

EAST TEXAS BAPTIST UNIVERSITY BRAND GUIDE

A guide to understanding and managing the ETBU brand

V01: SPRING 2025



Managing the ETBU Brand

A carefully managed application of the visible East Texas Baptist University brand strengthens image. Visual elements such as color, imagery, fonts, and the ETBU logo are often the most recognizable elements of the institution's brand, and applying them cohesively can influence how ETBU is perceived.

The elements found in this guide work together to build and convey ETBU's message, story, and core commitments. Using them repeatedly and consistently, according to the standards within this guide, helps make the University recognizable.

Projects that use the ETBU logo or are produced for an external audience should be developed in collaboration with the Office of Marketing and Communication.

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Institutional Marks

This section includes the official Institutional Marks for East Texas Baptist University. It features the ETBU Shield Logo, University Seal, ETBU Spirit Logo, and Academic School identifiers. These marks serve as the primary visual identifiers of the University and should be used for academic, administrative, and general University communications. Consistent use of these elements helps preserve the integrity of the ETBU brand and ensures a unified representation across all platforms and materials.

**Preferred Format: Acronym, Stacked**

The institutional logo is the primary identifier of the ETBU brand and is used in all marketing and communication efforts representing the University. The preferred format includes the shield and ETBU acronym stacked over the full University name. This version should be used whenever possible. The text is typeset in Trajan Pro, and the representation of the cupola in the shield anchors the logo and serves as an iconic, recognizable connection to campus.

ETBU Navy on White



ETBU Gold on ETBU Navy



ETBU White on Navy or Black





Why Clear Space

When using the logo with other graphic elements (photography, illustration, typography), allow clear space according to the guidelines illustrated here. This ensures legibility and prominence for the logo. The minimum clear space is equivalent to one quarter of the height of the entire logo.

Why Minimum Size

The primary logo may not be reproduced any smaller than 1.25 inches in width to maintain legibility.



What NOT to do:

Do NOT manipulate the word mark in any way from the approved versions outlined in this guide. Do NOT:

- Present the logo in an unapproved color
- Present the logo in a non-brand font
- Present the logo on a background that does not provide enough contrast with the logo
- Present the logo rotated or skewed
- Present the logo with the element proportions altered in any way
- Present the logo compressed or stretched
- Present the ETBU Shield and ETBU Acronym together without also including "East Texas Baptist University"

Primary Logo: Acronym, Stacked, without Shield



Primary Logo: Acronym, without Shield



Acronym, Stacked, without Shield

This secondary logo serves as an alternative identifier for the ETBU brand, designed for use in contexts where a simplified or more compact version is appropriate. The preferred format for the secondary logo includes only the ETBU acronym in a stacked arrangement, without the shield. This streamlined design maintains the integrity of the ETBU brand while offering flexibility for various applications. The text remains typeset in Trajan Pro, ensuring continuity in the University’s visual identity. The removal of the shield emphasizes the strength and recognition of the ETBU acronym on its own while preserving its connection to the institution. In select contexts where the full University name is already understood or where visual simplicity is prioritized, the ETBU acronym may be used alone, without “East Texas Baptist University” beneath it.

Primary Logo: Horizontal Format, with and without Shield



EAST TEXAS BAPTIST UNIVERSITY
EAST TEXAS BAPTIST UNIVERSITY



EAST TEXAS BAPTIST UNIVERSITY

EAST TEXAS BAPTIST UNIVERSITY



EAST TEXAS BAPTIST UNIVERSITY

EAST TEXAS BAPTIST UNIVERSITY



EAST TEXAS BAPTIST UNIVERSITY

EAST TEXAS BAPTIST UNIVERSITY

Horizontal Format, with and without Shield

This secondary institutional logo is available for use when the available space is limited and strongly horizontal. The horizontal institutional logo is offered with and without the shield. Every effort should be made to use the primary logo whenever possible.

ETBU Shield



ETBU Shield

The shield, featuring the iconic ETBU cupola found on top of the Great Commission Center, may be used as a secondary logo or occasionally as a standalone graphic. It may be used as an icon identifier or visual anchor in the available primary brand colors or as a watermark in a screened version of the brand colors. The use of the shield alone is allowed for scenarios when the available space is less than the minimum size allowance, as long as the University name is present elsewhere on the piece.

