

Brand Guidelines

Shawnee State University



Introduction

The name Shawnee State University is the public face and emblem of your brand. This entire branding effort seeks to define and amplify what those three words truly stand for, what you aspire to be, and what you will communicate to the world.

The new Shawnee State logo plays a key role in this endeavor. It is clean, modern, and collegiate. The design communicates a number of key attributes about Shawnee State. The collegiate feel of the logo tells students that this is an academically challenging university. And the graphic “S” that sits alongside the University’s name can intentionally be interpreted in a number of ways. On first glance, it can be seen as the letter “S” for Shawnee. But at second glance, an image of a river emerges. This allows Shawnee to subtly communicate that it sits on the shores of the Ohio River—giving the University a sense of place and tradition. The movement of the “S” as a river also gives the sense of the journey a student will experience at SSU. The “S” points up and forward to illustrate this journey as well as the forward focus of SSU as an institution.

Although the logo is very different from SSU’s former symbol, it also manages to achieve an almost natural progression that Stamats believes will resonate with prospective students, current students, faculty, staff, and alumni.

And equally important, the clean, crisp logo goes hand in hand with the Stand Out branding campaign that Shawnee State has begun to launch. The logo and the use of the words “Stand Out” both project a definitive, grounded brand that speaks of confidence, strength, and quality.

Consistent presentation of Shawnee State’s name using this artful logo will help the University stand out among its competitors. The logo transmits a sense of pride—of place, people, programs, and heritage—that will endure far into the future.



Primary logo

Full-Color Application

The full-color application of the primary Shawnee State University logo is shown below, with the mark in Shawnee State blue (Pantone 281) and gray (Pantone 424).



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; use Pantone® chips for accurate color matching.

Primary logo

One-Color Application

While the full-color Shawnee State logo is preferred for use in most cases, a one-color version may be more appropriate for certain applications. For example, apparel, vehicles, or signage could be purchased in SSU blue and the logo reproduced in gray or the other way around. See marketing pages for examples. Shown below are the acceptable one-color applications in which the logo may appear: black, Shawnee State blue (Pantone 281), or Shawnee State gray (Pantone 424). A one-color gray logo is not to be printed on a black background, and a one-color black logo is not to be printed on a gray background.

Pantone 281



Pantone 424



Primary logo

Reverse Applications: One Color

The following are acceptable circumstances in which the Shawnee State logo appears reversed out in white on a solid, dark background (such as black, Shawnee State blue, Shawnee State gray, or photography as shown).

Logo reversed
from Pantone
blue 281



Logo reversed
from Pantone
gray 424



Logo reversed
from a color
photo. Shown
here with a light
drop shadow



Secondary logo

Centered Type and Symbol

This centered version of the logo is intended for limited use in applications such as a formal note card or invitation. It can also be used on merchandising items when symmetry is important or in situations when space is very restricted such as a classified ad. See marketing pages for examples. The flush left version is preferred in most cases.



Clear space guidelines

To ensure that the Shawnee State logo maintains distinction from all other graphic elements, no type, symbols, or marks of any kind should intrude in the clear space area indicated—a space equal to the S symbol at half size on all sides. This is also a minimum safe distance from the edge of a document.



Clear space minimum distance
equal to the S symbol at half size
on all sides
of the logo

Minimum size guidelines

To ensure maximum legibility and impact of the Shawnee State logo, it should not appear at any size smaller than those indicated below. The S symbol should appear no smaller than .25" or the overall length of the entire logo should be no less than 1.25".



S logo

For limited use, an S symbol version of the logo has been developed. This is to be used only when the full university name is not necessary, such as for an internal audience or when there is high familiarity with the SSU identity. All the same color and clear space guidelines apply to this version of the logo.



primary S logo



secondary S logo



secondary S logo

President's seal

The circular logo shown below is the official Shawnee State University seal. While the University seal has historically represented our campus community in selected applications, its use is now restricted exclusively to the Office of the President. As such, all uses and applications of the Shawnee State University seal must be approved by the President for official activities of his office and those of Shawnee State University's Board of Trustees. SSU must build its brand on the shoulders of its heritage, good name, and already strong reputation. Our new logo does a powerful job of articulating that. It places no barrier between the viewer and the core idea that is Shawnee State University, and offers our community a more functional, contemporary graphic icon by which to be known.



