**ECU (East Carolina University)**

- **Primary Mark**: Featured in the name of the university.
- **Secondary Mark**: Used in the name of the university.
- **Additional Mark**: Not mentioned.

**Trademarks and Logos**

- **Stacked (vertical) logos**: To be used only in cases where the horizontal logo will not fit.
- **Fashion Colors**: Certain colors are allowed as backgrounds but subject to University review and approval. Red, light blue, and dark blue are not allowed.
- **Color Combinations**: Certain color combinations are not allowed, including gold & black, red, or powder blue.

**University Seal**: For use on official University documents such as diplomas and in special circumstances on promotional items such as coins. By approval on a case-by-case basis only.

**Basketball, Football, Baseball, and Soccer Logos**: Representations of the university's athletic teams.

**Sunglasses Logos**: Representations of the university's athletic teams.

**Additional Information**

1. **Horizontal logos**: Stacked (vertical) logos are to be used only in cases where the horizontal logo will not fit.
2. **Fashion Colors**: Certain fashion colors are allowed as background but are subject to University review and approval. Red, light blue, and dark blue are not allowed.
3. **Color Combinations**: Certain color combinations are not allowed, including gold & black, red, or powder blue.
4. **University Seal**: For use on official University documents such as diplomas and in special circumstances on promotional items such as coins. By approval on a case-by-case basis only.

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Current Revision Date: 05/08/23

**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.

**ECU Health**: Representative image of the University's health services logo.

**Institutional Logos**: Uses the University's official logo.

**ECU Health**: Stacked (vertical) logos are to be used only in cases where the horizontal logo will not fit.

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