



UtahStateUniversity®

# UTAH STATE UNIVERSITY

## STATIONARY GUIDE

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## 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.

Permitted logos are: the vertical logo, horizontal wordmark, stacked wordmark, horizontal paired, vertical paired, horizontal tower paired, and college-paired logo (70/30).

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.

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

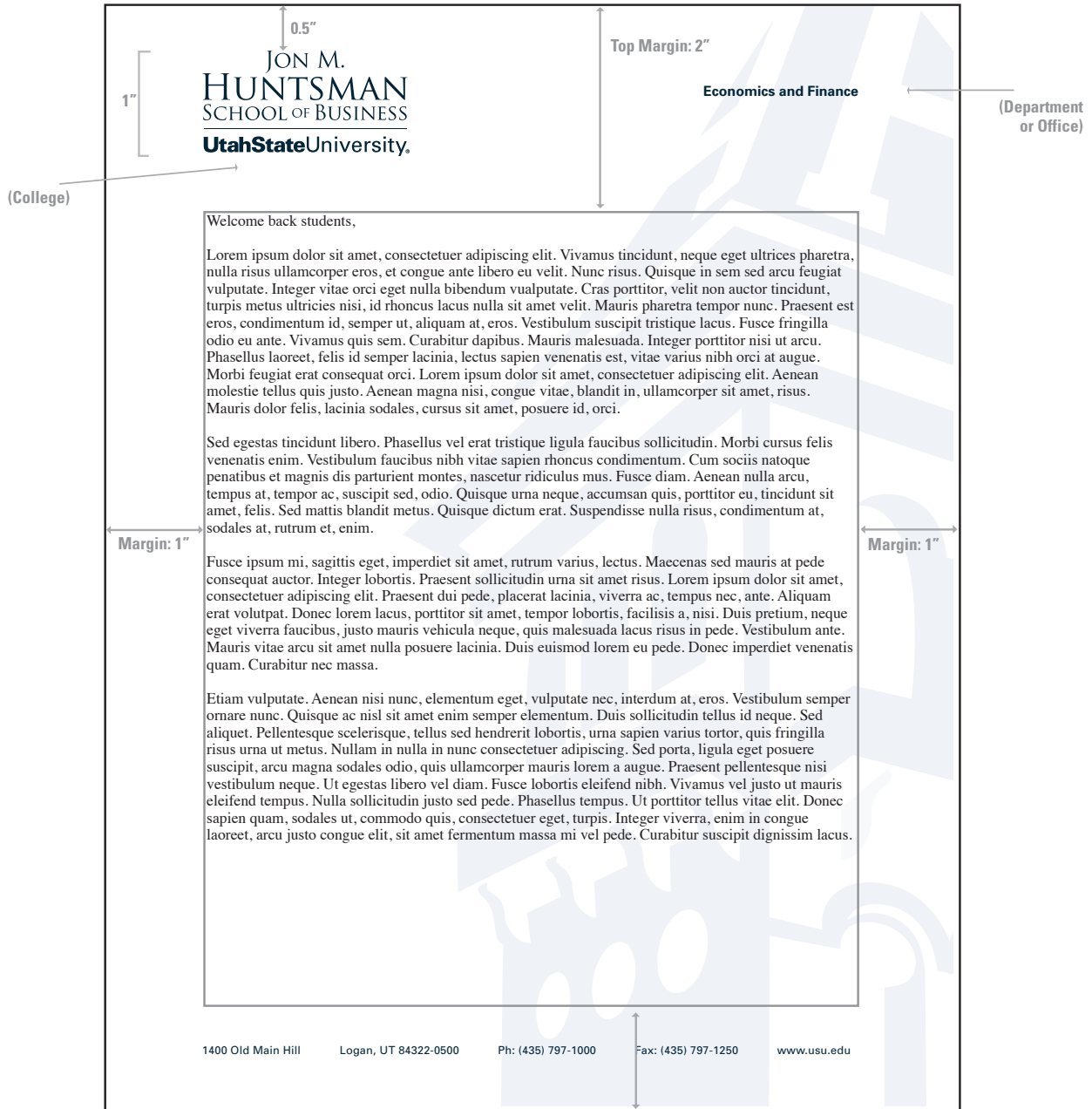
## ORDERING STATIONERY ITEMS

To print Utah State University stationery items, you are encouraged to place your order through Publication, Design & Production (PDP) at 435-797-2611. 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](mailto:PR@usu.edu). All review requests are promptly handled.**