Clear Space and Minimum Size

The University Shield must have clear space equivalent to 1/3 the size of the width of the emblem. The minimum allowable size for the shield is 0.25” in width.

ETBU Seal

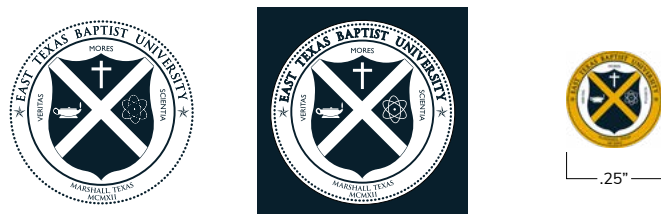


ETBU Seal

The ETBU seal is an important part of the college's heritage, noting its longstanding commitment to truth (veritas), Christian ideals (mores), and knowledge (scientia). It should not be used as a casual logo on marketing or informational materials and is reserved for official documents and occasions as well as official Presidential business. Any other usage of the seal must be approved by the Office of Marketing and Communication.

Clear Space and Minimum Size

The University Seal requires clear space equal to one-quarter of the size of the mark on all sides. To ensure legibility, the seal should never be used at a size smaller than 0.5" square.



ETBU Spirit Logo



ETBU Spirit Logo

The ETBU Spirit logo is a modern representation of East Texas Baptist University. Featuring the prominent “ETBU” lettering in a strong, athletic-style typeface, this logo embodies school pride, tradition, and excellence. Below the “ETBU” typography, “East Texas Baptist University” is displayed in a refined serif font. This combination of fonts and colors conveys a balance of strength and sophistication, making the ETBU Spirit logo a key element in ETBU’s visual identity.

Clear Space and Minimum Size

The ETBU Spirit logo should be surrounded by clear space equal to one-half the height of the ETBU lettering. This mark should not be used at a size smaller than 1.25” in width.

Vertical (Primary)



Horizontal (Secondary)



School Identifier

Logos identifying each of the seven ETBU schools are available in vertical and horizontal formats. These provide the schools with identifying marks while maintaining consistency with the overall ETBU brand; the goal is to create a branded house rather than a house of brands. The school identifiers are all available in the primary two-color and one-color options in navy, gold, and white. The vertical format is preferred whenever space allows.

ETBU School Identifiers



School of Christian Studies
and Humanities



School of Christian
Studies and Humanities



School of Communication
and Performing Arts



School of Communication
and Performing Arts



School of Education



School of Education



School of Natural
and Social Sciences



School of Natural
and Social Sciences



Teague School of Nursing



Teague School
of Nursing



Frank S. Groner School
of Professional Studies



Frank S. Groner School
of Professional Studies

Script Logo



B. H. Carroll School Identifier



Script Logo and School Identifier

The original B. H. Carroll logo represents the program's long-standing heritage and identity. The School Identifier logo visually aligns B. H. Carroll with other academic schools at East Texas Baptist University, presenting a unified academic brand across campus. Either logo may be used when representing the seminary, depending on the context and desired emphasis.

Typography & Color

Typography and color are powerful building blocks in the University brand. When used effectively and consistently, they command attention, create a visual brand voice, and show institutional spirit.

Primary Sans Serif Font

Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()-+=,.?

abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()-+=,.?

Nunito Sans Extra Light + Italic

AaBb01
AaBb01

Nunito Sans Light + Italic

AaBb01
AaBb01

Nunito Sans Regular + Italic

AaBb01
AaBb01

Nunito Sans SemiBold + Italic

AaBb01
AaBb01

Nunito Sans Bold + Italic

AaBb01
AaBb01

Nunito Sans ExtraBold + Italic

AaBb01
AaBb01

Nunito Sans Black + Italic

AaBb01
AaBb01

Primary Serif Font

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()-+=,.?

TRAJAN PRO LIGHT

AB01

TRAJAN PRO REGULAR

AB01

TRAJAN PRO SEMIBOLD

AB01

TRAJAN PRO BOLD

AB01

*Note

Trajan Pro must be displayed using all caps in all instances

Bebas Neue Pro

Bebas Neue Pro Book + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&()-+=,.;?*

Bebas Neue Pro Regular + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&()-+=,.;?*

Bebas Neue Pro Bold + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?

