



UTAH STATE ATHLETICS

VISUAL IDENTITY GUIDE

This visual identity guide falls under the greater umbrella of the University Visual Identity Program and is subject to change as the university program changes.

For questions contact: heidi.adams@usu.edu or aimee.brunson@usu.edu

UtahStateUniversity®

01 Graphics

- 01.1 Logos
- 01.2 Elements
- 01.3 Social Media
- 01.4 Patterns

- 02 Colors
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01.1 Primary Athletics Logo

All logo use **must** adhere to Utah State University's Visual Identity Program (VIP), follow university policies, and brand standards. Appropriate presentation of the primary athletics logo is below. Logos may not be stretched, obscured, combined with other logos, or modified in any way. Pairing text or other elements with official marks, is considered alteration of marks and is not allowed.

The primary logo must be placed on all printed and electronic communications, both internal and external, for instant brand recognition. If the primary paired logo does not appear on the front of printed items, it **must** be used on the back of every item. This requirement applies to all publications and branded goods. Please note if the primary mark is not on the front of the item, the university name (Utah State University, USU, or Utah State, etc.) **should always** be placed on the front. This helps to quickly identify the university, a primary function of the university brand identity program.

The primary athletics 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.

The athletics mark should only be reproduced in the colors shown in section [02](#).



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01.2 Secondary marks

Athletics secondary marks can only be used in conjunction with the primary athletics mark, however the two cannot be combined or used in close proximity. Secondary logos may be used in print and web communications, and on apparel and merchandise. Please be discerning in use, bearing in mind that this mark needs to complement the primary athletics mark.

Secondary logos are not to be used as part of a web header. For information on web branding please see the USU Web Identity Standards and Guidelines [here](#).

Secondary logos can only be used in the approved color palette shown in [section 2](#). All secondary marks have an area of isolation that must be adhered to.

Please contact Heidi Adams, Director, Trademark Licensing at heidi.adams@usu.edu for more details.

**AGGIES**TM**UTAH STATE**

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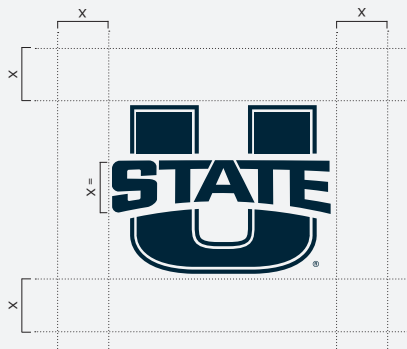
04.4 Other Materials

05 Extras

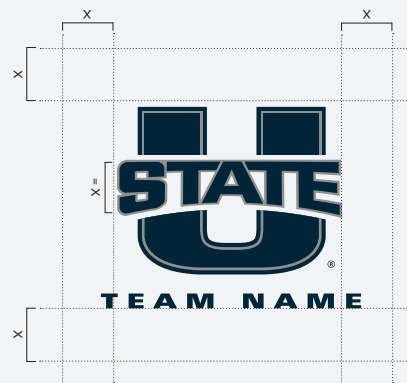
01.3 Area of isolation

To maintain the integrity of the athletics 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 no logos or text should touch or overlap with the athletics marks. See the proper area of isolation below.

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



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



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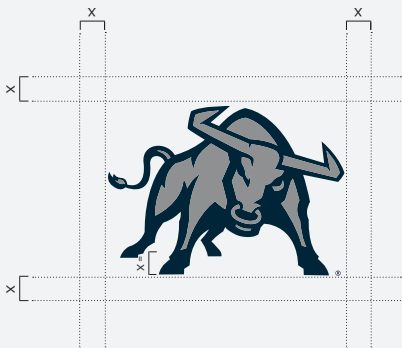
- 02.1 Primary
- 02.2 Secondary
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03 Typeface

