



EASTERN KENTUCKY UNIVERSITY

Visual Identity Guide

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Why Visual Identity Is Important

The visual identity program plays an important role in shaping the institutional image of Eastern Kentucky University. The more consistently the graphic elements are used, the stronger the visual identity. The stronger the visual identity and use of consistent nomenclature, the greater the awareness and recognition of the University.

The most important principles in generating name recognition are consistency, frequency and repetition over time. Therefore, despite various preferences among our users, it is critical that the University—and its units—adopt a stronger, more consistent use of Eastern Kentucky University's official emblems, and that the University limits the number and type of variations used by its units.

University funds will not be allocated for items that are not in compliance with the standards as set forth in the Visual Identity Guide.

By following these standards, we will present a strong, consistent brand identification that complements our numerous achievements and educational standards.

Legal Considerations

The official Eastern Kentucky University seal, the logo, sometimes known as the logotype or signature, as well as the Colonel athletic emblem and Colonel logos are registered with the U.S. Patent and Trademark Office. Eastern Kentucky University has exclusive ownership rights regarding the use of these emblems as well as the Eastern Kentucky University name. These images are intended for the express use of Eastern Kentucky University and the Eastern Kentucky University colleges, departments, divisions, centers or units. Use of these symbols for commercial purposes is prohibited without express consent from the University. Approved use in such cases may include related licensing fees.

Whenever these emblems are used by university organizations, its affiliates or authorized non-affiliates, the emblems must carry the proper registration or trademark marks as shown.

Entities outside the University wishing to use these emblems or the Eastern Kentucky University name for commercial purposes must first secure a contract through the University's official licensing organization. Information can be obtained through the Division of Public Relations & Marketing, at publicrelations@eku.edu. Affiliated organizations, such as student or faculty groups, wishing to use the official emblems on official correspondence, specific items or in conjunction with specific events, should contact the Division of Public Relations & Marketing at the above e-mail address. Advertisers in official University programs, athletic programs or other official Eastern Kentucky University publications do not require contracts or written authorizations.

Alterations or variations of the official University seal and logotypes are not permitted. Those using the Colonel emblem are to use the registered trademark version.

With the exception of officially licensed products, Eastern Kentucky University's logo and other graphic symbols are not to be used in a manner that suggests endorsement of any product, service, opinion or cause. The images may not be used in publications or Web pages intended to disparage the University.

Any use of the Eastern Kentucky University logo and graphic symbols shall constitute acceptance of the terms and conditions outlined in the Visual Identity Guide.

Color Guidelines

The official Eastern Kentucky University colors are maroon and white.

When printing the Eastern Kentucky University colors, the Pantone designation for the Eastern Kentucky University maroon is PMS 209. Care must be taken when specifying a color for the Eastern Kentucky University maroon in other media (for example, when rendered any way other than ink on paper). Contact the EKU Division of Public Relations & Marketing for assistance in choosing the appropriate maroon for imprints, garments, or other specialty applications.

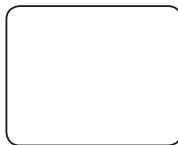
Official University uniforms, vehicles, signs and other key identity elements should always be produced using the official color palette of maroon and white.

EASTERN KENTUCKY UNIVERSITY COLORS— Maroon and white

Web/Internet Colors



#5E213B



White
#FFFFFF

Print Colors



Pantone 209



White



CMYK Formula

C=0 M=100 Y=34 K=51

The Eastern Kentucky University Logo



Pantone 209 + Black



Pantone 209



Black



White

The official Eastern Kentucky University logo, the only approved visual image that symbolizes Eastern Kentucky University as one consolidated organization, is the graphic signature shown on the following page.

The logo, also known as the logotype, must always be presented in maroon (PMS 209), black or white. Foil stamping of the logo in silver, gold or maroon is also permissible. When using a foil stamp, please consult with the Division of Public Relations & Marketing for correct color matches.

The logo always stands alone with no accompanying icon or graphic element except the "Eastern Kentucky University" wordmark. The logo is to be used by all colleges, departments, offices, programs and other units of the University. The logo must be featured prominently on all University visual communications. If the logo is not used in conjunction with the "Eastern Kentucky University" wordmark, the logotype must appear prominently on any publication, broadcast production or web site. The wordmark must be used in conjunction with the logo in any address block.