Bebas Neue Pro Expanded Book + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&()-+=,.;?*

Bebas Neue Pro Expanded Bold + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?

Arno Pro

Arno Pro Regular + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&()-+=,.;?*

Arno Pro SemiBold + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&()-+=,.;?*

Arno Pro Bold + Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?
abcdefghijklmnopqrstuvwxyz1234567890!@#%^&*()-+=,.;?

***Note**

The type samples shown here represent a selection of available font weights intended to demonstrate the versatility of our typographic system. While these examples offer a helpful guide, all weights within the approved type families may be used as needed to achieve the desired visual impact, provided they maintain clarity, consistency, and alignment with the overall brand aesthetic.

Primary Brand Colors



ETBU Navy

Pantone: 5395C R8 G31 B44
C100 M71 Y39 K90 HEX: 081F2C

ETBU Gold

Pantone: 124C R234 G170 B0
C0 M30 Y100 K0 HEX: EAAA00

Secondary Brand Colors



ETBU Navy Alt

Pantone: 289C
C100 M76 Y12 K70
R12 G35 B64
HEX: 0C2340

Valor Blue

Pantone: 284C
C59 M17 Y0 K0
R108 G172 B228
HEX: 6CACE4

ETBU Brand Colors

The two primary colors for the ETBU brand are ETBU Navy and ETBU Gold. These colors will be used in all branded materials, with gold serving as an accent color. The primary palette is intentionally limited so as not to dilute the brand visuals and ensure that marketing pieces are immediately recognizable as East Texas Baptist University.

The secondary palette provides two alternative blue tones that support the primary colors. Use these sparingly in comparison to the primary palette.

Visual Identity System

The ETBU brand is extended through the visual identity system in several key pieces that communicate on behalf of the University in frequent, official capacities. Stationery, in particular, plays an important role as members of the University represent the institution when interacting with the external public.



Letterhead

The letterhead features a watermarked implementation of the shield in ETBU Navy but otherwise maintains 0.5" margins on the top and bottom and 1.25" margins on the left and right. It includes direct contact information along the bottom of the page, including the University address and direct phone line alongside the University web address. Recommended top and bottom margins for letter content are 2", and body copy should use Arno Pro typeface or similar system font.

Envelope

The envelope features the primary ETBU logo, main campus address, and two primary brand colors. The logo is placed 0.5" from the left of the piece and where the lettering of the acronym lands 0.5" from the top of the piece.



Letterhead

Office or department-specific letterhead can be created by adding a 1pt gold vertical divider to the right of the primary logo and the office or department name. This should be set in Arno Pro Semibold and Arno Pro Italic (for words like “of, for, and”) 12/13 pt. The name should break into two lines if 4-5 words or longer.

Envelope

The envelope can be made to match the letterhead by including the office or department name at 9/10pt.



Business Card (General)

The business card front will contain the direct contact information. The name will be presented using 14 pt. Arno Pro, with the title in 7 pt. Nunito Sans Black. The only additional information on the card front should be the University address, direct phone line, email address, and University webpage. Cards created for B. H. Carroll Theological Seminary faculty and staff will include the B. H. Carroll primary logo on the card back.

Any deviation from this general format requires approval from the Office of Marketing and Communication.

Business Card (Athletics)

The business card front will contain the direct contact information. The name will be presented using 12 pt. Bebas Neue Pro SemiExpanded ExtraBold, with the title in 8 pt. Bebas Neue Pro regular. The card should include the University address, direct phone line, email address, and Tiger Athletics webpage.

Sample Email Signatures



Employee Name

Employee Title
 East Texas Baptist University
 903.923.XXXX | email@etbu.edu
 www.etbu.edu



Employee Name

Employee Title
 East Texas Baptist University
 903.923.XXXX | email@etbu.edu
 www.etbu.edu



Employee Name

Employee Title
 East Texas Baptist University
 903.923.XXXX | email@etbu.edu
 www.etbu.edu

Email Signature

Email is an important part of how ETBU represents itself to the public. All messages to external audiences should maintain a consistent and professional appearance.

Employees should use the appropriate logo in their email signature based on their area of service. Only one logo should be used per signature.

