

UTAH STATE UNIVERSITY SCHOOL *of*
VETERINARY MEDICINE
————— **VISUAL IDENTITY GUIDE** —————



{ MARCH 2017 }

SCHOOL *of*
VETERINARY MEDICINE
UtahStateUniversity[™]



WASHINGTON | IDAHO | MONTANA | UTAH
WIMU
REGIONAL PROGRAM in VETERINARY MEDICINE

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BRAND OVERVIEW

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 sheri.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 PALETTE

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.



**AGGIE
BLUE**

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



BLUE

C 100 R 0
M 55 G 55
Y 0 B 103
K 55



**LIGHT
BLUE**

C 91 R 37
M 67 G 93
Y 15 B 151
K 2



GREY

C 0 R 92
M 0 G 93
Y 0 B 96
K 78



GOLD

C 39 R 142
M 51 G 111
Y 75 B 75
K 18



**LIGHT
GOLD**

C 31 R 177
M 37 G 154
Y 50 B 130
K 2

TYPOGRAPHY

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

WORDMARKS

USU SCHOOL OF VETERINARY MEDICINE WORDMARK

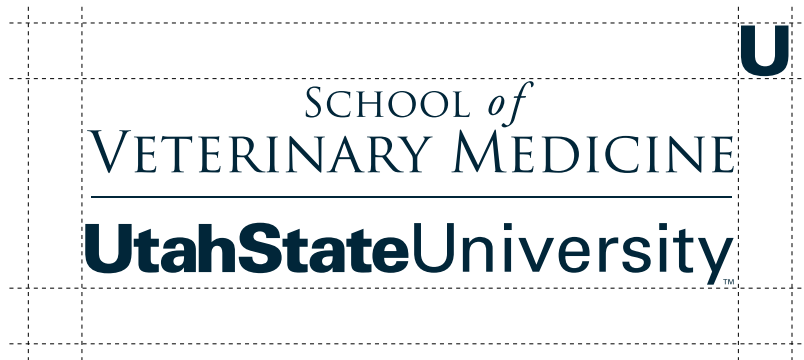
The USU School of Veterinary Medicine has approved wordmarks that must be used on all school materials. Below are six different wordmarks to allow for design flexibility. Do not alter the color or design of these wordmarks.

	Blue	Black	White
Wordmark w/ Tower			
Wordmark Only			

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.



WORDMARKS CONT.

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.

Color

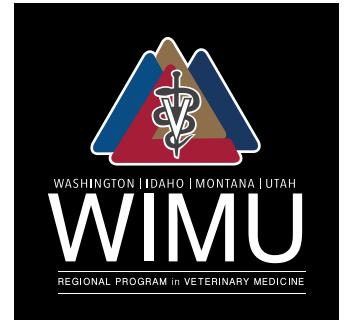
Black

White

Primary
Logo



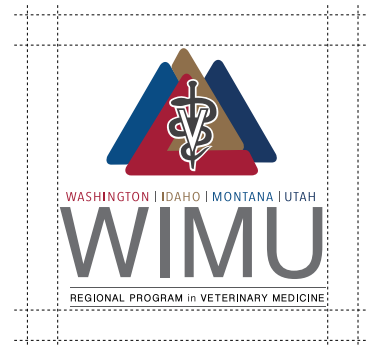
Secondary
Logo



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.



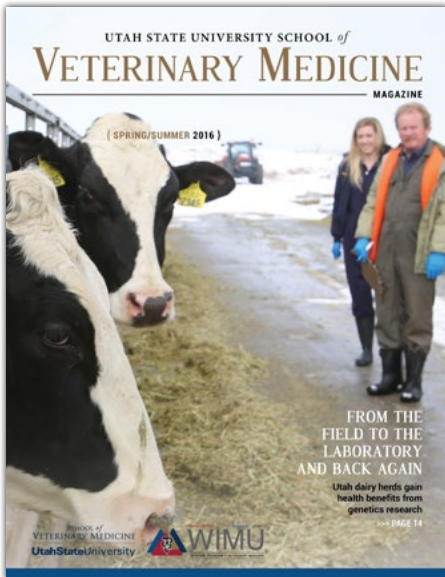
USU SCHOOL OF VETERINARY MEDICINE SEAL

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.



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 CARD

COLLATERAL MATERIAL

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](#).

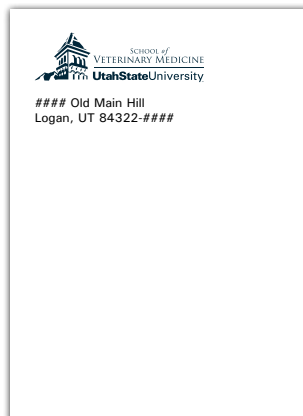


LETTERHEAD AND ENVELOPE

COLLATERAL MATERIAL

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 letterheads, [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 envelopes, [click here](#).