Improper usage guidelines

The examples provided below address the most obvious misuses of color and structure for the Shawnee State University logo.



Do not use the logo in any color other than those approved in this style guide.



Do not skew, stretch, or distort the logo.



Do not alter the size or positioning relationship between the type and the logo.



Do not add other elements or symbols of any kind to the logo.



Do not add the logo to other elements or symbols of any kind.



Do not place the logo over a busy, distracting background.

Improper usage guidelines

This example is another violation of the Shawnee State University identity.



Do not use more than one logo on any single item. This includes the athletics logos.

Animation

All animated adaptations of any institutional or athletics logo must be pre-approved by the University's publication department prior to use. This includes all mediums such as television, Web, Power Point, Adobe Acrobat presentations, etc.

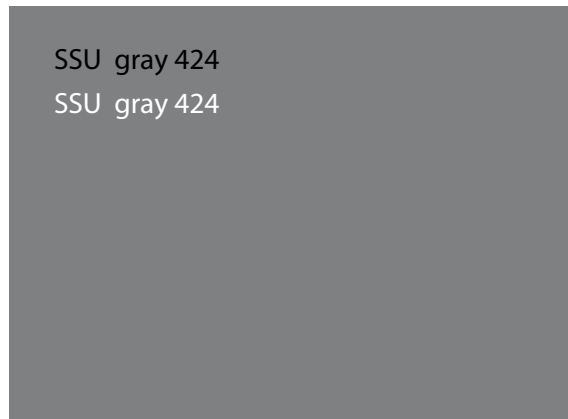


Color palette

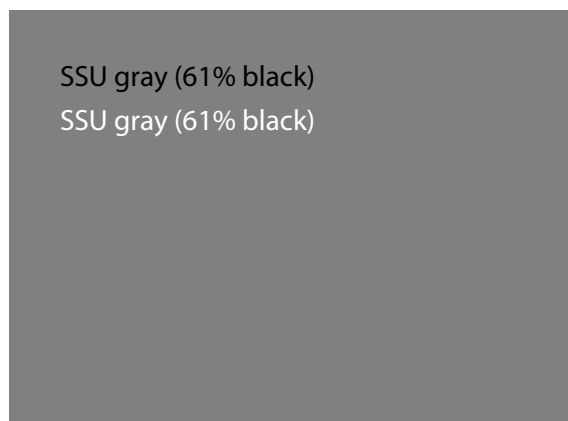
The Shawnee State brand primary color palette is composed of two colors—Shawnee State blue 281, and Shawnee State gray 424. The colors can also be achieved using screen builds; please refer to the corresponding Pantone, RGB, and CMYK breakdowns indicated below.



Pantone 281 CVC
Pantone 281 CVU
R: 0 G: 62 B: 126
C: 100 M: 72 Y: 0 K: 32



Pantone 424
R: 126 G: 128 B: 130
C: 0 M: 0 Y: 0 K: 61



Use 61% black when 424 is not available.

Typography

Adobe Garamond was selected as the Shawnee State University typeface for its legibility and ageless appeal.

Adobe Garamond Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 10 point: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Adobe Garamond Medium Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 10 point: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

Adobe Garamond Semi Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 10 point: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Adobe Garamond Semi Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 10 point: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Adobe Garamond Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 10 point: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Adobe Garamond Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example at 10 point: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ummy nibh euismod tincidunt ut laoreet dolore magna.

Typography (continued)

News Gothic was selected as the Shawnee State University typeface as it is complimentary with the serified SSU font, Adobe Garamond. Additional weights (not shown) are available from most font sources.

