



# VISUAL IDENTITY PROGRAM

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

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## LETTER FROM THE PRESIDENT

In 2007, Utah State University introduced a new logo and visual identity program to accompany it. The purpose of the program is to ensure the proper use and protection of all university-trademarked symbols and verbiage. The Visual Identity Program, approved and adopted by the university's Executive Committee and the Board of Trustees, ensures consistency in our communications. Our logo, colors, marks, and symbols project the quality and traditions of our land-grant institution. Regular and consistent use of these marks by the university community ensures ready recognition and strengthens our position and eminence as a university.

This guide will assist you in using the university's visual identifiers. It provides parameters for the proper use of the logo and other official university marks, symbols, and colors to guide our collective communication efforts. It also includes guidance on the proper use of university marks in conjunction with promotional materials, stationery, and secondary marks. Included, as well, are guidelines pertaining to trademarks and licensing and university website identity.

I encourage you to make yourself familiar with our Visual Identity Program. It helps all of us to communicate, with one clear voice, the high caliber and legacy of Utah State University.

Sincerely,

A handwritten signature in black ink, reading "Noelle E. Cockett". The signature is fluid and cursive, with the first name "Noelle" being more prominent and the last name "Cockett" following in a similar style.

Noelle Cockett, President

## INTRODUCTION

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

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.

Prior to adoption of the current visual identity program in 2007, a previous guideline was created and 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 had evolved. Over the years, this had led to visual confusion, inconsistent usage, and presentations that did 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 Marketing and Communications Office at (435) 797-1351 or [pr@usu.edu](mailto:pr@usu.edu).**

The Utah State University Marketing and Communications office is charged with preserving the integrity of the Utah State University logos and helping 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 University Marketing and Communications team, which produced this manual, is familiar with the correct application of the logos. This office is responsible for identifying incorrect use of the logos and will work with the campus community to bring applications of the logos into compliance with the identity program.

In addition, University Marketing and Communications is empowered to stop production of any application that uses the Utah State University logos incorrectly, or to require an application to be revised.

### PROCEDURES FOR MARKETING UNIVERSITY PROGRAMS AND ENTITIES

University Marketing and Communications values and supports the university's colleges, divisions, administrative offices, and auxiliary services. We are 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 brand.

**In its oversight role, University Marketing and Communications is responsible for final review and sign-off of marketing and promotional materials produced by all academic, administrative, and athletic divisions within the university.**

Please provide a print or electronic sample to University Marketing and Communications prior to production of any promotional and marketing pieces. **Email samples to: [PR@usu.edu](mailto:PR@usu.edu).** All review requests are promptly handled.

## APPROVAL PROCESS, CONT.

University communication personnel are required to work through the University Marketing and Communications 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.
- Video

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

## CONTACTING THE UNIVERSITY MARKETING AND COMMUNICATIONS OFFICE

The University Marketing and Communications office consists of communication professionals in writing, editing, strategic communications, graphic design, web site production, photography, videography, media relations, trademark licensing, and crisis communications.

For general questions and inquiries:  
Phone: 435-797-1351

For questions about logos and marks contact:  
Aimee Brunson  
Phone: 435-797-1906  
Email: [aimee.brunson@usu.edu](mailto:aimee.brunson@usu.edu)

## THE UTAH STATE UNIVERSITY LOGOS & WORDMARKS

The Utah State University wordmark refers to the university's name and is designed in a distinct and individual style that reflects the institution's brand identity. The Utah State University wordmark and the relationship of its elements are unique. Standard fonts will not accurately reproduce the typography. Please use electronic files or print-ready artwork supplied by University Marketing and Communications when reproducing the wordmark.

The Utah State University logo, 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 and rich heritage.

When the logos and wordmarks are used consistently, it will promote immediate identification by the public, reflecting the spirit and philosophy of Utah State University.

The tower, capped by the 1909 outline of the "A," recalls the days when our institution was known as the Agricultural College of Utah. While USU has blossomed into a mighty research and teaching institution, the admirable characteristics associated with our agricultural past remain strong – traits such as our connection to land, water, 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 college-town familiarity and personal attention. This distinction is a defining quality of the Utah State University experience and the deeper meaning behind the word "Aggie." It is also a symbol that is no longer place-bound. It represents the institution, whether seen in Logan or in Blanding. It proudly proclaims: "this is Utah State University."