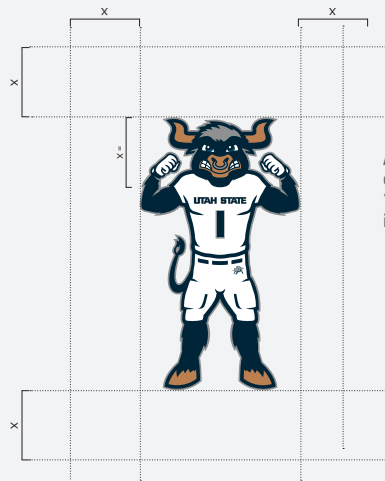
04 Stationary Design

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Area of isolation "X" is equal to the height of the "hoof space" in the bull as illustrated.



Area of isolation "X" is equal to the height of the "head" on "Big Blue" as illustrated.



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



Area of isolation "X" is equal to the height of the "U" in "Utah State" as illustrated.

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01.3 Social Media

The university Visual Identity Program requires official social avatars to be used on all university social media accounts, replacing all avatars and social media profile pictures.

Social media guidelines and best practices are available through the USU Social Media Style Guide and online: usu.edu/prm/identity/socialmedia.cfm

AVATAR USE - All uses of Utah State's social media avatars **must** adhere to Utah State's Visual Identity Program and follow university policies on brand standards. The avatars may not be stretched, obscured, modified, or combined with other logos.

University 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. Social avatars are **not logos or design elements and should not be used as such.**

ACCOUNT NAMES - All official Utah State social media accounts **must** include "USU," "Utah State," or "Utah State University" in the social media account's name and description. Departments and programs should also include their college's full name in their account description or bio.

ACCOUNT CREATION - Creation of new Utah State-affiliated social media accounts require pre-approval from Utah State's Social Media Coordinator. All account creation requests are promptly responded to: social@usu.edu.

SOCIAL MEDIA GUIDELINES

- Practices & Tips for Effective Engagement
www.usu.edu/prm/web-communications/social-media-guidelines.cfm
- Social Media Directory
www.usu.edu/socialmedia/directory.cfm
- Social Media Accessibility
www.usu.edu/prm/web-communications/Social-Media-Accessibility.pdf
- USU Hashtags
www.usu.edu/prm/web-communications/USU-Hashtags.pdf
- Social Media Audit Checklist
www.usu.edu/prm/web-communications/Social-Media-Audit-Checklist.pdf

Appropriate presentations of the USU social media avatars:



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02.1 Primary Athletic Colors

PMS 539
CMYK 100-65-22-80
RGB 0-38-58
HEX #00263A

aggie blue

PMS 877
CMYK 45-34-34-0
RGB 138-141-143
HEX #8A8D8F

silver

white

black

02.2 Secondary Colors

PMS Cool Gray 2
CMYK 5-3-5-11
RGB 208-208-206
HEX #D0D0CE

light gray

PMS 430
CMYK 133-18-13-40
RGB 124-135-142
HEX #7C878E

gray blue

PMS 432
CMYK 65-43-26-78
RGB 51-63-72
HEX #333F48

blue gray

**TINTS OF THE
APPROVED
COLORS MAY
BE USED.**

PMS Process Blue
CMYK 100-13-1-2
RGB 0-133-202
HEX #0085CA

light blue

PMS 729
CMYK 26-50-76-7
RGB 181-129-80
HEX #B58150

copper

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02.3 Approved Color Variations

The chart below shows the approved color variations on appropriate color backgrounds. These color variations apply to all athletic logos and wordmarks. Alternate colors and styles are available for special promotions. Use of alternate colors **must** be coordinated with the Trademark Licensing office.



