

Logos & Branding on Social Media

Social Media Avatars

Campus units should avoid using Utah State University marks as their social media icons. Instead, they may use approved USU social media avatars that comply with the university [Visual Identity Program](#) (VIP). The Marketing & Communications office provides social media avatars that include the Block "A" secondary logo along with the name of the campus unit. These avatars are encouraged for use across all social media platforms in order to increase awareness of the Utah State University brand.

For new and/or updated social media avatars, please contact USU's Social Media Coordinator. All social media avatar creation requests are promptly responded to: social@usu.edu

Use of Block "A" Avatars

To use the Block "A" social media avatar on your account(s), you must include the following:

- The Block "A" logo must be paired with your university unit name in the image.
- You must include "USU," "Utah State," or "Utah State University" in your social media account name and handle (e.g. @USU_Research and USU Office of Research)
- Departments should also include their college name, fully spelled out, in their title *or* in their account description



*All uses of USU social media avatars MUST adhere to the university VIP and follow policy on brand standards. Avatars may not be stretched, obscured, modified, or combined with other logos. **USU social media avatars are NOT to be used in place of official university logos and are ONLY to be used as social media profile pictures.**

