



UTAH STATE UNIVERSITY

COLLEGE OF AGRICULTURE AND APPLIED SCIENCES

Visual Identity Guide January 2017

COLLEGE *of*
AGRICULTURE *and*
APPLIED SCIENCES

UtahStateUniversity

TABLE OF CONTENTS

- Introduction** 1
- Color Palette** 2
- Typography and Fonts** 3
- Wordmarks** 4
- Design Elements** 6
- Collateral Material** 7
 - Website 7
 - Letterhead and Envelope 8
 - Business Card 9
 - Presentation Slides 10
 - Examples of Brand Use 11

INTRODUCTION

Brand Overview

A visual identity program provides specific guidelines to help users integrate communications institution wide. The College of Agriculture and Applied Sciences' visual identity guide serves the same purpose and hopes to coordinate better all of CAAS' marketing and communications materials. This includes posters, slides and signs for all college events, such as lectures, presentations and workshops.

The CAAS visual identity guide is split between the college's visuals and recruitment visuals. The choice for this separation is based on the college's decision to coordinate recruitment materials with the university's Admissions Office recruitment materials, re-designed every three years. See the 2015 Recruitment Style Guide for this year's Admissions Office brand.

Utah State University Visual Identity Policy

All university entities are permitted and encouraged to use and pair their names with the Utah State University logo. Official university entities are no longer permitted to create their own logos and marks to be used in place of the university logo. The purpose behind the identity program is to create a more unified image for the university. Exception to this rule involves entities that need to market and brand themselves to remain financially solvent. Entities with special funding and brand identity must get an exemption through the USU main campus office of Public Relations & Marketing.

Equal Employment Opportunity (EEO) Statement

For letterhead, newsletters, job announcements, flyers, and most brochures, the following statement must be used:

Utah State University is an affirmative action/equal opportunity institution.

For publications, fact sheets, and other numbered publications, the following statement must be used:

Utah State University is committed to providing an environment free from harassment and other forms of illegal discrimination based on race, color, religion, sex, national origin, age (40 and older), disability, and veteran's status. USU's policy also prohibits discrimination on the basis of sexual orientation in employment and academic related practices and decisions. Utah State University employees and students cannot, because of race, color, religion, sex, national origin, age, disability, or veteran's status, refuse to hire; discharge; promote; demote; terminate; discriminate in compensation; or discriminate regarding terms, privileges, or conditions of employment, against any person otherwise qualified. Employees and students also cannot discriminate in the classroom, residence halls, or in on/off campus, USU-sponsored events and activities. This publication is issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Kenneth L. White, Vice President for Extension and Agriculture, Utah State University.

COLOR PALETTE

Color is an integral part of the College of Agriculture and Applied Sciences' identity. To maintain recognition of the identity, use the color palette specified below. In addition to Utah State University's dominant color of Aggie Blue, the following shades of blue, green and tan may be used to properly identify CAAS.



C 97 R 1
M 76 G 38
Y 51 B 57
K 57



C 100 R 0
M 80 G 48
Y 38 B 87
K 36



C 85 R 9
M 35 G 131
Y 31 B 155
K 3



C 86 R 0
M 29 G 131
Y 55 B 123
K 8



C 25 R 195
M 22 G 186
Y 43 B 152
K 0



C 15 R 215
M 14 G 209
Y 17 B 203
K 0

TYPOGRAPHY AND FONTS

To create a more uniformed look in all of the college's publications, the following fonts are used. For legibility in official college materials, it is recommended that College of Agriculture and Applied Sciences' faculty and staff use either Univers LT Std or Univers LT Condensed for paragraph text, especially when large bodies of copy are needed. They can pair any of those fonts with Burford, Wisdom Script or Bebas Neue for headings and titles on materials. The preferred colors for body text are black or Aggie Blue.

