Identity Standards

Eastern Washington University
Eastern Washington University’s official identity mark, or logo, is comprised of a symbol (EWU Eagle) and words (Eastern Washington University). The following guidelines for usage of this logo, as well as downloadable files, can be found at www.ewu.edu/logo.

**Formats:** Eastern’s identity mark, or logo, may appear in several formats:

*Eastern logo horizontal*

![Eastern logo horizontal](image)

*Eastern logo vertical*

![Eastern logo vertical](image)

*Eastern logo ultra horizontal*

![Eastern logo ultra horizontal](image)

**Note:** The above logos may also appear in all red or all white.
Colors: Approved colors for the logo are as follows. No other colors are permitted.
- Pantone 186 (red) and black
- All red
- All black
- All white

Font: The logo font is Stone Serif bold. Use Stone Serif any time “Eastern Washington University” is written as a headline or title on publications, websites, flyers, brochures, signs, etc. If your computer does not provide this font, Times New Roman is an acceptable substitute.

No longer acceptable: The EWU Eagle symbol may no longer be used as a standalone logo (in place of the official logo).

The EWU Eagle symbol may no longer be used as a standalone logo without specific approval from University Relations.

The “Eastern wordmark” is no longer an acceptable logo and is not to be used.

Exceptions: Exceptions with respect to colors, fonts and the use of the EWU Eagle symbol as a standalone logo were made specifically with the EWU Bookstore for merchandising purposes, the Athletic Department and University Relations.

- If any internal or external constituency wishes to use the logo in any way other than permitted, a specific request must be made to University Relations at (509) 359-6336.

Permission: Friends, partners and/or vendors of the University must receive permission to use the logo.

- Friends and/or partners must contact University Relations at (509) 359-6336.

- Vendors may contact the EWU Bookstore at (509) 359-2531 or Joe Sheeley (Licensing Resource Group – the contracted licensing agent for Eastern) at (616) 395-0676, ext. 104 or www.lrgusa.com

Affiliation: All Eastern Washington University colleges, schools, departments, centers, institutes, clubs and organizations must use the logo to identify their affiliation with the University. Therefore, the logo must appear on the front of every Eastern communications vehicle – from publications to advertisements to website home pages. The Eastern logo must be at least as prominent as the names of individual departments, colleges, schools or programs.
Personalized Logo: Colleges, schools, departments, centers, institutes, clubs and organizations of Eastern requiring a “personalized” logo are to contact University Relations at (509) 359-6336 to discuss their needs. The solution will involve incorporating the entity’s name into the Eastern logo as exemplified below. It is not the practice of University Relations to create a completely unique logo for any individual group, unless directed by University leadership.

School of Computing & Engineering Sciences
Eastern Washington University

University Relations
Eastern Washington University

Not Permitted: No part of the logo may be substituted, resized or distorted. For example:
- EWU Eagle symbol may not be replaced by any other image of an eagle.
- The proportional size of the EWU Eagle symbol to the words “Eastern Washington University” may not be adjusted.
- The placement of the words next to the EWU Eagle symbol may not be changed.
- Distortion or stretching of the logo is not permitted.

Eastern’s logo should only be displayed on materials, storefronts or in other ways that reflect positively on the institution.
There are a variety of other authorized images used by certain groups at EWU. In most cases, these images are *not* acceptable substitutes for the official logo.

**EWU Eagle symbol**

The EWU Eagle symbol is no longer to be used as a standalone logo in place of the official logo unless specific permission is granted by University Relations. The EWU Eagle symbol may be used as a graphic design element (such as a background “watermark” image), as long as it is not being used in place of the official logo. Please contact (509) 359-6336 with questions or special requests.

The EWU Bookstore, Athletics and University Relations are granted special exceptions with regard to the EWU Eagle symbol in order to accommodate their needs for merchandising, apparel and promotion.

**University seal**

The University seal is not to be used by external constituents.

Internally, the University seal is only to be used in official University documents such as grants, proposals, Foundation materials and presidential documents.

**Swoop “spirit” eagle**

Swoop is the name given to Eastern’s Eagle mascot. The “spirit” eagle design was updated in 2005. In many ways, the design has “matured” and features a strengthened image to correspond with the growth and success of the University. The image resembles the outfit worn by Eastern’s mascot, Swoop.

This image is *not* to be used by external vendors or constituents in place of the official logo unless special permission is received from University Relations.

Internally, the spirit eagle is designated for the exclusive use of the EWU Bookstore for merchandising purposes unless specific permission is received from University Relations. The image is *not* to be used for print or publications.
Eastern's identity standards and official logos can be viewed and downloaded at:

www.ewu.edu/logo

**Special event logos**

University leadership will authorize University Relations to produce logos for certain events that are universitywide in nature, ongoing and occur on a regular basis. Logos are not developed for special events without authorization or special request.

**Association logos**

There are three associations on campus that have approved alternative logos for their special use. These logos are used for the explicit purpose of the individual 501(C) 3 or nonprofit associations and are not authorized for any other use without specific permission from the appropriate association.

**EWU Alumni Association**

**Eagle Athletic Association**

**University Relations**
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