

One Voice. One Team. One USU.

Campus Recreation CLUB SPORTS



UtahStateUniversity

An aerial photograph of a university campus, likely the University of Utah, featuring a large green field, several modern and traditional buildings, and a road in the foreground. The background shows a vast valley and distant mountains under a cloudy sky. The text "Brand Standards" is overlaid in the center in a large, white, bold font.

Brand Standards

Endorsements, Sponsorships, and Co-branding

Endorsements

- Pre-approved By Trademark Licensing
- Pre-approved by university Administration in writing

Sponsorships

- Pre-approved By Trademark Licensing
- Pre-approved by university Administration in writing

Co-Branding

- Pre-approved By Trademark Licensing
- Pre-approved by university Administration in writing

Logos & Wordmarks

Horizontal Logo



Vertical Logo



Student Affairs
UtahStateUniversity

Wordmarks

Student Affairs
UtahStateUniversity®

Student Affairs
UtahStateUniversity®

Student Affairs
UtahStateUniversity®

Required on all formal university materials.

Spirit Marks

U State



Old Main Tower



Block A



- An official university wordmark must always be used on formal university materials, even if a spirit mark is present.
- The U State mark is the only spirit mark that can be used as a standalone mark on informal merchandise and branded goods.
- All spirit marks, but the Aggie Hand Signs have an area of isolation that must always be present.

Spirit Marks

Big Blue Marks



Big Blue



Aggie Hand Signs



Restricted Marks



- These marks have limited use to select groups. They are **NOT allowed** to be used by parties outside of those organizations.
- To protect the integrity of the Athletics bull mark, no other bull designs, variations, or components are allowed in association with Utah State University or Utah State Athletics.

Terminology

University Logos

These logos are comprised of the U State logo and the Utah State University wordmark. There are horizontal and vertical options. These logos are to be used by **university-wide administrative offices for university-wide events.**



UtahStateUniversity



UtahState
University



UtahState
University

University Wordmarks

The wordmarks are comprised of the words "Utah State University" in a stylized font. Standard fonts will not accurately reproduce the typography. These marks are to be used by **university-wide administrative offices for university-wide events.**

UtahStateUniversity®

UtahState
University®

An aerial photograph of a university campus, likely the University of Utah, featuring a large green field, several modern and traditional buildings, and a road in the foreground. The word "Signage" is overlaid in large white text in the center. The background shows a vast valley and distant mountains under a cloudy sky.

Signage

Digital Signage

- The digital signage system is restricted to university entities including colleges, departments, and official student organizations.
- Designs must meet the university brand standards.
- Service Now, [Digital Signage Request](#).

All signage is reviewed by the University Marketing & Communications, Trademark Licensing office prior to being distributed to campus organizations. Submissions may be denied or returned for correction if requests do not meet university policies and guidelines. If you have questions about your signage request, please contact [Aimee Brunson](#).

[Request a digital signage account.](#)

Image Requirements

- Image Dimensions:
 - 1920 x 1080 pixels (horizontal)
 - 1080 x 1920 pixels (vertical)
- File Format:
 - PNG (recommended) or JPEG
- File Size:
 - 1.5 MB maximum

Video Requirements

- Video Dimensions:
 - 1920 x 1080 pixels (horizontal)
 - 1080 x 1920 pixels (vertical)
- Length:
 - 60 seconds maximum
- File Size:
 - 1.5 MB maximum

Resources

- [Logo Application Standards](#)
- [Canva.com](#) (free online resource)

* Indicates required

Employee Name

Email

* Phone

* Department

* Project Title

Display image information

* Start Date

* End Date

Location(s) to display digital signage

Receive approval for my location only. Signage will not be sent to other locations for posting.

Select All Locations

* Locations

Temporary Signage

- The university allows the use of temporary signage for university-sponsored programs, events, and activities.
- Non-university, commercial programs, events, and activities are not allowed to place temporary signage on campus unless prior approval is received from the Vice-President of Finance and Administrative Services.

