



UtahStateUniversity®

A Guide to the Utah State University
**Visual Identity
Program**

www.usu.edu/prm/identity

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LETTER FROM THE PRESIDENT

After thoughtful research and review and extensive considerations and conversations, Utah State University has implemented a new logo and visual identity program. This new program, approved and adopted by the Executive Committee and the Board of Trustees, will create greater continuity and consistency in all our communications. The focused and visually appealing presentation of our logo and colors will strengthen our position as a university that offers high-quality programs and world-class research.

This guide will assist you in using the university's visual identifiers. It outlines parameters for the proper use of official university marks and symbols to guide our collective communication efforts. By following these guidelines, we will help Utah State University establish and maintain a focused, positive image with all constituencies.

I encourage you to become familiar with this identity program. It is designed to help all of us speak with one clear voice in telling the high-quality success stories of Utah State University. Thank you for your help promoting and positioning Utah State University clearly and consistently.



Stan L. Albrecht, President

INTRODUCTION

A visual identity program provides specific guidelines to help users correlate and integrate communications university wide. This program will result in a strong and focused image that will elevate Utah State University's position, prominence, and recognition.

A visual identity program identifies an institution's brand mark and provides a process for ensuring that its mark is pervasively and properly used. A strong brand encapsulates the unique characteristics and traits of the institution it symbolizes. A brand's impact depends upon focus that is uniform, consistent and widely used. As we continually strive to provide students with exceptional high-quality programs, we must never underestimate the importance of our institutional identity.

The last visual identity program for the university was implemented in the fall of 1994. Although significant strides were made as a result of an institutional identity manual, a variety of logo applications and interpretations have evolved since then. Over the years, this has led to visual confusion, inconsistent usage and presentations that do not always reflect the quality of Utah State University.

In 2006, USU began the process of refining and defining its logo in order to achieve the following objectives:

- Eliminate visual confusion by creating a uniform presentation of the USU brand
- Introduce more flexibility for a variety of design layouts
- Create a logo that can be incorporated into university colleges, divisions, departments, and offices
- Re-introduce the university's iconic Old Main tower
- Reflect the university's rich academic history and traditions
- Bring consistency to the look and applications of the Utah State logo
- Assist the university's professional communicators with their responsibilities in an efficient and cost-effective way
- Reflect the modern Utah State University both through deference to its past and with an eye on its future

A number of logo concepts were considered by the university. Each was presented and critiqued by several hundred members of our campus community through individual meetings, large group settings, and focus groups. Students, faculty, staff, and administrators were represented in these discussions.

It is the intention of the university that this Guide to the Utah State University Visual Identity Program serve our communications initiatives in the coming years with clarity, consistency, and quality.

APPROVAL PROCESS

**Contact the
Utah State
University
Public
Relations and
Marketing
Office at
(435) 797-1351
or
pr@usu.edu.**

The Utah State University Public Relations & Marketing office works to preserve the integrity of the Utah State University logo and helps users apply the identity program. Staff and university visual identity committee members meet on an ongoing basis to review the overall system, evaluate requests, and resolve problems related to the identity.

The Public Relations & Marketing office, which produced this manual, is familiar with the correct application of the logo. This office is responsible for identifying incorrect use of the logo and will work with all campus departments to bring applications of the logo into compliance with the identity program.

In addition, the Public Relations & Marketing office is empowered to stop production of any application that uses the Utah State University logo incorrectly, or to require an application to be revised.

Communication personnel recognized by the central public relations and marketing office may approve communication items that bear official university marks so long as those items are in compliance with visual identity requirements.

PROCEDURES FOR MARKETING UNIVERSITY PROGRAMS AND ENTITIES

Public Relations & Marketing values and supports the university's colleges, divisions, administrative offices, and auxiliary services. The PR & Marketing office is committed to working closely with all university entities in their marketing and communication needs.

As the lead communication office for the university, its responsibilities include production of university-wide marketing materials, assisting in the creation of communication strategies and tactics, and coordinating and overseeing all internal and external communications. The intent is to provide guidance and direction from concept to creation and to ensure that all marketing and promotional communications favorably and accurately reflect Utah State University's high standard of academic quality.

In its oversight role, Public Relations & Marketing is responsible for final review and sign-off of marketing and promotional materials produced by all academic, administrative, and athletic divisions within the university for all entities that do not employ communication personnel recognized by the central public relations and marketing office. Please provide a print or electronic sample to Public Relations & Marketing prior to production of any promotional and marketing pieces. **E-mail samples to: PR@usu.edu.** All review requests are promptly handled.

APPROVAL PROCESS, CONT.

Please note that official communication personnel may approve communication items that bear official university marks so long as those items are in compliance with visual identity requirements. University communication personnel are requested to work through the central Public Relations & Marketing office for visual identity matters not covered in this manual.

Communication materials from administrators, faculty, staff, students, and student organizations include:

- Brochures, postcards, flyers, posters
- Advertisements (newspapers, magazines, Web, billboards, buses, etc.)
- University-wide publications, newsletters, etc.

By working through the Public Relations & Marketing office, the university will better ensure consistency, quality, and cost-efficiency in all university communication and marketing endeavors.

CONTACTING THE OFFICE OF PUBLIC RELATIONS & MARKETING

The Office of Public Relations & Marketing consists of communication professionals in writing, editing, strategic communications, graphic design, web site production, photography, media relations, trademark licensing and crisis communications.

For visual identity-related questions, please contact:

John DeVilbiss

Phone: 435-797-1358

Email: john.devilbiss@usu.edu

THE UTAH STATE UNIVERSITY LOGO

The Utah State University logo refers to the university's name and is designed in a distinct and individual style that reflects the institution's brand identity: high-quality education. The Utah State University logo and the relationship of its elements are unique. Using standard fonts will not accurately reproduce the typography. Please use electronic files or print-ready artwork supplied by the Office of Public Relations & Marketing when reproducing the logo.

As illustrated on the adjacent page, the university logo may only be rendered in the following five formats. Used consistently, it will promote immediate identification by the public, reflecting the spirit and philosophy of Utah State University.

The Utah State University logo, which incorporates a refined version of a familiar hand-drawn font introduced in 1994, re-introduces the iconic Old Main tower set against the familiar Bear River mountain range. It is a logo that reflects USU's location, land-grant origin, rich academic heritage, and its personal connection to people of all backgrounds.

Utah State University's place, prominence, and passion are as distinctive as the lofty tower of Old Main. As Utah's sole land-grant university, its roots lie deeply in scenic Cache Valley with branches that span the state. As a world-class research university, its students are exposed to extraordinary opportunities through high-quality programs in collaboration with engaged and caring professors. The pride of being an Aggie is represented by the "A" atop its landmark belfry that reflects a rich academic heritage spanning more than a century of passionate learning, discovery, and outreach.

The tower, capped by the 1909 outline of the "A," harkens back to our roots as the Agricultural College of Utah. While USU has blossomed into a reputable research and teaching institution, the admirable characteristics associated with our agricultural past remain strong – traits such as our connection to land, water, and space, and our strong obligation to improve the lives of those we serve. The personal attention and genuine caring our students receive is a reflection of this ongoing commitment. Utah State University is large enough to compete for the best minds and scholars while small enough to preserve qualities of informality and personal attention. This distinction is a defining quality of the Utah State University experience and the deeper meaning behind the word "Aggie."

Old Main is a symbol that quickly comes to mind for anybody who has ever stepped on campus. The Romanesque style of one of the first university structures is historic and unique. As a university logo, it clearly communicates Utah State University's long and productive academic heritage. It sets USU apart as an institution of long-standing tradition. Its picturesque and collegiate tower stands tall and distinct in appearance and attitude. It is an emblem that serves Utah State University well in representing our prominent past and promising future.

TRADEMARKS

The Utah State University name and all associated marks have been state and/or federally trademarked, licensed and registered. For more information, please turn to page 49.

ACCEPTED LOGO FORMATS

To provide greater design flexibility (horizontal and vertical) for print and electronic reproductions, the university logo can be used in seven ways: as a vertical logo, horizontal logo stacked, horizontal logo, simple horizontal wordmark, simple vertical wordmark, vertical stacked logo, and college-paired logo. Use of logos must adhere to visual identity program guidelines. Official university logos and wordmarks for Utah State University may be obtained by contacting communication directors of colleges and units or through the central public relations and marketing office representative: Elizabeth Lord
Phone: 435-797-5506
Email: liz.lord@usu.edu

Vertical
Wordmark



Horizontal Logo
Stacked



Horizontal
Wordmark



Vertical
Wordmark



70/30 LOGOS

The 70/30 logo, which permits a dominant placement of a name, is a restricted mark. All requests for the creation and use of a 70/30 logo must be reviewed and approved by Public Relations & Marketing. Only a college, or authorized divisions and auxiliaries, may occupy a dominant position within the logo space. It permits them to use 70 percent with “Utah State University” at a 30 percent ratio. The Horizontal “Utah State University” logo is the only version that can be used in this particular way, with or without the tower. Divisions and Auxiliaries must be tactically and administratively self-contained and provide at least 50 percent of their services to the general public (external constituency) to use this logo. Academic departments, offices and Central Administration units are not permitted to use it since they naturally fall under a college, division or auxiliary inherently authorized to use the logo.