Univers LT Std
Light, Roman, Bold
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 ~ ! ? " ' \$ % & * () []

Univers LT Condensed
Condensed Light, Condensed,
Condensed Bold
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 ~ ! ? " ' \$ % & * () []

Burford
Base, Dots, Drop Shadow,
Extrude, Inline, Etc...
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 ~ ! ? " ' \$ % & * () []

Memphis
Medium, Light
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 ! ? " ' \$ % & * () []

WORDMARKS

College Wordmark

The College of Agriculture and Applied Sciences has approved wordmarks that must be used on all college materials. Below are six different wordmarks to allow for design flexibility. You may not alter the color or design of these wordmarks.

	Blue	Black	White
Wordmark w/ Tower			
Wordmark Only			

Wordmark Guidelines

Correct use of the college and department logos is very important in order to keep in agreement with the university's visual identity guide and to sustain continuity between the university, college and departments. To maintain the integrity of the CAAS visual identity, a certain amount of space around the wordmark must be kept clear of competing visual elements. The space is based upon the size of the "U" of Utah State. This area of isolation also applies to the different department wordmarks.

The CAAS wordmark should have a proportionally weighted role. The minimum size allowed for a postcard or similarly sized publication is 5/8-inch tall. As the publication size increases, the minimum size of the wordmark should increase proportionally. For example, it would be inappropriate for the wordmark to be reproduced at 1/2-inch on a 4-foot banner. These guidelines also apply to the different department wordmarks.



WORDMARKS CONT.

Departmental and School Wordmarks

The departments and schools within the College of Agriculture and Applied Sciences have approved wordmarks and design elements that can be used in a few different ways. Below is the ADVS wordmark as an example.

	Blue	Black	White
Horizontal Wordmark			
Vertical Tower Wordmark			
Tower Wordmark Stacked			

Other Wordmarks

The College of Agriculture and Applied Sciences seal is reserved for use in connection with the Dean's office. It is primarily used for formal occasions like graduation medallions, awards and certificates. For additional use, the Dean's office must first grant permission. Both the equine program within the Department of Animal, Dairy and Veterinary Sciences and the School of Veterinary Medicine have approved design elements for their emphases. They must be used alongside the college's logo.



Dean's Office Seal for the College of Agriculture



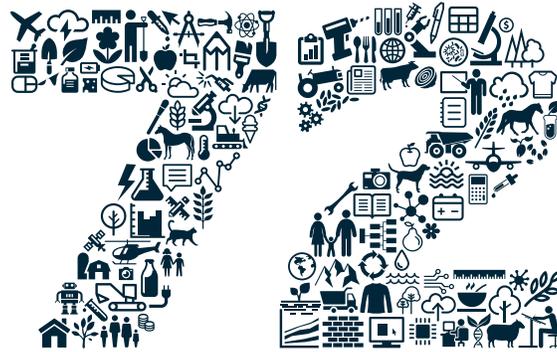
Equine Science Design Element



School of Veterinary Medicine Design Element

DESIGN ELEMENTS

The triangle pattern background can be used in the following colors. Only large text and images should be placed on top of the pattern.



The 72 degrees logo should be used as a large visual element. Logo is not required on CAAS materials.

The triangle border should be used sparingly on CAAS materials. It can be used with or without icons. If using icons, make sure you are using icons relevant to the degree(s) you are promoting.