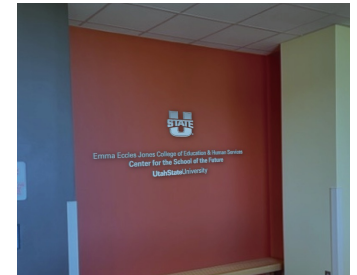
Light Pole Banners



Yard Signs & A-Frames



Large Scale Graphics



An aerial photograph of a university campus, likely the University of Utah, featuring a large green field, several modern and traditional buildings, and a road in the foreground. The background shows a vast valley and distant mountains under a cloudy sky. The text "Trademark Licensing" is overlaid in the center in a large, white, bold font.

Trademark Licensing

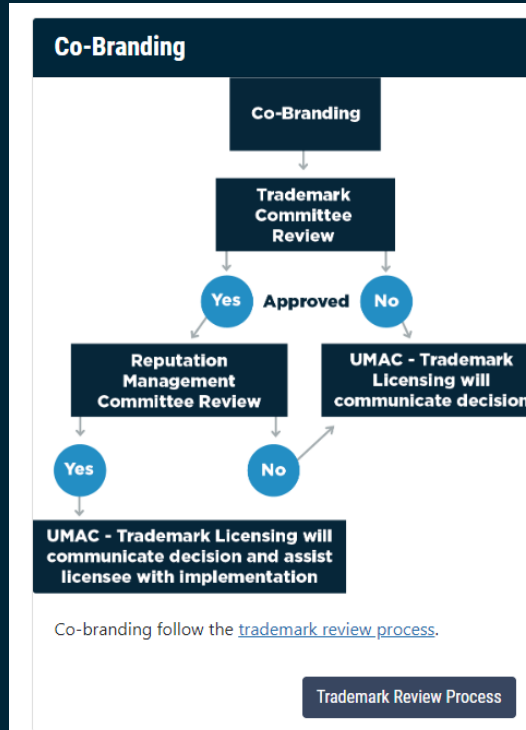
Trademark Licensing

- University Policy 510: Trademark Licensing
 - Purpose and scope – protecting, promoting, and expanding the brand reputation and goodwill as a top academic institution.
 - Ensure all use of marks, trademarks, and likenesses comply with the university brand standards.
 - Outside entity use
 - Co-branding, endorsements, and sponsorships
 - Prohibited use
 - Licensed vendors
 - Trademark review process



Trademark Review Process

All endorsement, sponsorship, and co-branding requests must be routed to University Marketing and Communications, Trademark Licensing.



Trademark Review Process Steps

The Trademark Review Process will follow these steps:

1. Trademark Review Committee
 - a. If approved, the Trademark Review Committee will route the request to the Reputation Management Committee for review (Step 2)
 - b. If not approved, UMAC - Trademark licensing will communicate the decision to the requestor
2. Reputation Management Committee
 - a. If approved, UMAC - Trademark Licensing will communicate decision and assist the licensee with implementation
 - b. If not approved, UMAC - Trademark licensing will communicate the decision to the requestor

Any questions regarding this process should be directed to the UMAC - Trademark Licensing Office.

Licensees

Brand Standards: Trademark Licensing

Trademark Licensing Standards	
Overview	
Trademark Licensing Policy	▼
Licensees	
Useful Resources	▼

Licensees

Per [USU policy 510](#), all items bearing the university trademarks must be produced by a licensed vendor. See the following lists to find a licensed vendor; do not use a vendor found in Cancelled Licensees.

- [Retail Licensees](#): Licensees that can reproduce the university trademarks on goods for sale to internal departments and in retail locations (Campus Store, Walmart, Sam's Club, Locker 42, etc.).
- [Internal Licensees](#): Licensees that can reproduce the university trademarks on goods for internal consumption (not including items sold for university fundraisers).
- [New Licensees](#)
- [Cancelled Licensees](#): Licensees that are no longer eligible to reproduce the university trademarks in any way.

- **Coming soon: Agora Quote**

Useful Resources



- Trademarks at-a-glance
 - [What is a trademark?](#)
 - [How are trademarks created?](#)
 - [What is a registered trademark?](#)
 - [What does ® and ™ mean?](#)
 - [What steps should I take to create a new trademark at Utah State?](#)
- [List of Trademarks](#)
- [Obtain a License](#)
- [FAQ](#)
 - [What is a licensee?](#)
 - [Why use a licensed vendor?](#)
 - [How do I know if a product is officially licensed by the university?](#)
 - [My college/department has a specific program name we would like to protect. How do we secure the proper protections?](#)
 - [I have contracted with an outside entity for a university service, and they would like to place the university logo on their site. How do I do this?](#)
- [Report Violations](#)

An aerial photograph of a university campus, likely the University of Utah, featuring a large green field, several modern and traditional buildings, and a road in the foreground. The word "Guides" is overlaid in large white text in the center of the image. The background shows a vast valley and distant mountains under a cloudy sky.

