For questions contact: heidi.adams@usu.edu or aimee.brunson@usu.edu

This visual identity guide falls under the greater umbrella of the University Visual Identity Program and is subject to change as the university program changes.
01.1 Primary marks

All marks use must adhere to Utah State University’s Visual Identity Program (VIP), follow university policies, and brand standards. Appropriate presentations of the primary paired mark are below. Marks may not be stretched, obscured, combined with other marks, or modified in any way. Pairing text or other elements with official marks, is considered alteration of marks and is not allowed.

The primary mark must be placed on all printed and electronic communications, both internal and external, for instant brand recognition. If the primary paired mark does not appear on the front of printed items, it must be used on the back of every item. This requirement applies to all publications and branded goods. Please note if the primary mark is not on the front of the item, the university name (Utah State University, USU, or Utah State, etc.) should always be placed on the front. This helps to quickly identify the university, a primary function of the university brand identity program.

The university mark must have a proportionally weighted role. As the publication size increases, the minimum size of the mark should increase proportionally. The mark must be sized to 25% width of the longest dimension for the visible area. The mark should never be smaller than 5/8 of an inch tall for the vertical mark and 1/2-inch tall for the horizontal logo.

Primary marks should only be printed in black, white, or Aggie Blue (PMS 539). For exceptions please contact the Trademark Licensing office.
01.2 Secondary logo

The Utah State University Eastern primary wordmark is the default identification symbol for official university usage. Secondary logos can only be used in conjunction with a primary university mark, but the two cannot be combined or used in close proximity. Please contact Heidi Adams, Director, Trademark Licensing at heidi.adams@usu.edu for more details. This logo may be used in all print and web communications, and for apparel and merchandise. Please be discerning in use, bearing in mind that this mark needs to complement the primary wordmark with proper weight always being given to the Utah State University Eastern primary wordmark.

Secondary logos are not to be used as part of a web header. For information on web branding please see the USU Web Identity Standards and Guidelines here.

Secondary logos must adhere to the same color, and area of isolation guidelines as the “primary mark”.
01.3 Paired wordmarks

New pairings can ONLY be created by University Marketing and Communications. New pairings will only be created when the request is made by a Department Head, Director, Executive Director, Vice President, Dean, or university administration.

LOGO REQUESTS
Send logo requests to Aimee Brunson, Trademark Coordinator at aimee.brunson@usu.edu.
01.4 Area of isolation

To maintain the integrity of the university logos and wordmarks, space around the marks must be kept clear of competing visual elements and wording to prevent confusion and competition. As a general rule, do not incorporate university logos/wordmarks, or text, that overlaps, or begins to blend, with the university’s mark(s).

Area of isolation “X” is equal to the height of the “U” in the wordmark.
01  Graphics
01.1  Primary logos
01.2  Secondary mark
01.3  Paired logos
01.4  Area of isolation
01.5  Social Media

02  Colors
03  Typeface
04  Identity Kit
05  Extras

01.5 Social Media

The university Visual Identity Program requires official social avatars to be used on all university social media accounts, replacing all avatars and social media profile pictures.

Social media guidelines and best practices are available through the USU Social Media Style Guide and online: usu.edu/prm/identity/socialmedia.cfm

AVATAR USE - All uses of Utah State’s social media avatars must adhere to Utah State’s Visual Identity Program and follow university policies on brand standards. The avatars may not be stretched, obscured, modified, or combined with other logos.

University social media avatars are not to be used in place of official university logos and are only to be used as social media profile pictures. Social avatars are not logos or design elements and should not be used as such.

ACCOUNT NAMES - All official Utah State social media accounts must include “USU,” “Utah State,” or “Utah State University” in the social media account’s name and description. Departments and programs should also include their college’s full name in their account description or bio.

ACCOUNT CREATION - Creation of new Utah State-affiliated social media accounts require pre-approval from Utah State’s Social Media Coordinator. All account creation requests are promptly responded to: social@usu.edu.