News Gothic Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTUWXYZ

Example at 9 point:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diamummy nibheuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

News Gothic Medium Oblique

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTUWXYZ

Example at 9 point:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diamummy nibheuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat

News Gothic Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTUWXYZ

Example at 9 point:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diamummy nibheuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

News Gothic Bold Oblique

abcdefghijklmnopqrstuvwxy

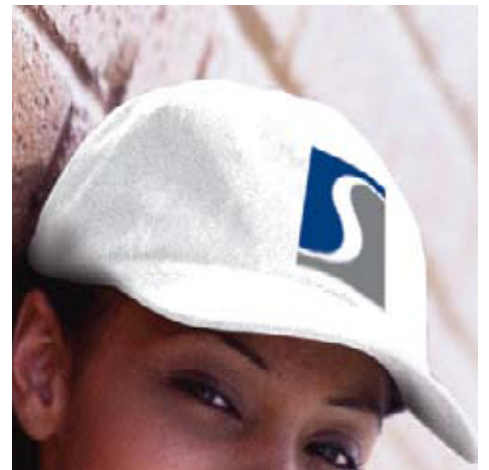
ABCDEFGHIJKLMNQRSTUWXYZ

Example at 9 point:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diamummy nibheuismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

Marketing

The Shawnee State brand identity has been extended into a variety of applications that help serve as “ambassadors” for the brand to external audiences, and help reinforce a consistent image for the University in all its communications.



Stationery templates

Letterhead

Stationery is the primary means of establishing Shawnee State's image at the personal level. As such, all items in the stationery system follow a consistent format and feature a distinguished presentation of the Shawnee State University logo, colors, and typography.

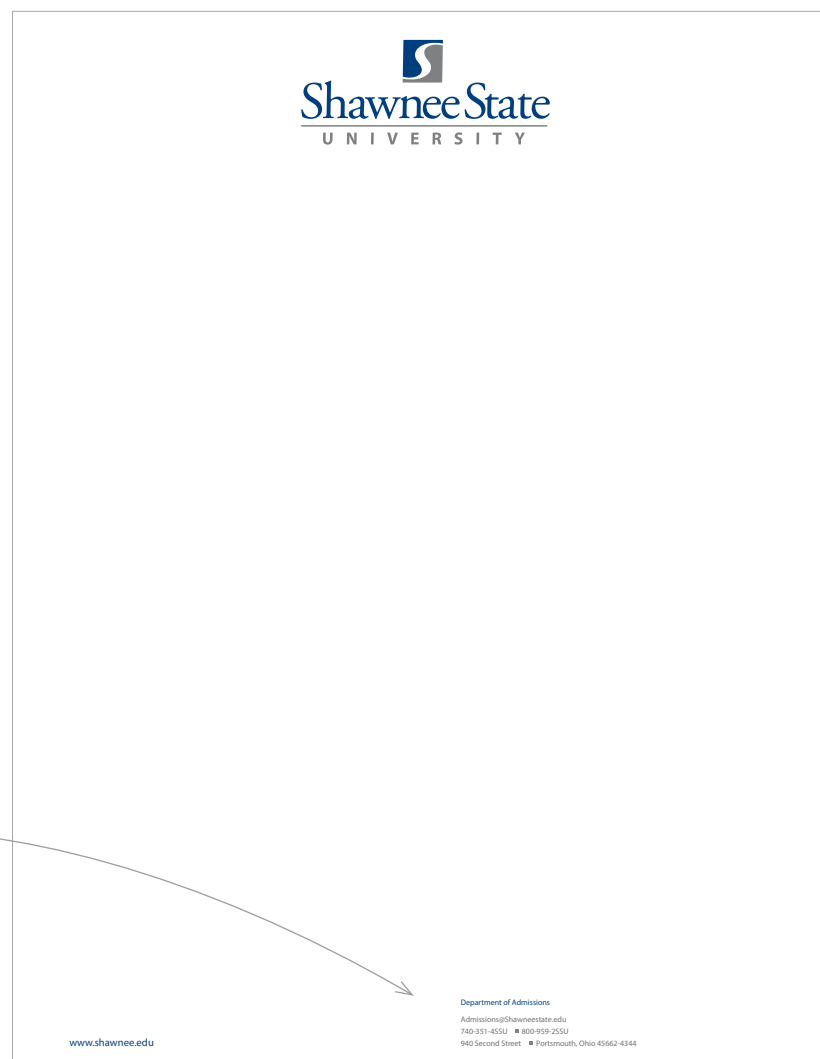
The Shawnee State stationery system letterhead is printed on white uncoated stock as determined by University Printing Services.

To ensure that Shawnee State University's stationery system meets the brand's visual guidelines, the following typesetting specifications must be met.