Guides

Clubs & Student Organization Goods

Only officially sponsored clubs and student organizations can use the university logos.

- All graphics created must be specific to the organization
- All items must include the words: Club, Student Association, etc.
- Sale of Apparel, Merchandise & Promotional Goods
- Artwork Approval

Brand Standards: Guides

Guides
Overview
Apparel, Merchandise, and Promotional Goods
Branded Goods
Faculty, Staff, & University Organizations
Clubs and Student Organization Goods
Audience Personas
Display and Search Ads
Logo Application
Print-on-Demand
Social Media
YouTube
Web pages
Colors
Fonts

Clubs and Student Organizations

Important Notice about Unregistered Student Clubs and Organizations

If you are involved in an unrecognized student club or organization, you will need to become an officially sponsored club by Student Affairs or your college to gain permission to use any of the university trademarks, logos, or wordmarks.

If you are part of a student at Utah State University, these guidelines apply to you. When ordering apparel, merchandise, or promotional items, or hosting a fundraiser, **follow these guidelines to ensure your items comply with university policy.**

Officially sponsored clubs and student organizations may produce and give away branded goods bearing the university name, trademarks or logos (marks). These may include: t-shirts, uniforms, and other branded goods.

All branded goods must include the name of the club, student organization or activity. All club and student organization branded goods must follow the branded goods guidelines and must be pre-approved by University Marketing and Communications, Trademark Licensing. Items can only be produced by a licensed vendor, if for resale, a retail licensee must be used.

The following guidelines apply:

- All graphics created must be specific to your organization or event. **If a graphic is used, or created, university trademarks and logos cannot be incorporated into the graphic as this creates a logo.**
- **All items must include the words: Club, Student Association, Sorority, Fraternity, Student Council, Student Group, Student Committee, Students, Students For..., Student Fellowships, Student Community, Greek Letters, Student Chapter, or similar defining terms.**
- **Images and/or logos of third-party sponsors are not allowed to appear on uniforms or apparel.**
- **Prior to use, all club or organization designs must be submitted for review and approval by University Marketing and Communications, Trademark Licensing.** Please submit artwork via the [artwork approval form](#).
- The use of the University logos must adhere to brand standards. Official logos may not be modified in any way or combined with other logos or verbiage. The University logos must stand alone and have the proper area of isolation.
- **Clubs and organizations must remain in good standing in order to be eligible to use the university marks.**

Uniform Application

- The design of each uniform must provide distinguishing characteristics from any uniform or jersey utilized by Utah State University's sanctioned intercollegiate athletics teams.
 - The design must be specific to your team and the club name (Rugby Club) and/or club sport(s) must be added as a main focus on the club designs used.
- A university mark must be present all all uniform and merchandise goods.
- Images and/or logos of third-party sponsors are not allowed to appear on uniforms or apparel.
- **All club sport competitive uniform designs and color schemes must be submitted for review and approval by University Marketing & Communications via the [artwork approval form](#).**

Merchandise Application



Ordering Merchandise/Uniforms

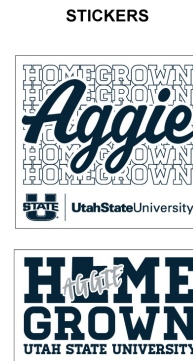
Branded goods must be purchased from a licensed vendor. Lists of vendors can be found on brand.usu.edu. The designs will need to be pre-approved by University Marketing & Communications, Trademark Licensing. All university purchasing and trademark policies need to be followed.

Limited Imprint Space

These guidelines are for items such as **bookmarks** and **stickers** that are small in size and have a limited imprint space. If logos are used, they must be reproduced in approved colors and they must be large enough to reproduce appropriately.

Logos and spirit marks cannot be modified and require the area of isolation.

- A wordmark is not required on limited imprint space items. However, all items must either have the U State and/or the words “Utah State University” typed out in a non-restricted font.
- The bull mark and President’s seal are restricted and cannot be used.
- Buildings cannot be used as stickers unless there is a skyline included with the building. Standalone buildings could be perceived as building logos.



