## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1.0</td>
</tr>
<tr>
<td>Logo Hierarchy</td>
<td>2.0</td>
</tr>
<tr>
<td><strong>EU Army ROTC Seal</strong></td>
<td></td>
</tr>
<tr>
<td>PRIMARY USAGE</td>
<td>3.0</td>
</tr>
<tr>
<td>COLOR PALETTE</td>
<td>3.1</td>
</tr>
<tr>
<td>SECONDARY COLOR OPTIONS</td>
<td>3.2</td>
</tr>
<tr>
<td>MINIMUM SIZE</td>
<td>3.3</td>
</tr>
<tr>
<td>IMPROPER USAGE</td>
<td>3.4</td>
</tr>
<tr>
<td><strong>EU Army ROTC Logo</strong></td>
<td></td>
</tr>
<tr>
<td>PRIMARY USAGE</td>
<td>4.0</td>
</tr>
<tr>
<td>SPACING AND PLACEMENT</td>
<td>4.1</td>
</tr>
<tr>
<td>COLOR PALETTE</td>
<td>4.2</td>
</tr>
<tr>
<td>SECONDARY COLOR OPTIONS</td>
<td>4.3</td>
</tr>
<tr>
<td>MINIMUM SIZE</td>
<td>4.4</td>
</tr>
<tr>
<td>WORDMARK</td>
<td>4.5</td>
</tr>
<tr>
<td>USE OF SEPARATE ELEMENTS</td>
<td>4.6</td>
</tr>
<tr>
<td>IMPROPER USAGE</td>
<td>4.7</td>
</tr>
<tr>
<td><strong>EU Army ROTC Cadre Logo</strong></td>
<td>5.0</td>
</tr>
<tr>
<td>Allegheny College ROTC Logo</td>
<td>6.0</td>
</tr>
</tbody>
</table>
Introduction

Each time Edinboro University’s Army ROTC communicates with its audiences, we have an opportunity to strengthen awareness of our unique character and mission. Whether through advertising, direct correspondence, or a multitude of other mediums, many people see communication materials from EU Army ROTC on a regular basis and form impressions that become the basis for long-lasting opinions.

The standards and guidelines in this manual are vital to ensure that all EU Army ROTC communications make a clear and strong impression, and represent Army ROTC in a consistent and positive manner. It is the responsibility of all departments and individuals who create communications representing Army ROTC to ensure the information is accurate and free of grammatical and spelling errors, and to follow these branding standards. Any newly created publications and/or communications should be submitted to the Department of Marketing and Communications for review of branding and recommendations regarding content, aesthetic or stylistic improvements, formatting standards, and duplication, prior to the first printing and/or distribution. Once a design is approved it will not require subsequent review and approval provided there is no change to the design.

In order to assist individuals with disabilities, invitational communications to EU Army ROTC events and programs must include the following statement: “Persons with disabilities who need accommodations for this event should notify the Edinboro University Office for Accessibility Services (814-732-2462 V/TTY) to arrange accommodations within a reasonable time.” (Please refer to University Policy No. G018, Americans With Disabilities Act – Public Accommodations, for additional information in this regard.)

Please contact the Department of Marketing and Communications for guidance regarding the use of these standards.

Edinboro University
Department of Marketing and Communications
Reeder Hall
219 Meadville Street
Edinboro, Pa. 16444

Bill Berger
Director of Marketing and Brand Identity
Reeder Hall, 313
814-732-1107
wberger@edinboro.edu

Jade Mitchell
Graphic Designer
Reeder Hall, 319
(814) 732-1742
jamitchell@edinboro.edu

The standards in this manual apply to communications created or reprinted after January 1, 2019. Pieces in existence before that date are only subject to these standards when they are reprinted.
**Logo Hierarchy**

The Leadership Excellence Seal is the symbol used nationally by all U.S. ROTC branches. It is to be used as dictated and regulated by the Army ROTC, including instances where it shall supersede the use of Edinboro University’s Army ROTC logos.

The Edinboro University Army ROTC seal includes the classic Piper graphic. This is the official seal of EU Army ROTC. It is to be used to represent the battalion on patches, lapel pins and other uniform adornments.

The Edinboro University Army ROTC logo is intended for use on print and digital marketing materials, including advertisements, publications and more. This logo should also be used on merchandise such as apparel, mugs, and other accessories.

