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 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 must be consulted for approval of all uses of the University logo, seal or crest. All requests to use the University logo must be directed to:

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

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, web pages, etc. There are two variations of the 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® 288, black, and white. 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.

Navy Blue/Pantone® 288

Black

White/Reverse

Navy Blue/Pantone® 288

Black

White/Reverse

83 Windham Street • Willimantic, CT 06226

Logo with address

University Seal

The Eastern Connecticut State University seal is used for certain traditional purposes such as honorary degrees and Admissions certificates and **only with University Relations approval.**

Navy Blue/Pantone® 288 or Black is acceptable

Reversing the seal is not acceptable

University Crest

The Eastern Connecticut State University crest is for commencement publications only. **It is not to be used for any other purpose without express permission from the President.**

University Colors

The official colors for Eastern Connecticut State University are Navy Blue (or Pantone® 288) and Burgundy (or Pantone® 202). Black is the alternative when budget or context rule out the use of color.

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.

Navy Blue
(or Pantone® 288)

Red
(or Pantone® 202)

CMYK and RGB formulas

Cyan 100 Magenta 88 Yellow 27 Black 19
Red 0 Green 45 Blue 114

Cyan 30 Magenta 95 Yellow 75 Black 30
Red 134 Green 38 Blue 51

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.*

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.

3/4"   EASTERN CONNECTICUT STATE UNIVERSITY

5/8"   EASTERN CONNECTICUT STATE UNIVERSITY

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.

Clear Zone

EASTERN CONNECTICUT STATE UNIVERSITY

Clear Zone

Removal and usage of clock tower by itself

The university logo is to be used in its entirety. The tower must never be 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 Trajan Pro.

EASTERN CONNECTICUT STATE UNIVERSITY

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   **INCORRECT**

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

INCORRECT

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

INCORRECT

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

INCORRECT

Different typestyle: Trajan Pro Bold is the only typestyle used in the logo format. Others (i.e., Trajan Pro Light, as shown above) are not allowed.

INCORRECT

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

INCORRECT

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

INCORRECT

Improper color: Eastern's logos must never be reproduced in any colors other than the official approved colors: Pantone® 288 or the CMYK equivalant of Pantone® 288, black or white.

INCORRECT   **INCORRECT**   **INCORRECT**

Distortion: The logo must 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

Overlapping of visual element or symbol: The logo must 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 must never be integrated into illustrations, cartoons or other symbols or logos.
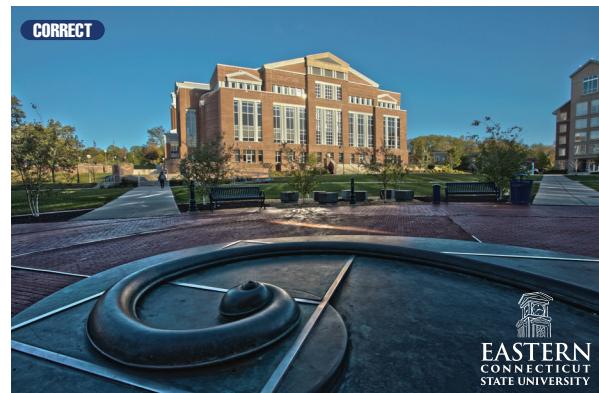
Print backgrounds/dark

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

CORRECT

INCORRECT

CORRECT

INCORRECT

CORRECT

INCORRECT

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.

Large organizations such as Eastern have many departments, offices, programs and services. While is it 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 two academic schools, 21 academic departments, administrative offices, and other programs and services of the University must always be presented graphically so that they do not diminish the University's identity. To that end, the following guidelines are in place and must be adhered to:

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 must be consistently used as the common form of relating department and University identity.

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