Logo Application

Mark Area of Isolation

To maintain the visual integrity of the university logos and wordmarks (marks), a **minimum area of isolation must remain clear around them. Reference the examples below for proper area of isolation scaling.**

If adding text outside the area of isolation, **do not use the Utah State, Univers, or Trajan fonts. These fonts are reserved for official logos.** Please see [alternative typefaces](#) for font recommendations.

Mark Area of Isolation

To maintain visual integrity of the university logos and wordmarks (marks), a **minimum area of isolation must remain clear around them. Reference the examples below for proper area of isolation scaling.**

The area of isolation space must be kept clear of competing visual elements, wording, and distracting images. Visual elements may not be paired with, or used in close proximity to, the official university marks. The area of isolation is required to prevent confusion and competition with the university marks. As a rule, do not incorporate text or unofficial marks that overlap, or begin to blend, with the university's marks.

If adding text outside the area of isolation, **do not use the Utah State, Univers, or Trajan fonts. These fonts are reserved for official logos.** Please see [alternative typefaces](#) for font recommendations.

Isolation Size:
Proportional to the height of the top portion of the U



Isolation Size:
Proportional to the height of the letter U



Isolation Size:
Proportional to the height of the top portion of the U



Logo Application

Suggested Mark Size

Mark sizing varies depending on the publication or product, please reference this chart for the most used sizes.

Size is based on the height of a logo.

Logo Type	Logos & Stacked Wordmarks	Single Line Wordmark	Vertical U-State Logo
	Logos & Stacked Wordmark Examples	Single Line Wordmark Examples	Vertical U-State Logo Examples
Postcard (4 x 6)	0.375 inches	0.2 inches	0.75 inch
Half Page (8.5 x 5.5)	0.5 inches	0.25 inches	1.125 inches
Letter (8.5 x 11)	0.625 inches	0.3125 inches	1.375 inches
PowerPoint Presentation (16:9)	0.625 inches	0.3125 inches	1.375 inches
Canva Presentation (16:9)	85 pixels	50 pixels	165 pixels
Keynote Presentation (16:9)	1.125 inches	0.625 inches	2.25 inches
Tabloid (11 x 17)	0.875 inch	0.4375 inches	1.5 inches
Yard Sign (18 x 24)	1.375 inches	0.625 inches	2.25 inches
Digital Signage (1920 x 1080)	85 pixels	50 pixels	165 pixels
Large Poster (24 x 36)	1.5 inches	0.75 inch	3 inches
TSC Wire Banner (18 x 72)	3 inches	1.5 inches	6 inches

Logos & Stacked Wordmark



Single Line Wordmark



Vertical U-State Logo



Colors

Primary Color Palette

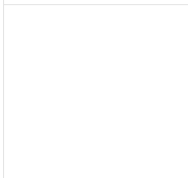
Aggie Blue

Pantone 539
CMYK: 100 65 22 80
RGB: 0 38 58
HEX: #0F2439



Fighting White

White
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF



Gray

Pantone 429
CMYK: 35 23 19 2
RGB: 162 170 173
HEX: #A2AAAD



Black

Black
CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000



Restricted Colors

Red

Secondary Color Palette

Deep Blue

Pantone 7700C
CMYK: 93 62 32 13
RGB: 22 90 125
HEX: #165A7D



Sky Blue

Pantone 7689C
CMYK: 78 33 7 0
RGB: 40 141 194
HEX: #288DC2



Light Blue

Pantone 284C
CMYK: 55 22 0 0
RGB: 110 169 219
HEX: #6EA9DB



Electric Blue

Pantone 638C
CMYK: 73 11 7 0
RGB: 1 173 216
HEX: #01ADD8



Teal

Pantone 7716C
CMYK: 83 22 47 2
RGB: 0 147 143
HEX: #00938F



Watermelon

Pantone 709C
CMYK: 0 77 37 0
RGB: 241 98 120
HEX: #F16278



Tangerine

Pantone 151C
CMYK: 0 60 100 0
RGB: 245 130 32
HEX: #F58220



Sunflower

Pantone 7408C
CMYK: 3 26 100 0
RGB: 246 189 23
HEX: #F6BD17



Fonts

We recommend using Arial, Helvetica, or Montserrat. Gotham and Avallon can be utilized if you have the appropriate license; additional licenses will not be issued by the university.

