

ETBU

BRAND STANDARD QUICK REFERENCE



PRIMARY LOGO



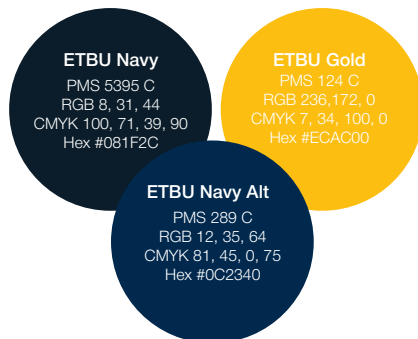
UNIVERSITY SEAL

EAST TEXAS BAPTIST UNIVERSITY

UNIVERSITY NAME



TEXAS TIGER EMBLEM



OFFICIAL UNIVERSITY COLORS



EAST TEXAS BAPTIST UNIVERSITY

EMBRACING FAITH ★ ENGAGING MINDS ★ EMPOWERING LEADERS ★ ENHANCING COMMUNITY

CORE COMMITMENTS

ETBU

BRAND STANDARD QUICK REFERENCE

ENHANCEMENTS MADE AND IDENTIFYING THE CORRECT ONE

PRIMARY LOGO



INCORRECT



CORRECT

UNIVERSITY SEAL



INCORRECT



CORRECT

TEXAS TIGER EMBLEM



INCORRECT



INCORRECT



CORRECT