

# ECU ATHLETICS

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STYLE GUIDELINES | 2023

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## **ECU, ATHLETICS AND THE BRAND**

Our Athletics Brand exemplifies the character, passion, spirit, and determination of this great University. All of us – current and former student athletes, students, faculty, staff, alumni, parents, relatives and friends proudly embody our ECU Brand.

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## ATHLETICS BRAND GUIDELINES

Each part of our great University contributes powerfully to ECU's standing and reputation, and the ECU Athletics Brand carries a great responsibility to consistently present a high-quality image representing East Carolina University to local, regional and national audiences.

Brand standards ensure all athletics advertising and promotional materials share a symbolic commonality representing our entire University. These standards apply to displays, uniforms, team apparel, equipment, facilities – every representation of our Brand.

These branding standards are comprised of tightly consistent dimensions, style, symbols, design, character and colors. This disciplined consistency is imperative for high-level branding. Deviation from the official identity as shown in this Guide, or specified in the Athletics Branding - Trademark Licensing Guidelines is not permitted.

All athletics units are required to adhere to these branding and identity standards.

Additional information related to brand identifier uses with facilities, events, apparel, uniforms, equipment, awards/gifts, digital and social media, electronic email signatures, stationery, videography, writing style, athletic camps and clinics and other applications are contained in the Athletics Branding - Trademark Licensing Guidelines. Information related to university departments, student organizations and commercial use of ECU trademarks can be found at [www.ecu.edu/licensing](http://www.ecu.edu/licensing).

## ECU ATHLETICS MARKS

Our brand is ECU, and the umbrella of this brand embraces each of our “products”: colleges, divisions (including the athletics department and every one of its teams). All athletics marketing will take place within the approved brand parameters.

The ECU brand is distinguished by three important elements:

- 1) Purple and gold - ECU is one of only three FBS institutions using these colors.
- 2) Only “Pirates” in FBS.
- 3) Only “ECU” in FBS.

The ECU logotypes, word marks, the Pirate Club mark; and the athletics spirit marks are the only marks approved for use to represent the university and the athletics program by the athletics community. No other marks or logos may be used without prior written approval through the licensing office. The licensing office staff, working with designated athletics administrative staff, will review any special requests from athletics areas/sports related to the use of marks/graphics or other representation of athletics and the university.

Our branded pirate marks must be used as approved and displayed in this guide. Any other pirate representation (skulls, crossbones, skeleton, clip art pirates etc.) must not be used to represent or associate with the university and/or the athletics department.

The Athletics Style Guide is available for athletics staff to ensure brand consistency and discipline. This guide is located on line at [www.ecu.edu/licensing](http://www.ecu.edu/licensing), [www.ecupirates.com](http://www.ecupirates.com) or the printed version can be accessed through the ECU Trademark Licensing and Athletics Marketing offices.



## COLOR PALETTE

Color is the most fundamental, yet most powerful tool that can bring our brand to life, creating or associating a mood or feeling. Color is paramount in establishing the identity and strength of ECU. Purple and gold are the official colors of ECU and one of the strongest elements of East Carolina's identity and personality. It presents a strong visual impression that constantly reinforces our brand.

ECU's identity is greatly strengthened by using these official colors with absolute consistency.

Refer to the color formulas on page 11 for all printed and Web-related applications. The Pantone Matching System® can be used for color specification. Purple matches Pantone 268 for both coated and uncoated papers. Gold matches Pantone 109 (U) for uncoated papers and Pantone 123 (C) for coated papers. All apparel, equipment (non-paper) etc. uses should match 109U. Note that color will appear different when viewed on a screen versus printed and each screen is slightly different. Take these into consideration and match the ECU official colors.

Colors such as black, white or any others are considered accent colors and are not official colors of East Carolina University.