UtahStateUniversity™

USE OF THE USU LOGO

All university entities are permitted and encouraged to use and pair their names with the Utah State University logo (see page 24 for pairing). Official university entities are no longer permitted to create their own logos and marks to be used in place of the university logo. The purpose behind the identity program is to create a more unified image for the university. Exception to this rule involves entities with loose ties to the university, little or no funding from the university, and business-related entities that need to market and brand themselves to remain financially solvent. Entities with special funding and brand identity needs require an exemption through the office of Public Relations & Marketing.

USE OF DESIGN ELEMENTS

Colleges and entities are permitted to create marks that uniquely identify them so long as they are not used in place of the university logo. These are considered design elements. In any case, if elements beyond the official logo are incorporated, they must be used separately, but in conjunction with, the official university logo. Pairing design elements with the logo is not permitted.

PLACEMENT AND SIZE OF THE USU LOGO

A general preference is for the Utah State University logo to be placed on the front of all printed and electronic communications, both internal and external, for instant university identification. If it does not appear on the front, it must be used on the back. This includes all university magazines and newsletters. No other logos may be used with the exception of non-university partnering organizations (see page 31). Please note that the university name, Utah State University (or USU, Utah State, etc.) should always be placed on the front whether the logo is used or not. This helps to quickly identify the university, a primary function of the university brand identity program. The university logo, except in electronic publications, may be placed anywhere on the front or back. (See Web guidelines for logo placement on Web pages). The university logo should have a proportionally weighted role. The minimum size allowed for a postcard or similarly sized publication is 5/8 of an inch tall for the vertical logo and 1/2-inch tall for the horizontal logo. As the publication size increases, the minimum size of the logo should increase proportionally. For example, it would be inappropriate for the logo to be reproduced at 1/2-inch on a four-foot banner.



AREA OF ISOLATION

To maintain the integrity of the Utah State University identity, a certain amount of space around the logo must be kept clear of competing visual elements. The space is based upon the size of the “U” of Utah State.

When uncoupling names from the university logo, the area of isolation should be extended to more clearly distinguish names and design elements from the official logo.



THE COLOR PALETTE

Color is an integral part of the Utah State University identity. To maintain recognition of the identity, use the color palette specified below, 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).

Visit USU Publication, Design & Production or your local print supplier for a PMS book or Pantone color matching chips. You can also order Pantone materials at 1-888-726-8663 or www.pantone.com.

Color Matching

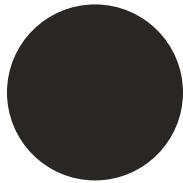
Use these equivalent formulas for matching the Utah State University colors in the following systems:



**DOMINANT
COLOR**

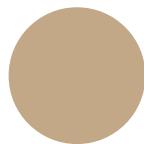
Aggie Blue
Official
University Color

Pantone: 539 C
CMYK: 100c + 58m + 23y + 77k
RGB: 0r + 51g + 89b
Hexidecimal: 003366



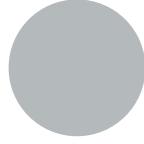
Black

Pantone: Black
CMYK: 0c + 0m + 0y + 100k
RGB: 0r + 0g + 0b
Hexidecimal: 000000



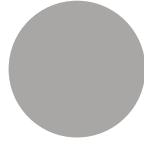
Copper

Pantone: 8021 C
CMYK: 0c + 20m + 30y + 25k
RGB: 172r + 141g + 115b
Hexidecimal: ac8d73



Silver (Process)

Pantone: 7543 C
CMYK: 23c + 11m + 8y + 21k
RGB: 164r + 174g + 181b
Hexidecimal: a4ae85



Silver (Solid)

Pantone: 877 C

Accent
Colors

Note: Pantone 877 C is a metallic spot color and should only be used when being printed as such. If the silver is being reproduced on a CMYK process printer, Pantone 7543 C should be used for the silver in place of Pantone 877 C.

ACCEPTED COLOR USE OF LOGO

Blue Logo
This is the
preferred
logo,
reproduced
in PMS 539 C



Black Logo
When only
black ink is
available,
the logo
should be
reproduced
in 100% black



ACCEPTED BACKGROUND COLORS WITH LOGO FOR PUBLICATIONS

White on Blue



White on Black



Blue on Copper



Contrast Values:
Do not print the blue or black logo on a background darker than 30%. It will be difficult to read. Instead, use the blue or black logo on light backgrounds, and the white on dark backgrounds.

Black on Silver



Blue on Silver



NOTE: The same restrictions as outlined above apply to the horizontal, the one-line simple, and the two-line simple logos.

INCORRECT USAGE

Correct use of the Utah State University identity is important for building consistency and recognition. This page shows typical mistakes to be avoided.

Color is an integral part of the Utah State University identity.

To maintain recognition of the identity, only use PMS 540 C.

Do not change the color of the logo or portions of the logo.



Do not tint or screen the colors of the logo.



Do not outline any part of the logo.



Do not change the size relationships between the elements of the logo.



Do not rearrange the elements of the logo "flush left" or "flush right." They should always be centered.



Do not set logo in another font.



Incomplete logo: do not separate the parts of the different elements of the logo, including the words from the logo and mountains from the tower.



Do not reproduce the logo in poor quality. This includes scanning the logo from a printed document or reproducing the logo in any way.



Do not combine the elements of the logo in any way other than approved.



FONTS AND TYPOGRAPHY

Contact the Utah State University Office of Public Relations & Marketing at 435-797-1351 for information. You can order fonts at 1-800-833-6687 or on the Web at www.adobe.com/type

To create a more uniform look and feel for university publications, you are encouraged to use one of the following five fonts for day-to-day business publications: **Univers, Helvetica, Arial, Garamond, or Times**. There are no restrictions, however, on use of any typefaces in university publications.

Selecting appropriate typefaces for publications is essential, depending on the purpose of the publication and the audience it targets. When producing communications materials, various weights of fonts should be used for headlines, body copy, captions, etc. The examples shown below are a small selection of the many variations available in Univers.

Key in the use of fonts is consistency and limiting their uses. For example, it is not recommended that all five fonts be used at once. You are encouraged to limit your selection to two, contrasting fonts in combination, such as Helvetica with Garamond or Arial with Times. By choosing certain fonts and staying with them, you help to create a “family look” for your publications.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " " \$ ¢ @ # % & * () []

Univers 55
Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " " \$ ¢ @ # % & * () []

Univers 55
Oblique

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " " \$ ¢ @ # % & * () []

Univers
Black Extended

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " " \$ ¢ @ # % & * () []

Univers
Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ~ ! ? " " \$ ¢ @ # % & * () []

Univers
Extra Black

SECONDARY LOGOS

The Utah State University primary logo discussed in this visual identity manual (page 7) is the default identification symbol for official university usage.

Shorter versions, or secondary references to the university's name (U State and the Block A), provide communicators with a secondary option that is bold and immediately recognizable. It is important to note that their usage and color must follow the same guidelines as stated on pages 12 to 15.

The use of these two secondary marks are acceptable in informal situations such as on clothing items and university merchandise. **They are not to be used in place of the university's primary logo, and if used, must be done in conjunction with the university's primary logo.** Exceptions to this rule pertain to vendor licensed merchandise sold through retail outlets such as at the Campus Store. A good rule of thumb to apply when making a decision is to compare formal versus informal. In formal situations, the university's primary logo should always be used. The same rules regarding "Area of Isolation" (see page 11) also apply to secondary logos.

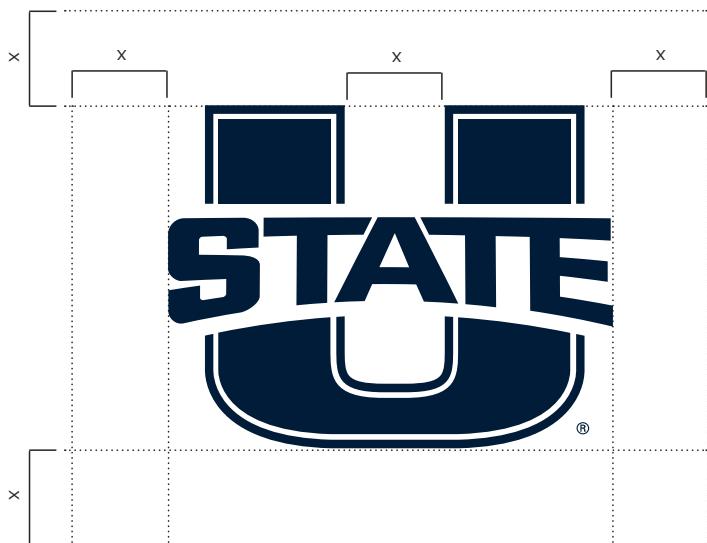
SECONDARY LOGO – U STATE

The current U State logo was developed by Nike through Utah State Athletics. Today its widespread use, both on and off the field, readily identifies this mark together with athletics and “Utah State” university. It is therefore permissible to use this secondary mark when referring to “Utah State” in informal situations. Use of this mark must be done in conjunction with the university’s primary logo, not paired with the primary logo. (See page 11 concerning areas of isolation.) It cannot be altered in any way or supplant the university’s primary logo. Note that only school colors are allowed when using this mark.