SOCIAL MEDIA GUIDELINES

- Practices & Tips for Effective Engagement
  www.usu.edu/prm/web-communications/social-media-guidelines.cfm

- Social Media Directory
  www.usu.edu/socialmedia/directory.cfm

- Social Media Accessibility
  www.usu.edu/prm/web-communications/Social-Media-Accessibility.pdf

- USU Hashtags
  www.usu.edu/prm/web-communications/USU-Hashtags.pdf

- Social Media Audit Checklist

Appropriate presentations of the USU social media avatars:
**02.1 Official USU color palette**

- **Aggie blue**
  - PMS 539
  - CMYK 100-65-22-80
  - RGB 0-38-58
  - HEX #00263A

- **Gray**
  - PMS 877
  - CMYK 45-34-34-0
  - RGB 138-141-143
  - HEX #8A8D8F

- **White**

**02.2 Secondary Colors**

- **Deep blue**
  - PMS 7700
  - CMYK 92-62-32-13
  - RGB 28-90-125
  - HEX #1C5A7C

- **Sky blue**
  - PMS 7689
  - CMYK 78-33-8-0
  - RGB 40-141-193
  - HEX #288DC0

- **Silver**
  - PMS Cool Gray 10
  - CMYK 61-53-48-19
  - RGB 100-101-105
  - HEX #646469

- **Gray**
  - PMS 421
  - CMYK 31-24-25-0
  - RGB 179-180-179
  - HEX #B2B3B3

- **Light gray**
  - PMS 427
  - CMYK 17-12-13-0
  - RGB 209-211-211
  - HEX #D0D2D3

- **Black**
  - PMS Cool Gray 10
  - CMYK 0-0-0-100
  - RGB 0-0-0
  - HEX #000000

TINTS OF THE APPROVED COLORS MAY BE USED.
02.1 Color variations

**BLUE**

- *Utah State University Eastern*
- *Utah State University Eastern*

**WHITE**

- *Utah State University Eastern*
- *Utah State University Eastern*

**BLACK**

- *Utah State University Eastern*
- *Utah State University Eastern*
03 Typeface

Selecting the appropriate typeface for publications is essential, depending on the purpose of the publication and the audience it targets. When producing communication materials, various weights of fonts should be used for headlines, body copy, captions, etc. The examples shown are a small selection of the many variations available.

When mixing fonts, it is key to maintain consistency and limit their uses. For example, it is not recommended that all fonts be used at once. You are encouraged to limit your selection to two contrasting fonts on any publication. By choosing certain fonts and staying with them, you help to create a “family look” for your publications and branded goods.

Other fonts may be used but these should be used as a base for your communications.

**PRIMARY TYPEFACES**

Use Univers font family for all brand communications. Univers also includes condensed and non-condensed families that may be used in combination. Contact Aimee Brunson, Trademark Coordinator at aimee.brunson@usu.edu for information or for a copy of the Univers font that has been licensed for use by the university.

**Univers**

abcdefghijklmnopqrstuvwxyz
0123456789

**Gotham** (Recruitment Use Typeface)

abcdefghijklmnopqrstuvwxyz
0123456789

**BODY COPY TYPEFACES**

Use one of the following six typefaces for body copy on day-to-day business publications.

- Univers
- Gotham
- Helvetica
- Arial
- Garamond
- Times
04.1 Letterhead

The primary mark must always be placed in the upper left corner. No other logo is permitted in this space.

Original letterhead should be used on all mailings to off-campus audiences. Photocopies are not acceptable.
04.2 Business Cards

Business cards are considered an “official document” and the format is standard for all university colleges & departments.

Business cards are available in the following template. An additional name may be placed above the address.

The bottom right corner of the card is for the program’s name and the back of the card can be used to showcase your design element.

Only Aggie Blue or black ink may be used on the front of the card.

