EU GRAPHIC STANDARDS MANUAL
STYLE GUIDELINES FOR EDINBORO UNIVERSITY LOGOS AND VISUAL ASSETS

UPDATED 11/10/2020
# Introduction

This EU Graphic Standards Manual is a comprehensive guide designed to ensure the consistent and effective use of Edinboro University logos and branding across various mediums. It serves as a resource for employees, students, and other stakeholders to maintain the university’s visual identity. The manual covers a range of design elements, including the University Logo, Typography, Nomenclature, Stationery Systems, Presentation Templates, Email Signatures, University Seal, Athletics Logo, Retired Branding, Alumni Association Logo, Social Media, and Merchandise Licensing. Each section provides guidelines and specifications to ensure consistency and professionalism in the use of the university’s branding materials.

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This manual adheres to EU standards and best practices to safeguard the university’s reputation and enhance its brand recognition. It is an essential tool for anyone involved in the development, production, or distribution of materials that represent Edinboro University.
INTRODUCTION

Each time Edinboro University communicates with its audiences, we have an opportunity to strengthen awareness of our unique character and mission. Whether through advertising, direct correspondence, the University website, a logo on a University vehicle or a multitude of other mediums, thousands of people see communication materials from Edinboro University on a daily 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 University communications make a clear and strong impression, and represent Edinboro University in a consistent and positive manner. It is the responsibility of all departments and individuals who create communications representing Edinboro University 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 Communications and Marketing 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. While not required for every publication, it is recommended that University publications which are to be widely distributed also include appropriate references to the University's association with the State System of Higher Education (see Nomenclature on page 5.0).

In order to assist individuals with disabilities, invitational communications to University events and programs must include the following statement: “Persons with disabilities who need accommodations for this event should notify the Edinboro University Office for Students with Disabilities (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.)

Using clear and consistent communications benefits everyone, honoring the Edinboro legacy and strengthening our reputation of excellence as a leader in higher education. Please contact the Department of Communications and Marketing for guidance regarding the use of these standards.

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The standards in this manual apply to communications created or reprinted after January 1, 2013. Pieces in existence before that date are only subject to these standards when they are reprinted. For the most up to date information, visit www.edinboro.edu/standardsmanual.
University Logo

Design Overview

The Edinboro University logo consists of two flags, flying together in consistent forward motion. The large flag portrays a modern and progressive spirit, proudly displaying the letters "EU" on a pure field of Boro red. The smaller tartan flag is set slightly behind the larger one, representing and honoring the proud history of EU and the Scottish heritage upon which the University was founded in 1857. The flags are never to be used separately, and should always fly in unison, representing Edinboro University's past, present and future.
The Edinboro University logo includes two main elements: The EU flying flags graphic and the accompanying Edinboro University wordmark. The primary usage of the Edinboro University logo is both elements together, in full color.

There are two acceptable orientations of the complete logo, vertical and horizontal.
When using the EU 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 cap height of the "O" in the wordmark. (NOTE: Vertical format shown as example. Same minimum spacing requirement applies also to horizontal format)

- **Minimum Top Space** equal to the height of "O" in Edinboro University Wordmark. Measured to top of flag.
- **Minimum Bottom Space** equal to the height of "O" in Edinboro University Wordmark. Measured to wordmark baseline.
- **Minimum Left Space** equal to height of "O" (rotated 90 degrees) in Edinboro University Wordmark.
- **Minimum Right Space** equal to height of "O" (rotated 90 degrees) in Edinboro University Wordmark.

Sample layout showing additional element in correct space relationship to logo. Note that space shown is minimum distance, and elements can be placed a greater distance apart.
The EU 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 primary Edinboro University logo should always reproduce in Modern Royal Stewart tartan and Boro red in the exact color ratios shown below. No other tartan pattern or alternate color formulas may be used.

