## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td>3</td>
</tr>
<tr>
<td>Introduction to identity guidelines</td>
<td></td>
</tr>
<tr>
<td><strong>LOGOS</strong></td>
<td>4</td>
</tr>
<tr>
<td>Logos and proper use guidelines</td>
<td></td>
</tr>
<tr>
<td><strong>COLORS</strong></td>
<td>16</td>
</tr>
<tr>
<td>Color palette for general and athletic use</td>
<td></td>
</tr>
<tr>
<td><strong>TYPOGRAPHY</strong></td>
<td>17</td>
</tr>
<tr>
<td>Primary typefaces with examples of use</td>
<td></td>
</tr>
<tr>
<td><strong>EMAIL SIGNATURES</strong></td>
<td>18</td>
</tr>
<tr>
<td>Examples of email signature use</td>
<td></td>
</tr>
<tr>
<td><strong>STATIONERY SYSTEM</strong></td>
<td>19</td>
</tr>
<tr>
<td>Stationery system guidelines</td>
<td></td>
</tr>
<tr>
<td><strong>OTHER APPLICATIONS</strong></td>
<td>22</td>
</tr>
<tr>
<td>Examples of other applications</td>
<td></td>
</tr>
</tbody>
</table>
INTRODUCTION

In 2013, Utah State University-College of Eastern Utah officially shortened its name to Utah State University Eastern.

Utah State University has made a concerted effort to refer to its campuses with the university name followed by the city in which the campus resides. USU Eastern is now adopting this new reference standard to bring more clarity to the USU brand. The change to the USU Eastern logo clearly shifts the primary reference to “Utah State University” while acknowledging the “Eastern” brand.

The USU Eastern athletic distinctions, including the Eagle mascot, remain largely unchanged.

When referring to USU Eastern, visually or verbally, care should be taken to emphasize the institution is first and foremost Utah State University. In the case of USU Eastern, the sub-brand “Eastern” provides an essential reference to the college’s unique “comprehensive regional college” mission while the city names distinguishes Eastern campuses from each other.

This visual identity guide is an ancillary to the Utah State University Visual Identity Program. This is not a static document. The most current version, including logo downloads, will always be available under “College Visual Identity Guide” on the USU Eastern website at: eastern.usu.edu/pr.

MESSAGE FROM THE CHANCELLOR

The following guide has been created to help us visually portray our university in a consistent and cohesive manner. We, the employees of the college, significantly influence how our identity emerges and grows. I urge you to take a few minutes to make yourself familiar with the contents of this guide. Please turn to it often. Only by working together will we succeed in communicating with one, clear voice.

Thank you for your cooperation and support.

Joe Peterson
Chancellor, USU Eastern
LOGOS

PRIMARY LOGOS

BOTH CAMPUSES
When referring simultaneously to both campuses:

Stacked Option
UtahStateUniversity™
      EASTERN

Single-Line Option
UtahStateUniversityEastern™

PRICE CAMPUS
When referring specifically to the Price campus:
UtahStateUniversity™
      EASTERN - PRICE

BLANDING CAMPUS
When referring specifically to the Blanding campus:
UtahStateUniversity™
      EASTERN - BLANDING
SECONDARY LOGOS

Secondary logos may not be used in place of the primary logo. In formal situations, the college’s primary logo should always be used such as on letterhead, business cards and websites. Secondary logos are acceptable in less formal situations such as on apparel and merchandise.

Note: Pairing with the secondary logo is restricted to merchandise and apparel.
ATHLETICS LOGO

As a mascot, the Eagle should be used in an athletic or spirit-building context only that may include apparel and merchandise. It should not be used in connection with an academic department, unit, division or program.
LOGO AREA OF ISOLATION

College units, offices, organizations, clubs, etc., are not permitted to create their own logos in place of the college logo. They may pair their names with the logo (see page 8). Other than paired names, however, text and images used in conjunction with the logo must preserve an area of isolation between the logo and the name by at least the height of the “U”.

PLACEMENT & SIZE

• Generally, place the logo on the front of all printed and electronic communications, both internal and external.

• If the logo does not appear on the front, it must be used on the back. The college name, Utah State University Eastern should always be placed on the front whether the logo is used or not.

• The college logo should have a proportionally weighted role. For example, the minimum size allowed for a postcard or similarly sized publication is ½ inch tall for the horizontal logo. As the publication size increases, the minimum size of the logo should increase proportionally.