Use the following guidelines:

ETBU Shield

For individuals serving in University-wide roles, including faculty, executive leadership, student engagement, enrollment, and support services.

Texas Tiger

For employees serving in ETBU Tiger Athletics (e.g., coaching staff, athletic administration).

B. H. Carroll Theological Seminary Logo

For faculty or staff representing the seminary or directly involved in B. H. Carroll programming.

To properly reflect the tone of University communications, do NOT include:

- Personal quotes or taglines
- Photos
- Background graphics

Visit www.ETBU.edu/branding to use the email signature generator tool.

Athletics Marks

The following section outlines the official Athletics marks for East Texas Baptist University. These logos and design elements represent the spirit, tradition, and competitive identity of ETBU Athletics. They are to be used across athletic communication, apparel, merchandise, and promotional materials to maintain consistency and reinforce brand recognition. Proper usage ensures alignment with the University's overall visual identity while celebrating the distinct energy of Tiger Athletics.

Texas Tiger Logo



Texas Tiger Logo

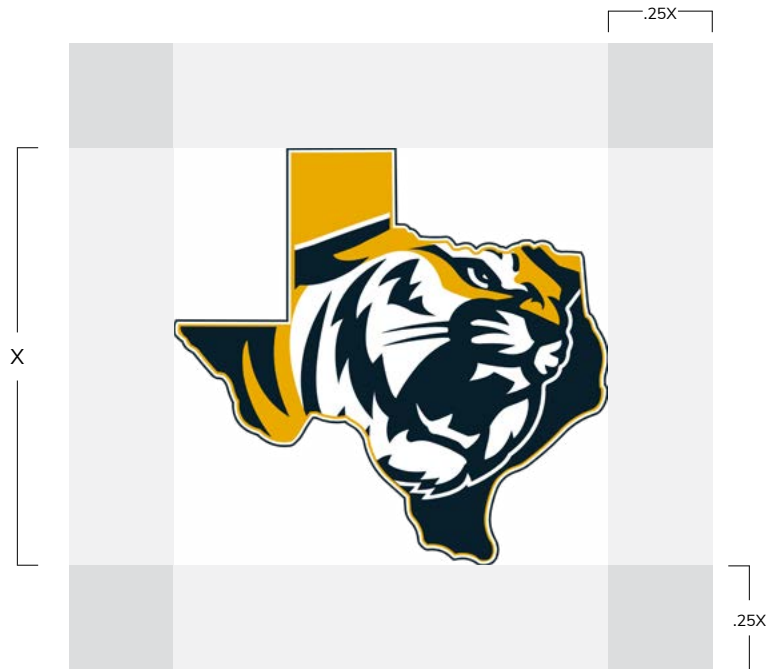
The primary athletic logo is the cornerstone of ETBU's athletic branding and represents the spirit and pride of the University's sports teams. It features the ETBU acronym in a bold and dynamic arrangement, using a customized version of the Tobago font to evoke strength and energy. The design is anchored by a striking depiction of a tiger head integrated with the shape of Texas, emphasizing the University's state and mascot. The logo's vibrant navy and gold color palette reinforces ETBU's identity while ensuring high visibility and recognition in athletic and promotional contexts. This version is the preferred mark for all athletic-related materials and communication.



Clear Space and Minimum Size

The Texas Tiger logo requires clear space equal to one-half the height of the ETBU lettering to maintain visual clarity. It must appear at a minimum width of 1.25"

Texas Tiger Emblem



Texas Tiger

The Texas Tiger Emblem is a bold representation of ETBU's athletic identity, designed to emphasize pride in both the University and its Texas heritage. This mark features a striking tiger head integrated seamlessly with the outline of the state of Texas. The dynamic design highlights the University's mascot while reinforcing its regional identity. Rendered in ETBU's signature navy and gold color palette, the logo exudes energy and confidence.

When to Use

As a versatile symbol, the Texas Tiger Emblem can be used as a standalone graphic, making it ideal for apparel, promotional items, and contexts where a strong, independent representation of ETBU's athletic spirit is desired.

