UTAH STATE UNIVERSITY CAMPUS RECREATION
BRAND AND VISUAL IDENTITY GUIDE

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PRIMARY LOGO AND ACCEPTED LOGO FORMATS

A primary logo must be present on everything. To provide greater design flexibility (horizontal and vertical) for print and electronic reproductions, the university logo can be used in seven ways: as a vertical logo, horizontal logo stacked, horizontal logo, simple horizontal wordmark, simple vertical wordmark, vertical stacked logo,

Vertical Logo

Utah State University™
CAMPUS RECREATION

Horizontal Logo Stacked

Utah State University™
CAMPUS RECREATION

Horizontal Wordmark

Utah State University™
CAMPUS RECREATION

PLACEMENT AND SIZE OF THE USU LOGO

A general preference is for the Utah State University 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. This includes all university magazines and newsletters. Please note that the university name, Utah State University (or USU, Utah State, etc.) should always be placed on the front whether the logo is used or not. This helps to quickly identify the university, a primary function of the university brand identity program. The university logo, except in electronic publications, may be placed anywhere on the front or back. (See Web guidelines for logo placement on Web pages). The university logo should have a proportionally weighted role. The minimum size allowed for a postcard or similarly sized publication is 5/8 of an inch tall for the vertical logo and 1/2-inch tall for the horizontal logo. As the publication size increases, the minimum size of the logo should increase proportionally. For example, it would be inappropriate for the logo to be reproduced at 1/2- inch on a four-foot banner.
AREA OF ISOLATION
To maintain the integrity of the Utah State University identity, a certain amount of space around the logo must be kept clear of competing visual elements.

Utah State University
CAMPUS RECREATION

THE COLOR PALETTE
Color is an integral part of the Utah State University identity. To maintain recognition of the identity, use the color palette specified below, recognizing the dominant color is Aggie Blue. Accent colors are acceptable but cannot dominate a page.

Due to limitations of digital printing process technology, consistent and accurate color reproduction shown in this manual cannot be assured. For accurate color representations, please refer to the Pantone Matching System (PMS).

Visit USU Publication, Design & Production or your local print supplier for a PMS book or Pantone color matching chips. You can also order Pantone materials at 1-888-726-8663 or www.pantone.com.

Color Matching
Use these equivalent formulas for matching the Utah State University colors in the following systems:

DOMINANT COLOR
Aggie Blue
Pantone: 539 C
CMYK: 100c + 58m + 23y + 77k
RGB: 0c + 51g + 89b
Hexadecimal: 003366

Black
Pantone: Black
CMYK: 0c + 0m + 0y + 100k
RGB: 0r + 0g + 0b
Hexadecimal: 000000
The white and pantone 402 are the preferred colors to use. We are not allowed to use purple, orange, or red on any social media posts, fliers, apparel, other items. “Fashion” colors are okay to use such as pink, camouflage, neon, etc. Logo colors **cannot** change though.

**FONTS AND TYPOGRAPHY**

To create a more uniform look and feel for official university publications, you are encouraged to use one of the following five fonts for day-to-day business publications: **Univers, Helvetica, Arial, Garamond, Times or Utah State. Utah State font is not intended for large bodies of copy; use of this font should be limited to no more than one sentence. There is no lowercase version of this font. Do not try to make a lowercase version of this font.** There are no restrictions, however, on use of any typefaces in university publications.

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

Key in the use of fonts is consistency and limiting their uses. For example, it is not recommended that all five fonts be used at once. You are encouraged to 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.

<table>
<thead>
<tr>
<th>Font</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 55 Roman</td>
<td><img src="image" alt="Univers 55 Roman" /></td>
</tr>
<tr>
<td>Univers 55 Oblique</td>
<td><img src="image" alt="Univers 55 Oblique" /></td>
</tr>
<tr>
<td>Univers Black Extended</td>
<td><img src="image" alt="Univers Black Extended" /></td>
</tr>
</tbody>
</table>
SECONDARY LOGOS

The Utah State University primary logo discussed in this visual identity manual is the default identification symbol for official university usage.

Shorter versions, or secondary references to the university’s name (U State and the Block A), provide communicators with a secondary option that is bold and immediately recognizable. It is important to note that their usage and color must follow the same primary color guidelines.

The use of these two secondary marks are acceptable in informal situations such as on clothing items and university merchandise. They are not to be used in place of the university’s primary logo, and if used, must be done in conjunction with the university’s primary logo. Exceptions to this rule pertain to vendor licensed merchandise sold through retail outlets such as at the Campus Store. A good rule of thumb to apply when making a decision is to compare formal versus informal. In formal situations, the university’s primary logo should always be used. The same rules regarding “Area of Isolation” also apply to secondary logos.

