



**ATHLETIC BRAND STANDARDS GUIDE**

# THE IMPORTANCE OF GRAPHIC STANDARDS

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A University of Southern Indiana Screaming Eagle is many things, among them, competitive, tough, a good sport, proud, powerful and strong. That's a lot to live up to, but exactly what the Athletic logo brand family seeks to convey. From the custom designed USI Bold font to the eagle's fierce eyes and beak, our research presented a clear mandate on what you expected and what has been delivered.

Establishing a visual identity involves more than just creating new logos. Graphic standards provide a sound, flexible structure for using logos, color and typography. Consistent brand application is essential. The logos must appear the same in every instance. They must have the proper color selections, be in the proper proportions and be used in appropriate contexts.

This *Athletics Brand Standards Guide* is a tool for coaches, staff, alumni, outside vendors, printers, businesses and other constituents to follow in order to consistently reproduce the visual identity of USI. Proper and legal use of the logos protects the University's image and sets us apart from other institutions.



Thank you for helping us support and promote our Athletics brand. We are USI Screaming Eagles and proud of it! If you have questions or need help with this guide, reach out to University

Marketing and Communications at 812-464-1755.

# OFFICIAL COLORS OF USI ATHLETICS

## PRIMARY PALETTE



### USI NAVY BLUE

(in lieu of use \*Pantone\* 295C)  
Process Equivalent: 100c 69m 7y 54k  
RGB Equivalent: 0r 40g 86b  
Hex Code: #002856  
Madeira Thread: #1167 Classic Rayon



### USI RED

(in lieu of use \*Pantone\* 186C)  
Process Equivalent: 2c 100m 85y 6k  
RGB Equivalent: 207r 16g 45b  
Hex Code: #CF102D  
Madeira Thread: #1147 Classic Rayon

## SUPPORT COLORS



### WHITE



### GRAY

(in lieu of use \*Pantone\* 421C)  
Process Equivalent: 0c 0m 0y 26k  
RGB Equivalent: 196r 197g 199b  
Hex Code: #BABBBC  
Madeira Thread: #1012 Classic Rayon

## PRIMARY PALETTE

USI navy blue and USI red are the official colors for the University of Southern Indiana Athletics. It is very important to match these colors faithfully when reproducing the athletic marks. It is preferred that all USI Athletic marks be used in the full color or the USI red/white color versions whenever possible.

## SUPPORT COLORS

In addition to the primary palette, the USI Athletics marks utilize white and gray as support colors.

## OFFICIAL USI ATHLETIC MARKS

### FULL COLOR VERSIONS



The USI Athletic marks were designed to create a consistent brand for the USI Athletics Department. These marks should **not** be changed or altered in any way and their use **must** adhere to the standards in this manual. The USI Athletic logos should never be combined with other graphic elements or placed within a defining shape. Creating or using stylized artwork that resembles an existing logo or to make a new logo mark of the USI Athletic brand is also prohibited. There are many logo variations to choose from so there should be a design compatible for any application.

All of the USI Athletic marks may be reproduced in full color (USI red/USI navy blue, gray, white), three color (USI red/USI navy blue, white or USI navy blue, white, gray), two color (USI navy blue and white or black and white), one color (USI navy blue), all black and all white versions. The full and three color logos are shown on the left.

**NOTE:** These logos are intended for USI Athletic branding only or retail applications and are not to be used to represent any USI Academic departments, programs or organizations or in place of USI Academic branding.

## USI PRIMARY ATHLETICS MARK

### FULL COLOR VERSION



The USI Primary Athletics Mark shown on the left is the primary identifier of USI Athletics. The preferred use of the USI Primary Athletics Mark is the full color version or the three color version shown on the left.

### COLOR VARIATIONS

The USI Primary Athletics Mark also may be used as a two color version (USI navy blue and white), all white, or black and white versions only when use of the full color version or the three color version is not possible. These options are shown in the bottom rows on the left.

For more information on using these marks on various background colors see page 5.

All artwork and variations are available for use on MAC and PC platforms.