Example is shown
at half scale

Department name
and contact info
Font: News Gothic
Point size: 7
Leading: 9
Color: Pantone blue 281
and gray 424

Web address
Font: News Gothic
Point size: 8
Color: Pantone blue 281



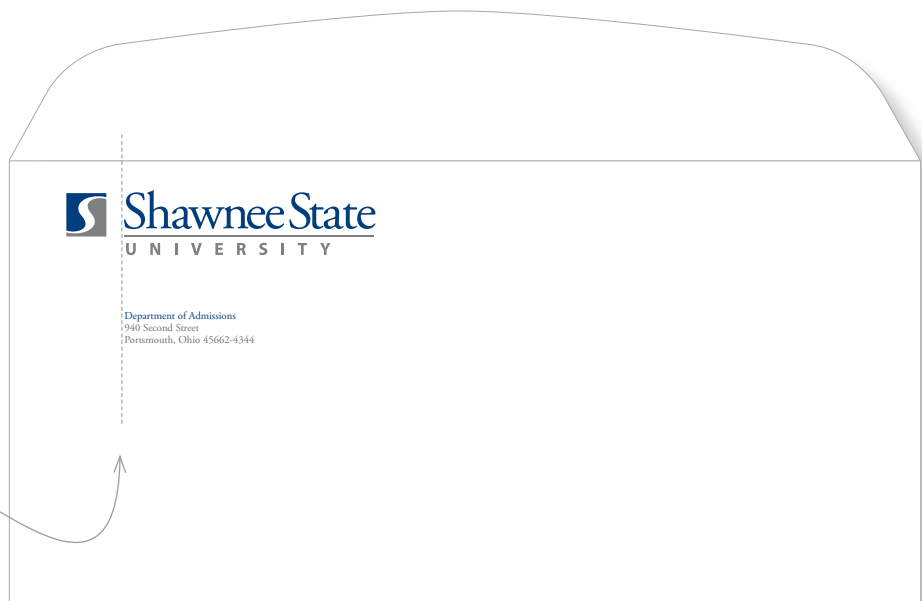
Stationery templates

Business Card and Envelope

The Shawnee State University business card features the SSU logo in blue 281 and gray 424 and the contact information in gray on the opposite side.

The business letterhead envelope includes the University logo, department name if applicable, and contact information printed in SSU gray. Typesetting specifications are as follows:

Contact info should align flush left with the Shawnee type on all stationery elements.



Envelope example is shown at half scale

Name
Font: News Gothic
Point size: 9
Leading: 10
Color: Pantone Blue 281

Department name
and contact info
Font: Adobe Garamond Pro
Point size: 9
Leading: 10
Color: Pantone Gray 424



Card example is shown full size

Stationery templates

9 x 12 Envelope
shown at half scale



Formal invitation or thank
you card shown with centered
version of the logo



Systems Manager

Shawnee State University has an immediate opening for a Systems Manager. Duties include Re feuisim zzriure magna facillit lutatum ilisim veliscipisi te magnim zzril ullan henibh emmy nis ero consectem accum in eugait iriurem illa faccum dolore euisit alit pratie commolor secte dolore magna feu facilis nullandre modiam, quamconsed euisit alit pratie commolor secte dolore magna feu facilis nullandre modiam, quamconsed min ex et adignim. Qualified candidate must magna.

Open to the Public
Posted on: Sept. 26th, 2009 at 2:27 pm Closing
Date: Nov. 6th, 2009 at 4:30 pm
Department: Facilities Management
Appointment Type: Permanent
Competition Number: A09-26



Limited space application
showing centered version of
the logo

Merchandising

These examples offer a variety of options for how the various individual elements of the Shawnee State brand system can extend to wearable merchandise applications that promote the University.



Vehicles

As highly visible and mobile brand extensions, Shawnee State University-owned vehicles may be branded with combinations of the Shawnee State University logo.



Car side applications:

Arrange the signage on the side of the vehicle in a clear and unobstructed area. The front door of a four-door car is usually best. Use supplied artwork and scale as necessary. College, department name, or Web address is optional.

Rear applications:

Placement on the rear of the vehicle should reside above the bumper whenever possible. Place in a clear and unobstructed area for easy viewing by following cars.



