

**Primary Mark**

- Minimum size for embroidery of the primary mark is 1"
- Logos may be approved for use on additional fashion colors. These backgrounds are subject to review and approval from the University.

**Primary Word Mark**

- ECU logo (mark 8-14) is the primary mark of athletics

**Secondary Word Mark**

**Additional Word Marks**

PAGE 1/3 NOTE: The marks of ECU are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

<h1 style="margin: 0;">ECU (East Carolina University)</h1> <p style="margin: 0;">Current Revision Date: 05/08/23</p>											
<p><b>Sport Specific Marks</b></p> <ul style="list-style-type: none"> <li>Please follow the formula for colors and background colors that is shown on Page 1</li> <li>All University sports and color variations are available upon further request</li> <li>Contact Brittany Peisel at brittany.peisel@img.com</li> <li>Team/Unit names greater than 15 characters must be placed on two lines on the Pirate+Team Stacked and ECU+Team marks.</li> <li>Designations may not be adjusted vertically in relation to word mark.</li> <li>Matrix should be used when the sport name is next to the primary mark, but Matrix Extra Bold should be used when the sport name is below the primary or ECU logo.</li> <li>Team/Unit name should <b>NOT</b> be outlined.</li> </ul>	36	37	38	39	40						
41	42	43	44	45							
46	47	48	49	50							
<b>Pirate State of Mind Marks</b>			<b>Matrix Font (left) &amp; Gotham Font (right)</b>								
51	52	53	60								
			<table border="0" style="width:100%; font-size: small;"> <tr> <td style="width: 50%;">A B C D E F G H I J</td> <td style="width: 50%;">A B C D E F G H I J</td> </tr> <tr> <td>K L M N O P Q R S</td> <td>K L M N O P Q R S</td> </tr> <tr> <td>T U V W X Y Z</td> <td>T U V W X Y Z</td> </tr> </table>			A B C D E F G H I J	A B C D E F G H I J	K L M N O P Q R S	K L M N O P Q R S	T U V W X Y Z	T U V W X Y Z
A B C D E F G H I J	A B C D E F G H I J										
K L M N O P Q R S	K L M N O P Q R S										
T U V W X Y Z	T U V W X Y Z										
<b>Script Pirates</b>			61								
54	55	62									
		<table border="0" style="width:100%; font-size: small;"> <tr> <td style="width: 50%;">A B C D E F G H I J</td> <td style="width: 50%;">A B C D E F G H I J</td> </tr> <tr> <td>K L M N O P Q R S</td> <td>K L M N O P Q R S</td> </tr> <tr> <td>T U V W X Y Z</td> <td>T U V W X Y Z</td> </tr> </table>				A B C D E F G H I J	A B C D E F G H I J	K L M N O P Q R S	K L M N O P Q R S	T U V W X Y Z	T U V W X Y Z
A B C D E F G H I J	A B C D E F G H I J										
K L M N O P Q R S	K L M N O P Q R S										
T U V W X Y Z	T U V W X Y Z										
56	57	58	59								
<b>PeeDee Mark</b>		<b>Helmet Mark</b>	<b>No Quarter Mark</b>								

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<b>Brand Pattern Swatches</b>			<b>Institutional Marks</b>				
For all brand marks (63-82): Do not alter artwork, do not rotate pattern, do not combine Icon Pattern and Signal Flag Pattern into one, do not use vertical pattern for horizontal applications, do not flip pattern, do not skew/distort, do not omit/replace pattern icons.							
63	64	65	66	83	84	85	
<b>Vertical Pattern</b>				86	87	88	
67	68	69	70	71	72	73	
<b>Horizontal Pattern</b>							
75	76	77	78	79	80	81	
81	82	89				90	91
<b>Icon Pattern</b>		<b>Signal Flag Pattern</b>		<b>Stacked (vertical) logos are to be used only in cases where the horizontal logo will not fit.</b>			
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