Old Main is a symbol that quickly comes to mind for anybody who has ever stepped on to the Logan 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. See additional information concerning trademarks on [page 25](#).

## PRIMARY MARKS

Official university logos and wordmarks for Utah State University may be obtained by contacting communication directors of colleges and units or through University Marketing and Communications.

Vertical  
Logo



Horizontal  
Wordmark

**UtahState**University®

Stacked  
Wordmark

**UtahState**  
University®

## 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 22](#)). 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 must have a proportionally weighted role. As the publication size increases, the minimum size of the logo should increase proportionally.

**The logo must be sized to 25% width of the longest dimension for the visible area.** The logo should never be smaller than 5/8 of an inch tall for the vertical logo and 1/2-inch tall for the horizontal logo.

For example:


**18 x 24  
YARD SIGN**

$24 \times .25 = 6.25$




**4 x 6  
POSTCARD**

$6 \times .25 = 1.5$



**11 x 17  
POSTER**

$17 \times .25 = 4.25$



*depictions are shown  
for reference and are not at  
actual size*

Common Uses	Longest Dimension	Calculation	Minimum Logo Width
Tabloid - 11" x 17"	17"	$17 \times .25 =$	4.25"
Letter - 8.5" x 11"	11"	$11 \times .25 =$	2.75"
Postcard - 4" x 6"	6"	$6 \times .25 =$	1.5"
Yard Sign - 18" x 24"	24"	$24 \times .25 =$	6"
TSC Banner - 18" x 72"	72"	$72 \times .25 =$	18"
Billboard - 14' x 48'	48"	$48 \times .25 =$	12"
Digital Display - 1920 x 1080	1920 pixels	$1920 \times .25 =$	480 pixels

## AREA OF ISOLATION

To maintain the integrity of the university logos and wordmarks, space around the marks must be kept clear of competing visual elements and wording to prevent confusion and competition. As a general rule, do not incorporate university logos/wordmarks, or text, that overlaps, or begins to blend, with the university's mark(s).

Example:

Incorrect use  
of mark →

**LIGHT  
THE  
A  
BLUE**

Area of isolation  
"X" is equal to the  
height of the "U" in  
the wordmark



## THE COLOR PALETTE

Color is an integral part of the Utah State University visual 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](http://www.pantone.com).

### Color Matching

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

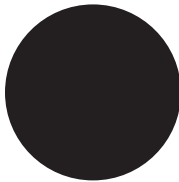


**DOMINANT  
COLOR**

**Aggie Blue**  
Official  
University Color

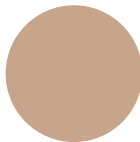
Pantone: 539 C  
CMYK: 100c + 65m + 22y + 80k  
RGB: 000r + 038g + 058b  
Hexidecimal: #0F2439

**Access to the USU Adobe  
swatch library may be  
requested by emailing  
[design.prm@usu.edu](mailto:design.prm@usu.edu).**



**Black**

Black  
CMYK: 0c + 0m + 0y + 100k  
RGB: 000r + 000g + 000b  
Hexidecimal: #000000



**Copper**

Pantone: 8021 C  
CMYK: not available  
RGB: 159r + 129g + 112b  
Hexidecimal: #9F8170



**Silver (Process)**

Pantone: 7543 C  
CMYK: 24c + 9m + 8y + 22k  
RGB: 152r + 164g + 174b  
Hexidecimal: #98A4AE



**Silver (Solid)**

Pantone: 877 C  
CMYK: 45c + 34m + 34y + 0k  
RGB: 138r + 141g + 143b  
Hexidecimal: #8A8D8F

**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.**

Accent  
Colors

## ACCEPTED COLOR USE OF LOGO

Primary logos should only be printed in black, white, or Aggie Blue (PMS 539). For exceptions, please contact University Marketing and Communications.

### Contrast Values:

Do not print the blue or black logo on a background darker than 30% as it will become difficult to read. Instead, use the blue or black logo on light backgrounds, and the white on dark backgrounds.

Examples of proper contrast and color options are shown below:

*NOTE: The same restrictions as outlined above apply to all university logos.*





## INCORRECT USAGE

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

**Do not change the color of the logo or portions of the logo.**  
**Use of the logo in red or on a red background is prohibited.**  
 Color differentiates us from our competitors, both within state and elsewhere.



