

ATHLETICS BRAND STANDARDS GUIDE

THE IMPORTANCE OF GRAPHIC STANDARDS

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A University of Southern Indiana Screaming Eagle is many things: competitive, tough, a good sport, proud, powerful and strong. That's a lot to live up to, but exactly what the Athletics 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 Communication. Contact information can be found on page 29.

Please refer to all of our online manuals and video tutorials at **www.usi.edu/brand for further instruction.*
Brand manuals, standards and guidelines exist for our Academic brand, Athletic brand, Archie mascot and Club Sports.

OFFICIAL COLORS OF USI ATHLETICS

PRIMARY PALETTE

USI NAVY BLUE
(in lieu of use *Pantone* 295C)
Process Equivalent: 100c 69m 8y 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: #C4C5C7
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 athletics marks. It is preferred that all USI Athletics marks be used in full color whenever possible.

SUPPORT COLORS

In addition to the primary palette, the USI Athletics 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.

OFFICIAL USI ATHLETICS MARKS

PREFERRED LOGO VERSIONS





LOGO VARIATIONS













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 manual. The USI Athletics logos should never be combined with other graphic elements to create a new logo or placed within a defining shape without appropriate safe zones (see page 20). Creating or using stylized artwork that resembles an exisiting logo or making a new logo mark of the USI Athletics 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 Athletics marks may be reproduced in full color (USI Navy Blue/USI Red/white/gray), three color (USI Navy Blue/USI Red/white or USI Navy Blue/white/gray), two color (USI Navy Blue/white or black/white) or all USI Navy Blue, all black or all white versions. Our family of logos are shown on the left.

NOTE: These logos are intended for USI Athletics 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 (USI NAVY BLUE/USI RED/WHITE/GRAY)



AVAILABLE COLOR VARIATIONS



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



TWO COLOR (USI NAVY BLUE/WHITE)



TWO COLOR (BLACK/WHITE)



ONE COLOR (WHITE)

The USI Primary Athletics Mark shown on the left is the **primary** identifier of USI Athletics. The USI Primary Athletics Mark should *always* be the mark used if outside the USI campus' local area. 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/white or black/white) or all white version only when use of the full color version or the three color version is not possible. These three options are shown 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.

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 Navy Blue/USI Red/white Primary Athletics Mark on a variety of backgrounds.



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



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



Examples of the all 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, the marks should not be altered before placing them on a color, photograph or complex background.

EXCEPTIONS

To save cost on promotional printing, it is permissable to convert the USI Navy Blue/white and black/white versions to a one color imprint by eliminating the white in the logo. The all USI navy or all black logo must have sufficient contrast and can **only** be printed on either gray or white backgrounds as shown below. All other color backgrounds require a two color logo, as shown on page 4.



An all USI navy or all black version of the logo can only be printed on a white or gray background.

USI ATHLETICS EAGLE MONOGRAM MARK

FULL COLOR VERSION (USI NAVY BLUE/USI RED/WHITE/GRAY)



AVAILABLE COLOR VARIATIONS



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



TWO COLOR (USI NAVY BLUE/WHITE)



TWO COLOR (BLACK/WHITE)



ONE COLOR (WHITE)

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 USI campus 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/white or black/white) or all white version only when use of the full color version or the three color version is not possible. These three options are shown 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.



NOTE: Due to the asymmetry of this mark, centering it can make it appear unbalanced. A slight shift to the left of center usually gives a more visually balanced look.

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 Navy Blue/USI Red/white Athletics Eagle Monogram Mark on a variety of backgrounds.



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



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



Examples of the all 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

To save cost on promotional printing, it is permissable to convert the USI Navy Blue/white and black/white versions to a one color imprint by eliminating the white in the logo. The all USI navy or all black logo must have sufficient contrast and can **only** be printed on either gray or white backgrounds as shown below. All other color backgrounds require a two color logo, as shown on page 6.



An all USI navy or all black version of the logo
can only be printed on a white or gray background.

USI ATHLETICS DIAGONAL MONOGRAM MARK

FULL COLOR VERSION (USI NAVY BLUE/WHITE/GRAY)



AVAILABLE COLOR VARIATIONS



TWO COLOR
(USI NAVY BLUE/WHITE)



TWO COLOR
(BLACK/WHITE)



ONE COLOR (WHITE)

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 (USI Navy Blue/white/gray) shown on the left.