## OFFICIAL COLORS

**PURPLE**

PMS 268 C | PMS 268 U  
(coated | uncoated paper)

C=82 M=98 Y=0 K=12

R=88 G=44 B=131

# 582c83

**GOLD**

PMS 109 U (uncoated paper)  
C=0 M=11 Y=96 K=0  
R=255 G=199 B=0  
# FFC700

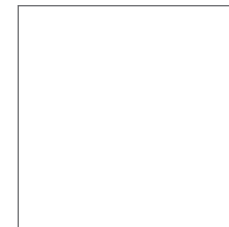
PMS 123 C (coated paper)  
C=0 M=22 Y=83 K=0  
R=255 G=199 B=44  
# ffc72c

## ACCENT



**BLACK**

C=75 M=68 Y=67 K=90  
R=0 G=0 B=0  
# 000000



**WHITE**

C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
# FFFFFFFF

NOTE: At times, an expanded color palette or colors outside of the core palette is necessary. Examples would be the occasional use of a unique uniform, like those that support special initiatives such as breast cancer or honoring U.S. military service members. Although acceptable for special situations, utilizing colors outside of the primary color palette is not intended for long-term use. Retail branding has seasonal palette flexibility and when used correctly, will complement the primary color palette utilized by ECU Athletics.



## PRIMARY TYPOGRAPHY

Matrix Extra Bold is the designated athletics font and should be used consistently in accordance with the Athletics Branding - Trademark Licensing Guidelines.

The Pirate Matrix number font has been designated for use in all ECU intercollegiate athletics team uniforms.

Matrix Extra Bold  
Solid Purple  
(one color)

**A B C D E F G H I J**  
**K L M N O P Q R S**  
**T U V W X Y Z**

Matrix Extra Bold  
Purple with gold outline  
(two color)

**A B C D E F G H I J**  
**K L M N O P Q R S**  
**T U V W X Y Z**

Pirate Numbers

**0123456789** **0123456789**

Color variations



## SECONDARY TYPOGRAPHY

The Gotham font should be used to support Matrix Extra Bold. As an example, Gotham font should be used whenever possible in all text - (body) - content with athletics publications, marketing materials and correspondence.

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Gotham Medium  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Gotham Medium Italic  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

Gotham Bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Gotham Bold Italic  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

## **PRIMARY IDENTIFIERS**

This primary Pirate mark should lead in visible key locations for all uses including, but not limited to, web/internet pages, social media, athletics publications, marketing and promotional items, recruiting items, stationery, official team uniforms and athletics department issued apparel, facility graphics and all externally distributed/seen avenues of the athletics department. Refer to Athletics Branding - Trademark Licensing Guidelines for detail uniform and other specific athletics departmental use information.

The following mark is the primary identifier for use by all ECU Athletics.

**PRIMARY - "PIRATE" MARK**



**PRIMARY IDENTIFIERS**



The protected area around the logo ensures that no other graphic element interfere with its clarity and integrity. The depth of the protected area is the height of the “x.”

COLOR VARIATION



One Color Dark



One Color Light



One Color Dark



One Color Light

Registered mark (®) is gold when background is white, black or purple. Registered mark (®) is black when background is gold or gray.

## PRIMARY - “ECU” WORD MARK

The ECU Word mark identifier is strong, clear, bold and distinctive designed to carry the proud spirit of ECU Athletics. Secondary identifiers provide ECU Athletics with flexibility for selected use. These identifiers should not be used as primary marks. Refer to the Athletics Branding - Trademark Licensing Guidelines for clarity and permission-to-use.



