UNIVERSITY OF SOUTHERN INDIANA®

Academic Brand Standards Guide

TABLE OF CONTENTS

THE IMPORTANCE OF A BRAND

When you hear the letters U-S-I, what does that conjure in your mind's eye? Whatever the images, emotions or stories, those are the University of Southern Indiana brand…and its equity—the value you place on your relationship with the University.

One literal form of the word 'brand' comes from the act of differentiating one owner's cattle from another by using a branding iron to permanently mark the animal with a unique symbol. Whether you are a community member, donor, student, faculty, staff or alumni of USI, what mark has USI left on you? In turn, what mark have you left on this University?

Our brand is an intangible asset, possibly one of our most valuable assets, comprised of much more than just a logo. But the USI logo, all by itself, has to carry a lot of weight. It is the single-most-used visual representation of what we were, are and aspire to be. And that's why we need to protect it.

THE IMPORTANCE OF GRAPHIC STANDARDS

In the academic brand standards guide, the USI logo family is presented and the rules for their use are laid out. Consistency is the key. That's why you will find information for appropriately using our logos (word marks and USI monogram), color choices, typography (formatting, font) and application examples for the University and for the respective colleges and departments. 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 brand. You are our brand ambassadors. Our research tells us that you are doing a great job, keep up the good work. If you have questions or need help with these tools, please reach out to University Marketing and Communications by calling 812-464-1755.

The Official Colors of USI

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
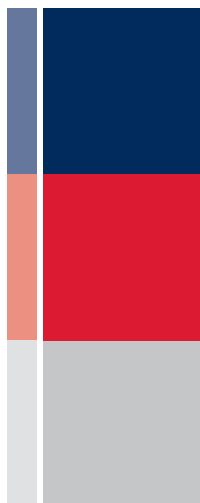
PRIMARY PALETTE

USI navy blue and USI red are the official colors

for the University of Southern Indiana. It is very

important to match these colors faithfully

when reproducing the academic marks. It is

preferred that all USI institutional marks be used

in the full color or the red/white color versions

whenever possible.

SUPPORT COLORS

In addition to the primary palette, the

USI marks utilize white and gray as support

colors.

Pantone is a registered trademark of PANTONE, INC. The colors shown on this page and thoughout this guide are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards refer to the current edition of the PANTONE Color Formula Guide.
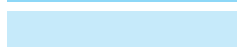
The Official Secondary Colors of USI

PRIMARY PALETTE

SECONDARY MEDIUM BLUE
(in lieu of use *Pantone* 7683C)
Process Equivalent: 100c 65m 2y 0k
RGB Equivalent: 0r 97g 171b
Hex Code: #0061ab
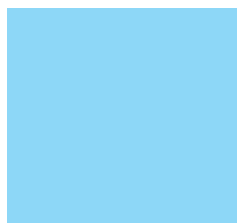
SECONDARY LIGHT BLUE
(in lieu of use *Pantone* 635C)
Process Equivalent: 40c 0m 0y 0k
RGB Equivalent: 142r 216g 248b
Hex Code: #8ed8f8

SECONDARY GOLD
(in lieu of use *Pantone* 157C)
Process Equivalent: 0c 32m 84y 0k
RGB Equivalent: 252r 182g 67b
Hex Code: #fcb643

SECONDARY PALETTE

USI navy blue and USI red are the primary colors used for the Unviersity of Southern Indiana but there are occasions that secondary colors can be used along with the primary colors. However, these colors are **not to be used in place of** USI navy blue or USI red but only as complements and accents.

Official USI Academic Marks

FULL COLOR VERSIONS

Primary Stacked Wordmark

Horizontal Wordmark

Monogram Wordmark

Monogram

The USI Academic marks were designed to create a consistent brand for USI. These marks should **not** be changed or altered in any way and their use **must** adhere to the standards in this manual. The USI Academic logos should never be combined with other graphic elements or placed within a defining shape with the exception of placing logos on a solid color over a complex background (see page 7 for an example). Creating or using stylized artwork that resembles a new logo mark of the USI 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 Academic marks may be reproduced in full color (USI red/USI navy blue), USI red/white, one color (USI navy blue), all black and all white versions. The full color logos are shown on the left.

NOTE: These logos are intended for USI Academic department, program and organizational branding. USI Athletic marks should never be used in place of or to represent an academic or administrative unit. Departments are allowed to give away promotional items with the USI Athletic logo but cannot combine their department, program or organization name or identity with an Athletic logo.