**Secondary Color Palette**

A secondary palette of three colors selected to complement values in the Royal Stewart tartan exists solely for use in backgrounds, text treatments and graphics within marketing materials. The use of these colors must always be approved by the EU Department of Marketing and Communications.
An additional palette of five colors exists solely to designate specific schools and colleges within the University. These can be used for backgrounds, text treatments and graphics within marketing materials, as well as gonfalons and other official academic materials. The use of these colors must always be approved by the EU Department of Marketing and Communications.
In instances where full color reproduction is not available, or when printing on a dark background, there are three acceptable color variations of the University 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 7621 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.
UNIVERSITY LOGO

Wordmark

While the complete University logo is the preferred usage, the University 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 Communications and Marketing.

EDINBORO UNIVERSITY

The same usage rules apply to the alternate color versions of the wordmark.
As stated on Primary Usage page 3.1, the University logo should be shown as a complete unit whenever possible, including both the EU flying flags graphic and the accompanying Edinboro University wordmark.

However, there are acceptable uses of separate logo elements, including the wordmark (as outlined on page 3.6), the flying flags graphic, and the EU text graphic. Please note that any and all usage of these separate elements must be approved by the EU Department of Communications and Marketing.

No logo elements other than the examples shown may be used separately.
**UNIVERSITY LOGO**

*Improper Usage*

All Edinboro University 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 Communications and Marketing with any questions.

<table>
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<th>Example</th>
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<tr>
<td><strong>DO NOT</strong> resize or reposition logo elements.</td>
<td>![Example 1]</td>
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<td><strong>DO NOT</strong> change the color of any logo elements.</td>
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<td><strong>DO NOT</strong> combine elements of accepted logo uses.</td>
<td>![Example 3]</td>
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<td><strong>DO NOT</strong> use the flags separately. <strong>The flags must always be used together.</strong></td>
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**University Logo**

*Im proper Usage*

**DO NOT** reproduce the full color logo in grayscale. When printing in black ink only, use the black logo version referenced on page 3.5.

**DO NOT** change the image or pattern in the tartan flag.

**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.
**University 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.
Individual schools, colleges and departments may use their name underneath the Edinboro University logo in specific instances, such as promotional items, awards and displays. These variations are not intended as replacements for the primary EU logo in stationery, official correspondence and marketing materials, even if the communications are specific to that group.

The School of Graduate Studies and Research is the only exception to this, and may use their name underneath the EU logo in advertisements and other marketing efforts that are targeted specifically to prospective graduate students.

The name should always appear in the Georgia Regular typeface in 80% black at a size appropriate to the length of the name in relation to the EU logo. The name should be placed centered under the logo at a distance equaling the cap height of the unit text.
**TYPOGRAPHY**

The use of consistent typography reinforces a cohesive look in all Edinboro University communications. Georgia is the official serif typeface for all University correspondence, and Myriad Pro is the complementary sans-serif typeface. The Avenir family is also used in headers and other instances, but must only be used in all caps and non-italic. Substitutions with a similar look are only acceptable when these typefaces are not available.

Additional typefaces in marketing and recruitment materials may be used as dictated by the design, however, all layouts must be approved by the EU Department of Communications and Marketing.

**Georgia Family**

ABCDEF GHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Georgia Regular**

**Georgia Italic**

**Georgia Bold**

**Georgia Bold Italic**

**Avenir Family**

(Non-italic all caps only for titling)

ABCDEF GHJKLMNOPQRSTUVWXYZ
1234567890

**AVENIR LIGHT**

**AVENIR BOOK**

**AVENIR REGULAR**

**AVENIR MEDIUM**

**AVENIR HEAVY**

**AVENIR BLACK**

**Myriad Pro Family**

ABCDEF GHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Myriad Pro Condensed**

**Myriad Pro Condensed Italic**

**Myriad Pro Bold Condensed**

**Myriad Pro Bold Condensed Italic**

**Myriad Pro Regular**

**Myriad Pro Italic**

**Myriad Pro Semibold**

**Myriad Pro Semibold Italic**

**Myriad Pro Bold**

**Myriad Pro Bold Italic**
**Nomenclature**

Nomenclature is how we refer to Edinboro University in writing and spoken word. By using proper nomenclature consistently, we continue to build recognition of the University’s name and brand.

