



East Central University

Office of Communications & Marketing

T-Shirt Policy & Guidelines

Purpose

This policy establishes guidelines for the creation and use of East Central University (ECU) branded t-shirt designs. It ensures consistency with university identity standards, protects institutional trademarks, and encourages creative expression within defined parameters.

Use of ECU Logos and Mascots

- All submitted designs must be original work created by the entrant. By submitting a design, the entrant affirms that the work does not infringe upon any copyright, trademark, or intellectual property rights.
- The goal of ECU t-shirt designs is to encourage creative and original concepts, not to replicate, alter, or redesign official ECU logos or mascot marks.
- Designs may include the letters “ECU” using alternative styles, fonts, or colors. However:
 - The design must be clearly distinguishable from official ECU wordmarks.
 - The text must remain legible and read left to right or top to bottom.
- Designs may include original illustrations of a real tiger, but:
 - Character-style tigers or mascots are not permitted, unless they are official ECU mascot graphics provided in the approved asset files.
- Use of official ECU logos and mascot graphics from the ECU Logo & Mascot Downloads file is optional. If used:
 - Logos and marks must be used exactly as provided.
 - No alterations are permitted, including changes to color, proportion, outline, fill, or orientation.
 - Required trademark symbols must remain intact and visible.
 - The marks titled “Tiger Silhouette” and “Paw Print” may be texturized, provided the original shape and structure are not altered.
- Use of any ECU logos, marks, or typefaces not included in the official download file is strictly prohibited.
- Designs may include original illustrations of ECU campus buildings or environments.
- All designs must include either:
 - “ECU”
 - “East Central University”
 - “East Central”

- “East Central Tigers”
- “ECU Tigers”

Design Standards

- Designs must reflect appropriate use of university branding and uphold ECU’s reputation.
- Content must be appropriate for a broad campus audience and align with university values.
- Designs must be suitable for production (screen print, embroidery, or digital printing).

Designs may not include

- Mash-ups, parodies, or references to colleges or institutions.
- Adult references such as sex, drug use, profanity, gambling, or the like.
- Any elements that incorporate the copyright, trademark, or intellectual property of any third party.
- Any images of or references to any individual, living or dead

Ownership and Rights

- All submitted designs become the exclusive property of East Central University.
- ECU reserves the right to:
 - Edit, modify, or adapt any design for production or branding purposes.
 - Approve or deny any design at its sole discretion.
 - Modify contest rules or guidelines as needed.

Approval Process

- All t-shirt designs must be reviewed and approved by the Office of Communications & Marketing prior to production.
- The university reserves the right to require revisions to ensure compliance with branding, identity, and licensing standards.

Enforcement

Failure to comply with this policy may result in:

- Rejection of the design
- Revocation of production approval
- Removal of items from distribution