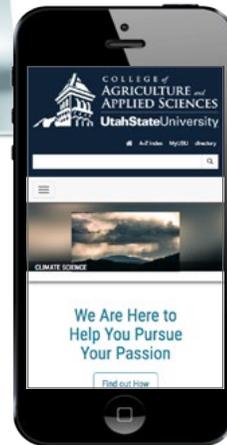
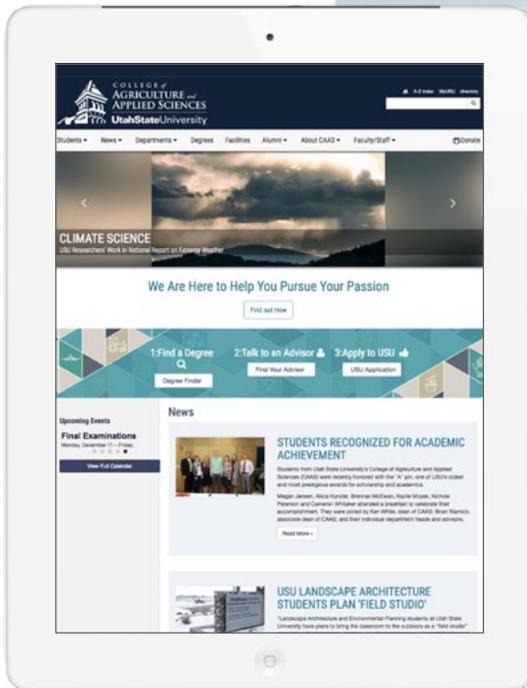
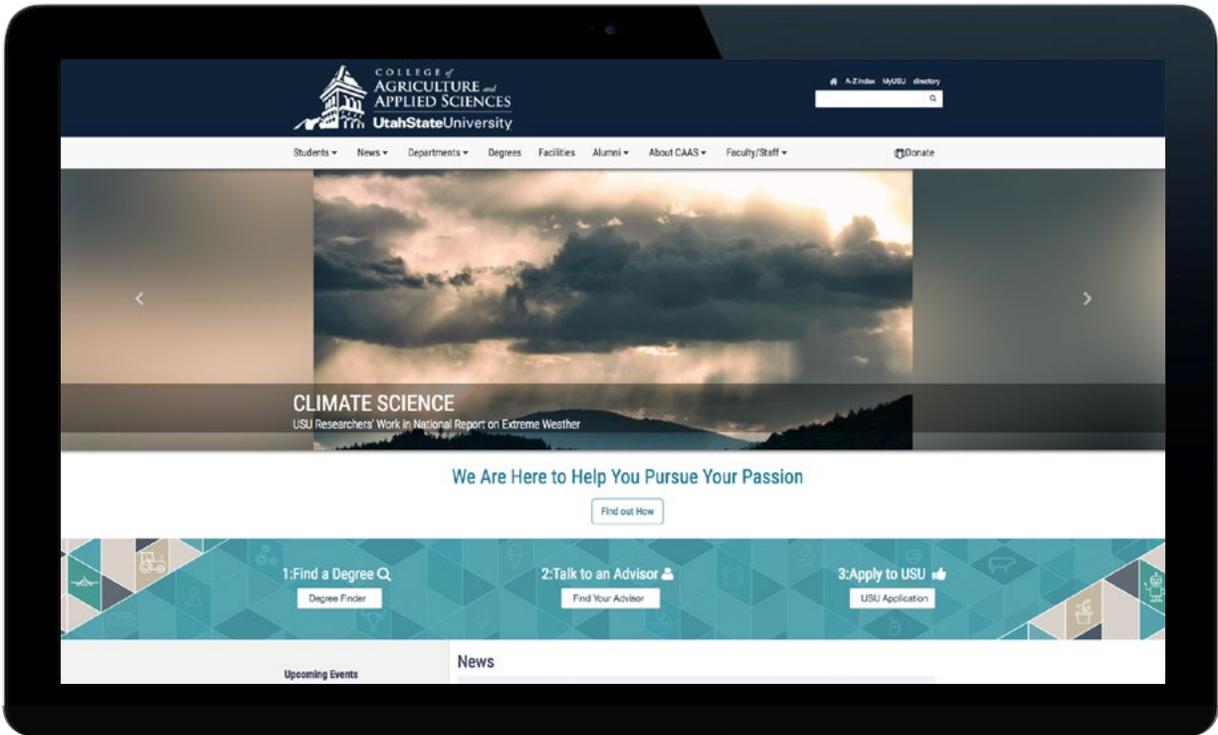


The above icons are available to represent the wide range of degrees that CAAS has to offer. It is recommended that they be used as a pattern, rather than individual icons.



WEBSITE

The College of Agriculture and Applied Sciences' websites are responsive, meaning that they are functional on any device such as a desktop, tablet or smart phone. The website recently went through a redesign. The website template itself is quite simple. The CAAS design elements are applied to the changeable headers and pods on the home page.



