



VIP At-A-Glance

A Condensed Guide to the Utah State University
Visual Identity Program

Full guide available at: www.usu.edu/prm/identity

VIP CONTACTS

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Utah State University

adheres to a set of visual guidelines designed to

communicate its values with one clear voice.

LOGOS

Approved logos are available by contacting Public Relations & Marketing.

1. The USU logo consists of a specific font — Univers 55 Roman — with or without a tower logo design when used as a stand-alone. When using a pre-approved 70/30 logo, the Trajan Pro font is used in place of Univers. The 70/30 logo is the only time an alternative font may be used. [VIP PAGE 8](#)

Univers 55 Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!?"'#\$%&*()[]

Trajan Pro Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789~!?"'#\$%&*()[]

Trajan Pro Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789~!?"'#\$%&*()[]

2. The USU logo may be paired with colleges, divisions and auxiliaries with names placed beneath the "Utah State University" wordmark. [VIP PAGE 23](#)



3. Authorized colleges, divisions and auxiliaries may occupy a dominant position in the logo at approximately a 70/30 percent ratio. Approved logos are available by contacting Public Relations and Marketing. [VIP PAGE 9](#)



4. When multiple university entities are collaborating on a printed piece or in a digital format, only a stand-alone version of the logo may be used. Colleges, departments, divisions and auxiliaries may use their familiar word fonts, but they must be detached and appear separately from the logo. [VIP PAGE 28](#)

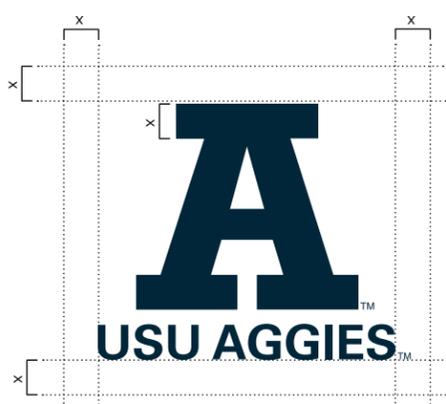
70/30 Logo Example



Paired Logo Example



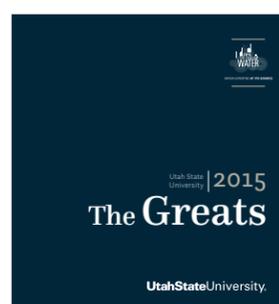
5. A shorter reference to the university uses the Block "A" logo, USU's most enduring letter. This secondary reference may be used, but only in conjunction with an approved USU logo. [VIP PAGE 19](#)



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

6. A general preference is for the USU 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. [VIP PAGE 10](#)

Wordmark on Front



Wordmark on Back



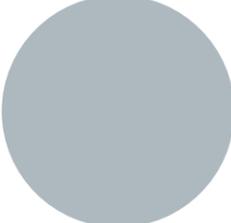
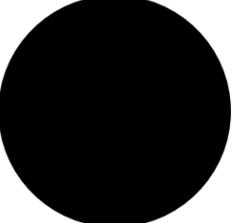
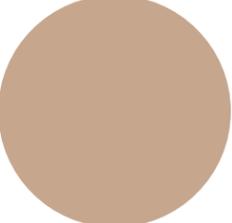
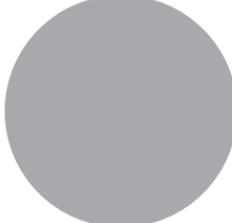
Condensed here are some **key style guide elements** taken from the 51-page identity manual:

https://www.usu.edu/prm/identity/pdf/USU_Visual_Identity.pdf

COLOR PALETTE

1. **The main university color is Aggie Blue.** Accent colors are acceptable but cannot dominate a page.

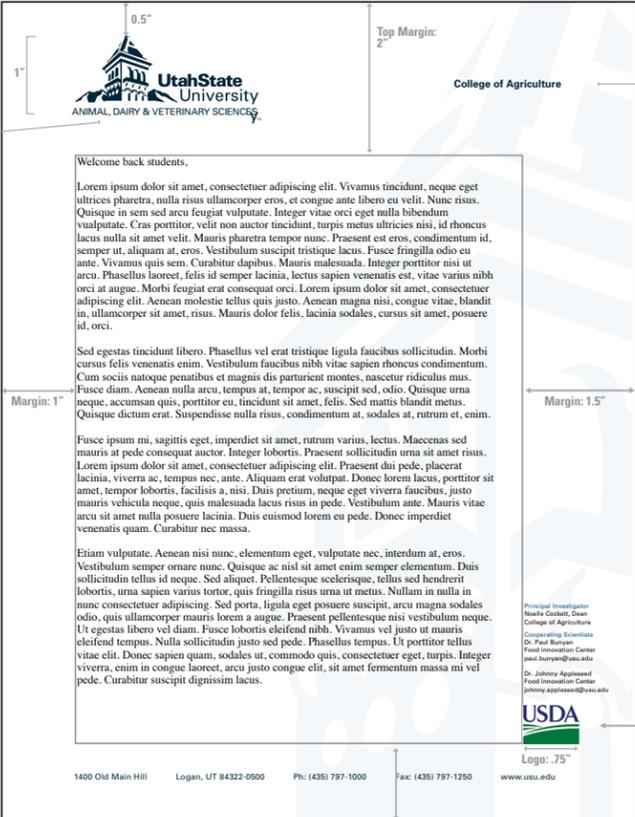
2. **Aggie Blue is Pantone 539 C.**  **PAGE 12**

