

Utah State University-College of Eastern Utah

A Guide to Identity and Branding

July 1, 2010, was a significant milestone in higher education in the state of Utah. Two notable institutions were formally brought together with the creation of Utah State University-College of Eastern Utah. Defined by the legislature as a “comprehensive, regional community college,” the union of Utah State University and the College of Eastern Utah offers advantages to both institutions to the benefit of all current and prospective students.

This guide is an ancillary to the Utah State University Visual Identity Program (see www.usu.edu/prm/identity). It should be referred to often as a style and brand guideline. This is not a static document. The most current version, including logo downloads, will always be available under “Visual Identity” on the USU Public Relations & Marketing home page at: www.usu.edu/prm.

This guide is designed to provide clear direction about how to refer and portray Utah State University-College of Eastern Utah as we move forward. By working together to maintain consistent communications, we will bring greater clarity and continuity to the historic union of these two institutions.

College Name

The formal name of the institution is Utah State University-College of Eastern Utah. The first reference in any publication should always include the full name. This name is significant for several reasons:

- It is the name reflected in the official legislative language.
- It is a name that already has wide publicity and acceptance.
- This is the name incorporated in the official college logo.

In subsequent references, and in informal usage, the correct way to refer to the institution is USU Eastern. We expect that this will become the common way to refer to the institution in conversation. This is important because:

- Eastern was already a well-known secondary reference for the former College of Eastern Utah.
- USU Eastern conveys greater unity than does a name with two sets of initials that are separated by a hyphen.
- USU Eastern provides a quick geographic reference that helps to establish location and set it apart.
- USU Eastern conveys a higher level of quality, meaning and sophistication than initials alone.

Consistent use of the first and second reference formats will help reinforce the message of the identity, uniqueness and connection that USU Eastern represents.

Brand Elements

The overall brand for Utah State University-College of Eastern Utah is the same as the Utah State University brand. But just as USU's brand encompasses a variety of unique qualities and traits, such as its regional campuses and distance education sites, USU Eastern offers another distinct option for access to a USU education. These options can be summarized as follows:

- USU Eastern offers easy access for a two-year degree. It offers specific, practical training in high-demand fields for students who want to acquire job skills quickly.
- USU Eastern is a great choice for a four-year degree. Through partnerships offered under the auspices of USU's extensive distance education network, students can complete a bachelor's degree in select fields right on the Price or Blanding campuses.
- USU Eastern is a good option for students preparing to transfer to USU Logan, or anywhere else. For students who want to study disciplines not offered through the distance education system, the USU Eastern partnership offers an easy credit-for-credit transition to Logan for advanced study. For students whose career paths will take them into fields not offered by USU in Logan, USU Eastern is fully accredited and credits may be transferred to any other institution of higher learning.

Key Message Points

Unifying Utah State University-College of Eastern Utah is an enormous advantage for all of our stakeholders. Clear, concise, consistent messages will help to establish a strong USU Eastern brand. The USU Eastern brand needs to clearly reflect the overall USU brand, while respecting the distinct advantages of a USU Eastern experience. Our messages should effectively differentiate Utah State University-College of Eastern Utah from all other public institutions of higher learning in the region and the state. Three unique characteristics include a bright future, low cost and high value, and regional economic development opportunities.

USU Eastern: A Bright Future

- USU Eastern represents a new horizon and a fresh start.

- USU Eastern has increased in prestige and stability through its new association with Utah State University, a respected world-class research institution with nearly 125-years of strong academic traditions.
- USU Eastern means easier access to high-quality education for the eastern communities of Carbon, Emery, and San Juan counties.

USU Eastern: Low Cost and High Value

- USU Eastern has the lowest tuition in the state.
- USU Eastern provides residential life opportunities in a college town setting.
- Living expenses are affordable in the greater Price and Blanding areas.
- Students will receive a degree from one of the Top 100 universities in the United States.
- Class sizes are smaller at USU Eastern.
- Students receive personalized attention from their professors.