To print Utah State University stationery items, you are encouraged to place your order through Publication, Design & Production (PDP) at 435-797-2611. PDP is the university’s approved vendor for the university stationery system. If you choose to work with vendors off campus, pre-approval is required. Please provide a print or electronic sample to University Marketing and Communications prior to placing an order. All off-campus printing must comply with the university Visual Identity Program standards. Email samples to: PR@usu.edu. All review requests are promptly handled.
04.3 Envelope

Envelopes are considered an “official document” and the format is standard for all university colleges & departments.
04.4 Email Signature

Name
Title
Department Name
phone number | email address
website address

UtahStateUniversity
EASTERN

Powerpoint templates are available from your marketing and administration office.

The official USU template may also be used and can be downloaded here: https://www.usu.edu/prm/visual-identity/templates/USUPowerPoint.pptx

Title of Slide

- Point One
  - Subpoint One
  - Subpoint Two
- Point Two
  - Subpoint One
  - Subpoint Two
- Point Three
  - Subpoint One
  - Subpoint Two
05.1 Branded Goods

Please note that merchandise items such as T-shirts, sweatshirts, mugs, uniforms, and other similar “branded goods” (swag) that are produced with Utah State University’s name and/or marks, are considered licensable and are subject to the University’s Trademark Licensing Policies & Procedures.

Maintaining a consistent high-quality look for the various “branded goods” ensures that the associations with Utah State University are appropriate and positive each time the items are used. These guidelines are intended to reinforce proper usage of the university logo while allowing for some flexibility due to the diversity of items. All “branded goods” must have a primary mark on the item. Designs can appear on merchandise, however, the primary paired mark must also be included on all items in a secondary location.

When applying the designs to “branded goods” university marks must be black, white, Aggie Blue (Pantone 593), or pewter. Do not place university marks on red products.

The printing of merchandise and other branded items must be pre-approved. Please provide electronic artwork to the Trademark Licensing office prior to production.

All review requests are promptly handled. Email designs to: trademark.licensing@usu.edu.
01 Graphics
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  05.1 Branded Goods
  05.2 Marketing materials
  05.3 Signage

Examples:

The mark should be sized as large as the imprint area for the item allows or at a minimum of 3 inches wide for larger branded goods such as T-shirts. For additional proportional requirements please refer to page 01.1.
05.2 Marketing Materials

When the design element is used, the official paired mark must always be present.
05.3 Signage

The purpose of the University Signage Standards is to create one unified reference for all signage implemented on Utah State University’s Logan and Statewide campuses, assist in finding directions, and meet the mandates of the Americans with Disabilities Act (ADA).

CATEGORIES OF SIGNS OR SIGNAGE INCLUDE:

- Permanent signs - Any signs that are attached to buildings, structures, or landscape features; or freestanding monument signs, permanent plaques, or marquees, inside or outside.

- Temporary signs - Any emblem, symbol, logo, trademark, poster, banner, sticker, flag, pennant, awning, A-frame sign, wire-sign, large-scale graphic, election sign, or other printed material displayed for a limited amount of time, which is designed to advertise, identify or convey information.

- Fixed signs - Frames or enclosures for either temporary or permanent signage.

The signage standards can be found here: https://www.usu.edu/facilities/files/5.14.18%20Signage%20Standards.pdf

All signs, wall graphics, temporary, or otherwise must be pre-approved by the university signage committee.

Please direct any inquiries concerning campus signs to Jordy Guth in facilities at 435-797-3535 or visit the web site at: http://usu.edu/facilities/
FAQ

Can our entity sell merchandise to raise funds?

University organizations may sell merchandise to members outside of the university as long as the following guidelines are met:

- All designs **must be pre-approved** by the Trademark Licensing office.
- A licensed vendor **must** manufacture items, and royalties **must** be paid.

Sponsorships and Co-branding

Co-branding is defined as displaying a Utah State University logo adjacent to the logo of a third-party outside the university. No university entity, other than athletics, may sell co-branding sponsorship rights in connection with the Utah State Athletics logos.

KEY UNIVERSITY POLICIES

Utah State University Visual Identity Program

Trademark Licensing Policy
http://www.usu.edu/licensing/policy/

Copyright & Model Release
http://www.usu.edu/prm/copyright-model-release/