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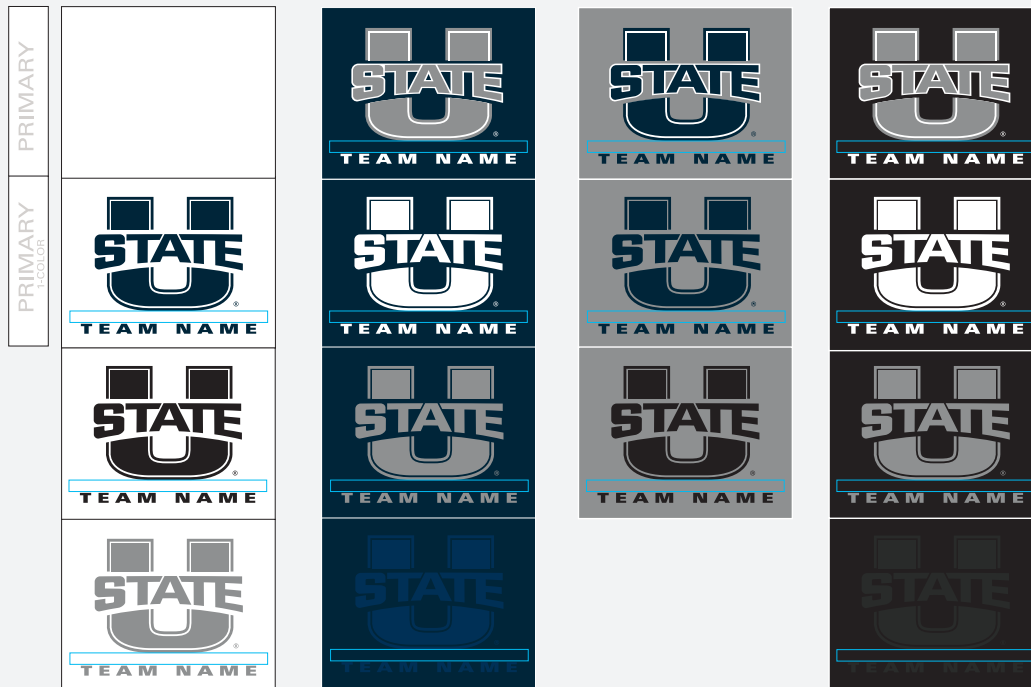
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Please note that the bull has 2 versions, one with a solder border and one with a secondary outline.

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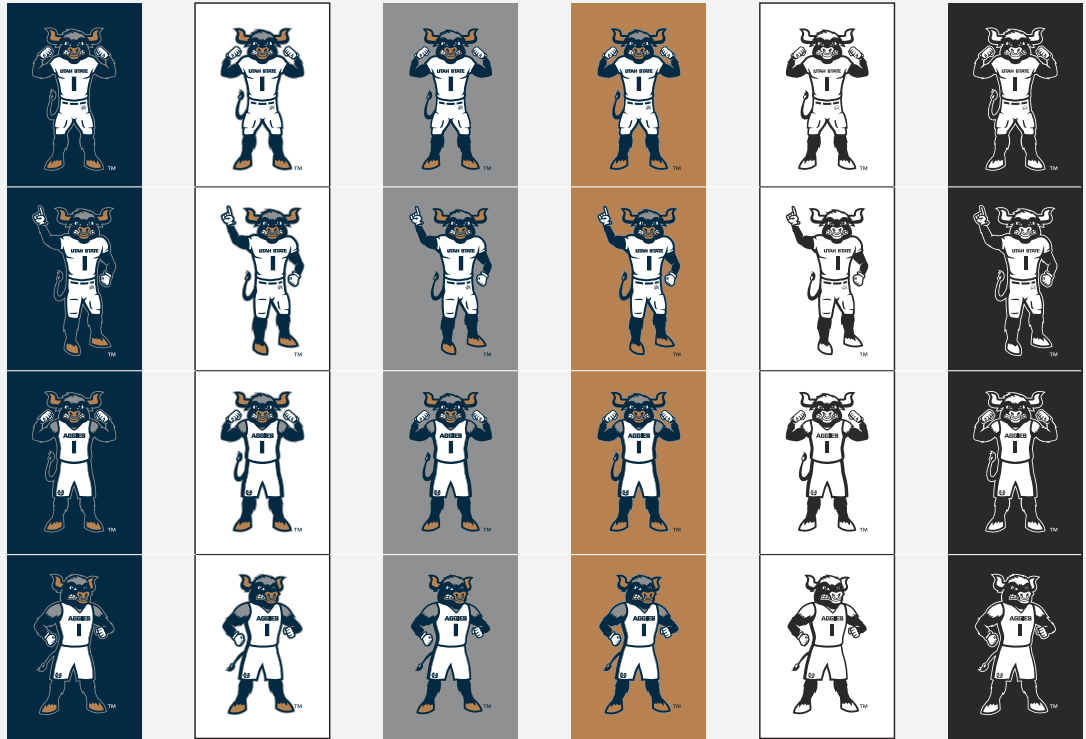
- 02.1 Primary
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03 Typeface

