ETBU

PRIMARY LOGO

UNIVERSITY SEAL

EAST TEXAS BAPTIST UNIVERSITY

UNIVERSITY NAME

TEXAS TIGER EMBLEM

ETBU Navy
PMS 5395 C
RGB 8, 31, 44
CMYK 100, 71, 39, 90
Hex #081F2C

ETBU Gold
PMS 124 C
RGB 236,172, 0
CMYK 7, 34, 100, 0
Hex #ECAC00

ETBU Navy Alt
PMS 289 C
RGB 12, 35, 64
CMYK 81, 45, 0, 75
Hex #0C2340
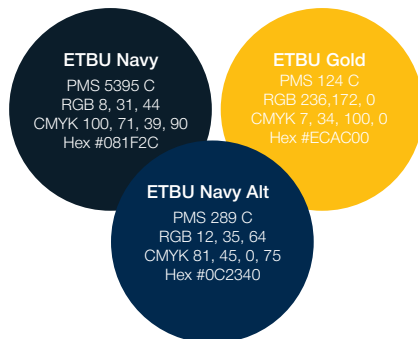
OFFICIAL UNIVERSITY COLORS

EAST TEXAS BAPTIST
U N I V E R S I T Y

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