Clear Space and Minimum Size

The Texas Tiger Emblem must have clear space equal to one-quarter of its height. The emblem should never be used at a width smaller than 0.25"

Special Note:

The valor blue Texas Tiger requires prior approval from the Vice President for Communication and Strategic Initiatives and the Office of the President. This ensures the mark is reserved for select occasions and applications that align with ETBU's mission and values.

Tigers Script Logo



Tigers Script

The “Tigers Script” font is a custom typeface designed to convey the energy and tradition of ETBU athletics. Featuring bold, flowing letterforms with dynamic, slanted strokes, the font exudes movement and team spirit, capturing the essence of competition and camaraderie.

When to Use

The “Tigers Script” font is ideal for athletic apparel, team branding, and spirit-focused designs, offering a modern yet timeless representation of ETBU’s athletic pride. Its versatility and eye-catching style make it a standout element within the University’s visual identity system.

Vintage Tiger Logo



Vintage Tiger

The Vintage Tiger Logo is a nostalgic emblem that harkens back to the classic design styles, featuring a bold, retro-inspired tiger illustration. This logo captures the essence of heritage and school pride with a timeless aesthetic. The simplified lines and vintage detailing evoke a sense of tradition while maintaining a bold and impactful presence.

When to Use

Perfect for throwback events, alumni engagement, or specialty merchandise, the Vintage Tiger Logo connects the ETBU community to its rich history and athletic legacy in a way that feels both authentic and iconic.

Horizontal Logo with Identifier



Acronym with Identifier (alternate)



Identifier Format

The Texas Tiger Logo with Identifier showcases the University's pride through its bold ETBU acronym in the Tobago font, with the sport name integrated for clarity. This version can be displayed with or without the Texas Tiger, offering flexibility depending on the context and desired emphasis.

Additional Sport Identifiers



Identifier Format

The Texas Tiger Logo with Identifier showcases the University's pride through its bold ETBU acronym in the Tobago font, with the sport name integrated for clarity. This version can be displayed with or without the Texas Tiger, offering flexibility depending on the context and desired emphasis.

Out-Dated Logos

As the University seeks to build a strong, consistent, and recognizable brand, previously accepted logos and graphics should be eliminated from use. The following are a few examples that should be replaced with the approved imagery found in this guide.

Lowercase ETBU Logo



ETBU Star & Bar



Note

The Lowercase ETBU Logo and the Star and Bar in the ETBU Spirit Logo are outdated and should no longer be used in any official materials. These versions do not align with the University's current branding standards and should be replaced with the updated, approved logos to ensure consistency and accuracy in representing ETBU's identity. Please use only the new institutional logos moving forward.

Outdated University Seal



Differences

1. The words "SEAL OF" are no longer on the University seal
2. The font has been changed to Trajan Pro
3. The new seal contains stars at the beginning and ending of the University name

Previous Athletic Logo



Previous Tiger Shield



Note

The Tiger Shield Logo is considered outdated and should no longer be used in official materials. This logo does not reflect the current branding direction of ETBU and has been replaced by more modern, streamlined logo designs. To maintain consistency with the University's updated identity, please refrain from using the Tiger Shield Logo and use only the approved athletic logos.

OUT-DATED LOGOS

Do Not Use | Athletics

Previous Texas Tiger Logo



Texas Tiger Navy/Gold



Note

Special color treatments, former logos, or reimaginings of the Tiger athletic logos are not authorized for use. These variations do not align with ETBU's current branding guidelines and can cause inconsistencies in visual identity. To ensure brand integrity and recognition, only the official approved logos and color schemes should be utilized.

Stacked Athletic Logo



Sport Identifier



Note

Stacking or placing the Texas Tiger behind the ETBU Spirit Logo is not permitted. This arrangement conflicts with ETBU's established branding standards and compromises the clarity and impact of the logo. For consistency and proper representation, the Texas Tiger and ETBU Spirit Logo should be used according to the approved guidelines.

Copy Style Guide

The ETBU Copy Style Guide exists to ensure consistency, clarity, and Christ-centered excellence in all written communications representing East Texas Baptist University. Whether crafting formal publications, web content, social media posts, or internal documents, this guide provides direction on grammar, punctuation, word usage, tone, and voice. By aligning our language with our mission and identity, we strengthen the University's voice and faithfully reflect who we are—students, faculty, staff, and alumni united in our calling to glorify God through Christian education.

