

## UNIVERSITY MARKS QUICK GUIDE

Currently, adjustments to the SIUE brand are being made in ways that utilize existing marks while leaving room for future updates that will match our institutional growth and prominence.

The University red has been updated to Pantone Matching System® (PMS) 186. As the brand evolves, so too will the marks used on our communications. As you reorder printed items, the marks will be updated.

Use this quick guide for reference as you create new communications and merchandise\*. If you have any questions, please contact Kris Crosby at [kcrosby@siue.edu](mailto:kcrosby@siue.edu).

### UNIVERSITY SIGNATURE LINE

For academic communications including College, Schools, enrollment management, etc., the signature line will be used while the brand is evolving. The name of the College, Schools and major units may be included as a main header, rather than below or above the signature line.



### SIUE COUGARS SPIRIT MARK

Use to display school spirit. This mark may be used on Athletics communications, official SIUE social media profiles, merchandise (i.e. t-shirts and hats), as well as internal student communications for the MUC and student groups.



### ATHLETICS MARKS

Use on Athletic communications. These may also be used to display school spirit on merchandise.



Primary Athletic Marks		
"E" Letter Mark Logo		Secondary "COUGARS" Word Mark
"E" Letter Mark Logo		

\* SIUE licensed vendors must be used to produce all merchandise.

Always use official files provided.  
Include clear space around each mark equal to the appropriate height. Do not skew, separate elements or add other names underneath.

Visit our website for files and more information.

## CLEAR SPACE GUIDELINES

To ensure visual impact of our word marks and logos, appropriate clear space must be equal on all sides. Where "X" is equal to the height of the signature line word mark, there must be at least equal distance "X" between the outside edge of the marks and any other page element, including the edge of the page. For the secondary word marks, logo and logo lockups, where "X" is equal to the height of the lockups, there must be at least half the distance of "X" between the outside edge of the logo and any other page element, including the edge of the page.

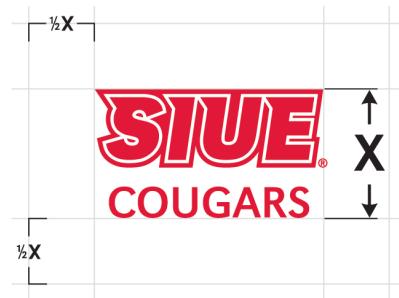
Signature Line Word Mark



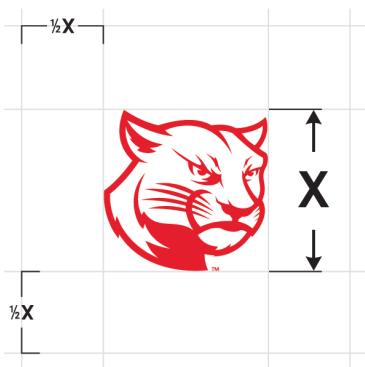
SIUE Secondary Word Mark



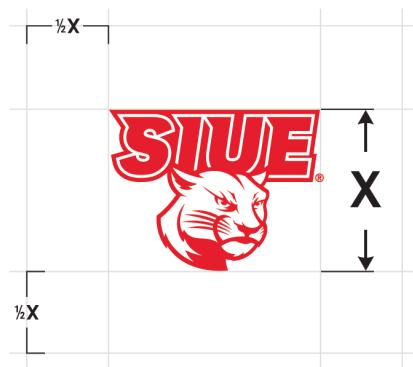
SIUE COUGARS Word Mark/Spirit Mark



Primary Logo



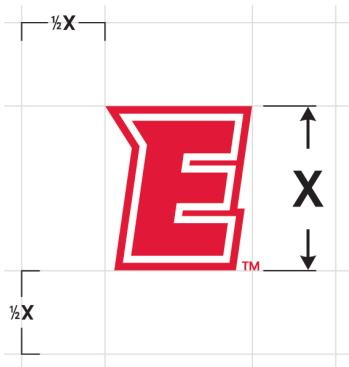
Primary Logo Lockup



Secondary "Cougars" Logo Lockup



"E" Letter Mark Logo



Secondary "Cougars" Word Mark



## UNIVERSITY TYPOGRAPHY QUICK GUIDE

Currently, adjustments are being made to SIUE's brand including its typography to communicate clearly with enough flexibility for different applications. As the brand continues to evolve, so will the typography being used on our communications.

Our communications use five very different typefaces that work together to bring our brand's stories to life. Each font reflects our personality and helps strengthen our identity. All fonts are suitable for use in print and digital applications.