The National U.S. Army ROTC Seal includes the classic Piper graphic. This is the official seal of EU Army ROTC.
The Edinboro University Army ROTC seal includes two main elements: The Piper graphic and an accompanying field of Royal Stewart Tartan in the background, both surrounded by arched text and a red circular border. The primary usage of the EU Army ROTC seal is both elements together, in full color.
EU ARMY ROTC SEAL

Color Palette

The primary Edinboro University Army ROTC seal should always reproduce in Army black and Boro red in the exact color ratios shown below. No alternate process color formulas may be used.

**ARMY BLACK**

<table>
<thead>
<tr>
<th>Color Mode</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>40%</td>
<td>R = 1</td>
<td>01000B</td>
</tr>
<tr>
<td>M</td>
<td>30%</td>
<td>G = 0</td>
<td></td>
</tr>
<tr>
<td>Y</td>
<td>20%</td>
<td>B = 11</td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BORO RED**

<table>
<thead>
<tr>
<th>Color Mode</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>0%</td>
<td>R = 187</td>
<td>BB131A</td>
</tr>
<tr>
<td>M</td>
<td>100%</td>
<td>G = 19</td>
<td></td>
</tr>
<tr>
<td>Y</td>
<td>100%</td>
<td>B = 26</td>
<td></td>
</tr>
<tr>
<td>K</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Royal Stewart Tartan

Only the official Royal Stewart Tartan pattern may be used for the seal background. No other pattern is acceptable.
EU ARMY ROTC SEAL

Secondary Color Options

In instances where reproduction of the Royal Stewart Tartan pattern is not available, or when printing on a dark background, there are four acceptable color variations of the Edinboro University Army ROTC seal.

The two-color version should be used when only two-color printing is available, and should always be printed in black 100% opacity and Pantone 187 red.

The red version should be used when only one-color printing is available, and should always be printed in Pantone 187 red.

The black version should be used when printing is available only in black ink, and should always be printed at 100% opacity.

The white version should be used on dark or camo backgrounds only. It should always appear at 100% opacity.
EU ARMY ROTC SEAL
Minimum Size

The EU Army ROTC seal has been designed for maximum readability and clarity. The minimum acceptable size of each format is shown below. The logo should never be reproduced at a size smaller than the minimum shown.
EU ARMY ROTC SEAL
Improper Usage

All Edinboro University Army ROTC seal usage must follow the guidelines outlined in this manual. Do not alter, separate, reposition or recreate the seal in any way other than the acceptable uses provided. Below are just a few examples of improper and unacceptable uses. Please consult the EU Department of Marketing and Communications with any questions.

**DO NOT** resize or reposition seal elements.

**DO NOT** change the color of any seal elements.

**DO NOT** remove elements from the seal.
EU ARMY ROTC SEAL

Improper Usage

**DO NOT** reproduce the full color seal in grayscale.
When printing in black ink only, use the black seal version referenced on page 3.2.

**DO NOT** use the white seal version on a light background.

**DO NOT** rotate the seal.
EU ARMY ROTC LOGO

Primary Usage

The Edinboro University Army ROTC logo includes the following elements: The Fighting Scot graphic with the accompanying Edinboro University “E” in the background, and the “Edinboro University Army ROTC” wordmark. The primary usage of the EU Army ROTC logo is all elements together, in full color.

There are two acceptable orientations of the primary logo, vertical and horizontal.
EU ARMY ROTC LOGO

Spacing and Placement

When using the Edinboro University Army ROTC logo in conjunction with other elements, the spacing rules below should be followed. The basic measurement of required space on all sides of the logo is the width of the serif of the “E” in the logo.

(NOTE: Vertical format shown as example. Same minimum spacing requirement applies also to horizontal format.)
EU ARMY ROTC LOGO

Color Palette

The primary Edinboro University Army ROTC logo should always reproduce in Army black and Boro red in the exact color ratios shown below. The logo may also be reproduced in spot colors where applicable, as shown below.

BORO RED – CMYK
C = 0%
M = 100%
Y = 100%
K = 25%

ARMY BLACK – CMYK
C = 40%
M = 30%
Y = 20%
K = 100%

BORO RED – RGB
R = 187
G = 19
B = 26

ARMY BLACK – RGB
R = 1
G = 0
B = 11

BORO RED – HEX
BB131A

ARMY BLACK – HEX
01000B

PANTONE 187

BLACK 100%
EU ARMY ROTC LOGO

Secondary Color Options

In instances where multi-color reproduction is not available, or when printing on a dark background, there are three acceptable color variations of the Edinboro University Army ROTC logo: Red, black and white.