SECONDARY LOGO – U STATE
The current U State logo was developed by Nike through Utah State Athletics. Today its widespread use, both on and off the field, readily identifies this mark together with athletics and “Utah State” university. It is therefore permissible to use this secondary mark when referring to “Utah State” in informal situations. Use of this mark must be done in conjunction with the university’s primary logo, not paired with the primary logo. (See page 11 concerning areas of isolation.) It cannot be altered in any way or supplant the university’s primary logo.
Note that only school colors are allowed when using this mark.

**Sponsorship rights**: No university entity, other than athletics, may sell co-branding sponsorship rights in connection with the U State logo.

**Game Day shirts and merchandise**: No university entity, other than athletics, may use the U State logo for profit or gain, including Game Day shirts and merchandise. Such items may only be sold on a cost-recovery basis.

**AREA OF ISOLATION**

**SECONDARY LOGOS – BLOCK “A”**

The Block A logo, Utah State’s most enduring letter, provides an additional secondary option for referring to Utah State University, particularly in connection with the “Aggies” moniker. Use of this mark must be done in conjunction with the university’s primary logo, not paired with the primary logo. It cannot be altered in any way or supplant the university’s primary logo. Note that only school colors are allowed when using this mark.
USE OF DESIGN ELEMENTS

All university entities are permitted and encouraged to use and pair their names with the Utah State University logo. Official university entities are no longer permitted to create their own logos and marks to be used in place of the university logo. The purpose behind the identity program is to create a more unified image for the university. Exception to this rule involves entities with loose ties to the university, little or no funding from the university, and business-related entities that need to market and brand themselves to remain financially solvent. Entities with special funding and brand identity needs require an exemption through the office of Public Relations & Marketing. Colleges and entities are permitted to create marks that uniquely identify them so long as they are not used in place of the university logo. These are considered design elements. In any case, if elements beyond the official logo are incorporated, they must be used separately, but in conjunction with, the official university logo. Pairing design elements with the logo is not permitted.
CLUB SPORTS TEAMS USAGE

All Club Sports teams fall under the working umbrella of the Campus Recreation Department. Therefore, there are rules that they must adhere to in order to stay compliant with University protocols.

1. Social Media; Campus Recreation personnel must have access to every type of outlet that teams use for promotion. All teams must abide by rules set in place by the Campus Recreation Department and the Trademark Licensing Department.

2. Marketing/Print Material; All schedules, fliers, tickets, etc. must be approved through the Campus Recreation Department. They are knowledgeable and held accountable for all of the rules that are set by the Trademark Licensing Department.

3. Non-Game Day Apparel/items; This includes jackets, merchandise, etc.

4. Game Day Apparel/Items; This includes all pants/shorts, shirts, head gear, etc.

<table>
<thead>
<tr>
<th>LOGO</th>
<th>WEBSITE/SOCIAL MEDIA</th>
<th>MARKETING/PRINT MATERIAL</th>
<th>NON-GAME DAY APPAREL/ITEMS</th>
<th>GAME DAY APPAREL/ITEMS</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Utah State University Campus Recreation" /></td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
</tr>
<tr>
<td><img src="image" alt="A Utah State" /></td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
</tr>
<tr>
<td>UTAH STATE</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
</tr>
<tr>
<td>AGGIES™</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
</tr>
<tr>
<td>Club Sports</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
</tr>
<tr>
<td><img src="image" alt="Utah State University Campus Recreation" /></td>
<td>OPTIONAL</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
<td>REQUIRED</td>
</tr>
<tr>
<td><img src="image" alt="Play Wellness Adventure" /></td>
<td>OPTIONAL</td>
<td>REQUIRED</td>
<td>OPTIONAL</td>
<td>OPTIONAL</td>
</tr>
</tbody>
</table>

No departments, offices or entities outside of Athletes is allowed to use the “athletics bull” (or any bull). This mark is strictly for athletics use only. No other bulls can be used to represent Utah State Aggies.
**STATIONERY SYSTEM**

All colleges, departments, divisions, units, and administrative offices are required to use the Utah State University stationery identity procedures for official university communications both internal and external. The university stationery system uses the Univers font. You are encouraged to use fonts that complement this typeface. A necessary component is the correlation of all these materials to provide brand consistency and easy recognition of Utah State University. Adherence to these guidelines will help protect and strengthen the university's brand image. As such, stationery guidelines will stipulate that only one mark, the university logo, be permitted. The rationale is simple: Utah State University is one university. Secondary logos and marks from university subsidiaries act to compete against the university’s brand name. They clutter and dilute visual and message impact and are, therefore, counterproductive as university communication tools.

