



TM

EAST STROUDSBURG
WARRIORS

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SECTION 1

INTRODUCTION

Students First: Innovate ESU is the title of ESU's Strategic Plan, which incorporates some powerful ideas:

Success, Innovation, Quality, Challenge, Opportunity, Community, Leadership, Partnership.

These concepts, put into practice, define what ESU is all about:

*Challenging academic curricula, Quality faculty, Personal student success, Active campus community
Innovative internship and research opportunities, Hands-on learning.*

When communicating with internal and external audiences, it is important to convey ESU's identity and values, distinguishing ESU from other institutions of higher education. We say we are Warriors, but do we know what an ESU Warrior is?

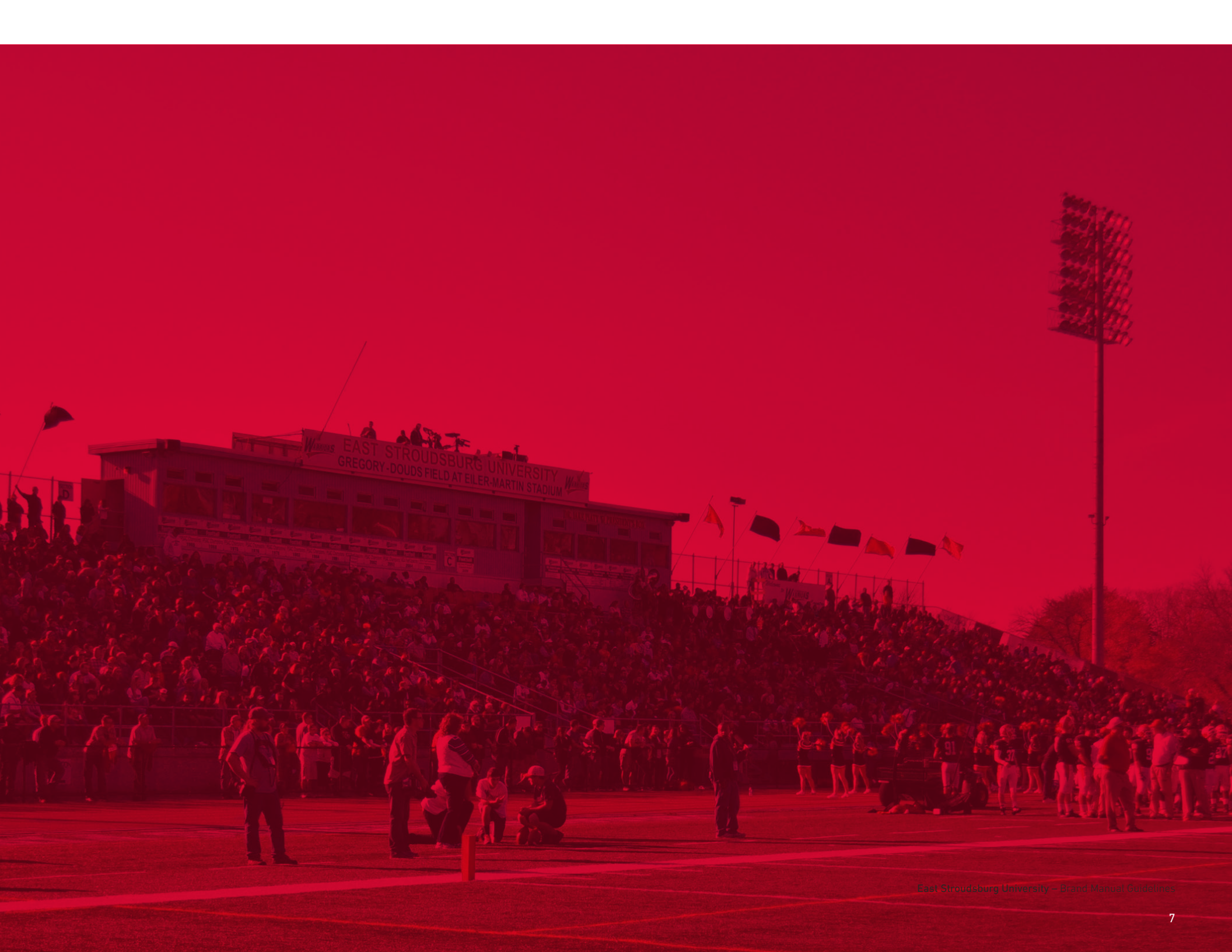
An ESU Warrior wants to take on the world. ESU is a place where students are encouraged to learn, grow, and achieve. Lifelong memories, deep personal connections, and supportive networks are made here. Parents and family members can be assured that ESU students get the most from their college experience and are prepared for a successful future.

An ESU Warrior values community. Businesses and organizations have access to high-achieving interns or graduates of strong character. ESU students, faculty, staff and administration have built tight relationships with the surrounding community.

An ESU Warrior works as part of a team. Faculty and staff collaborate with students and mentor them to reach their full potential. Alumni maintain a lifelong connection to ESU, staying engaged and giving back to future generations.

SECTION 5

ATHLETIC IDENTITY





EAST STROUDSBURG
WARRIORS

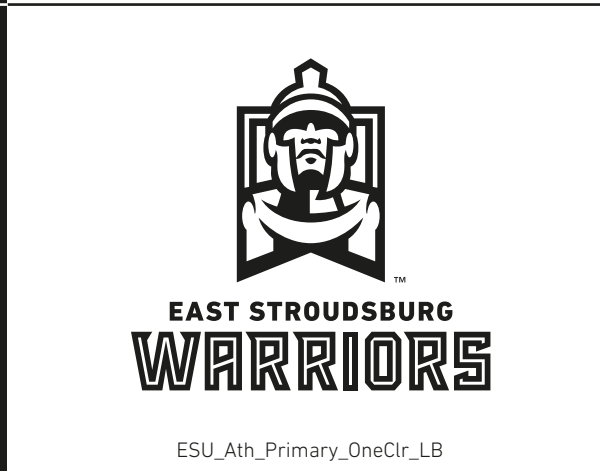
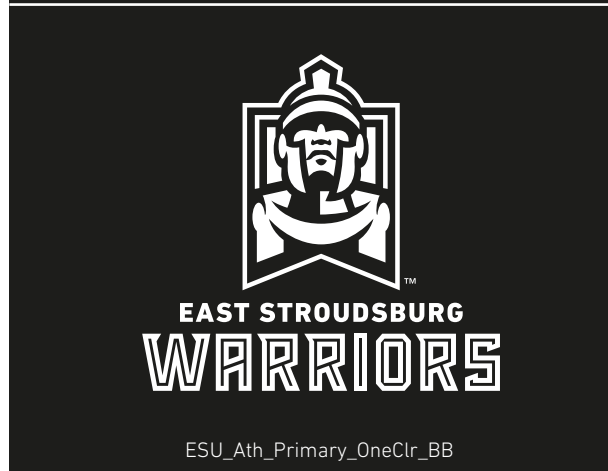
The color palette and shape of the primary athletic logo is intentionally similar to that of the institutional logo in order to build a consistent brand identity.

The East Stroudsburg University athletic offering is comprised of eight men's sports (baseball, basketball, cross country, football, soccer, indoor track and field, outdoor track and field, and wrestling) and 12 women's sports (basketball, cross country, field hockey, golf, lacrosse, soccer, softball, swimming, tennis, indoor track and field, outdoor track and field, and volleyball).

ESU is a member of the Pennsylvania State Athletic Conference (PSAC), an NCAA Division II athletic conference.

