



VISUAL IDENTITY MANUAL

Southern Polytechnic State University
1100 South Marietta Parkway
Marietta, Georgia 30060-2896

678-915-7205 OFFICE
800-635-3204 TOLL-FREE

www.spsu.edu/identity

©2008 Southern Polytechnic State University

Developed for SPSU Marketing Department
Planet Studio, LLC

Microsoft® PowerPoint® and Microsoft Outlook® are
registered trademarks of the Microsoft Corporation.

PMS®, Pantone®, Pantone Matching System® are
registered trademarks of Pantone, Inc.

SPSU VISUAL IDENTITY MANUAL

21 APRIL 2008
VERSION 1.3

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





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.

BASIC IDENTITY STANDARDS

- 05 The SPSU Logos
- 06 Family of Logos
- 07 Logo with Unit Signature
- 08 Primary Color Pallet
- 09 Secondary Color Pallet
- 10 SPSU Logo Color Usage
- 11 SPSU Wordmark Color Usage
- 12 SPSU Icon & Webmark Color Usage
- 13 SPSU Vertical Logo Color Usage
- 14 Reverse Logos
- 15 University Seal Logo Usage
- 16 SPSU Sans Font
- 17 Design Elements

STATIONERY SYSTEM

- 19 Standard Letterhead
- 20 Personalized Letterhead
- 21 Second Sheets
- 22 Letterhead Margins
- 23 Standard Business Cards
- 24 Personalized Business Cards
- 25 Business Card Variations
- 26 #10 Business Envelope
- 27 #10 Personalized Envelope
- 29 9" x 12" Envelope
- 30 Mailing Labels
- 31 News Release
- 32 Fax Cover Sheet
- 33 Notecards & Envelopes

ELECTRONIC MEDIA

- 35 PowerPoint® Templates
- 36 Email Newsletter
- 37 Email Signature
- 38 Folder Icons
- 39 Web Browser Favicon

PRINT COLLATERAL

- 41 Sample Brochures
- 42 Sample One-sheets
- 43 Formal Documents
- 44 Parking Stickers & Hangtags
- 45 SPSU License Plate
- 46 Return Envelope & BRC Card
- 47 Sample Application Form

VEHICLES

- 49 Police Car & Van
- 50 SPSU Bus

SIGNAGE

- 52 Front Entrance Signage
- 53 Directional Signage
- 54 WiFi Signage

MERCHANDISE

- 56 Mousepad
- 57 Pens & Name Badges

ATHLETIC MARKS

- 59 To Come

APRIL 2008 • VERSION 1.3



**SOUTHERN POLYTECHNIC
STATE UNIVERSITY**

BASIC IDENTITY STANDARDS

VISUAL IDENTITY MANUAL



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 semi-official 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 Wordmark



SPSU Icon



Logo with Unit Signature



Special Applications



University Seal



Athletic Marks



SPSU Webmark





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.





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
DARK
GREEN

PMS 348

C-100 M-0 Y-85 K-24

R-0 G-136 B-82

HEX #008852

SPSU
LIGHT
GREEN

PMS 369

C-59 M-0 Y-100 K-7

R-109 G-179 B-63

HEX #6db33f

SPSU
GRAY

PMS 430

C-5 M-0 Y-0 K-45

R-147 G-155 B-161

HEX #939ba1



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 chosen to compliment the primary color pallet.

SPSU
DARK
GREEN

PMS 343

C-98	M-0	Y-72	K-61
R-0	G-87	B-61	
HEX #00573d			

SPSU
SOFT
GREEN

PMS 5555

C-43	M-0	Y-34	K-38
R-97	G-144	B-128	
HEX #619080			

SPSU
YELLOW
GREEN

PMS 382

C-29	M-0	Y-100	K-0
R-193	G-216	B-47	
HEX #c1d82f			

SPSU
YELLOW

PMS 123

C-0	M-24	Y-94	K-0
R-255	G-196	B-37	
HEX #ffc425			



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.

Full Color



Two Color



One Color



Grey Scale



Black & White





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.

Full Color



- PMS 369
- PMS 348
- PMS 430

Two Color



- PMS 369
- PMS 348
- 50% PMS 438

One Color



- 70% PMS 348
- PMS 348
- 50% PMS 438

Grey Scale



- 70% Black
- 100% Black
- 50% Black

Black & White





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



PMS 369



Black & White



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



INCORRECT

SPSU WEBMARK

Full Color

80% PMS 369 → 100% PMS 369
PMS 348 →



PMS 348



Black & 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



Two Color



One Color



Grey Scale



Black & White



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.



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





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.

Full Color

Two Color

One Color

Grey Scale

Black & White

TO COME



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

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.