**Edinboro University**
Use of the University’s full name does not require the inclusion of “of Pennsylvania.” Use of the full name “Edinboro University of Pennsylvania” is reserved mostly for official University correspondence such as diplomas. At the discretion of the Department of Communications and Marketing, “Edinboro University of Pennsylvania” may be used in marketing efforts directed at out-of-state audiences, but it is not required for standard correspondence. “Edinboro University” should be used in the first reference in text. In subsequent in-text references, “Edinboro,” “the University” or “EU” may be used.

**University**
When referring to Edinboro University by using only the word “University,” the “u” should be capitalized.

**EU**
As stated above, “EU” is an acceptable abbreviation, and should be reserved for use in University marketing materials rather than official correspondence. The abbreviation “EUP” should not be used in any text or publication.

**The Boro**
Use of “The Boro” should be reserved for text in certain marketing materials, and not in official correspondence. It should include a capital “T” and “B” at all times, and does not require an apostrophe before “Boro.”

**Pennsylvania’s State System of Higher Education**
Use the full name, “Pennsylvania’s State System of Higher Education,” in the first reference in text. In subsequent in-text references, “State System” may be used. Do not use the abbreviation “PASSHE,” except in approved circumstances.
Stationery is the most common and most visible use of the graphic identity. Stationery includes letterhead, envelopes, business cards and note cards. The University has created templates for all stationery elements to ensure consistent communications. To order stationery for any University department, including all divisions of athletics, contact:

Piper Press  
Dearborn Hall 105  
205 Darrow Road  
Edinboro University  
Phone: 814-732-2739  
piperpress@edinboro.edu

Examples of University and athletics business cards are shown on page 6.0 - b. The official paper stock for all Edinboro University stationery is Accent Opaque white. Letterhead prints on 60 lb. text, business cards on 80 lb. cover and envelopes on 24 lb. white wove.

The recommended typeface for the body copy on stationery and letterhead is Georgia Regular. If your computer does not have Georgia Regular, please contact the Department of Communications and Marketing. The recommended point size (height of the letters) for correspondence is 11 point.

An electronic template in Microsoft Word format is available for use in electronic correspondence, available by request from the Department of Communications and Marketing. This template is not meant to be used to print in large quantities. To maintain consistent color and print quality, all printed stationery should be ordered through Piper Press.
S T A T I O N E R Y  S Y S T E M S

Some examples of official stationery are shown below. All letterhead, envelopes, business cards and note cards should be ordered through Piper Press (see contact information on page 6.0 - a).

**UNIVERSITY LETTERHEAD**

![University Letterhead]

**UNIVERSITY BUSINESS CARD**

![University Business Card]

**ATHLETICS BUSINESS CARD**

![Athletics Business Card]

**ATHLETICS LETTERHEAD**

![Athletics Letterhead]

The back of all Edinboro University business cards are blank.
An Edinboro University PowerPoint presentation template is available for use by all University faculty and staff. To request this template, contact the Department of Communications and Marketing.
EMAIL SIGNATURES

Format for Microsoft Outlook
Type style should be 10 pt. Arial. Use Regular style except for items listed as Bold. All information on the same line should be separated by two spaces, one vertical bar, and two more spaces. All correctly sized and formatted images can be requested through the Department of Communications and Marketing.

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Reeder Hall | 219 Meadville Street | Edinboro, PA 16444
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Format for Outlook Web App (OWA)
Because OWA does not support graphics in a signature file, this is an acceptable text-only alternative.
Type style should be 10 pt. Arial Regular unless noted.

Dr. Guiyou Huang | President
Edinboro University
Reeder Hall | 219 Meadville Street | Edinboro, PA 16444
814.732.2711 | ghuang@edinboro.edu

Format for Mobile Devices
Mobile signatures should be text only and can be simplified with basic information.

Dr. Guiyou Huang | President
Edinboro University
814.732.2711 | ghuang@edinboro.edu
EMAIL SIGNATURES

Additional acceptable Email Signature graphics and verbiage include the following:

**Social Media Links**
Social Media links should be placed as outlined on page 8.0 - a. If an image is used rather than a text link, use the approved images as shown below. All correctly sized and formatted images can be requested through the Department of Communications and Marketing.

