UNIVERSITY OF SOUTHERN INDIANA®

Academic Brand Standards Guide

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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. 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 its use are clearly outlined*. Consistency is key to maintaining the University's image, which is why the guide provides detailed information for using our logos (word marks and the USI monogram), choosing colors, formatting typography and applying these elements across University, college and department materials. The flexibility allowed within the standards still requires designs to uphold legibility, contrast and protect the brand's integrity. Limited exceptions may be considered with explicit approval from University Marketing and Communication. 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 Communication. Contact information can be found on page 28.

*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.

The Official Colors of USI

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. It is very important to match these colors faithfully when reproducing the academic marks.

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

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 University 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.

The Official Digital Palette of USI

THE EXPANDED DIGITAL PALETTE IS DESIGNATED FOR **DIGITAL USE ONLY.**

PRIMARY/SECONDARY COLORS	ACCENT VARIATION COLORS	
USI NAVY BLUE #002856	MIDNIGHT BLUE #224670	DENIM BLUE #3166A3
USI RED #CF102D	DARK RED #8F0B1F	SECONDARY RED #B70E28
SUPPORT GRAY #C4C5C7	DARK GRAY #484848	LIGHT GRAY #E2E2E2
SECONDARY: LIGHT BLUE #8ED8F8	LAKE BLUE #0AA2C2	SLIGHT BLUE #D8EFF9
SECONDARY: MEDIUM BLUE #0061AB	CORNFLOWER BLUE #248DC4	GLACIAL BLUE #91C6E1
SECONDARY: GOLD #FCB643	DARK GOLD #C99136	LIGHT GOLD #FFF2D8

PRIMARY BRAND COLORS

USI Navy Blue, USI Red and Support Gray should be the dominant colors in all designs.

SECONDARY BRAND COLORS

Light Blue, Medium Blue and Gold should be used as support colors to complement the primary palette.

ACCENT VARIATION COLORS

Midnight Blue, Denim Blue, Dark Red, Secondary Red, Dark Gray, Light Gray, Lake Blue, Slight Blue, Cornflower Blue, Glacial Blue, Dark Gold and Light Gold are to be used ***only*** for digital designs if needed.

EXPANDED PALETTE

The expanded digital palette combines the primary and secondary palettes with accent palette variations, to provide a comprehensive range of colors specifically tailored for **DIGITAL USE ONLY**. It offers flexibility to choose accent colors that harmonize with the brand's core colors while considering the requirements of the digital environment. When applied strategically, digital accent colors contribute depth and visual interest, drawing attention to important elements and guiding the user's focus.

VISUAL ACCESSIBILITY

Ensuring proper color contrast between text and background is crucial for people with visual impairments, color blindness or other visual difficulties. Adhering to these guidelines will enhance accessibility of the website and make it more inclusive for all users. Approved combinations are listed for each color whether the color is used as a background color or text color.

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 with the exception of placing logos on a solid color over a complex background (see page 8 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 Navy Blue/USI Red), USI Red/white or all USI Navy Blue, all black or all white versions. Appropriate applications are shown on the pages that follow.

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 by University Marketing and Communication. Contact information can be found on page 28.

USI Primary Academic Stacked Wordmark

FULL COLOR VERSION



AVAILABLE COLOR VARIATIONS



*USI RED/WHITE
For use on USI Navy Blue background ONLY



ONE COLOR (USI NAVY BLUE)



ONE COLOR (WHITE)



ONE COLOR (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 USI Red/white* version shown on the left.

ONE COLOR VARIATIONS

The USI Primary Academic Stacked Wordmark also may be used as a one color version (all USI Navy Blue, all black or all white versions) only when use of the full color version or the USI Red/white version is not possible. These three options are also shown on the left.

For more information on using these marks on various background colors see page 8.

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

USI Primary Academic Stacked Wordmark on Color Backgrounds

ON LIGHT	ON DARK	ON MID-TONE	ON COMPLEX

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

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

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

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

Examples of the white 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. The USI Primary Academic Stacked Wordmark should **never** be used on a background color that does not provide sufficient contrast and readability.



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



AVAILABLE COLOR VARIATIONS



***USI RED/WHITE**
For use on USI Navy Blue background ONLY



ONE COLOR (USI NAVY BLUE)



ONE COLOR (WHITE)



ONE COLOR (BLACK)

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

ONE COLOR VARIATIONS

The USI Academic Horizontal Wordmark also may be used as a one color version (all USI Navy Blue, all black or all white versions) only when use of the full color version or the USI Red/white 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 10.

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

USI Academic Horizontal Wordmark on Color Backgrounds

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

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

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

Examples of the USI Navy Blue Academic Horizontal Wordmark on a variety of backgrounds.

