



LOGO & BRAND GUIDELINES

IDAHO STATE UNIVERSITY / JULY 2019

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01

THE UNIVERSITY MARK

The ISU University Mark reflects our institution and our overall brand. Use only approved versions created from digital artwork.

LOGO CONFIGURATIONS

COLOR VARIATIONS

SECONDARY LOGO CONFIGURATIONS

01 THE UNIVERSITY MARK

Configurations



**Idaho State
University**

Vertical configuration

The vertical University Mark should be used in all vertical and round applications.



**Idaho State
University**

Stacked configuration

The stacked University Mark should be used for most horizontal applications.



Idaho State University

Horizontal configuration

The horizontal University Mark should be used for very horizontal applications.

Idaho State University

Wide configuration

The wide University Mark should **only** be used in extreme horizontal applications where the Spirit Mark cannot be included. The Office of Marketing and Communications must approve all uses of the wide configuration.

The Spirit Mark (the "IS") should appear with the words "Idaho State University" on all uses.

01 THE UNIVERSITY MARK

Color Variations



Orange / Black

This primary full color logo application should be used in most applications with white or light backgrounds.



Black / 1-color

The black / 1-color logo can be used for grayscale applications i.e. for faxes and black and white advertisements.



Reversed application

The reversed logo application should be used on dark backgrounds where the primary full color logo isn't legible enough to read.



White application

The white logo application can also be used on applications with busy or dark backgrounds.

01 THE UNIVERSITY MARK

Secondary Logo Configurations

There are two secondary logo configurations engineered to work for all departments, divisions and schools, regardless of name length. Contact the Office of Marketing and Communications for specific logos.



Stacked configuration



Horizontal configuration

02

THE BENGAL LOGO

The Bengal logo has a multitude of color and usage variations, to provide design flexibility and to assure that it will look ideal in every application.

BENGAL LOGO

BENGAL LOGOS WITH STROKES

1-COLOR LOGOS

REVERSED LOGOS

02 THE BENGAL LOGO

Bengal Logo



Primary logo

Use the Bengal logo for most white or light background applications.

02 THE BENGAL LOGO

Bengal Logos with Strokes

**3-color Bengal logo with gray stroke**

For applications with black or dark backgrounds, use the primary logo with the gray stroke.

**2-color Bengal logo with white stroke**

For applications with orange backgrounds, use the primary logo with the white stroke.

**2-color Bengal logo with orange stroke**

For applications with black or dark backgrounds, you may also use the primary logo with the orange stroke.

02 THE BENGAL LOGO

1-Color Bengal Logos



1-color Grayscale



1-color Black



1-color Gray



1-color Orange

02 THE BENGAL LOGO

Reversed Logos

For 1-color applications where the background is darker than the imprint area, use one of the reversed logos below.



Reversed Logo White



Reversed Logo Orange



Reversed Logo Gray

03

THE SPIRIT MARK

The Spirit Mark is a distinctive component of the ISU brand and can be used independent of the University Mark in some circumstances.

SPIRIT MARKS W/O STROKE

SPIRIT MARKS WITH STROKE

03 THE SPIRIT MARK

Spirit Marks without Stroke

**Orange**

For most applications with a white or gray background, use the orange Spirit Mark.

**Black**

For applications where the orange logo is not appropriate, use the black Spirit Mark.

**White (reversed)**

For dark or black backgrounds, use the white (reversed) Spirit Mark.

03 THE SPIRIT MARK

Spirit Marks with Stroke



Orange / Black



White / Orange



White / Black



Orange / White



White / Gray



Gray / White

04

THE UNIVERSITY SEAL

The Idaho State University Seal is reserved for official use only. The seal should only be used on diplomas, medallions, awards, honorary certificates and prestigious gift items (not as a design flourish or texture). Permission for use of the seal must be obtained from the Office of Marketing and Communications.

COLOR VARIATIONS

04 THE UNIVERSITY SEAL

Color Variations

The University Seal may not be altered or reconfigured in any way. It is acceptable to emboss, screen into a background or reverse the Seal in white. The University Seal may be reproduced in black, white, metallic ink (PMS 877) or silver foil (M-7).



Black



PMS 877 (Metallic silver ink) / M-7 (silver foil)



White / Reversed

05

COLOR SYSTEM

Color is as significant to a graphic identity system as images, symbols and marks.

PRIMARY AND SECONDARY COLORS

05 COLOR SYSTEM

Primary and Secondary Colors

The official ISU colors are Roarange and Bengal Black. Precise color matching can be difficult depending on the medium, art or effects being used. The Office of Marketing and Communications recommends the following colors for their proven versatility and consistency across multiple mediums.



