The Importance Of Graphic Standards

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.

The athletics brand standards guide is a tool for coaches, staff, alumni, outside vendors, printers, business and other constituents 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 barnd. We are USI Screaming Eagles and proud of it! If you have questions or need help with these tools, please reach out to University Maketing and Communications at 812-464-1902 or 812-464-1755.
THE OFFICIAL COLORS OF USI ATHLETICS

PRIMARY PALETTE

USI 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 athletics marks. It is preferred that all USI athletics marks be used in the full color or two color versions whenever possible.

SUPPORT COLORS

In addition to the primary palette, the USI athletics marks utilize USI Gray and white as important support colors.

*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 Athletics logos should never be combined with other graphic elements or placed within a defining shape.

The USI Athletics 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 guide. 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 Athletics logos may be reproduced in full color, two color, one color, black & white, and all white versions. The full color logos are shown on the left.

These logos are intended for use only by the USI Athletics department. Permission is required for use by any other entity.

The USI Athletics logos should never be combined with other graphic elements or placed within a defining shape.
THE USI PRIMARY ATHLETICS MARK

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 two color version shown on the left.

COLOR VARIATIONS
The USI Primary Athletics mark may also be used as a one color version, a black & white, or an all white version only when use of the preferred full color version or the two color 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 ATHLETICS MARK ON COLOR BACKGROUND

ON LIGHT BACKGROUND

Examples of the full color USI Primary Athletics mark on a variety of background colors.

ON DARK BACKGROUND

Examples of the two color USI Primary Athletics mark on a variety of background colors.

ON MID-TONE BACKGROUND

Examples of the one color USI Primary Athletics mark on a variety of background colors.

ON COMPLEX BACKGROUND

Examples of the black & white USI Primary Athletics mark on a variety of background colors.

Examples of the all white USI Primary Athletics mark on a variety of background colors.

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 usually 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 offers sufficient contrast.
Artwork has been created for 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. 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 two color version shown on the left.

**Color Variations**

The USI Athletics Eagle Monogram mark may also be used as a one color version, a black & white, or an all white version only when use of the preferred full color version or the two color 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 7.

All artwork and variations are available in Macintosh and PC digital file formats.
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 usually necessary to alter the marks before placing them on a color, photograph or complex background.

**Exceptions**

The all white version of the USI Athletics Eagle Monogram mark should never be used on an all white, a light, or a complex background since none of these backgrounds offers sufficient contrast.
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 or the one color version shown on the left.

**Color Variations**

The USI Athletics Diagonal Monogram mark may be used as a black & white version, or an all white version only when use of either the preferred full color version or the one color 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 9.

All artwork and variations are available in Macintosh and PC digital file formats.
**The USI Athletics Diagonal Monogram Mark on Color 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 usually necessary to alter the marks before placing them on a color, photograph or complex background.

**Exceptions**

The all white version of the USI Athletics Diagonal Monogram mark should never be used on an all white, a light, or a complex background since none of these backgrounds offers sufficient contrast.
THE USI ATHLETICS MONOGRAM MARK

FULL COLOR

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 or the one color version shown on the left.

COLOR VARIATIONS

The USI Athletics Monogram mark may be used as a black & white version, or an all white version only when use of either the preferred full color version or the one color 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.
**THE USI ATHLETICS MONOGRAM MARK ON COLOR BACKGROUND**

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 usually necessary to alter the marks before placing them on a color, photograph or complex background.

**EXCEPTIONS**

The all white version of the USI Athletics Monogram mark should never be used on an all white, a light, or a complex background since none of these backgrounds offers sufficient contrast.
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 initials 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 or the two color version shown on the left.

**COLOR VARIATIONS**

The USI Athletics Eagle mark may also be used as a one color version, a black & white, or an all white version only when use of the preferred full color version or the two color 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 13.

All artwork and variations are available in Macintosh and PC digital file formats.
THE USI ATHLETICS EAGLE MARK ON COLOR BACKGROUND

Examples of the full color USI Athletics Eagle mark on a variety of background colors.

Examples of the two color USI Athletics Eagle mark on a variety of background colors.

Examples of the one color USI Athletics Eagle mark on a variety of background colors.

Examples of the black & white USI Athletics Eagle mark on a variety of background colors.

Examples of the all white USI Athletics Eagle mark on a variety of background colors.