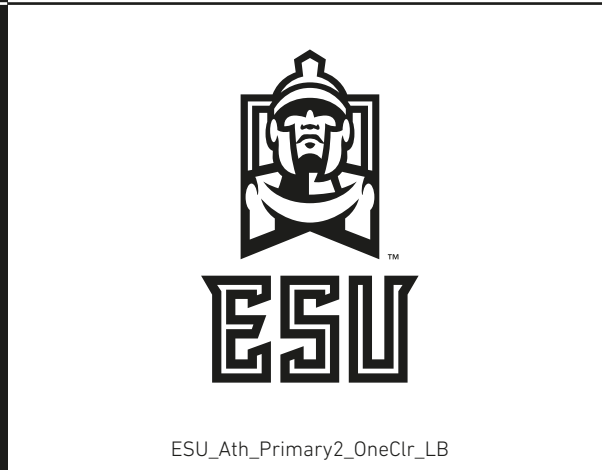
ATHLETIC LOGO – Primary Logo - Warriors

ATHLETIC IDENTITY





ATHLETIC LOGO – Alternate Primary - ESU





ATHLETIC LOGO – Secondary Logo - Warrior Head

ATHLETIC IDENTITY







ESU_Ath_Ligature_FullClr_BB



ESU_Ath_Ligature_FullClr_LB



ESU_Ath_Ligature_FullClr_RB



ESU_Ath_Ligature_OneClr_BB

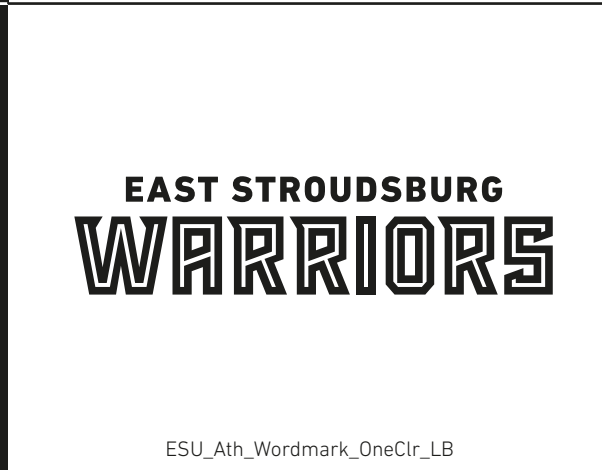
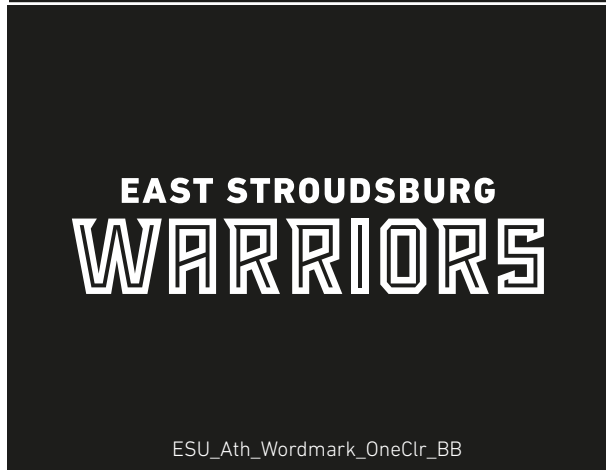
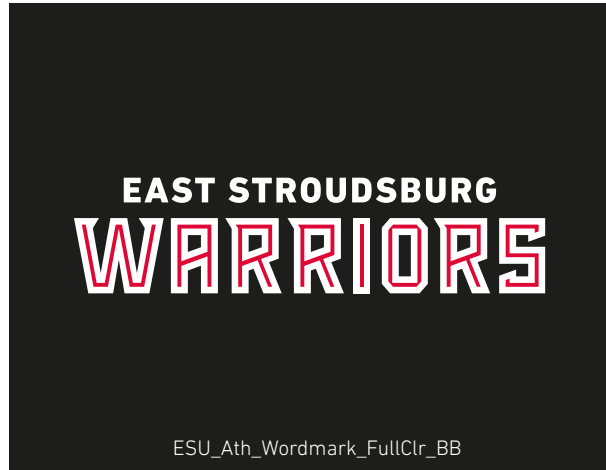


ESU_Ath_Ligature_OneClr_LB

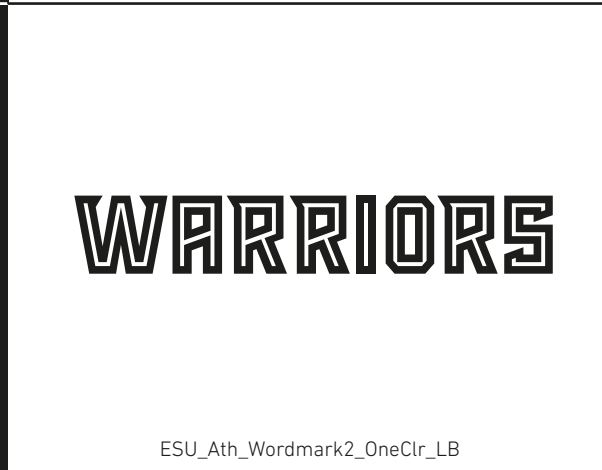
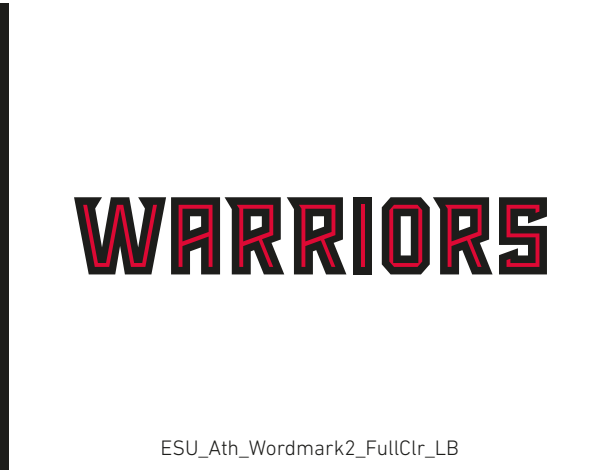


ESU_Ath_Ligature_OneClr_RB

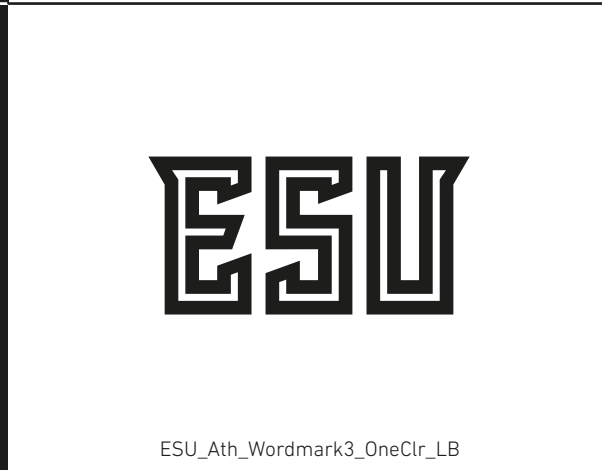
EAST STROUDSBURG
WARRIORS



WARRIORS







ATHLETIC LOGOS – Minimum Size

To ensure the athletic marks are clearly visible, they should never appear smaller than the minimum size requirements shown here.



Minimum size 2.75"



Minimum size 1.75"



Minimum size 1"



Minimum size 1"



Minimum size 2.75"



Minimum size 2.75"



Minimum size 1.5"

