

VISUAL IDENTITY MANUAL

APRIL 2008 • VERSION 1.2



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www.spsu.edu/identity

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SPSU VISUAL IDENTITY MANUAL

21 APRIL 2008 VERSION 1.3

The most current version of the manual is available online at spsu.edu/identity



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The Southern Polytechnic State
University visual identity system
has been designed to be flexible
to accommodate individual
department needs — while
building a strong central identity.

Whether you are creating a poster, brochure, or simply sending a letter, it is always part of a larger identity system. And piece by piece, it all adds up to a single, effective impression.

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THE SPSU LOGOS

A FAMILY OF LOGOS

The SPSU family of logos share a cohesive look and feel. Each has been designed to visually identify SPSU in specific ways. This guide offers tips to help you select the appropriate logo and apply it correctly.

Consistent usage of each logo is critical. Everyone who uses the logos has a stake in helping to build a positive, easy-to-recognize image for the university. Each correct application enhances the overall message. On the other hand, any incorrect application, however minor it may seem, detracts. As users of these university trademarks, we all share the responsibility to safeguard them.

SPSU Logo



The SPSU Logo is the official representation of the university. It should be used on most printed materials. When possible it should be used on a white background.

SPSU Wordmark



The SPSU Wordmark is the standard visual representation of the university. Designed to visually maximize name recognition in a small area.

SPSU Icon



The SPSU Icon is the semiofficial representation of the university. It is more decorative in nature. The green polygon is the core of the identity system and through consistent usage will become visually synonymous with SPSU.

SPSU Webmark



The SPSU Webmark is used mostly in marketing materials. Using the webmark will increase the awareness of the URL while consistently enhancing the overall visual identity of the university.



A FAMILY OF LOGOS

VERSATILITY BY DESIGN

The branding of a university can be complicated. Different departments have individual needs; from recruiting students and faculty to diplomas and safety vehicles. It's difficult to force everyone into a single mold. Because of the complex layered nature of the identity system – a family of logos has been created. While each are different and for a specific purpose, they all work together to build a strong core image. When used properly there can be freedom within the system.

SPSU Logo

SPSU Logo with Unit Signature

Special Applications

Special Applications

University Seal

Athletic Marks

Spsu Southern Polytechnic State University

State University

SPSU Webmark

SPS

LOGO WITH UNIT SIGNATURE

INCORPORATING THE UNIT SIGNATURE

The SPSU Logo has been designed so that it can be used with a Unit Signature modifier. Individual schools, departments and business units can "personalize" the logo for use in their materials.



School of Architecture CET & Construction



School of Arts & Sciences



School of Computing & Software Engineering



School of Engineering & Technology Management



School of Engineering & Technology Management



Office of Information Technology



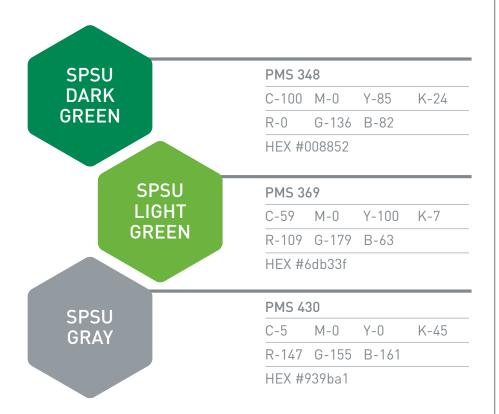


Office of the President

SPSU COLOR PALLET

PRIMARY COLOR PALLET

Special colors have been chosen to represent the university. Three colors make up the SPSU colors set and should be used generously on high-visibility communication pieces. Do not change the color of the logos to any other color.

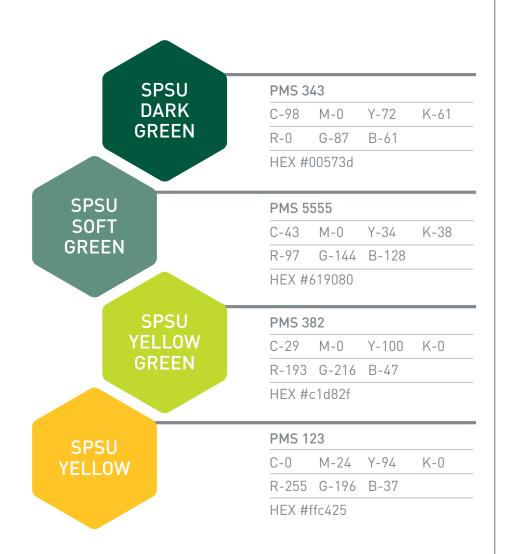


SPSU COLOR PALLET

SECONDARY COLOR PALLET

In addition to the primary color pallet, these colors may also be used to represent SPSU. These colors have been choosen to compliment the primary color pallet.

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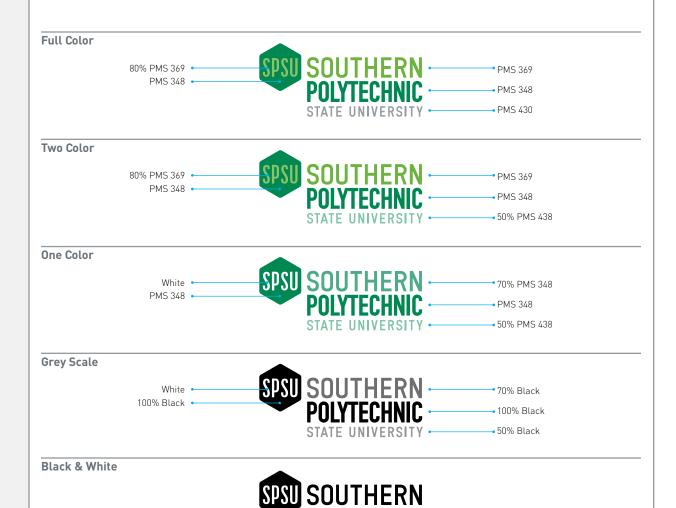


LOGO COLOR USAGE

SPSU LOGO COLOR USAGE

Depending on how the logo is used several color variations have been developed. When possible, use the full-color logo.