ROARANGE
PMS 165
CMYK: 0, 65, 100, 0
RGB: 244, 121, 32
Web: #F47920



BENGAL BLACK
PROCESS BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Web: #000000



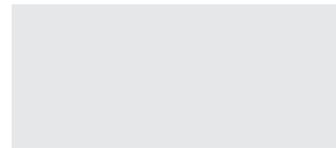
GROWLING GRAY
60% PROCESS BLACK
CMYK: 0, 0, 0, 60
RGB: 130, 130, 130
Web: #828282



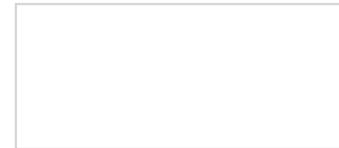
ROARANGE LIGHT
PMS 715
CMYK: 0, 46, 85, 0
RGB: 246, 146, 64
Web: #f69240



GROWLING GRAY MEDIUM
40% PROCESS BLACK
CMYK: 0, 0, 0, 40
RGB: 167, 167, 167
Web: #A7A7A7



GROWLING GRAY LIGHT
10% PROCESS BLACK
CMYK: 0, 0, 0, 10
RGB: 230, 231, 232
Web: #E6E7E8



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Web: #FFFFFF

06

LOGO USAGE

Using the logo properly is a crucial step in upholding the ISU brand. Maintaining a strong brand is aided by careful, consistent design practices.

LOGO CLEAR SPACE

IMPROPER USAGE

LOGO FORMATS AND COLOR MODES

06 LOGO USAGE

Logo Clear Space

The clear space (or whitespace) keeps typography, images or graphic elements from crowding the logo. For the University Mark, use the width of the uppercase "I" in "Idaho" as a base for adding clear space. For the Bengal logo, use the space between the top teeth as a visual guide for how much clear space to add.



Vertical logo



Stacked configuration



Horizontal configuration

06 LOGO USAGE

Improper Usage: University Mark

Maintaining a strong university identity means careful and consistent use of the University Mark. Please do not reproduce the logos in any other way than those specified in this manual. The examples shown here, and all other deviations from the guidelines, are prohibited.



Do not change logo colors.



Do not stretch the logo.



Do not add strokes or outlines to the logo.



Do not crop the logo.



Do not alter or separate the logo parts.



Do not add drop shadows or other effects.

06 LOGO USAGE

Improper Usage: Bengal logo

Maintaining a strong university identity means careful and consistent use of the Bengal logo. Please do not reproduce the logos in any other way than those specified in this manual. The examples shown here, and all other deviations from the guidelines, are prohibited.



Do not change logo colors.



Do not stretch the logo.



Do not add extra strokes or outlines to the logo.



Do not use the reverse logo on a light background.



Do not add elements to the logo.



Do not alter or separate the logo parts.



Do not add drop shadows or other effects.

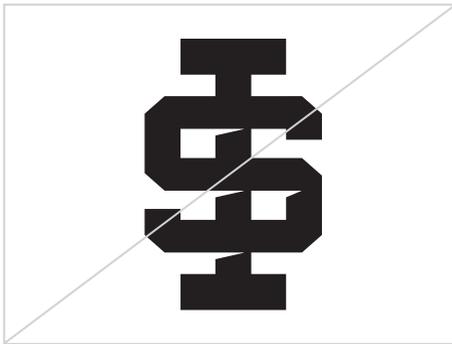


Do not use the standard 1-color logo on a dark background.

06 LOGO USAGE

Improper Usage: Spirit Mark

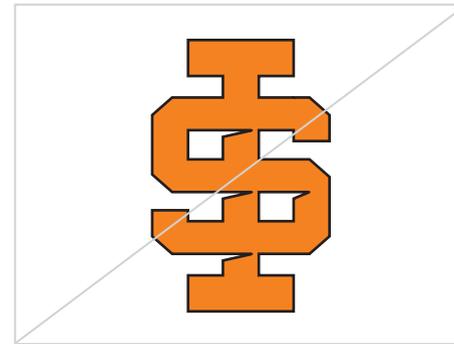
Maintaining a strong university identity means careful and consistent use of the Spirit Marks. Please do not reproduce the marks in any other way than those specified in this manual. The examples shown here, and all other deviations from the guidelines, are prohibited.



Do not change logo colors.



Do not stretch the logo.



Do not add extra strokes or outlines to the logo.



Do not crop the logo.



Do not alter or separate the logo parts.



Do not add drop shadows or other effects.

06 LOGO USAGE

Improper Usage: Past Marks

Below are several examples of previous marks of identity that have either evolved or been retired, and should be discontinued.



