



UTAH STATE UNIVERSITY

COLLEGE OF AGRICULTURE *AND* APPLIED SCIENCES

Visual Identity Guide

JANUARY 2016

COLLEGE *of*
AGRICULTURE *and*
APPLIED SCIENCES
UtahStateUniversity

STRATEGY | PERSONALITY | DESIGN | EXECUTION



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INTRODUCTION

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.

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.

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 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
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
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 ! ? " ' \$ % & * () []*

Wisdom Script
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 ~ ! ? " ' \$ % & * () []

Bebas Neue
Regular

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.

 <p>COLLEGE of AGRICULTURE and APPLIED SCIENCES</p> <p>UtahStateUniversity</p>	U	5/8"	 <p>COLLEGE of AGRICULTURE and APPLIED SCIENCES</p> <p>UtahStateUniversity</p>
		5/8"	<p>COLLEGE of AGRICULTURE and APPLIED SCIENCES</p> <p>UtahStateUniversity</p>

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

A triangle "grid" can be placed over images using the official color palette. Outline the triangles with white borders.



Icons relating to the content may be used. Use this specific style of icon.

Background can use a gradient as long as it's subtle.

Official 72 degrees logo can be used if needed. For large text, this style of wording can also be applied.

Images are used as a backdrop behind the triangles. Be sure to use high-quality images that will represent the college in a positive manner.

The official college wordmark should be used on all materials (with or without the tower).

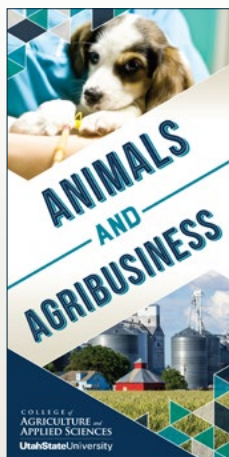
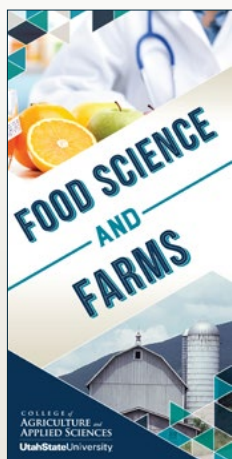
COLLEGE of
AGRICULTURE and
APPLIED SCIENCES
UtahStateUniversity

BANNERS AND SIGNAGE

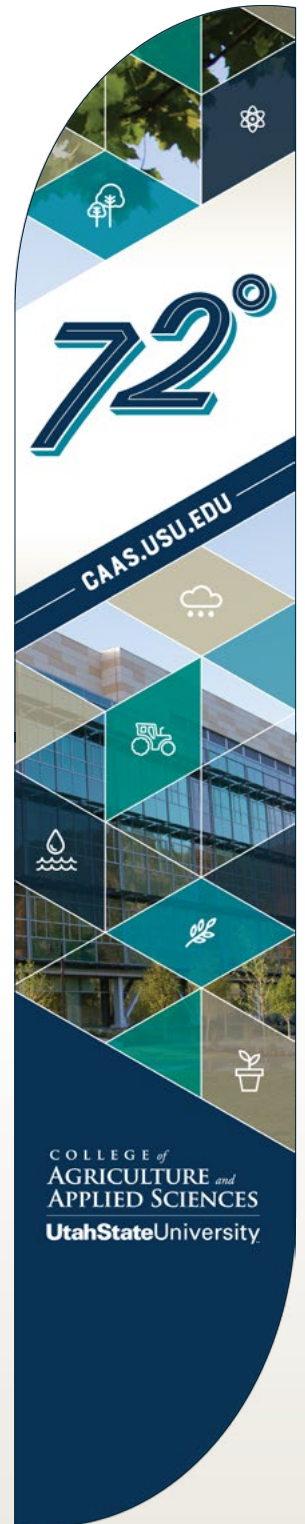


Banner Wall

Welcome Back Street Banner



Major Street Banners



Flag Banner

AWARDS & HONORS BANQUET

ANNUAL AWARDS & HONORS BANQUET

Official Logo



DR. SHIH-YU (SIMON) WANG Faculty Researcher of the Year

Exemplary research takes time, commitment and passion. Dr. Shih-Yu (Simon) Wang demonstrates all three of these characteristics while exploring and introducing new facets of climate prediction.