The Eastern Kentucky University logo must appear exactly as shown on the following page, and care is to be taken to ensure high quality reproduction. The logo is never to be scanned from other reproductions or downloaded from the Web. Digital files containing the official logos and Colonel symbol can be obtained in EPS format readable by Macintosh or Windows platforms from the Division of Public Relations & Marketing at publicrelations@eku.edu or from EKU Printing Services. When software compatibility does not accept EPS format, a high resolution TIFF may be used.

The appropriate logo must appear on all official University materials. It is the primary identifying element that ties all of our communication efforts together. On printed pieces, it may be used either on the front or back, or on mailing panels. It does not have to be the focal point.

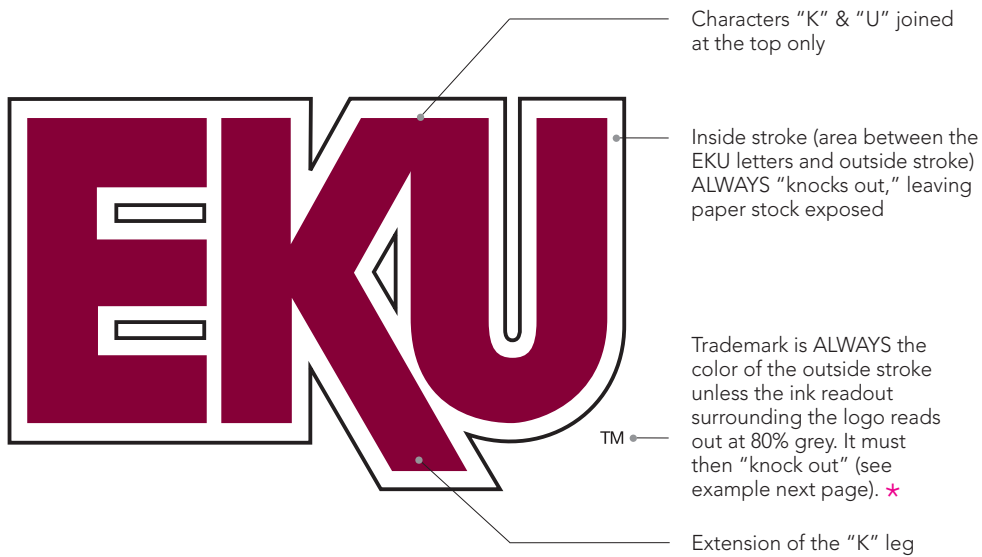
The logo must be used as designed and must never be re-drawn, screened, used with different fonts, distorted stretched or overprinted. It is strictly forbidden to "rebuild" the logo. Altering the design can endanger the University's legal right to its logo.

In printed materials, it is strongly suggested that only the vector EPS of the logotype be used to maintain a high standard of reproduction. Samples or mock-ups of printed materials must be submitted to the Division of Public Relations & Marketing or Eastern Kentucky University Printing Services for approval prior to production and distribution.

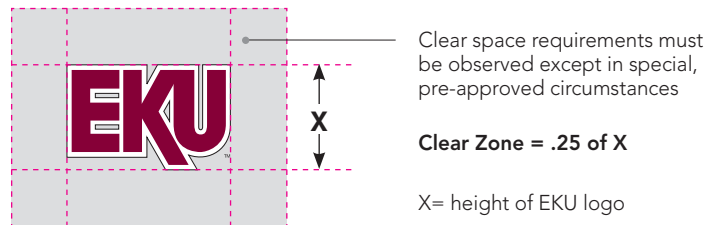
The Eastern Kentucky University Logo Mark

Do not try to recreate this mark. Use the art slick or the .eps or .tif file wordmark. Do not manipulate the relative size or elements of this mark. It should be treated as art.

Two color and/or process version of the EKU logo



Clear Zone around the EKU logo



Minimum Size



The height of the EKU logo signature should not be less than 1/4 inch in print, shown here in actual size

The EKU logo may not be reversed out when it appears 1/4 inch or smaller.

Logo Guidelines

The most important, overriding element in the Eastern Kentucky University identity system is the logo.