ATHLETIC LOGO – Common Misuse



Never use unapproved colors



Never alter color placement



Never distort or alter logo proportions



Never flip the logo



Never alter the typography



Never rotate the logo



Never add other graphic devices - i.e. drop shadow



Never combine or overlap logos

ATHLETIC LOGO – ESU Sport Specific Mark - Light Backgrounds

ATHLETIC IDENTITY



ATHLETICS

ESU_Ath_SS_Athletics_FullClr_LB



BASEBALL

ESU_Ath_SS_Baseball_FullClr_LB



BASKETBALL

ESU_Ath_SS_Basketball_FullClr_LB



CROSS COUNTRY

ESU_Ath_SS_CrossCountry_FullClr_LB



FIELD HOCKEY

ESU_Ath_SS_FieldHockey_FullClr_LB



FOOTBALL

ESU_Ath_SS_Football_FullClr_LB



GOLF

ESU_Ath_SS_Golf_FullClr_LB



LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_LB



SOCCER

ESU_Ath_SS_Soccer_FullClr_LB



SOFTBALL

ESU_Ath_SS_Softball_FullClr_LB



SWIMMING

ESU_Ath_SS_Swimming_FullClr_LB



TENNIS

ESU_Ath_SS_Tennis_FullClr_LB



TRACK & FIELD

ESU_Ath_SS_TrackField_FullClr_LB



VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_LB



WRESTLING

ESU_Ath_SS_Wrestling_FullClr_LB



WARRIORS

ESU_Ath_SS_Warriors_FullClr_LB



ATHLETIC TRAINING

ESU_Ath_SS_AthTrain_FullClr_LB



CHEERLEADING

ESU_Ath_SS_Cheer_FullClr_LB

ATHLETIC LOGO – ESU Sport Specific Mark - Dark Backgrounds

ATHLETIC IDENTITY

ATHLETICS

ESU_Ath_SS_Athletics_FullClr_BB

BASEBALL

ESU_Ath_SS_Baseball_FullClr_BB

BASKETBALL

ESU_Ath_SS_Basketball_FullClr_BB

CROSS COUNTRY

ESU_Ath_SS_CrossCountry_FullClr_BB

FIELD HOCKEY

ESU_Ath_SS_FieldHockey_FullClr_BB

FOOTBALL

ESU_Ath_SS_Football_FullClr_BB

GOLF

ESU_Ath_SS_Golf_FullClr_BB

LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_BB

SOCCER

ESU_Ath_SS_Soccer_FullClr_BB

SOFTBALL

ESU_Ath_SS_Softball_FullClr_BB

SWIMMING

ESU_Ath_SS_Swimming_FullClr_BB

TENNIS

ESU_Ath_SS_Tennis_FullClr_BB

TRACK & FIELD

ESU_Ath_SS_TrackField_FullClr_BB

VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_BB

WRESTLING

ESU_Ath_SS_Wrestling_FullClr_BB

WARRIORS

ESU_Ath_SS_Warriors_FullClr_BB

ATHLETIC TRAINING

ESU_Ath_SS_AthTrain_FullClr_BB

CHEERLEADING

ESU_Ath_SS_Cheer_FullClr_BB

ATHLETIC LOGO – ESU Sport Specific Mark - Red Backgrounds

ATHLETIC IDENTITY

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

ATHLETICS

ESU_Ath_SS_Athletics_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

BASEBALL

ESU_Ath_SS_Baseball_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

BASKETBALL

ESU_Ath_SS_Basketball_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

CROSS COUNTRY

ESU_Ath_SS_CrossCountry_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

FIELD HOCKEY

ESU_Ath_SS_FieldHockey_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

FOOTBALL

ESU_Ath_SS_Football_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

GOLF

ESU_Ath_SS_Golf_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

SOCCER

ESU_Ath_SS_Soccer_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

SOFTBALL

ESU_Ath_SS_Softball_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

SWIMMING

ESU_Ath_SS_Swimming_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

TENNIS

ESU_Ath_SS_Tennis_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

TRACK & FIELD

ESU_Ath_SS_TrackField_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

WRESTLING

ESU_Ath_SS_Wrestling_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

WARRIORS

ESU_Ath_SS_Warriors_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

ATHLETIC TRAINING

ESU_Ath_SS_AthTrain_FullClr_RB

The logo consists of the letters 'ESU' in a bold, white, blocky font with a double outline, set against a red background.

CHEERLEADING

ESU_Ath_SS_Cheer_FullClr_RB

ATHLETIC LOGO – ESU Sport Specific Mark - Light Backgrounds

ATHLETIC IDENTITY



ATHLETICS

ESU_Ath_SS_Athletics_FullClr_LB



BASEBALL

ESU_Ath_SS_Baseball_FullClr_LB



BASKETBALL

ESU_Ath_SS_Basketball_FullClr_LB



CROSS COUNTRY

ESU_Ath_SS_CrossCountry_FullClr_LB



FIELD HOCKEY

ESU_Ath_SS_FieldHockey_FullClr_LB



FOOTBALL

ESU_Ath_SS_Football_FullClr_LB



GOLF

ESU_Ath_SS_Golf_FullClr_LB



LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_LB



SOCCER

ESU_Ath_SS_Soccer_FullClr_LB



SOFTBALL

ESU_Ath_SS_Softball_FullClr_LB



SWIMMING

ESU_Ath_SS_Swimming_FullClr_LB



TENNIS

ESU_Ath_SS_Tennis_FullClr_LB



TRACK & FIELD

ESU_Ath_SS_TrackField_FullClr_LB



VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_LB



WRESTLING

ESU_Ath_SS_Wrestling_FullClr_LB



WARRIORS

ESU_Ath_SS_Warriors_FullClr_LB



ATHLETIC TRAINING

ESU_Ath_SS_AthTrain_FullClr_LB



CHEERLEADING

ESU_Ath_SS_Cheer_FullClr_LB

ATHLETIC LOGO – ESU Sport Specific Mark - One Color - Light Backgrounds

ATHLETIC IDENTITY

ATHLETICS

ESU_Ath_SS_Athletics_OneClr_LB

BASEBALL

ESU_Ath_SS_Baseball_OneClr_LB

BASKETBALL

ESU_Ath_SS_Basketball_OneClr_LB

CROSS COUNTRY

ESU_Ath_SS_CrossCountry_OneClr_LB

FIELD HOCKEY

ESU_Ath_SS_FieldHockey_OneClr_LB

FOOTBALL

ESU_Ath_SS_Football_OneClr_LB

GOLF

ESU_Ath_SS_Golf_OneClr_LB

LACROSSE

ESU_Ath_SS_Lacrosse_OneClr_LB

SOCCER

ESU_Ath_SS_Soccer_OneClr_LB

SOFTBALL

ESU_Ath_SS_Softball_OneClr_LB

SWIMMING

ESU_Ath_SS_Swimming_OneClr_LB

TENNIS

ESU_Ath_SS_Tennis_OneClr_LB

TRACK & FIELD

ESU_Ath_SS_TrackField_OneClr_LB

VOLLEYBALL

ESU_Ath_SS_Volleyball_OneClr_LB

WRESTLING

ESU_Ath_SS_Wrestling_OneClr_LB

WARRIORS

ESU_Ath_SS_Warriors_OneClr_LB

ATHLETIC TRAINING

ESU_Ath_SS_AthTrain_OneClr_LB

CHEERLEADING

ESU_Ath_SS_Cheer_OneClr_LB

ATHLETIC LOGO – ESU Sport Specific Mark - One Color - Dark Backgrounds

ATHLETIC IDENTITY

ESU
ATHLETICS

ESU_Ath_SS_Athletics_OneClr_DB

ESU
BASEBALL

ESU_Ath_SS_Baseball_OneClr_DB

ESU
BASKETBALL

ESU_Ath_SS_Basketball_OneClr_DB

ESU
CROSS COUNTRY

ESU_Ath_SS_CrossCountry_OneClr_DB

ESU
FIELD HOCKEY

ESU_Ath_SS_FieldHockey_OneClr_DB

ESU
FOOTBALL

ESU_Ath_SS_Football_OneClr_DB

ESU
GOLF

ESU_Ath_SS_Golf_OneClr_DB

ESU
LACROSSE

ESU_Ath_SS_Lacrosse_OneClr_DB

ESU
SOCCER

ESU_Ath_SS_Soccer_OneClr_DB

ESU
SOFTBALL

ESU_Ath_SS_Softball_OneClr_DB

ESU
SWIMMING

ESU_Ath_SS_Swimming_OneClr_DB

ESU
TENNIS

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ESU
TRACK & FIELD

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ESU
VOLLEYBALL

ESU_Ath_SS_Volleyball_OneClr_DB

ESU
WRESTLING

ESU_Ath_SS_Wrestling_OneClr_DB

ESU
WARRIORS

ESU_Ath_SS_Warriors_OneClr_DB

ESU
ATHLETIC TRAINING

ESU_Ath_SS_AthTrain_OneClr_DB

ESU
CHEERLEADING

ESU_Ath_SS_Cheer_OneClr_DB

ATHLETIC LOGO – Warriors Sport Specific Mark - Light Backgrounds

ATHLETIC IDENTITY

WARRIORS
ATHLETICS

ESU_Ath_Warriors_SS_Athletics_FullClr_LB

WARRIORS
BASEBALL

ESU_Ath_Warriors_SS_Baseball_FullClr_LB

WARRIORS
BASKETBALL

ESU_Ath_Warriors_SS_Basketball_FullClr_LB

WARRIORS
CROSS COUNTRY

ESU_Ath_Warriors_SS_CrossCountry_FullClr_LB

WARRIORS
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WARRIORS
SOCCER

ESU_Ath_Warriors_SS_Soccer_FullClr_LB

WARRIORS
SOFTBALL

ESU_Ath_Warriors_SS_Softball_FullClr_LB

WARRIORS
SWIMMING

ESU_Ath_Warriors_SS_Swimming_FullClr_LB

WARRIORS
TENNIS

ESU_Ath_Warriors_SS_Tennis_FullClr_LB

WARRIORS
TRACK & FIELD

ESU_Ath_Warriors_SS_TrackField_FullClr_LB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_SS_Volleyball_FullClr_LB