Gold Outline



Black Outline



Black Outline



Purple Outline



Gold Outline

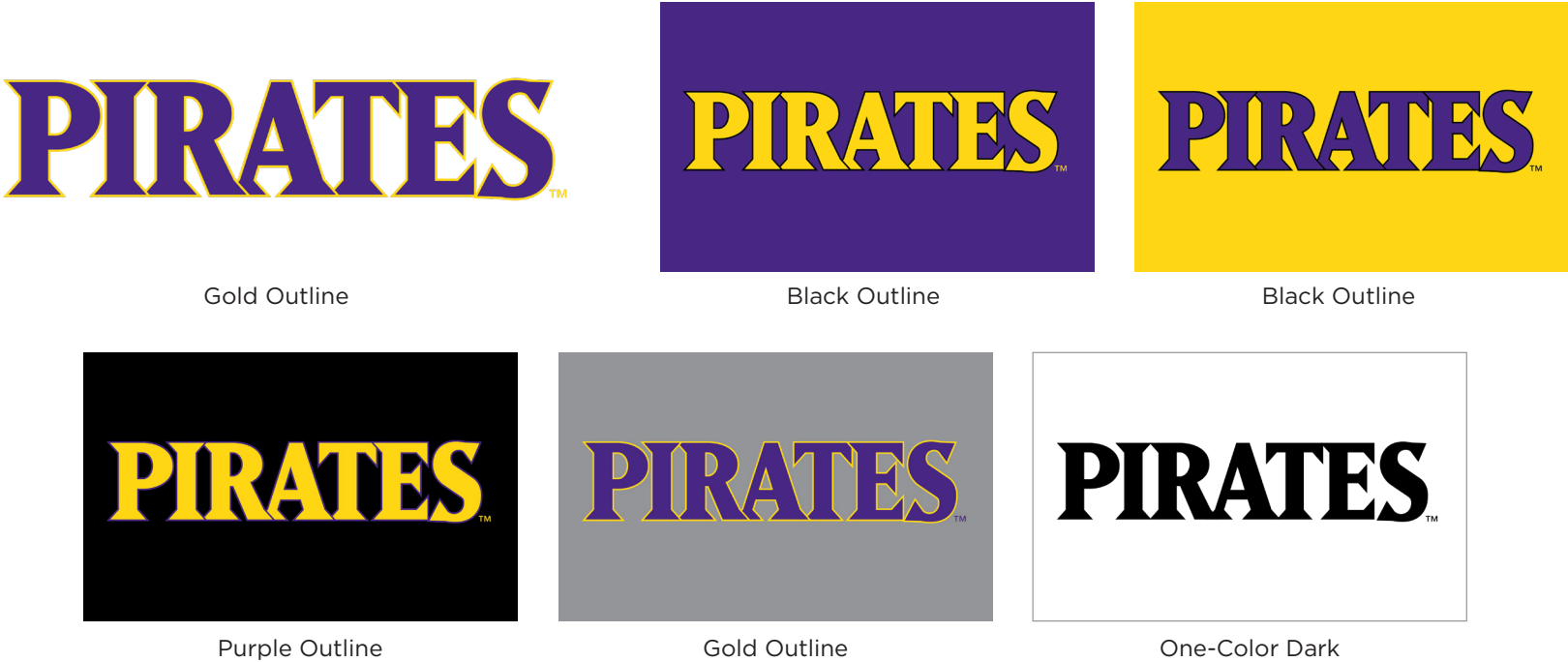


One-Color Dark

**SECONDARY IDENTIFIERS**

**SECONDARY - "PIRATES" WORDMARK**

The Pirates mark can be used in secondary locations for general use.





## SECONDARY IDENTIFIERS

### EAST CAROLINA WORDMARK

This mark can be used in secondary locations for general use.

X  
↔ The protected area around the logo ensures that no other graphic element interfere with its clarity and integrity. The depth of the protected area is the height of the “x.”



Gold Outline



Black Outline



Black Outline



Purple Outline



Gold Outline



One-Color Dark

SECONDARY - "EAST CAROLINA" WORDMARK



Gold Outline



Black Outline



Black Outline



Purple Outline



Gold Outline



One-Color Dark

## TEAM DESIGNATION IDENTIFIERS

### TEAM IDENTIFIERS

Athletics Department team and unit names may be displayed in designated area.

{Shown page 20} Pirate Mark with designation beneath. Designations greater than 15 characters must be placed on two lines.

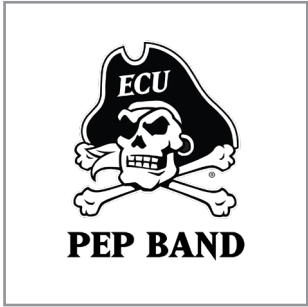
{Shown page 21} ECU Mark with designation beneath. All designations are on one line.

{Shown page 22} Pirate Mark with designation to the right. All designations are on one line.

Designations may not be adjusted vertically in relation to word mark.

Matrix Extra Bold will be used for team/unit designation as shown on pages 20-22 of this guide.

TEAM DESIGNATION MARKS | PIRATE+TEAM STACKED



TEAM DESIGNATION MARKS | ECU+TEAM



TEAM DESIGNATION MARKS | PIRATE+TEAM TO RIGHT



# SECONDARY IDENTIFIERS

These marks can be used in secondary locations for general use.