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

When mixing fonts, it is key to maintain consistency and limit their uses. For example, it is not recommended that all fonts be used at once. You are encouraged to limit your selection to two contrasting fonts on any publication. By choosing certain fonts and staying with them, you help to create a “family look” for your publications and branded goods.

Other fonts may be used but these should be used as a base for your communications.

A custom athletics typeface has been designed with unique letter parts that are carried throughout the alphabet. These unique characteristics form a distinctive, readily identifiable typeface. The letterforms are bold and athletic. Consistent use will enhance the overall identity, promote consistency across athletics and build equity in the athletics brand. There is no lowercase version. Do not try to “make” a lowercase version. Not intended for large bodies of copy; use of this font should be limited to no more than one sentence.

UTAH STATE BOLD
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Use Univers font family for all brand communications. Univers also includes condensed and non-condensed families that may be used in combination.

Univers

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
abcdefghijklmnopqr**st**uvwxy**z**
0123456789

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04.1 Letterhead

The primary logo **must** always be placed in the upper left corner.
No other logo is permitted in this space.

Original letterhead should be used on all mailings to off-campus audiences. Photocopies are not acceptable.



*Division/
Team Name*

Contact Info
Name
Location
Address
City/State/Zip
Email
Phone Number



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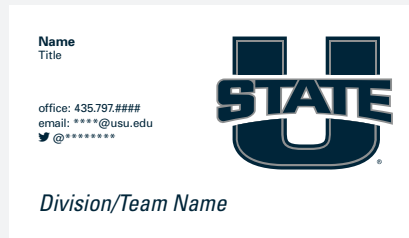
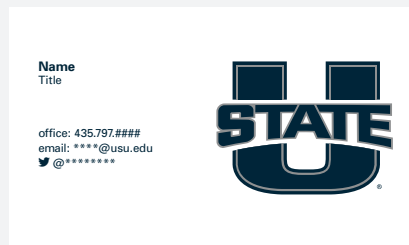
04.2 Business Cards

Business cards are considered an “official document” and **the format is standard for all university colleges & departments.**

Business cards are available in the following template. An additional name may be placed above the address.

The bottom right corner of the card is for the programs name and the back of the card can be used to showcase your design element

Only Aggie Blue or black ink may be used on the front of the card.



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Organization Name (if necessary)
Address
Phone Numbers
website

Envelopes are considered an “official document” and the format is standard for all university colleges & departments.

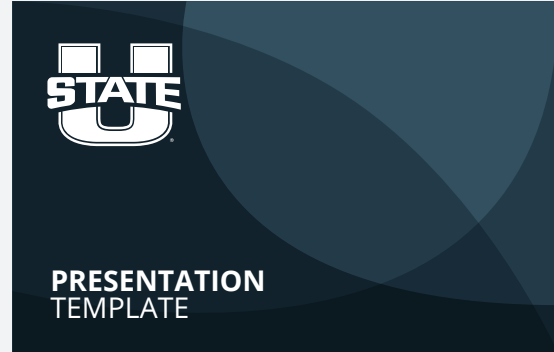
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04.4 Email Signature



Powerpoint



Powerpoint templates are available from your marketing and administration office.

