

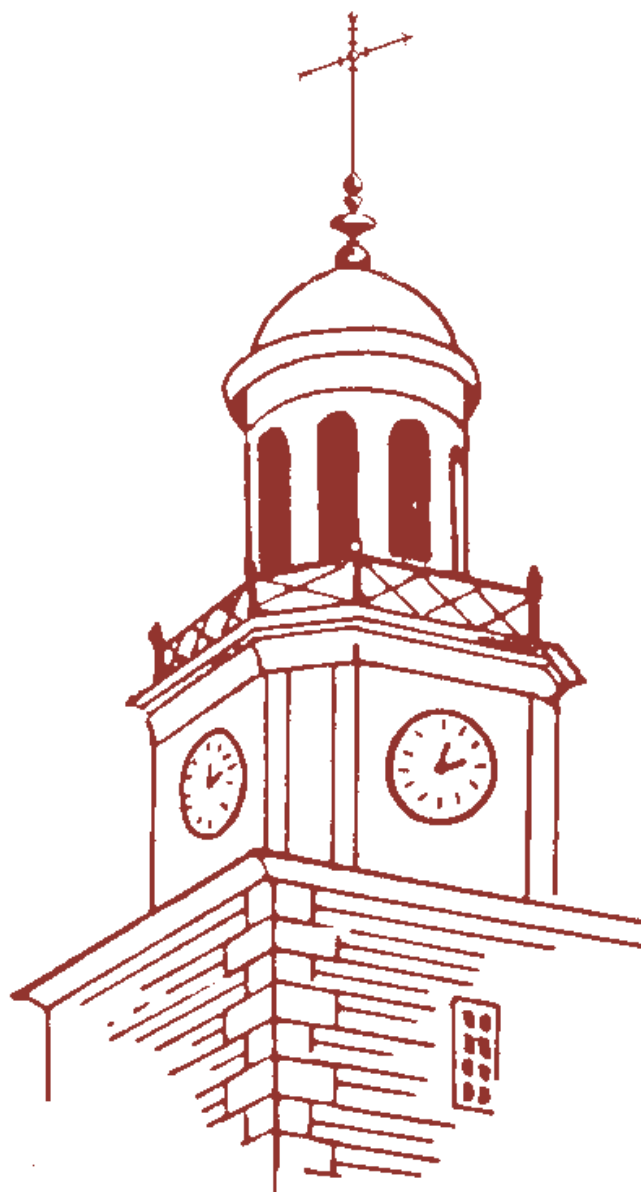
# Graphic Standards Manual

# Salisbury

*UNIVERSITY*

This guide will provide you with the basic knowledge of the guidelines for using the Salisbury University identity. Understanding the content of this guide is crucial for anyone working with the identity. Please take the time to familiarize yourself with the proper and fundamental use of the signature and supportive identity standards.

Salisbury University  
Publications Office  
September 2002



# Graphic Standards Manual



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## Introduction

We're happy to introduce the new brand identity for Salisbury University. With this new identity comes the responsibility of promoting SU in a manner that is both consistent and coordinated. It is imperative that the graphic standards set forth in this manual are followed precisely and correctly in every application to effectively build awareness in our markets. This *Graphic Standards Manual* is specifically designed to coordinate our communications practices. It sets the graphic communications standards that will give SU a consistent visual identity in all its applications from stationery, to signage, advertising and Web sites. By standardizing our graphics, we support our primary communication objective, establishing SU as a mark of the highest quality. Using our signature correctly also reinforces the legal protections of our Service Mark.

This guide will make it easy to implement effective communications. In fact, the strength of SU's communications and its identity lies in the effective, ongoing usage of this manual.

## Logo Standards

The new logo for Salisbury University is the primary visual and written communication element for SU. The strength of the University's identity and effectiveness of its communications are dependent upon the consistent usage of the logo as outlined in the manual.

This manual is available in PDF and can be printed out or electronically sent to any commercial printing company.