Use this quick guide for reference to help navigate through new communications of a University-wide nature. If you have any questions, please contact Kris Crosby at [kcrosby@siue.edu](mailto:kcrosby@siue.edu).

\*Only approved brand fonts are permitted in marketing and communications materials.

### PRIMARY TYPEFACE

#### URW Grotesk

URW Grotesk (URWGroteskTExtLig and URWGroteskT) is typically used for headings and small amount of text. URWGroteskTExtLig can be used for main body copy.

##### Ideal for:

- Headlines
- Subheads
- Callouts
- Body text
- Facts/Ranking
- Captions

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

***URWGroteskT Italic***

URWGroteskTExtLig Regular

***URWGroteskT Regular***

URWGroteskTExtLig Oblique

***URWGroteskT Bold***

***URWGroteskT Bold Italic***

For internal publications when URW Grotesk is not available, it is acceptable to use Arial. Typically, 10-point type with 13-point leading should be used on large areas of text.

### SECONDARY TYPEFACE

#### ITC Slimbach Book

ITC Slimbach Book can also be used for main body copy. ITC Slimbach Book, Book Italic, Medium, Medium Italic, Bold, Bold Italic may be used for headings.

##### Ideal for:

- Subheads
- Body text
- Callouts
- Captions

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ITC Slimbach Book

**ITC Slimbach Bold**

*ITC Slimbach Book Italic*

*ITC Slimbach Bold Italic*

ITC Slimbach Medium

**ITC Slimbach Black**

*ITC Slimbach Medium Italic*

*ITC Slimbach Black Italic*

For internal publications when ITC Slimbach is not available, it is acceptable to use Times. Typically, 10-point type with 13-point leading should be used on large areas of text.

### SPECIALIZED TYPEFACES

#### Bickham Script Regular

Bickham Script Regular is a limited formal font should be used sparingly on materials created for formal events. Some usage examples for this font include formal dress events, commencement and holiday cards. This font should not be used with a shadow behind it or in all caps. It should not be used for significant small blocks of text.

Bickham Script can be found on Adobe fonts and is not a required font to use. It is at the discretion of individual units whether they choose to use it. As trends change, UMC may recommend a replacement to serve a similar purpose.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

*Bickham Script Regular*

**Note:** Relying on default optical and metrics kerning is not recommended for this font. Due to its expressive nature, Bickham Script needs custom kerning to ensure that all its letters connect seamlessly.

##### Ideal for:

- Formal communications
- Invitations
- Titles/Main text
- Emphasis on one or two important words in a title/headline

## UNIVERSITY TYPOGRAPHY QUICK GUIDE

### SPECIALIZED TYPEFACES *continue*

#### Amnesty Script

Amnesty Script is a limited specialized font. This font should be used sparingly to add personal and creative accents to the design. When combined with URW Grotesk, Amnesty can create a great contrast. Use it to highlight meaningful words in headlines. Amnesty should only be used at large font sizes so that it remains readable. It should never be used as body text or in all caps.

Amnesty Script requires a user license that can be purchased at [creativefabrica.com](http://creativefabrica.com) for a fee. Use of Amnesty is not required, and it is at the discretion of individual units whether they choose to invest in it. As trends change, UMC may recommend a replacement to serve a similar purpose.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789

#### Amnesty Script Regular

##### Limited use, ideal for:

- Minimal words in headlines
- Text over an image
- Undergraduate communications

**Note:** Relying on default optical and metrics kerning is not recommended for this font. Due to its expressive nature, Amnesty Script needs custom kerning to ensure that all its letters connect seamlessly.

#### La Paloma Script

La Paloma Script is another limited specialized font. Like Bickham Script and Amnesty Script, this font should also be used sparingly and used with the same guidelines.

La Paloma also requires a user license that can be purchased at [fikryalstudio.com](http://fikryalstudio.com) for a fee.

##### Limited use, ideal for:

- Minimal words in headlines
- Text over an image
- Undergraduate communications

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789

#### La Paloma Script

**Note:** Relying on default optical and metrics kerning is not recommended for this font. Due to its expressive nature, La Paloma Script needs custom kerning to ensure that all its letters connect seamlessly.

### TYPESETTING EXAMPLES

The following are examples of type combinations that work well together. These samples are a guide showing the range of expression that our typography can achieve.

**MEET**  
*Eddie*  
the Cougar

*Congrats*  
on your admission to  
**SIUE!**

*Commencement*  
FALL 2024