Vehicles

Van side applications:

Arrange the signage as large as possible on the side of the vehicle in a clear and unobstructed area. Use supplied artwork and scale as necessary. Web address is optional.

Rear applications:

Placement on the rear of the vehicle should reside above the bumper whenever possible. Place in a clear and unobstructed area for easy viewing by following cars.



Signage

The Shawnee State University identity should be consistently communicated throughout the physical campus environment. The example shown below represents an exterior promotional application designed to maximize visibility and impact. Recommended configurations and colors should be followed exactly. Also see the branding guide for additional acceptable examples.



Signage

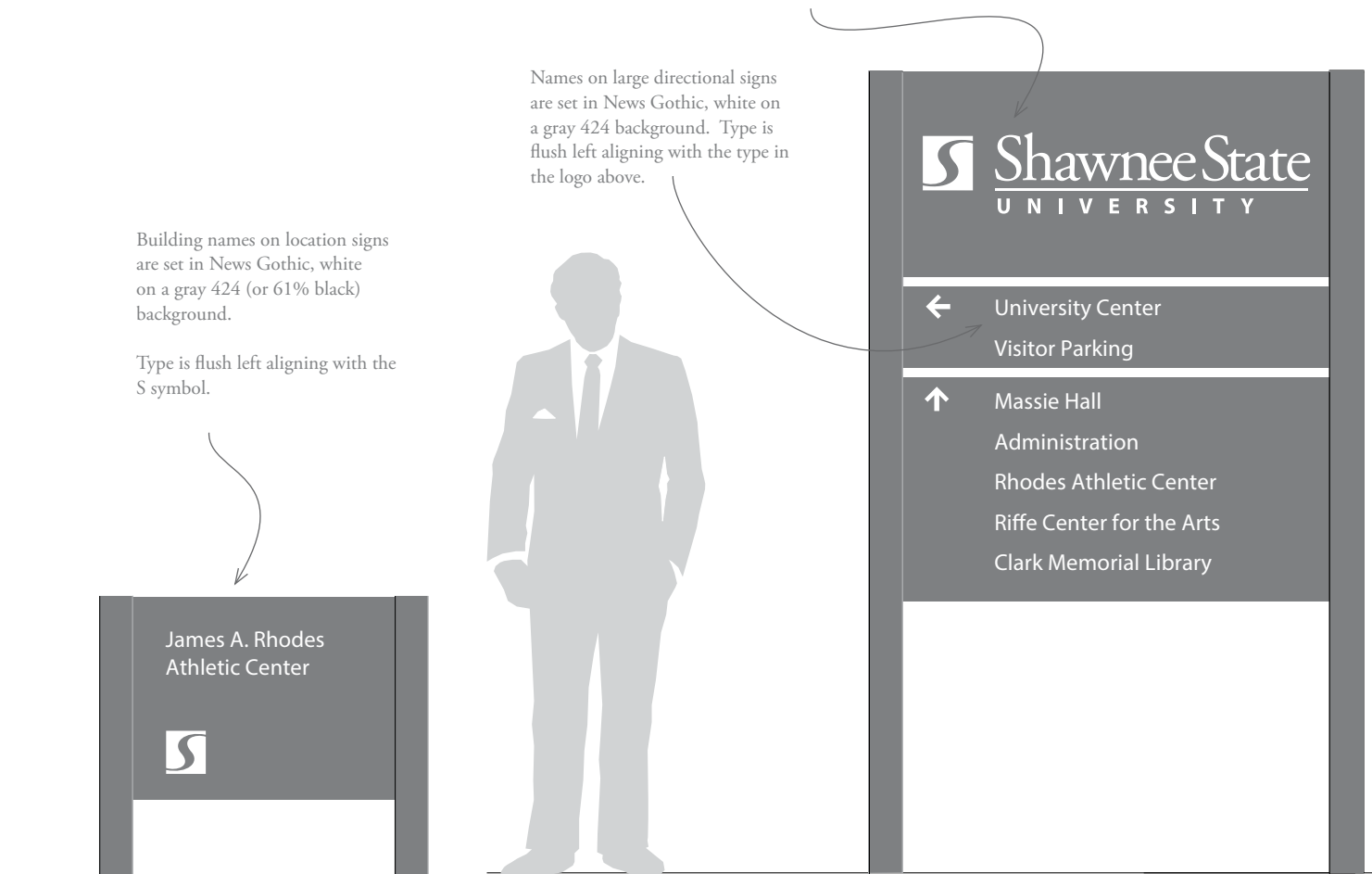
The Shawnee State University identity should be consistently communicated throughout the physical campus environment. The examples shown below represent exterior signage applications designed to maximize visibility and impact. Please note that while the illustration does not accurately depict current campus signage, the recommended fonts and colors should be followed as closely as possible.