The red logo version should be used when only one-color printing is available, and should always be printed in Pantone 187 red.

The black logo version should be used when printing is available only in black ink, and should always be printed at 100% opacity.

The white logo version should be used on dark, photographic or patterned backgrounds only. It should always appear at 100% opacity.
EU ARMY ROTC LOGO

Minimum Size

The Edinboro University Army ROTC logo has been designed for maximum readability and clarity. The minimum acceptable size of each format is shown below. The logo should never be reproduced at a size smaller than the minimum shown.

**The Vertical Logo**

The vertical logo should not be reproduced at a size smaller than 1" tall (measurement from top of "E" graphic to baseline of wordmark).

**The Horizontal Logo**

The horizontal logo should not be reproduced at a size smaller than .625" inches tall (measurement from top to bottom of "E" graphic).
EU ARMY ROTC LOGO

Wordmark

While the complete Edinboro University Army ROTC logo is the preferred usage, the EU Army ROTC wordmark may be used separately in situations where imprint space is limited, within the context of a design, or at the discretion of the EU Department of Marketing and Communications.

EDINBORO UNIVERSITY
ARMY ROTC

The same usage rules apply to the secondary color versions of the wordmark.
EU ARMY ROTC LOGO

Wordmark

An alternate version of the wordmark exists for instances in which the imprint area is more horizontal, such as the pen samples below. This version is reserved only for these instances of unique imprint area.
**EU ARMY ROTC LOGO**

*Use of Separate Elements*

As stated on *Primary Usage* page 4.0, the Edinboro University Army ROTC logo should be shown as a complete unit whenever possible, including the Fighting Scot graphic, the Edinboro University “E” graphic, and the Army ROTC Fighting Scots wordmark.

However, there are acceptable uses of separate logo elements, including the wordmark (as outlined on pages 4.5-a and 4.5-b) and the Edinboro University “E” graphic. **Please note that any and all usage of these separate elements must be approved by the EU Department of Marketing and Communications.**

The Fighting Scot graphic may not be used separately.
EU ARMY ROTC LOGO

Improper Usage

All Edinboro University Army ROTC logo usage must follow the guidelines outlined in this manual. Do not alter, separate, reposition or recreate the logo in any way other than the acceptable uses provided. Below are just a few examples of improper and unacceptable uses. Please consult the EU Department of Marketing and Communications with any questions.

DO NOT resize or reposition logo elements.

DO NOT change the color of any logo elements.

DO NOT combine elements of accepted logo uses.
EU ARMY ROTC LOGO

Improper Usage

**DO NOT** reproduce the full color logo in grayscale. When printing in black ink only, use the black logo version referenced on page 4.3.

**DO NOT** use the full color logo on a dark background. **DO NOT** use the white logo version on a light background.

**DO NOT** remove elements from the logo. **DO NOT** rotate the logo.
**EU ARMY ROTC LOGO**

*Improper Usage*

**DO NOT** outline or alter the wordmark.

**DO NOT** replace the wordmark with a different typeface.

**DO NOT** use any other wording within the wordmark.
EU ARMY ROTC CADRE LOGO

The Edinboro University Army ROTC cadre logo is for use at special events at which the cadre would be representing Edinboro University in a public setting. This should never be used as a replacement for the main EU Army ROTC logo. Specific uses include apparel worn by members of the cadre and specific items as outlined by the cadre and the EU Department of Marketing and Communications.

There are two acceptable color variations: Boro red and Army black. For specific color values, refer to pages 4.2 and 4.3.

The white logo should only be used on dark shirts. For more information, refer to page 4.3.
ALLEGHENY COLLEGE ROTC LOGO

Allegheny College is a partner with Edinboro University in the Fighting Scots Battalion. Therefore, the Allegheny College Army Gator logo can be used in conjunction with the EU Army ROTC logo on marketing and promotional materials as deemed appropriate by the leaders of Edinboro University's ROTC Program. The Allegheny ROTC logo must appear as shown below unless alternative approved artwork is provided by Allegheny College.