Materials included in the stationery system should not be viewed as communication pieces meant to establish a brand identity for a college, department, or other university entity. They are designed primarily to identify Utah State University and its relation to its affiliates. Entities that need to establish a brand image may do so through other, more effective, marketing communications.

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 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 Public Relations & Marketing prior to placing an order. **All off-campus printing must comply with the Visual Identity Program standards.** E-mail samples to: PR@usu.edu. All review requests are promptly handled.

**STATIONERY SYSTEM, CONT.**

**Letterhead**

The university logo must always be placed in the upper left corner. A department or college name may be paired with the logo. If a college name is paired with the logo, a department name may be placed in the upper right corner, or vice versa. No other logo is permitted. Original letterhead should be used on all mailings to off-campus audiences. Photocopies are not acceptable.
Welcome back students.


Fusce volutpat. Aenean nisl nunc, tempor vitae, ante eu, aenean sed, nunc ut. Vestibulum malesuada, augue eget molestie, massa rutrum euismod, nunc vehicula vulputate. Fusce vestibulum, augue vel, accumsan eget, tristique non, nisl vel, semper nec. Nunc convallis, erat eu, luctus porta, adipiscing non, nulla in, mi nec, nisl eget, semper nec. Nunc auctor, nisl vel, accumsan eget, tristique non, nisl vel, semper nec. Nunc auctor, nisl vel, accumsan eget, tristique non, nisl vel, semper nec. Nunc auctor, nisl vel, accumsan eget, tristique non, nisl vel, semper nec.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam malesuada, arcu sed ante, scelerisque vel, ultricies at, volutpat in, vestibulum vel, lectus.
STATIONERY SYSTEM, CONT.

Business Cards
Business cards are available in the following template. The name of the college, department, division, unit, or other entity may be paired with the logo. An additional name may be placed above the address. No other logos, statements, or affiliation marks are permitted with the exception of non-university partnering organizations. The bottom right corner of the card or the back of the card can be used for authorized partnering organizations. Only Aggie Blue or black ink may be used on the card.

STATIONERY SYSTEM, CONT.

No. 10 Envelope

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Utah State University

TIM VITALE
Executive Director

PUBLIC RELATIONS & MARKETING
0500 Old Main Hill
Logan, UT 84322-0500
Phone: 435.797.3150
Fax: 435.797.2630

Ryan Murray, MBA
Tooele SBDC/BRC

88 South Tooele Blvd.
Tooele, UT 84074
Phone: (435) 288-1605
ryan.murray@usu.edu
STATIONERY SYSTEM, CONT.

Note Card

6.25 x 4.5 inches

A6 Envelopes

Utah State University
Office of Public Relations & Marketing
Public Relations & Marketing
GS00 Old Main Hill
Logan, UT 84322-0500
STATIONERY SYSTEM, CONT.
WEB IDENTITY

About Web Identity
USU’s Web identity is defined by the “look and feel” of the Web site. Web pages in the USU domain should have a commonly defined image that identifies each as part of the university. While originality and creativity are important, care must be taken so differences in look and feel do not degrade usability or detract from consistency in identity. Users prefer to see pages that feel like they are all part of the same Web site. This is why consistency is one of the best usability principles: if pages are the same, users are not confronted by potentially problematic or confusing changes in the navigation or the page layout. Instead, users know that the organization they found on previous pages will repeat in subsequent pages. This is why consistency is the key, not only to give a consistent look and feel to the USU Web site, but also by making the Web site easier to navigate and understand.

By setting up standards, templates ensure consistency throughout the Web site and help developers and designers in maintaining consistency. To this end, templates have been available for several years.

The changes implemented by the Visual Identity Program will require the new logo to be used on the template, replacing the current wordmark. A redesign will be planned during the next two years and will follow the Visual Identity Program. Web guidelines will be available through the Web Standards Guide.

General Standards
Every unit on campus is welcome to use the Web templates. Every official Website should meet the following general requirements:
• Presence of the USU logo on the top left of each page, linking back to the university home page.
• Presence of the utility links on the top of each page (see below).
• The footer of each page must contain a contact link to the person in charge of maintaining the page.
• The University homepage design (below) is a unique page and cannot be used on any other page.
OTHER APPLICATIONS

This section offers recommendations and examples for how to apply the logo to items such as shirts, banners, vehicles, and signs. Please refer to “The Utah State University Logo” section and the “Trademark Licensing” section regarding logo guidelines. Also, refer to “The Color Palette” section for color recommendations.