COLOR VARIATIONS

The USI Athletics Diagonal Monogram Mark also may be used as a two color version (USI Navy Blue/white or black/white) and all white version only when use of the three color version is not possible. These options are shown 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.

USI ATHLETICS DIAGONAL MONOGRAM MARK ON COLOR BACKGROUNDS

ON LIGHT BACKGROUND | ON DARK BACKGROUND | ON MID-TONE BACKGROUND | ON COMPLEX BACKGROUND



Examples of the USI Navy Blue/white/gray Athletics Diagonal Monogram Mark on a variety of backgrounds.



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



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



Examples of all 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

To save cost on promotional printing, it is permissable to convert the USI Navy Blue/white and black/white versions to a one color imprint by eliminating the white in the logo. The all USI navy or all black logo must have sufficient contrast and can **only** be printed on either gray or white backgrounds as shown below. All other color backgrounds require a two color logo, as shown on page 8.



An all USI navy or all black version of the logo
can only be printed on a white or gray background.

USI ATHLETICS MONOGRAM MARK

FULL COLOR VERSION (USI NAVY BLUE/WHITE/GRAY)



AVAILABLE COLOR VARIATIONS



TWO COLOR
(USI NAVY BLUE/WHITE)



TWO COLOR
(BLACK/WHITE)



ONE COLOR (WHITE)

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 (USI Navy Blue/white/gray) shown on the left.

COLOR VARIATIONS

The USI Athletics Monogram Mark also may be used as a two color version (USI Navy Blue/white or black/white), or all white version only when use of the full color version is not possible. These options are shown 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.

USI ATHLETICS MONOGRAM MARK ON COLOR BACKGROUNDS

ON LIGHT BACKGROUND | ON DARK BACKGROUND | ON MID-TONE BACKGROUND | ON COMPLEX BACKGROUND



Examples of the USI Navy Blue/white/gray USI Athletics Monogram Mark on a variety of backgrounds.



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



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



Examples of all 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

To save cost on promotional printing, it is permissable to convert the USI Navy Blue/white and black/white versions to a one color imprint by eliminating the white in the logo. The all USI navy or all black logo must have sufficient contrast and can **only** be printed on either gray or white backgrounds as shown below. All other color backgrounds require a two color logo, as shown on page 10.



An all USI navy or all black version of the logo
can only be printed on a white or gray background.

USI ATHLETICS EAGLE MARK

FULL COLOR VERSION (USI NAVY BLUE/USI RED/WHITE/GRAY)



AVAILABLE COLOR VARIATIONS



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



TWO COLOR (USI NAVY BLUE/WHITE)



TWO COLOR (BLACK/WHITE)



ONE COLOR (WHITE)

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.

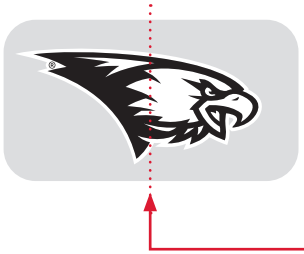
The preferred use of the USI Athletics Eagle Mark is the full color version shown on the left.

COLOR VARIATIONS

The USI Athletics Eagle Mark also may be used as a three color version (USI Navy Blue/USI Red/white), two color version (USI Navy Blue/white or black/white) or all white, only when use of the full color or three color version is not possible. These options are shown 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.



NOTE: Due to the asymmetry of this mark, centering it can make it appear unbalanced. A slight shift to the left of center usually gives a more visually balanced look.

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 Navy Blue/USI Red/white USI Athletics Eagle Mark on a variety of backgrounds.



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



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



Examples of the all 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

To save cost on promotional printing, it is permissable to convert the USI Navy Blue/white and black/white versions to a one color imprint by eliminating the white in the logo. The all USI navy or all black logo must have sufficient contrast and can **only** be printed on either gray or white backgrounds as shown below. All other color backgrounds require a two color logo, as shown on page 12.



An all USI navy or all black version of the logo
can only be printed on a white or gray background.