Sponsorship rights: No university entity, other than athletics, may sell co-branding sponsorship rights in connection with the U State logo.

Game Day shirts and merchandise: No university entity, other than athletics, may use the U State logo for profit or gain, including Game Day shirts and merchandise. Such items may only be sold on a cost-recovery basis.

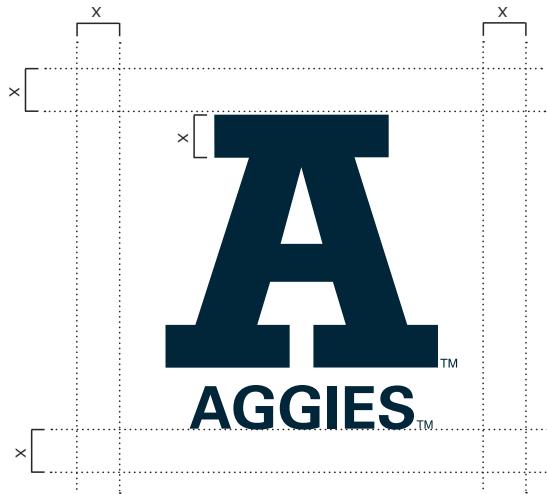
Sample of use, street banner



U State as a logo requires an area of isolation equal to the counter-space of the “U,” as illustrated above. The same area of isolation applies to U State paired with Utah State or any other name.

SECONDARY LOGOS – BLOCK “A”

The Block A logo, Utah State’s most enduring letter, provides an additional secondary option for referring to Utah State University, particularly in connection with the “Aggies” moniker. Use of this mark must be done in conjunction with the university’s primary logo, not paired with the primary logo. (See page 11 concerning areas of isolation.) It cannot be altered in any way or supplant the university’s primary logo. Note that only school colors are allowed when using this mark.



The “A” as a secondary logo requires an area of isolation equal to the height of the serif as illustrated.

Sample of use, street banner



PRESIDENT'S SEAL

The university seal is reserved for use in connection with the Office of the President.



COMMEMORATIVE MEDALLIONS

A university medallion, distinct from the President's Seal, has been created specifically for colleges and other entities to be used for awards and commemorations. This medallion is based upon a standardized template that permits customized wording. The first tier (outer circle) consists of "Utah State University" at the top with the name of the college or unit along the bottom. The second tier (inner circle) allows for up to three optional words along the bottom. This medallion is to be used primarily for formal occasions in academic settings, such as for diplomas, awards, and certificates. It does not replace the official university logo and must be used in conjunction with that mark in all printed materials.



Medallions must be approved by Public Relations & Marketing. For assistance in creating a commemorative medallion based on the above template, please call: 435-797-1351

ATHLETIC LOGOS



U-State

The U-State symbol is the primary mark for Utah State Athletics



The Bull

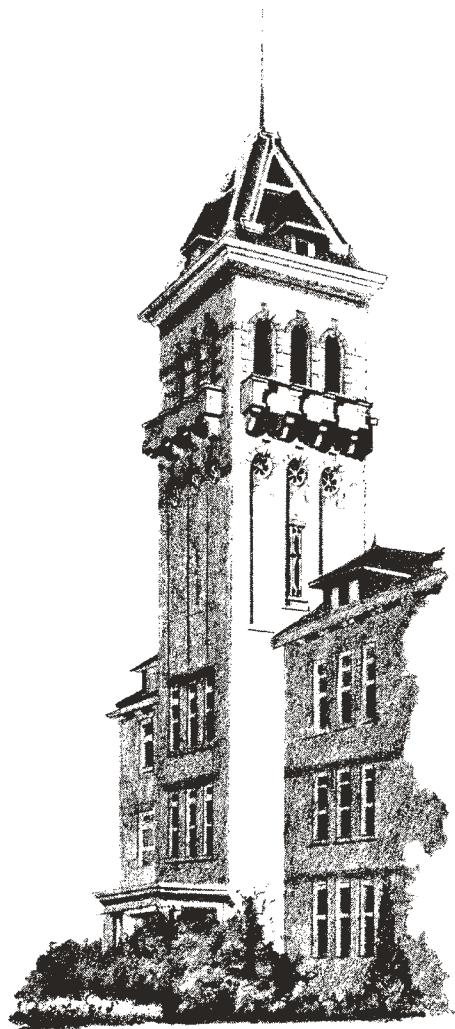
The bull mark is the mascot mark for Utah State Athletics and requires a Utah State or Aggies reference when used.

The Bull mark continues to be reserved for athletic use only. It should not be used in connection with an academic department, unit, division, or program. It should not be used on any marketing or promotional materials for Utah State University outside of the Athletics Department. In the same way that the university logo cannot be manipulated, athletic symbols should not be subject to changes, however subtle they may be. For all identity guidelines surrounding the athletics marks please review the athletics visual identity which can be found under Logo Guidelines at usu.edu/licensing.

Permissions must be granted by trademark licensing to use the “athletics” marks in any circumstance.

ADDITIONAL OLD MAIN DEPICTIONS

Photographic or hand-drawn depictions of Old Main tower carry no restrictions so long as they are not being used in place of the official university logo. However, restrictions do apply to any reproduction of Old Main tower or any other university structure or symbol when used as an endorsement or for commercial gain. An example of this would be the use of a photo of Old Main, or other university buildings, to advertise a product, service, or place on marketing materials (print, Web or merchandise). Use in this manner requires prior authorization by the director of USU Trademarks & Licensing housed in the Office of Public Relations & Marketing.



PAIRING NAMES WITH UNIVERSITY LOGO

Colleges, schools, Extension, Regional Campuses & Distance Education, divisions, departments, units, offices, and all other entities are permitted to pair their names with the university logo but cannot use other logos in conjunction with this pairing.

Names may be placed beneath the Utah State University logo at a minimum distance of the space between the baseline of “University” to the bottom of the crossbar on the “e.” The distance is measured from the tail of the “y.” **Only the approved Univers font is permitted as illustrated.**

For assistance in combining your name with the university logo, please visit http://www.usu.edu/prm/identity/logo_request.cfm.

MULTIPLE LOGOS

In instances when multiple university entities are collaborating on a printed piece, they are advised to use the university logo without any pairings. The cooperating entities can then be listed in close proximity to the logo or elsewhere in the publication. Only one paired logo is permitted in the publication. Multiple paired logos are not permitted. See example on page 28.

USE OF LOGOS

Some colleges and other entities of Utah State University have developed and used their own logos. **The Visual Identity Program requires the elimination of all such logos and use of the official university logo instead.** This will help to reduce visual confusion and provide a stronger, uniform brand image for the university.

The new logo was designed to provide greater flexibility for colleges, divisions, departments, and offices to integrate their names with the logo. For identification purposes, these entities may juxtapose their names to the right of the university logo or beneath it. No exceptions are permitted for placement to the left of the university logo or above it.

EXAMPLES

Horizontal



To define spacing of name placement under logo, refer to the space between the baseline of "University" to the bottom of the crossbar on the "e."

The placement of the name is measured from the tail of the "y."

Vertical



Names paired with the logo are to be reproduced in Univers Roman font, at a size no smaller than the height of the "1" but no larger than the "2."

Stacked Horizontal



INCORRECT PAIRING OF NAMES WITH LOGO

Incorrect
signature font
and spacing



Incorrect
placement of
signature



PROMOTIONAL COMMUNICATIONS, UNCOUPLING FROM LOGO

While it is imperative that Utah State University be quickly and readily identified in all communications, the visual identity program allows for university entities to represent and differentiate themselves effectively in promotional materials.

Colleges, departments, divisions, offices, and units can create promotional identities through the use of specific fonts, titles, and other visual identity methods in marketing and promotional materials. This can be accomplished in a complementary fashion that still allows the communication piece to include the university's logo on the cover.

Additional logos are not permitted on any promotional materials or any other communications. **The Visual Identity Program requires the elimination of all such logos and use of the official university logo instead.** This will reduce visual confusion and provide a stronger, uniform brand image for the university.