Please note that merchandise such as t-shirts, sweatshirts, mugs, uniforms, and other similar items that are produced with Utah State University’s name and mark is considered licensable and is subject to the University’s Trademark Licensing Policies & Procedures. Please reference: usu.edu/licensing

Maintaining a consistent, high-quality look for the various promotional items ensures that the associations with Utah State University are appropriate and positive each time the items are used. The diverse sizes and shapes of the various items call for some design flexibility. These guidelines are intended to reinforce proper usage of the university logo while allowing flexibility when it comes to color and the use of the university name outside the logo. Official use of the university logo is not required on specialty items. If it is used, then applications should follow the guidelines in this manual.

When applying the logotype to hats or other merchandise items, choose from the colors in the Utah State University color palette, as shown. Do not use red.

The printing of clothing, novelty items, and other merchandise bearing the university’s name or marks must be pre-approved. Please provide a print or electronic sample to Trademark Licensing prior to production. All review requests are promptly handled.

Email samples to: trademark.licensing@usu.edu.
OTHER APPLICATIONS, CONT.

Hats
(Primary mark present on front or back)
OTHER APPLICATIONS, CONT.

T-Shirts
(Primary mark present on front, back or sleeve)
TRADEMARKS AND LICENSING

All Utah State University trademarks are the exclusive property of USU. Regulation of all uses of USU trademarks is essential to protect the university from liability and to protect against dilution of the trademarks. USU authorization is required for all trademark uses. The university has delegated the responsibility for maintaining, managing and licensing university trademarks to the Trademark and Licensing Director through the office of Public Relations & Marketing.

The mission and purpose of the Licensing and Trademark Policy is to:

1. Ensure proper control and use of trademarks associated with USU; protect all university trademarks from unauthorized uses; and facilitate the process of granting authorization for legitimate internal and third-party use of university trademarks.
2. Promote USU in a consistent and uniform manner to protect the university’s reputation, name and image by permitting only appropriate uses by officially licensed vendors. This helps to assure that only quality products bear the university’s trademarks while safeguarding consumers from inferior products.
3. Strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni and fans.
4. Generate royalty revenues that can then be used to provide scholarships to deserving students.

What is a trademark?
A trademark is any logo, symbol, nickname, letter(s), word, slogan or derivative that can be associated with an organization, company, manufacturer or institution and can be distinguished from those of other entries or competitors. In addition to the trademarks listed in the registered and protected trademark section, any indicia adopted hereafter and used or approved for use by USU shall be subject to the policies and procedures of the trademark and licensing policy. Additionally, the trademark and licensing program shall also cover any derivations of USU trademarks which would cause consumers to erroneously believe that the product originated from, or was sponsored or authorized by the university.

Registered and Protected Trademarks
1. The following trademarks are federal registered on behalf of Utah State and require a circle R “®” notation whenever used, particularly for external public communications. This includes merchandise and print pieces such as poster, brochures, flyers, banners, etc.
   a. Examples:
      - Utah State University
      - U State
      - Bull (image)
      - Aggie Ice Cream

2. The following trademarks are registered with the State of Utah on behalf of Utah State and require a TM notation whenever used, particularly for external public communications.
communications. This includes merchandise and print pieces such as poster, brochures, flyers, banners, etc.

Examples:
- Utah State
- Aggies
- USU
- USU Aggies
- Block Letter (capital) ‘A’
- Big Blue
- Utah State Aggies Tower with an ‘A’
- The Presidential Seal
- Utah State University Eastern
- USU Eastern
- Utah State Eastern
- Utah State University Eastern Blanding Campus
- USU Eastern Blanding Campus
- Utah State University Eastern Eagles
- USU Eastern Eagles
- USUE
- USU E block letters
- Believe It
- I Believe
- We Believe
- I Believe that We Will Win
- Winning Team, Losing Team
- The Power to Change for Good
- Transforming Lives
- Transforming lives for Good
- Aggie Nation
- True Blue
- Utah State HURD
- HURD
- True Aggie
- Utah Public Radio
- Utah State University Research Foundation
- The Research Foundation
- USURF
- USUSA
- Space Dynamics Lab
- SDL
- All 70/30 college logos
- All paired logos

Note: The above is not a complete list; trademarks are updated continually. A current listing of trademarks is available from the Trademark and Licensing Director in the office of Public Relations & Marketing. All marks owned by Utah State are subject to the policies and procedures of the trademark likening policy. This includes current and “retired” marks.

3. All other names, symbols, initials or graphic designs that refer to USU are protected by U.S. and state law.

For all Trademarks and Licensing Inquiries Contact the Trademark Licensing Director at Public Relations & Marketing:

Heidi Adams
Phone: 435-797-1351
Email: trademark.licensing@usu.edu