WARRIORS
WRESTLING

ESU_Ath_Warriors_SS_Wrestling_FullClr_LB

WARRIORS
ATHLETIC TRAINING

ESU_Ath_Warriors_SS_Volleyball_FullClr_LB

WARRIORS
CHEERLEADING

ESU_Ath_Warriors_SS_Wrestling_FullClr_LB

ATHLETIC LOGO – Warriors Sport Specific Mark - Dark Backgrounds

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WARRIORS
ATHLETICS

ESU_Ath_Warriors_SS_Athletics_FullClr_BB

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WARRIORS
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WARRIORS
CHEERLEADING

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ATHLETIC LOGO – Warriors Sport Specific Mark - One Color - Light Backgrounds

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WARRIORS
BASKETBALL

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WARRIORS
CROSS COUNTRY

ESU_Ath_Warriors_SS_CrossCountry_OneClr_LB

WARRIORS
FIELD HOCKEY

ESU_Ath_Warriors_SS_FieldHockey_OneClr_LB

WARRIORS
FOOTBALL

ESU_Ath_Warriors_SS_Football_OneClr_LB

WARRIORS
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ESU_Ath_Warriors_SS_Golf_OneClr_LB

WARRIORS
LACROSSE

ESU_Ath_Warriors_SS_Lacrosse_OneClr_LB

WARRIORS
SOCCER

ESU_Ath_Warriors_SS_Soccer_OneClr_LB

WARRIORS
SOFTBALL

ESU_Ath_Warriors_SS_Softball_OneClr_LB

WARRIORS
SWIMMING

ESU_Ath_Warriors_SS_Swimming_OneClr_LB

WARRIORS
TENNIS

ESU_Ath_Warriors_SS_Tennis_OneClr_LB

WARRIORS
TRACK & FIELD

ESU_Ath_Warriors_SS_TrackField_OneClr_LB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_SS_Volleyball_OneClr_LB

WARRIORS
WRESTLING

ESU_Ath_Warriors_SS_Wrestling_OneClr_LB

WARRIORS
ATHLETIC TRAINING

ESU_Ath_Warriors_SS_Volleyball_OneClr_LB

WARRIORS
CHEERLEADING

ESU_Ath_Warriors_SS_Wrestling_OneClr_LB

ATHLETIC LOGO – Warriors Sport Specific Mark - One Color - Dark Backgrounds

ATHLETIC IDENTITY

WARRIORS
ATHLETICS

ESU_Ath_Warriors_SS_Athletics_OneClr_DB

WARRIORS
BASEBALL

ESU_Ath_Warriors_SS_Baseball_OneClr_DB

WARRIORS
BASKETBALL

ESU_Ath_Warriors_SS_Basketball_OneClr_DB

WARRIORS
CROSS COUNTRY

ESU_Ath_Warriors_SS_CrossCountry_OneClr_DB

WARRIORS
FIELD HOCKEY

ESU_Ath_Warriors_SS_FieldHockey_OneClr_DB

WARRIORS
FOOTBALL

ESU_Ath_Warriors_SS_Football_OneClr_DB

WARRIORS
GOLF

ESU_Ath_Warriors_SS_Golf_OneClr_DB

WARRIORS
LACROSSE

ESU_Ath_Warriors_SS_Lacrosse_OneClr_DB

WARRIORS
SOCCER

ESU_Ath_Warriors_SS_Soccer_OneClr_DB

WARRIORS
SOFTBALL

ESU_Ath_Warriors_SS_Softball_OneClr_DB

WARRIORS
SWIMMING

ESU_Ath_Warriors_SS_Swimming_OneClr_DB

WARRIORS
TENNIS

ESU_Ath_Warriors_SS_Tennis_OneClr_DB

WARRIORS
TRACK & FIELD

ESU_Ath_Warriors_SS_TrackField_OneClr_DB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_SS_Volleyball_OneClr_DB

WARRIORS
WRESTLING

ESU_Ath_Warriors_SS_Wrestling_OneClr_DB

WARRIORS
ATHLETIC TRAINING

ESU_Ath_Warriors_SS_Volleyball_OneClr_DB

WARRIORS
CHEERLEADING

ESU_Ath_Warriors_SS_Wrestling_OneClr_DB

0123456789

ESU_Ath_Numbers_FullClr_LB

0123456789

ESU_Ath_Numbers_FullClr_RB

0123456789

ESU_Ath_Numbers_FullClr_BB

0123456789

ESU_Ath_Numbers_OneClr_Inline_LB

0123456789

ESU_Ath_Numbers_OneClr_Inline_RB

0123456789

ESU_Ath_Numbers_OneClr_Inline_BB

0123456789

ESU_Ath_Numbers_OneClr_Solid_LB

0123456789

ESU_Ath_Numbers_OneClr_Solid_RB

0123456789

ESU_Ath_Numbers_OneClr_Solid_BB

UNIFORM ASSETS

ATHLETIC IDENTITY

The marks shown here are the only marks approved for use on uniforms.

ESU

WARRIORS



ESU

WARRIORS



ESU

WARRIORS



ESU

WARRIORS



3.5" x 2"



Font: 8pt. Din Next LT Pro Medium

Font: 7pt. Din Next LT Pro Light

A single, consistent corporate communications package has been designed for the athletic department. Examples are shown on pages 72-75.



8.5" x 11"

1.5"

Mr. Jonathan Longername
Principal & Creative Director
Jonathan Longername & Co.
1661 Pine St.
East Stroudsburg, PA 18301

Dr. Jonathan Longername
Director of Athletics
Koehler Field House
570-555-1212
AD@esu.edu

August 29, 2016

Dear Mr. Jonathan Longername:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lorem urna, pharetra in magna vitae, mollis rutrum nisi. Donec imperdiet hendrerit dapibus. Suspendisse sollicitudin enim sit amet suscipit lacinia. Sed quis lacus molestie, accumsan nunc ac, gravida elit. Sed ac felis laculis, tristique dolor eget, efficitur lorem. Praesent aliquam neque vel efficitur aliquet. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi eget mi non tellus facilisis vulputate laoreet eu felis. Aliquam erat volutpat. Nam a ex diam. Pellentesque id suscipit tortor. Morbi feugiat volutpat finibus. Nulla porta velit quis massa molestie, vel aliquam diam lacinia. Duis faucibus sem sed metus mattis, nec molestie justo eleifend. Duis est sem, feugiat vitae mauris at, posuere facilisis mi.

Quisque id urna eu libero bibendum tristique eu eget nisi. Praesent consectetur placerat erat, non feugiat dolor dictum sit amet. Vestibulum pulvinar et nunc nec tempor. Nulla sodales sit amet ex eget porttitor. Praesent placerat vehicula enim et mollis. Donec at nisi purus. Aenean magna quam, consectetur vel ultrices ultrices, ultrices varius mi. Fusce ornare dui eget diam tincidunt, at pharetra nulla tempor.