With a Ph.D. in meteorology from Iowa State University and master's and bachelor's degrees in atmospheric sciences from the National Central University in Taiwan, Simon brings unique insights to his position as an associate professor in the Department of Plants, Soils and Climate, and to discovering the causes of extreme events such as the California drought, Texas floods and Southeast Asian rainstorms.

He has published extensively on important climate issues as the lead author of 50 journal articles, three books and a fourth in press, and has given presentations at conferences. He also makes outstanding efforts to connect the research to the public.

In recognition of his outstanding research, the College of Agriculture and Applied Sciences is pleased to present Dr. Simon Wang with the 2015-2016 Faculty Researcher of the Year Award.

Citation Posters



Citation Sheets



Registration Posters



Scholarship Posters

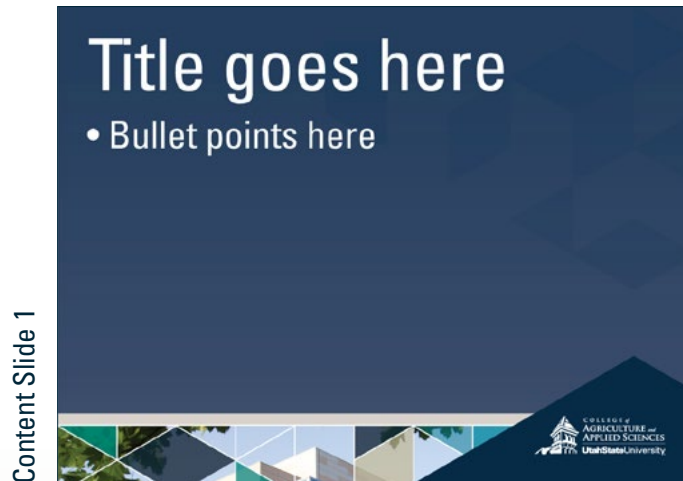


Program

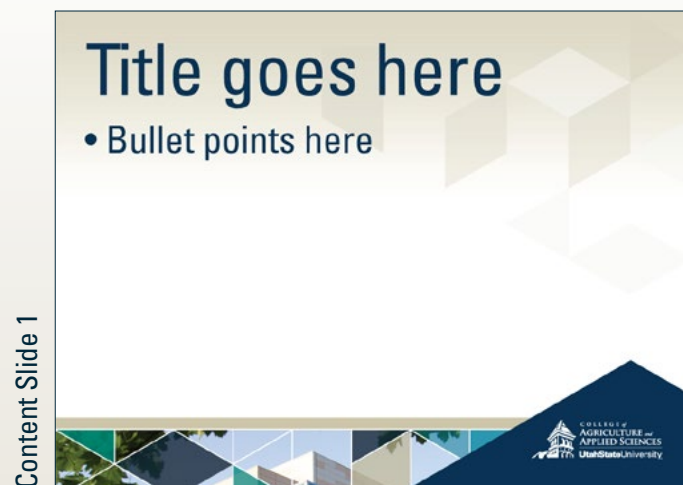
PRESENTATION SLIDES



Title Slide



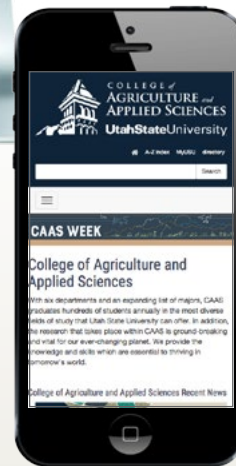
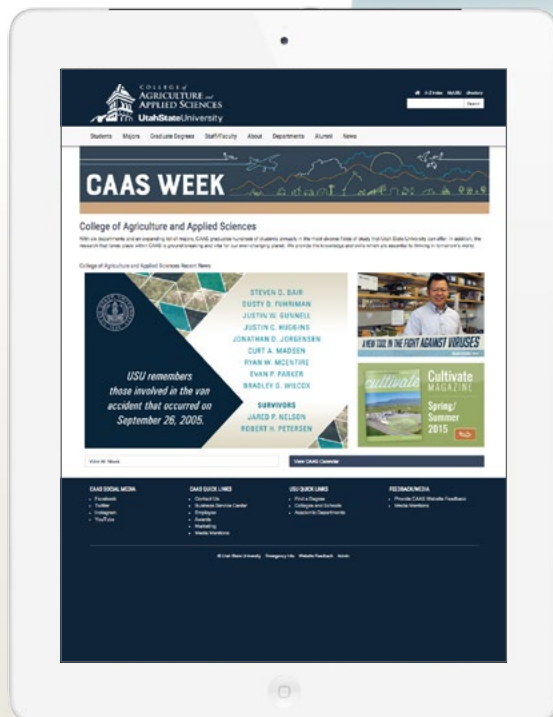
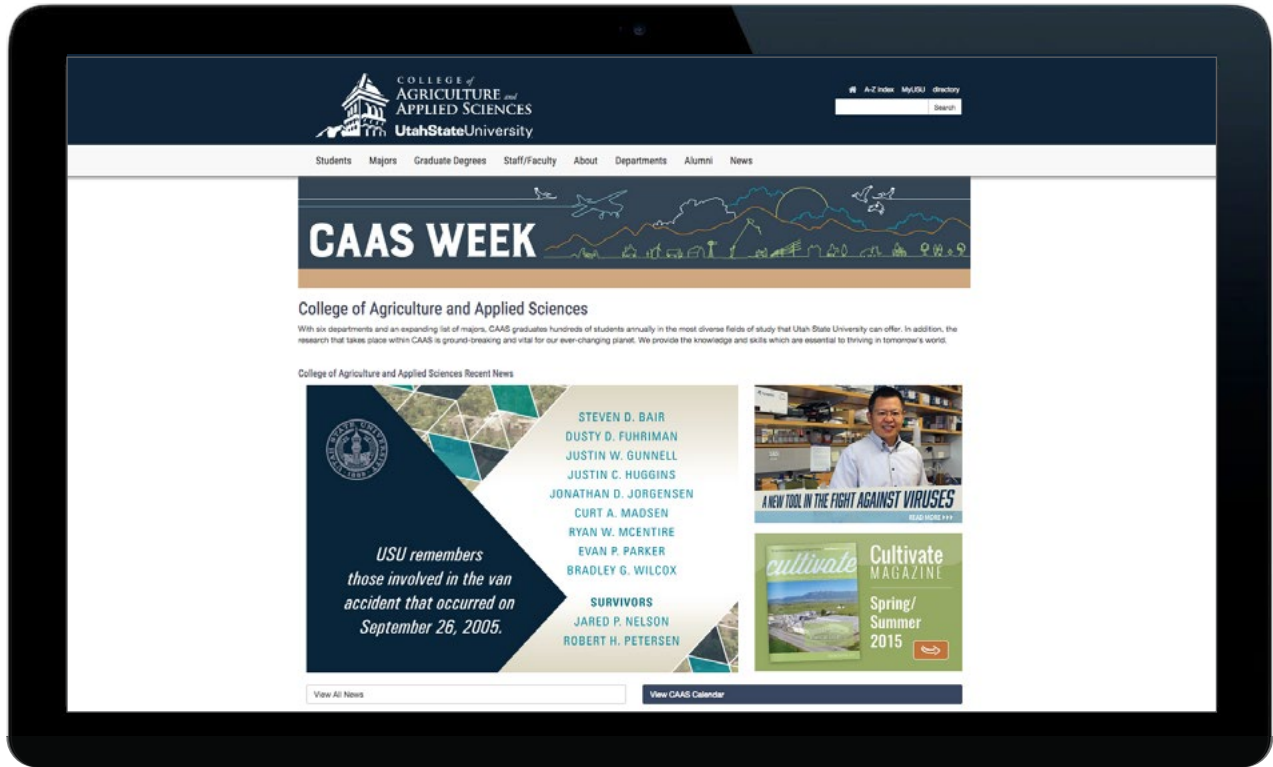
Content Slide 1



Content Slide 1

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.