![Facebook](https://example.com/facebook.png)
![LinkedIn](https://example.com/linkedin.png)
![Twitter](https://example.com/twitter.png)
![YouTube](https://example.com/youtube.png)

**Confidentiality Notice**
A confidentiality statement may be included in a signature and should be worded as follows:

*Confidentiality Notice: This e-mail, and any attachments, is intended only for use by the addressee(s) and may contain confidential information. If you are not the intended recipient of this e-mail, you are notified that any dissemination, distribution or copying of this e-mail, and any attachments, is strictly prohibited. If you have received this e-mail in error, please immediately notify me by telephone and permanently delete the original and any copy of the e-mail.*

**Environmental Statement**
In text, the suggested environmental statement is as follows:

*Keep EU green. Please consider the environment before printing.*

The following graphic may also be used and can be requested through the Department of Communications and Marketing.

![Environmental Statement](https://example.com/environmental.png)

Additional appropriate statements unique to a department may also be used with a link. The example below encourages donations to Edinboro University:

*Imagine what your gift can do for Edinboro University students! Make a secure [donation](https://example.com/donation) today.*
**UNIVERSITY SEAL**

**Usage**

The Edinboro University seal is the official representation of the University, and is reserved only for diplomas, certificates and special correspondence. Proper usage of the seal includes the following color variations:
UNIVERSITY SEAL

Improper Usage

Do not alter, separate, reposition or recreate the University 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 Communications and Marketing with any questions.

DO NOT distort the seal.

DO NOT change to an unapproved color variation.

DO NOT rotate the seal.
THE FIGHTING SCOT is the official mascot of Edinboro University. The primary logo representing EU Athletics includes the Scotsman with the official Fighting Scots wordmark. The wordmark was enhanced from its original state and customized for a unique look to EU, and therefore is not to be duplicated with a standard font.

The full body Scotsman is also an acceptable variation of the Fighting Scots logo. This version should not be used with the wordmark.
A secondary version of the Athletics logo exists exclusively for use on team uniforms, equipment, and both team and licensed apparel. This version is not meant to be a replacement on official Athletics Department correspondence. Like the Fighting Scots wordmark, the Edinboro wordmark in this version is customized and should not be reproduced with a standard font. An individual sport name may be added to this version for a customized look for each athletic team and department. The additional name may only be displayed in the Zurich Extra Condensed BT typeface, sheared 4% to match the slant of the Edinboro wordmark.

For a full list of approved additions, see page 10.2.
The following represents all approved unit text additions to the secondary Athletics logo. All unit text must appear as shown with no re-wording or change in type style.
ATHLETICS LOGO

Color Palette

The full color Fighting Scot logos should always be reproduced in the approved colors shown below. Values are given for both CMYK process builds and spot color applications.
ATHLETICS LOGO

Color Options

The Fighting Scot logos should always be reproduced in full color whenever possible. When printing on a dark background or when limited colors are available, it is acceptable to print the Fighting Scot logos in red, black or white as shown below.

The red logo version should be used when only one-color printing is available, and should always be printed in Pantone 7621 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.
**ATHLETICS LOGO**

*Apparel and Uniforms*

Varieties of the Fighting Scot logos exist for uses on apparel and uniforms. These variations take into consideration the fabric color and available ink colors in order to reproduce at optimal quality and readability. All variations should be created and approved by the Department of Communications and Marketing. Apparel and uniform variations *should not be used on official Department of Athletics correspondence.*

Examples of apparel and uniform variations are shown below.
Retired Branding

The logos and brand marks on this page are officially retired as of January 1, 2013. All instances using these designs, as well as any related variations, should be replaced with updated branding.
ALUMNI ASSOCIATION LOGO

Primary Usage

The classic Piper logo has been reintroduced to represent the Edinboro University Alumni Association. The updated complete identity combines the Piper graphic with the official Edinboro University wordmark, creating consistency with overall University branding. The logo may be used either vertically or horizontally. As with all EU branding, the Alumni Association logo should not be cropped, altered or manipulated in any way.