Duis interdum purus ac condimentum porta. Sed efficitur et libero ut gravida. Sed eros turpis, suscipit non laoreet at, auctor vel est. Morbi in erat ultrices, tincidunt magna eu, eleifend purus. Vivamus ullamcorper metus a erat molestie commodo. Nunc vestibulum urna a metus imperdiet, vel faucibus mauris rhoncus. Nullam sagittis nisi nunc, ut tristique lectus cursus in. Interdum et malesuada fames ac ante ipsum primis in faucibus. Aliquam fringilla eleifend sagittis. Mauris elementum augue quis elit scelerisque, et luctus sem ullamcorper. Duis velit erat, molestie et lectus in, malesuada auctor felis. Maecenas in ipsum aliquam, venenatis nibh nec, congue nulla.

Sincerely,

Dr. Jonathan Longername

EAST STROUDSBURG UNIVERSITY 200 Prospect St. | East Stroudsburg, PA 18301 | 570-422-3211 | www.esu.edu

Font: 7pt. Din Next LT Pro Regular

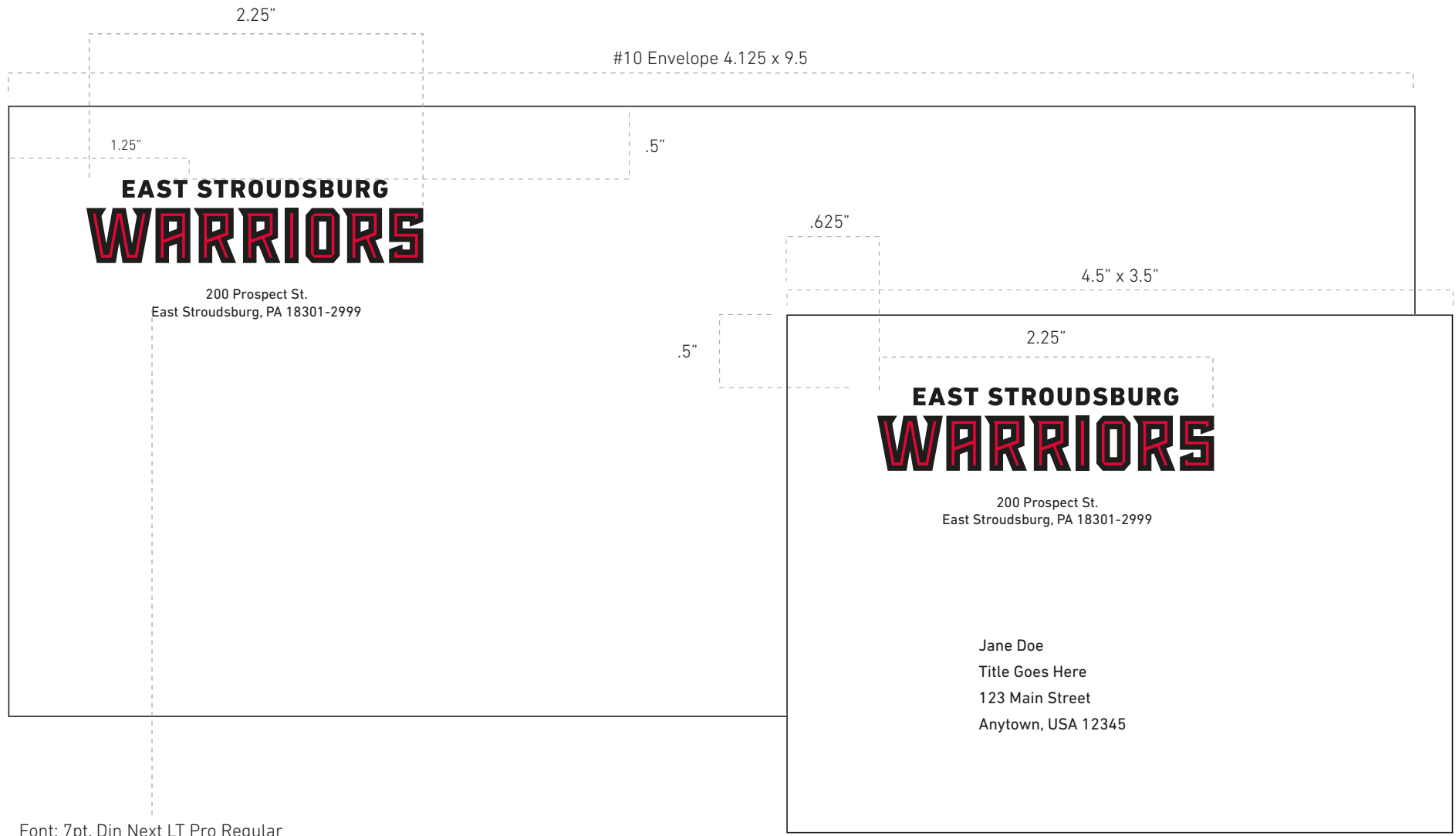
Font: 9pt. Calibri Regular

Font: 7pt. Din Next LT Pro Light

Font: 7pt. Din Next LT Pro Bold

ATHLETIC STATIONERY - Envelope and Shipping Label

ATHLETIC IDENTITY



Font: 7pt. Din Next LT Pro Regular

Jonathan Longername
To: Jane Doe
RE: Business Collateral E-mail Signature

Dear Jane,

Email body copy Email body copy Email body copy Email
body copy Email body copy Email body copy Email body
copy Email body copy Email body copy Email body copy
Email body copy Email body copy Email body copy

Respectfully,
Jonathan

Dr. Jonathan Longername

Athletic Director

Font: 9pt. Din Next LT Pro Bold

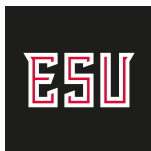
Koehler Field House
Room 300

Font: 8pt. Din Next LT Pro Regular

East Stroudsburg University
200 Prospect St.
East Stroudsburg, PA 18301-2999
P: 570 422 3211 | F: 570 532 6384



ATHLETIC SOCIAL MEDIA ICONS



Social media icons are available for athletic use.

They can be used for both Facebook and Twitter, as well as any other social networks that use a square graphic for the profile image.

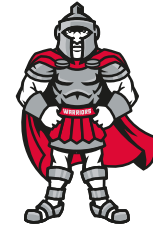
It is also acceptable for individual sports to use their ESU sport specific wordmark for social media icons.

CLUB SPORTS

ATHLETIC IDENTITY

The logos shown here are available for use by club sports. These are the only logos available to club sports.