Please direct any questions regarding the usage of Salisbury University's logo identities to:

Sue Eagle  
Director of Design  
Phone: 410-543-6029  
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## Salisbury University Logo Mission Statement

Effective June 2001, Salisbury University is the official name of the school formerly known as Salisbury State University. It is incorrect to refer to the University by its former name. On first reference, correct usage is the full name of the University—Salisbury University; on second and continuing references it is acceptable to use SU.

SU has a new logo. The overarching goal that drove the design development of the new SU logo was to create a mark that would be graphically unique to the university and effectively communicate the heritage and value it represents to the public.

The words “Salisbury University” were specifically designed to be classic—simple, elegant forms comprised of a classical typeface—Baskerville.

The sea gull icon is a reference to our location (just 30 miles from the Atlantic Ocean), to our school mascot and to the soaring goals of our students. With the combination of sea gull and letterforms, the total unit becomes a unique, very functional identifier for SU. These elements are locked together and should never be separated. Always use the approved artwork, do not try and recreate it.



## Orientation

There are two uniquely different logos that can be used. Please see notes next to each version for usage guidelines.

## Horizontal

This version should be used for all horizontal formats such as brochures, posters, vehicles, etc.



## Vertical

This version should be used for all vertical formats such as business cards, folders, etc. The only exception is the official letterhead.





## Colors

The SU logotype when printed must be in either its two-color version (PMS 188 and PMS 123) or one-color version (Black, White or PMS 188).

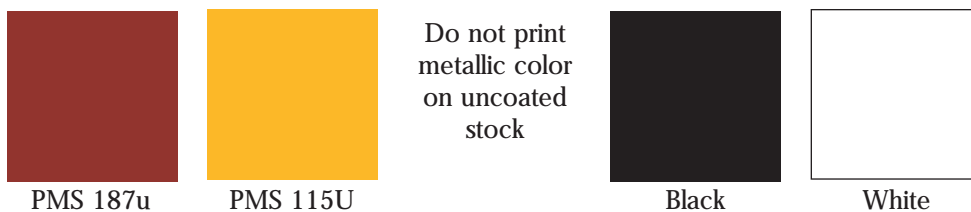
- Maroon PMS 188.. process color tint mix = 79m, 65y, 47k
- Gold PMS 123... process color tint mix = 30m, 94y
- Metallic Gold PMS 874... this is to be used for elegant print media or signage
- Black
- White



### COATED stock colors



### UNCOATED stock colors





The following are approved color treatment variations of the logo:



PMS 123 sea gull  
PMS 188 type



Solid PMS 188  
type and sea gull



Screened  
PMS 188 type  
and sea gull



All black



All white  
in dark field



Embossed –  
Print version



Embossed –  
Web version



PMS 123 sea gull  
PMS 188 type



All PMS 188C



All black



## Typography

The preferred typeface for use in business communication pieces (for body copy) in conjunction with the SU logo is a San Serif font. The San Serif font may be used in its various forms (regular, italic, bold, condensed or extended).

For stationery the font is Optimum. The font used for the words “Salisbury University” is Baskerville. If you do not have the approved typeface or have additional questions, please contact Susan Eagle at 410-543-6029 for assistance.

Optimum

*Optimum Italic*

**Optimum Bold**

***Optimum Bold Italic***

Baskerville

*Baskerville Italic*

**Baskerville Bold**

***Baskerville Bold Italic***

## Logo Usages

### Positioning

The minimum clear space surrounding the SU logo must always be at least the height of the type in the SU logo being used (X-width, see below). The minimum clear space (X-width) must be allowed on all four sides of the logo. This applies to both the vertical and horizontal formats.





## Proportions and Graphic Elements

The SU logo is always to be used in its original, as designed, proportions. Never condense, expand or distort the logo beyond its original proportions.



In addition, the typeface that comprises the words “Salisbury University” within the logo is a custom designed typeface. As a result, a “similar” typeface cannot be substituted for the letters “Salisbury University” within the logo. Always use the complete logo as supplied in this manual for all your logo application requirements.