### AVAILABLE COLOR VARIATIONS



THREE COLOR (USI NAVY BLUE, USI RED, WHITE)



TWO COLOR (USI NAVY BLUE, WHITE)



ALL WHITE



BLACK AND WHITE

## USI PRIMARY ATHLETICS MARK ON COLOR BACKGROUNDS

ON LIGHT  
BACKGROUND



ON DARK  
BACKGROUND



ON MID-TONE  
BACKGROUND



ON COMPLEX  
BACKGROUND



Examples of the full color USI Primary Athletics Mark on a variety of backgrounds.



Examples of the USI red, USI navy blue and white color USI Primary Athletics Mark on a variety of backgrounds.



Examples of the USI navy blue and white USI Primary Athletics Mark on a variety of backgrounds.



Examples of the black and white USI Primary Athletics Mark on a variety of backgrounds.



Examples of the white USI Primary Athletics Mark on a variety of backgrounds.

Frequently it may be desirable to place the USI Primary Athletics Mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason it is not necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the USI Primary Athletics Mark should never be used on an all white, a light or a complex background since none of these backgrounds offer sufficient contrast. To save cost on promotional printing, it is permissible to convert the USI navy blue and white and black and white versions to a one color imprint by eliminating the white in the logo. For this type of presentation, the logo must have sufficient contrast and be printed on either gray or white backgrounds as shown below.



Examples of one color USI Primary Athletics Mark on a contrasting background.

## USI ATHLETICS EAGLE MONOGRAM MARK

### FULL COLOR VERSION



Artwork has been created for a series of secondary marks for the USI Athletics program. As always, the primary identifying mark should always be the USI Primary Athletics Mark shown on page 4. However, when used in the local geographic area, the USI Athletics Eagle Monogram Mark may be used in place of the USI Primary Athletics Mark.

The preferred use of the USI Athletics Eagle Monogram Mark is the full color version or the three color version shown on the left.

### COLOR VARIATIONS

The USI Athletics Eagle Monogram Mark also may be used as a two color version (USI navy blue and white), all white, or black and white versions only when use of the full color version or the three color version is not possible. These options are shown in the bottom rows on the left.

For more information on using these marks on various background colors see page 7.

All artwork and variations are available for use on MAC and PC platforms.

### AVAILABLE COLOR VARIATIONS



**THREE COLOR (USI NAVY BLUE, USI RED, WHITE)**



**TWO COLOR (USI NAVY BLUE, WHITE)**



**ALL WHITE**



**BLACK AND WHITE**

## USI ATHLETICS EAGLE MONOGRAM MARK ON COLOR BACKGROUNDS

ON LIGHT  
BACKGROUND



ON DARK  
BACKGROUND



ON MID-TONE  
BACKGROUND



ON COMPLEX  
BACKGROUND



Examples of the full color USI Athletics Eagle Monogram Mark on a variety of backgrounds.



Examples of the USI red, USI navy blue and white color USI Athletics Eagle Monogram Mark on a variety of backgrounds.



Examples of the USI navy blue and white USI Athletics Eagle Monogram Mark on a variety of backgrounds.



Examples of the black and white USI Athletics Eagle Monogram Mark on a variety of backgrounds.



Examples of the white USI Athletics Eagle Monogram Mark on a variety of backgrounds.

Frequently it may be desirable to place the USI Athletics Eagle Monogram Mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason it is not necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the USI Primary Athletics Mark should never be used on an all white, a light or a complex background since none of these backgrounds offer sufficient contrast.

To save cost on promotional printing, it is permissible to convert the USI navy blue and white and black and white versions to a one color imprint by eliminating the white in the logo. For this type of presentation, the logo must have sufficient contrast and be printed on either gray or white backgrounds as shown below.



Examples of one color USI Athletics Eagle Monogram Mark on a contrasting background.

## USI ATHLETICS DIAGONAL MONOGRAM MARK

### FULL COLOR VERSION



The USI Athletics Diagonal Monogram Mark is another of a series of secondary marks for the USI Athletics program. As always, the primary identifying mark for USI Athletics is and should always be the USI Primary Athletics Mark.