WIMU LETTERHEAD AND ENVELOPE

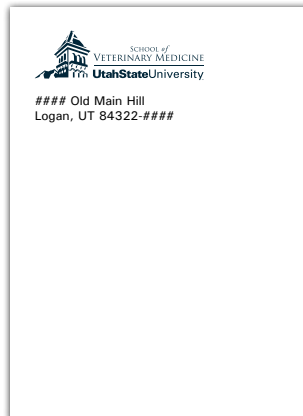
COLLATERAL MATERIAL

The following is an example of an acceptable letterhead design including the WIMU wordmark. The SVM wordmark should always be featured at the top left-hand corner of the letter, with the WIMU wordmark to the right. 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 1.75 inches. To order letterheads, [click here](#).

When using the WIMU letterhead, the standard envelope with the SVM wordmark should be used.

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

- Top Left:** SVM logo (Utah State University School of Veterinary Medicine) with a vertical dimension of 0.5" and a horizontal dimension of 0.75" from the left edge.
- Top Right:** WIMU logo (Regional Program in Veterinary Medicine) with a vertical dimension of 1.75" from the top edge.
- Body Text:** Three paragraphs of placeholder text. The left and right margins are both 1".
- Bottom:** Contact information: ##### Old Main Hill, Logan, UT 84322-####, PH: (435) 797-####, FAX: (435) 797-####, vetmed.usu.edu.



FLYER TEMPLATES

COLLATERAL MATERIAL

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. This template is available to download at caas.usu.edu/marketing.



**Wednesday
November 15
7-9:30PM**

Location Here
Street Address Here
City, State, Zip Code

Cost Here

vetmed.usu.edu

SCHOOL OF VETERINARY MEDICINE

**Name of Event,
Talk, etc.**


Subhead for event

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.



**Name of Presentation,
Event, Talk, etc.**

Subhead for Event





**Wednesday
November 15
7-9:30 PM**

Location Here
Street Address Here
City, State, Zip Code

Cost Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

vetmed.usu.edu

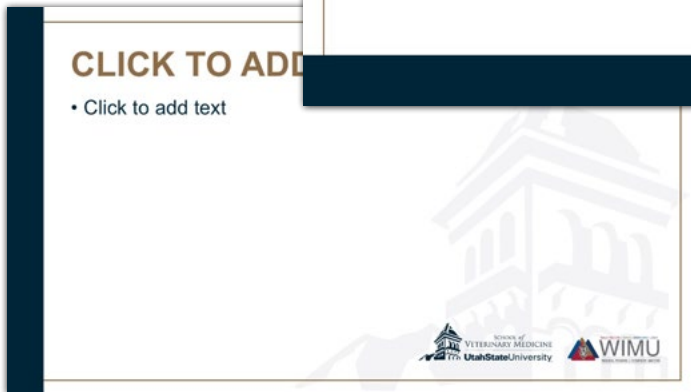
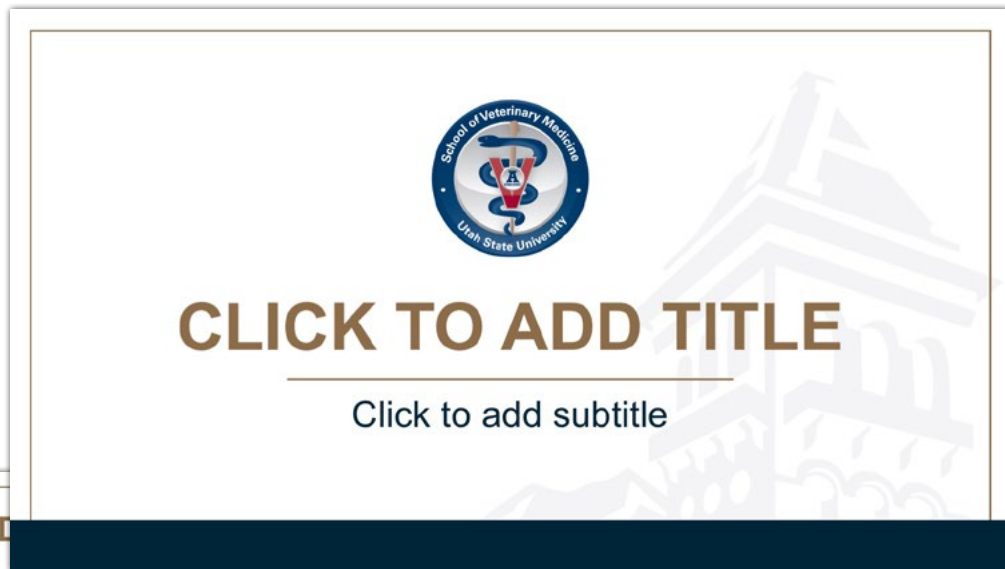


POWERPOINT PRESENTATION

COLLATERAL MATERIAL

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.