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LOGO COLOR USAGE

SPSU WORDMARK COLOR USAGE

Depending on how the logo is used, several color variations have been developed. When possible, use the full-color logo.

Black & White	SOUTHERN	
	STATE UNIVERSITY	• 50% Black
	SOUTHERN POLYTECHNIC	• 70% Black • 100% Black
Grey Scale	COLITHEDA	4700/ DL I
	STATE UNIVERSITY	
	POLYTECHNIC	• PMS 348 • 50% PMS 438
	SOUTHERN	• 70% PMS 348
One Color		
	STATE UNIVERSITY	• JU70 FIND 450
	POLYTECHNIC	• PMS 348 • 50% PMS 438
	SOUTHERN	• PMS 369
Two Color		
	STATE UNIVERSITY	1 145 450
	POLYTECHNIC	PMS 348
	SOUTHERN	PMS 369
Full Color		

STATE UNIVERSITY

LOGO COLOR USAGE

SPSU ICON & WEBMARK COLOR USAGE

Depending on how the logo is used, several color variations have been developed.

When possible, use the full-color logo.

SPSU ICON

PMS 348



Full Color

80% PMS 369 PMS 348

U →100% PMS 36

PMS 369



PMS 348



Black & White



Black & White



NOTE: Do NOT use a "full-color" version. When the SPSU Icon is used alone the type "SPSU" should be in white.



LOGO COLOR USAGE

SPSU VERTICAL LOGO COLOR USAGE

Depending on how the logo is used, several color variations have been developed.

When possible, use the full-color logo.

Full Color		
	SPSU)	80% PMS 369
		PMS 348
	SOUTHERN	PMS 369
	POLYTECHNIC	● PMS 348
	STATE UNIVERSITY •	PMS 430
Two Color		
	SPSU	80% PMS 369
		PMS 348
	SOUTHERN	● PMS 369
	POLYTECHNIC ·	→ PMS 348
	STATE UNIVERSITY •	50% PMS 348
One Color		
	SPSU	• White
	or oc	• 100% PMS 348
	SOUTHERN.——	→ 70% PMS 348
	POLYTECHNIC ·	→ 100% PMS 348
	STATE UNIVERSITY •	50% PMS 348
Grey Scale		
	SPSU	• White
	or oc	• 100% Black
	SOUTHERN	→ 70% Black
	POLYTECHNIC -	→ 100% Black
	STATE UNIVERSITY •	
Black & White		
	IIZQZ	

SOUTHERN POLYTECHNIC

REVERSE LOGOS

REVERSE LOGO

At the heart of the SPSU visual identity system is the green polygon. It is desirable that the SPSU icon always be reproduced in green and not white. When possible use the logo on a white or light colored background – like the cover of this Identity Manual. If the logo is used on a dark background it should incorporate a white rule (or line) around the polygon to separate it from the background.



7

NOTE: Do NOT reverse the logo over a dark background. DO use a white line around the logo mark.→

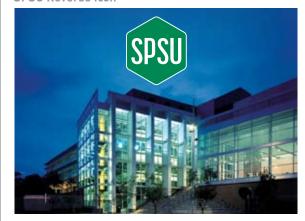
SPSU Reverse Logo



SPSU Reverse Wordmark & Reverse Webmark



SPSU Reverse Icon



SPSU Reverse Horizontal Logo



UNIVERSITY SEAL COLOR USAGE

THE UNIVERSITY SEAL

For official documents only. All uses of the official seal must be approved by the President's Office. Obtain artwork from marketing department.

VISUAL IDENTITY MANUAL

Full Color

Two Color

One Color

Grey Scale

Black & White



TYPOGRAPHY

SPSU SANS FONT

Core to the new identity is the use of Sans Serif fonts. The typeface (used in this identity guide) which accompanies the academic logos is called SPSU Sans.

This family of type has been selected for its unique characteristics that represent the ideals of the university. SPSU Sans is based upon the font DIN — which was originally drawn by engineers. It is selected for its clean, angular lines, uniform proportions and "engineering-like" qualities.

Use SPSU Sans Regular for body text and headlines in university communication pieces. Italic, bold, and other weights of the font should only be used to create emphasis.

SPSU Sans is more legible at smaller point sizes than most fonts, however avoid using type smaller than 8 pt. with 12 pt. leading.

SPSU Sans can be downloaded from spsu.edu/identity.

On occasions where SPSU Sans cannot be obtained, Arial or Univers (basic to most computers) can be substituted as a backup typeface. Try to avoid using serif fonts (Times Roman) — so as to communicate a clean, engineering look – free from ornamentation.

SPSU Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU Sans Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&?

SPSU-Icons Font



DESIGN ELEMENTS

DESIGN ELEMENTS

The hexagon cell structure is a key element in the brand identity of SPSU. Building on the unique shape of the SPSU polygon mark – the hexagon can be combined for several patterns and textures.

You can see various ways to use the SPSU cell structure texture within the examples in this manual.