BUSINESS CARDS AND LETTERHEAD

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.

LETTERHEAD DESIGN: The CAAS wordmark should always be featured at the top left-hand corner of the document. 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.

ENVELOPE DESIGN: The Extension wordmark should always be featured at the top left-hand corner. Contact information should be shown directly below the wordmark.

BUSINESS CARD DESIGN: CAAS faculty and staff business cards should feature the CAAS wordmark at the top.

Letterhead

0.5"

Top Margin: 2"

1"

COLLEGE of
AGRICULTURE and
APPLIED SCIENCES
UtahStateUniversity

ANIMAL, DAIRY &
VETERINARY SCIENCES

Welcome back students,

1" Margin: 1" Margin: 1"

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

COLLEGE of
AGRICULTURE and
APPLIED SCIENCES
UtahStateUniversity

John William Doe
Cache County Office, Membership Coordinator

4900 Old Main Hill
Logan, UT 84322-4900
extension.usu.edu

Office (435) 797-7777
Fax: (801) 797-7778
john.doe@usu.edu

Business Card

COLLEGE of
AGRICULTURE and
APPLIED SCIENCES
UtahStateUniversity

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

Envelope

EXAMPLES OF BRAND USE



Degree Handout



Social Media Image



Sandra Postel Lecture Flyer

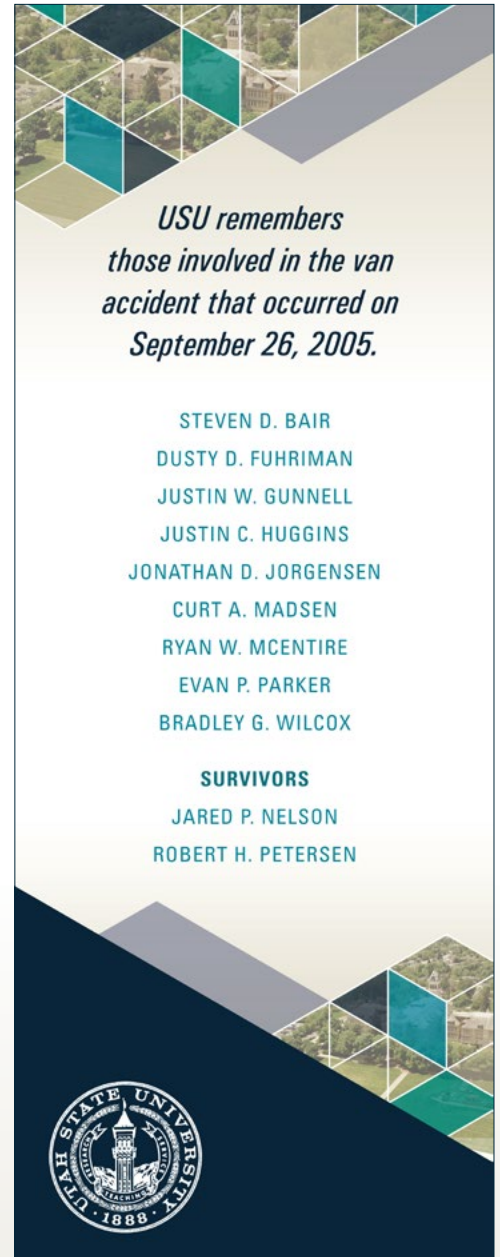


Ice Cream with the Dean Image

EXAMPLES OF BRAND USE CONT.



APEC Yard Signs



Pull-up Banner