PIRATES STATE OF MIND MARK



PIRATES SCRIPT MARK



## ADIDAS PATTERN

### OFFICIAL COLORS



#### PURPLE

PMS 268 C | PMS 268 U  
(coated | uncoated paper)  
C=82 M=98 Y=0 K=12  
R=88 G=44 B=131  
# 582c83



#### GOLD

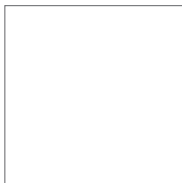
PMS 109 U (uncoated paper) PMS 123C (coated paper)  
C=0 M=11 Y=96 K=0 C=0 M=22 Y=83 K=0  
R=255 G=199 B=0 R=255 G=199 B=44  
# FFC700 # ffc72c

### ACCENT COLORS



#### BLACK

C=75 M=68 Y=67 K=90  
R=0 G=0 B=0  
# 000000



#### WHITE

C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
# FFFFFFFF



#### CRIMSON

PMS 201 C  
C=7 M=100 Y=68 K=32  
R=157 G=34 B=53  
# 9D2235

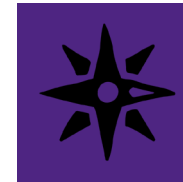
### PATTERN USAGE COLOR COMBINATIONS



**GOLD  
PURPLE**



**PURPLE  
GOLD**



**BLACK  
PURPLE**



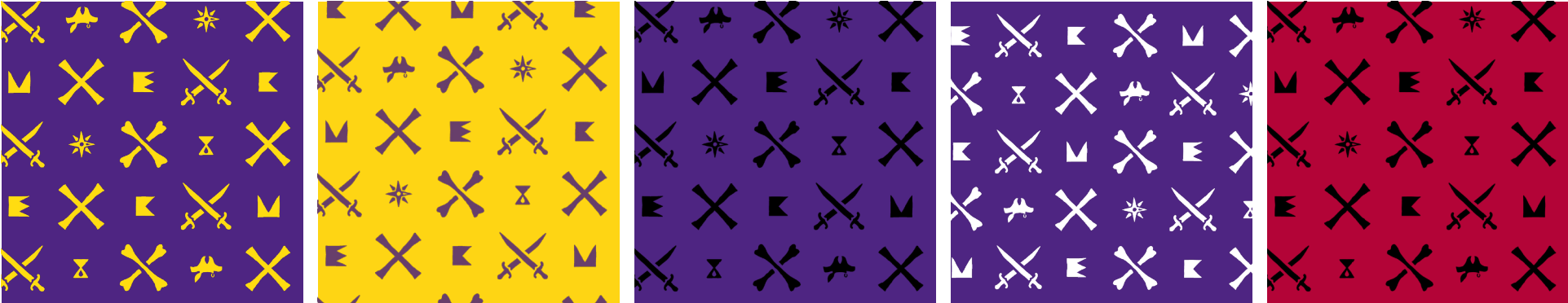
**WHITE  
PURPLE**



**BLACK  
CRIMSON**

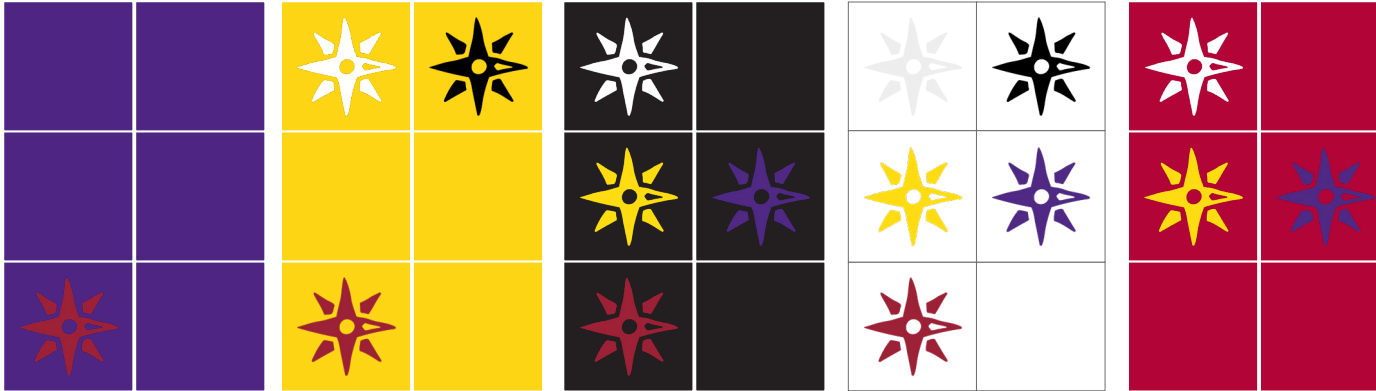


APPROVED COLOR VARIANTS



## ADIDAS PATTERN

COLOR USAGE - NOT ALLOWED



