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CONCEPT

The Utah State University Athletics brand is distinguished by a simple philosophy: We cultivate excellence in all that we do. Our mission is to guide, strengthen and support our student-athletes as they strive for excellence academically, athletically and socially. This concept creates a cohesive identity system that not only respects the traditions of the university, but also looks ahead to the promise of a great future.

The qualities and values of the Utah State Athletics brand are expressed in the design of its brand identity. These guidelines allow strategic partners to properly work with the elements of the identity so that their application and presentation achieve a powerfully consistent effect. This manual provides simple ground rules. By following these guidelines in our communications, we contribute to the rising reputation of the Utah State Athletics brand for excellence across the country and around the globe.

Presenting the Utah State Athletics visual identity with consistency and quality is crucial in maintaining our competitive position as a leader. It is imperative to always use these guidelines when designing any materials with the athletics marks. These guidelines are not intended to constrain creativity, but ensure the full and beneficial impact of the athletics brand image.
To cultivate a leading athletics program by developing a strong, timeless and consistent athletics identity that reflects the unique characteristics of Utah State University while continuing to advance a program that promotes academic integrity, social responsibility and competitive excellence.
ABOUT THE IDENTITY

With the publication of these brand guidelines, we introduce the new Utah State Athletics identity. Comprised of a custom typeface, including a complete numeral set and a refined color palette and additional brand elements, this new identity is being introduced to underscore the Athletic Department’s commitment to a strategic direction that is anchored to athletic and academic excellence.

The identity has been enhanced to reinforce the core values of the athletics brand in an effort to promote consistency across athletics. This core essence includes strength of character, exceptional performance in both the classroom and on the field of play, a heritage of excellence and dedication as well as a visionary spirit.
Utah State Athletics embodies the following attributes:

Trust
Respect
Unity
Excellence
Accountability
Great Attitude
Service
BRAND ARCHITECTURE

PRIMARY—THE STATEMENT
A consistent primary identity has been developed to accurately represent USU Athletics and confidently position it for the future. The identity is both timeless and strong. Reinforcement of the primary mark will build worldwide brand equity.

SECONDARY—THE SUPPORT
The secondary identity works closely in support of the primary identity to represent Athletics. It gives the identity flexibility while staying consistent with the primary look and feel.

TERTIARY—THE CONNECTION
The tertiary identity connects with specific programs and traditional mascots. These marks supply freshness to products, when needed, as well as representing specific aspects of the school.
Color is a fundamental component in establishing and communicating the Utah State Athletics brand identity. Used consistently in conjunction with the primary logo and wordmarks, the colors of the Utah State Athletics brand evoke immediate recognition and response.

The color wheel or color circle is the basic tool for combining colors. The first circular color diagram was designed by Sir Isaac Newton in 1666. Traditionally, there are a number of color combinations that are considered especially pleasing. These are called color harmonies or color chords and they consist of two or more colors with a fixed relation in the color wheel.
COLOR

The colors we choose—as well as how those colors are combined with other design elements—work together to create a unique and compelling brand expression. The more consistently we use color, the more powerful our brand will become. A consistent color palette allows for instant team identification. Correct use of color will enhance the impact of the Athletics identity and differentiate the brand from competitors.

THE COLOR PALETTE

The official colors for Utah State are Navy Blue, White and Pewter Grey.

Color is an integral part of the Utah State University identity. To maintain recognition of the identity, use the color palette specified on the next page, 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) at www.pantone.com.

Please note: Pantone/CMYK/RGB/hexadecimal values do not translate to all mediums and are not meant to be used in other applications such as for paint, screen-printing, thread colors, etc. Ultimately, please use your best judgment to match the color as closely as you can to Aggie Blue. For questions about the color process, please contact the Office of Public Relations and Marketing.
PRIMARY COLORS
Use these equivalent formulas for matching the Utah State University colors in the following systems:

- **Pantone 539**
  - C:100 M:058 Y:023 K:077
  - R:000 G:042 B:066
  - #0F2439

- **White**
  - C:000 M:000 Y:000 K:000
  - R:255 G:255 B:255
  - #FFFFFF

- **Pantone 402**
  - C:013 M:016 Y:021 K:036
  - R:157 G:150 B:141
  - #9D968D

- **Process Black**
  - C:000 M:000 Y:000 K:100
  - R:044 G:042 B:041
  - #2C2A29

