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.

For questions contact: heidi.adams@usu.edu or aimee.brunson@usu.edu
01.1 Primary Athletics Logo

All marks use **must** adhere to Utah State University’s Visual Identity Program (VIP), follow university policies, and brand standards. Appropriate presentations of the athletics 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.

The athletics mark should only be reproduced in the colors shown in section **02.1**.

This is the only approved mark for Eastern Athletics. This mark **must** be present on all athletics, communications, branded goods, and marketing pieces.
01.2 Team logos

The Utah State University Eastern Athletics team marks are the default identification for team use. This logo may be used in all print and web communications, and for apparel and merchandise. New logo requests must come from the team coach and Athletics Director to Aimee Burnson, aimee.brunson@usu.edu, 435-797-1906.

Team 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.

Team logos must adhere to the same color, and area of isolation guidelines as the “primary athletics mark”.

![Team logos images]
01.3 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). No logos or text can touch or overlap the athletics marks. See the proper area of isolation below.

Area of isolation “X” is equal to the height of the “U” in the logo
01.4 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 University Eastern’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.
02.1 Official USU color palette

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

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

- **PMS 7700**
  - RGB: 28-90-125
  - HEX: #1C5A7C
  - deep blue

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

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

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

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

- **BLACK**
  - CMYK: 0-0-0-100
  - RGB: 0-0-0
  - HEX: #000000
  - black

TINTS OF THE APPROVED COLORS MAY BE USED.
02.3 Variations

FULL COLOR

THREE-COLOR
For Embroidery & Screen Printing

TWO-COLOR

ONE COLOR - WHITE
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
abcdefghijklmnopqrstuvwxyz
0123456789
```

**Univers - Black Extended**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**Memphis - Extra Bold**

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```
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.
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
04.4 Uniform Suggestions

Note: Warmups and other team apparel must include the team paired logos.
05.2 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.
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
05.3 Marketing Materials

The primary athletics logo must always be present in marketing materials.
05.4 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/