LETTERHEAD AND ENVELOPE

In accordance with Utah State University's visual identity guide, the CAAS stationery system follows guidelines set forth by the central Public Relations and Marketing Office. These guidelines can be found at www.usu.edu/prm/identity.

The CAAS wordmark should always be featured at the top left-hand corner of the letterhead. The specific departmental wordmark may be used in place of the CAAS wordmark. In addition, the department may be shown to the right of the wordmark. Contact information should generally be shown at the bottom of the document. Margins on both sides and at the bottom should be 1 inch while the top margin should be 2 inches. The CAAS wordmark should also be featured at the top left-hand corner of the envelope. Contact information should be shown directly below the wordmark.

The diagram illustrates a letterhead template with the following elements and annotations:

- Top Margin:** 2" (indicated by a vertical line on the right side).
- Left Margin:** 1" (indicated by a vertical line on the left side).
- Right Margin:** 1" (indicated by a vertical line on the right side).
- Bottom Margin:** 1" (indicated by a horizontal line at the bottom).
- Logo:** The Utah State University logo, featuring a building illustration, is positioned in the top left corner. A vertical dimension line indicates its height as 0.5".
- Text:** The logo is followed by the text "COLLEGE of AGRICULTURE and APPLIED SCIENCES" and "UtahStateUniversity".
- Departmental Text:** To the right of the logo, the text "ANIMAL, DAIRY & VETERINARY SCIENCES" is displayed.
- Main Content Area:** A large rectangular box contains the following text:

Welcome back students,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod 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. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod 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. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum.

Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.
- Footer:** At the bottom of the page, the following contact information is provided:

1400 Old Main Hill Logan, UT 84322-0500 Ph: (435) 797-1250 Fax: (435) 797-2117
caas.usu.edu

This inset diagram shows the logo and contact information for the College of Agriculture and Applied Sciences at Utah State University. The logo features a building illustration and the text "COLLEGE of AGRICULTURE and APPLIED SCIENCES" and "UtahStateUniversity". Below the logo, the contact information is listed:

Utah State University
4800 Old Main Hill
Logan, UT 84322-4800

BUSINESS CARD

Business cards are available in the following template. The name, title, address, email address, and phone numbers must be included. Only Aggie Blue or blank ink may be used on the card. The CAAS wordmark must be featured at the top.



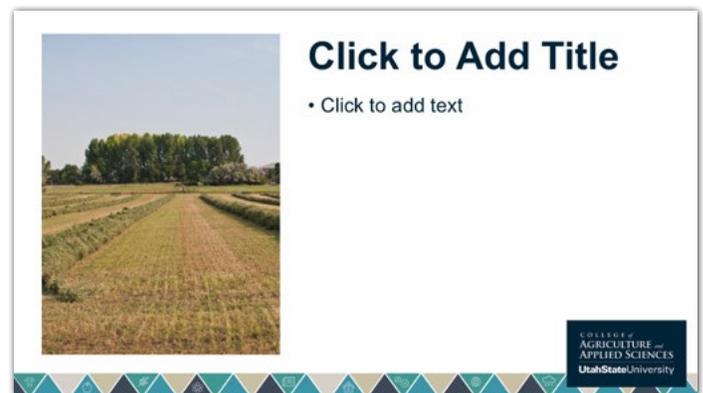
PRESENTATION SLIDES

The following PowerPoint template is available for your use. You are allowed to develop your own PowerPoint template, but it must include both wordmarks on the title slide, have a professional clean design, and follow the branding guidelines of the School of Veterinary Medicine.