**Letterhead**

The primary logo must always be placed in the upper left corner. If a college logo is used a department name may be placed in the upper right corner. No other logo is permitted in this space. Original letterhead should be used on all mailings to both on and off-campus audiences. Photocopies are not acceptable.

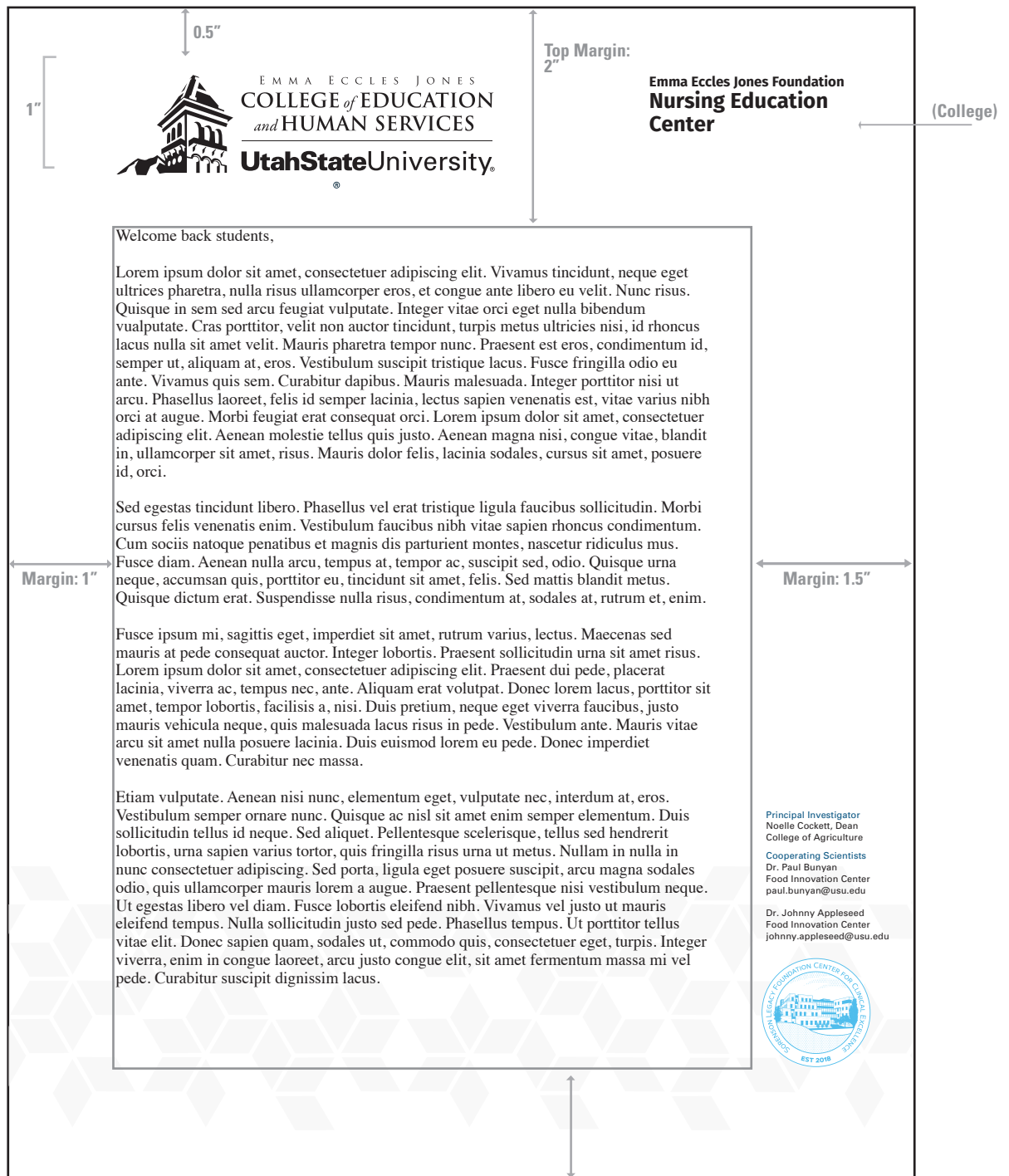


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Allow at least a 1" margin on the bottom of the page

**Letterhead with Auxiliary Information**

Design elements or logos of university affiliates are permitted in special circumstances.