**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.**



## PAIRING NAMES WITH UNIVERSITY LOGO

New logos can **ONLY** be created by **University Marketing and Communications**. Please email [design.prm@usu.edu](mailto:design.prm@usu.edu) with logo requests. New official logos will only be created when the logo request is made by a Department Head, Director, Executive Director, Vice President, Dean, or university administration.

Paired logos must adhere to the same color, placement, size, and area of isolation guidelines as the “primary marks”.

### EXAMPLES

Horizontal



Vertical



Horizontal  
Tower



### NONCONFORMING IDENTITY MARKS

The university Visual Identity Program was implemented to help reduce visual confusion and provide a stronger, uniform brand image for the university. Colleges, divisions, departments, programs, units, and services are not allowed to create logos; they are required to follow the university Visual Identity Program.

## 70/30 LOGOS

The 70/30 logo is a ratio that permits all colleges to pair their names at 70 percent with the Utah State University *horizontal wordmark* at 30 percent. This is a restricted mark. Some divisions and auxiliaries might qualify for use of the 70/30 ratio. **New 70/30 logos can ONLY be created by University Marketing and Communications.** Please email [design.prm@usu.edu](mailto:design.prm@usu.edu) with logo requests. New 70/30 logos will only be created when the logo request is made by a Department Head, Director, Executive Director, Vice President, Dean, or university administration.

70/30 logos must adhere to the same color, placement, size, and area of isolation guidelines as the “primary marks”.



## USE OF LOGOS

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 elements in marketing and promotional materials. This should be accomplished in a complementary fashion that still allows the communication piece to include the university's logo on the cover.

Other than the university's official secondary logos, and approved design elements, additional logos are not permitted on any promotional materials or any other communications. **The university 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.

For help in creating promotions that are complementary to the university's brand image, please contact University Marketing and Communications at 435-797-1906.

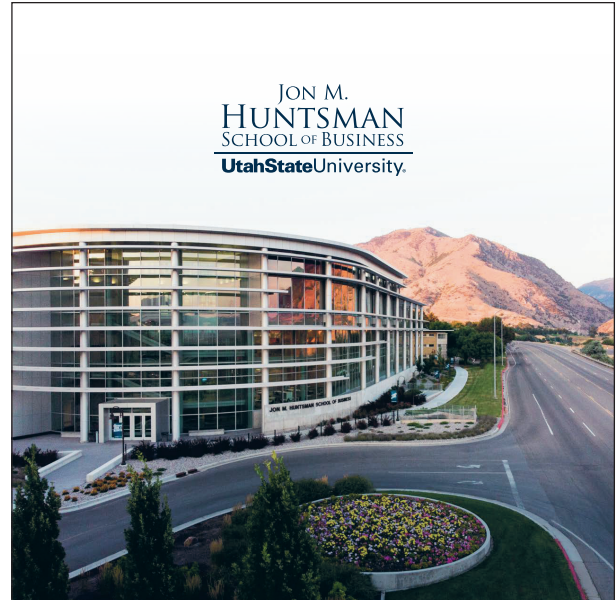
## THIRD-PARTY LOGOS & SPONSORSHIPS

The university discourages its colleges, departments, and entities from using third-party logos and third parties using university logos. If you are using a third-party logo on any item, you must have written permission to use the third-party logo from the logo owner. If a company requests to use Utah State University logos, the preference would be to list the organizations as a partnership. Ex: "Utah State University, in partnership with the U.S. Department of Agriculture."

If a third-party logo must be used, the appropriate space on publications is the back or inside cover. If using a third-party logo in a sponsorship capacity, don't use the third-party logo in a way that suggests or implies partnership, or endorsement by Utah State University. In these instances, the university encourages use of "sponsored by" verbiage next to the sponsor(s) logo(s). When using a third-party logo do not present their logo in a way that makes them the most prominent or distinctive feature on the product(s) you are creating.

For questions and pre-approval contact Heidi Adams at [trademark.licensing@usu.edu](mailto:trademark.licensing@usu.edu) or 435-797-0587.