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 usually necessary to alter the marks before placing them on a color, photograph or complex background.

EXCEPTIONS

The all white version of the USI Athletics Eagle mark should never be used on an all white, a light, or a complex background since none of these backgrounds offers sufficient contrast.
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 or the two color version shown on the left.

**Color Variations**

The USI Athletics Monogram Wordmark may also be used as a one color version, a black & white, or an all white version only when use of the preferred full color version or the two color 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 15.

All artwork and variations are available in Macintosh and PC digital file formats.
THE USI ATHLETICS MONOGRAM WORDMARK ON COLOR BACKGROUND

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 usually necessary to alter the marks before placing them on a color, photograph or complex background.

**EXCEPTIONS**

The all white version of the USI Athletics Monogram Wordmark should never be used on an all white, a light, or a complex background since none of these backgrounds offers sufficient contrast.
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 or the one color version shown on the left.

**COLOR VARIATIONS**

The USI Athletics Southern Indiana Wordmark may be used as a black & white version, or an all white version only when use of the preferred full color 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 17.

All artwork and variations are available in Macintosh and PC digital file formats.
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 usually necessary to alter the marks before placing them on a color, photograph or complex background.

**Exceptions**

The all white version of the USI Athletics Southern Indiana Wordmark should never be used on an all white, a light, or a complex background since none of these backgrounds offers sufficient contrast.
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 or the two color version shown on the left.

**Color Variations**

The USI Athletics Southern Indiana Banner mark may also be used as a black & white, or an all white version only when use of the preferred full color version or the two color 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 19.

All artwork and variations are available in Macintosh and PC digital file formats.
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 backgrounds. For this reason, it is not usually necessary to alter the marks before placing them on a color, photograph or complex background.

**Exceptions**

The all white version of the USI Athletics Southern Indiana Banner mark should never be used on an all white, a light, or a complex background since none of these backgrounds offers sufficient contrast.
SAFETY ZONE

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 USI Athletics 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.
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 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.

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 font that is readily available.

It is strongly encouraged by USI Marketing and Communications that vendors use these fonts, or find something very similar, for retail applications.
NUMBERING ON USI ATHLETICS UNIFORMS

**USI BOLD NUMBERS**

0123456789

**CONDENSED 70%**

0123456789

**CONDENSED 50%**

0123456789

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.

**EACH OF THE AVAILABLE OPTIONS SHOWN AT THE SAME WIDTH**
USI CUSTOM TEXT BANNERS

CUSTOM BANNER TEXT
The artwork provided for the USI Primary Athletics mark, the USI Athletics Southern Indiana Banner mark and USI Athletics Monogram Banner mark are capable of presenting different text in the banners. If you need a customized mark contact USI Marketing and Communications. All wording must be approved by USI Marketing and Communications prior to use.

AVAILABLE BANNER TEXT
Artwork is available in full color (shown on the left), two color, black & white, and all white versions for Athletics, Baseball, Basketball, Cross Country, Golf, Soccer, Softball, Tennis, Track & Field, and Volleyball.

Banner text must represent varsity sports and athletic activities at USI. In certain circumstances, exceptions to these guidelines may be made—club sports or intramural sports may have custom banner text marks—but only with prior approval.
**Embroidery Safe Zone**

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 element (including folds, trims or edges) should fall within the safe zone shown or exceed the width of the mark being used.

The safe zone for each of the USI Athletics 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 specifics on the logo safe zone.

Specific sport 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 sport names can be embroidered in gray, navy, white and black thread.

### Block 2 Compact

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

*(minimum size: 6mm)*
So that USI Athletics can maintain the design integrity of its athletics 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 Athletics marks.
**Retail Applications**

**Full Color Applications**
In a retail design, if the fabric color matches one of USI’s official colors exactly (USI Blue, USI Red, USI Gray, or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color then all 4 official colors must be used to print the mark.

**One Color Applications**
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. If the fabric color does not match one of the official colors then the art should be used in all white on a DARK background or in all black on a LIGHT background unless prior permission is obtained.

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**Full Color Art**

Each of these shirts would require three color printing to reproduce, with the exception of the black shirt which would require four color printing.

**One Color Art**

Top Row: Each of these shirts would require one color printing to reproduce.

Bottom Row: The one color and the black & white art may be used without the white on a light background.