DO NOT ALTER ARTWORK

DO NOT ROTATE PATTERN

DO NOT FLIP PATTERN HORIZONTALLY OR VERTICALLY

DO NOT ROTATE ON AXIS

DO NOT SKEW OR DISTORT

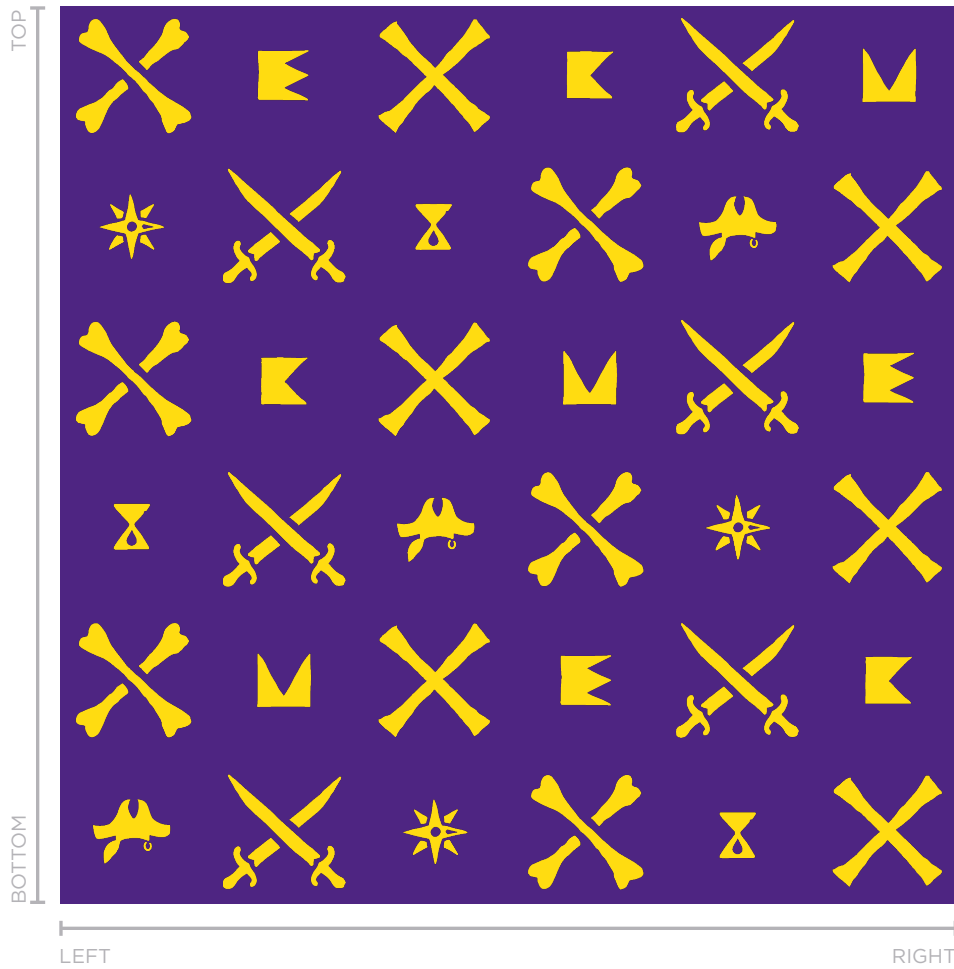
DO NOT OMIT OR REPLACE PATTERN ICONS

DO NOT COMBINE ECU ICON PATTERN AND ECU SIGNAL PATTERN INTO SINGLE PATTERN

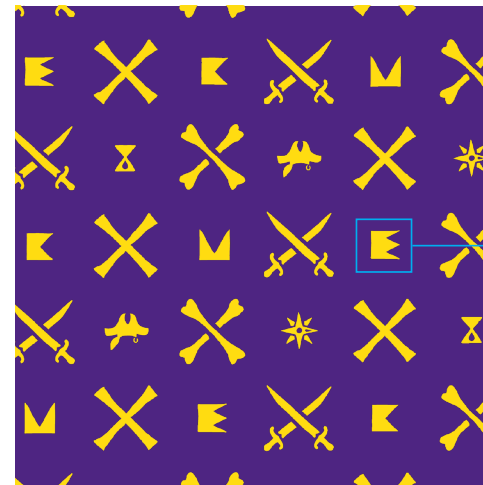
DO NOT USE THE VERTICAL PATTERN FOR HORIZONTAL APPLICATIONS

DO NOT FLIP PATTERN HORIZONTALLY OR VERTICALLY

# ALL OVER PATTERN - FULL REPEAT



## MINIMUM ALLOWABLE SCALE



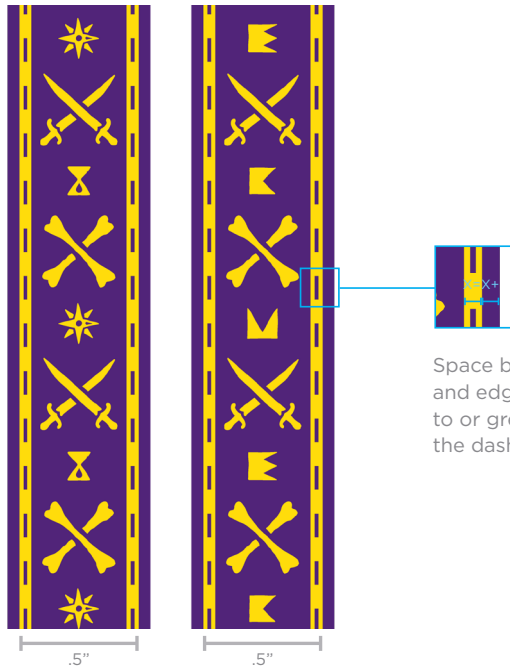
ENLARGEMENT

THE SHOULD BE AT LEAST .125" WIDE.  
SHOWN AT 100%

# ADIDAS PATTERN

## VERTICAL PATTERN - FULL REPEAT AND COLOR OPTIONS

### MINIMUM ALLOWABLE SCALE



The minimum distance between dashed stripes should be at least .5" wide. Shown at 100%

Space between dashed stripe and edge must always be equal to or greater than the width of the dashed stripe.