| | | | | |
|---|--|--|--|---|
|  |  |  |  |  |
| Aggie Blue Official University Color | Silver (Process) | Black | Copper | Metallic Silver (Solid) |
| Pantone: 539 C CMYK: 100c + 58m + 23y + 77k RGB: 0r + 51g + 89b Hexidecimal: 003366 | Pantone: 7543 C CMYK: 23c + 11m + 8y + 21k RGB: 164r + 174g + 181b Hexidecimal: a4aeb5 | Pantone: Black CMYK: 0c + 0m + 0y + 100k RGB: 0r + 0g + 0b Hexidecimal: 000000 | Pantone: 8021 C CMYK: 0c + 20m + 30y + 25k RGB: 172r + 141g + 115b Hexidecimal: ac8d73 | Pantone: 877 C <i>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.</i> |

STATIONERY SYSTEM

1. All colleges, divisions and auxiliaries are required to **use the USU stationery identity and business card procedures** for official university communications both internal and external.  **PAGE 29**

Sample Letterhead



0.5" (Department or Office)
1" (Department or Office)
Top Margin: 2"
College of Agriculture (College)
Margin: 1"
Margin: 1.5"
Logo: .75"
Logos of Partner Organizations Permitted in special circumstances. Contact executive director of Public Relations & Marketing.

Sample Business Cards



UtahStateUniversity.
TIM VITALE
Executive Director
PUBLIC RELATIONS & MARKETING
0500 Old Main Hill Phone: 435.797.1356
Logan, UT 84322-0500 Cell: 435.760.3735
tim.vitale@usu.edu Fax: 435.797.1250

UtahStateUniversity.
TOOELE REGIONAL CAMPUS
RYAN MURRAY, MBA
Tooele SBDC/BRC
88 South Tooele Blvd.
Tooele, UT 84074
Phone: (435) 248-1895
ryan.murray@usu.edu

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.

OTHER APPLICATIONS

1. When the university logo is applied on an **official university vehicle or university uniforms, the primary logo must be used.** VIP PAGE 46

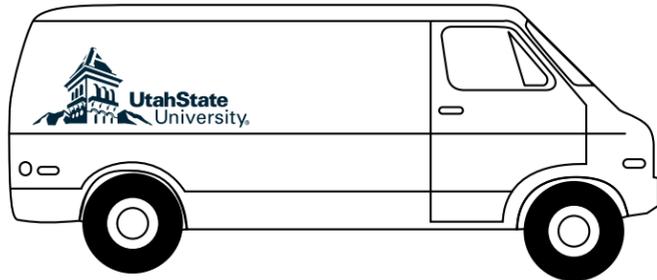
On door panels place the logo on the front door as shown.



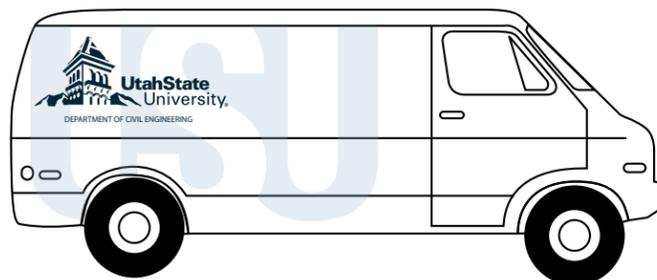
Logan Campus Free-Standing Building Identification Sign



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.



The printing of clothing, novelty items, and other branded items bearing the university's name or marks must be pre-approved.



Optional: logo combined with USU.



TRADEMARK LICENSING

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1. All USU trademarks are **property of Utah State University** and their use is regulated.
2. Branded items produced with USU's name and/or marks are **licensable and subject to the university's trademark licensing policies and procedures.** **Trademark Licensing Policy** (policy 510) found here: <http://www.usu.edu/licensing/>
3. Branded items bearing any logos or trademarks **must be pre-approved.** (This includes verbiage such as USU, Aggies, Utah State, etc.)
4. All branded items (for both internal and external uses) **must be produced by a licensed vendor.** Check here for the most current list: <http://www.usu.edu/licensing/#>
5. **Trademark indicators must be used and used correctly** on any item that will leave campus at any point.
6. **Logos cannot be altered in any way.** (See right.)
7. **Athletic logos cannot be used by anyone outside** the athletics department.
8. **An official university logo must always be present** on all branded items. It does not have to be the primary focus, but it must be present.
9. The use of **the logo on red will not be approved.**

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 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.



Do not use the logo on red.