Do not use past versions of the Spirit Mark



Do not use past versions of the Bengal



Do not use past versions of the University Mark



Do not use outdated designs



Do not use other past logos



Do not use any past Bengal designs

06 LOGO USAGE

Logo Formats and Color Modes

The ISU logo suite includes three file formats and three color modes for all logos, to be used for the appropriate application.

EPS FORMAT

EPS is a vector format that is designed to produce high-resolution graphics for print. It is infinitely scalable—which means it can be used for anything from a business card to a billboard with equal clarity.

JPEG FORMAT

JPEG is a raster image type. JPEGs are primarily used for web and digital photography because of their small file size, but should not be used for printing unless they are used at a small size.

PNG FORMAT

PNG is another raster image type. The main difference between a PNG and JPG is that a PNG can have a transparent background and is generally larger and higher quality. PNG is ideal for websites because they can be placed over a colored background.

CMYK COLOR MODE

The CMYK color model is often referred to as four-color process due to the fact that it utilizes four different colored inks to create an array of different hues: cyan, magenta, yellow and black.

CMYK colors are mixed during the printing process itself, which can sometimes cause very slight inconsistencies in color throughout a printing run. It's usually not a particularly perceptible change, but it's something to keep in mind when using logos with specific color branding.

SPOT (PMS) COLOR MODE

Spot or PMS stands for Pantone Matching System, which is a universal color matching system used primarily in printing.

Unlike RGB and CMYK, spot colors or PMS colors are created with pre-mixed ink long before the image is actually produced, resulting in the most consistent color possible.

RGB COLOR MODE

The RGB color profile is used exclusively in digital design, as it represents the same colors used in computer screens, televisions and mobile devices. Rather than ink, colors in the RGB (red, blue, green) color wheel are created by blending light itself.

07

TYPOGRAPHY

Fonts and typography play an important role in communicating the right tone, personality or idea from our brand to our audience.

PRIMARY FONT

SECONDARY FONTS

DISPLAY FONT

07 TYPOGRAPHY

Primary Font

MUSEO SLAB*

Museo Slab is the robust yet friendly slab serif typeface used in the main logotype of the Idaho State University logo and throughout the ISU branding.

This font works well for headlines and body copy larger than 10 points. Looks best in upper and lower case (not all caps).

DOWNLOAD INSTRUCTIONS

*In rare circumstances where our brand typefaces are inaccessible or incompatible, a suitable replacement font can be downloaded at no charge via Google Fonts. **Roboto Slab** is our approved slab serif font that will cover most typographic needs and can be found at the following url: www.fonts.google.com/specimen/Roboto+Slab

For PC users, use [these font installation instructions](#).

For Mac users, [use these font installation instructions](#).

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmn
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07 TYPOGRAPHY

Secondary Fonts

MUSEO SANS*

In the same family, Museo Sans is the clean, pure sans-serif counterpart to Museo Slab, used across the ISU branding.

This font works well in caps for subheads, for copy smaller than 10 points and for large amounts of copy.

DOWNLOAD INSTRUCTIONS

*In rare circumstances where our brand typefaces are inaccessible or incompatible, a suitable replacement font can be downloaded at no charge via Google Fonts.

Roboto is our approved sans serif font that will cover most typographic needs and can be found at the following url: www.fonts.google.com/specimen/Roboto

For PC users, use [these font installation instructions.](#)

For Mac users, [use these font installation instructions.](#)

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07 TYPOGRAPHY

Secondary Fonts

MUSEO*

Museo falls between Museo Slab and Museo Sans, taking parts from both families to create a sophisticated, but more informal font.

This font works well for headlines and shorter amounts of copy.

DOWNLOAD INSTRUCTIONS

*In rare circumstances where our brand typefaces are inaccessible or incompatible, a suitable replacement font can be downloaded at no charge via Google Fonts. **Roboto** is our approved sans serif font that will cover most typographic needs and can be found at the following url: www.fonts.google.com/specimen/Roboto

For PC users, use [these font installation instructions](#).

For Mac users, [use these font installation instructions](#).

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 0123456789

100	300	500	700	900
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07 TYPOGRAPHY

Display Font

VENEER CLEAN*

Veneer Clean is the font used for the ROAR campaign. It is a very bold, strong font and should be used sparingly—ideally in headlines and simple, singular, bold statements which need to stand out.

DOWNLOAD INSTRUCTIONS

*In rare circumstances where our brand typefaces are inaccessible or incompatible, a suitable replacement font can be downloaded at no charge via Google Fonts. **Roboto Condensed** is our approved condensed sans serif font that will cover most typographic needs and can be found at the following url: www.fonts.google.com/specimen/Roboto+Condensed

For PC users, use [these font installation instructions](#).