*The following are examples of marketing materials following the VIP guidelines.*



**SPAC**  
STUDENT PROFESSIONAL AWARENESS CONFERENCE  
hosted by IEEE

**MARCH 23, 2019**  
**8:30AM – 2:30PM**

Join us for a day of workshops featuring keynote speaker Dr. Jeannie Johnson: professor, former CIA analyst, and national security expert.

COLLEGE of  
**ENGINEERING**  
UtahStateUniversity.

VISIT **SPAC.USU.EDU** TO REGISTER  
OPEN TO ALL STUDENTS AND MAJORS • COST IS \$10 PER PERSON

## MULTIPLE UNIVERSITY 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.

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.

Incorrect use of multiple logos



Correct use of multiple logos





## SECONDARY MARKS

The Utah State University primary logo discussed in the university Visual Identity Program is the default identification symbol for official university usage. Secondary logos can only be used in conjunction with a primary university mark, but the two cannot be combined. Please contact University Marketing and Communications for more details.

Shorter versions, or secondary references to the university's name (U State, the Block A, and Tower logo), provide communicators with a secondary option that is bold and immediately recognizable. These logos may be used in all print and web communications, and for apparel and merchandise. Please be discerning in their uses, bearing in mind that these marks need to complement the primary logo or wordmarks with proper weight always being given to the university's main mark. Exceptions to this rule pertain mostly to retail merchandise.

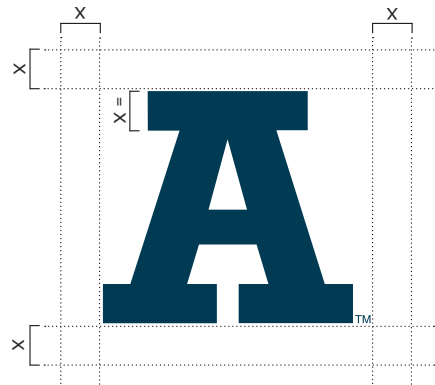
For questions regarding the use of a bull in association with the university please see [page 21](#).

**Secondary marks must adhere to the same color, and area of isolation guidelines as the "primary marks".**

### 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. 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.

Area of isolation "X" is equal to the height of the serif in the Block "A" as illustrated.



**Proper  
Usage  
Example**

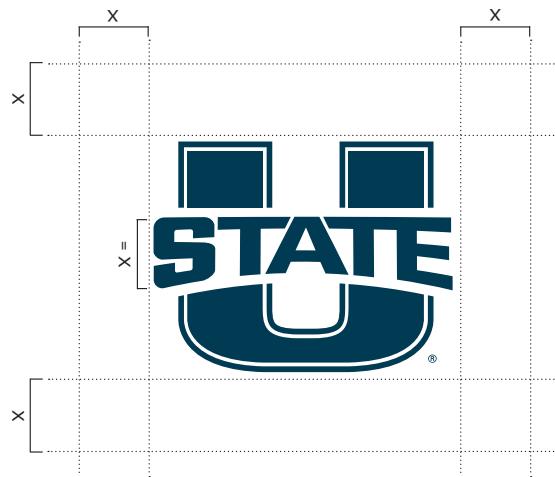


## U STATE

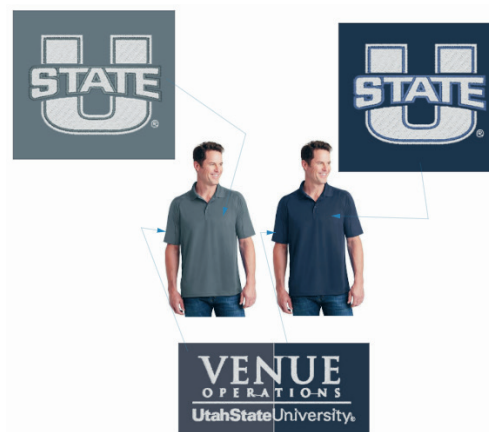
The current U State logo was developed by Nike through Utah State Athletics. Today its widespread use, both on and off the field, readily identifies this mark together with athletics and “Utah State” university. It is therefore permissible to use as a secondary mark in informal situations. Use of this mark must be done in conjunction with the university’s primary logo or wordmarks. Please be discerning in their uses, bearing in mind that these marks need to complement the primary logo or wordmarks with proper weight always being given to the university’s main mark. Exceptions to this rule pertain mostly to retail merchandise. 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 or sponsorship rights in connection with the U State logo.

