

East Tennessee State University

MINI BRAND GUIDELINES

Office of University Marketing and Communications (UMC)

March 2026

ETSU MAIN LOGO



HORIZONTAL



EAST TENNESSEE STATE
UNIVERSITY

STACKED

MAIN LOGO - ON BACKGROUND COLORS



ON BLUE BACKGROUND



ON GOLD BACKGROUND



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

ETSU LOGO ICON



ON WHITE BACKGROUND



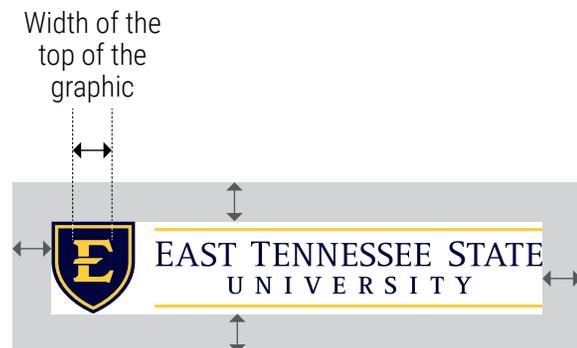
ON BLUE BACKGROUND



ON GOLD BACKGROUND

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

LOGO CLEAR SPACE



OTHER CAMPUS PARTNER LOCKUPS



EAST TENNESSEE STATE
UNIVERSITY

Office of Admissions

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



EAST TENNESSEE STATE
UNIVERSITY

Office of Admissions



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)

Oracle 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 UltraBold
Merriweather UltraBold Italic



To download 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

BUCS GO BEYOND Tagline Usage

STACKED LOGO WITH TAGLINE

HORIZONTAL LOGO WITH TAGLINE

LOGO ICON WITH TAGLINE

STAND-ALONE TAGLINE



BUCS GO BEYOND



BUCS GO BEYOND



BUCS GO BEYOND

PRINT AD

**NATIONALLY
RECOGNIZED
AS A MILITARY
FRIENDLY[®]
UNIVERSITY**

For 15 consecutive years, ETSU has earned the Military Friendly[®] designation by supporting those who serve. Nearly 1,000 military-affiliated students choose ETSU for veteran-led services, a top Army ROTC program in Tennessee, and nationally recognized partnerships.

**LEARN MORE AT
ETSU.EDU/MILITARY**




BUCS GO BEYOND

**REBUILDING
TOGETHER**

ONE YEAR AFTER HURRICANE HELENE, our region's recovery is ongoing—and so is our commitment to long-term renewal.



EAST TENNESSEE STATE UNIVERSITY stands with our neighbors, working side-by-side to help our communities heal, rebuild, and thrive *for years to come.*



**EAST TENNESSEE STATE
UNIVERSITY**

BUCS GO BEYOND

Learn more at etsu.edu/helene



SOCIAL ADS

THIS IS COLLEGE?




BUCS GO BEYOND




BUCS GO BEYOND




BUCS GO BEYOND




BUCS GO BEYOND



**ADVENTURE
STARTS HERE.**



**EAST TENNESSEE STATE
UNIVERSITY**

BUCS GO BEYOND

BUCS GO BEYOND TAGLINE USAGE

BILLBOARDS

#1 IN TENNESSEE
for pharmacy licensure pass rates

etsu.edu/pharmacy

BUCS GO BEYOND

RESULTS MATTER
Best licensure pass rates in TN

etsu.edu/pharmacy

BUCS GO BEYOND

VIDEO ENDFRAME

EAST TENNESSEE STATE
UNIVERSITY

BUCS GO BEYOND

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BUCS GO BEYOND

EBLAST FOOTER

Johnson City Press • February 25, 2026 • 8:18 PM

Sleep is medicine: Why sleep is as important as diet and exercise

Industry News

Chattanooga.com • February 25, 2026 • 1:30 PM

Top Senate Stories: Lee's Poverty Undercount - HOPE Scholarship Cuts?

Johnson General Assembly, Confirmation of Appointment- Tony Treadway, East Tennessee State University Board of Trustees - 4. SJR 0636 *

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East Tennessee State University
Office of Marketing and Communications

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From My Notepads is a twice-monthly newsletter published by the office of ETSU President Dr. Brian Noland. The newsletter's title is a reference to the legal notepads Dr. Noland constantly carries to jot down thoughts, ideas, and notes.

BUCS GO BEYOND

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