East Tennessee State University
MINI BRAND GUIDELINES

Office of University Marketing and Communications (UMC)

Feb. 2026

ETSU MAIN LOGO

HORIZONTAL

STACKED

MAIN LOGO – ON BACKGROUND COLORS

ON BLUE BACKGROUND

ON GOLD BACKGROUND

ETSU LOGO ICON

ON WHITE BACKGROUND

ON BLUE BACKGROUND

ON GOLD BACKGROUND

Do not use the icon as a stand-alone mark unless approved by UMC.

MAIN COLOR PALETTE

ETSU Blue
PMS: 282
C:100 **M:**90 **Y:**13 **K:**68 (print)
R:0 **G:**5 **B:**62 (web)
HTML:041E42

ETSU Gold
PMS: 123
C:0 **M:**19 **Y:**89 **K:**0
R:255 **G:**199 **B:**44
HTML:FFC72C

SECONDARY COLOR PALETTE

Gray
PMS: 429
C:21 **M:**11 **Y:**9 **K:**68
R:162 **G:**170 **B:**173
HTML:A2AAAD

Bright Blue
PMS: 286
C:100 **M:**75 **Y:**0 **K:**0
R:0 **G:**51 **B:**160
HTML:0033A0

LOGO CLEAR SPACE

Width of the top of the graphic

OTHER CAMPUS PARTNER LOCKUPS

Lockups, whether internal or external, must be approved by the Office of University Marketing and Communications.

To request a logo, scan the QR Code. Or visit etsu.edu/brand, and look under the Design tab for Typography.

FONTS

BEBAS NEUE (FOR HEADERS)

BEBAS NEUE THIN
BEBAS NEUE LIGHT
BEBAS NEUE BOOK
BEBAS NEUE REGULAR
BEBAS NEUE BOLD

ORAQLE SCRIPT (FOR HEADERS)

Oraqle Regular

ROBOTO (FOR TEXT)

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Regular Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

MERRIWEATHER (FOR SUB-HEADS)

Merriweather Light
Merriweather Light Italic
Merriweather Regular
Merriweather Regular Italic
Merriweather Bold
Merriweather Bold Italic
Merriweather UlraBold
Merriweather UlraBold Italic

To downloaded fonts, scan the QR Code. Or visit etsu.edu/brand, and look under the Design tab for Typography.

PHOTOGRAPHY

To help stylize our brand, we use Adobe Lightroom presets (filters) to give our photos a distinct look and feel.

If you have access to Adobe Creative Suite, you can download and utilize the ETSU preset by scanning the QR Code. Or visit etsu.edu/brand, and look under the Photography tab for Editing.

RUNNING BUCKY

Running Bucky is an official ETSU mark representing school spirit, momentum, and the "Bucs Go Beyond" mindset. Running Bucky may be used independently or in combination with other ETSU branding. No alterations of the mark are permitted except by Office of University Marketing and Communications.

For further guidance, scan the QR Code. Or visit etsu.edu/brand, and look under the Design tab for Logos and Marks.

THE ETSU BRAND GUT CHECK

Here's a quick tool you can use anytime you're creating content.

Before you hit send, post, publish, or present — ask:

1. **Would a Buc actually say this?**
   If it sounds like marketing, rewrite it until it sounds natural and straightforward.

2. **Does "Bucs Go Beyond" naturally complete the thought?**
   If you added it to the end, would it feel earned?

3. **Would someone recognize this as ETSU without the logo?**
   If the answer is yes, you're already on the right track.

That's where **Bucs Go Beyond** comes in.

More than a tagline, Bucs Go Beyond is our brand promise. It's the shorthand for who we are and what makes ETSU different: our students, our faculty, our research, and our impact on our region and beyond. When used consistently and intentionally, it helps audiences immediately recognize ETSU — whether they're reading a headline, watching a video, or scrolling past a post.

For more information log on to etsu.edu/brand