USI ATHLETICS MONOGRAM WORDMARK

FULL COLOR VERSION (USI NAVY BLUE/USI RED/WHITE/GRAY)



AVAILABLE COLOR VARIATIONS



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



TWO COLOR (USI NAVY BLUE/WHITE)



TWO COLOR (BLACK/WHITE)



ONE COLOR (WHITE)

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 (USI Navy Blue/ USI Red/white/gray) 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/white), two color version (USI Navy Blue/white or black/white) or all white version only when use of the full color or three color version is not possible. These options are shown 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.

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 Navy Blue/USI Red/white Athletics Monogram Wordmark on a variety of backgrounds.



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



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



Examples of the all 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

To save cost on promotional printing, it is permissable to convert the USI Navy Blue/white and black/white versions to a one color imprint by eliminating the white in the logo. The all USI navy or all black logo must have sufficient contrast and can **only** be printed on either gray or white backgrounds as shown below. All other color backgrounds require a two color logo, as shown on page 14.



An all USI navy or all black version of the logo can only be printed on a white or gray background.

USI ATHLETICS SOUTHERN INDIANA WORDMARK

FULL COLOR VERSION (USI NAVY BLUE/WHITE/GRAY)



AVAILABLE COLOR VARIATIONS



TWO COLOR
(USI NAVY BLUE/WHITE)



TWO COLOR
(BLACK/WHITE)



ONE COLOR (WHITE)

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/white or black/white) or all white version only when use of the full color version is not possible. These options are shown 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.

USI ATHLETICS SOUTHERN INDIANA WORDMARK ON COLOR BACKGROUNDS

ON LIGHT BACKGROUND | ON DARK BACKGROUND | ON MID-TONE BACKGROUND | ON COMPLEX BACKGROUND



Examples of the USI Navy Blue/white/gray USI Athletics Southern Indiana Wordmark on a variety of backgrounds.



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



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



Examples of the all 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

To save cost on promotional printing, it is permissable to convert the USI Navy Blue/white and black/white versions to a one color imprint by eliminating the white in the logo. The all USI navy or all black logo must have sufficient contrast and can **only** be printed on either gray or white backgrounds as shown below. All other color backgrounds require a two color logo, as shown on page 16.



An all USI navy or all black version of the logo
can only be printed on a white or gray background.

USI ATHLETICS SOUTHERN INDIANA BANNER MARK

FULL COLOR VERSION (USI NAVY BLUE/USI RED/WHITE/GRAY)



AVAILABLE COLOR VARIATIONS



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



TWO COLOR (USI NAVY BLUE/WHITE)



TWO COLOR (BLACK/WHITE)



ONE COLOR (WHITE)

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/white), two color version (USI Navy Blue/white or black/white) or all white version only when use of the full color is not possible. These options are shown 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.

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 Navy Blue/USI Red/white Athletics Southern Indiana Banner Mark on a variety of backgrounds.



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



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



Examples of the all 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 backgrounds. For this reason it is not necessary to alter the marks before placing them on a color, photograph or complex background.

EXCEPTIONS

To save cost on promotional printing, it is permissable to convert the USI Navy Blue/white and black/white versions to a one color imprint by eliminating the white in the logo. The all USI navy or all black logo must have sufficient contrast and can **only** be printed on either gray or white backgrounds as shown below. All other color backgrounds require a two color logo, as shown on page 18.



An all USI navy or all black version of the logo can only be printed on a white or gray background.

EQUALS ONE-FOURTH THE OVERALL HEIGHT OF MARK



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.

Contact information is on page 29 if needed.

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 ATHLETICS FONTS

USI BOLD

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

STEILE FUTURA BQ

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

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 Communication and may be used only with prior approval from the Associate Director of University Brand and Special Projects or the Director of University Creative and Print. See page 29 for contact information.

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 Communication that licensed vendors use these fonts or find something very similar for retail applications.*

USI BOLD NUMBERS

0123456789

CONDENSED 70%

0123456789

CONDENSED 50%

0123456789

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 Communication and may be used only with prior approval.

USI CUSTOM TEXT BANNERS



CUSTOM BANNER TEXT

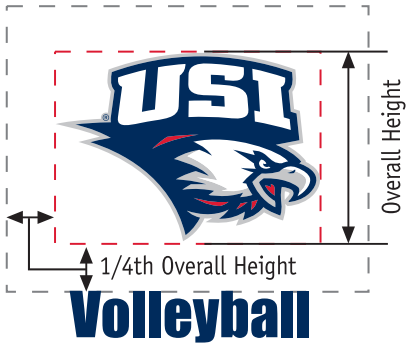
The artwork provided for the USI Primary Athletics Mark, the USI Athletics Southern Indiana Banner Mark and the USI Athletics Monogram Banner Mark are capable of presenting different text in the banners.