The official USU template may also be used and can be downloaded here: <https://www.usu.edu/prm/visual-identity/templates/USUPowerPoint.pptx>



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05.1 *Branded Goods*

Please note that merchandise items such as T-shirts, sweatshirts, mugs, uniforms, and other similar “branded goods” (swag) that are produced with Utah State University’s name and/or marks, are considered licensable and are subject to the University’s Trademark Licensing Policies & Procedures.

Maintaining a consistent high-quality look for the various “branded goods” ensures that the associations with Utah State University are appropriate and positive each time the items are used. These guidelines are intended to reinforce proper usage of the university logo while allowing for some flexibility due to the diversity of items. **All “branded goods” must have a primary logo on the item.** Designs can appear on merchandise, however, the primary paired logo **must** also be included on all items in a secondary location.

When applying the designs to “branded goods” university logos **must** be black, white, Aggie Blue (Pantone 593), or pewter. **Do not place university logos on red products.**

The printing of merchandise and other branded items **must be pre-approved**. Please provide electronic artwork to the Trademark Licensing office prior to production.

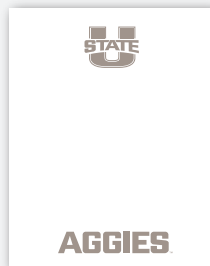
All review requests are promptly handled. Email designs to: trademark.licensing@usu.edu.

QUICK LINKS

- **USU Licensing Website**
<http://www.usu.edu/licensing/>
- **Local Licensees**
http://www.usu.edu/licensing/licensees/Local_Licensees.pdf
- **Standard Licensee List**
http://www.usu.edu/licensing/licensees/Licensees_by_Product_Category.pdf
- **Licensee for internal products (no resale)**
http://www.usu.edu/licensing/licensees/Internal_Campus_Suppliers.pdf
- **New Licensees**
http://www.usu.edu/licensing/licensees/New_Licensees.pdf
- **Cancelled Licensees**
http://www.usu.edu/licensing/licensees/Cancelled_Licensees.pdf

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The logo should be sized as large as the imprint area for the item allows or at a minimum of 3 inches wide for larger branded goods such as T-shirts. For additional proportional requirements please refer to page [01.1](#)

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05.2 *Marketing Materials*

When the design element is used, the official paired logo **must** always be present.

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05.3 Signage

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

CATEGORIES OF SIGNS OR SIGNAGE INCLUDE:

- Permanent signs - Any signs that are attached to buildings, structures, or landscape features; or freestanding monument signs, permanent plaques, or marquees, inside or outside.
- 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.
- Fixed signs - Frames or enclosures for either temporary or permanent signage.

The signage standards can be found here: <https://www.usu.edu/facilities/files/5.14.18%20Signage%20Standards.pdf>

All signs, wall graphics, temporary, or otherwise must be pre-approved by the university signage committee.

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



Window Graphic Example



Standard Banner and Banner Arm



A-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.

FAQ

Can our entity sell merchandise to raise funds?

University organizations may sell merchandise to members outside of the university as long as the following guidelines are met:

- All designs **must be pre-approved** by the Trademark Licensing office.
- A licensed vendor **must** manufacture items, and royalties **must** be paid.

Sponsorships and Co-branding

Co-branding is defined as displaying a Utah State University logo adjacent to the logo of a third-party outside the university. No university entity, other than athletics, may sell co-branding sponsorship rights in connection with the Utah State Athletics logos.

KEY UNIVERSITY POLICIES

Utah State University Visual Identity Program

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

Trademark Licensing Policy

<http://www.usu.edu/licensing/policy/>

Copyright & Model Release

<http://www.usu.edu/prm/copyright-model-release/>

CONTACT

Trademark Licensing

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Athletics Marketing

Bobby Nash - *Assistant AD for Marketing & Fan Engagement*

email: social@usu.edu

Office: 435-797-0712