Logo is white on a gray 424 (or 61% black) background

Names on large directional signs are set in News Gothic, white on a gray 424 background. Type is flush left aligning with the type in the logo above.

Building names on location signs are set in News Gothic, white on a gray 424 (or 61% black) background.

Type is flush left aligning with the S symbol.





Athletic Logos and Mascot

Shawnee State University

Primary logo

Shawnee State University takes pride in its athletic teams. Our logo reflects this pride — with a visual mark that portrays strength and confidence.

The Shawnee State Bears logo was introduced in 2009, after a redesign project. The new design of our bear communicates a number of key attributes about Shawnee State athletics and our student athletes. Key descriptors include: strong, active, tough, dignified, respect, proud, serious, aggressive, and confident.

The logo reflects a change in design, and in color for the Bears, from a royal blue and medium grey combination to navy blue and light grey.

The clean lines of the logo make it easy to reproduce in print and on merchandise, and includes a number of variations, making it easily adaptable to different applications.

The Shawnee State University athletic logo is part of the Shawnee State brand, reflecting who we are. Its consistent application is vital.

Please use this design manual to ensure proper use of our logo. For the graphic identities to retain their power and meaning, the guidelines in this graphic standards manual must be adhered to faithfully.



Athletic color palette

Primary Colors

Color is one of the most important elements of the Shawnee State University identity system. The colors on the right are the official colors for all of the Shawnee State logos. If these colors are not available the logos should be printed in all black.

It is extremely important to match the Shawnee State University colors faithfully. Shawnee State Gray may be especially challenging to replicate but it is critical that it be matched as closely as possible.

PRIMARY



SSU Navy

(In lieu of which use *Pantone® 2768)
Process Equivalent: 100c 91m 37y 45k

SECONDARY

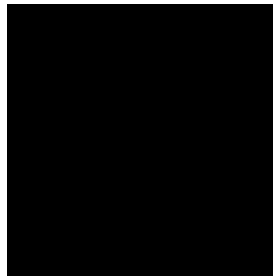


SSU Gray

(In lieu of which use *Pantone® 421)
Process Equivalent: 0c 0m 0y 26k

Support Colors

In addition to the primary colors shown above, the Shawnee State University identity system utilizes black and white as important support colors. White helps to add contrast to SSU Navy and SSU Gray. Black is the default color to use for Shawnee State logos when the official colors are not available.



Black



White

*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 1000.

Athletic logos

The new Shawnee State University marks were designed to create a consistent brand for the Shawnee State Bears. At the same time there are many variations to choose from so that there should be a design compatible to any application. The preferred logo is the primary mark shown below. Logos that do not contain text are for use **only** when either the school name or SSU monogram have been previously presented. For example, the bear alone design can be used inside a brochure if a logo or words identifying the university has been used on the cover. Or the bear claw logo can be used on a garment if the university name or monogram is identified in a prominent place. All artwork and variations are available in Macintosh and PC digital file formats.

Primary Logo



Secondary Logos



If the school name is displayed on the back then the claw, head or bear can appear alone on the front.

Color Variations

All of the Shawnee State University logos may be used in full color (SSU Navy and SSU Gray), in all SSU Navy or in all black.

Full Color



Shawnee State Navy



Black



To use SSU logos in all white on dark backgrounds use the white art from the black and white art and allow the background to show through where the black art would be. NEVER reverse the logo art to create all white logos.

Athletic logos

Logos with Banner Text

The two logo configurations shown on the right are capable of presenting different text in the banners. If you need to have a customized logo contact the Office of Marketing & Communications or University Printing Services.