USU Eastern as a secondary logo requires an area of isolation equal to the counter-space of the “U,” as illustrated to the left. The same area of isolation applies to USU paired with Utah State or any other name.
LOGO PAIRINGS

The pairing of names with the primary logo may only be placed beneath the logo in Univers 55 Roman and all caps. For secondary logo pairing use the font Univers 73 Black Extended and all caps. Note: Pairing with the secondary logo is restricted to merchandise and apparel. Only athletic-related entities may pair with the athletics logo.

PRIMARY LOGOS

**BOTH CAMPUSES**

**Utah State University Eastern**

**PRICE CAMPUS**

**Utah State University Eastern**

**BLANDING CAMPUS**

**Utah State University Eastern**

SECONDARY LOGOS

(Merchandise & Promotional Item Use)

**BOTH CAMPUSES**

**PRICE CAMPUS**

**BLANDING CAMPUS**
LOGO VARIATIONS

ONE-COLOR OPTIONS

PRIMARY LOGOS

Utah State University, Eastern

Utah State University Eastern

Utah State University, Eastern

Utah State University Eastern

SECONDARY LOGOS

USU Eastern

USU Eastern

BLACK & WHITE OPTIONS

PRIMARY LOGOS

Utah State University, Eastern

Utah State University Eastern

Utah State University, Eastern

Utah State University Eastern

SECONDARY LOGOS

USU Eastern

USU Eastern
ATHLETICS LOGO PAIRINGS

The Eagle mascot should only be paired with athletics and spirit-building entities. It should not be used in connection with an academic department, unit, division or program.

LOGO PAIRING SAMPLES

- Baseball
- Spirit Squad
- Volleyball
- Softball
LOGO VARIATIONS

SIX-COLOR OPTIONS

THREE-COLOR OPTIONS
USE FOR EMBROIDERY

TWO-COLOR OPTIONS
ALSO USED FOR BLACK & WHITE
SECONDARY USES OF ATHLETICS LOGO

The Eagle Crest and Eastern Block Text are secondary athletics marks that must accompany each other within any given design.
All Utah State University trademarks are the exclusive property of USU. Regulation of all uses of USU trademarks, including USU Eastern, is essential to protect the university from liability and to protect against dilution of the trademarks. USU authorization is required for all trademark uses on merchandise. The university has delegated the responsibility for maintaining, managing and licensing university trademarks to the trademark licensing director in conjunction with Public Relations & Marketing. Production of clothing and other merchandise using the college logo must be contracted through university-licensed vendors. For more information, contact Heidi Adams at heidi.adams@usu.edu.
INCORRECT LOGO USAGE

**DO NOT** reset the type in the logo. **DO NOT** use more than one color or wrong color in the logo.

**Utah State University**

**DO NOT** combine the logo with other USU logos or marks in an unapproved way, including stacking different logo elements.

**STUDENT ASSOCIATION**

**DO NOT** improperly place copy. Only location copy is permitted beneath the logo.
**DO NOT** condense, extend, skew, distort, manipulate, outline, modify or redraw the logo in any way.

**Utah State University Eastern**

**DO NOT** use gold in any logos.

**Utah State University Eastern**
COLORS

PRIMARIE COLOR

AGGIE BLUE

PANTONE 539 C

C 100 R 0
M 58 G 51
Y 23 B 89
K 77
WEB: #003366

SECONDARY COLORS

DEEP BLUE

PANTONE 7700 C

C 92 R 28
M 62 G 90
Y 32 B 125
K 13
WEB: #1C5A7C

SKY BLUE

PANTONE 7689 C

C 78 R 40
M 33 G 141
Y 8 B 193
K 0
WEB: #288DC0

SILVER

PANTONE COOL GRAY 10 C

C 61 R 100
M 53 G 101
Y 48 B 105
K 19
WEB: #646469

GRAY

PANTONE 421 C

C 31 R 179
M 24 G 180
Y 25 B 179
K 0
WEB: #B2B3B3

LIGHT GRAY

PANTONE 427 C

C 17 R 209
M 12 G 211
Y 13 B 211
K 0
WEB: #D0D2D3

BLACK

PANTONE BLACK

C 0 R 0
M 0 G 0
Y 0 B 0
K 100
WEB: #000000

To maintain recognition of our visual identity, use the color palette specified, recognizing the dominant color is Aggie Blue.

For accurate color representations, please refer to the Pantone Matching System (PMS) at: pantone.com

Please note: Pantone/CMYK/RGB/hexadecimal values do not translate to all mediums and are not meant to be used in other applications such as paint, screen-printing, thread colors, etc. Ultimately, use your best judgment to match the color as closely as you can to Aggie Blue.

Aggie Blue may be used in combination with any of these colors.
To create a uniform look and feel for college publications, use one of the following six fonts for day-to-day business publications: Univers, Helvetica, Helvetica Neue, Arial, Garamond or Times.