USU Eastern: Regional Economic Development

- USU Eastern can be a hub for economic development in the eastern Utah communities of Price, Blanding, and beyond.
- USU Eastern can create public-private partnerships for innovation and entrepreneurship.
- Increased enrollment will benefit the Price and Blanding communities.
- USU Eastern provides an open door for private and government investment into the economy.

Visual Identity

We aim to create a strong visual identity that clearly reflects the Utah State University brand while celebrating specific USU Eastern identity traits, namely the use of yellow attributes and the eagle mascot that will continue to engender pride and enrich traditions.

Primary logo

The Utah State University-College of Eastern Utah word logo is the primary academic mark for USU Eastern. This logo reflects the union of two schools while preserving the College of Eastern Utah name. This logo should be used whenever officially referencing USU Eastern.

Another acceptable version of this logo includes the Old Main tower. This version may also be used as the primary academic mark for USU Eastern. As a visual component, Old Main tower is the strongest

symbolic representation of the Utah State University system. The tower is not meant to signify location as much as it is the institution. It is a symbol that is already in wide use among our regional campuses statewide that conveys academic heritage, tradition, quality and permanence.

Version 1:

UtahStateUniversity
COLLEGE OF EASTERN UTAH

Version 2:



Version 3:



Secondary logo

Secondary logos are common in higher education, such as with the Aggie Block A. While secondary logos may not be used in place of the primary logo, such as on official documents (letterhead, business cards, brochures, etc.), there are times when the secondary logos are appropriate and help to engender pride and tradition. A good rule of thumb to apply when making a decision is to compare formal uses versus informal uses. In formal situations, the university's primary logo should always be used. Secondary logos

are acceptable in less formal situations such as with T-shirts and merchandise. All secondary logos should reinforce the message that USU Eastern represents ready access to a high-quality education.



UtahState**EASTERN**

Athletic logo

Athletic marks play an important role in higher education. As Utah State University-College of Eastern Utah will maintain its intercollegiate athletics teams, the USU Eastern Eagle will continue to be used. 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.



Color pallet

The official colors of USU Eastern will be **Blue** (Pantone 540C) and **Yellow** (Pantone 117C).

Pantone 540 C

C 100 R 0
M 55 G 31
Y 0 B 62
K 55
#001F3E

Pantone 117 C

C 0 R 202
M 18 G 161
Y 100 B 25
K 15
#CAA119

To ensure consistency with the overall university look and feel, USU Eastern is advised to use the Yellow with prudence. The objective is to create print and digital materials that reflect the overall Utah State University brand image. Generally speaking, the dominant color should be Blue.

Stationery System

All departments and units of USU Eastern should use the USU stationery identity procedures (page 30 of visual identity guide, http://www.usu.edu/prm/identity/pdf/USU_Visual_Identity.pdf) for official university communications. The university stationery system uses the Univers font. A necessary component is the correlation of all these materials to provide brand consistency and easy recognition of Utah State University-College of Eastern Utah. Adherence to specific guidelines that work in tandem with the existing university stationery system will help protect and strengthen the university's brand image. As such, stationery guidelines stipulate that only the two versions of the primary Utah State University-College of Eastern logo, be permitted. Below are examples of an approved stationery system for USU Eastern:

UtahStateUniversity
COLLEGE OF EASTERN UTAH

Your Office
1 435.613.5000
1 800.336.CEU1 (2381)

Your Building (optional)
451 East 400 North
Price, UT 84501
www.cou.edu

Recipient Name
Street Address
City, State, Zip/Postal Code

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nibh leo, gravida a blandit non, auctor nec felis. Ut aliquet nunc ac dolor lobortis mattis. Sed vitae nulla vitae urna ultricies hendrerit a quis risus. Duis feugiat lectus vitae leo bibendum non adipiscing libero sagittis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque a est a ipsum vestibulum viverra. Vivamus quis dolor et turpis pellentesque dignissim.

Donec ullamcorper condimentum vehicula. Cras pulvinar ligula vel eros fringilla eget sodales diam lobortis. Phasellus non velit in sem iaculis faucibus egestas at sapien. Mauris massa neque, tristique a ultricies sed, gravida quis enim. Mauris fringilla commodo justo in tincidunt. Vestibulum luctus egestas nibh, ac eleifend mi commodo ac.