Title Slide



Content Slide



Content Slide

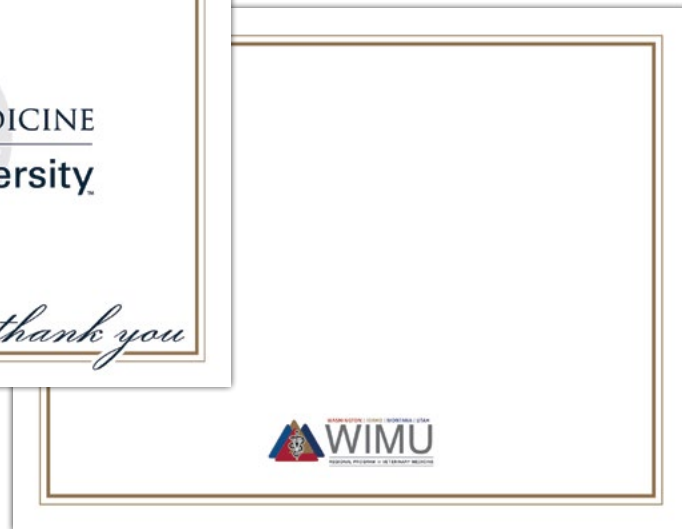
THANK YOU CARDS

COLLATERAL MATERIAL

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.



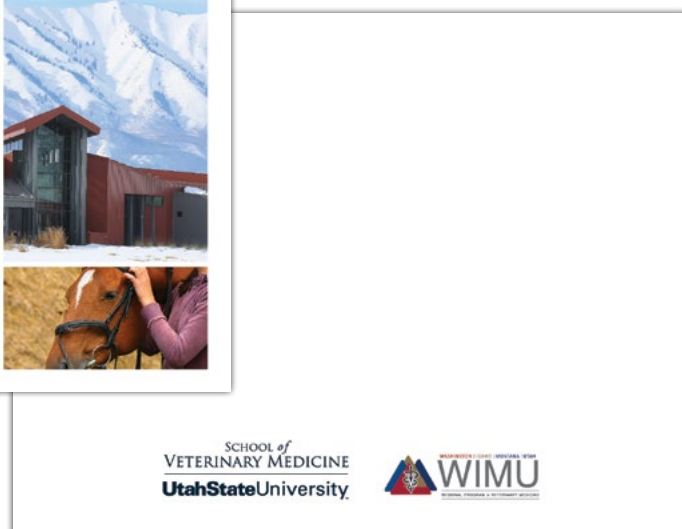
Front



Back



Front



Back

STUDENT I.D.

COLLATERAL MATERIAL

Below is the official student I.D. that all SVM students will receive.



TRACKING AND BILLING INVOICE

COLLATERAL MATERIAL

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.



TRACKING AND BILLING INVOICE

Invoice No: ### Invoice Date: Date here

REMIT TO	BILL TO
NAME USU School of Veterinary Medicine	NAME Name here
ADDRESS Office of Academic and Student Services Attn: Michael S. Bishop USU School of Veterinary Medicine 4815 Old Main Hill Logan, UT 84322	ADDRESS Address line 1 Address line 2 Address line 3
PHONE (435) 797-8786	PHONE Phone number here
EMAIL michael.s.bishop@usu.edu	EMAIL Email address
	FAX #####
SHIPPING METHOD: Shipping method here SHIPPING DATE: Date here	

DESCRIPTION	UNITS	COST PER UNIT	AMOUNT
Description goes here	Units here	Cost per unit here	Amount
Description goes here	Units here	Cost per unit here	Amount
Description goes here	Units here	Cost per unit here	Amount
Description goes here	Units here	Cost per unit here	Amount
Description goes here	Units here	Cost per unit here	Amount
Description goes here	Units here	Cost per unit here	Amount

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

Please make all checks payable to:
USU SCHOOL OF VETERINARY MEDICINE *Total due in 30 days*

	TOTAL	Amount
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SCHOOL of
VETERINARY MEDICINE
Utah State University



WIMU
REGIONAL PROGRAM - VETERINARY MEDICINE

T-SHIRTS

COLLATERAL MATERIAL

Examples of t-shirt designs are show 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.



Short-sleeved



Long-sleeved