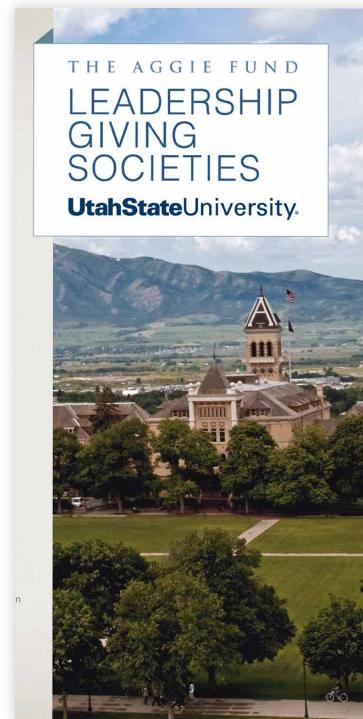
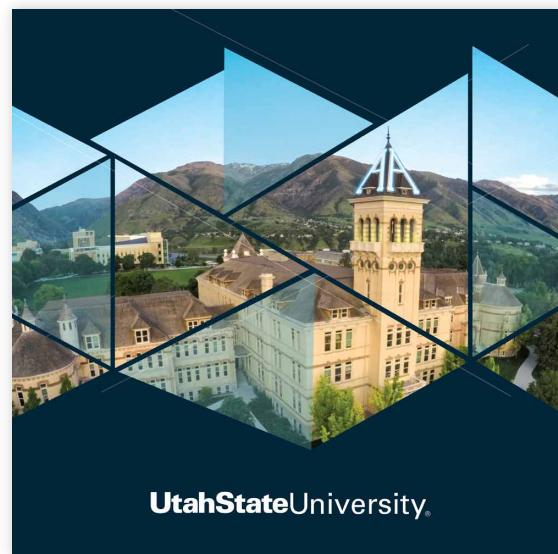
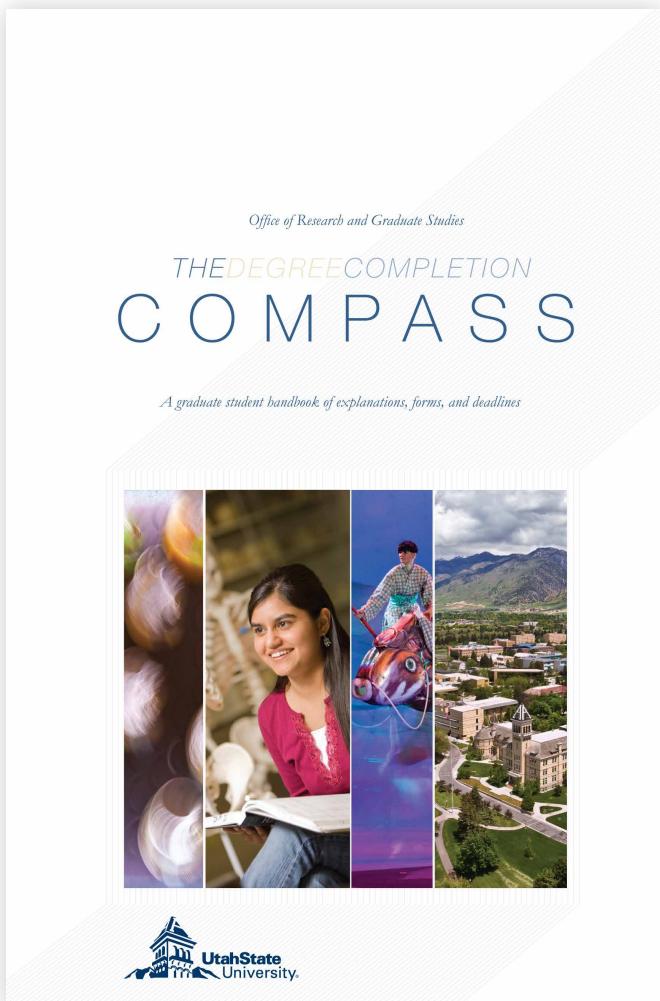
When uncoupling names from the university logo, the area of isolation should be extended to more clearly distinguish names and design elements from the official logo.

For help in creating your own promotions that are complementary to the university's brand image, please contact the Office of Public Relations & Marketing at 797-1351.

The university discourages the use of partner organizations logos on the front cover of publications. The preference would be to list the organization as a partnership, such as "Utah State University, in partnership with the U.S. Department of Agriculture." If the logo must be used, the back or inside cover is the appropriate space.

PROMOTIONAL COMMUNICATIONS, CONT.

Following are examples of promotional materials while using the primary university logo. Note: no other logos are permitted on promotional materials.
The university logo should always be placed on the cover.

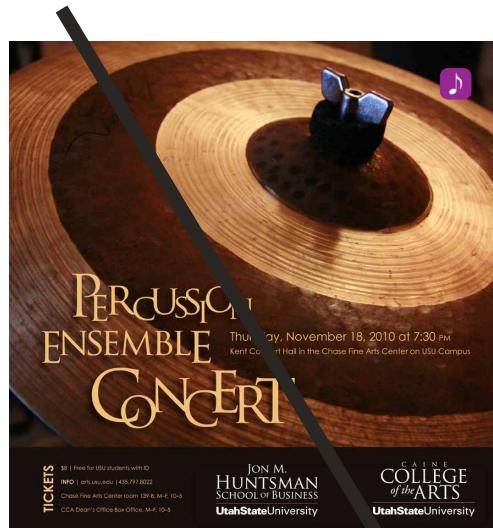


PROMOTIONAL COMMUNICATIONS, CONT., EXAMPLE OF MULTIPLE LOGO USE

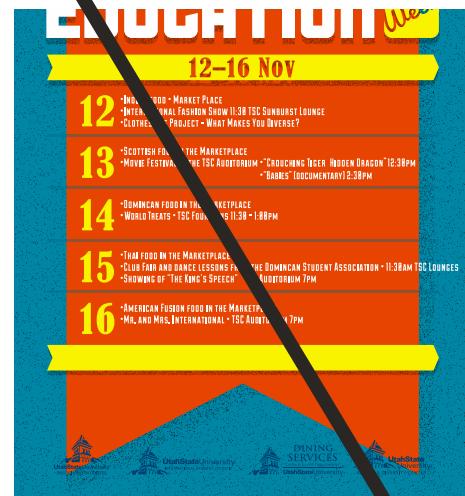
In cases when colleges and divisions, each with their own paired logos, appear together, the Utah State University stand-alone logo must be used. In this situation, the names normally paired with the university logo may be detached and appear separately. This allows the colleges and divisions to display their familiar wordmarks without the redundant use of the university name.

70/30 Logo Example

Incorrect use of multiple logos

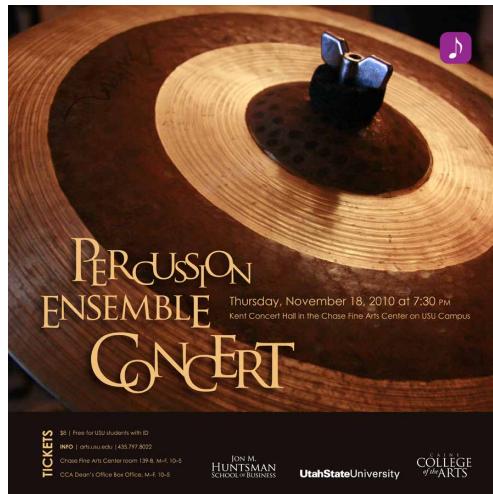


Paired Logo Example



70/30 Logo Example

Correct use of multiple logos



Paired Logo Example



70/30 Logo Example

JON M.
HUNTSMAN
SCHOOL OF BUSINESS

UtahStateUniversity.

CAINE
COLLEGE
of the ARTS



Paired Logo Example

STATIONERY SYSTEM

All colleges, departments, divisions, units, and administrative offices are required to use the Utah State University stationery identity procedures for official university communications both internal and external. The university stationery system uses the Univers font. You are encouraged to use fonts that complement this typeface. A necessary component is the correlation of all these materials to provide brand consistency and easy recognition of Utah State University. Adherence to these guidelines will help protect and strengthen the university's brand image. As such, stationery guidelines will stipulate that only one mark, the university logo, be permitted. The rationale is simple: Utah State University is one university. Secondary logos and marks from university subsidiaries act to compete against the university's brand name. They clutter and dilute visual and message impact and are, therefore, counterproductive as university communication tools.

Materials included in the stationery system should not be viewed as communication pieces meant to establish a brand identity for a college, department, or other university entity. They are designed primarily to identify Utah State University and its relation to its affiliates. Entities that need to establish a brand image may do so through other, more effective, marketing communications. (See "Promotional Communications" on page 27.)