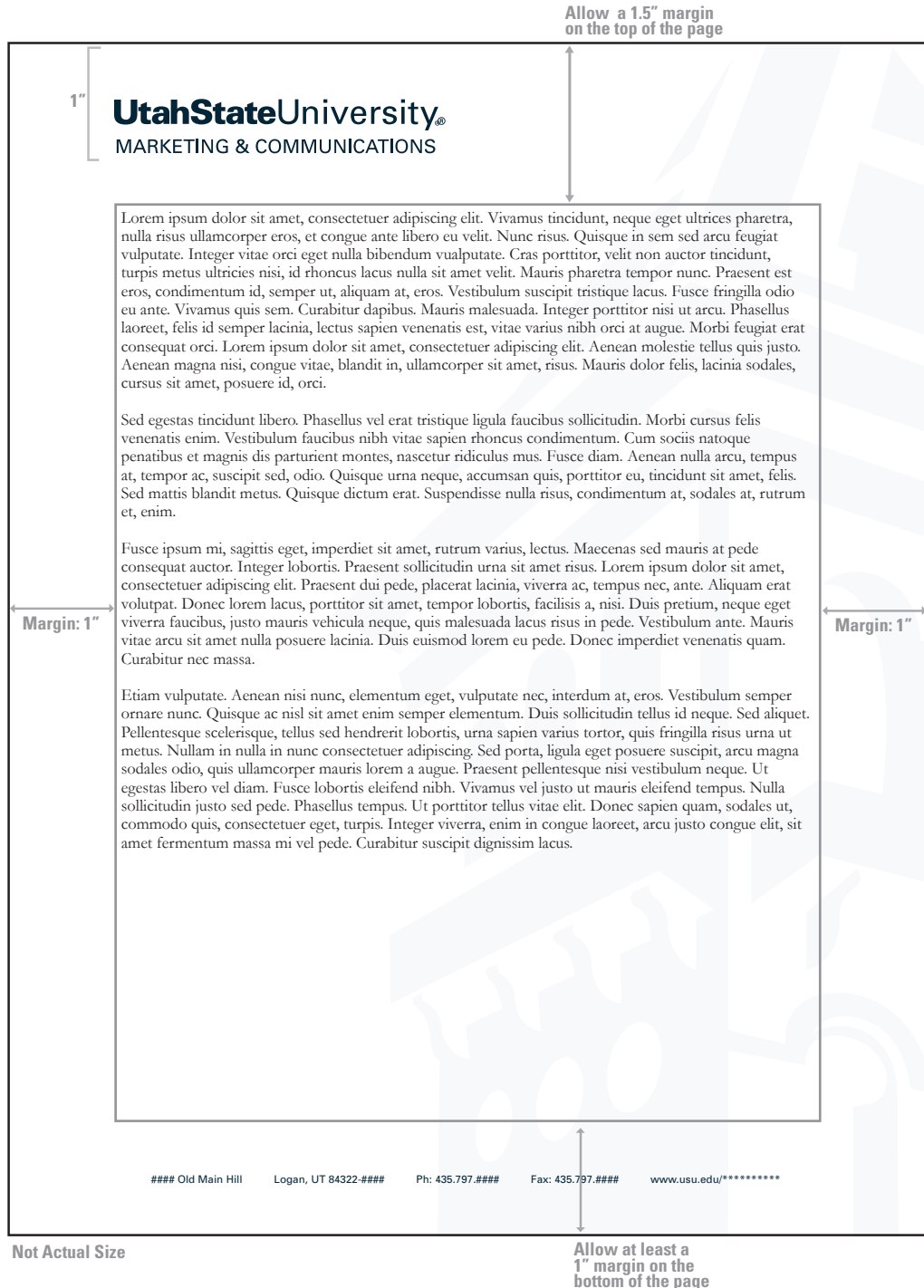


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Allow at least a 1" margin on the bottom of the page

**Alternate Letterhead**

The format below can also be used as standard letterhead for offices and departments or divisions who are not associated with a college.



**Business Card**

Business cards are available in the following template. A department name may be placed above the address. No other logos, statements, or