Title Slide



Content Slide

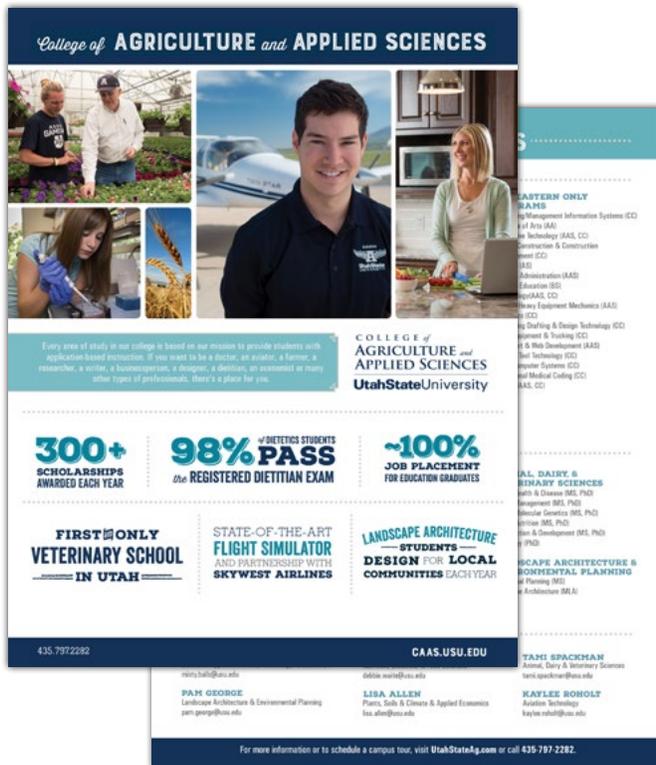


Content Slide

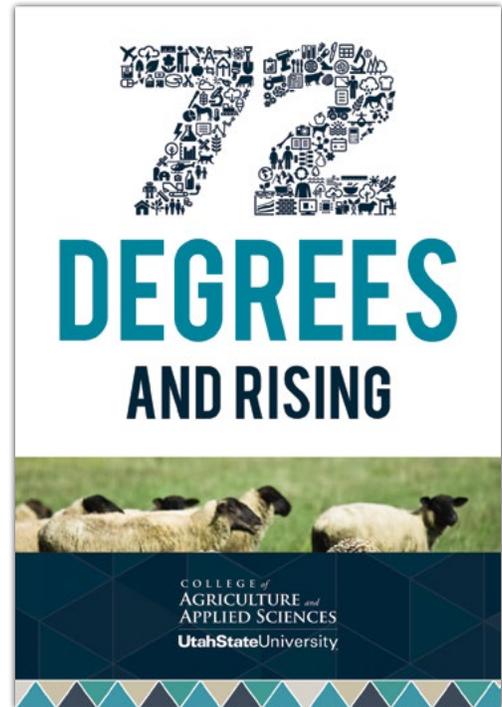
EXAMPLES OF BRAND USE



Street Banners



Degrees Handout



Window Artwork

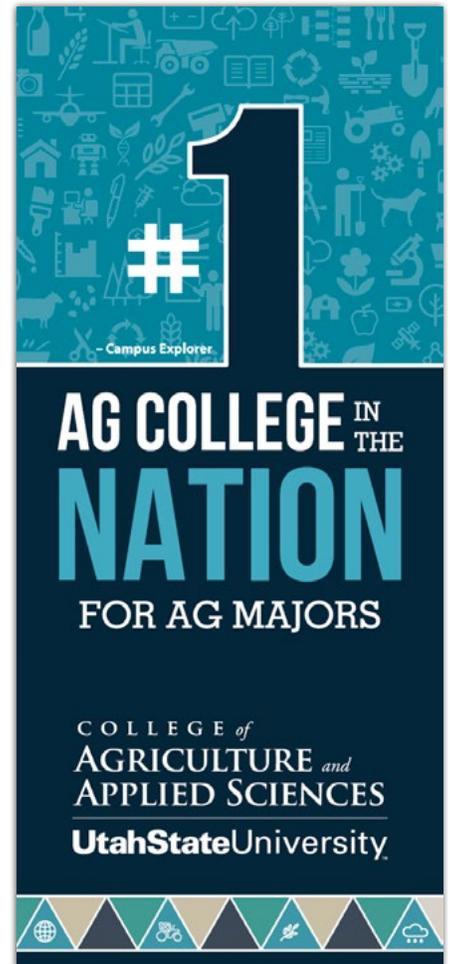
EXAMPLES OF BRAND USE CONT.



Billboard



Street Banners



Pull-up Banner