The stationery system includes the following:

- letterhead
- letterhead with auxiliary information
- business card
- envelope
- standard note card and envelope
- note pad
- fax cover sheet
- mailing label
- name tags
- PowerPoint presentations

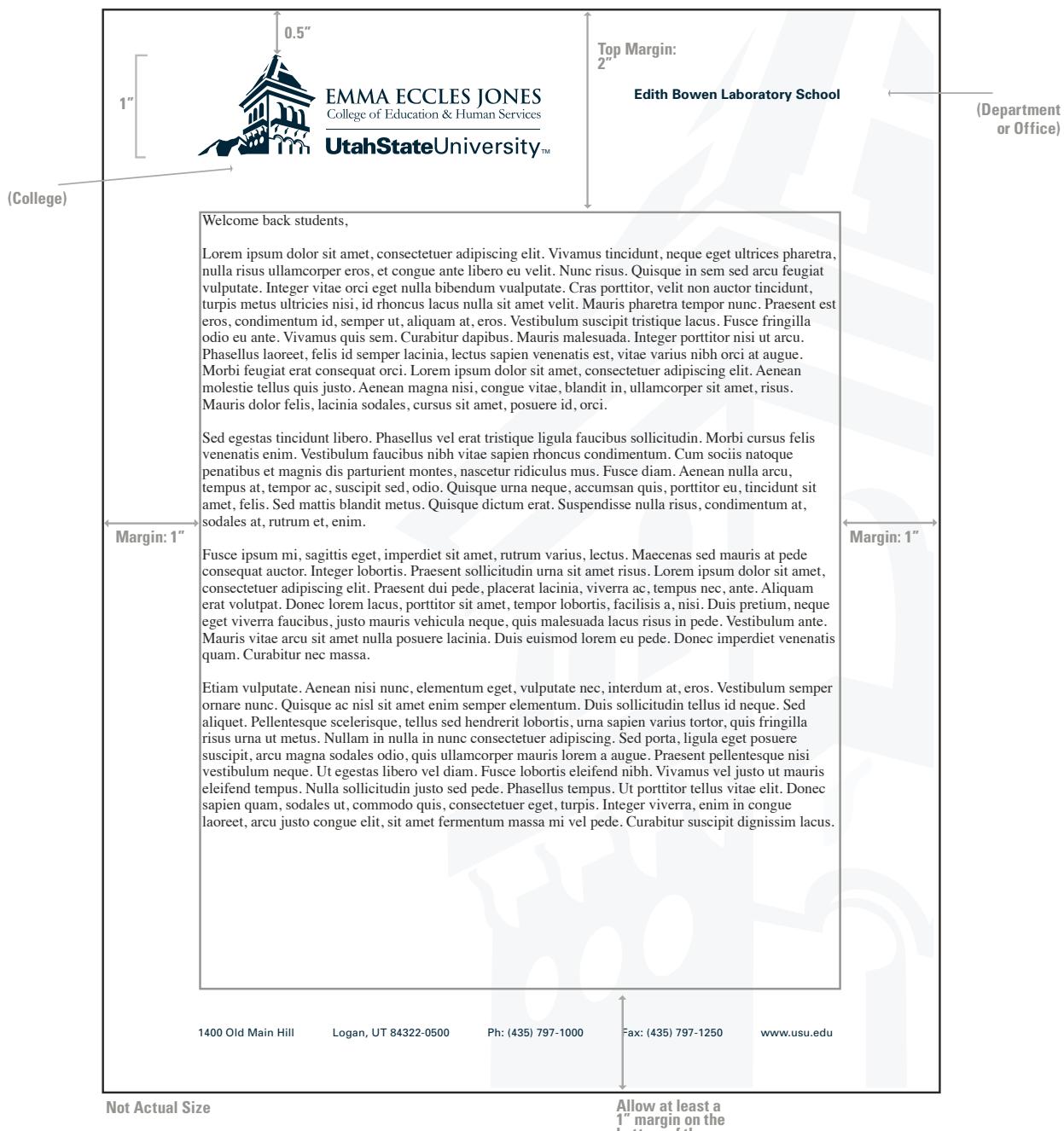
ORDERING STATIONERY ITEMS

To print Utah State University stationery items, you are encouraged to place your order through Publication, Design & Production (PDP) at 797-2611. PDP is the university's approved vendor for the university stationery system. If you choose to work with vendors off campus, pre-approval is required. Please provide a print or electronic sample to Public Relations & Marketing prior to placing an order. **All off-campus printing must comply with the Visual Identity Program standards.** Email samples to: PR@usu.edu. All review requests are promptly handled.

STATIONERY SYSTEM, CONT.

Letterhead

The university logo must always be placed in the upper left corner. A department or college name may be paired with the logo. If a college name is paired with the logo, a department name may be placed in the upper right corner, or vice versa. No other logo is permitted. Original letterhead should be used on all mailings to off-campus audiences. Photocopies are not acceptable.



STATIONERY SYSTEM, CONT.

Letterhead with Auxiliary Information

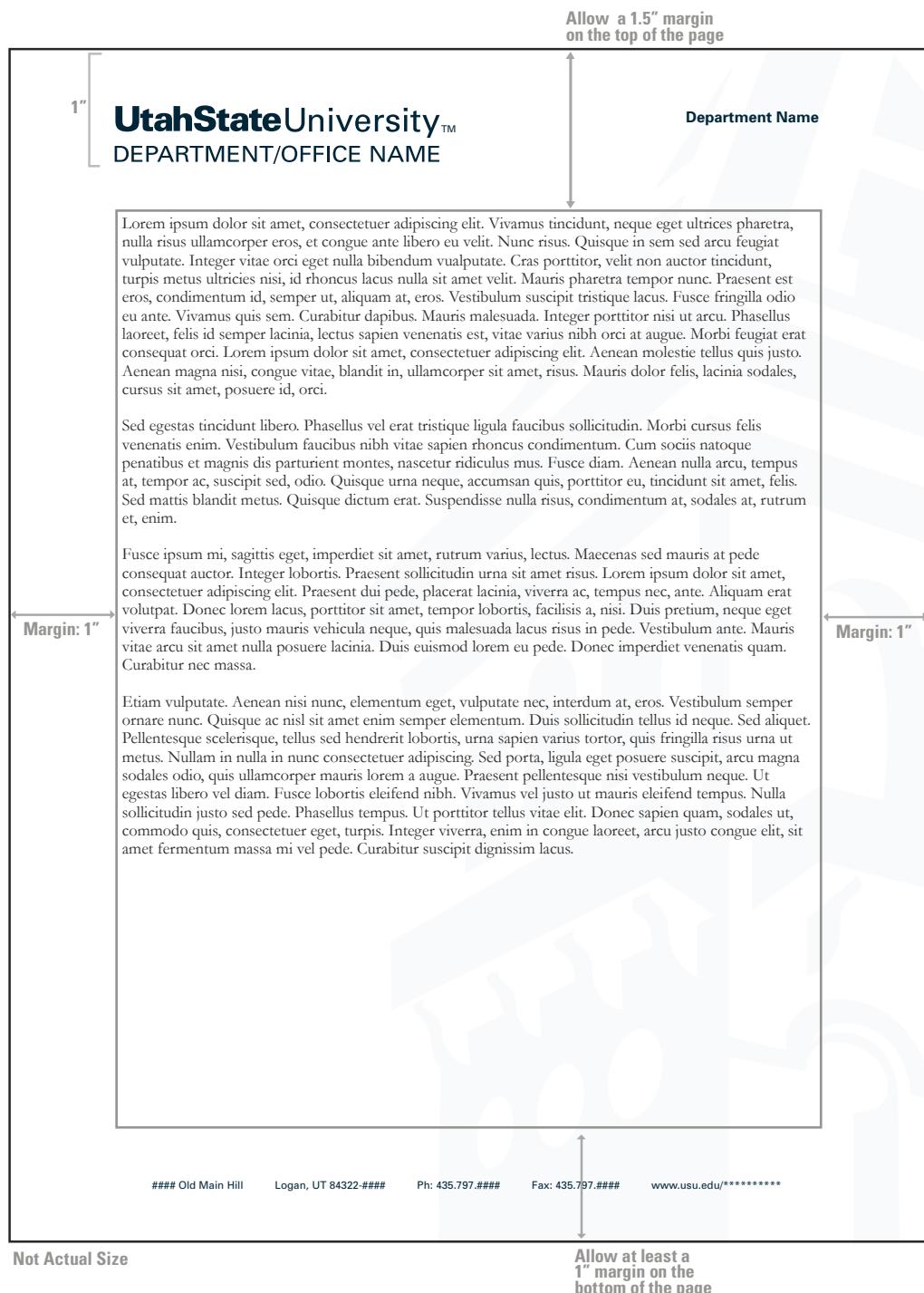
The university logo must always be placed in the upper left corner. A department or college name may be paired with the logo. If a college name is paired with the logo, a department name may be placed in the upper right corner, or vice versa. **No other logo is permitted with the exception of non-university partnering organizations.** Original letterhead should be used on all mailings to off-campus audiences. Photocopies are not acceptable.



STATIONERY SYSTEM, CONT.

Alternate Letterhead

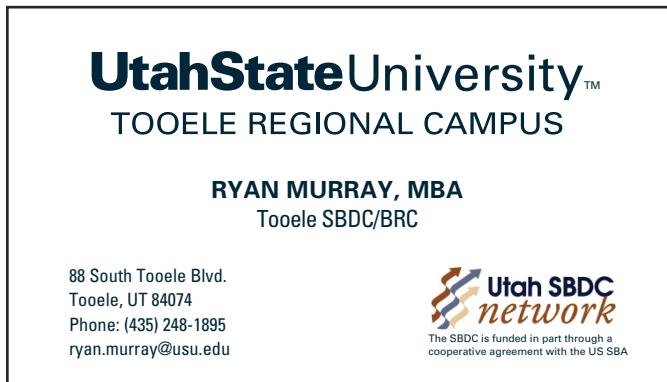
This format can also be used as the standard letterhead.