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

Examples of the white 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. The USI Academic Horizontal Wordmark should **never** be used on a background color that does not provide sufficient contrast and readability.



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



AVAILABLE COLOR VARIATIONS



*USI RED/WHITE
For use on USI Navy Blue backgrounds ONLY



ONE COLOR (USI NAVY BLUE)



ONE COLOR (BLACK)



ONE COLOR (WHITE)

The USI Academic Monogram Wordmark is another **secondary** mark for USI. 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 USI Red/white* version shown on the far left.

ONE COLOR VARIATIONS

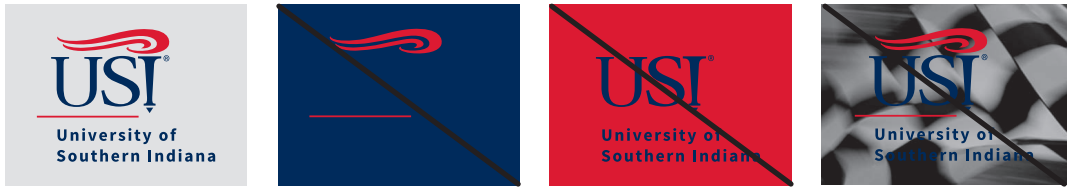
The USI Academic Monogram Wordmark also may be used as a one color version (all USI Navy Blue, all black or all white versions) only when use of the full color version or the USI Red/white version is not possible. These options are shown on the left.

For more information on using these marks on various background colors see page 12.

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

USI Academic Monogram Wordmark on Color Backgrounds

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



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



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



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



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



Examples of the white 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. The USI Academic Monogram Wordmark should **never** be used on a background color that does not provide sufficient contrast and readability.



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



***USI RED/WHITE**
For use on USI Navy Blue backgrounds ONLY



ONE COLOR (USI NAVY BLUE)



ONE COLOR (BLACK)



ONE COLOR (WHITE)

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.

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 USI Red/white* version shown on the left.

ONE COLOR VARIATIONS

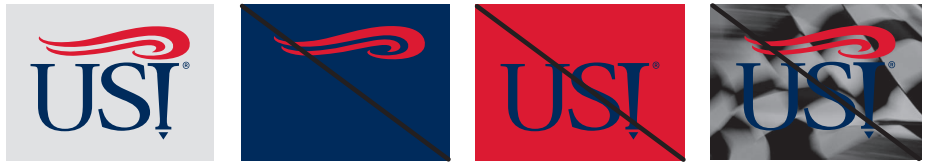
The USI Academic Monogram Mark also may be used as a one color version (all USI Navy Blue, all black or all white versions) only when use of the full color version or the USI Red/white version is not possible. These options are shown on the left.

For more information on using these marks on various background colors see page 14.

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

USI Academic Monogram Mark on Color Backgrounds

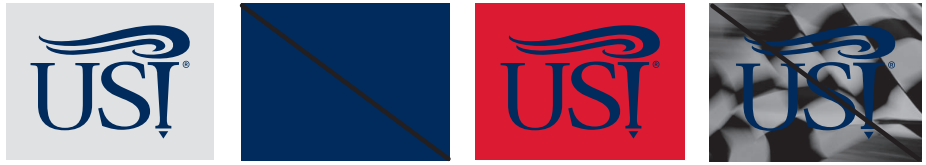
ON LIGHT | ON DARK | ON MID-TONE | ON COMPLEX



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



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



Examples of the USI Navy Blue Academic Monogram Mark on a variety of backgrounds.