Area of isolation “X” is equal to the height of the “S” in the U State as illustrated.



*Proper  
Usage  
Example*





## PRESIDENT'S SEAL

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



Permissions must be granted by Trademark Licensing to use the President's Seal in any circumstance. Contact Heidi Adams at [trademark.licensing@usu.edu](mailto:trademark.licensing@usu.edu) or 435-797-1351.

## COMMEMORATIVE MEDALLIONS

A university medallion style 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 and must include the "Utah State University" verbage. 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 a primary mark on all materials.**



Medallions must be approved by University Marketing and Communications. For assistance in creating a commemorative medallion based on the above template, please call: 435-797-1906 or email [design.prm@usu.edu](mailto:design.prm@usu.edu).

## ATHLETIC LOGOS

### U State

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



### The Bull

The bull mark is the secondary mark for Utah State Athletics.

**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 logos are not subject to change, however subtle the changes might 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](http://usu.edu/licensing).



Permissions must be granted by Trademark Licensing to use the “athletics” marks in any circumstance. Contact Heidi Adams at [trademark.licensing@usu.edu](mailto:trademark.licensing@usu.edu) or 435-797-1351.

## BULL LOOK-ALIKES

To protect the integrity of the Athletics bull mark, no other bull designs or variations are allowed in association with the university. The usage of photographs of our mascot Big Blue **are permitted**.

Incorrect uses of a bull or likeness



Correct use of a bull or likeness

## USE OF DESIGN ELEMENTS

Colleges and entities are permitted to use visual elements that uniquely distinguish them, as long as they are used separately, but in conjunction, with the entity's primary university mark. Definitions and examples of the various visual elements are below.

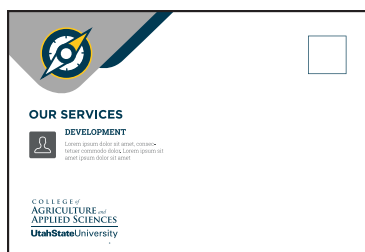
**“Design elements”** cannot incorporate the university, department, or program verbiage/names, as this creates a logo. “Design elements” cannot use the university logotype or official university fonts. “Design elements” may not be paired with, or used in close proximity to, the official university marks. “Design elements” require approval from the University Marketing and Communications office prior to use.

*Note: There are current design elements that do not follow the standards listed above. These design elements are grandfathered for use. If there are any changes to grandfathered design elements, they will be required to follow the guidelines listed above.*

**“Campaign graphics”** are not intended for extended use and should include descriptors such as dates to create a natural expiration for the campaign. “Campaign graphics” can include appropriate university verbiage, such as a department name, university name, etc. “Campaign graphics” may not be paired with, or used in close proximity to, the official university marks. “Campaign graphics” require approval from the University Marketing and Communications office prior to use.

**“Type treatments”** should be used to call out program or department names. “Type treatments” are intended to call attention and may change with color and font trends making them appealing to your audience. “Type treatments” cannot use the university logotype or official university fonts. “Type treatments” may not be paired with, or used in close proximity to, the official university marks. “Type Treatments” require approval from the University Marketing and Communications office prior to use.

### Design Element Examples



### Campaign Graphic Examples



### Type Treatment Examples



## 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 (see [page 24](#)). 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) as seen on [page 15](#).

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 "Use of logos" on [page 16](#)).

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.

The USU stationery guide may be downloaded [here](#).

## 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 University Marketing and Communications prior to placing an order. **All off-campus printing must comply with the university Visual Identity Program standards.** Email samples to: [PR@usu.edu](mailto:PR@usu.edu). All review requests are promptly handled.

## FONTS AND TYPOGRAPHY

Contact University Marketing and Communications at 435-797-1906 for information or for a copy of the Univers font that has been licensed for use by the university.

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.