The preferred use of the USI Athletics Diagonal Monogram Mark is the full color version shown on the left.

### COLOR VARIATIONS

The USI Athletics Diagonal Monogram Mark also may be used as a two color version (USI navy blue and white), all white, or black and white versions only when use of the full color version is not possible. These options are shown in the bottom rows on the left.

For more information on using these marks on various background colors see page 9.

All artwork and variations are available for use on MAC and PC platforms.

### AVAILABLE COLOR VARIATIONS



**TWO COLOR**  
(USI NAVY BLUE, WHITE)



**BLACK AND WHITE**



**ALL WHITE**

## USI ATHLETICS EAGLE DIAGONAL MARK ON COLOR BACKGROUNDS

ON LIGHT  
BACKGROUND



ON DARK  
BACKGROUND



ON MID-TONE  
BACKGROUND



ON COMPLEX  
BACKGROUND



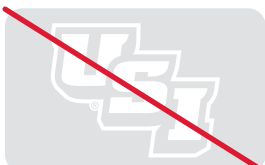
Examples of the full color USI Athletics Diagonal Monogram Mark on a variety of backgrounds.



Examples of the USI navy blue/white color USI Athletics Diagonal Monogram Mark on a variety of backgrounds.



Examples of the black and white USI Athletics Diagonal Monogram Mark on a variety of backgrounds.



Examples of the white USI Athletics Diagonal Monogram Mark on a variety of backgrounds.

Frequently it may be desirable to place the USI Athletics Diagonal Monogram Mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason it is not necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the USI Primary Athletics Mark should never be used on an all white, a light or a complex background since none of these backgrounds offer sufficient contrast. To save cost on promotional printing, it is permissible to convert the USI navy blue and white and black and white versions to a one color imprint by eliminating the white in the logo. For this type of presentation, the logo must have sufficient contrast and be printed on either gray or white backgrounds as shown below.



Examples of one color USI Athletics Diagonal Monogram Mark on a contrasting background.

## USI ATHLETICS MONOGRAM MARK

### FULL COLOR VERSION



The USI Athletics Monogram Mark is another of a series of secondary marks for the USI Athletics program. As always, the primary identifying mark for USI Athletics is and should always be the USI Primary Athletics Mark.

The preferred use of the USI Athletics Monogram Mark is the full color version shown on the left.

### COLOR VARIATIONS

The USI Athletics Monogram Mark also may be used as a two color version (USI navy blue and white), all white, or black and white versions only when use of the full color version is not possible. These options are shown in the bottom rows on the left.

For more information on using these marks on various background colors see page 11.

All artwork and variations are available for use on MAC and PC platforms.

### AVAILABLE COLOR VARIATIONS



**TWO COLOR**  
(USI NAVY BLUE, WHITE)



**BLACK AND WHITE**



**ALL WHITE**

## USI ATHLETICS MONOGRAM MARK ON COLOR BACKGROUNDS

ON LIGHT  
BACKGROUND



ON DARK  
BACKGROUND



ON MID-TONE  
BACKGROUND



ON COMPLEX  
BACKGROUND



Examples of the full color USI Athletics Monogram Mark on a variety of backgrounds.



Examples of the USI navy blue and white color USI Athletics Monogram Mark on a variety of backgrounds.



Examples of the black and white USI Athletics Monogram Mark on a variety of backgrounds.



Examples of the white USI Athletics Monogram Mark on a variety of backgrounds.

Frequently it may be desirable to place the USI Athletics Monogram Mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason it is not necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the USI Primary Athletics Mark should never be used on an all white, a light or a complex background since none of these backgrounds offer sufficient contrast. To save cost on promotional printing, it is permissible to convert the USI navy blue and white and black and white versions to a one color imprint by eliminating the white in the logo. For this type of presentation, the logo must have sufficient contrast and be printed on either gray or white backgrounds as shown below.



Examples of one color USI Athletics Monogram Mark on a contrasting background.

## USI ATHLETICS EAGLE MARK

### FULL COLOR VERSION



The USI Athletics Eagle Mark is another of a series of secondary marks for the USI Athletics program. As always, the primary identifying mark for USI Athletics is and should always be the USI Primary Athletics Mark.