Please follow the guidelines below when using the Eastern Kentucky University logo in any publication:

The following are acceptable versions of the logo:



The following apply to all instances of the EKU logo:

★ 2 color/4 color process logo (Black TM)

— surrounding color less than 80% grey



★ One color logo (Black TM)

— surrounding color less than 80% grey



★ Knocked out version (White TM)

— surrounding color more than 80% grey



The following are examples of acceptable versions of campus-, college-, department- and committee-specific logos:
Please use Perpetua Italics or Times Italics for Campus Specific Tag.



Logo Guidelines

The following are NOT acceptable versions of the EKU Logo:

EKU mark restrictions



Do not use logo without rule

Do not stretch or distort logo in any fashion

Must have good contrast between logo and background color

Must always include trademark symbol

Logo loses visual impact without white fill on dark background

Can NOT use logo smaller than .25". See page 7.

EKU logo restrictions



Do not stretch or distort logo in any fashion

Do not change font in any instance

Do not alter type size or orientation of logo in any instance

Must knock out entire logo on dark background

Do not alter campus-specific logo in any fashion. Follow previous examples.

Always display logo at 100% opacity.

The Seal

The seal is Eastern Kentucky University's historical emblem. Over the years, several variations of the seal have emerged, each one featuring profiles of a pioneer and a colonial gentleman shaking hands in the center of a circle. The circle is surrounded by the words "United We Stand • Divided We Fall," "Eastern Kentucky University," and the dates of the University's founding, 1874 (Central University) and 1906 (Eastern Kentucky State Normal School). The official seal is a revered symbol of Eastern Kentucky University, emblematic of its historic roots and widely recognized through long use.

The official seal of the University should be used in conjunction with historic or formal academic events, and on official University documents, such as diplomas, transcripts, official records, programs for formal academic events or formal invitations, and legal binding documents.

The official University seal is not a logo and should never be used as one. It should never be used in place of the official logo/logotype of Eastern Kentucky University.

When using the seal, caution should be taken to prevent poor reproduction quality. Never scan the seal from old documents and attempt to use it.

If you wish to use the seal as a graphic element, permission must be granted by the Division of Public Relations & Marketing, publicrelations@eku.edu. Those using the seal with permission will have proper reproduction files or materials made available to them.

Printed Format

The seal must appear only in positive, never reversed. Its color is always black except in cases where maroon or another dark color is the only ink applied. Foil stamping of the seal in silver, gold or maroon is also permissible. When using a foil stamp, please consult with the Division of Public Relations & Marketing or ECU Printing Services for correct color matches.

The Seal

The Seal must never be crowded by graphic or typographic elements. It must always be placed completely within a document's borders, as opposed to bleeding off the edges. The seal must also be placed on a solid background, never on top of a photograph or graphic.

Electronic Format

Most of the printed format rules also apply when using the Seal in an electronic presentation.

The Seal must always be on a solid background. The Seal must never run off the sides of a window or screen.

The acceptable RGB color value for the Seal is:
#5E213B

The acceptable CMYK color value for the Seal is:
C=0
M=100
Y=34
K=51

Eastern Kentucky University Seal



Black seal used on light background



Pantone 209 seal used on light background



Seal must never be reversed out

EKU President's Seal



Black seal used on light background



Pantone 209 seal used on light background



Seal must never be reversed out

Athletics

Official symbols of the Eastern Kentucky University athletic teams, including the trademarked Eastern Kentucky University Colonels logo and its variations, are for the sole use of the Eastern Kentucky University, its Athletics Department and its licensed vendors. Entities outside the University wishing to use these emblems or the Eastern Kentucky University name for commercial purposes must first secure a contract through the University's official licensing organization. Information can be obtained through the Division of Public Relations & Marketing at publicrelations@eku.edu. Requests for logos may be made through the marketing arm of the Athletics Department at (859) 622-1496.

Primary Athletic Logos

The Eastern Kentucky University athletic logos are the preferred marks to represent EKU athletics. The two primary logos represented here may be used interchangeably.

It is strongly preferred that the two color logos be used when possible. The full- or two-color primary logos may be reproduced in solid colors (Pantone 209, Black, 25% Gray, White) or their process equivalents. If the full- or two-color versions are not possible, then it is preferred that the logos be reproduced using Pantone 209. If this is not possible, then the primary logos are to be reproduced using black. The primary logos should never appear in any colors other than those shown on this page.