STATIONERY SYSTEM, CONT.

Business Card

Business cards are available in the following template. The name of the college, department, division, unit, or other entity may be paired with the logo. An additional name may be placed above the address. No other logos, statements, or affiliation marks are permitted with the exception of non-university partnering organizations. The bottom right corner of the card or the back of the card can be used for authorized partnering organizations. Only Aggie Blue or black ink may be used on the card.



STATIONERY SYSTEM, CONT.

No. 10 Envelope

UtahStateUniversity™
DEPARTMENT OF CHEMISTRY & BIOCHEMISTRY

Not Actual Size

No. 10 Envelope

UtahStateUniversity™
DEPARTMENT OF CHEMISTRY & BIOCHEMISTRY

Not Actual Size

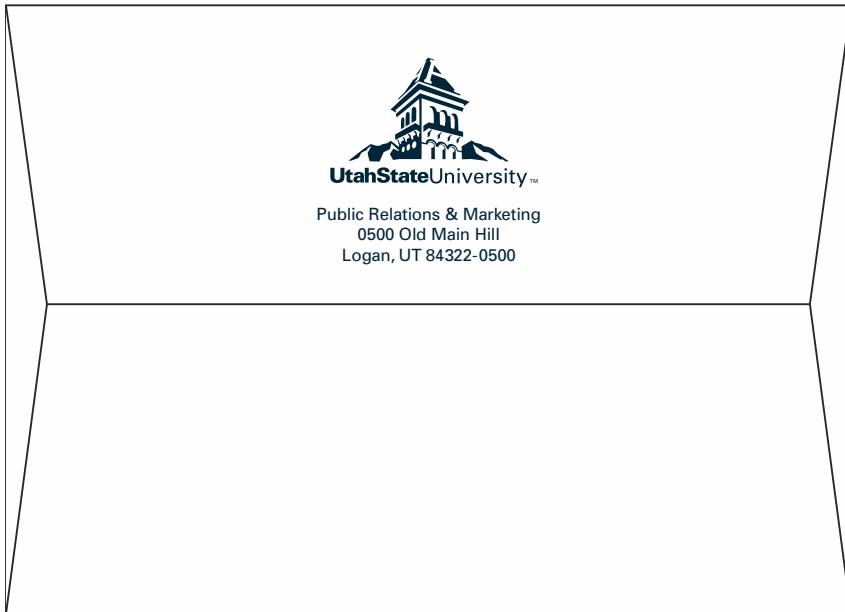
STATIONERY MATERIALS, CONT.

Note Card

6.25 x 4.5 inches



A6 Envelopes



STATIONERY SYSTEM, CONT.

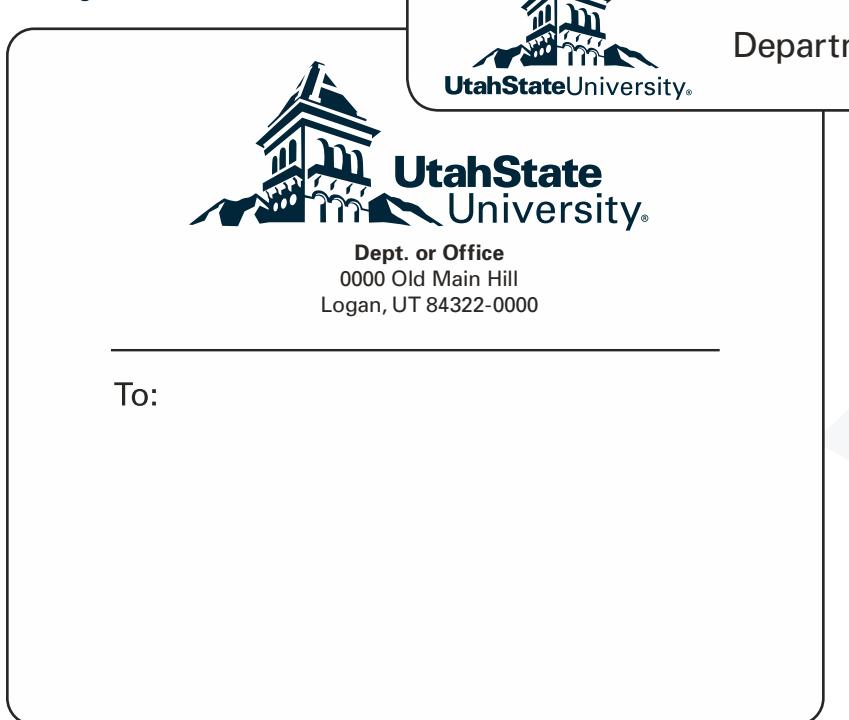
Name Tag



Note Pad



Mailing Label



STATIONERY SYSTEM, CONT.

Fax Cover sheet

 <p>UtahStateUniversity</p>	<p>Public Relations & Marketing 0500 Old Main Hill Logan, UT 84322-0500 Ph: (435) 797-1351 Fax: (435) 797-1250</p> <p>FAX</p> <hr/> <p>Date:</p> <p>To:</p> <p>From:</p> <p>Subject:</p> <p>Fax Number:</p> <p>Number of Pages (including this cover sheet):</p> <p>Message:</p>
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Not Actual Size
8.5" x 11"

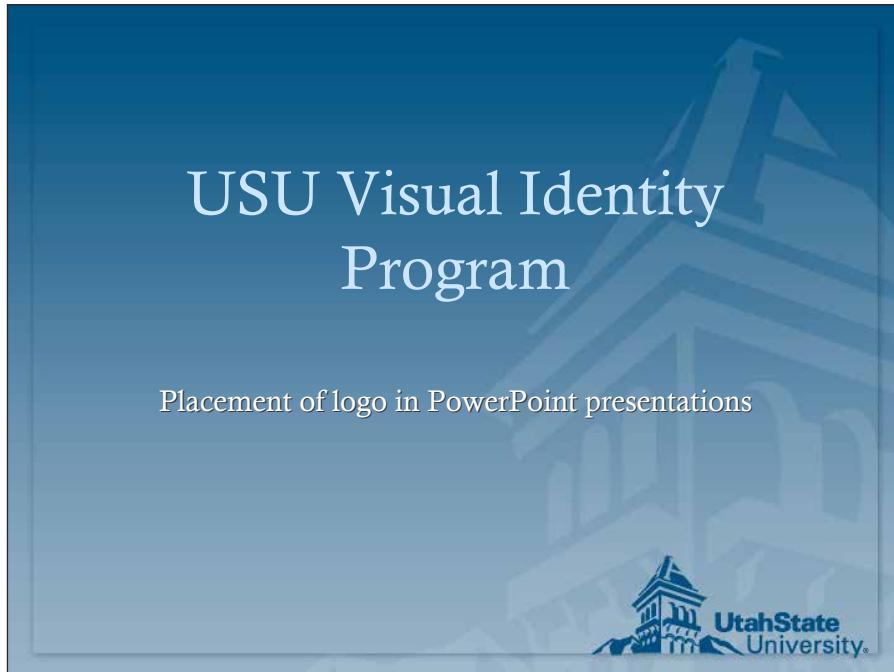
STATIONERY SYSTEM, CONT.

PowerPoint

Templates are available for PowerPoint presentations at www.usu.edu/prm/identity/templates.cfm.

Use of university logo required on every powerpoint slide.

University
Templates



USU Visual Identity Program

Placement of logo in PowerPoint presentations



WEB IDENTITY

About Web Identity

USU's Web identity is defined by the "look and feel" of the Web site. Web pages in the USU domain should have a commonly defined image that identifies each as part of the university. While originality and creativity are important, care must be taken so differences in look and feel do not degrade usability or detract from consistency in identity. Users prefer to see pages that feel like they are all part of the same Web site. This is why consistency is one of the best usability principles: if pages are the same, users are not confronted by potentially problematic or confusing changes in the navigation or the page layout. Instead, users know that the organization they found on previous pages will repeat in subsequent pages. This is why consistency is the key, not only to give a consistent look and feel to the USU Web site, but also by making the Web site easier to navigate and understand.

By setting up standards, templates ensure consistency throughout the Web site and help developers and designers in maintaining consistency. To this end, templates have been available for several years.

The changes implemented by the Visual Identity Program will require the new logo to be used on the template, replacing the current wordmark. A redesign will be planned during the next two years and will follow the Visual Identity Program. Web guidelines will be available through the Web Standards Guide.

WEB IDENTITY, CONT.