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. For assistance in pairing fonts with Univers please contact: Aimee Brunson, [design.prm@usu.edu](mailto:design.prm@usu.edu) or 435-797-1906.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789~!?"' "\$¢@#%&\*()[ ]

**Univers 55**  
**Roman**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789~!?"' "\$¢@#%&\*()[ ]*

**Univers 55**  
**Oblique**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789~!?"' "\$¢@#%&\*()[ ]**

**Univers**  
**Black Extended**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789~!?"' "\$¢@#%&\*()[ ]

**Univers**  
**Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789~!?"' "\$¢@#%&\*()[ ]**

**Univers**  
**Extra Black**

## 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 University Marketing and Communications office.

The mission and purpose of the university Trademark Licensing 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 provide scholarships to 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 university Trademark Licensing Policy (University Policy 510). Additionally, the Trademark and Licensing Program also covers 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 federally 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)
- Utah State
- Utah State Aggies
- Aggie Ice Cream
- All 70/30 college logos
- All paired logos

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:**

- 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 Eagles
- USU Eastern Eagles
- 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

Note: The above is not a complete list; trademarks are updated continually. A current listing of trademarks is available from the Trademark and Licensing director in University Marketing and Communications. All marks owned by Utah State are subject to the policies and procedures of the university Trademark Licensing 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.

## FOR ALL TRADEMARKS AND LICENSING INQUIRIES

Contact: Heidi Adams  
 Director, Trademark and Licensing  
 University Marketing and Communications  
 Phone: 435-797-1351  
 Email: [trademark.licensing@usu.edu](mailto:trademark.licensing@usu.edu)



## SOCIAL MEDIA IDENTITY

The changes implemented by the university Visual Identity Program will require the new avatars to be used on all official university social media accounts, replacing current avatars and social media profile pictures. The changes will also require all accounts to include the university name in the accounts' titles and bios. Social media guidelines and best practices are available through the **USU Social Media Style Guide** and online: [usu.edu/prm/identity/socialmedia.cfm](https://www.usu.edu/prm/identity/socialmedia.cfm)

### Avatar Use

All uses of USU's social media avatars **MUST** adhere to Utah State's visual identity and follow policy on brand standards. The 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. New avatars can ONLY be created by University Marketing and Communications. Please email [social@usu.edu](mailto:social@usu.edu) with requests.**

Appropriate presentations of the USU social media avatar:



### Account Names

All official USU social media accounts must include “USU,” “Utah State,” or “Utah State University” in the social media account’s name. Departments and programs should also include their college’s full name in their account description or bio.

### Account Creation

Creation of new USU-affiliated social media accounts requires approval. Before creating a new social media account for your campus unit, and for new or updated social media avatars, please contact USU’s Social Media coordinator. All account creation requests are promptly responded to: [social@usu.edu](mailto:social@usu.edu)

## WEB IDENTITY

### About Web Identity

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.

<https://www.usu.edu/prm/identity/pdf/USU-Web-Identity-Standards-and-Guidelines.pdf>



## OTHER APPLICATIONS

This section offers recommendations and examples for how to apply the logo and trademarks to items such as shirts, banners, vehicles, and signs. Please refer to “The Utah State University Logo” section (starting on [page 7](#)) and the “Trademark Licensing” section regarding logo guidelines. Also, refer to “The Color Palette” ([page 11](#)) section, 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/or trademarks) is considered licensable and is subject to the University’s Trademark Licensing Policies & Procedures. See [usu.edu/licensing](https://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 marks while allowing flexibility when it comes to color and the use of the university name outside the logo.

When applying logos or trademarks to 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 per [university policy 510](#). 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](mailto:trademark.licensing@usu.edu).

### Coffee Mug



### Key Chain



## OTHER APPLICATIONS, CONT.

## Hats

(Primary mark present  
on front or back)



## OTHER APPLICATIONS, CONT.

## Apparel

(Primary mark present on front, back, or sleeve)



## OTHER APPLICATIONS, CONT.

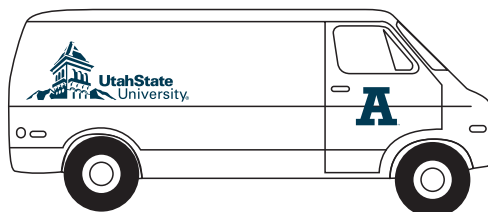
When a university logo is applied on an official university vehicle, the primary marks must be used. Secondary marks are permitted only in combination with the primary mark (see example). The primary logo must be applied on both sides of the vehicle and cannot be eclipsed by secondary marks since it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

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 mark on the front door as shown.**



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



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



## OTHER APPLICATIONS, CONT.

### Signs

The purpose of the USU Signage Standards is to create one unified reference for all signage implemented on Utah State University's Logan and regional campuses, assist in finding directions, and meet the mandates of the Americans with Disabilities Act (ADA).