Samples from ETBU's Copy Style Guide

Acronymns

Acceptable on second and subsequent references after a first spelled-out use.

Acceptable without first spelling out if initials are widely recognized (e.g., CEO, SAT, NCAA, HMO, NASA, FBI).

Core Commitments

East Texas Baptist University's core commitments should be capitalized in headings or headlines and always listed in this order:

Embracing Faith, Engaging Minds, Empowering Leaders, Enhancing Community

Departments and Programs

Full formal names of East Texas Baptist University departments and programs are capitalized (Department of Communication).

Shortened second mentions are lowercased (communication department).

Note

The samples from ETBU's Copy Style Guide shown are intended to provide context. These are just a couple of examples to illustrate some key concepts. A comprehensive version of the Copy Style Guide is available online, offering deeper guidance for additional writing scenarios and specialized use cases.

Learn more at www.ETBU.edu/branding.

Social Media

Social media serves as an active and engaging extension of East Texas Baptist University's voice and mission. The various platforms provide space to tell meaningful stories, highlight student life, promote University initiatives, and connect with the broader community in authentic ways. As we engage with followers, we strive to cultivate a respectful and encouraging digital environment that reflects our Christ-centered values. This section outlines guiding principles for account and content creation, audience interaction, and maintaining a positive presence across all ETBU social media channels.

ETBU Social Media Account Creation Guidelines

1. Notify the Office of Marketing and Communication

Before launching an account, send the username and login credentials to the Office of Marketing and Communication at marketing@etbu.edu. ETBU must maintain access to all affiliated accounts in case administrative support or account transitions are needed. If login information changes, please send updated details as soon as possible.

2. Use Approved ETBU Logos and Branding

All uses of the ETBU logo should follow official brand standards. Be sure any logo you include is current and correctly applied. Approved logo files are available for download on the ETBU branding site. Profile pictures have also been created for each existing department and organization to maintain visual consistency across ETBU-affiliated accounts. If your group does not yet have one, the Office of Marketing and Communication can create a branded profile image for your use.

3. Adhere to Social Media Community Standards

Content and interactions on official ETBU-affiliated accounts should reflect the University's values and mission. Please review ETBU's Social Media Community Standards for expectations regarding tone, conduct, and content. The Branding FAQs also provide helpful direction for maintaining visual and verbal consistency.

Note

Schools, Departments, or Organizations affiliated with East Texas Baptist University are encouraged to engage their audiences through social media in ways that reflect the University's Christ-centered mission and values. If you plan to create an account that represents ETBU, please follow these guidelines to ensure consistency, transparency, and long-term accessibility.

Learn more at www.ETBU.edu/branding.

ETBU Social Media Community Standards

At East Texas Baptist University, we view social media as a key tool for connecting with our community, celebrating milestones, and fostering meaningful engagement. Our online presence should reflect the values of respect, integrity, and professionalism.

All content and interactions on University-affiliated social media accounts should align with the following principles:

Respectful Communication: Treat all users with kindness and professionalism. Posts and comments should avoid inflammatory, offensive, and/or derogatory language.

Constructive Engagement: Focus on encouraging positive conversations that highlight the accomplishments and activities of students, faculty, staff, and alumni. Avoid engaging in public disputes or negative interactions.

Truthfulness & Accuracy: Ensure all shared information is accurate, relevant, and consistent with ETBU's messaging. When sharing content from external sources, verify that it is credible and appropriate for the audience.

Professional Tone: Maintain a voice that is approachable and positive. Humor and creativity are encouraged when appropriate, but always ensure that content aligns with the University's mission and values.

Accountability: If inappropriate behavior, such as spam, harassment, or offensive content, is encountered, ETBU reserves the right to moderate, delete, or block as necessary to maintain a respectful environment.

Note

If you have content that you would like to be shared on ETBU's primary social media pages, simply fill out the Social Media Request Form available at www.ETBU.edu/requests. Be sure to provide all relevant details and allow ample lead time for processing and scheduling.

Contact

For questions regarding East Texas Baptist University's Brand Guidelines, contact:

Marketing and Communication
903.923.2374
marketing@ETBU.edu

Additional helpful resources are available at
www.ETBU.edu/branding.





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