Primary Logo



Examples of acceptable logo usages:



2 color (Pantone 209 +K)
25% Gray



Pantone 209



Black



2 color mark with team
added in Helvetica Bold



Reversed Out

Primary Wordmark



Restricted for use by the
EKU marching band.

Examples of acceptable wordmark usages:



2 color (Pantone 209 +K)
25% Gray



Pantone 209



Black



2 color mark with team
added in Helvetica Bold



Reversed Out

Athletics

Alternate Athletic Logos

The alternate logos shown here may be used to represent EKU athletics when the primary marks are not practical.

Alternate Logo 1



It is strongly preferred that the two-color logo be used when possible. The full- or two-color logos may be reproduced in solid colors (Pantone 209, Black, 25% Gray, White) or their process equivalents. If the full- or two-color version is not possible, then it is preferred that the logos be reproduced using Pantone 209. If this is not possible, then the logos should be reproduced using black. The logos should never appear in any colors other than those shown on this page.

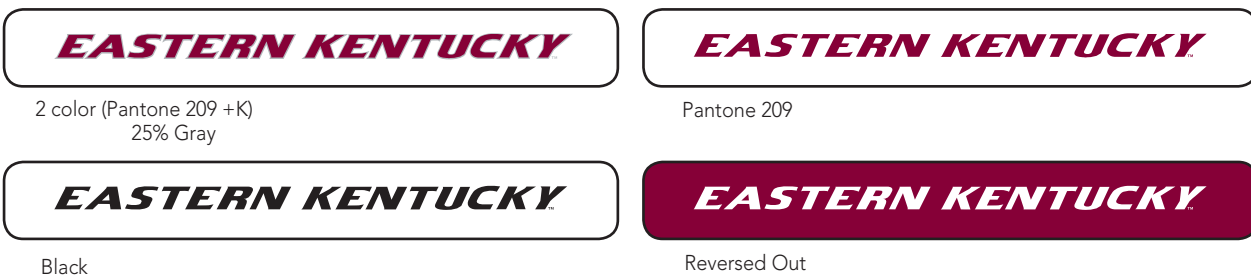
Examples of acceptable logo usages:



Alternate Logo 2



Examples of acceptable logo usages:



Athletics

Alternate Logo 3



Examples of acceptable logo usages:



2 color (Pantone 209 +K)
25% Gray



Pantone 209



Black



Reversed Out

Alternate Logo 4



Examples of acceptable logo usages:



2 color (Pantone 209 +K)
25% Gray



Pantone 209



Black



Reversed Out

Athletics

Alternate Logo 5



Examples of acceptable logo usages:

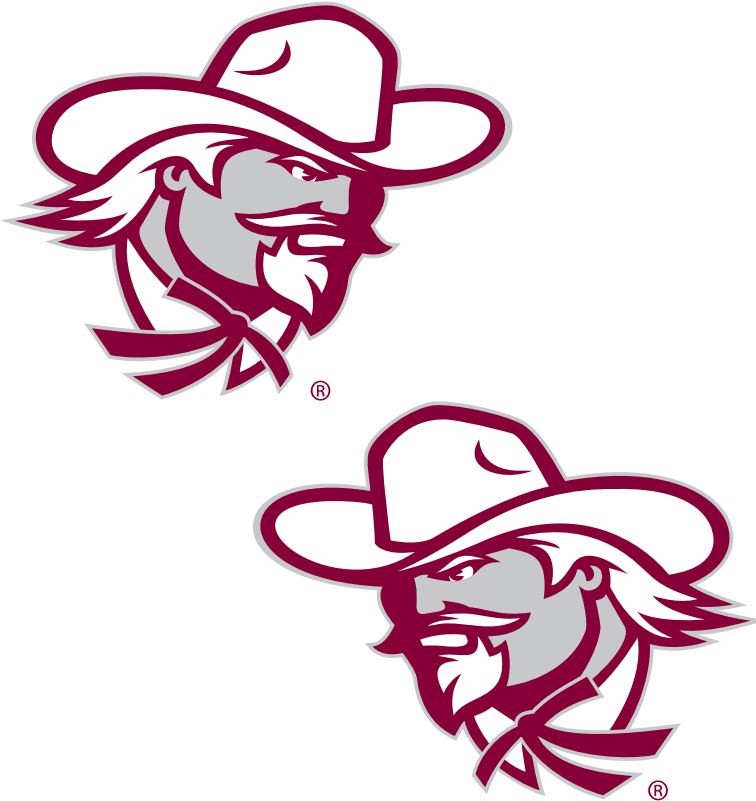


Alternate Logo 6



Examples of acceptable logo usages:





The Colonel

The Eastern Kentucky University Colonel is a highly recognized symbol of the University. This registered symbol is most commonly associated with Eastern’s athletics teams, but is also a much-utilized symbol across the campus. The Colonel mark is intended as a decorative or retail product image for use in contexts in which the name of the University has already been established. It should never be used as the primary identifier of Eastern Kentucky University.

It is strongly preferred that the two-color version of the Colonel mark be used whenever possible. The two-color mark can be reproduced in solid colors (Pantone 209, Black, 25% Gray or White) or their process equivalents. If the full- or two-color versions are not possible, then it is preferred that the logo be reproduced using Pantone 209. If this is not possible, then the mark should be reproduced using black. The mark should never appear in any colors other than those outlined on this page.

To allow for design flexibility, the Colonel image can be “flipped” to allow it to face either right or left. The registered mark is always used with the image and is always placed on the right side. The official Colonel must not be altered or re-drawn. Questions regarding its use may be addressed to the Division of Public Relations & Marketing at publicrelations@eku.edu or the Athletics Department at (859) 622-1496.

Examples of acceptable logo mark usages:



2 color Colonel



Pantone 209
Colonel mark



Black Colonel mark



Flipped black
Colonel mark



Reversed Out
Colonel Mark

Secondary Symbols



Secondary Symbols and Graphic Elements

Certain colleges, departments and programs have developed symbols which their representatives feel accurately convey a particular image to a particular audience.

These symbols are useful and help provide creative variety in our visual tools. However, it is important to remember that **the Eastern Kentucky University logo and the EKU Athletics logos are the only logos representing the institution.** The appropriate logo must appear on all official publications and visual media.

Colleges, departments and programs do not have separate logos. They must use the appropriate Eastern Kentucky University logo as outlined in this Visual Identity Guide along with an identification line. A secondary graphic symbol, such as the clock tower graphic and those developed by WEKU and the College of Arts & Sciences, must be placed a minimum of 2 inches from the Eastern Kentucky University logo so they are two separate elements. The secondary symbol should be 50% the size of the EKU logo or smaller. It is recommended that the EKU logo and the secondary symbol not appear on the same page or panel of printed materials. The Eastern Kentucky University logo must stand alone, without any accompanying element or icon except the Eastern Kentucky University wordmark. Adding an element to the EKU logo or redrawing the EKU logo creates a new logo, which jeopardizes our legal ownership of trademarked symbols and creates confusion about our identity in the marketplace.

Questions about the use of secondary symbols should be directed to the Division of Public Relations & Marketing at publicrelations@eku.edu.

Stationery Guidelines

Business Papers

Because business papers (stationery, business cards, forms and the like) are the most widely used communication tool to carry the institutional name and mark, it is important that there be one design for all official University letterhead, envelopes, business cards, etc.

Every academic and administrative unit of Eastern Kentucky University will use the approved options of the Eastern Kentucky University stationery and business cards as shown here. All letterhead stationery will be printed by ECU Printing Services. Typesetting will be provided by a vendor secured by the Director of Printing Services.

Special logos, themes or slogans may not be used on official letterhead stationery. Alternate news release designs will be permitted for the divisions of Public Relations & Marketing and Athletics Public Relations.

Use of letterhead stationery is restricted to official University correspondence.

The official address of Eastern Kentucky University, according to the United States Postal Service, is: College/Department Name, Campus Address, Eastern Kentucky University, 521 Lancaster Avenue, Richmond, KY 40475.

Letterhead

All letterhead will be printed in black ink on white, 20 pound, 25 percent cotton fiber paper and will measure 8.5" wide x 11" tall or 5.5" wide x 8.5" tall.