The primary usage should always be printed in red, according to the color values shown below.

![Vertical Format](#)

![Horizontal Format](#)

PANTONE 7621

CMYK:
- C = 0%
- M = 100%
- Y = 100%
- K = 25%
ALUMNI ASSOCIATION LOGO

Color Options

There are two acceptable color options for the Alumni Association logo.

When color reproduction is not available, the logo may be printed in black at 100% opacity.

On dark, photographic or patterned backgrounds, the logo may be reproduced in white at 100% opacity.
SOCIAL MEDIA

Edinboro University uses social media websites such as Facebook, Twitter, and YouTube to help alumni, students, employees, fans and friends of the University to connect and be part of the campus community. Individual departments may choose to create their own presence on Facebook, Twitter, YouTube and other social media sites. The department that creates the page or group will be responsible for the postings and upkeep of the site. Departments that choose to use social media websites should be prepared to educate employees and other participants about expectations related to the use of third-party web applications, privacy concerns and other relevant policy and legal issues. Please see the guidelines below to best manage your social media sites and determine the correct method to handle user postings.

Guidelines for Social Media Web Pages

- Any page opened under the name of a University academic area, club, organization or office must have at least one employee of the University registered as an administrator on the page, and the name of that person, as well as any other page administrators, should be reported to the Department of Communications and Marketing.

- All users are asked to NOT use the University's official logo as their Facebook/Twitter/other social media profile image. Only the University's primary social media sites should be represented by the University's official branding, as these accounts represent the overall University and are managed by the Department of Communications and Marketing for the express purpose of promoting the University and its interests. Individual departments should choose an alternate appropriate profile image.

- All terms of use agreed to at the time of sign up for any social media platform should be observed.

- All communication issued on behalf of any organization affiliated with Edinboro University must be of appropriate content, and should be in line with any requirements applicable to the account administrator in the Student Code of Conduct and/or University Policy Manual for employees.

- A Facebook group should always augment official channels of communication, such as the departmental website, rather than replace them.

- Groups typically should be open to any person who falls within the definition of member as determined by the Edinboro University department creating the group. A department may also choose to open a group for the purpose of making group content available to all and not requiring group membership to see it.

- The group description, visible at the top of the social media group page, should provide ground rules for participation, possibly including warnings against discussing students who do not wish to participate in the group as well as student records or other protected personal information, and encourage respect for others in all communication.

- Never communicate personal, educational or health records via Facebook or any other third-party system. (See federal FERPA and HIPAA laws)

- Any department deleting an account should immediately notify the Department of Communications and Marketing to remove any links to that department’s social media site from the University website.

- Departments who have original videos that may be beneficial to promote Edinboro University on a broad scope may submit them to the Department of Communications and Marketing for review and potential posting on the official Edinboro University YouTube channel.

If you have any questions regarding these guidelines please contact the Department of Communications and Marketing.
Edinboro University, like most major colleges and universities, has a licensing program that regulates the use of its marks and identity on items such as t-shirts, caps, key chains, mugs, pens, etc. The licensing process ensures that Edinboro University’s marks and identity are used appropriately and only on products approved by the University.

If you plan to have merchandise manufactured/imprinted and distributed, you must:

1. Be sure the company that manufactures and/or imprints the merchandise complies with fair labor practices, as outlined by the Fair Labor Standards Act (FLSA) found on the United States Department of Labor website.
2. Follow the usage guidelines outlined in this manual.
3. External vendors must send all new designs to the Edinboro University Department of Communications and Marketing for approval prior to printing.
4. Once a design is approved it will not require subsequent review and approval provided there is no change to the design. Any changes to design in apparel and other merchandise will require an additional approval from the Department of Communications and Marketing. Generally, approvals will not place limits on the quantity of goods to be produced.

The above procedures must be followed by any and all vendors that wish to produce Edinboro University merchandise that use any of the University’s marks or identity in any way. Any item that is printed/produced with any identity of Edinboro University that did not follow these procedures may be required to not be sold or distributed by the vendor.

For more information, contact:

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