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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.
ATHLETIC IDENTITY
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 LOGO – Alternate Primary - ESU
ATHLETIC LOGO – Alternate Primary - ESU

ESU_Ath_Primary2_FullClr_BB
ESU_Ath_Primary2_FullClr_LB
ESU_Ath_Primary2_FullClr_RB
ESU_Ath_Primary2_OneClr_BB
ESU_Ath_Primary2_OneClr_LB
ESU_Ath_Primary2_OneClr_RB

East Stroudsburg University – Brand Manual Guidelines
ATHLETIC LOGO – Secondary Logo - Warrior Head

TM
ATHLETIC LOGO – Secondary Logo - Warrior Head

ESU_Ath_WarriorHead_FullClr_BB
ESU_Ath_WarriorHead_FullClr_LB
ESU_Ath_WarriorHead_FullClr_RB
ESU_Ath_WarriorHead_OneClr_BB
ESU_Ath_WarriorHead_OneClr_LB
ESU_Ath_WarriorHead_OneClr_RB

East Stroudsburg University – Brand Manual Guidelines
ATHLETIC LOGO – Secondary Logo - ESU Ligature
ATHLETIC IDENTITY

ATHLETIC LOGO – Secondary Logo - ESU Ligature

East Stroudsburg University – Brand Manual Guidelines
ATHLETIC LOGO – Full Wordmark

EAST STRoudsburg
WARRIORS
ATHLETIC LOGO – Full Wordmark

East Stroudsburg University – Brand Manual Guidelines
To ensure the athletic marks are clearly visible, they should never appear smaller than the minimum size requirements shown here.
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 LOGO – ESU Sport Specific Mark - Dark Backgrounds

ATHLETIC TRAINING
ESU_Ath_SS_AthTrain_FullCir_BB

CHEERLEADING
ESU_Ath_SS_Cheer_FullCir_BB
ATHLETIC LOGO – ESU Sport Specific Mark - Red Backgrounds
ATHLETIC LOGO – ESU Sport Specific Mark - Light Backgrounds

ESU Athletics
ESU Baseball
ESU Basketball
ESU Cross Country
ESU Field Hockey
ESU Football
ESU Golf
ESU Lacrosse
ESU Soccer
ESU Softball
ESU Swimming
ESU Tennis
ESU Track & Field
ESU Volleyball
ESU Wrestling
ESU Warriors
ESU Athletic Training
ESU Cheerleading
ATHLETIC LOGO – ESU Sport Specific Mark - One Color - Light Backgrounds

ATHLETIC IDENTITY

ESU ATHLETICS
ESU BASEBALL
ESU BASKETBALL
ESU CROSS COUNTRY
ESU FIELD HOCKEY
ESU FOOTBALL
ESU GOLF
ESU LACROSSE
ESU SOCCER
ESU SOFTBALL
ESU SWIMMING
ESU TENNIS
ESU TRACK & FIELD
ESU VOLLEYBALL
ESU WRESTLING
ESU WARRIORS
ESU ATHLETIC TRAINING
ESU CHEERLEADING
ATHLETIC LOGO – ESU Sport Specific Mark - One Color - Dark Backgrounds
ATHLETIC LOGO – Warriors Sport Specific Mark - Dark Backgrounds

ATHLETIC TRAINING

ATHLETIC IDENTITY
ATHLETIC IDENTITY

ATHLETIC LOGO – Warriors Sport Specific Mark - Light Backgrounds

East Stroudsburg University – Brand Manual Guidelines
UNIFORM NUMBERS - Full Color

0123456789

ESU_Ath_Numbers_FullClr_LB

0123456789

ESU_Ath_Numbers_FullClr_RB

0123456789

ESU_Ath_Numbers_FullClr_BB
UNIFORM NUMBERS - One Color Inline

0123456789

ESU_Ath_Numbers_OneClr_Inline_LB

0123456789

ESU_Ath_Numbers_OneClr_Inline_RB

0123456789

ESU_Ath_Numbers_OneClr_Inline_BB
UNIFORM NUMBERS - One Color

0123456789

ESU_Ath_Numbers_OneClr_Solid_LB

0123456789

ESU_Ath_Numbers_OneClr_Solid_RB

0123456789

ESU_Ath_Numbers_OneClr_Solid_BB
The marks shown here are the only marks approved for use on uniforms.
A single, consistent corporate communications package has been designed for the athletic department. Examples are shown on pages 72-75.
August 20, 2016

Dear Mr. Jonathan Longername:


Sincerely,

Dr. Jonathan Longername

---

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

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East Stroudsburg University – Brand Manual Guidelines

Page 41
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 Email body copy Email body copy Email body copy

Respectfully,
Jonathan

Dr. Jonathan Longername
Athletic Director
Koehler Field House
Room 300
East Stroudsburg University
200 Prospect St.
East Stroudsburg, PA 18301-2999
P: 570 422 3211 | F: 570 532 6384
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.
The logos shown here are available for use by club sports. These are the only logos available to club sports.
CLUB SPORTS – ESU Sport Specific Mark - Light and Black Backgrounds

ESU_EQUESTRIAN
ESU_IceHockey
ESU_Lacrosse
ESU_Rugby
ESU_Ultimate
ESU_Volleyball
ESU_DanceTeam
ESU_Gymnastics
ESU_TaiChi
ESU_ContempDancers
CLUB SPORTS – ESU Sport Specific Mark - Red and Light Backgrounds
CLUB SPORTS – ESU Sport Specific Mark - One Color - Light and Dark Backgrounds
CLUB SPORTS – WARRIORS Sport Specific Mark - Light and Black Backgrounds
CLUB SPORTS – WARRIORS Sport Specific Mark - Red and Light Backgrounds
CLUB SPORTS – WARRIORS Sport Specific Mark - One Color - Light and Dark Backgrounds
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.
SECTION 3

TYPOGRAPHY
INSTITUTIONAL 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
COLOR
### COLOR INFORMATION

<table>
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<th>Pantone 199</th>
<th>Pantone 429</th>
</tr>
</thead>
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</tr>
<tr>
<td><strong>R:</strong> 219</td>
<td><strong>R:</strong> 179</td>
</tr>
<tr>
<td><strong>M:</strong> 100</td>
<td><strong>M:</strong> 11</td>
</tr>
<tr>
<td><strong>G:</strong> 4</td>
<td><strong>G:</strong> 185</td>
</tr>
<tr>
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<td><strong>Y:</strong> 9</td>
</tr>
<tr>
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<td><strong>B:</strong> 189</td>
</tr>
<tr>
<td><strong>K:</strong> 0</td>
<td><strong>K:</strong> 23</td>
</tr>
<tr>
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<td>HTML: B3B9BD</td>
</tr>
<tr>
<td>Madiera: 1447</td>
<td>Madiera: 1012</td>
</tr>
</tbody>
</table>

<table>
<thead>
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<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
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<td><strong>C:</strong> 0</td>
</tr>
<tr>
<td><strong>R:</strong> 255</td>
<td><strong>R:</strong> 0</td>
</tr>
<tr>
<td><strong>M:</strong> 0</td>
<td><strong>M:</strong> 0</td>
</tr>
<tr>
<td><strong>G:</strong> 255</td>
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<td>HTML: ---</td>
<td>HTML: ---</td>
</tr>
<tr>
<td>Madiera: ---</td>
<td>Madiera: ---</td>
</tr>
</tbody>
</table>
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
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.
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.