Permission to use these logos by any other entity outside the USI campus community is required.

USI Primary Academic Stacked Wordmark

FULL COLOR VERSION

AVAILABLE COLOR VARIATIONS

RED/WHITE
For use on USI navy blue backgrounds only

ONE COLOR (USI NAVY)

ALL WHITE

ALL BLACK

The USI Primary Academic Stacked Wordmark is shown on the left and is the primary identifier of USI. The **preferred** use of the USI Primary Academic Stacked Wordmark is the full-color version or the red/white version shown on the left.

COLOR VARIATIONS

The USI Primary Academic Stacked Wordmark also may be used as a one color version (USI navy blue), all black or all white versions only when use of the full color version or the red/white version is not possible. These options are shown in the bottom row 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.
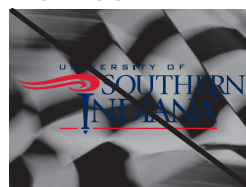
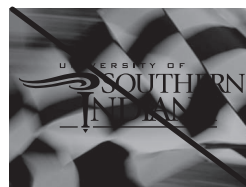# USI Primary Academic Stacked Wordmark on Color Backgrounds

Examples of the full color USI Primary Academic Stacked Wordmark on a variety of backgrounds.

Examples of the red/white color USI Primary Academic Stacked Wordmark on a variety of backgrounds.

Examples of the one color USI Primary Academic Stacked Wordmark on a variety of backgrounds.

Examples of the black color USI Primary Academic Stacked Wordmark on a variety of backgrounds.

Examples of the white USI Primary Academic Stacked Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the USI Primary Academic Stacked Wordmark on a field of color. As in the examples on the left, the artwork does **not** include a built-in outline shape and therefore, the USI Primary Academic Stacked Wordmark should **never** be used on a background color that does not provide sufficient contrast.

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides **sufficient** contrast to the logo.

USI Academic Horizontal Wordmark

FULL COLOR VERSION

The USI Academic Horizontal Wordmark shown on the left is another primary identifier of USI. The **preferred** use of the USI Academic Horizontal Wordmark is the full-color version or the red/white version shown on the left.

COLOR VARIATIONS

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

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

AVAILABLE COLOR VARIATIONS

RED/WHITE
For use on USI navy blue backgrounds only
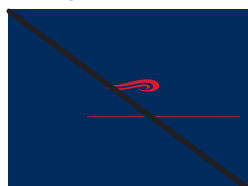

ONE COLOR (USI NAVY)

ALL WHITE

ALL BLACK

USI Academic Horizontal Wordmark on Color Backgrounds

ON LIGHT   **ON DARK**   **ON MID-TONE**   **ON COMPLEX**

Examples of the full color USI Primary Academic Horizontal Wordmark on a variety of backgrounds.

Examples of the red/white color USI Primary Academic Horizontal Wordmark on a variety of backgrounds.
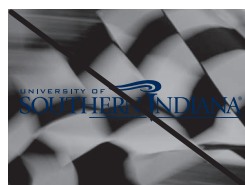
Examples of the one color USI Primary Academic Horizontal Wordmark on a variety of backgrounds.

Examples of the black color USI Primary Academic Horizontal Wordmark on a variety of backgrounds.

Examples of the white USI Primary Academic Horizontal Wordmark on a variety of backgrounds.

Frequently it may be desirable to place the USI Academic Horizontal Wordmark on a field of color. As in the examples on the left, the artwork does **not** include a built-in outline shape and therefore, the USI Academic Horizontal Wordmark should **never** be used on a background color that does not provide sufficient contrast.

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides **sufficient** contrast to the logo.

USI Academic Monogram Wordmark

FULL COLOR VERSION

The USI Academic Monogram Wordmark is a secondary mark for USI. As always, the preferred identifying mark for USI is the USI Primary Academic Stacked Wordmark which should be used whenever possible.

The preferred use of the USI Academic Monogram Wordmark is the full color version or the red/white version shown on the left.

COLOR VARIATIONS

The USI Academic Monogram Wordmark also may be used as a one color version (USI navy blue), all black or all white versions only when use of the full color version or the red/white version is not possible. These options are shown in the bottom row 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

RED/WHITE
For use on USI navy blue backgrounds only

**ONE COLOR
(USI NAVY)**

**ALL BLACK**

ALL WHITE

USI Academic Monogram Wordmark on Color Backgrounds

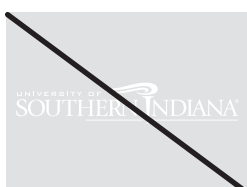Examples of the full color USI Academic Monogram Wordmark on a variety of backgrounds.