affiliation marks are permitted on the front of the card. The back of the card can be used for authorized university affiliates or design elements. Only Aggie Blue or black ink may be used on the front of business cards.



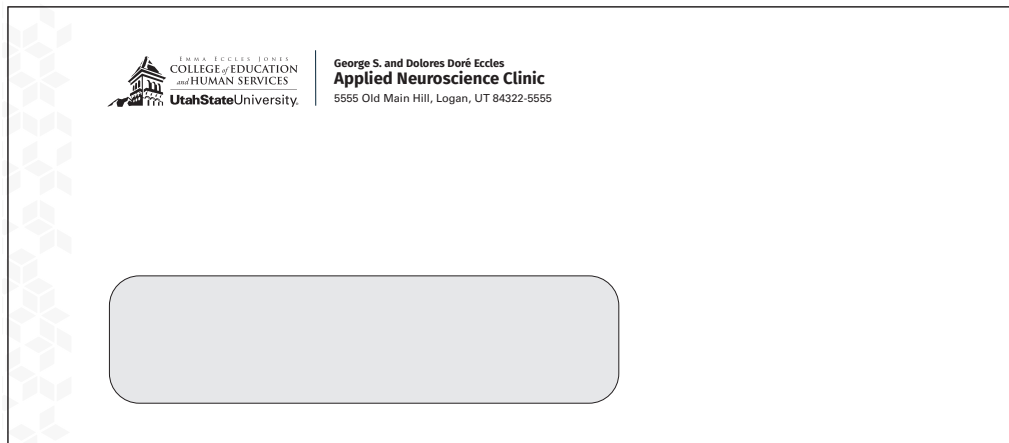
The back of the card may include university approved campaigns that uniquely identify a group



**No. 10 Envelope**



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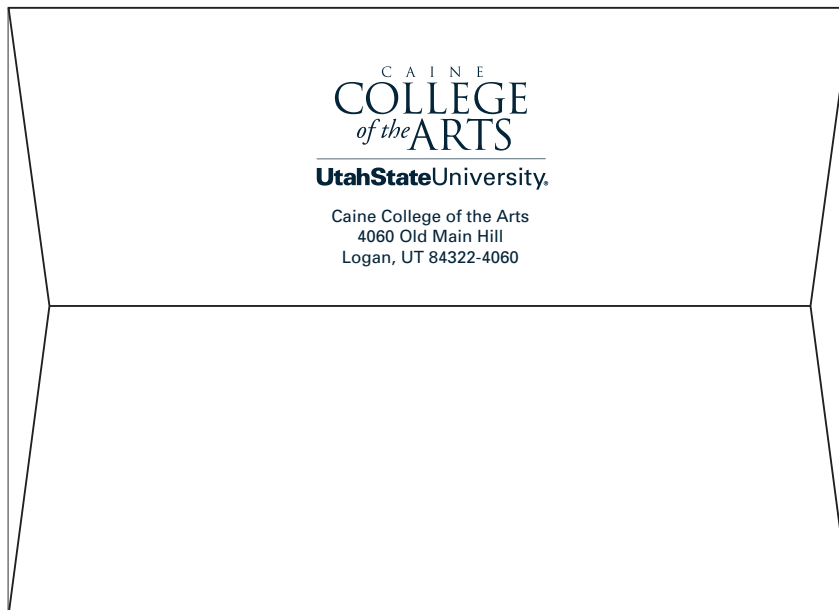


