The centennial of East Carolina celebrates the essence of the university—service, leadership, ambition, and spirit—by reflecting on a proud heritage, embracing an ever-changing present, and proclaiming a bold and innovative future.
THE CENTENNIAL MARK

General Guidelines
The East Carolina University centennial mark was created for use with marketing projects associated with the university’s centennial celebration. Use of the mark is governed by the ECU Centennial Task Force, the Office of University Marketing, and the Department of University Publications. This document contains specifications for the mark’s usage. If you have specific questions or need more information, please call Clint Bailey, director of university marketing, at 252-328-2606 or Brent Burch, senior art director in the Department of University Publications, at 252-328-1274.

CENTENNIAL MARK

CENTENNIAL WORD MARK

East Carolina University
SPECIFICATIONS FOR CENTENNIAL MARK

CLEAR SPACE

At minimum size, X=1/4"

East Carolina University

4" at widest point

At minimum size, X=1/4"

OFFICIAL COLORS FOR THE MARK

PMS 2603 COATED
C=69  M=100  Y=0  K=2
R=110  B=41  G=141

PMS 2593 UNCOATED
C=61  M=89  Y=0  K=0
R=124  B=65  G=153

PMS 109
C=0  M=10  Y=100  K=0
R=255  B=221  G=0

PMS 873 METALLIC CAN BE
SUBSTITUTED IF APPROPRIATE
SPECIFICATIONS FOR CENTENNIAL MARK

TWO-COLOR TREATMENT PMS 2603/2593 AND PMS 109

ONE-COLOR TREATMENT

PMS 2603/2593  BLACK  PMS 873 METALLIC

REVERSED ON COLORED BACKGROUND
SPECIFICATIONS FOR CENTENNIAL WORD MARK

THREE-COLOR TREATMENT PMS 2603/2593, PMS 109, AND BLACK

East Carolina University

TWO-COLOR TREATMENT PMS 2603/2593 AND PMS 109

East Carolina University

ONE-COLOR TREATMENT PMS 2603/2593 OR BLACK

East Carolina University
SPECIFICATIONS FOR CENTENNIAL WORD MARK

REVERSED ON COLORED BACKGROUND
PROHIBITED TREATMENTS OF CENTENNIAL MARK

Please refer to the following examples of prohibited uses of the centennial mark. In addition to the examples below, do not crop the mark for artistic reasons or use as a design element. The mark in its entirety must be used with proper clear space.

1. Never separate or rearrange elements of the mark.

2. Only use specified colors in the mark.

3. Never separate or rearrange elements of the mark.

4. Do not place mark on competing background.

5. No other typefaces may be used in the centennial mark.

6. Do not screen mark.

7. Do not stretch or manipulate aspect ratio in any way.

8. Do not apply a drop shadow.
PROHIBITED TREATMENTS OF CENTENNIAL MARK

Please refer to the following examples of prohibited uses of the centennial mark. In addition to the examples below, do not crop the mark for artistic reasons or use as a design element. The mark in its entirety must be used with proper clear space.

Never separate or rearrange elements of the word mark.

Never overlap elements of the word mark.

No other typefaces may be used in the word mark.

Only use specified colors in the word mark.

Do not place word mark on competing background.