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.

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PLAY
WELLNESS
ADVENTURE
01.1 Logos

All logo use must adhere to Utah State University’s Visual Identity Program (VIP), follow university policies, and brand standards. Appropriate presentations of the primary paired logo are below. Logos may not be stretched, obscured, combined with other logos, or modified in any way. Pairing text or other elements with official marks, is considered alteration of marks and is not allowed.

The primary logo must be placed on all printed and electronic communications, both internal and external, for instant brand recognition. If the primary paired logo 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 logo must have a proportionally weighted role. As the publication size increases, the minimum size of the logo should increase proportionally. The logo must be sized to 25% width of the longest dimension for the visible area. The logo should never be smaller than 5/8 of an inch tall for the vertical logo and 1/2-inch tall for the horizontal logo.

Primary logos should only be printed in black, white, or Aggie Blue (PMS 539). For exceptions please contact the Trademark Licensing office.

This is the preferred Campus Recreation logo for everything except Stationery.
01.2 Elements

Colleges and entities are permitted to use visual/graphic elements that uniquely distinguish them, as long as they are used separately, but in conjunction with the entity’s primary university mark. Visual/graphic elements may not be used in close proximity to the entity’s university primary mark. Pairing visual/graphic elements with official marks is not permitted.

Visual/graphic elements are not logos and cannot be used in place of the primary paired logo. Visual/graphic elements cannot be used as social media icons.

See page 22 of the VIP for further examples and clarification on visual/graphic elements.

Note: We no longer allow university verbiage or marks or logos to be used in the creation of design elements. This design element is grandfathered. Should any change take place to the design element it will be come obsolete.
01.3 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 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.
01.3 Patterns
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
  grey

- White

02.2 Secondary Colors

- CMYK 68/0/18/0
  RGB 0/198/215
  HEX #00c6d7
  aqua

- CMYK 9/65/100/1
  RGB 222/117/38
  HEX #de7526
  moab orange

- CMYK 50/57/73/37
  RGB 100/81/61
  HEX #64513d
  rich earth

- CMYK 100/50/19/3
  RGB 0/105/167
  HEX #0069a7
  bright blue

- CMYK 69/25/100/9
  RGB 93/141/62
  HEX #5d8d3e
  green grass

TINTS OF THE APPROVED COLORS MAY BE USED.
02.3 Reversed

02.4 Black & 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.

**BEBAS NEUE**

**REGULAR / BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+[]

**GOTHAM**

**REGULAR / BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+[]

**RUSTICO**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+[]

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
04.1 Letterhead

The primary logo 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 programs 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.
Envelopes are considered an “official document” and the format is standard for all university colleges & departments.
04.4 Email Signature

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
05.1 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 logo on the item.** Designs can appear on merchandise, however, the primary paired logo must also be included on all items in a secondary location.

When applying the designs to “branded goods” university logos must be black, white, Aggie Blue (Pantone 593), or pewter. **Do not place university logos 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 logo 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.
05.2 Uniforms

All club uniform designs and color schemes must be submitted for review and approval prior to production.*

The design must include the Utah State University Campus Rec paired logo and the club name.

Images and logos of external third-party sponsors are not allowed to appear on uniforms or on apparel.

*Releasing Utah State logos, marks, or verbiage to any third-party is not permitted.

The logo should be sized as large as the imprint area for the item allows or at a minimum of 3” wide for larger items such as shirts & jerseys.
05.2 Marketing Materials

When the design element is used, the official paired logo must always be present.
05.3 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, yard sign, 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/