### ICON PATTERN



### SIGNAL FLAG PATTERN



# HORIZONTAL PATTERN - FULL REPEAT AND COLOR OPTIONS

## ICON PATTERN

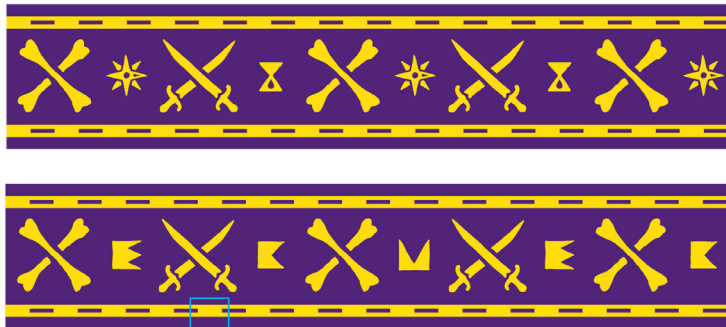


## SIGNAL FLAG PATTERN



LEFT RIGHT

BOTTOM TOP



.5"

.5"

The minimum distance between dashed stripes should be at least .5" wide. Shown at 100%



Space between dashed stripe and edge must always be equal to or greater than the width of the dashed stripe.

## PIRATE CLUB MARKS

The East Carolina University Educational Foundation, better known as the Pirate Club, is the friend-raising and fund-raising arm of East Carolina University's Division I athletics program. Questions regarding the use of the Pirate Club name or graphic should be directed to the Pirate Club office.



Black Outline



Black Outline



Purple Outline



Gold Outline



One-Color Dark

## DESIGNATIONS

When using the Primary mark and referencing a particular (specific) chapter of Pirate Club, the Matrix Extra Bold font will be used for the designation as shown below.