Letterhead will include the official University seal centered over the University wordmark and the line "Serving Kentuckians Since 1906." The name of the office, college, department or division appears as one or two lines at the left margin along with other information as necessary and the University URL. The complete address, telephone number and fax number appear at the right margin. Kentucky's Unbridled Spirit logo and the abbreviated Equal Opportunity/Affirmative Action Statement (see p. 21) must appear centered at the bottom of all letterhead. (Reference page 18 for logo restrictions.)

continued on next page



Stationery Guidelines

continued from previous page

Generally, titles to be printed below the office or college name are limited to President, Provost, Vice President, Associate Vice President and Dean. All other titles (chair, director, coordinator, coach, professor, etc.) will appear in the signature block.

Envelopes

Envelopes will be printed in black and maroon ink on 24 pound white wove (smooth) paper stock, size number 10. Other envelope sizes are available for invitations and Business Reply Envelopes. All business envelopes will be printed through Eastern Kentucky University Printing Services.


Business Cards

Business cards should be used as a point of contact only, and care should be taken to include only essential information on them. Use of business cards is restricted to staff officers who have regular contact with external agencies. Area vice presidents or their designate have delegated authority to authorize printing and use of business cards. All business cards will be printed through Eastern Kentucky University Printing Services.

There is only one approved design for Eastern Kentucky University business cards. The Eastern Kentucky University logo appears at the top left with the wordmark to its right. The name, title and department or division is centered beneath. The physical address is bottom left, and phone and fax numbers and e-mail address are aligned right at the bottom right. All ECU business cards are produced by ECU Printing Services.

Stationery Guidelines

1/2"





EASTERN KENTUCKY UNIVERSITY
Serving Kentuckians Since 1906

Area or Dept name here
Dept or College name here
Other info as necessary
www.eku.edu

Address
521 Lancaster Avenue
Richmond, KY 40475-????
(859) 622-????
FAX: (859) 622-????

3/8" 3/8"

 **DEPARTMENT NAME**
Campus Address
EASTERN KENTUCKY UNIVERSITY
521 Lancaster Avenue
Richmond, KY 40475-3102
Org #xxxx

 **Eastern Kentucky University**

Your Name
Your Position Title
Your Department, College or Office

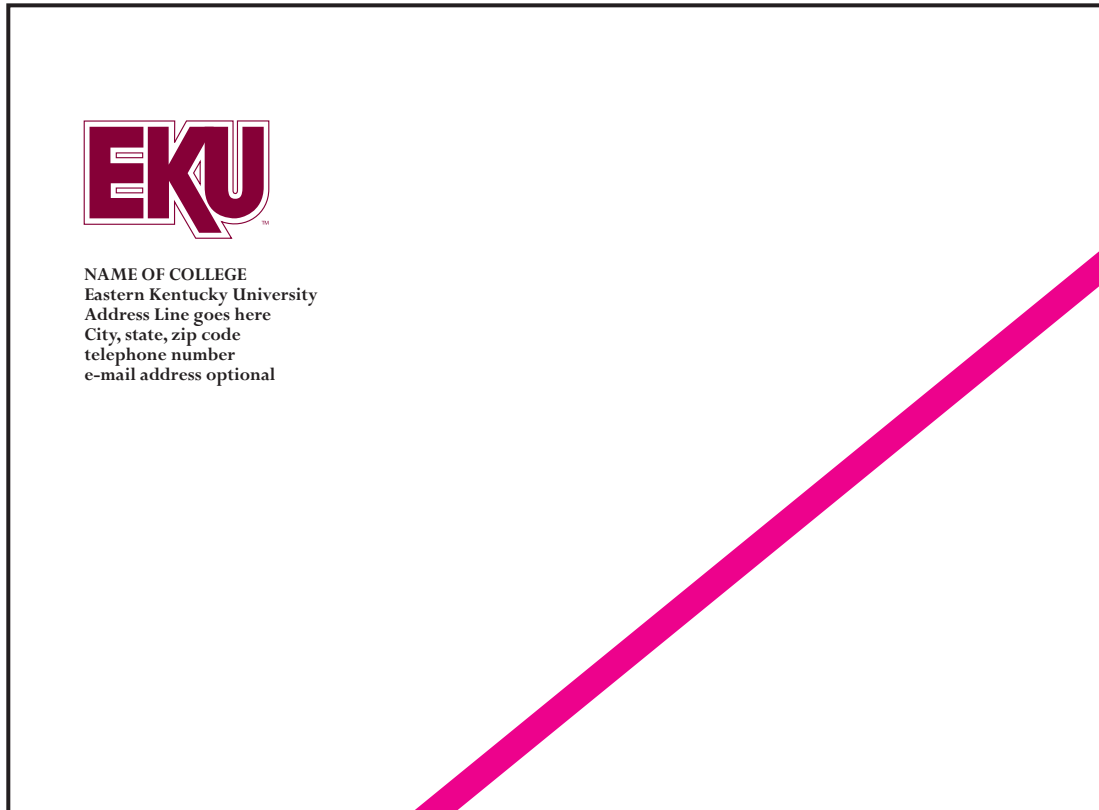
Your mailing address Office: 859-622-XXXX
521 Lancaster Avenue Fax: 859-622-XXXX
Richmond, KY 40475-3102 E-mail: xxxxxxxx@eku.edu



