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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
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 IDENTITY

ATHLETIC LOGO – Alternate Primary - ESU
ATHLETIC LOGO – Alternate Primary - ESU
ATHLETIC LOGO – Secondary Logo - Warrior Head
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
ATHLETIC LOGO – Secondary Logo - ESU Ligature
ATHLETIC LOGO – Secondary Logo - ESU Ligature

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
ATHLETIC LOGO – Full Wordmark

EAST STROUDSBURG
WARRIORS
ATHLETIC LOGO – Full Wordmark

- East Stroudsburg University – Brand Manual Guidelines
ATHLETIC LOGO – Warriors Wordmark
ATHLETIC LOGO – Warriors Wordmark

ESU_Ath_Wordmark2_FullClr_BB
ESU_Ath_Wordmark2_FullClr_BB
ESU_Ath_Wordmark2_FullClr_BB

ESU_Ath_Wordmark2_FullClr_LB
ESU_Ath_Wordmark2_FullClr_LB
ESU_Ath_Wordmark2_FullClr_LB

ESU_Ath_Wordmark2_FullClr_RB
ESU_Ath_Wordmark2_FullClr_RB
ESU_Ath_Wordmark2_FullClr_RB

ESU_Ath_Wordmark2_OneClr_BB
ESU_Ath_Wordmark2_OneClr_BB
ESU_Ath_Wordmark2_OneClr_BB

ESU_Ath_Wordmark2_OneClr_LB
ESU_Ath_Wordmark2_OneClr_LB
ESU_Ath_Wordmark2_OneClr_LB

ESU_Ath_Wordmark2_OneClr_RB
ESU_Ath_Wordmark2_OneClr_RB
ESU_Ath_Wordmark2_OneClr_RB
To ensure the athletic marks are clearly visible, they should never appear smaller than the minimum size requirements shown here.

**ATHLETIC LOGOS – Minimum Size**

**EAST STROUDSBURG WARRIORS**
- Minimum size 2.75”

**ESU**
- Minimum size 1.75”

**WARRIORS**
- Minimum size 2.75”

**ESU**
- 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 - Dark Backgrounds
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

SAAC
ESU_Ath_SS_SAAC_OneClr_LB

STRENGTH & CONDITIONING
ESU_Ath_SS_Strength_OneClr_LB

WARRIORS
ESU_Ath_SS_Warriors_OneClr_LB

SPORTS MEDICINE
ESU_Ath_SS_SportMed_OneClr_LB

CHEERLEADING
ESU_Ath_SS_Cheer_OneClr_LB
ATHLETIC LOGO – ESU Sport Specific Mark - One Color - Dark Backgrounds
ATHLETIC LOGO – Warriors Sport Specific Mark - Light Backgrounds

East Stroudsburg University – Brand Manual Guidelines
ATHLETIC LOGO – Warriors Sport Specific Mark - Dark Backgrounds
ATHLETIC LOGO – Warriors Sport Specific Mark - One Color - Light Backgrounds

East Stroudsburg University – Brand Manual Guidelines

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

0123456789

0123456789

0123456789

East Stroudsburg University – Brand Manual Guidelines
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 29, 2016

Dear Mr. Jonathan Longername:


Praesent vel est et lacus. Aliquam erat volutpat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Cury. Nam pellentesque id lacinia lectus. Nam eget justo sed magna elementum, vel varius libero nec.

Sincerely,

Dr. Jonathan Longername

Director of Athletics

Koehler Field House

570-555-1212

AD@esu.edu

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Font: 7pt. Din Next LT Pro Regular

Font: 9pt. Calibri Regular

Font: 7pt. Din Next LT Pro Light

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East Stroudsburg University – Brand Manual Guidelines
ATHLETIC STATIONERY - Envelope and Shipping Label

#10 Envelope 4.125 x 9.5

2.25"

1.25"

.5"

6.25"

4.5" x 3.5"

2.25"

.5"

ATHLETIC IDENTITY

ATHLETIC STATIONERY

- Envelope and Shipping Label

200 Prospect St.
East Stroudsburg, PA 18301-2999

EAST STROUDSBURG
WARRIORS

Jane Doe
Title Goes Here
123 Main Street
Anytown, USA 12345

Font: 7pt. Din Next LT Pro Regular
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 Email body copy

Respectfully,
Jonathan

Dr. Jonathan Longname
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

ATHLETIC IDENTITY

ESU_Ath_SS_Equestrian_FullClr_LATB
ESU_Ath_SS_IceHockey_FullClr_LATB
ESU_Ath_SS_Lacrosse_FullClr_LATB
ESU_Ath_SS_Rugby_FullClr_LATB
ESU_Ath_SS_Ultimate_FullClr_LATB
ESU_Ath_SS_Volleyball_FullClr_LATB
ESU_Ath_SS_DanceTeam_FullClr_LATB
ESU_Ath_SS_Gymnastics_FullClr_LATB
ESU_Ath_SS_TaiChi_FullClr_LATB
ESU_Ath_SS_ContempDance_FullClr_LATB

ESU_Ath_SS_Equestrian_FullClr_BB
ESU_Ath_SS_IceHockey_FullClr_BB
ESU_Ath_SS_Lacrosse_FullClr_BB
ESU_Ath_SS_Rugby_FullClr_BB
ESU_Ath_SS_Ultimate_FullClr_BB
ESU_Ath_SS_Volleyball_FullClr_BB
ESU_Ath_SS_DanceTeam_FullClr_BB
ESU_Ath_SS_Gymnastics_FullClr_BB
ESU_Ath_SS_TaiChi_FullClr_BB
ESU_Ath_SS_ContempDance_FullClr_BB

East Stroudsburg University – Brand Manual Guidelines
CLUB SPORTS – ESU Sport Specific Mark - Red and Light Backgrounds

ESU EQUESTRIAN
ESU ICE HOCKEY
ESU LACROSSE
ESU RUGBY
ESU ULTIMATE

ESU VOLLEYBALL
ESU DANCE TEAM
ESU GYMNASTICS
ESU TAI CHI
ESU CONTEMPORARY DANCERS

East Stroudsburg University – Brand Manual Guidelines
CLUB SPORTS – ESU Sport Specific Mark - One Color - Light and Dark 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
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

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<th>Pantone 199</th>
<th>Pantone 429</th>
</tr>
</thead>
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</tr>
<tr>
<td>R: 219</td>
<td>R: 179</td>
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<tr>
<td>M: 100</td>
<td>M: 11</td>
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<tr>
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<tr>
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<tr>
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<td>K: 23</td>
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<tr>
<td>HTML: DB0436</td>
<td>HTML: B3B9BD</td>
</tr>
<tr>
<td>Madiera: 1447</td>
<td>Madiera: 1012</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>White</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 0</td>
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<td>G: 255</td>
<td>G: 0</td>
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<tr>
<td>Y: 0</td>
<td>Y: 0</td>
</tr>
<tr>
<td>B: 255</td>
<td>B: 0</td>
</tr>
<tr>
<td>K: 0</td>
<td>K: 100</td>
</tr>
<tr>
<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.
SECTION 7

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.