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



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

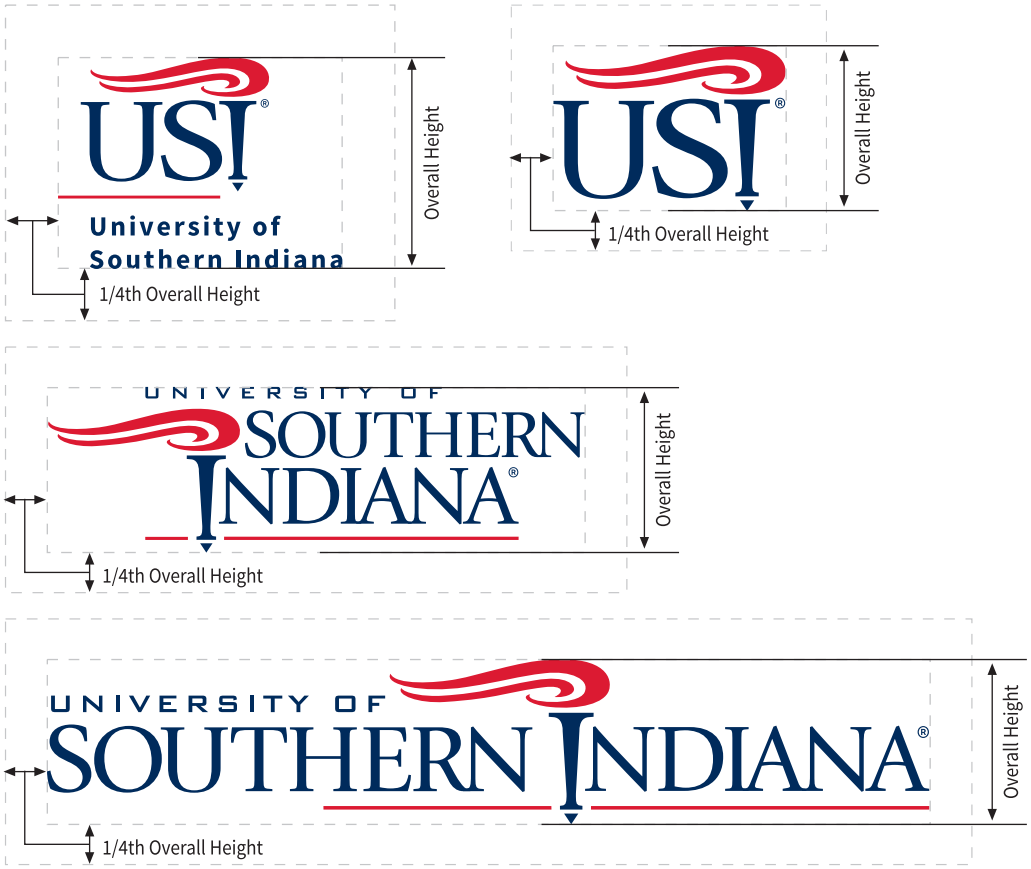
Frequently it may be desirable to place the USI Academic Monogram Mark on a field of color. The USI Academic Monogram Mark should **never** be used on a background color that does not provide sufficient contrast and readability.



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 Marks Safe Zones and Minimum Sizes

EQUALS ONE QUARTER OVERALL HEIGHT OF MARK



MINIMUM WIDTH



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.

Sub-branding with USI Academic Marks

COLLEGE SUB-BRAND IN WORDMARKED VERSIONS







ADMINISTRATIVE DEPARTMENT SUB-BRAND



ACADEMIC DEPARTMENT SUB-BRAND



DEGREE PROGRAM SUB-BRANDS





APPROVED CENTER SUB-BRAND



Each of the USI Academic Marks has artwork available for select sub-branding. They include each of the four Colleges and the School of Graduate Studies, academic or administrative departments, degreed programs and approved University Centers.

There are three wordmark versions available for each of these 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 for copy approval. To ensure brand standards, contact the Director of University Creative and Print for creation of the requested sub-brand logo.

Do **not** create logos on your own.

Sub-branded USI Academic Marks with Color Variations

***USI RED/WHITE** For use on a **USI NAVY BLUE** background **ONLY**



ONE COLOR (USI NAVY) For use on a **LIGHT** or **USI RED** background **ONLY**



ONE COLOR (BLACK) For use on a **LIGHT** background **ONLY**



ONE COLOR (WHITE) For use on a **MID-TONE** or **DARK** background **ONLY**



The preferred use of each of the USI Academic Marks with a sub-brand is the full color version (shown on page 16) or the USI 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 (all USI Navy Blue, all black or all white versions) only when use of the preferred full color version or USI Red/white version is not possible. See these variations shown on the left.

USI Academic and Sub-branded Marks used in Address Blocks

USI ACADEMIC MARKS WITH AN ADDRESS TEXT BLOCK



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).

USI Academic Lockup Logos



Foundation

Philip H. Hagemann Performing Arts Department



Admissions

Communal Studies Association

Mechanical Engineering



David L. Rice Library

Multicultural Center

Pott College of Science, Engineering, and Education

When **multiple** colleges or departments are working together under the university brand and benefit from association with each other and the institution as a whole, the lockup logo should be used.

Since lockups include the USI Monogram Wordmark logo, don't include "USI" or "University of Southern Indiana" in the unit text of your lockup. For example, "USI Foundation" should be entered as "Foundation" to avoid redundancy.

Don't attempt to create lockups outside the system or embellish a lockup in any way. For flexibility, units may choose to include their full unit name or drop the prefix when a more concise form of identification is useful. For example "Mechanical Engineering Department" can be shortened to "Mechanical Engineering." All departments should be listed alphabetically.

Not allowed: acronyms, all caps, ampersands, special characters or taglines.

Compatible Typography

ITC GIOVANNI

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

SOURCE SANS PRO BOLD

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

WISDOM SCRIPT

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

The **ITC Giovanni** (serif) and **Source Sans Pro Bold** (sans serif) fonts are used in the USI Academic logos and USI branding, printing and communications, along with **Wisdom Script** which can be used for headlines, subheads or accents but **NOT** for body copy.