For Mac users, [use these font installation instructions](#).

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

REGULAR

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

ITALIC

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

08

APPLICATIONS

The following examples demonstrate the brand in application, in a variety of visualized situations and mediums.

UNIVERSITY MARK

BENGAL LOGO

SPIRIT MARK

GENERAL BRANDING

TYPOGRAPHY

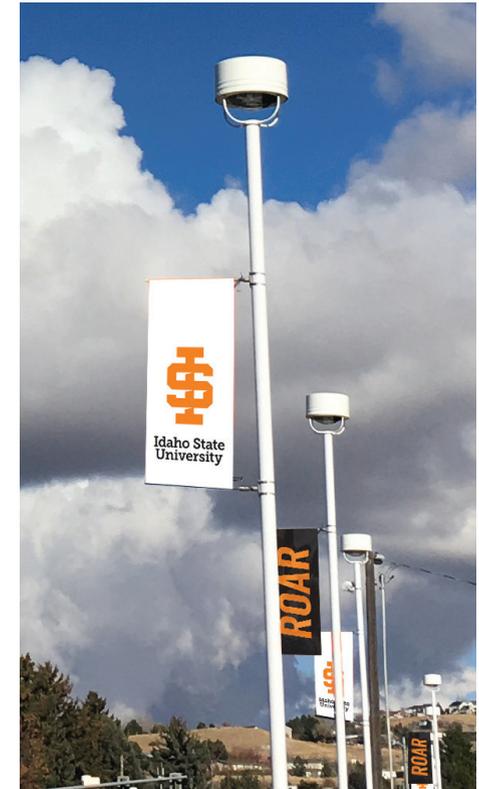
DIGITAL / MOTION GRAPHICS

08 APPLICATION

University Mark

Banners

Always strive for design simplicity while incorporating slight variety, to avoid overly repetitive placement situations.

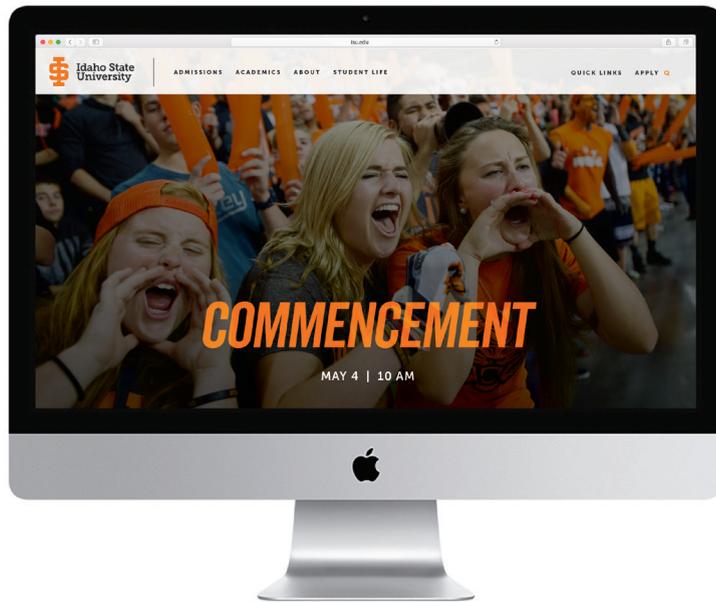


08 APPLICATION

University Mark

Website Header

Navigation development should provide adequate vertical space to maximize the impact of the University Mark.



08 APPLICATION

University Mark

Wearables

Use restraint in sizing the University Mark on wearables and other applications for maximum impact.



08 APPLICATION

Bengal Logo

Campus Applications

Exercise care in sizing the Bengal logo appropriately, and explore sizing the mark with bold cropping to maximize impact.



08 APPLICATION

Bengal Logo

Wearable and Premium Items

The Bengal logo can be used in traditional 'centered' design situations or can also succeed in non-traditional placements.



08 APPLICATION

Spirit Mark

Wearables

Use creativity and care while balancing bold versus restrained solutions with the Spirit Mark.



08 APPLICATION

Typography

Sample Brochure

These design samples help demonstrate the hierarchy and impact relationships possible with the approved typographic families.





ON ADIPISCING:

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— Exerci Tation

09 | LOREM IPSUM DOLOR

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CONSECTETUER ADIPISCING

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DOLORE MAGNA

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LAOREET DOLORE

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Brochure typography
Use type selections, size relationships and negative space to strike the right design solution.

08 APPLICATION

Digital / Motion Graphics

Graphic Samples

These samples demonstrate possibilities in digital presentation design and motion graphic solutions.



ROAA