ESU WARRIORS



ESU WARRIORS



ESU WARRIORS



ESU WARRIORS



CLUB SPORTS – ESU Sport Specific Mark - Light and Black Backgrounds

ATHLETIC IDENTITY



EQUESTRIAN

ESU_Ath_SS_Equestrian_FullClr_LB



ICE HOCKEY

ESU_Ath_SS_IceHockey_FullClr_LB



LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_LB



RUGBY

ESU_Ath_SS_Rugby_FullClr_LB



ULTIMATE

ESU_Ath_SS_Ultimate_FullClr_LB



VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_LB



DANCE TEAM

ESU_Ath_SS_DanceTeam_FullClr_LB



GYMNASTICS

ESU_Ath_SS_Gymnastics_FullClr_LB



TAI CHI

ESU_Ath_SS_TaiChi_FullClr_LB



**CONTEMPORARY
DANCERS**

ESU_Ath_SS_ContempDance_FullClr_LB



EQUESTRIAN

ESU_Ath_SS_Equestrian_FullClr_BB



ICE HOCKEY

ESU_Ath_SS_IceHockey_FullClr_BB



LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_BB



RUGBY

ESU_Ath_SS_Rugby_FullClr_BB



ULTIMATE

ESU_Ath_SS_Ultimate_FullClr_BB



VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_BB



DANCE TEAM

ESU_Ath_SS_DanceTeam_FullClr_BB



GYMNASTICS

ESU_Ath_SS_Gymnastics_FullClr_BB



TAI CHI

ESU_Ath_SS_TaiChi_FullClr_BB



**CONTEMPORARY
DANCERS**

ESU_Ath_SS_ContempDance_FullClr_BB

CLUB SPORTS – ESU Sport Specific Mark - Red and Light Backgrounds

EQUESTRIAN

ESU_Ath_SS_Equestrian_FullClr_RB

ICE HOCKEY

ESU_Ath_SS_IceHockey_FullClr_RB

LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_RB

RUGBY

ESU_Ath_SS_Rugby_FullClr_RB

ULTIMATE

ESU_Ath_SS_Ultimate_FullClr_RB

VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_RB

DANCE TEAM

ESU_Ath_SS_DanceTeam_FullClr_RB

GYMNASTICS

ESU_Ath_SS_Gymnastics_FullClr_RB

TAI CHI

ESU_Ath_SS_TaiChi_FullClr_RB

**CONTEMPORARY
DANCERS**

ESU_Ath_SS_ContempDance_FullClr_RB

EQUESTRIAN

ESU_Ath_SS_Equestrian_FullClr_LB

ICE HOCKEY

ESU_Ath_SS_IceHockey_FullClr_LB

LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_LB

RUGBY

ESU_Ath_SS_Rugby_FullClr_LB

ULTIMATE

ESU_Ath_SS_Ultimate_FullClr_LB

VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_LB

DANCE TEAM

ESU_Ath_SS_DanceTeam_FullClr_LB

GYMNASTICS

ESU_Ath_SS_Gymnastics_FullClr_LB

TAI CHI

ESU_Ath_SS_TaiChi_FullClr_LB

**CONTEMPORARY
DANCERS**

ESU_Ath_SS_ContempDance_FullClr_LB

CLUB SPORTS – ESU Sport Specific Mark - One Color - Light and Dark Backgrounds

ATHLETIC IDENTITY

EQUESTRIAN

ESU_Ath_SS_Equestrian_FullClr_LB

ICE HOCKEY

ESU_Ath_SS_IceHockey_FullClr_LB

LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_LB

RUGBY

ESU_Ath_SS_Rugby_FullClr_LB

ULTIMATE

ESU_Ath_SS_Ultimate_FullClr_LB

VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_LB

DANCE TEAM

ESU_Ath_SS_DanceTeam_FullClr_LB

GYMNASTICS

ESU_Ath_SS_Gymnastics_FullClr_LB

TAI CHI

ESU_Ath_SS_TaiChi_FullClr_LB

**CONTEMPORARY
DANCERS**

ESU_Ath_SS_ContempDance_FullClr_LB

EQUESTRIAN

ESU_Ath_SS_Equestrian_FullClr_DB

ICE HOCKEY

ESU_Ath_SS_IceHockey_FullClr_DB

LACROSSE

ESU_Ath_SS_Lacrosse_FullClr_DB

RUGBY

ESU_Ath_SS_Rugby_FullClr_DB

ULTIMATE

ESU_Ath_SS_Ultimate_FullClr_DB

VOLLEYBALL

ESU_Ath_SS_Volleyball_FullClr_DB

DANCE TEAM

ESU_Ath_SS_DanceTeam_FullClr_DB

GYMNASTICS

ESU_Ath_SS_Gymnastics_FullClr_DB

TAI CHI

ESU_Ath_SS_TaiChi_FullClr_DB

**CONTEMPORARY
DANCERS**

ESU_Ath_SS_ContempDance_FullClr_DB

CLUB SPORTS – WARRIORS Sport Specific Mark - Light and Black Backgrounds

ATHLETIC IDENTITY

WARRIORS
EQUESTRIAN

ESU_Ath_Warriors_Ath_SS_Equestrian_FullClr_LB

WARRIORS
ICE HOCKEY

ESU_Ath_Warriors_Ath_SS_IceHockey_FullClr_LB

WARRIORS
LACROSSE

ESU_Ath_Warriors_Ath_SS_Lacrosse_FullClr_LB

WARRIORS
RUGBY

ESU_Ath_Warriors_Ath_SS_Rugby_FullClr_LB

WARRIORS
ULTIMATE

ESU_Ath_Warriors_Ath_SS_Ultimate_FullClr_LB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_Ath_SS_Volleyball_FullClr_LB

WARRIORS
DANCE TEAM

ESU_Ath_Warriors_Ath_SS_DanceTeam_FullClr_LB

WARRIORS
GYMNASTICS

ESU_Ath_Warriors_Ath_SS_Gymnastics_FullClr_LB

WARRIORS
TAI CHI

ESU_Ath_Warriors_Ath_SS_TaiChi_FullClr_LB

WARRIORS
CONTEMPORARY DANCERS

ESU_Ath_Warriors_Ath_SS_ContempDance_FullClr_LB

WARRIORS
EQUESTRIAN

ESU_Ath_Warriors_Ath_SS_Equestrian_FullClr_BB

WARRIORS
ICE HOCKEY

ESU_Ath_Warriors_Ath_SS_IceHockey_FullClr_BB

WARRIORS
LACROSSE

ESU_Ath_Warriors_Ath_SS_Lacrosse_FullClr_BB

WARRIORS
RUGBY

ESU_Ath_Warriors_Ath_SS_Rugby_FullClr_BB

WARRIORS
ULTIMATE

ESU_Ath_Warriors_Ath_SS_Ultimate_FullClr_BB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_Ath_SS_Volleyball_FullClr_BB

WARRIORS
DANCE TEAM

ESU_Ath_Warriors_Ath_SS_DanceTeam_FullClr_BB

WARRIORS
GYMNASTICS

ESU_Ath_Warriors_Ath_SS_Gymnastics_FullClr_BB

WARRIORS
TAI CHI

ESU_Ath_Warriors_Ath_SS_TaiChi_FullClr_BB

WARRIORS
CONTEMPORARY DANCERS

ESU_Ath_Warriors_Ath_SS_ContempDance_FullClr_BB

CLUB SPORTS – WARRIORS Sport Specific Mark - Red and Light Backgrounds

WARRIORS
EQUESTRIAN

ESU_Ath_Warriors_Ath_SS_Equestrian_FullClr_RB

WARRIORS
ICE HOCKEY

ESU_Ath_Warriors_Ath_SS_IceHockey_FullClr_RB

WARRIORS
LACROSSE

ESU_Ath_Warriors_Ath_SS_Lacrosse_FullClr_RB

WARRIORS
RUGBY

ESU_Ath_Warriors_Ath_SS_Rugby_FullClr_RB

WARRIORS
ULTIMATE

ESU_Ath_Warriors_Ath_SS_Ultimate_FullClr_RB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_Ath_SS_Volleyball_FullClr_RB

WARRIORS
DANCE TEAM

ESU_Ath_Warriors_Ath_SS_DanceTeam_FullClr_RB

WARRIORS
GYMNASTICS

ESU_Ath_Warriors_Ath_SS_Gymnastics_FullClr_RB

WARRIORS
TAI CHI

ESU_Ath_Warriors_Ath_SS_TaiChi_FullClr_RB

WARRIORS
CONTEMPORARY DANCERS

ESU_Ath_Warriors_Ath_SS_ContempDance_FullClr_RB

WARRIORS
EQUESTRIAN

ESU_Ath_Warriors_Ath_SS_Equestrian_FullClr_LB

WARRIORS
ICE HOCKEY

ESU_Ath_Warriors_Ath_SS_IceHockey_FullClr_LB

WARRIORS
LACROSSE

ESU_Ath_Warriors_Ath_SS_Lacrosse_FullClr_LB

WARRIORS
RUGBY

ESU_Ath_Warriors_Ath_SS_Rugby_FullClr_LB

WARRIORS
ULTIMATE

ESU_Ath_Warriors_Ath_SS_Ultimate_FullClr_LB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_Ath_SS_Volleyball_FullClr_LB

WARRIORS
DANCE TEAM

ESU_Ath_Warriors_Ath_SS_DanceTeam_FullClr_LB

WARRIORS
GYMNASTICS

ESU_Ath_Warriors_Ath_SS_Gymnastics_FullClr_LB

WARRIORS
TAI CHI

ESU_Ath_Warriors_Ath_SS_TaiChi_FullClr_LB

WARRIORS
CONTEMPORARY DANCERS

ESU_Ath_Warriors_Ath_SS_ContempDance_FullClr_LB

CLUB SPORTS – WARRIORS Sport Specific Mark - One Color - Light and Dark Backgrounds