**Note Card**

6.25 x 4.5 inches



**A6 Envelopes**





Name Tag

**EVENT**  
SERVICES  
**UtahState**University.

**NAME**  
Department or Office

Note Pad

**UtahState**University®

**NAME**  
Department or Office

Mailing Label

  
**UtahState**University.

**NAME**  
Department or Office

**UtahState**University®  
LATINX CULTURAL CENTER

0000 Old Main Hill  
Logan, UT 84322-0000

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To:

  
**UtahState**University.

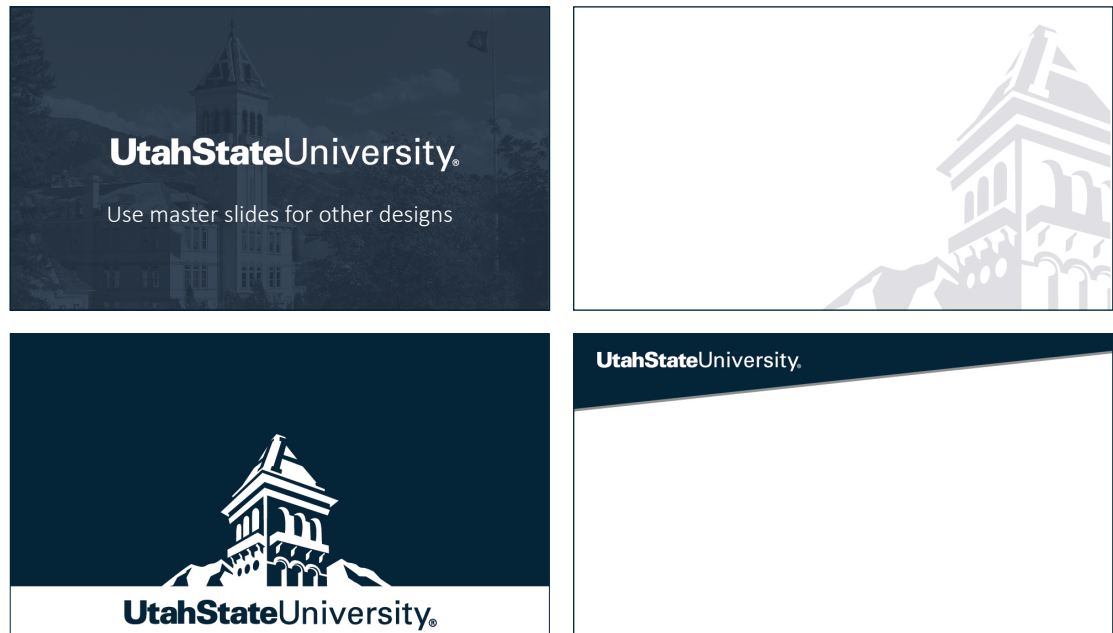
[www.usu.edu](http://www.usu.edu)

### PowerPoint

Templates are available for presentations at <https://www.usu.edu/prm/visual-identity/templates/USUPowerPoint.pptx>

Use of university logo is required on the first and last slide of a presentation.

### University Templates



### THIRD-PARTY LOGOS

The university discourages the use of third-party logos. The preference would be to list the organizations 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 and written permissions to use a third-party logo is required.

Contact Heidi Adams at [trademark.licensing@usu.edu](mailto:trademark.licensing@usu.edu) or 435-797-1351.