

# HUNGER SOLUTIONS INSTITUTE

# VISUAL IDENTITY MINI GUIDE

This visual identity guide falls under the greater umbrella of the University Visual Identity Program and is subject to change as the university program changes.

## LOGO TO BE USED

All logo use **must** adhere to Utah State University's policies and Visual Identity Program (VIP) available online at [www.usu.edu/prm/visual-identity/USU\\_Visual\\_Identity.pdf](http://www.usu.edu/prm/visual-identity/USU_Visual_Identity.pdf)

The logo **must** be sized to 25% width of the longest dimension for the visible area. The logo should never be smaller than 5/8 of an inch tall for the vertical logo and 1/2-inch tall for the horizontal logo.

Primary logos should only be printed in black, white, or Aggie Blue (PMS 539) and must include the proper area of isolation.

### Extension

**UtahStateUniversity**



## DESIGN ELEMENT

Colleges and entities are permitted to use visual elements that uniquely distinguish them, as long as they are used separately, but in conjunction, with the entity's primary university mark. Definitions and examples of the various visual elements can be found in the VIP (page xxx).



**Hunger Solutions Institute**  
**UtahStateUniversity**



**Hunger Solutions Institute**  
**UtahStateUniversity**

## COLORS

Official USU Color Palette

### aggie blue

PMS 539 / CMYK 100-65-22-80  
RGB 0-38-58 / HEX #00263A



### grey

PMS 877 / CMYK 45-34-34-0  
RGB 138-141-143 / HEX #8A8D8F



### white

CMYK 0-0-0-0  
RGB 100-100-100 / HEX #FFFFFF



Secondary Color Palette

### sky blue

CMYK 26-4-5-0  
RGB 185-218-232 / HEX #b8dae8



### leaf green

CMYK 49-27-86-5  
RGB 139-152-77 / HEX #8a984c



### golden wheat

CMYK 7-32-64-0  
RGB 234-178-111 / HEX #eab26e



## TYPEFACE

Selecting the appropriate typeface for publications is essential, depending on the purpose of the publication and the audience it targets. When producing communication materials, various weights of fonts should be used for headlines, body copy, captions, etc. The examples shown are a small selection of the many variations available.

**Other fonts may be used but these should be used as a base for your communications.**

### Brandon Grotesque (Bold)

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Use Univers font family for all brand communications. Univers also includes condensed and non-condensed families that may be used in combination.*

### Univers

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## STATIONARY

Stationary is used for official communications and follows a template. **Layout examples may be seen on the back on this sheet.**

## BRANDED GOODS

Please note that merchandise items such as T-shirts, sweatshirts, mugs, uniforms, and other similar "branded goods" (swag) that are produced with Utah State University's name and/or marks, are considered licensable and are subject to the University's Trademark Licensing Policies & Procedures.

Designs can appear on merchandise, however, the primary paired logo must also be included on all items in a secondary location.

When applying the designs to "branded goods" all logos rules apply. Do not place university logos on red products.

The printing of merchandise and other branded items must be pre-approved. Please provide electronic artwork to the Trademark Licensing office prior to production.

All review requests are promptly handled. Email designs to: [trademark.licensing@usu.edu](mailto:trademark.licensing@usu.edu).

**EXAMPLES MAY BE SEEN ON THE BACK.**

## SIGNAGE

The purpose of the University Signage Standards is to create one unified reference for all signage implemented on Utah State University's campuses, assist in finding directions, and meet the mandates of the Americans with Disabilities Act (ADA).

### CATEGORIES OF SIGNS INCLUDE:

- Permanent signs - Any signs that are attached to buildings, structures, or landscape features; or freestanding monument signs, permanent plaques, or marquees, inside or outside.
- Temporary signs - Any emblem, symbol, logo, trademark, poster, banner, sticker, flag, pennant, awning, yard sign, A-frame sign, wire-sign, large-scale graphic, election sign, or other printed material displayed for a limited amount of time, which is designed to advertise, identify or convey information.
- Fixed signs - Frames or enclosures for either temporary or permanent signage.

Please direct any inquiries concerning campus signs to Jordy Guth in facilities at 435-797-3535 or visit the web site at: [usu.edu/facilities/](http://usu.edu/facilities/)

For questions contact: [heidi.adams@usu.edu](mailto:heidi.adams@usu.edu) or [aimee.brunson@usu.edu](mailto:aimee.brunson@usu.edu)

**UtahStateUniversity**