WARRIORS
EQUESTRIAN

ESU_Ath_Warriors_Ath_SS_Equestrian_OneClr_LB

WARRIORS
ICE HOCKEY

ESU_Ath_Warriors_Ath_SS_IceHockey_OneClr_LB

WARRIORS
LACROSSE

ESU_Ath_Warriors_Ath_SS_Lacrosse_OneClr_LB

WARRIORS
RUGBY

ESU_Ath_Warriors_Ath_SS_Rugby_OneClr_LB

WARRIORS
ULTIMATE

ESU_Ath_Warriors_Ath_SS_Ultimate_OneClr_LB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_Ath_SS_Volleyball_OneClr_LB

WARRIORS
DANCE TEAM

ESU_Ath_Warriors_Ath_SS_DanceTeam_OneClr_LB

WARRIORS
GYMNASTICS

ESU_Ath_Warriors_Ath_SS_Gymnastics_OneClr_LB

WARRIORS
TAI CHI

ESU_Ath_Warriors_Ath_SS_TaiChi_OneClr_LB

WARRIORS
CONTEMPORARY DANCERS

ESU_Ath_Warriors_Ath_SS_ContempDance_OneClr_LB

WARRIORS
EQUESTRIAN

ESU_Ath_Warriors_Ath_SS_Equestrian_OneClr_DB

WARRIORS
ICE HOCKEY

ESU_Ath_Warriors_Ath_SS_IceHockey_OneClr_DB

WARRIORS
LACROSSE

ESU_Ath_Warriors_Ath_SS_Lacrosse_OneClr_DB

WARRIORS
RUGBY

ESU_Ath_Warriors_Ath_SS_Rugby_OneClr_DB

WARRIORS
ULTIMATE

ESU_Ath_Warriors_Ath_SS_Ultimate_OneClr_DB

WARRIORS
VOLLEYBALL

ESU_Ath_Warriors_Ath_SS_Volleyball_OneClr_DB

WARRIORS
DANCE TEAM

ESU_Ath_Warriors_Ath_SS_DanceTeam_OneClr_DB

WARRIORS
GYMNASTICS

ESU_Ath_Warriors_Ath_SS_Gymnastics_OneClr_DB

WARRIORS
TAI CHI

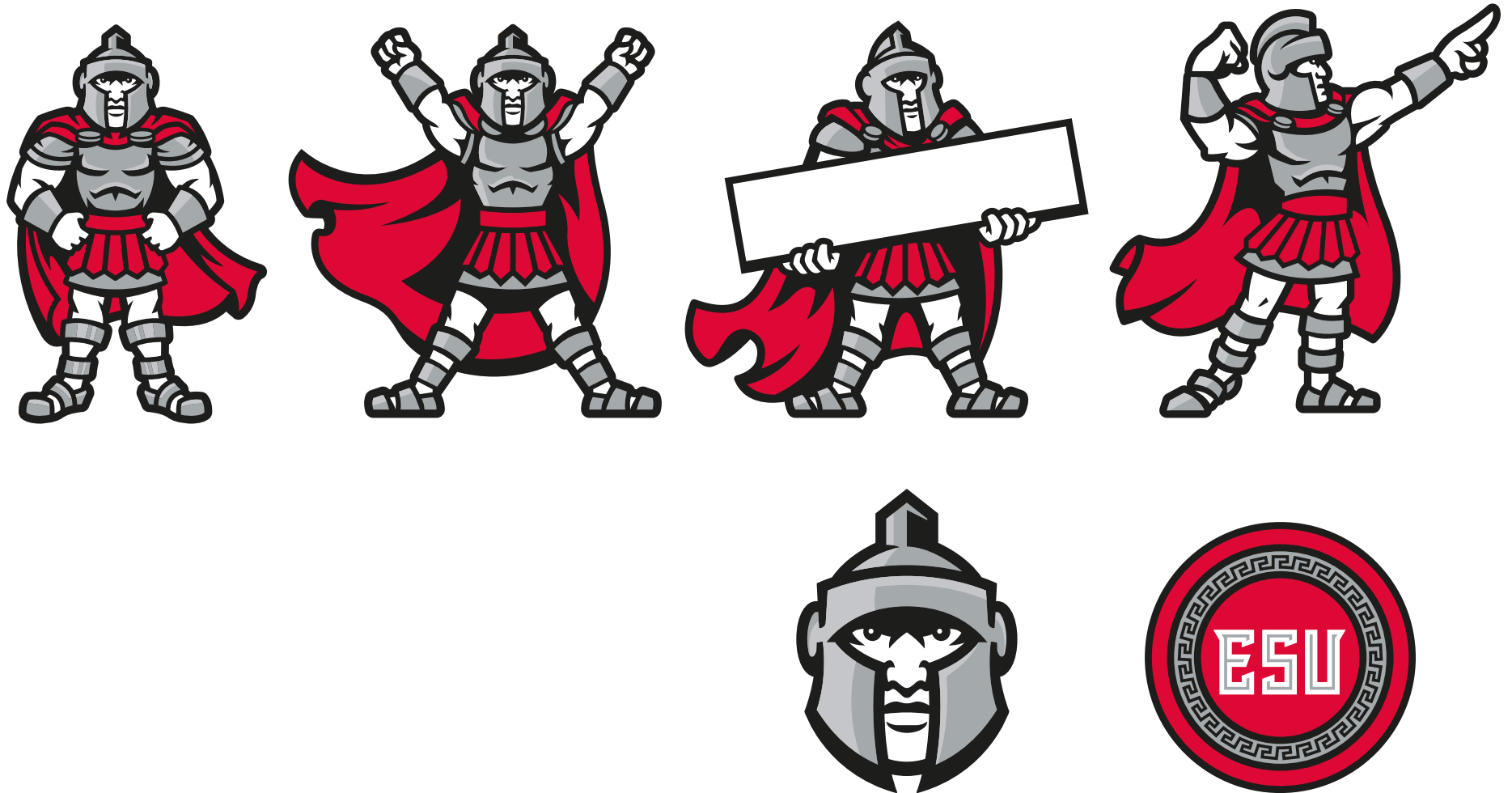
ESU_Ath_Warriors_Ath_SS_TaiChi_OneClr_DB

WARRIORS
CONTEMPORARY DANCERS

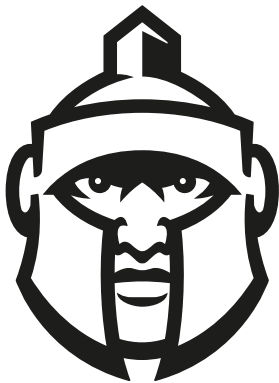
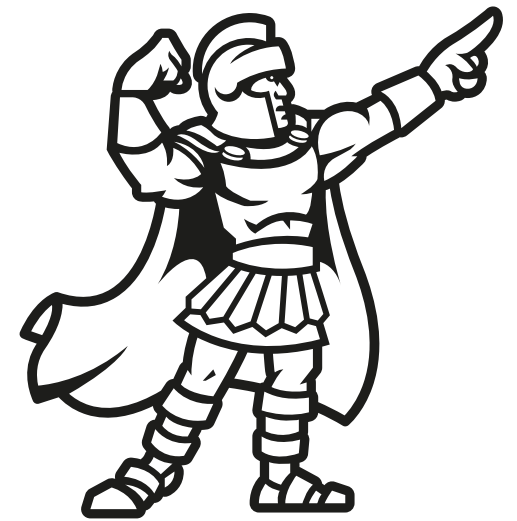
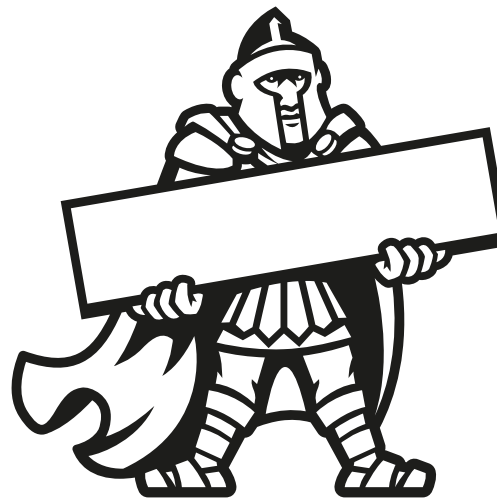
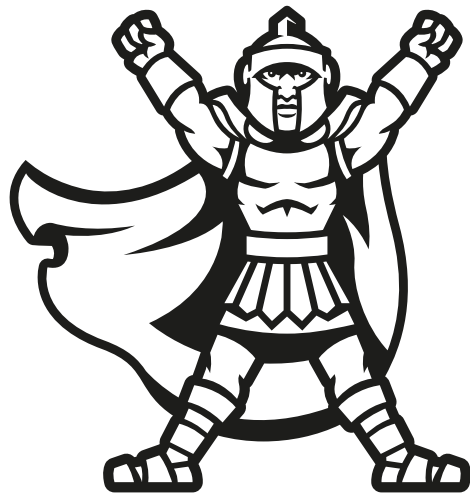
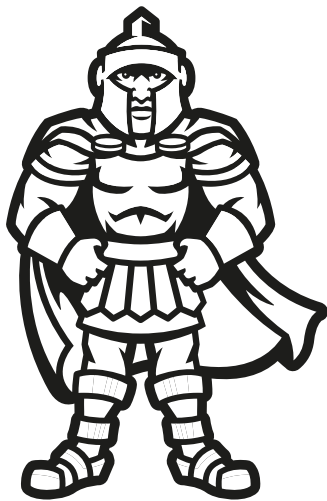
ESU_Ath_Warriors_Ath_SS_ContempDance_OneClr_DB