Eastern Kentucky University is an Equal Opportunity/Affirmative Action Employer and Educational Institution

1/2"

Unacceptable example of business papers:



DO NOT alter logo usage or placement of items in any fashion on business papers.

Collateral Materials

Publications

The official logo/logotype of Eastern Kentucky University and the appropriate contact information must appear on the back cover of all University publications. If a publication features a mailing panel, allow a minimum clear area of 2" x 4" at the bottom right of the mailing panel for ease of address imprinting and processing. Standard A mailings have additional requirements. Please contact ECU Printing Services for specifications. In order to obtain the most favorable postage rates, it is recommended that all mailing panels be pre-approved by ECU Printing Services and the U.S. Postal Service.

For publications that do not feature a mailing panel, the address block will be placed at least 1.25" from the bottom margin and .5" from the left margin in a manner that complements the design.

The University URL, www.eku.edu, should be prominently displayed.

Unbridled Spirit Logo

The Unbridled Spirit Logo is intended to promote the economic vitality of our state and as such should be used on all documents and publications. On multi-page publications, the Unbridled Spirit logo should be applied to the back page. The size of the logo may vary relative to the content on the page but should be legible. Typically, it should be placed below the logo and address of the University and should complement the design. Depending upon the composition, it may be centered at the bottom of the page or placed at the bottom left or right margin. State specifications promote an "area of isolation" around the logo. This spacing is defined by the measure of the top of the lower case letters to the top of the horses head. This unit of measurement is the desired amount of white space to be used on all sides of the logo. The logo should not be placed within 1/4" of the trim edge of a publication.

On a publication of only one page, the Unbridled Spirit logo must be used and should appear at the bottom left, center or right of the page. Its sizing should be such that it is prominent though not greater than the sizing of the Eastern Kentucky University logo. Composition of the document should be complemented.



4 color process



Black



Reversed out

Equal Opportunity/Affirmative Action Statement

The placement of the Equal Opportunity/Affirmative Action Statement in a publication may vary depending on the design needs. All external materials must include this statement. Flyers distributed only on campus do not require the statement. The statement may be in a smaller font than the other printed material but must be legible and should be viewed as a statement about who Eastern Kentucky University is, its values, and what it as an institution considers important.

Any university publication of more than one page (including a publication printed on front and back) must include the full Equal Opportunity/Affirmative Action statement as follows:

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age, race, color, religion, sex, sexual orientation, disability, national origin or Vietnam era or other veteran status, in the admission to, or participation in, any educational program or activity which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Equal Opportunity Office, Eastern Kentucky University, Jones Building, Room 106, Coates CPO 37A, Richmond, Kentucky 40475-3102, (859) 622-8020 (V/TDD), or the Director of the Office for Civil Rights, U.S. Department of Education, Philadelphia, PA.

Any university publication printed on one page must include the Equal Opportunity/Affirmative Action statement but in abbreviated form as follows:

Eastern Kentucky University is an Equal Opportunity/Affirmative Action Employer and Educational Institution.

For assistance, please contact the ECU Printing Services or the ECU Equal Opportunity Office at (859) 622-8020.