If you do not have access to the Gotham and Avallon font families, use Montserrat as alternative for Gotham, and Hey October as an alternative for Avallon.

Toolkit: Guides

Guides

Overview

Apparel, Merchandise, and Promotional Goods

Audience Personas

Display and Search Ads

Logo Application

Print-on-Demand

Social Media

YouTube

Web pages

Colors

Fonts

Fonts

We recommend using Arial, Helvetica, or Montserrat. Gotham and Avallon can be utilized if you have the appropriate license; additional licenses will not be issued by the university.

Alternative Typefaces

If you do not have access to the Gotham and Avallon font families, use Montserrat as alternative for Gotham, and Hey October as an alternative for Avallon.

While these fonts do not replace Gotham or Avallon, they are commercial-free font options that complement our visual brand.

Important Notice about Restricted Fonts

Univers, Trajan, and Utah State Bold fonts are no longer allowed as these fonts are utilized to create university logos.

An aerial photograph of a university campus, likely the University of Utah, featuring a large green field, several modern and traditional buildings, and a road in the foreground. The background shows a vast valley and distant mountains under a cloudy sky. The text "Artwork Approvals" is overlaid in the center in a large, white, bold font.

Artwork Approvals

Artwork Review Process

All formal university materials, branded goods, and other items with the university's name, trademarks, or logos must be pre-approved by University Marketing and Communications, Trademark Licensing per [policy 510](#).

The screenshot shows the 'Artwork Review' form in ServiceNow. The header includes the Utah State University logo, a search bar, and navigation links for Favorites, Tools, Approvals (0), Tasks (18), Requests (2), and a user profile icon. The left sidebar contains a navigation menu with sections for Home, Knowledge, Services (listing various university departments), and Applications (listing MyTime, P-Card, Performance Management, Reporting, Travel, and Visual Task Boards (VTB)). The main content area is titled 'Artwork Review' and includes a 'Favorite' button. Below the title is a sub-header 'Request approval to use USU's logos or trademarks'. The form contains several sections: a 'Submit' button, a 'Required information' section with red error messages for missing fields like 'Please provide a title for your request', 'Please provide a link for your request', 'Name of organization, college, department or division (e.g., USA, College Club, etc.)', 'Product type', 'Quantity of items being produced', 'Intended use of products (check all that apply)', and 'Company Name'; a checklist of five questions regarding logo use; a section for 'Attachments' with a file upload area and a blue 'Add attachments' button; and a footer with the Utah State University logo.

UtahStateUniversity Search ServiceNow

★ Favorites Tools Approvals 0 Tasks 18 Requests 2

Home > Service Catalog > Departmental Forms > Marketing & Communications > Artwork Review

Artwork Review

Request approval to use USU's logos or trademarks

Submit

Any item bearing Utah State University's logos or trademarks must be pre-approved by University Marketing and Communications, Trademark Licensing per university Policy 510. 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/or trademarks) are considered licensable and is subject to the University's [Trademark Licensing Policies & Procedures](#).

University administration reserves the right to prohibit certain trademark and logo uses that it deems inappropriate or inconsistent with USU's image and mission.

To assist you with the approval process we have created the checklist below.

1. Does your design have the proper logo on it?
2. Is the logo you are using from the [university logo library](#)?
3. Is the logo sized correctly? (See [logo application](#))
4. Do you have the proper area of isolation around the logo? (See [logo application](#))
5. Have you uploaded the design concept to this request?

* Indicates required

* Please provide a title for your request:

Click, or Drag-n-Drop to upload design concept artwork to this request.

Acceptable file types: PNG, PDF, JPG or PowerPoint

* Attachments

Drop files here or Add attachments

An aerial photograph of a university campus, likely the University of Utah, featuring a large green field, several modern buildings with glass facades, and a river in the foreground. The sky is overcast with dark clouds. The text is overlaid in the center of the image.

University Marketing & Communications, Trademark Licensing

Trademark Licensing Team



Heidi Adams
Director



Aimee Brunson
Coordinator



Alexa Bills
Coordinator

Thank You



UtahStateUniversity