Nulla non turpis felis. Integer commodo justo metus, sit amet mattis felis. Nam ac augue nisl. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce et enim ac nunc laoreet molestie. Nulla imperdiet aliquet est, id pulvinar leo cursus et. Etiam ut ante tortor, at euismod nulla. Ut et sapien nec neque porta sollicitudin quis ornare mauris.

Sincerely,
Me

UtahStateUniversity
COLLEGE OF EASTERN UTAH
Name of Department or Office

Your Name
Your Position

Recipient Name
Street Address
City, State, Zip/Postal Code

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec nibh leo, gravida a blandit non, auctor nec felis. Ut aliquet nunc ac dolor lobortis mattis. Sed vitae nulla vitae urna ultricies hendrerit a quis risus. Duis feugiat lectus vitae leo bibendum non adipiscing libero sagittis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque a est a ipsum vestibulum viverra. Vivamus quis dolor et turpis pellentesque dignissim.

Donec ullamcorper condimentum vehicula. Cras pulvinar ligula vel eros fringilla eget sodales diam lobortis. Phasellus non velit in sem iaculis faucibus egestas at sapien. Mauris massa neque, tristique a ultricies sed, gravida quis enim. Mauris fringilla commodo justo in tincidunt. Vestibulum luctus egestas nibh, ac eleifend mi commodo ac.

Nulla non turpis felis. Integer commodo justo metus, sit amet mattis felis. Nam ac augue nisl. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce et enim ac nunc laoreet molestie. Nulla imperdiet aliquet est, id pulvinar leo cursus et. Etiam ut ante tortor, at euismod nulla. Ut et sapien nec neque porta sollicitudin quis ornare mauris.

Sincerely,
Me

451 East 400 North Price, UT 84501 Ph: (435) 613-5000 Toll Free: (800) 336-CEU1 (2381) Email: cou@usu.edu

UtahStateUniversity
COLLEGE OF EASTERN UTAH

John Doe
Your Position at the University

1 435.613.5000
cou@usu.edu
Your Office
451 East 400 North
Price, UT 84501

UtahStateUniversity
COLLEGE OF EASTERN UTAH

Your Office
Your Building Name
451 East 400 North
Price, UT 84501

UtahStateUniversity
COLLEGE OF EASTERN UTAH
451 East 400 North, Price, UT 84501

San Juan Campus in Blanding

The College of Eastern Utah operated a satellite campus in Blanding, Utah, prior to its merger with Utah State University. This campus, in the heart of the Colorado Plateau, continues as a thriving entity of USU Eastern. The primary and secondary references of this campus are as follows.

Primary logo

Version 1:

UtahStateUniversity
COLLEGE OF EASTERN UTAH
SAN JUAN CAMPUS

Version 2:



Secondary logo

Version 1:

USU
EASTERN
San Juan Campus

Version 2:



Trademarks and Licensing

All Utah State University trademarks (logos and word marks), including those developed for USU Eastern, are exclusive property of the university. The trademarks and licensing program authorizes requests for the use of university trademarks on merchandise, including apparel.

Licensed merchandise refers to t-shirts, sweatshirts, mugs, uniforms and other similar items that have been produced with university trademarks. Only licensed vendors (licensees) may produce licensed merchandise.

Royalties are charged for licensed merchandise that is produced for profit or fundraising purposes. They are not charged for licensed merchandise ordered by the university for the purpose of identifying or enhancing the school's image. All of net royalties are used to fund university scholarships.

Conclusion

The creation of the new institution, Utah State University-College of Eastern Utah, represents a leap forward for our students and their communities. The vast resources of a major, land-grant research university are now available to students who prefer a small, more accessible environment. Our goal is to highlight the advantages to all constituents. One way to ensure that we communicate these benefits is to work together to present a consistent message, both verbal and visual, reflecting the new day dawning on the USU Eastern horizon.

For questions or comments:

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