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OVERVIEW OF BRAND PERSONALITY

A visual identity program provides specific guidelines to help users integrate communications institution wide. The Utah State University School of Veterinary Medicine’s visual identity guide serves the same purpose with the hope to better coordinate all of the school’s marketing and communications materials. This includes wordmarks, magazines, posters, brochures, slides and signage for all events, such as lectures, presentations and workshops. These guidelines will help foster a more professional and consistent visual identity for the School of Veterinary Medicine.

The brand personality describes the individuality and character of the USU School of Veterinary Medicine. It describes how the organization would like to be perceived by target audiences, and outlines the characteristics that should be expressed through the design elements, tone, and style of the brand presentation. The school’s brand personality consists of a simple, professional design. By using plenty of white space, the brand can avoid complications and keep the design focused on the subject matter. Throughout this visual identity guide are examples of how to use this design on several materials. The goal is to give the USU School of Veterinary Medicine a consistent and distinct personality that will complement Utah State University main campus marketing strategies.

For additional questions, contact Sheri Anderson at sherri.anderson@usu.edu or Olivia Yeip at olivia.yeip@usu.edu. For marketing resources, visit: caas.usu.edu/marketing.

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. The 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.
Color is an integral part of the USU School of Veterinary Medicine’s (SVM) 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 colors may be used to properly identify the school. Additional white space will often be used on the school’s collateral material. In rare cases, other colors are appropriate but must be approved prior to use.

**COLOR PALETTE**

AGGIE BLUE

C 100
M 58
Y 23
K 77

BLUE

C 100
M 55
Y 0
K 55

LIGHT BLUE

C 91
M 67
Y 15
K 2

GREY

C 0
M 0
Y 0
K 78

GOLD

C 39
M 51
Y 75
K 18

LIGHT GOLD

C 31
M 37
Y 50
K 2
To create a more uniformed look in all of the college’s publications, the following fonts should be used. For legibility in official SVM materials, use of Lato or Roboto Condensed of recommended for paragraph text, especially when large bodies of copy are needed. Those fonts may be paired with Minion Pro Semibold or Dustimo Roman for headings and titles on materials. The preferred colors for body text are black or Aggie Blue.

**Minion Pro Semibold**

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 ~ ! ? " " $ @ % & * ( ) []

**Dustimo Roman**

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 ~ ! ? " " $ @ % & * ( ) []

**Roboto Condensed**

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 ~ ! ? " " $ @ % & * ( ) []

**Lato**

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 ~ ! ? " " $ @ % & * ( ) []
USU SCHOOL OF VETERINARY MEDICINE WORDMARK

The USU School of Veterinary Medicine has approved wordmarks that must be used on all school materials. Below are six different wordmarks to allow for design flexibility. Do not alter the color or design of these wordmarks. All wordmarks are available for download here.

WORDMARK GUIDELINES

Area of Isolation: To maintain the integrity of the USU School of Veterinary Medicine 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.

Placement and Size: The USU School of Veterinary Medicine wordmark must be placed on the front cover of all printed and electronic communications for quick university identification. The wordmark may be placed anywhere on the page. It should have a proportionally weighted role. The minimum size allowed is 5/8-inch tall for the tower wordmark and 1/2-inch tall for the wordmark without the tower. 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.
WIMU WORDMARK

The WIMU (Washington, Idaho, Montana, Utah Regional Program in Veterinary Medicine) wordmark must be used with the USU School of Veterinary Medicine wordmark on all printed and electronic communications. It should be slightly smaller than the SVM logo; Utah State University should be prominent on all materials. Below are three different wordmarks to allow for design flexibility. Do not alter the color or design of these wordmarks.

WORDMARK GUIDELINES

Area of Isolation: A certain amount of space around the WIMU wordmark must be kept clear of competing visual elements. Below are guidelines indicating the space that must be kept clear.