TONAL ACCENT COLORS

- **Pantone CG2**
  - C:005 M:003 Y:005 K:011
  - R:208 G:208 B:206
  - #D0D0CE

- **Pantone 430**
  - C:033 M:018 Y:013 K:040
  - R:124 G:135 B:142
  - #7C878E

- **Pantone 432**
  - C:065 M:043 Y:026 K:078
  - R:051 G:063 B:072
  - #333F48
COLOR & BRAND IDENTITY

The effective use of color is one of the most powerful tools to establish and communicate our brand identity. Color must be used consistently in combination with the identity package in order for the brand to evoke immediate recognition and response.

Color is one of the most vital components in creating a brand identity. The purpose of a brand identity system is to communicate our brand’s values and encode those values so deeply within a viewer’s memory that when the person sees the visual aspects of the brand, the values are immediately retrievable. To gain the most impact from a visual system, it is imperative to use instantly recognizable shapes and colors.
COLOR THEORY

Color theory creates a logical structure for color. As one of the most important design elements of any brand, color will be widely used to express the Utah State Athletics brand. Color connects us emotionally with our audience and works to make our brand expressions and communications more noticeable and memorable. Color sets the desired emotional tone and projects the proper mood for any communication piece. Careful consideration should be given to color selection in order to support Utah State Athletics brand values and send a singular, consistent message.

At times, there arises an opportunity to utilize an expanded color palette or colors outside of the core palette. This is typically seen in the occasional use of a unique uniform, like those that support special initiatives such as breast cancer or honoring U.S. military service members. Though acceptable for special occasions, utilizing colors outside of the primary color palette is not intended for long-term use. Additionally, color plays a critical role in the retail environment. Retail brand expressions should have seasonal core palette flexibility and when used correctly, will complement the primary color palette utilized on the field of play. The only color pallet allowed at this time are those called out in this identity guide. If you have questions or need further information on this please contact the Trademark Licensing Director in conjunction with Public Relations & Marketing.
Typography is a powerful tool within our identity system that unites athletics. Typography plays an important role in communicating an overall tone. Careful use of typography reinforces our brand and ensures clarity and harmony in all athletics communications. To aid in creating a consistent look for a wide variety of athletics related communications, two typefaces are included in the identity package.

A custom athletics typeface has been designed with unique letter parts that are carried throughout the alphabet. These unique characteristics form a distinctive, readily identifiable typeface. The letterforms are bold and athletic. Consistent use will enhance the overall identity, promote consistency across athletics and build equity in the athletics brand. There is no lowercase version. Do not try to “make” a lowercase version. Not intended for large bodies of copy; use of this font should be limited to no more than one sentence. The only typeface currently allowed with the athletics marks are those called out in this identity guide. If you have questions or need further information on this please contact the Trademark Licensing Director in conjunction with Public Relations & Marketing.
Utah State Bold ("Aggie Font") - If you need this font please contact Trademark Licensing.
The secondary sans-serif typeface Univers was selected to complement the primary typeface and directly tie back to the university’s identity. Univers is part of a family that offers a range of weights, providing great versatility and legibility in print and electronic applications. It may be used as headline and body copy for athletics department marketing materials and support verbiage (i.e., specific sport marks, event tickets, brochures, etc.).

Univers is one of a group of neo-grotesque sans-serif typefaces. It is a realist sans-serif typeface designed by Adrian Frutiger in 1954. Univers is known for its clear lines and legibility at great distances. Different weights and variations within the type family are designated by the use of numbers rather than names. Frutiger envisioned a large family with multiple widths and weights that maintained a unified design idiom.

Only variations of the font shown here may be used. Do not use outline, shadow versions, etc.
Univers —55 Roman
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers —75 Black
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers —53 Extended
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers —63 Bold Extended
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
PRIMARY IDENTITY

The U-State logo is the primary representation of the Athletics brand and is used as the main identifying device. It is an instantly recognizable symbol representing Utah State Athletics. Reinforcement of the primary identity will build equity in the brand.
Area of Isolation
The area of isolation around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the area of isolation is equivalent to the height of the ‘X’.

Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.
PRIMARY IDENTITY

Color Variation

This logo can only be used in school color variations shown below:

The primary logo can only appear as specified in the guidelines. This is important in ensuring the desired consistency in the way the logotype is used, which promotes effective recognition.
SECONDARY IDENTITY

During the Civil War, President Abraham Lincoln signed the Morrill Land-Grant College Act, providing funding for the establishment of a new college in each state and territory. These schools were to promote higher education and practical learning to people of all classes and walks of life, especially rural life. In 1888, the Agricultural College of Utah was founded as the state’s land-grant institution. It became Utah State University in 1957. Aggie is a diminutive form of Agricultural that references the rich heritage of the institution.

The wordmarks are bold graphic treatments creating a clear, consistent and visually memorable identity. The representation of the words Utah State and Aggies become visual symbols of the Utah State University Athletics organization. These custom wordmarks incorporate unique design elements in the body of the letterforms as well as bold serifs to create a powerful look that distinguishes Utah State Athletic wordmarks from other schools. The wordmarks have been specially designed and cannot be created by typesetting the wording.
Throughout time, Utah State University has remained true to its roots as an institution dedicated to the land and its people. With the land-grant distinction, Utah State has the responsibility to “educate the state.” And it has continued to maintain a presence in every county in Utah through academic excellence, research prowess, athletic success and an un-paralleled student experience.
Protected Area
The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the ‘X’.

Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25” in cap-height. The cap height is the distance from the top of the capital letter to its bottom.

Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Utah State Athletic marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, CD spine labels). Contact the Utah State University Trademark Licensing Director for guidance.

A specified area of isolation ensures the integrity and impact of the Utah State Athletics identity. There may be cases where it is difficult to allow the full recommended area of isolation (e.g., a very small display ad), and your best judgment should prevail.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.
Color Variation
This logo can only be used in school color variations shown below:
Protected Area
The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the ‘X’.

Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25” in cap-height. The cap height is the distance from the top of the capital letter to its bottom.

Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Utah State Athletic marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, CD spine labels). Contact the Utah State University Trademark Licensing Director for guidance.

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It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.
Color Variation

This logo can only be used in school color variations shown below:
Bulls have held a place of significance in human culture since before the beginning of recorded history. They appear in cave paintings estimated to be up to 17,000 years old. The importance and popularity of the bull is reflected in its place in the zodiac as the star sign Taurus and its numerous appearances in mythology. The bull represents physical strength, health and vigor.

This ancient symbol of valor and magnanimity also represents a fiery temperament and was used in Heraldry to denote kingly power. The horns of the bull signify strength, fortitude and masculine energy as well as fertility of the earth, growth and propagation. The image of a bull first appeared on a Utah State football game program in 1975 and the following year it was adopted as Utah State University’s official mascot.
Protected Area
The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the ‘X’.

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A specified area of isolation ensures the integrity and impact of the Utah State Athletics identity. There may be cases where it is difficult to allow the full recommended area of isolation (e.g., a very small display ad), and your best judgment should prevail.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.
No other bull designs or variations are allowed as this will cause brand confusion and decrease the Utah State brand equity. This mark can not be altered in any way.

Color Variation
This logo can only be used in school color variations shown below:
TERTIARY IDENTITY

Sport-specific wordmarks supply freshness and uniqueness to products when needed as well as represent specific university athletics programs. Sport specific wordmarks unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy.

Each sport benefits from identification as part of Utah State Athletics. Furthermore, the system communicates the diversity of the athletics program while building the core brand.
Protected Area
The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the ‘X’.

Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25” in cap-height. The cap height is the distance from the top of the capital letter to its bottom.

Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Utah State Athletic marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, CD spine labels). Contact the Utah State University Trademark Licensing Director for guidance.

A specified area of isolation ensures the integrity and impact of the Utah State Athletics identity. There may be cases where it is difficult to allow the full recommended area of isolation (e.g., a very small display ad), and your best judgment should prevail.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.
Color Variation

This logo can only be used in school color variations shown below:
The men’s football team, under coach Matt Wells has become a nationally respected program with numerous conference championships and bowl game wins.

The men’s cross country and track programs have also been impressive, winning WAC titles in cross country six times in the last seven years, while collecting seven indoor and outdoor track & field titles in the past five years. Gymnastics has been Utah State’s most successful program historically, heading to the postseason 26 times, including five trips to the national championships. The women’s soccer team has been outstanding as well, winning three WAC Championships in the past four years and advancing to its first-ever NCAA Tournament in 2011. Women’s volleyball (1978) and softball (1980 & 1981) are two sports at USU that boast national championships.
**TERTIARY IDENTITY**

Protected Area
The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the ‘X’.

Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25” in cap-height. The cap height is the distance from the top of the capital letter to its bottom.

Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Utah State Athletic marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens and pencils, CD spine labels). Contact the Utah State University Trademark Licensing Director for guidance.

A specified area of isolation ensures the integrity and impact of the Utah State Athletics identity. There may be cases where it is difficult to allow the full recommended area of isolation (e.g., a very small display ad), and your best judgment should prevail.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.
Each Athletics team has their own paired team wordmark.

Color Variation
These logos can only be used in previously mentioned color variations:
IDENTITY STANDARDS

Specific usage standards have been established for brand recognition, providing a quality-control system to ensure that each individual component is used correctly. These standards should be adhered to whenever possible in order to maintain the integrity of the identity system. By following these guidelines in all our communications, we each contribute to Utah State University’s reputation for excellence across the country and around the globe.

The examples on the following pages illustrate some of the most common application errors. Adhering to these guidelines will ensure proper reproduction and application of the identity.

For reproduction, use only the digital artwork on the disc supplied.
[1] At no time should anything (other logos, type, etc.) be placed over the Primary Mark.

[2] All elements surrounding the Primary Mark must adhere to the area of isolation requirement.

[3] The Primary Mark should not be used as a repeated element in closed patterns.

[4] The primary U-State mark should not be used in conjunction with the Utah State wordmark.

[5] The Primary Mark should not be modified, stretched or distorted in any way.

[7] The Primary Mark should not be used in any other color combinations than those specifically called out in this identity guide. Some color variations are acceptable for licensed merchandise; contact the Trademark Licensing Manager for approval.

[8] The Primary Mark should not appear against any distracting textures or repeated patterns.

[9] The Primary Mark should not be outlined in any other way other than those specifically called out in this identity manual.*

[10] Wordmark Usage: The recommended minimum size for printing wordmarks on all materials is .25” in cap-height.


[12] Do not place the logo within another shaped background.
[13] Do not crop the Primary Mark in any way.

[14] Do not fill the Primary Mark with a gradient or pattern.

[15] Do not place the identity marks on busy photographic backgrounds. Some variations are acceptable for licensed merchandise; contact the Trademark Licensing Manager for approval.

[16] Do not add additional elements to the Primary Mark.

[17] Do not italicize the wordmarks.
Any individual, organization or company wishing to use Utah State Athletics logos and trademarks must obtain the right to do so in writing from the university Trademark Licensing Director in conjunction with Public Relations & Marketing. All users of Utah State University’s logos and trademarks must be licensed and shall be regulated by Utah State University’s Trademark Licensing Manager in conjunction with Public Relations & Marketing.

All images, logos, designs and other marks in this standards manual are trademarks owned by Utah State University. By accessing and using any of the images, logos, designs or marks in this standards manual, you are agreeing not to reproduce or otherwise use any of the images, logos, designs or marks, except in accordance with the terms of your contract with the University or as otherwise expressly permitted by an authorized University representative.

The logos and wordmarks are registered marks of Utah State University and must include the ® or TM designation whenever they are used.

Utah State University ®
Utah State ™
U State ™
Aggies ™
USU ™
Big Blue ™
Utah State Aggies ™
USU Aggies ™
I Believe ™
Believe It ™
We Believe ™
I Believe That We Will Win ™

And various other wordmarks, please check with Trademark Licensing to ensure the correct trademark designation is used.
Utah State University Trademark Licensing exists to protect and promote the indicia (marks, names, logos) of Utah State University. Through a partnership with the Collegiate Licensing Company, Trademark Licensing monitors commercial and internal use of The Utah State University indicia and is responsible for managing licensees producing products bearing Utah State’s indicia. Individuals, groups and organizations, both on and off campus, seeking to use The Utah State indicia must have prior approval from Utah State University’s Trademark Licensing Manager in conjunction with Public Relations & Marketing.

Utah State University Public Relations & Marketing
Trademark Licensing
0500 Old Main Hill
Logan, Utah 84322

Telephone: (435) 797-1351
Fax: (435) 797-1250
Email: trademark.licensing@usu.edu
Website: www.usu.edu/licensing