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 mark 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 good job, keep up the good work. If you have questions or need help with these tools, please reach out to University Marketing and Communications at 812-464-1902 or 812-464-1755.
The Official Colors of USI

PRIMAR Y PALETTE

USI BLUE
(in lieu of use *Pantone® 295C)
Process Equivalent: 100c 69m 8y 54k
RGB Equivalent: 0r 40g 86b
Madeira Thread: #1167 Classic Rayon
Hex Code: #002856

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

SUPPORT COLOR

WHITE

* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual 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 USI Academic Marks

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. At the same time, there are many logo variations to choose from so there should be a design compatible to any application.

All of the USI Academic marks may be reproduced in full color, red/white, one color, all black, and all white versions. The full color logos are show on the left.

These logos are intended for academic branding and not for USI athletics. Permission is required for use by any other entity.
The USI Primary Academic mark shown on the left is the primary identifier of USI. The preferred use of the USI Primary Academic mark is the full color version or the red/white version shown on the left.

COLOR VARIATIONS

The USI Primary Academic mark may also be used as a one color version, an all black, or an all white version only when use of the preferred full color version or the red/white version is not possible. These options are shown in the bottom row on the left.

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

All artwork and variations are available in Macintosh and PC digital file formats.
The USI Primary Academic Mark on Color Backgrounds

Frequently it may be desirable to place the USI Primary Academic Mark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the USI Primary Academic 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.
The USI Academic Horizontal Mark is one in a series of secondary marks created for USI. As always, the primary identifying mark for USI is and should always be the USI Primary Academic mark.

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

**COLOR VARIATIONS**

The USI Academic Horizontal Mark may also be used as a one color version, an all black, or an all white version only when use of the preferred full color version or the red/white version is not possible. These options are shown in the two bottom rows on the left.

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

All artwork and variations are available in Macintosh and PC digital file formats.
The USI Academic Horizontal Mark on Color Backgrounds

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

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

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

Examples of the all black USI Academic Horizontal Mark on a variety of backgrounds.

Examples of the all white USI Academic Horizontal Mark on a variety of backgrounds.

Frequently it may be desirable to place the USI Academic Horizontal Mark on a field of color. As shown in the examples on the left, the artwork does not include a built-in outline shape and therefore, the USI Academic Horizontal 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.
The USI Academic Monogram Wordmark

FULL COLOR VERSION

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

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 may also be used as a one color version, an all black, or an all white version only when use of the preferred full color version or the red/white version is not possible. These options are shown in the two bottom rows on the left.

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

All artwork and variations are available in Macintosh and PC digital file formats.

AVAILABLE COLOR VARIATIONS

RED/WHITE
For use on USI Blue backgrounds only

ONE COLOR

ALL BLACK

ALL WHITE
Frequently it may be desirable to place the USI Academic Monogram Wordmark on a field of color. As shown 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.
The USI Academic Monogram mark is another in a series of secondary marks for USI. As always, the primary identifying mark for USI is and should always be the USI Primary Academic mark.

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

**Available Color Variations**

The USI Academic Monogram mark may also be used as a one color version, an all black, or an all white version only when use of the preferred full color version or the red/white version is not possible. These options are shown in the bottom row on the left.

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

All artwork and variations are available in Macintosh and PC digital file formats.

**Important Note**: Since the USI Academic Monogram does not include mention of the University's name, it is very important not to use this mark without first establishing the university's name elsewhere.
Frequently it may be desirable to place the USI Academic Monogram mark on a field of color. As shown 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.
The USI Academic Marks Safe Zones and Minimum Size

**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 USI Academic 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.
Sub-Branding and Department Branding with the USI Academic Marks

Each of the USI Academic marks has artwork available that includes a secondary tagline such as the name of a school or department. There are three layout variations available to help ensure the art’s compatibility with different page layouts (shown on the left). The USI Academic marks must be used in one of these three layout variations for sub-branding purposes.

Also shown on the left are the full color examples of tertiary branding that can be used in other printing applications. Tertiary branding must be printed in the Source Sans Prof font and be printed in the specified clear area for the specific logo version.

For all sub-brand and department-level branding a rule line under main logo is required.

Note: Only approved copy may be used in the secondary and department-level branding. Contact Creative and Print Services for approval.
The preferred use of each of the USI Academic marks with a secondary tagline is the full color version (shown on page 13) or the red/white version shown in the top row on the left. Each of the USI Academic marks with a secondary tagline may also be used in a one color version, an all black version, or an all white version when use of the preferred full color version or the red/white version is not possible. These variations are also shown on the left.
Sub-Branding with the USI Academic Marks and Address Blocks

**USI Academic Marks with an Address Text Block**

Each of the USI Academic marks has artwork available that includes an address text block. There are three layout variations available to help ensure the art’s compatibility with different page layouts (shown on the left). The USI Academic marks must be used in one of these three layout variations for address block purposes.

Shown on the left are the full color versions of these marks. Information about other available color variations of the USI Academic marks with address text blocks is found on page 16.

**Note:** Only approved copy may be used in the address text block. Also, the monogram version (on the top left) must have the University’s name in the text block.
The preferred use of each of the USI Academic marks with an address text block is the full color version (shown on page 13) or the red/white version shown in the top row on the left. Each of the USI Academic marks with an address text block may also be used in a one color version, an all black version, or an all white version when use of the preferred full color version or the red/white version is not possible. These variations are also shown on the left.
Compatible Typography

The Giovanni and Source Sans Pro font families are used in the USI Academic logos. They are clean, classic fonts that are readily available.

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

**Giovanni**

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

**Source Sans Pro Bold**

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

**Font Substitutions**

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

**Garamond** (serif font)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Calibri** (sans serif)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```
Embroiery Applications for Sub-branding and Department-level Branding

**SAFE ZONES**

The safe zone for each of the USI Academic 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 and suggested positioning for tertiary branding. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown.

**SUB-BRANDING AND DEPARTMENT-LEVEL BRANDING**

Specific department names can be embroidered using the Block 2 Compact embroidery font within the specified safe zone, not exceeding the width of the mark.

Thread colors for names can be embroidered in gray, navy, white and black thread.

**NOTE:** Minimum size for letter embroidery is 6mm.

**EMBROIDERY TYPOGRAPHY**

**PREFERRED**

![University of Southern Indiana Logo]

College of Nursing and Health Professions

![USI Logo]

Pott College of Science, Engineering, and Education

**ACCEPTABLE**

![University of Southern Indiana Logo]

Accounting

**EMBROIDERY TYPOGRAPHY**

**Block 2 Compact:**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(minimum size: 6mm)
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 are not to be altered in any way. Shown on the left are unacceptable uses of the USI Academic marks.
Retail Applications

**TWO COLOR ART**

The full color version of the logos may print on a light or white fabric only, and the red/white version of the logos may print on USI Blue fabric only.

**ONE COLOR ART**

When using one color marks on apparel, the art may print in all USI Blue, all black or all white as long as there is sufficient contrast with the fabric color. The art should be used in all white on a MID-TONE or DARK background or in all black on a LIGHT background unless prior permission is obtained.
Use of the Torch/Flame Element

Available Color Choices

- Dark blue torch at 40% opacity
- White torch at 50% opacity
- White torch at 20% opacity
- Complex background

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 blue (navy), black, and white.

The torch 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 Creative and Print Services for review and permission before finalizing your design.

Opacity Variations

Cropping