

University of Southern Indiana
CLUB SPORTS BRAND GUIDE



COLOR PALETTE



USI NAVY BLUE

(in lieu of use *Pantone® 295C)

Process Equivalent: 100c 69m 8y 54k

RGB Equivalent: 0r 40g 86b

Madeira Thread: #1167 Classic Rayon

Hex Code: #002856



USI RED

(in lieu of use *Pantone® 186C)

Process Equivalent: 2c 100m 85y 6k

RGB Equivalent: 207r 16g 45b

Madeira Thread: #1147 Classic Rayon

Hex Code: #CF102D



WHITE

PRIMARY PALETTE

USI Navy Blue, USI Red and white are the official colors for the University of Southern Indiana. It is very important to match these colors faithfully when reproducing the Club Sports marks. It is preferred that all USI Club Sports marks be used in the three color versions whenever possible.

* 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.

SOUTHERN INDIANA CLUB SPORTS LOGOS

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



*built-in white outline example

USI NAVY BLUE/WHITE



BLACK/WHITE



WHITE



The three color logo shown on the left is the **primary** logo to be used when representing USI Club Sports with a **regional identifier** of Southern Indiana. *This logo set contains options for individual club sports teams (see page 4).*

It may be desirable to place the Southern Indiana Club Sports logo on a field of color. The artwork has been created with a built-in white outline* 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 (see page 8).

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 9.

COLOR VARIATIONS

Full color reproduction of the logo is preferred whenever possible but logo variations in USI Navy Blue/white, black/white or all white also are permissible to save cost on promotional printing. Logos should **never** be used on a background color that does not provide sufficient contrast and readability.

USI CLUB SPORTS LOGOS

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



*built-in white outline example

The three color logo shown on the left is the **primary** logo to be used when representing USI Club Sports with a **school affiliation** of USI. *This logo set contains options for individual club sports teams (see page 4).*

It may be desirable to place the USI Club Sports logo on a field of color. The artwork has been created with a built-in white outline* 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 (see page 8).

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USI NAVY BLUE/WHITE



BLACK/WHITE



WHITE



COLOR VARIATIONS

Full color reproduction of the logo is preferred whenever possible but logo variations in USI Navy Blue/white, black/white or all white also are permissible to save cost on promotional printing. Logos should **never** be used on a background color that does not provide sufficient contrast and readability.

USI CLUB SPORTS TEAM LOGO VARIATIONS



The logos shown on the left are examples of **primary** individual Club Sports Team logos both past and present. Team logos are created and archived by University Creative and Print. To obtain logos or to have logos created, contact University Creative and Print: 812-465-1616 or aeubelhor1@usi.edu.

For the current list of Club Sports teams, visit [USI.edu/rfw/club-sports](https://usi.edu/rfw/club-sports).

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 9.

USI SCREAMING EAGLES

USI is known *only* as the Screaming Eagles. Eagles is not acceptable and it should never be shortened.

SOUTHERN INDIANA CLUB SPORTS EMBLEM LOGOS

THREE COLOR

(USI NAVY BLUE / USI RED / WHITE)



*built-in white outline example

The three color Southern Indiana Club Sports Emblem logo shown on the left is the **secondary** logo to be used when representing USI Club Sports with a **regional identifier** of Southern Indiana. *This logo set contains options for individual club sports teams (see page 7).*

It may be desirable to place the Southern Indiana Club Sports Emblem logo on a field of color. The artwork has been created with a built-in white outline* 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 (see page 8).

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USI NAVY BLUE / WHITE



BLACK / WHITE



WHITE



COLOR VARIATIONS

Full color reproduction of the logo is preferred whenever possible but logo variations in USI Navy Blue/white, black/white or all white also are permissible to save cost on promotional printing. Logos should **never** be used on a background color that does not provide sufficient contrast and readability.

USI CLUB SPORTS EMBLEM LOGOS

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



*built-in white outline example

The three color USI Club Sports Emblem logo shown on the left is the **secondary** logo to be used when representing USI Club Sports with a **school affiliation** of USI. *This logo set contains options for individual club sports teams (see page 7).*

It may be desirable to place the USI Club Sports Emblem logo on a field of color. The artwork has been created with a built-in white outline* 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 (see page 8).

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USI NAVY BLUE/WHITE



BLACK/WHITE



WHITE



COLOR VARIATIONS

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USI CLUB SPORTS TEAM LOGO VARIATIONS



The logos shown on the left are examples of **secondary** individual Club Sports Team logos both past and present. Team logos are created and archived by University Creative and Print. To obtain logos or to have logos created, contact University Creative and Print: 812-465-1616 or aeubelhor1@usi.edu.

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CLUB SPORTS LOGOS ON COLORED BACKGROUNDS

LIGHT
BACKGROUND

DARK
BACKGROUND

MID-TONE
BACKGROUND

COMPLEX
BACKGROUND



It may be desirable to place a Club Sports logo on a field of color. As shown on previous pages, the artwork has been created with a white outline allowing it to work on many backgrounds. The artwork should not be altered before placing it on a color, photo or complex background.

EXCEPTIONS

The all-white version of the logos should **never** be used on an all white, light or complex background since none of those backgrounds offers sufficient contrast for the visibility and readability of the logo.

CLUB SPORTS CONTACT AND LICENSING INFORMATION

In order to maintain design integrity and consistency in the USI Club Sports brand, all marks must be applied or reproduced as indicated in this guide without modification. These marks are **NOT** to be altered.

To obtain logos or have logos created, contact University Creative and Print: 812-465-1616 or aeubelhor1@usi.edu.

USI LICENSING PROGRAM

In order to produce products bearing the USI Club Sports marks, manufacturers and vendors **must** be licensed through CLC Licensing Partners. For a list of licensed vendors go to [USI.edu/brand](https://usi.edu/brand).

The licensing program is a resource for all members of the University of Southern Indiana community and the vendors who work with the University of Southern Indiana and was designed to ensure consistent and appropriate use of University of Southern Indiana's visual identity. The program enables University of Southern Indiana to share in the benefits derived from the commercial use of these logos.

Artwork applications and usage *must* be approved by:

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