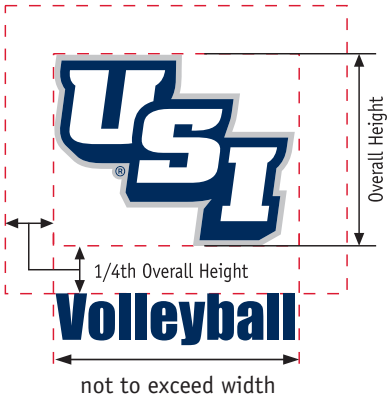
AVAILABLE BANNER TEXT

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 athletics-related activities at USI. In certain circumstances, exceptions to these guidelines may be made. If you need a customized mark contact USI Marketing and Communication. All wording must be approved by USI Marketing and Communication prior to use.

EQUALS ONE-FOURTH THE OVERALL HEIGHT OF MARK









Block 2 Compact

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

(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 blue, white or black thread. Specific thread colors are listed on page 2 of this guide.

LOGO VIOLATIONS


Never use other eagles to represent the USI eagle


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 reproportion any mark


Never add any elements to any mark

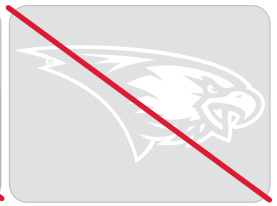

Never distort any mark


Never reposition or realign any element in any mark


Never alter spacing of logo elements


Never change the outline shape to another color

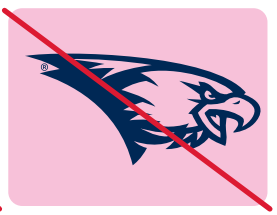

Never allow pattern or photograph to show through any mark


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


Never rotate any mark


Never stylize any mark


Never use the marks in other colors


If printing a one-color logo, print only on white or gray

BRAND CONSISTENCY

So that USI can maintain the design integrity of its athletics 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 Athletics marks.

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

THREE, TWO AND FOUR COLOR LOGO VERSIONS



Example: 3-color logo
USI Red/white/gray
(navy blue shirt replaces USI Navy Blue ink)



Example: 2-color logo
USI Navy Blue/white
(red shirt replaces USI Red ink)

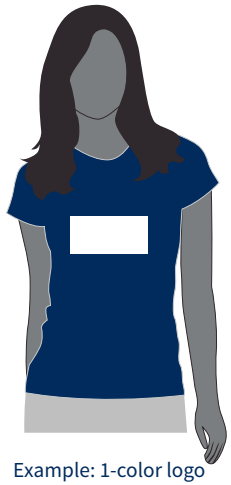


Example: 4-color logo
USI Navy Blue/USI Red/
white/gray

ONE AND TWO COLOR LOGO VERSIONS



Example: 2-color logo
black/white



Example: 1-color logo
white *(navy shirt replaces USI Navy Blue)*



Example: 2-color logo
USI Navy Blue/white

USI RED, USI NAVY BLUE, WHITE AND GRAY LOGOS

In a retail design, it is permissable 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/white or black/white logo versions. The two color versions can be printed on a variety of background colors.





PROMOTIONAL ITEM EXAMPLES

LOGO REGISTRATION AND REGISTERED VERBIAGE



All USI Athletics 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.

NOTE: Screaming Eagles is the official nickname for University of Southern Indiana Athletics and a collective reference for USI students, employees, alumni and the broader University community. Screagle is an approved informal shorthand for Screaming Eagles. **Never** use Eagles as a stand-alone nickname.

REGISTERED VERBIAGE

USI®
University of Southern Indiana®
University of Southern Indiana Screaming Eagles®
USI Screaming Eagles®
Screaming Eagles®
Screagle®
Screagle Pride®
Southern Indiana®

CONTACT INFORMATION

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

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

Amy Ubelhor
Director of University Creative and Print
University of Southern Indiana
8600 University Boulevard
Evansville, IN 47712
812-465-1616
aeubelhor1@usi.edu
USI.edu

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