Academic Brand Standards Guide
THE IMPORTANCE OF A BRAND

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

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

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

THE IMPORTANCE OF GRAPHIC STANDARDS

In the academic brand standards guide, the USI logo family is presented and the rules for their use are laid out. Consistency is the key. That’s why you will find information for appropriately using our logos (word marks and USI monogram), color choices, typography (formatting, font) and application examples for the University and for the respective colleges and departments. Proper and legal use of the logos protects the University’s image and sets us apart from other institutions.

Thank you for helping us support and promote our brand. You are our brand ambassadors. Our research tells us that you are doing a great job, keep up the good work. If you have questions or need help with these tools, please reach out to University Marketing and Communications by calling 812-464-1755.
The Official Colors of USI

**PRIMARY PALETTE**

**USI NAVY BLUE**  
(in lieu of use *Pantone* 295C)  
Process Equivalent: 100c 69m 7y 54k  
RGB Equivalent: 0r 40g 86b  
Hex Code: #002856  
Madeira Thread: #1167 Classic Rayon

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

**SUPPORT COLORS**

**WHITE**  
(in lieu of use *Pantone* 421C)  
Process Equivalent: 0c 0m 0y 26k  
RGB Equivalent: 196r 197g 199b  
Hex Code: #BABBBC  
Madeira Thread: #1012 Classic Rayon

**GRAY**  
(in lieu of use *Pantone* 421C)  
Process Equivalent: 0c 0m 0y 26k  
RGB Equivalent: 196r 197g 199b  
Hex Code: #BABBBC  
Madeira Thread: #1012 Classic Rayon

*Pantone* is a registered trademark of PANTONE, INC. The colors shown on this page and throughout 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.
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 \textbf{not to be used in place of} USI navy blue or USI red but only as complements and accents.

\textbf{SECONDARY MEDIUM BLUE}
(in lieu of use *Pantone* 7683C)
Process Equivalent: 100c 65m 2y 0k
RGB Equivalent: 0r 97g 171b
Hex Code: #0061ab

\textbf{SECONDARY LIGHT BLUE}
(in lieu of use *Pantone* 635C)
Process Equivalent: 40c 0m 0y 0k
RGB Equivalent: 142r 216g 248b
Hex Code: #8ed8f8

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

The Official Secondary Colors of USI
The USI Academic marks were designed to create a consistent brand for USI. These marks should not be changed or altered in any way and their use must adhere to the standards in this manual. The USI Academic logos should never be combined with other graphic elements or placed within a defining shape with the exception of placing logos on a solid color over a complex background (see page 7 for an example). Creating or using stylized artwork that resembles a new logo mark of the USI brand is also prohibited. There are many logo variations to choose from so there should be a design compatible for any application.

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

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

Permission to use these logos by any other entity outside the USI campus community is required.
The USI Primary Academic Stacked Wordmark is shown on the left and is the primary identifier of USI. The preferred use of the USI Primary Academic Stacked Wordmark is the full-color version or the red/white version shown on the left.

**COLOR VARIATIONS**

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

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

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

**Note:** The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.
The USI Academic Horizontal Wordmark shown on the left is another primary identifier of USI. The preferred use of the USI Academic Horizontal Wordmark is the full-color version or the red/white version shown on the left.

**COLOR VARIATIONS**

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

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

**Note:** The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.
The USI Academic Monogram Wordmark is a secondary mark for USI. As always, the preferred identifying mark for USI is the USI Primary Academic Stacked Wordmark which should be used whenever possible.

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

**COLOR VARIATIONS**

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

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

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

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.
The USI Academic Monogram Mark is another secondary mark for USI. As always, the preferred identifying mark for USI is the USI Primary Academic Stacked Wordmark which should be used whenever possible.

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

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

For more information on using these marks on various background colors see page 13.

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

IMPORTANT NOTE: Since the USI Academic Monogram does not include the University’s name, it is very important not to use this mark without first establishing the University’s name elsewhere.
Frequently it may be desirable to place the USI Academic Monogram Mark on a field of color. As in the examples on the left, the artwork does not include a built-in outline shape and therefore, the USI Academic Monogram Mark should never be used on a background color that does not provide sufficient contrast.

Note: The logo may be used on a complex background only when placed in a solid box or band of color that provides sufficient contrast to the logo.
USI Academic Monogram Marks Safe Zones and Minimum Sizes

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 for Colleges, Departments and Programs

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

There are three hierarchies of sub-branded logos:
A) each of the four Colleges
B) an academic or administrative department
C) degree program

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

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

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

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

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

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

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

The full color version of the logo is preferred.

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

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

MAILING

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

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

Calibri (sans serif)

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

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

Font Substitution

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

It is strongly encouraged by USI that vendors use the specified fonts or use the substitution fonts for retail application.
Embroidery Applications for Sub-branded Marks and Department-level Branding

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

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

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

- Never use the marks in other colors
- Never change the typeface in any part of the mark
- Never use unapproved wording in any mark
- Never re-size any element in any mark
- Never re-proportion any mark
- Never add any element to any mark
- Never distort any mark
- Never reposition or realign any element in any mark
- Never re-space any elements in any mark
- Never allow any color, pattern or photograph to show through any mark
- Never use any mark on a background that does not provide sufficient contrast
- Never rotate any mark
- Never use a drop shadow or glow effect
- Do not create or use stylized artwork that resembles a new logo mark
- Do not put logos within defined shapes so that it appears to be a new logo.
- Do not ghost or use as a background element. Always show logo as full color.

BRAND CONSISTENCY

So that USI can maintain the design integrity of its academic brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks should not be altered in any way. Shown on the left are unacceptable uses and alterations of the USI Academic Marks.
Use of Torch/Flame Elements

Available Color Choices

- Navy blue torch
- White torch
- University of Southern Indiana torch
- Complex background

Opacity Variations

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

Cropping

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

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

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

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

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

**TWO COLOR LOGO VERSIONS**

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

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

**ONE COLOR LOGOS**

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

**PROMOTIONAL ITEM EXAMPLES**
Logo Registration and Registered Verbiage

All USI logo versions are registered and must have the registration (®) symbol present in all representations and reproductions of the logos.

Verbiage that is unique to USI and used on promotional materials and items also must contain the registration symbol. See registered verbiage to the left.

REGISTERED VERBIAGE

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