Examples of the red/white color USI Academic Monogram Wordmark on a variety of backgrounds.

Examples of the one color USI Academic Monogram Wordmark on a variety of backgrounds.

Examples of the black color USI Academic Monogram Wordmark on a variety of backgrounds.

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

Frequently it may be desirable to place the USI Academic Monogram Wordmark on a field of color. As in the examples on the left, the artwork does **not** include a built-in outline shape and therefore, the USI Academic Monogram Wordmark should **never** be used on a background color that does not provide sufficient contrast.

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides **sufficient** contrast to the logo.

USI Academic Monogram Mark

FULL COLOR VERSION

AVAILABLE COLOR VARIATIONS

RED/WHITE
For use on USI navy blue backgrounds only

ONE COLOR (USI NAVY BLUE)

ALL BLACK

ALL WHITE

The USI Academic Monogram Mark is another secondary mark for USI. As always, the preferred identifying mark for USI is the USI Primary Academic Stacked Wordmark which should be used whenever possible.

The preferred use of the USI Academic Monogram Mark is the full color version or the red/white version shown on the left.

COLOR VARIATIONS

The USI Academic Monogram Mark also may be used as a one color version (USI navy blue), all black or all white versions only when use of the full color version or the red/white version is not possible. These options are shown in the bottom row 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.

IMPORTANT NOTE: Since the USI Academic Monogram does not include the University's name, it is very important **not** to use this mark without first establishing the University's name elsewhere.

USI Academic Monogram Mark on Color Backgrounds

ON LIGHT   ON DARK   ON MID-TONE   ON COMPLEX

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

Examples of the red/white color USI Academic Monogram Mark on a variety of backgrounds.

Examples of the one color USI Academic Monogram Mark on a variety of backgrounds.

Examples of the black color USI Academic Monogram Mark on a variety of backgrounds.
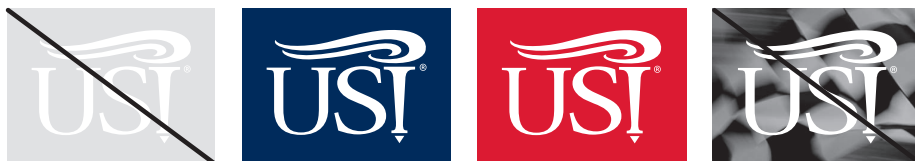
Examples of the white USI Academic Monogram Mark on a variety of backgrounds.

Frequently it may be desirable to place the USI Academic Monogram Mark on a field of color. As in the examples on the left, the artwork does **not** include a built-in outline shape and therefore, the USI Academic Monogram Mark should **never** be used on a background color that does not provide sufficient contrast.

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides **sufficient** contrast to the logo.

USI Academic Monogram Marks Safe Zones and Minimum Sizes

Overall Height

University of
Southern Indiana

1/4th Overall Height

Overall Height

1/4th Overall Height

UNIVERSITY OF
SOUTHERN
INDIANA®

Overall Height

1/4th Overall Height

UNIVERSITY OF
SOUTHERN INDIANA®

Overall Height

1/4th Overall Height

SAFE ZONES

Each of the USI Academic 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 SIZE

Each of the USI Academic 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 bottom left. It is preferred that when possible the marks be used larger than their minimum size.

1 1/2"

UNIVERSITY OF
SOUTHERN INDIANA®

1 1/4"

UNIVERSITY OF
SOUTHERN
INDIANA®

3/4"

USI
University of
Southern Indiana

1/2"

USI

Sub-branding with USI Academic Marks for Colleges, Departments and Programs

A) COLLEGE SUB-BRAND

College of Nursing and Health Professions

College of Nursing and Health Professions

College of Nursing and Health Professions

B) ADMINISTRATIVE DEPARTMENT SUB-BRAND

Housing and Residence Life

B) ACADEMIC DEPARTMENT SUB-BRAND

Engineering

C) DEGREE PROGRAM SUB-BRANDS

Dental Hygiene

Master of Business Administration

Each of the USI Academic Marks (parent brand marks) has artwork available for select subsets (sub-brands).

