

EAST TEXAS BAPTIST UNIVERSITY

Marketing/Design Manual

Introduction

Publications, as well as all printed items, play an important role in our communication and image with the public. The Public Relations Office has developed this guide to help with the use of official ETBU logos, etc. when developing printed items from your office. Logos are marketing symbols meant to make ETBU recognizable, sometimes at a glance, with our constituents. As always, the staff in the Public Relations Office is available to assist in layouts, designs, use of logos, etc.

Letterhead

All University letterhead should be ordered through the Office of Public Relations. The “Light on the Hill” letterhead (*see appendix 1-A*) is used for all faculty/staff offices with the exception of Athletics, which uses the “Tiger Eyes” letterhead (*see appendix 1-B*).

Envelopes

All University envelopes should be ordered through the Office of Public Relations. The “Light on the Hill” envelope is used for all faculty/staff offices with the exception of Athletics, which uses the “Tiger Eyes” envelope (*see appendix 2-C*). The “Light on the Hill” envelopes may be printed in 2-color (*see appendix 2-A*) or in one color (*see appendix 2-B*).

Business Cards

All business cards should be ordered through the Office of Public Relations. The “Light on the Hill” card (*see appendix 3-A*) is used for all faculty/staff with the exception of Athletics, which uses the “Tiger Eyes” card (*see appendix 3-B*).

Use of University Name and Logos

This section describes the use of the University name when it is being used in ads, publication cover pages, etc. - not the regular typing of the name. The official logos shown in this section should be obtained from the Office of Public Relations and should not be altered in any way. Please do not scan or recreate logos as this can result in inferior quality.

1. When the name of the University is spelled out, it should be in all caps with the first letter of each word being larger than the others. Typically, the font is either *Times New Roman*, *Microsoft Sans Serif*, or *Tw Cen MT Condensed extra bold*. There is a “logo” version of the university name which matches the web site that can be used. See 3-C below.

Example:

EAST TEXAS BAPTIST UNIVERSITY

2. Uses of the abbreviation “ETBU”

- When using the abbreviation “ETBU” in all capital letters, no particular font is suggested. However, bold - block letters are preferred.
- When using the lower case “etbu,” follow the guidelines below in the “Official Logo” section.

3. Use of official logos. Remember, the official logos shown in this section should be obtained from the Office of Public Relations and should not be altered in any way. **Please do not scan or recreate logos as this can result in inferior quality.**

A. Lower Case “etbu”.

The image shows the lowercase letters 'etbu' in a very bold, black, sans-serif font. The letters are thick and blocky, with a slightly irregular, hand-drawn appearance.

B. Lower Case “etbu” with the Name of the University.

The image shows the lowercase letters 'etbu' in a very bold, black, sans-serif font, identical to the previous logo. Below the letters, the words 'EAST TEXAS BAPTIST UNIVERSITY' are written in a smaller, all-caps, black, sans-serif font.

C. “Logo” version of the University Name

EAST TEXAS BAPTIST UNIVERSITY

D. The Light on the Hill.



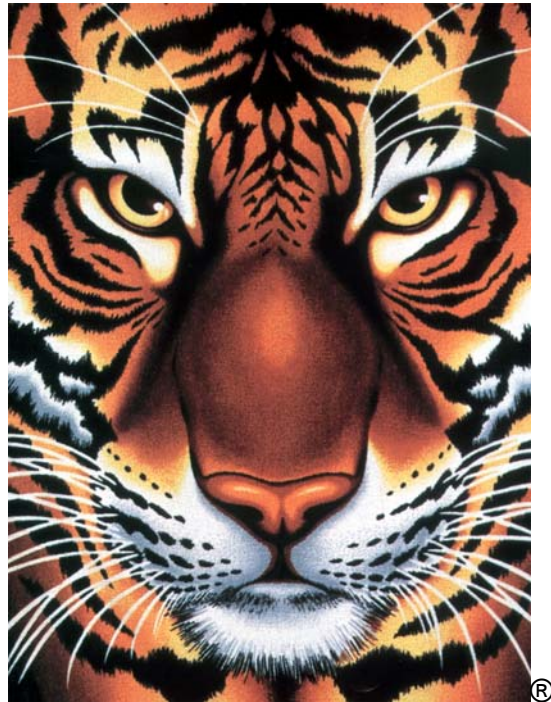
E. The University Seal. This logo should be used primarily at the discretion of the President for official occasions and documents.



F. The Tiger Eyes. The Tiger Eyes logo is a registered trademark and should be identified, when possible, with the ® symbol. This logo can be used in a one-color process or four-color process. The one-color process can be used for offscreen printing but should not be used in screen printing or for promotional items. The four-color process can be used for offscreen printing and should be used for screen printing and promotional items.



- G. The Tiger Face. The Tiger Face logo is a registered trademark and should be identified, when possible, with the ® symbol. This logo can be used in a one-color process or four-color process. The one-color process can be used for offscreen printing but should not be used in screen printing or for promotional items. The four-color process can be used for offscreen printing and should be used for screen printing and promotional items.



Exceptions and Special Permissions

The intent of this manual is to maintain a common look and image. It is understood that exceptions may apply in some circumstances. To request an exception to these printed guidelines, send your request, in writing, to the Director of Public Relations. If your request is not granted, you may appeal in writing to the Dean of Admissions and Marketing who will direct your request to the Marketing Council.