VIP At-A-Glance

A Condensed Guide to the Utah State University
Visual Identity Program

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Utah State University adheres to a set of visual guidelines designed to communicate its values with one clear voice.

LOGOS

Approved logos are available by contacting Public Relations & Marketing.

1. The USU logo consists of a specific font — Univers 55 Roman — with or without a tower logo design when used as a stand-alone. When using a pre-approved 70/30 logo, the Trajan Pro font is used in place of Univers. The 70/30 logo is the only time an alternative font may be used.

2. The USU logo may be paired with colleges, divisions and auxiliaries with names placed beneath the “Utah State University” wordmark.

3. Authorized colleges, divisions and auxiliaries may occupy a dominant position in the logo at approximately a 70/30 percent ratio. Approved logos are available by contacting Public Relations and Marketing.

4. When multiple university entities are collaborating on a printed piece or in a digital format, only a stand-alone version of the logo may be used. Colleges, departments, divisions and auxiliaries may use their familiar word fonts, but they must be detached and appear separately from the logo.

5. A shorter reference to the university uses the Block “A” logo, USU’s most enduring letter. This secondary reference may be used, but only in conjunction with an approved USU logo.

6. A general preference is for the USU logo to be placed on the front of all printed and electronic communications, both internal and external, for instant university identification. If it does not appear on the front, it must be used on the back.

Utah State University.

CONSERVATION & RESTORATION ECOLOGY

Agricultural Systems Technology & Education

Department of Civil Engineering

College of the Arts

Office of Research and Graduate Studies

Jon M. Huntsman School of Business

Event Services

International Student Council

Access & Diversity Center

Associated Students Dining Services

A Decade of Distinction
2005 – 2015
Utah State University

The Greats
The Power to Change for Good
Utah State University
2015

Wordmark on Front

Wordmark on Back

VIP PAGE 8

VIP PAGE 23

VIP PAGE 9

VIP PAGE 28

VIP PAGE 19

VIP PAGE 10
COLOR PALETTE

1. The main university color is **Aggie Blue**. Accent colors are acceptable but cannot dominate a page.

2. **Aggie Blue** is Pantone 539 C.

<table>
<thead>
<tr>
<th>Color</th>
<th>Official University Color</th>
<th>(Process)</th>
<th>(Solid)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aggie Blue</strong></td>
<td>Pantone: 539 C</td>
<td>CMYK: 20% + 51% + 89%</td>
<td>RGB: 0 + 51 + 89</td>
</tr>
<tr>
<td></td>
<td>Hexadecimal: #003366</td>
<td>RGB: 0 + 51 + 89</td>
<td>CMYK: 20% + 51% + 89%</td>
</tr>
</tbody>
</table>

- **Silver**
  - Pantone: 7543 C
  - CMYK: 16% + 17% + 18% + 21%
  - RGB: 164 + 174 + 181
  - Hexadecimal: #46b578

- **Black**
  - Pantone: Black
  - CMYK: 0% + 0% + 0% + 100%
  - RGB: 0 + 0 + 0
  - Hexadecimal: #000000

- **Copper**
  - Pantone: 8021 C
  - CMYK: 172% + 141% + 115% + 25%
  - RGB: 255 + 255 + 255
  - Hexadecimal: #ff7f7f

- **Metallic Silver**
  - Pantone: 877 C
  - Note: Pantone 877 C is a metallic spot color and should only be used when being printed as such. If the silver is being reproduced on a CMYK process printer, Pantone 7543 C is to be used for the silver to place in Pantone 877 C.

- **VIP**
  - Pantone: Black
  - CMYK: 0% + 0% + 0% + 100%
  - RGB: 0 + 0 + 0
  - Hexadecimal: #000000

- **Black**
  - Pantone: Black
  - CMYK: 0% + 0% + 0% + 100%
  - RGB: 0 + 0 + 0
  - Hexadecimal: #000000

**STATIONERY SYSTEM**

1. All colleges, divisions and auxiliaries are required to **use the USU stationery identity and business card procedures** for official university communications, both internal and external.

**THE STATIONERY SYSTEM INCLUDES THE FOLLOWING:**

- letterhead
- letterhead with auxiliary information
- business card
- envelope
- standard note card and envelope
- note pad
- fax cover sheet
- mailing label
- name tags
- PowerPoint presentations

**ORDERING STATIONERY ITEMS**

To print Utah State University stationery items, you are encouraged to place your order through Publication, Design & Production (PDP) at 792-2611. 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.

Visit the 51-page identity manual:

OTHER APPLICATIONS

1. When the university logo is applied on an official university vehicle or university uniforms, the primary logo must be used.

TRADENMARK LICENSING

1. All USU trademarks are property of Utah State University and their use is regulated.
2. Branded items produced with USU’s name and/or marks are licensable and subject to the university’s trademark licensing policies and procedures. Trademark Licensing Policy (policy 510) found here: http://www.usu.edu/licensing/
3. Branded items bearing any logos or trademarks must be pre-approved. (This includes verbiage such as USU, Aggies, Utah State, etc.)
4. All branded items (for both internal and external uses) must be produced by a licensed vendor. Check here for the most current list: http://www.usu.edu/licensing/
5. Trademark indicators must be used and used correctly on any item that will leave campus at any point.
6. Logos cannot be altered in any way. (See right.)
7. Athletic logos cannot be used by anyone outside the athletics department.
8. An official university logo must always be present on all branded items. It does not have to be the primary focus, but it must be present.
9. The use of the logo on red will not be approved.