Placement and Size: The WIMU wordmark must be placed on the front cover of all printed and electronic communications, next to the USU School of Veterinary Medicine wordmark. It should have a proportionally weighted role and should be slightly smaller than the SVM wordmark.
USU SCHOOL OF VETERINARY MEDICINE SEAL
The USU School of Veterinary Medicine seal may be used on all materials, but cannot be used in place of the school wordmark. Both the USU wordmark and WIMU wordmark must be used in addition to the seal on print materials. The USU wordmark must be used with the seal on clothing.
EXAMPLES OF BRAND USE

MAGAZINE

The School of Veterinary Medicine has developed a magazine for students, alumni and friends of the school. The first edition was published in Spring of 2016. The magazine is a great example of how the color schemes, typography, wordmarks, and design elements should be used on the school's materials. The first edition of the magazine can be viewed here.
Business cards are available in the following template. The name, title, address, email address, and phone numbers must be included. Only Aggie Blue or black ink may be used on the card. To order personalized business cards, click here.
The following is an example of an acceptable letterhead design. The wordmark should always be featured at the top left-hand corner of the letter. Contact information should generally be shown at the bottom of the letter. Margins on both sides and at the bottom should be 1 inch, while the top margin should be 2 inches. To order this letterhead, click here.

For acceptable envelope design, the wordmark should be featured at the top left-hand corner. Contact information should be shown directly below the wordmark, flush left. It may be printed in Aggie Blue or black ink. To order this envelope, click here.
WIMU LETTERHEAD AND ENVELOPE

COLLATERAL MATERIAL

The following is an example of an acceptable WIMU letterhead design. The WIMU wordmark should always be featured at the top right-hand corner of the letter, while the USU wordmark should be at the top left-hand corner. Contact information should be shown below the USU wordmark.

When using the WIMU letterhead, the standard envelope with the SVM wordmark should be used.
Below are two flyer templates to make materials more unified. These templates can be used for events, presentations, or other promotional activities. The design may be altered if needed, but must follow the branding guidelines. These templates are available to download at [caas.usu.edu/marketing/templates](http://caas.usu.edu/marketing/templates).
The following PowerPoint template is available for your use. You may develop your own PowerPoint template, but it must include both wordmarks in the presentation, have a professional clean design, and follow the branding guidelines of the School of Veterinary Medicine. This template is available to download at caas.usu.edu/marketing/templates.
Below are two examples of acceptable thank you cards. Thank you cards must be clean and professional and include both wordmarks. When mailing or handing out thank you cards, please use an envelope that will match the branding guidelines.
Below is the official student I.D. that all SVM students will receive.
The following tracking and billing invoice is available for your use. You may alter the layout as needed, but it must always include both wordmarks, have a professional clean design, and follow the branding guidelines of the School of Veterinary Medicine. This excel template is available to download at caas.usu.edu/marketing/templates.

### TRACKING AND BILLING INVOICE

**Invoice No:** ###  |  **Invoice Date:** Date here

#### REMIT TO
- **NAME:** USU School of Veterinary Medicine
- **ADDRESS:** Office of Academic and Student Services
  Attn: Michael S. Bishop
  USU School of Veterinary Medicine
  4815 Old Main Hill
  Logan, UT 84322
- **PHONE:** (435) 797-8786
- **EMAIL:** michael.s.bishop@usu.edu

#### BILL TO
- **NAME:** Name here
- **ADDRESS:** Address line 1
  Address line 2
  Address line 3
- **PHONE:** Phone number here
- **EMAIL:** Email address
- **FAX:** ######

#### SHIPPING METHOD: Shipping method here  |  **SHIPPING DATE:** Date here

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>UNITS</th>
<th>COST PER UNIT</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description goes here</td>
<td>Units here</td>
<td>Cost per unit here</td>
<td>Amount</td>
</tr>
<tr>
<td>Description goes here</td>
<td>Units here</td>
<td>Cost per unit here</td>
<td>Amount</td>
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<td>Description goes here</td>
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<td>Cost per unit here</td>
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<td>Description goes here</td>
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<tr>
<td>Description goes here</td>
<td>Units here</td>
<td>Cost per unit here</td>
<td>Amount</td>
</tr>
</tbody>
</table>

| Description goes here| Units here | Cost per unit here | Amount |

**Invoice Subtotal**  |  Amount
**Freight**  |  Amount
**Tax**  |  Amount
**Other**  |  Amount
**Deposit Received**  |  Amount

**TOTAL**  |  Amount

Please make all checks payable to:

**USU SCHOOL OF VETERINARY MEDICINE**  |  **Total due in 30 days**

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**USU School of Veterinary Medicine | Visual Identity Guide | February 2017**
Examples of t-shirt designs are shown below. The color of the t-shirt must be a neutral color or fit one of the colors from the color palette on page 2. All t-shirt designs must be approved prior to print by Heidi Adams at heidi.adams@usu.edu.