General standards:

Every unit on campus is welcome to use the Web templates. Every official Web site should meet the following general requirements:

- Presence of the USU logo on the top left of each page, linking back to the university home page.
- Presence of the utility links on the top of each page (see below).
- The footer of each page must contain a contact link to the person in charge of maintaining the page.
- The University homepage design (below) is a unique page and cannot be used on any other page.

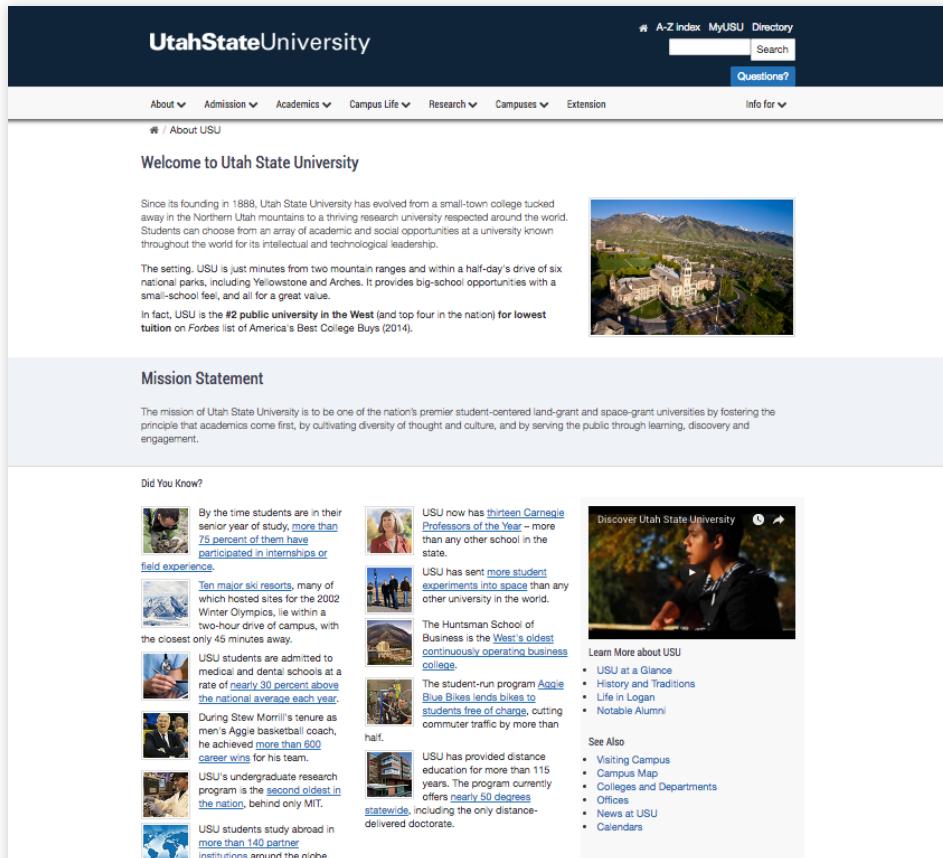
WEB IDENTITY, CONT.

Campus units can be divided in three categories:

University Administrative offices/units:

The Web templates were designed to be used by all administrative units or offices in order to define and maintain a consistent image for Utah State University.

Units and offices are responsible for the content and its organization on their Web site. They need to consult with the webmaster's office to set up their Web sites on the template.



The screenshot shows the official website of Utah State University. The header features the university's name in a serif font, followed by a navigation bar with links for A-Z Index, MyUSU, Directory, Search, and Questions?. Below this is a secondary navigation bar with About, Admission, Academics, Campus Life, Research, Campuses, Extension, and Info for dropdown menus. The main content area starts with a welcome message: "Welcome to Utah State University". It includes a brief history of the university, mentioning its founding in 1888 and evolution from a small-town college to a research university. It highlights its proximity to mountain ranges, national parks like Yellowstone and Arches, and its low tuition fees. To the right is a scenic photo of the university campus. Below this is a "Mission Statement" section, which emphasizes the university's role as a premier student-centered land-grant and space-grant university, fostering diversity, learning, discovery, and engagement. The "Did You Know?" section contains several facts with accompanying images, such as USU's ranking in the West, its international field experience programs, its ski resorts, its medical and dental schools, its basketball coach, its undergraduate research program, and its study abroad opportunities. To the right of this section is a video player titled "Discover Utah State University" showing a person on a bicycle. Below the video are links to learn more about USU and a list of notable alumni. The footer contains a map of Logan, UT, contact information (Logan, UT 84322, (435) 797-1000), and links to various university departments and services. Social media icons for Facebook, Twitter, YouTube, Instagram, and RSS feed are also present.

WEB IDENTITY, CONT.

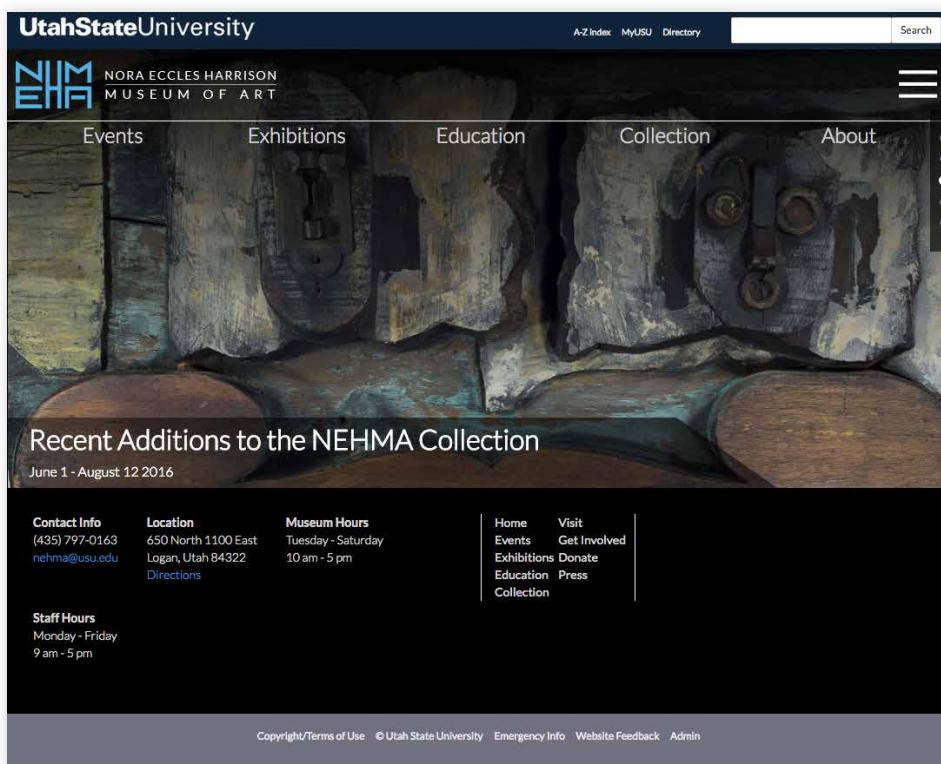
Colleges and Schools:

Colleges and schools are not required to use the new USU template, because they may have different visual identity needs at this time. They are required to follow the general requirements listed previously.

Research Centers, cooperative units, student organizations:

These units are not required to use the new USU template because they may have different visual identity needs at this time or may share their visual identity with off-campus organizations.

Personal pages hosted on the USU domain are not required to use the Web template or meet with the general requirements.



OTHER APPLICATIONS

This section offers recommendations and examples for how to apply the logo to items such as shirts, banners, vehicles, and signs. Please refer to “The Utah State University Logo” section (starting on page 8) and the “Trademark Licensing” section (page 12) regarding logo guidelines. Also, refer to “The Color Palette” section (page 12), for color recommendations.

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 mark is considered licensable and is subject to the University’s Trademark Licensing Policies & Procedures. usu.edu/licensing

Maintaining a consistent, high-quality look for the various promotional items ensures that the associations with Utah State University are appropriate and positive each time the items are used. The diverse sizes and shapes of the various items call for some design flexibility. These guidelines are intended to reinforce proper usage of the university logo while allowing flexibility when it comes to color and the use of the university name outside the logo. Official use of the university logo is not required on specialty items. If it is used, then applications should follow the guidelines in this manual.

When applying the logotype to hats or other merchandise items, choose from the colors in the Utah State University color palette, as shown. Do not use red.

The printing of clothing, novelty items, and other merchandise **bearing the university’s name or marks** must be pre-approved. Please provide a print or electronic sample to Trademark Licensing prior to production. All review requests are promptly handled.

Email samples to: trademark.licensing@usu.edu.

Coffee Mug



Key Chain



OTHER APPLICATIONS, CONT.

Hats

(Primary mark present
on front or back)



OTHER APPLICATIONS, CONT.

T-Shirts

(Primary mark present on front, back or sleeve)



OTHER APPLICATIONS, CONT.

When a university logo is applied on an official university vehicle, the primary logo must be used. Secondary marks are permitted only in combination with the primary logo (see example). The primary logo must be applied on both sides of the vehicle and cannot be eclipsed by secondary marks since it is the university's dominant brand mark. While not encouraged, if secondary elements are employed, prior authorization from Public Relations & Marketing must first be obtained.