FONT SUBSTITUTION

Garamond and Calibri fonts are approved for use if the ITC Giovanni or Source Sans Pro Bold are not available.

GARAMOND (serif font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI (sans serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*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 Branding

PREFERRED





ACCEPTABLE



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 15 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 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 20 for retail application.*

Logo Use Violations



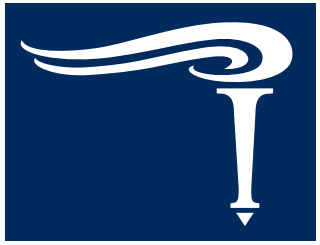
BRAND CONSISTENCY

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



USI Navy Blue torch at 50% opacity



White torch at 50% opacity



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. Contact information can be found on page 28.

Additional Branding Elements

USI NAVY BLUE OFFICIAL WING PATTERN



USI RED OFFICIAL WING PATTERN



WHITE OFFICIAL WING PATTERN



GRAY OFFICIAL WING PATTERN



The wing patterns shown here may be used as a design element to further the USI brand.

The wing pattern may be used in the approved colors of USI Navy Blue, USI Red, white and gray. All patterns are 4 color builds and should be used as provided.

This pattern should only be used as a secondary art element in a design. Its usage should not conflict with or detract from the USI logos within a layout or design.

When using in the background of a design, the opacity of the pattern cannot be adjusted for effect and subtlety.

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

If you choose to use the wing pattern, contact the Director of University Creative and Print for vector files, review and permission before finalizing your design. Contact information can be found on page 28.

Student Organization Badge

USI NAVY BLUE/WHITE VERSION

AVAILABLE COLOR VARIATIONS

TWO COLOR (BLACK/WHITE) for use with light backgrounds

TWO COLOR (WHITE/BLACK) for use with dark backgrounds

APPROPRIATE USAGE EXAMPLE



USI registered student organizations on campus have an official branded badge for use on marketing materials and merchandise. Use of this badge indicates that an organization is officially USI sanctioned.

This badge is designed to be used with **(not in place of)** an organization's logo* to indicate the organization's affiliation with University of Southern Indiana.

Resize the badge proportionally as needed. The badge should never be so small that you can't read it, and it should not be larger than the organization's logo.

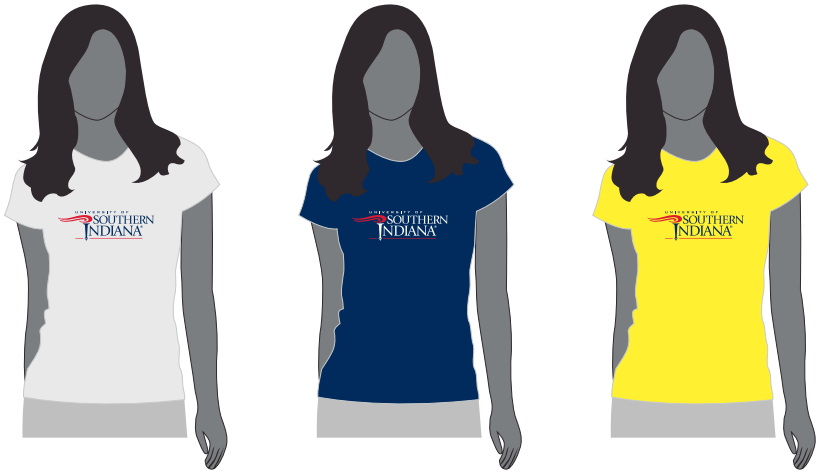
Use the badge in its complete form as shown. Do not change color, distress, crop or modify the badge. USI Registered Student Organization badge should **never** be used on a background color that does not provide sufficient contrast and readability. Black/white and white/black logos are options for this purpose.

Please refer to Engage USI on the USI website to see if your organization qualifies for a badge.

**No animal representations are approved for use in USI marketing and communications materials. This includes any and all other birds, mascots, cartoon likenesses or symbolic stand-ins — even if not explicitly labeled as "Archie" or an eagle — to represent the University, the Screaming Eagles or any affiliated department, office, center or student organization.*

Retail Branding Applications

TWO COLOR LOGO VERSIONS



ONE COLOR LOGO VERSIONS



USI RED/USI NAVY BLUE OR USI RED/WHITE LOGOS

The USI Red and USI Navy Blue logo versions may print on a light or white background or a color that will provide sufficient contrast to the logo. The USI 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



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.

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®
Screagles®
Screagle Pride®
Southern Indiana®

CONTACT INFORMATION

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812-464-1755
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Amy Ubelhor
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