**DESIGNATIONS**

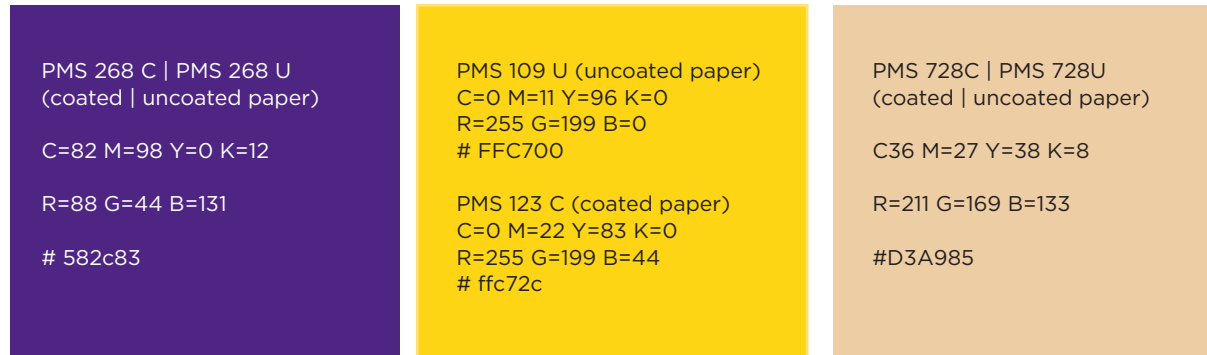
When using the Primary mark in conjunction with the “SPC” the Matrix Extra Bold font will be used as shown below.





## LEGACY MARK

A Pirate Head graphic has traditionally represented ECU Athletics dating back to the adoption of Pirates as the school mascot. This specific pirate head was implemented as the primary mark in 1998 and represents the history and tradition of the ECU athletics program, and as such, ties the past and the future together. The legacy mark should be used in areas such as the Hall of Fame, letterwinners and/or tradition areas, and other endeavors which recognize the history of Pirate Athletics. This mark can be used in association with other official identifiers with appropriate administrative approval.



Gold imprint/embroidery etc. on apparel and non-apparel (non-paper) products should match 109U.

**LEGACY MARK (PIRATE HEAD)**



## HOW NOT TO USE THE ECU BRAND AND WORD MARKS



Use correct colors



Use correct typography



Use correct clear zone



Do not layer graphic elements



Do not stretch or distort



**ATHLETICS**

Use correct proportions



Do not use old logos



Do not rearrange the elements

## REGISTERED TERMS



**"ECU"**

The following words are officially registered in association with the university and its athletic teams:

East Carolina University®

East Carolina University Pirates™

East Carolina Pirates™

East Carolina®

ECU®

ECU Pirates™

Pirates™

Pirate™

EC™

Purple and Gold™

PeeDee The Pirate™

Arrrgh™

First Down...Pirates™

Where it is a First Down...Pirates™

Paint It Purple™

Murphy Center™

Williams Arena at Minges Coliseum™

Dowdy-Ficklen Stadium™

Clark-LeClair Stadium™

Wright Circle™

Pirate Nation™

We are the Pirates of ECU™

Undaunted™

Loyal and Bold™

Pirate Club™

Student Pirate Club™

SPC™

## COLLEGE VAULT

College Vault is a vintage-inspired merchandise program that pays homage to the University's historical trademarks and traditions through fashion-forward apparel and non-apparel products. The College Vault allows ECU to celebrate its vintage marks that represent a strong history in a trendy, stylish program that is clearly differentiated in the marketplace.

These marks are used in the following ways: Primarily for merchandise in retail/e-commerce, a throwback game or uniform, or it can be utilized for one alternative game uniform.



A select number of vendors are licensed to produce merchandise with Vault logos. For a full list of vendors, please reach out to [spainm18@ecu.edu](mailto:spainm18@ecu.edu)

## UNIFORM POLICY

The primary identifiers are to be featured on all athletic uniforms and official game coaches' and sideline apparel. All team uniforms and official Department of Athletics apparel including, warm-up wear, travel wear, practice gear, and team equipment/cases/bags, etc. must have administrative approval before production. Game uniform decorations should comply with style guidelines color specifications. Any special design graphic requests (such as tone on tone, etc.) are to be made through the Equipment Office staff for submission to the Licensing Office for review and administrative approval.