There are three hierarchies of sub-branded logos:

  A) each of the four Colleges

  B) an academic or administrative department

  C) degreed program

There are three wordmark versions available for each of these categories that are consistent with the overall USI brand.

Shown on the left are full color examples of approved sub-branding that can be used for various applications. The sub-brand name must be printed in the Source Sans Pro font and positioned in the specified clear area on the specific logo version.

For all sub-branded marks a rule line under the main logo is required.

NOTE: Only approved copy may be used in the sub-branded marks. Contact the Associate Director of University Brand and Special Projects or the Director of University Creative and Print for approval and creation of a requested sub-brand logo.

Sub-branded USI Academic Marks with Color Variations

RED/WHITE VERSION (For use on a USI NAVY BLUE background only.)

ONE COLOR VERSIONS (For use on a LIGHT or USI Red Background only.)

ALL BLACK VERSIONS (For use on a LIGHT Background only.)

ALL WHITE VERSIONS (For use on a MID-TONE or DARK Background only.)

The preferred use of each of the USI Academic Marks with a secondary tagline (sub-brand) is the full color version (shown on page 15) or the red/white version shown in the top row on the left. Each of the USI Academic Marks also may be used in a one color version (USI navy blue), an all black version or an all white version when use of the preferred full color version or red/white version is not possible. See the variations shown on the left.

USI Academic and Sub-branded Marks used in Address Blocks

University of Southern Indiana
8600 University Boulevard
Evansville, IN 47712

College of Liberal Arts
8600 University Boulevard
Evansville, IN 47712

College of Liberal Arts
8600 University Boulevard
Evansville, IN 47712
10001-00000

The USI Academic Marks must be used in one of the three layout variations shown on the left when creating an address block.

Use the Source Sans Pro semibold for the University, college or department name and Source Sans Pro regular for the actual campus address.

The full color version of the logo is preferred. The logo and address block also can be printed in a one color version (USI navy blue) or black.

Note: Only approved copy may be used in the address text block. When using the monogram version (top left) the University's name must be part of the text block.

MAILING

For accurate postage chargebacks, mailing pieces must have the college or department FOAP printed under the text block (shown on the left).

Compatible Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&
*()_+{}[]:";'<>?,./

SOURCE SANS PRO 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 - = ! @ # $ % ^ &
* ( ) _ + { } [ ] : " ; ' < > ? , . /

FONT SUBSTITUTIONS

If the above fonts are not available, acceptable font substitutions are:

GARAMOND (serif font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI (sans serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The **ITC Giovanni** (serif) and **Source Sans Pro** (sans serif) fonts are used in the USI Academic logos and USI branding, printing and communications.

FONT SUBSTITUTION

Garamond and Calibri fonts are approved for use if the above fonts are not available.

It is strongly encouraged by USI that vendors use the specified fonts or use the substitution fonts for retail application.

Embroidery Applications for Sub-branded Marks and Department-level Branding

UNIVERSITY OF
SOUTHERN INDIANA ®
College of Nursing and Health Professions

USI ®
Pott College of Science, Engineering, and Education

UNIVERSITY OF
SOUTHERN INDIANA ®
Accounting

EMBROIDERY TYPOGRAPHY

Block 2 Compact:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(minimum size: 6mm)

SAFE ZONES

To create sub-branded logos for this application, abide by the safe zone spacing as outlined on page 14 of this guide. No other type or graphic element (including fabric folds, trims or edges) should fall within the safe zone area.

SUB-BRANDING AND DEPARTMENT-LEVEL BRANDING

Specific department names and degreed programs can be embroidered. If it's not possible to duplicate the sub-brand font, it is permissable to use the Block 2 Compact embroidery font within the specified safe zone, not exceeding the width of the mark.

It is strongly encouraged by USI that vendors use the specified fonts or use the substitution fonts listed on page 18 for retail application.

Logo Use Violations

Never use the marks in other colors

Never change the typeface in any part of the mark

Never use unapproved wording in any mark

Never re-size any element in any mark

Never reproportion any mark

Never add any element to any mark

Never distort any mark

Never reposition or realign any element in any mark

Never re-space any elements in any mark

Never allow any color, 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 use a drop shadow or glow effect

Do not create or use stylized artwork that resembles a new logo mark

Do not put logos within defined shapes so that it appears to be a new logo.