Do not use all five fonts at once. Limit your selection to two contrasting fonts in combination, such as Helvetica with Garamond or Arial with Times. By choosing certain fonts and staying with them, you help to create a “family look” for your publications.

**PRIMARY TYPEFACE**

Use Univers font family for all brand communications. Univers also includes condensed and non-condensed families that may be used in combination.

**Univers**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**UNIVERS FONT FAMILY**

Univers Light Condensed
Univers Condensed
Univers Bold Condensed

Univers Light
Univers Roman
Univers Oblique

Univers Black Extended
Univers Extra Black

**BODY COPY TYPEFACES**

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

**UNIVERS**

Univers Condensed
Univers Condensed Oblique
Univers Bold Condensed
Univers Bold Condensed Oblique

**HELVETICA**

Helvetica Regular
Helvetica Oblique
Helvetica Bold

**GARAMOND**

Garamond Regular
Garamond Italics
Garamond Bold

**HELVETICA NEUE**

Helvetica Neue Regular
Helvetica Neue Italic
Helvetica Neue Bold

**ARIAL**

Arial Regular
Arial Italic
Arial Bold

**TIMES**

Times Regular
Times Italic
Times Bold
University email correspondence is an extension of its visual branding. As such, email signatures should adhere to the visual identity guidelines using one of the primary logos.

**EXAMPLES**

**PRIMARY LOGO FORMATS (CALIBRI OR ARIAL)**

**PRICE OR BLANDING CAMPUS**

- **Greg Dart**
  - Vice Chancellor | Enrollment Management & Student Services
  - Office: (435) 613-5229 | Mobile: (435) 820-0017
  - 11 pt & Bold
  - 9 pt & Regular

- **Utah State University**
  - Stacked Campus Wordmark
  - EASTERN-PRICE

**BOTH CAMPUS**

- **Joe Peterson**
  - Chancellor
  - Office: (435) 613-5220
  - 11 pt & Bold
  - 9 pt & Regular

- **Utah State University Eastern**
  - Primary Single-Line Wordmark
All college entities and administrative offices are required to use the Utah State University Eastern stationery for official college communications, both internal and external. College entities and administrative entities should not create their own stationery. Contact USU Eastern’s marketing manager, Dave Mathis (435-613-5425), for assistance creating these materials.

The stationery system includes:
- Letterhead
- Business cards
- Envelopes
- Standard note card and envelopes
- Note pads
- Fax cover sheets
- Mailing labels
- Name tags

The stationery system includes:

- **Letterhead** (8.5” x 11”)
  - 0.5” Top Margin: 2”
  - General or Campus Wordmark
  - Margin: 1”
  - Allow at least a 1” margin on bottom of page

- **Alternate Letterhead** (8.5” x 11”)
  - 0.5” Top Margin: 2”
  - General or Campus Wordmark
  - Allow at least a 1” margin on bottom of page

- **Single-line Wordmark with Dept. or Office Name**
  - Margin: 1”
  - Allow at least a 1” margin on bottom of page

- **Alternate Single-line Wordmark with Dept. or Office Name**
  - Margin: 1”
  - Allow at least a 1” margin on bottom of page
OTHER APPLICATIONS

COLLEGE VEHICLES

Only college logos may be applied to college vehicles. When a college logo is applied, the primary logo must be used. Secondary marks are permitted only in combination with the primary logo. The primary logo must be applied on both sides of the vehicle and cannot be eclipsed by secondary marks since the primary logo is the college’s dominant brand mark. Athletic symbols are not permitted on any college vehicle except those used in connection with the Athletics office.

On door panels place the logo on the front door as shown.

Make it as large as possible, while allowing for white space around it.

Do not have the logo applied directly next to the edge of the door or over a door seam.

Optional: Logo combined with USU.
OTHER APPLICATIONS

COLLEGE CLOTHING/MERCHANDISE

All Utah State University trademarks are the exclusive property of USU. Regulation of all uses of USU trademarks, including USU Eastern, is essential to protect the university from liability and to protect against dilution of the trademarks. USU authorization is required for all trademark uses on merchandise. The university has delegated the responsibility for maintaining, managing and licensing university trademarks to the trademark licensing director in conjunction with Public Relations & Marketing. Production of clothing and other merchandise using the college logo must be contracted through university-licensed vendors. For more information, contact Heidi Adams at heidi.adams@usu.edu.

Note: When clothing items are used as uniforms, the college’s primary logo must always be used.
FOR QUESTIONS CONTACT:

John DeVilbiss
Public Relations & Marketing, Utah State University
435.797.1358 • john.devilbiss@usu.edu