Athletic symbols are not permitted on any university vehicle except those used in connection with the Athletics Department

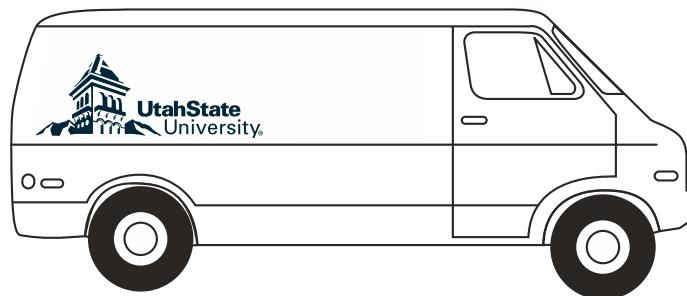
Application of the Utah State University logo to vehicles may be accomplished either with vinyl or paint, with vinyl (in the specified colors) as the preferred method. If applied outside the university, it must be by an approved vendor or licensee. Following are guidelines related to the general size and placement of the logo on the body of the vehicle. Paint or vinyl of any other color, as well as other graphic elements, must be approved by the Utah State University Public Relations & Marketing office.

On door panels, place the logo on the front door as shown. Make it as large as possible, while allowing for white space around it. Do not have the logo applied directly next to the edge of the door or over a door seam.

**On door panels
place the logo
on the front door
as shown.**



**Make it as large
as possible,
while allowing
for white space
around it,**



**Do not have the
logo applied
directly next to
the edge of the
door or over a
door seam.**

OTHER APPLICATIONS, CONT.

Signs

The university has a standardized sign system for all permanent signs. The purpose of this is to increase uniformity, assist in finding directions; and meet the mandates of the Americans with Disabilities Act (ADA).

University requests for signs are handled by University Facilities. New signs can be obtained by filling out a sign request form.

Key university sign requirements are:

- The background must have 70 percent contrast with the letters. Navy blue background with white letters meets the contrast requirements. These colors represent the university and are neutral enough to work with any color scheme.
- All room numbers must be raised from the plate in tactile letters and in Braille. Other supplemental text does not need to be raised or in Braille.
- Signs must be set 60 inches above the floor next to the door on the door knob side. If there is no room for a sign, the next logical place will be determined by the sign coordinator. Signs may not be placed on doors.
- All signs will have a black aluminum frame that will be attached to the wall. A blue sign face can be placed inside the frame or removed without damaging the wall.

There are several sizes of interior and exterior signs:

- A-sign. This is used primarily for college, division or departmental offices. It is 12 inches x 6 inches and has room for supplemental text.
- B-sign. This size is used for offices, classrooms, meeting spaces, etc., and is the most commonly used size. It is 6 inches by 6 inches and has room for limited supplemental text. This sign may also include removable name strips for occupant names.
- C-sign. This is used only as a room number for mechanical closets, etc. It is 2 3/16 inches by 4 3/16 inches. No additional text can be used.
- Exterior building identification signs. University buildings are identified by one or more signs that are approximately 4 feet high with a sign face of 2 feet by 4 feet. The signs are located perpendicular to traffic. They are made of aluminum and fiberglass. The face is Aggie Blue with white letters. Some buildings may also be identified with raised metal letters on the exterior. The location and design is approved by Facilities.

OTHER APPLICATIONS, CONT.

All proposed exterior or interior signs that depart from the campus standard, as described above, must be approved by the Office of Public Relations & Marketing through recommendations from the University Physical Resources Planning Committee (UPRPC).

- It is strongly recommended that items not be taped or posted on doors or walls. To do so makes repair to damaged surfaces costly. Papers, messages, class schedules, etc., can be posted in the Grip-A-Strip, a device that attaches beneath the signs and holds pages and can be removed easily. The Grip-A-Strips are available with signs.
- Where old signs exist, customers are encouraged to retrofit entire halls, buildings, or portions of buildings to the campus standard when budgets allow.
- Lettering applied to campus structures must be approved by USU Facilities.

Please direct any inquiries concerning campus signs to Facilities at 797-3535 or visit the web site at: <http://fac.usu.edu/NewWeb/framesetoperations.htm>

**Logan Campus
Free-Standing
Building
Identification
Sign**

Public Relations & Marketing



**Regional
Campus &
Distance
Education
sign**



TRADEMARKS AND LICENSING

All Utah State University trademarks are the exclusive property of USU. Regulation of all uses of USU trademarks is essential to protect the university from liability and to protect against dilution of the trademarks. USU authorization is required for all trademark uses. The university has delegated the responsibility for maintaining, managing and licensing university trademarks to the Trademark and Licensing Director through the office of Public Relations & Marketing.

The mission and purpose of the Licensing and Trademark Policy is to:

1. Ensure proper control and use of trademarks associated with USU; protect all university trademarks from unauthorized uses; and facilitate the process of granting authorization for legitimate internal and third-party use of university trademarks.
2. Promote USU in a consistent and uniform manner to protect the university's reputation, name and image by permitting only appropriate uses by officially licensed vendors. This helps to assure that only quality products bear the university's trademarks while safeguarding consumers from inferior products.
3. Strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni and fans.
4. Generate royalty revenues that can then be used to provide scholarships to deserving students.

What is a trademark?

A trademark is any logo, symbol, nickname, letter(s), word, slogan or derivative that can be associated with an organization, company, manufacturer or institution and can be distinguished from those of other entries or competitors. In addition to the trademarks listed in the registered and protected trademark section, any indicia adopted hereafter and used or approved for use by USU shall be subject to the policies and procedures of the trademark and licensing policy. Additionally, the trademark and licensing program shall also cover any derivations of USU trademarks which would cause consumers to erroneously believe that the product originated from, or was sponsored or authorized by the university.

Registered and Protected Trademarks

1. The following trademarks are federal registered on behalf of Utah State and require a circle R “®” notation whenever used, particularly for external public communications. This includes merchandise and print pieces such as poster, brochures, flyers, banners, etc.

Examples:

- Utah State University
- U State
- Bull (image)
- Aggie Ice Cream

2. The following trademarks are registered with the State of Utah on behalf of Utah State and require a TM notation whenever used, particularly for external public communications. This includes merchandise and print pieces such as poster, brochures, flyers, banners, etc.

Examples:

- Utah State
- Aggies
- USU
- USU Aggies
- Block Letter (capital) ‘A’
- Big Blue
- Utah State Aggies
- Tower with an ‘A’
- The Presidential Seal
- Utah State University Eastern
- USU Eastern
- Utah State Eastern
- Utah State University Eastern Blanding Campus
- USU Eastern Blanding Campus
- Utah State University Eastern Eagles
- USU Eastern Eagles
- USUE
- USU E block letters
- Believe It
- I Believe
- We Believe
- I Believe that We Will Win
- Winning Team, Losing Team
- The Power to Change for Good
- Transforming Lives
- Transforming lives for Good
- Aggie Nation
- True Blue
- Utah State HURD
- HURD
- True Aggie
- Utah Public Radio
- Utah State University Research Foundation
- The Research Foundation
- USURF
- USUSA
- Space Dynamics Lab
- SDL
- All 70/30 college logos
- All paired logos

Note: The above is not a complete list; trademarks are updated continually. A current listing of trademarks is available from the Trademark and Licensing Manager in the office of Public Relations & Marketing. All marks owned by Utah State are subject to the policies and procedures of the trademark likening policy. This includes current and “retired” marks.

3. All other names, symbols, initials or graphic designs that refer to USU are protected by U.S. and state law.

Clubs

Use of university logos and marks by student groups and organizations is restricted. In most cases the use of university logos, marks and indicia on advertising posters for student groups and organizations is optional. Student Services advisors and college/department student club advisors, in coordination with officially recognized university communication personnel, should be consulted first in cases where student groups or organizations request to use the official university logo in advertising or promotions.

A location must be added on shirts and other merchandise for the department/college logo to clearly link the department with the student group. If both group members and advisors determine that the advertisement needs a university logo, the advertisement should then be submitted to official communication personnel recognized by the central Public Relations & Marketing office or directly to Public Relations & Marketing for approval.

4-H and other student groups organized through USU Extension must use logos and marks approved by USU Extension Marketing.

In all cases, advisors who do not have officially recognized communication personnel working in their areas are requested to work through central Public Relations & Marketing office for support and approval.

Please note that official communication personnel recognized by the central Public Relations & Marketing office may approve communication items that bear official university marks so long as those items are in compliance with visual identity requirements. University communication personnel are requested to work through the central Public Relations & Marketing office for visual identity matters not covered in this manual.

FOR ALL TRADEMARKS AND LICENSING INQUIRIES

Contact the Trademark Licensing Director at Public Relations & Marketing:
Heidi Adams
Phone: 435-797-1351
Email: trademark.licensing@usu.edu