Since the USI Athletics Eagle Mark does not reference the school name or its initial, it is preferred that this logo be used after the school name or its initials have been established.

The preferred use of the USI Athletics Eagle Mark is the full color version shown on the left.

### COLOR VARIATIONS

The USI Athletics Eagle Mark also may be used as a three color version (USI navy blue, USI red and white), USI navy blue and white, all white, or black and white versions only when use of the full color or three color version is not possible. These options are shown in the bottom rows on the left.

For more information on using these marks on various background colors see page 13.

All artwork and variations are available for use on MAC and PC platforms.

### AVAILABLE COLOR VARIATIONS



**THREE COLOR (USI NAVY BLUE, USI RED, WHITE)**



**TWO COLOR (USI NAVY BLUE, WHITE)**



**ALL WHITE**



**BLACK AND WHITE**

## USI ATHLETICS EAGLE MARK ON COLOR BACKGROUNDS

ON LIGHT  
BACKGROUND



ON DARK  
BACKGROUND



ON MID-TONE  
BACKGROUND



ON COMPLEX  
BACKGROUND



Examples of the full color USI Athletics Eagle Mark on a variety of backgrounds.



Examples of the USI red, USI navy blue and white color USI Athletics Eagle Mark on a variety of backgrounds.



Examples of the USI navy blue and white USI Athletics Eagle Mark on a variety of backgrounds.



Examples of the black and white USI Athletics Eagle Mark on a variety of backgrounds.



Examples of the white USI Athletics Eagle Mark on a variety of backgrounds.

Frequently it may be desirable to place the USI Athletics Eagle Mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason it is not necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the USI Primary Athletics Mark should never be used on an all white, a light or a complex background since none of these backgrounds offer sufficient contrast. To save cost on promotional printing, it is permissible to convert the USI navy blue and white and black and white versions to a one color imprint by eliminating the white in the logo. For this type of presentation, the logo must have sufficient contrast and be printed on either gray or white backgrounds as shown below.



Examples of one color USI Athletics Eagle Mark on a contrasting background.

## USI ATHLETICS MONOGRAM WORDMARK

### FULL COLOR VERSION



The USI Athletics Monogram Wordmark is another of a series of secondary marks for the USI Athletics program. As always, the primary identifying mark for USI Athletics is and should always be the USI Primary Athletics Mark.

The preferred use of the USI Athletics Monogram Wordmark is the full color version shown on the left.

### COLOR VARIATIONS

The USI Athletics Monogram Wordmark also may be used as a three color version (USI navy blue, USI red and white), USI navy blue and white, all white, or black and white versions only when use of the full color or three color version is not possible. These options are shown in the bottom rows on the left.

For more information on using these marks on various background colors see page 15.

All artwork and variations are available for use on MAC and PC platforms.

### AVAILABLE COLOR VARIATIONS



THREE COLOR (USI NAVY BLUE, USI RED, WHITE)



TWO COLOR (USI NAVY BLUE, WHITE)



ALL WHITE



BLACK AND WHITE

## USI ATHLETICS MONOGRAM WORDMARK ON COLOR BACKGROUNDS

ON LIGHT  
BACKGROUND



ON DARK  
BACKGROUND



ON MID-TONE  
BACKGROUND



ON COMPLEX  
BACKGROUND



Examples of the full color USI Athletics Monogram Wordmark on a variety of backgrounds.



Examples of the USI red, USI navy blue and white color USI Athletics Monogram Wordmark on a variety of backgrounds.



Examples of the USI navy blue and white USI Athletics Monogram Wordmark on a variety of backgrounds.



Examples of the black and white USI Athletics Monogram Wordmark on a variety of backgrounds.



Examples of the white USI Athletics Monogram Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the USI Athletics Monogram Wordmark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason it is not necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the USI Primary Athletics Mark should never be used on an all white, a light or a complex background since none of these backgrounds offer sufficient contrast. To save cost on promotional printing, it is permissible to convert the USI navy blue and white and black and white versions to a one color imprint by eliminating the white in the logo. For this type of presentation, the logo must have sufficient contrast and be printed on either gray or white backgrounds as shown below.