SPIRIT MARKS - Full Color

Several spirit marks based upon the mascot have been developed and are shown here. The spirit marks are reserved for informal use in marketing and communications materials. Spirit marks should never be used for intercollegiate athletics uniforms but may be used by club sports.



SPIRIT MARKS - One Color



SECTION 3

TYPOGRAPHY

The East Stroudsburg University identity employs the Din Next LT Pro font family. Din Next is available in multiple weights and styles and is the preferred choice for communications and collateral materials.

DIN NEXT LT PRO – Light - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Regular - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Medium - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Bold - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Light Italic - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Medium Italic - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

DIN NEXT LT PRO – Bold Italic - ABCDEGFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

SECTION 4

COLOR

COLOR INFORMATION

COLOR

Pantone 199

C: 0 R: 219
M: 100 G: 4
Y: 72 B: 54
K: 0

HTML: DB0436

Madiera: 1447

Pantone 429

C: 21 R: 179
M: 11 G: 185
Y: 9 B: 189
K: 23

HTML: B3B9BD

Madiera: 1012

White

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0

HTML: ---

Madiera: ---

Black

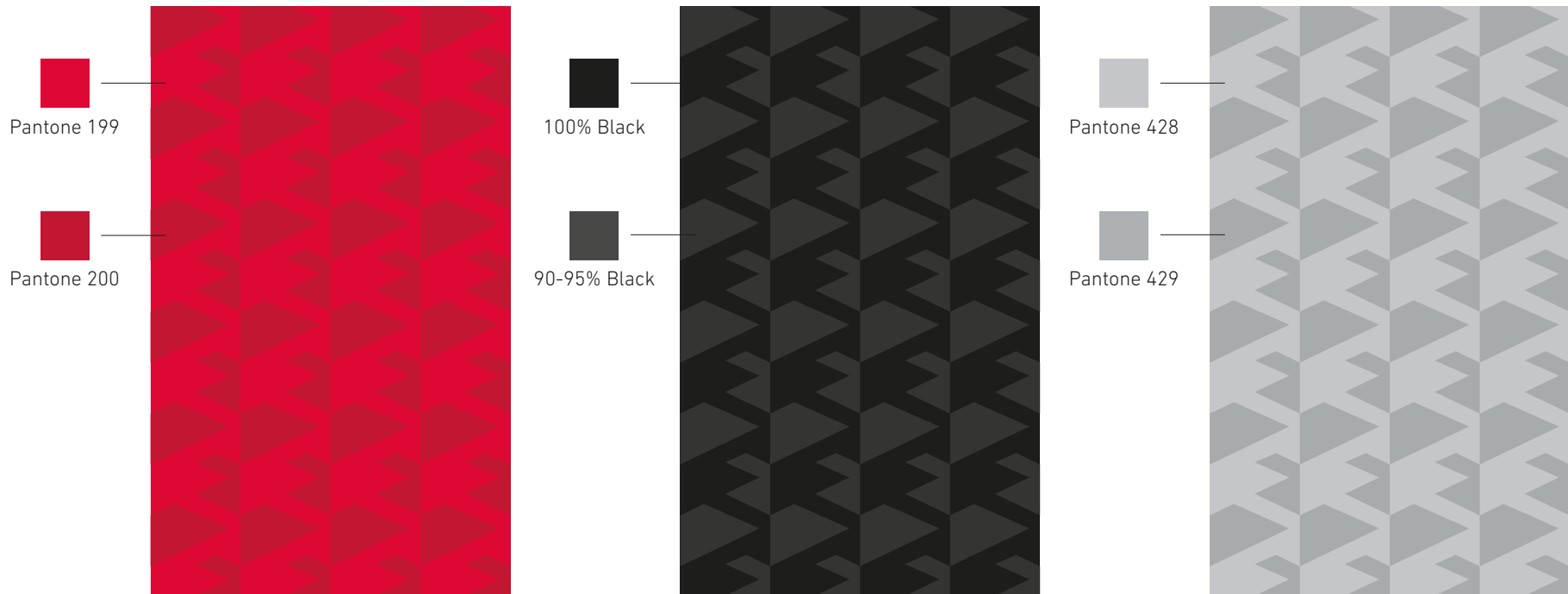
C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

HTML: ---

Madiera: ---

PATTERN

Pattern has been developed as part of the East Stroudsburg brand identity. These are intended to be used as accent, and backgrounds in collateral materials or selectively used in apparel and retail items, see pages 32-33 for usage examples.



SECTION 6

DIGITAL USAGE

DIGITAL USE OF INSTITUTIONAL AND ATHLETIC IDENTITY

Proper use of ESU's official institutional and athletic logos is as important on digital platforms as it is on other media. Thousands of internal and external visitors digitally interact with ESU daily via the university web presence, from the primary website, to secondary and unofficial sites, plus third-party platforms such as D2L, ATLAS, and Housing Director. ESU also communicates with the public via social media, mobile apps, email campaigns and other digital media. A clear, uniform visual identity is necessary to ensure a solid brand; therefore ESU's logos and word marks must be used consistently across these platforms.

All requests for digital use of the institutional or athletic identity should be submitted first to the appropriate office:

- Institutional identity (social media platforms): please contact the Public Relations & Social Media Manager, Office of University Relations.
- Institutional identity (websites, web applications, mobile applications and all other digital platforms): please contact the Director of Web Services, Office of University Relations.
- Athletic identity (all digital platforms): please contact the Sports Information Director, Department of Athletics.

Please see information on the Office of University Relations website at <http://www.esu.edu/ur> for specific timing and technical requirements.

These offices will provide a version of the institutional or athletic identity for each specific use. The sections in this document on typography, color and misuse apply directly to digital platforms as they do elsewhere. University Relations and Athletics may adapt other guidelines to fit individual digital platform requirements while maintaining the integrity of the brand identity.

SECTION 7

LICENSING

LICENSING

The East Stroudsburg University trademark licensing program strives to promote, enhance and elevate the image of the University by authorizing the use of our marks on high-quality, socially-responsible, tasteful merchandise and apparel. The program is administered by the Office of University Relations and its licensing partner.

Any person, organization or corporation wishing to manufacture a product bearing or containing any of the marks of the University, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Examples of products include giveaways, apparel, uniforms, sports equipment, etc.

Only officially licensed, approved vendors (licensees) may produce items bearing ESU's trademarks or name.

For more information about licensing, how to obtain a license, or to access ESU logos and trademarks, or for those wishing to become licensed can obtain an application by visiting: www.esu.edu/licensing. Along with a completed application, vendors will be required to submit product samples, proof of insurance, and a nominal fee.

Product designs must be submitted for review and approval prior to being produced. Items bearing ESU's trademarks without a license may be considered "counterfeit" and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for pre-production approval may have their license revoked.