Collateral Materials

Forms

Forms are an important component of Eastern Kentucky University's visual identity program and include everything from billing forms to paychecks to parking tickets. Forms used by Eastern Kentucky University should have the appropriate logo prominently displayed and adhering to the standards as set forth in this Guide. Unless it is a legal binding document, the use of the University Seal on forms is not allowed. Eastern Kentucky University Printing Services is glad to assist you in developing your forms.

Web Site Graphics

Graphic standards for the Web, including a template, are available at www.prm.eku.edu. The University Seal may not be used as a graphic element on Web sites.

All official University college and department Web sites must be identified with the Eastern Kentucky University logo and wordmark.

Signage

The official logo/logotype of Eastern Kentucky University as outlined here are to be used on all exterior and interior signage, including, but not limited to, building, freestanding facility, directional, glass mounted, wayfinding and vehicle signage.

The Office of Facilities Services has specifications for this signage and provides staff support for ordering and installation of signs. All signage must conform to these specifications. No signs should be ordered or placed without consulting with the Office of Facilities Services, (859) 622-2966.

Typographic Styles

TYPEFACES

Primary in print

In order to maximize document readability and consistency between publications, the primary serif typeface for ECU is Perpetua. There are varying weights within the Perpetua typeface which allow for flexibility of use in publication and design. Bold fonts, however, should never be used to display body copy in a document.

If Perpetua is not available, a common serif font such as Times New Roman may be substituted.

The preferred primary sans-serif typeface of ECU is Avenir. Avenir can also be used as body copy in a document. However, if this typeface is not available, Univers or Arial may be substituted.

When selecting one of Eastern Kentucky University's typefaces, consider the line stroke and point size with regard to the manner in which the font will be used in your publication.

Never rebuild the University logo. Use only specified reproduction materials.

Questions on typography should be referred to the Division of Public Relations & Marketing at publicrelations@eku.edu, or ECU Printing Services.

Supporting typefaces

In addition to Perpetua, San-serif typefaces can be used to add visual contrast and hierarchy to a document. Strong, bold San-serif letter forms such as Avenir, Arial, Univers, Georgia, Tabard, and Frutiger complement the use of the serif body copy. Accordingly, elegant serif typefaces can complement sans-serif body copy in certain layouts. Use a bare minimum of typefaces, and avoid kitschy or trendy fonts in collateral materials.

Typography on the Web

Typography on the Web is much harder to control than in print-based publications due to lack of kerning and tracking options and the inconsistent installations of fonts on end-user and consumer computers. In Web-formatted text, utilize the widely-installed typefaces of Verdana (San-serif) and Georgia (Serif).

Please view the following page for detailed information on typefaces.

Perpetua
Eastern
Eastern

Times
Eastern
Eastern

Avenir
Eastern
Eastern

Arial
Eastern
Eastern

Helvetica
Eastern
Eastern

Choose from these families for overall headlines and text in your materials. There are five typeface families in the Eastern Kentucky University identity system, Perpetua, Times, Avenir, Arial and Helvetica. Special situations and exceptions may be made where other typefaces can be used. Contact information is available on the previous page for any questions concerning typography usage.

Printing Orders

All Printing Orders must be processed on Campus with the Division of Printing Services. If Printing Services is unable to process the order, the Division of Purchasing shall control all off-campus printing. According to Kentucky Revised Statute KRS 57.011, all public printing shall be performed under contract. ECU Division of Purchasing or the Commonwealth of Kentucky Division of Purchasing shall establish contracts based on a competitive bid process. No off-campus printing jobs will be processed without prior approval of the Division of Purchasing. Any printing order that does not follow this procedure will become the obligation of the ordering individual.

Commonwealth of Kentucky State Price Printing Contracts:

Vendor's Name	Vendor's Phone #	Contract #	Expires
Gateway Press Inc.	502-454-0431	M-0600000358-1	06/30/2009
Mayfield Printing	800-626-3388	M-0600000360-1	06/30/2009
Merrick Printing	502-584-6258 x112	M-0600000361-1	06/30/2009
Post Printing	859-254-7714	M-0600000364-1	06/30/2009
Moore-Wallace	800-444-5219	M-0600000362-1	06/30/2009

For more information contact:

ECU Purchases and Stores
213 Jones Building
521 Lancaster Avenue
Richmond, Kentucky 40475
859-622-2246
859-622-2047(fax)