The primary icon should be displayed in a prominent location on the game uniform. Prominent location/locations will be determined based upon the sport uniform.

Matrix Extra Bold number font (created with adidas), in one or two colors, is designated as the number font to be used for team uniforms.

Game headwear should display the primary icon and/or primary word mark in the primary location on caps, visors, helmets, etc.; secondary identifiers can be used in secondary locations. This includes coaches' and sideline staff game day headwear.

Non-traditional and fashion trend dominated color uniforms, with administrative approval, are acceptable for wear. Examples would be the occasional use of a unique uniform, like those that support initiatives such as breast cancer or honoring the U.S. military. Although acceptable for special situations, the utilization of colors outside of the primary color palette is not intended for long-term use. ECU colors dominated uniforms should be worn in all post season contests.

## ADDITIONAL GUIDELINES

### REFERENCE - STATISTICS ABBREVIATIONS

“ECU” is the preferred reference followed by “East Carolina” for use by announcers, on scoreboard displays, statistic abbreviations, etc.

For television in-game and studio graphics, the primary Pirate mark is preferred followed by the primary ECU word mark. E. Carolina, East Caro and other abbreviations are not acceptable.

For newscast (television) and newspaper graphic displays the primary Pirate mark is preferred followed by the primary ECU word mark.

All teams (men and women) should be referred to as “Pirates”. Women’s teams should not be referred to as “Lady Pirates.”

### PUBLICATIONS & PROMOTION REVIEW AND APPROVAL

Internal guidelines are established to create a unified appearance and to maintain consistency in all publications, whether print or electronic, published and distributed by East Carolina University.

All athletic-related publications, stationary etc, including all promotional and marketing athletic publications (printed and electronic), whether paid for with state or non-state funds, must adhere to the graphic standards described in the Athletics Branding - Trademark Licensing Guidelines.



## ADDITIONAL GUIDELINES

### PROMOTIONAL ITEMS

In order to protect the university's license agreements, marketing agreements and graphic identity standards, promotional items must be designed and reviewed to ensure compliance with these agreements and standards. In addition, these items can only be purchased from vendors who are licensed by the university to produce ECU-trademarked items. A list of these vendors/licensees is available at [www.ecu.edu/licensing](http://www.ecu.edu/licensing) and/or through the Department of Materials Management.

All off-campus advertising by athletics units must be approved in advance through Athletics Marketing/Licensing Office.

### INTERNET, SOCIAL MEDIA, MOBILE APPS STANDARDS

[ECUPirates.com](http://ECUPirates.com) is the official website for ECU Athletics. [ECUPirateClub.com](http://ECUPirateClub.com) is the official website for the ECU Pirate Club. These are the only official sites representing ECU Athletics. All sports and/or administrative areas should work through the designated athletics staff for administrative approval to coordinate all content for the athletics department website and official department social/new media entities (twitter, etc.) to ensure a consistent representation. This includes recruiting-related web pages, social media sites and mobile applications. Refer to the Athletics Branding - Trademark Licensing Guidelines for detail information.

## STATIONERY

All athletics department units must follow the standard formats established for athletics letterhead, envelopes, business cards, office forms, email signatures etc. When ordering new stationery items, please order using the standard formats. Refer to the Athletics Branding - Trademark Licensing Guidelines for writing style specifications and additional detail information.

## OTHER ATHLETICS USES

Again, please refer to the Athletics Branding - Trademark Licensing Guidelines for detailed information related to brand identifier uses with facilities, events, apparel, uniforms, equipment, awards/gifts, electronic email signatures, videography, writing style specifications, club sports and university student organizations, camps and clinics and other applications.

## UNIVERSITY REGISTERED TRADEMARKS

East Carolina University owns the exclusive intellectual property rights to its name, logos, slogans, colors, mascot, trademarks, service marks, and other indicia related to the university, its programs and services, and its athletic teams (collectively, the “marks”). University marks may not be used for any purpose without the advance written permission of East Carolina University.

For questions regarding the use of East Carolina University’s marks, please refer to the following Web sites:

[www.ecu.edu/licensing/](http://www.ecu.edu/licensing/)

# **ECU ATHLETICS**

Ward Sports Medicine Building

Greenville, NC 27858

252-737-4600

04-26-2023