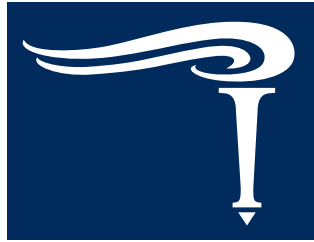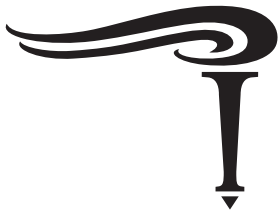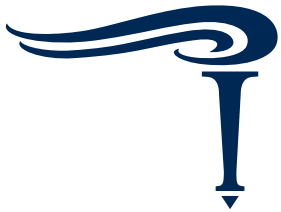Do not ghost or use as a background element. Always show logo as full color.

BRAND CONSISTENCY

So that USI can maintain the design integrity of its academic brand, it is mandatory that all marks be applied 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 Academic Marks.

Use of Torch/Flame Elements

AVAILABLE COLOR CHOICES

complex background

OPACITY VARIATIONS

dark blue torch at 40% opacity

white torch at 50% opacity

University of
Southern Indiana

white torch at 20% opacity

CROPPING

The torch element in the Academic logo may be used separately as a design element to further the USI brand. The torch may be used in the approved colors of USI navy blue, black and white.

This element should only be used as a secondary art element in a design and not in place of the standard USI logos or incorporated with other elements to create a new logo or icon. Its usage should not conflict with or detract from the USI logos within a layout or design. Avoid using the torch on any complex background.

When using in the background of a design, the opacity of the torch may be adjusted for effect and subtlety.

The torch also may be cropped within a design so that just part of the image is visible.

If you choose to use the torch, contact the Director of University Creative and Print for review and permission before finalizing your design.

Retail Branding Applications
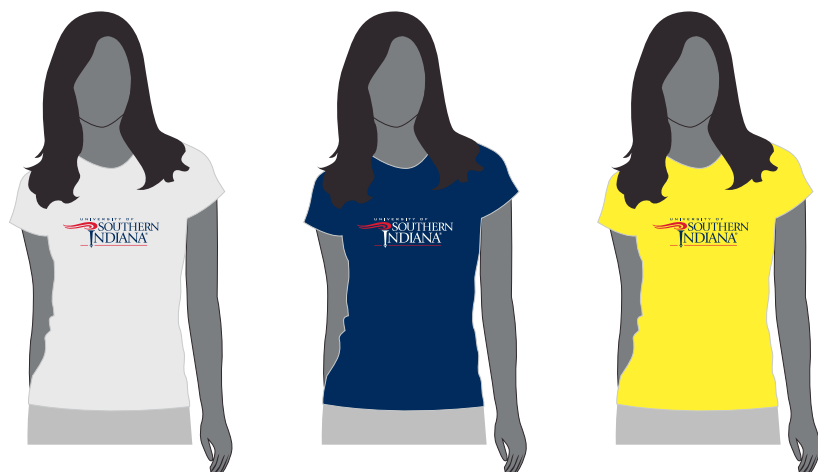
USI RED/USI NAVY BLUE OR USI RED/WHITE LOGOS

The red and blue logo versions may print on a light or white background or a color that will provide sufficient contrast to the logo. The red and white logo versions should be printed **only** on USI navy blue or similar navy color.

ONE COLOR LOGOS

The USI logo versions are all available in one color options: white, USI navy blue and black. When printing the USI logo in a one color version, maintain sufficient contrast between the background color and the logo.

PROMOTIONAL ITEM EXAMPLES

Logo Registration and Registered Verbiage

UNIVERSITY OF SOUTHERN INDIANA®

All USI 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®

Screagle®

Screagles®

Screagle Pride®

CONTACT INFORMATION

Kindra Strupp
*Vice President for Marketing
and Communications*
University of Southern Indiana
8600 University Boulevard
Evansville, IN 47712
phone: 812-464-1902
kstrupp@usi.edu
USI.edu

Stephanie Hawes
*Associate Director, University
Brand and Special Projects*
University of Southern Indiana
8600 University Boulevard
Evansville, IN 47712
phone: 812-464-1755
slhawes@usi.edu

USI.edu

Terri Bischoff
Director of University Creative and Print
University of Southern Indiana
8600 University Boulevard
Evansville, IN 47712
phone: 812-461-5465
tjbischoff@usi.edu
USI.edu