"Sign" or "signage" means any identification, description, illustration, or device which is visible from any public place or is exposed to the public, and which directs attention to a product, message, service, place, person, entity, institution, event, business use, or cause. Categories of signs or signage include:

1. Permanent signs - Any signs that are attached to buildings, structures, or landscape features; or freestanding monument signs, permanent plaques, or marquees, inside or outside
2. Temporary signs - Any emblem, symbol, logo, trademark, poster, banner, sticker, flag, pennant, awning, yard sign, A-frame sign, wire-sign, large-scale graphic, election sign, or other printed material displayed for a limited amount of time, which is designed to advertise, identify, or convey information.
3. Fixed signs - Frames or enclosures for either temporary or permanent signage. University requests for signs are handled by University Facilities. New signs can be obtained by filling out a sign request form.

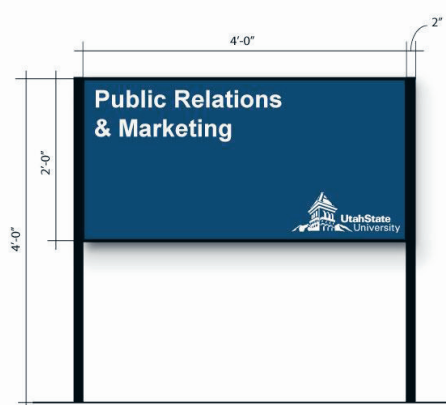
The signage standards can be found here:

<https://www.usu.edu/facilities/files/SignageMPFinal.pdf>.

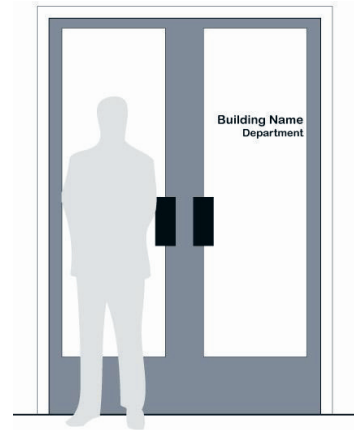
Please direct any inquiries concerning campus signs to facilities at 435-797-3535 or visit the web site at: <http://usu.edu/facilities/>.

**All signs and wall graphics, temporary, or otherwise must be reviewed by the university sign committee. Contact Jordy Guth at [jordy.guth@usu.edu](mailto:jordy.guth@usu.edu) or 435-797-0941.**

## SIGNAGE EXAMPLES

FREESTANDING BUILDING IDENTIFICATION  
SIGN

Building Lettering Example



Banner Arm Examples



Conference Center

Standard Banner and  
Banner ArmStandard Banner and  
Banner ArmA-frame Signs  
two signboards attached at the top and spread  
apart in an 'A' shape to be self-supporting.Wire Frame Signs  
signs using a wire frame to support a  
corrugated paper or plastic sign.



## CLUBS

Use of university logos and marks by student groups and organizations is restricted. Club advisors and college/department communicators must be consulted first for pre-approval and to request use of the entities primary university logo in advertising or promotions.

Guidelines may be found here:

USUSA - [https://www.usu.edu/licensing/use-of-trademark/pdf/USUSA\\_LogoUse.pdf](https://www.usu.edu/licensing/use-of-trademark/pdf/USUSA_LogoUse.pdf)

Club Sports - [https://www.usu.edu/licensing/use-of-trademark/pdf/ClubSports\\_LogoUse.pdf](https://www.usu.edu/licensing/use-of-trademark/pdf/ClubSports_LogoUse.pdf)

College Clubs - [https://www.usu.edu/licensing/use-of-trademark/pdf/CollegeClub\\_LogoUse.pdf](https://www.usu.edu/licensing/use-of-trademark/pdf/CollegeClub_LogoUse.pdf)

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 University Marketing and Communications or directly to University Marketing and Communications for approval.

4-H and other student groups organized through USU Extension must use logos and marks approved by USU Extension Marketing in conjunction with University Marketing and Communications.

**In all cases, approval must be received from University Marketing and Communications.**