Examples of one color USI Athletics Monogram Wordmark on a contrasting background.

## USI ATHLETICS SOUTHERN INDIANA WORDMARK

### FULL COLOR VERSION



The USI Athletics Southern Indiana Wordmark is another of a series of secondary marks for the USI Athletics program. As always, the primary identifying mark for USI Athletics is and should always be the USI Primary Athletics Mark.

The preferred use of the USI Athletics Southern Indiana Wordmark is the full color version shown on the left.

### COLOR VARIATIONS

The USI Athletics Southern Indiana Wordmark also may be used as a two color version (USI navy blue and white), all white, or black and white versions only when use of the full color version is not possible. These options are shown in the bottom rows on the left.

For more information on using these marks on various background colors see page 17.

All artwork and variations are available for use on MAC and PC platforms.

### AVAILABLE COLOR VARIATIONS



**TWO COLOR**  
(USI NAVY BLUE, WHITE)



**BLACK AND WHITE**



**ALL WHITE**

## USI ATHLETICS SOUTHERN INDIANA WORDMARK ON COLOR BACKGROUNDS

ON LIGHT  
BACKGROUND



ON DARK  
BACKGROUND



ON MID-TONE  
BACKGROUND



ON COMPLEX  
BACKGROUND



Examples of the full color USI Athletics Southern Indiana Wordmark on a variety of backgrounds.



Examples of the USI navy blue and white color USI Athletics Southern Indiana Wordmark on a variety of backgrounds.



Examples of the black and white USI Athletics Southern Indiana Wordmark on a variety of backgrounds.



Examples of the white USI Athletics Southern Indiana Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the USI Athletics Southern Indiana Wordmark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many backgrounds. For this reason it is not necessary to alter the marks before placing them on a color, photograph or complex background.

### EXCEPTIONS

The all white version of the USI Primary Athletics Mark should never be used on an all white, a light or a complex background since none of these backgrounds offer sufficient contrast. To save cost on promotional printing, it is permissible to convert the USI navy blue and white and black and white versions to a one color imprint by eliminating the white in the logo. For this type of presentation, the logo must have sufficient contrast and be printed on either gray or white backgrounds as shown below.



Examples of one color USI Athletics Southern Indiana Wordmark on a contrasting background.

## USI ATHLETICS SOUTHERN INDIANA BANNER MARK

### FULL COLOR VERSION



The USI Athletics Southern Indiana Banner Mark is another of a series of secondary marks for the USI Athletics program. As always, the primary identifying mark for USI Athletics is and should always be the USI Primary Athletics Mark.

The preferred use of the USI Athletics Southern Indiana Banner Mark is the full color version shown on the left.

### COLOR VARIATIONS

The USI Athletics Southern Indiana Banner Mark also may be used as a three color version (USI navy blue, USI red and white), USI navy blue and white, all white, or black and white versions only when use of the full color is not possible. These options are shown in the bottom rows on the left.

For more information on using these marks on various background colors see page 19.

All artwork and variations are available for use on MAC and PC platforms.

### AVAILABLE COLOR VARIATIONS



THREE COLOR (USI NAVY BLUE, USI RED, WHITE)



TWO COLOR (USI NAVY BLUE, WHITE)



ALL WHITE



BLACK AND WHITE

## USI ATHLETICS SOUTHERN INDIANA BANNER MARK ON COLOR BACKGROUNDS

ON LIGHT  
BACKGROUND



ON DARK  
BACKGROUND



ON MID-TONE  
BACKGROUND



ON COMPLEX  
BACKGROUND



Examples of the full color USI Athletics Southern Indiana Banner Mark on a variety of backgrounds.



Examples of the USI red, USI navy blue and white color USI Athletics Southern Indiana Banner Mark on a variety of back-



Examples of the USI navy blue and white USI Athletics Southern Indiana Banner Mark on a variety of backgrounds.



Examples of the black and white USI Athletics Southern Indiana Banner Mark on a variety of backgrounds.