Available Banner Text

Bears, Athletics, Baseball, Basketball, Cross Country, Golf, Soccer, Softball, Tennis, or Volleyball.

All other wording must be approved first by the SSU Director of Athletics or the Director of Marketing & Communications. Banner text must represent intercollegiate sports at SSU. Club or intramural sports may NOT have custom banner text logos.

These two logos are also available with the "PORTSMOUTH, OH" text placed below the banner as demonstrated here. It is important to place the location text on a light colored background with sufficient contrast. When using the logo on a dark colored background, reversing the location text to white is permitted.



Safe Zones & Minimum Sizes

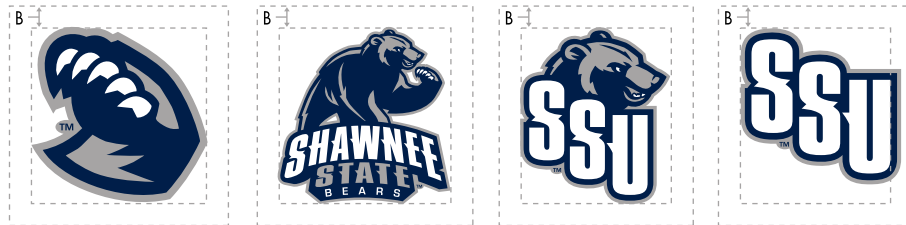
Each of the Shawnee State University logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for most horizontal SSU logos is equal to one fifth of the height of the logo (A).

The safe zone for the more square or vertical SSU logos is equal to one eighth of the height of the logo (B). This safe zone spacing is uniform on all sides of the logo.

1/5 THE HEIGHT OF THE LOGO OR "A"



1/8 THE HEIGHT OF THE LOGO OR "B"



Minimum Logo Sizes

Each of the Shawnee State University logos has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown on the right. It is preferred that when possible the logos be used larger than their minimum size.



Compatible Typography

Compatible fonts for the Shawnee State University identity are Impact and Eurostyle. (Eurostyle Bold is the font used in the banner text of the SSU logos.) Fonts may be purchased on-line at numerous type foundry sites.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz
0123456789

Eurostile

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Eurostile Bold

Using Logos on Color Backgrounds

Frequently it may be desirable to place the Shawnee State University logos on a field of color. As shown in the examples below, all of the artwork has been created with a built-in outline shape that allows it to work clearly on any background. For this reason it is not necessary to alter the logos before placing them on any color, photograph or complex background.



Logo Violations

So that Shawnee State can maintain the design integrity of its brand and maximize each logos effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification. The logos are not to be altered in any way. Shown below are unacceptable uses of the Shawnee State University athletic logos.



Never switch colors on any SSU logo



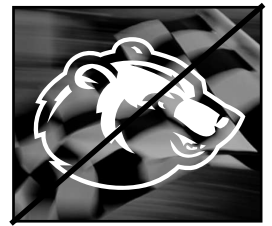
Never use SSU logos in non SSU colors



Never change the tagline typeface in any SSU logo



Never use unapproved wording in any SSU logo (see page 5)



Never allow any pattern or photograph to show through any logo



Never re-size any element in any SSU logo



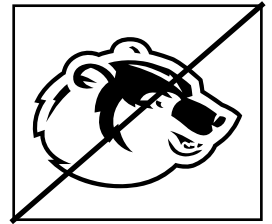
Never reproportion any SSU logo



Never add any element to an SSU logo



Never distort any SSU logo



Never reverse any SSU logo



Never angle or rotate any SSU logo



Never reposition any elements in the SSU logos



Never re-space any elements in the SSU logos



Never use any logo without its outline on any background



Never place the logo with the city name on a background with insufficient contrast

Retail Applications

FULL COLOR RETAIL GRAPHICS

If the fabric color matches one of the official colors exactly (SSU Navy, SSU Gray or white), the fabric can show through in place of printing that color. If the fabric color does not match any official color, all 4 official colors must be used to print the logo.



ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using logos on apparel, the art may print in all black, SSU Navy, or white as long as there is sufficient contrast with the fabric color. The one color SSU logos are a great cost saving alternative to the full color logos.





Questions?

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