Examples of the white USI Athletics Southern Indiana Banner Mark on a variety of backgrounds.

Frequently it may be desirable to place the USI Athletics Southern Indiana Banner mark on a field of color. As shown in the examples on the left, the artwork has been created with a built-in outline shape allowing it to work clearly on many back-grounds. For this reason it is not necessary to alter the marks before placing them on a color, photo-graph or complex background.

### EXCEPTIONS

The all white version of the USI Primary Athletics Mark should never be used on an all white, a light or a complex background since none of these backgrounds offer sufficient contrast. To save cost on promotional printing, it is permissible to convert the USI navy blue and white and black and white versions to a one color imprint by eliminat-ing the white in the logo. For this type of presen-tation, the logo must have sufficient contrast and be printed on either gray or white backgrounds as shown below.



Examples of one color USI Athletics Southern Indiana Banner Mark on a contrasting background.

## EQUALS ONE FOURTH THE OVERALL HEIGHT OF MARK



## SAFE ZONES

Each of the USI Athletics marks has an established safe zone. This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

The safe zone for each of the marks is equal to one fourth the overall height of the mark. This spacing is uniform on all sides of the mark. See the examples on the left for each mark's specific safe zone.

## MINIMUM LOGO SIZES

SHOWN AT ACTUAL SIZE



Each of the USI Athletics marks has a minimum allowable size. In order to ensure clear reproduction and legibility, the marks must **not** be used any smaller than the sizes shown on the left. It is preferred that when possible the marks be used larger than their minimum size.

## USI BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ &**

**\* ( ) \_ + { } [ ] : " ; ' < > ? , . /**

## STEILE FUTURA BQ

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 - = ! @ # \$ % ^ &**

**\* ( ) \_ + { } [ ] : " ; ' < > ? , . /**

USI Bold is the custom font created exclusively for USI Athletics and is featured in many of the marks. USI Bold is only available from USI Marketing and Communications and may be used only with prior approval from the Associate Director, University Brand and Special Projects or the Director of University Creative and Print.

The Steile Futura BQ font family is used in the banners of many of the USI Athletics logos. It is a clean, bold and contemporary licensed font that is readily available.

*It is strongly encouraged by USI Marketing and Communications that licensed vendors use these fonts or find something very similar for retail applications.*

## NUMBERING ON USI ATHLETICS UNIFORMS

### USI BOLD NUMBERS

**0 1 2 3 4 5 6 7 8 9**

### CONDENSED 70%

**0 1 2 3 4 5 6 7 8 9**

### CONDENSED 50%

**0 1 2 3 4 5 6 7 8 9**

### EACH OF THE AVAILABLE OPTIONS SHOWN AT THE SAME WIDTH



NOT CONDENSED



CONDENSED 70% WIDTH



CONDENSED 50% WIDTH

Additional artwork has been created for the numbering on USI Athletics uniforms, where the use of a condensed font may be necessary. Shown on the top left are the numbers in USI Bold as well as two condensed options. Shown on the bottom left are examples of a USI jersey with each of the numbering options used at the same width and in the same position.

Artwork for these numbering options are only available from USI Marketing and Communications and may be used only with prior approval.



### CUSTOM BANNER TEXT

The artwork provided for the USI Primary Athletics Mark, the USI Athletics Southern Indiana Banner Mark and the USI Athletics Monogram Banner Mark are capable of presenting different text in the banners.

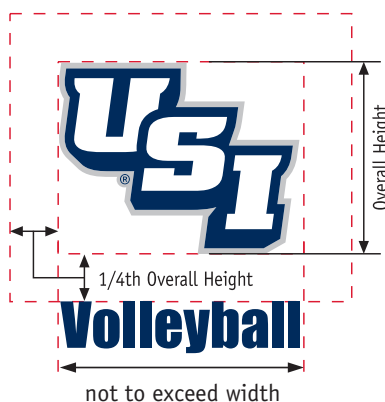
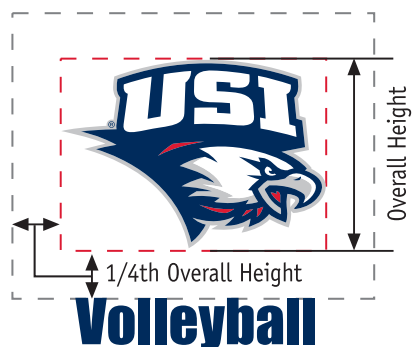
### AVAILABLE BANNER TEXT

Artwork is available in all color versions previously shown for USI Athletics and the individual sports teams that comprise USI Athletics.

Banner text must represent USI varsity sports and athletic-related activities at USI. In certain circumstances, exceptions to these guidelines may be made. If you need a customized mark contact USI Marketing and Communications. All wording must be approved by USI Marketing and Communications prior to use.

## EMBROIDERY APPLICATIONS

EQUALS ONE FOURTH THE OVERALL HEIGHT OF MARK



**Block 2 Compact**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmno**  
**pqrstuvwxyz**

(minimum size: 6mm)

Each of the USI Athletics marks has an established safe zone as described on page 20.

It is ideal to embroider the specific sport names in the Steile Futura BQ font but if that font is not available, names can be embroidered using the Block 2 Compact embroidery font outside the specified safe zone, not exceeding the width of the mark.

Thread color for sport names can be embroidered in gray, navy, white or black thread. Specific thread colors are listed on page 2 of this guide.

## LOGO VIOLATIONS



Never use the marks in other colors

Never change the typeface in any part of the logo

Never use unapproved wording in any mark

Never resize any element in any mark



Never reportion any mark

Never add any elements to any mark

Never distort any mark

Never reposition or realign any element in any mark



Never alter spacing of logo elements

Never change the outline shape to another color

Never allow pattern or photograph to show through any mark

Never use any mark on a background that does not provide sufficient contrast



Never rotate any mark

Never stylize any mark

Do not put logos in a defined shape

No other eagle likenesses or artwork can represent the USI eagle

If printing a 1 color logo, print only on USI colors of white or gray

## BRAND CONSISTENCY

So that USI can maintain the design integrity of its athletic brand, it is mandatory that all marks be applied and used as indicated in this manual **without** modification. The marks **should not** be altered in any way. Shown on the left are unacceptable uses and alterations of the USI Athletic marks.

No other eagle likeness is to be used or substituted to represent the USI eagle.

## RETAIL BRANDING APPLICATIONS

### THREE, TWO AND FOUR COLOR LOGO VERSIONS



Example: 3-color logo  
white, USI red, gray  
(navy blue shirt replaces  
USI navy blue)



Example: 2-color logo  
white, USI navy blue  
(red shirt replaces USI red)



Example: 4-color logo  
white, USI red, USI navy blue,  
gray

### ONE AND TWO COLOR LOGO VERSIONS



Example: 2-color logo  
white, black



Example: 1-color logo  
white (navy shirt replaces  
USI navy blue)



Example: 2-color logo  
USI navy blue and white

### USI RED, USI NAVY BLUE, GRAY AND WHITE LOGOS

In a retail design, it is permissible that if the fabric color matches one of USI's official colors (USI navy blue, USI red, gray or white) the fabric color can show through the artwork to replace one of the USI colors, and thereby save costs.

### ONE AND TWO COLOR LOGOS

When using one color marks on apparel, the art may be printed in all USI navy blue, all black or all white versions. All white logos can be printed on a variety of colors as long as the background color provides sufficient contrast between the logo and item color. USI navy blue and black versions may only be printed on white or gray backgrounds. For two color printing, use USI navy blue and white, or black and white logo versions. The two color versions can be printed on a variety of background colors.



### PROMOTIONAL ITEM EXAMPLES



All USI Athletic logo versions are registered and must have the registration (®) symbol present in all representations and reproductions of the logos.

Verbiage that is unique to USI and used on promotional materials and items also must contain the registration symbol. See registered verbiage to the left.

### REGISTERED VERBIAGE

USI®

University of Southern Indiana®

University of Southern Indiana Screaming Eagles®

USI Screaming Eagles®

Screaming Eagles®

Screagles®

Screagle Pride®



## CONTACT INFORMATION

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