To ensure readability, never reproduce the logos smaller than indicated here:



SU’s identity and effectiveness of its communications are dependent upon the consistent usage of the logo.

- The SU logo is never to be used without the sea gull icon.
- The SU logo and sea gull have a fixed relationship and cannot be altered.



## Backgrounds

The SU logo is always to be used on a background that will not impede its readability.



Acceptable usage



The logo in its positive form should not be used on color field darker than a 40% value of black.



Acceptable usage



The logo in its reverse form should not be used on color fields darker than a 50% value of black.



Acceptable usage



The logo should never be used on a pattern.

## Logo Misuse

It is very important that the logo be presented accurately and consistently every time it is used. Please avoid these common violations. This is by no means an exhaustive list.

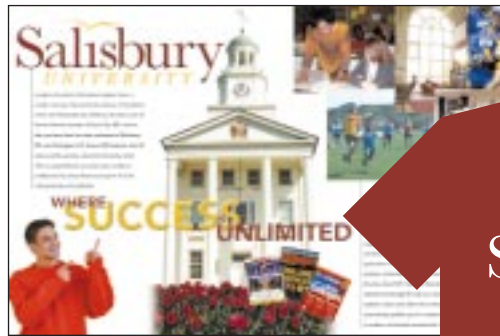
- Do not use a scan of the logo or allow poor quality reproductions.
- Do not transpose the approved color scheme.
- Do not create unapproved screen tint variations of the logo.
- Do not outline the logo.
- Do not allow the logo to appear in unapproved colors or textures.
- Do not violate the signature clear area with text, graphics, pages edges, imagery, etc.
- Do not create patterns with the logo.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not alter or typeset the logo.
- Do not allow the logo to become distorted due to improper scaling.



## Design System Elements

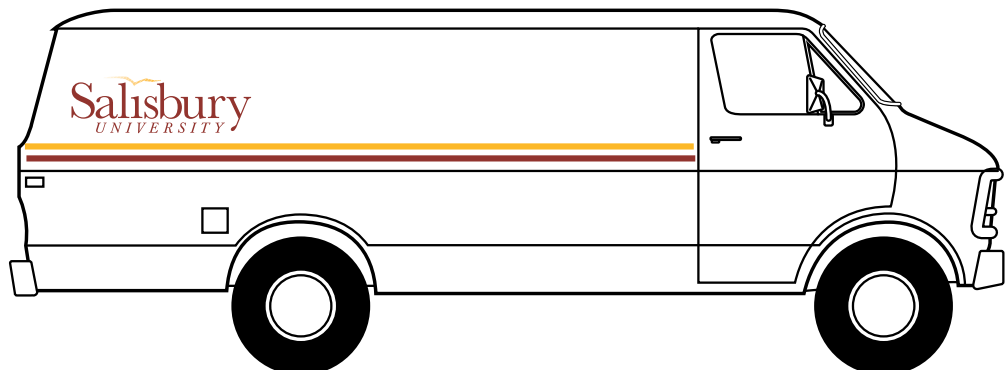
A design system is more than just the consistent placement of the logo. A design system is a series of standardized elements working together to create a family look. The consistent use of these elements, together with the signature, create the total design system. SU has three key elements that make up our design system: the logo, type and color.

The consistent use of these elements is crucial to an overall cohesive look that SU will portray.



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**Salisbury**  
UNIVERSITY  
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## Stationery

All general letterhead should follow the layout shown below. The position of the signature and address information is always consistent. Second sheets should be of matching paper stock, blank or printed with the signature only. Typing guidelines are given (gray dotted area) in the letter example below.

### Specifications:

Size: 8.5" x 11"

Color: PMS 123 and PMS 188

Logo size: .3" x .3" vertical format

Typography: Address information - 7/16.5 Arial

Paper: 60# Finch Opaque, Bright white, Vellum Finish

Printing: Offset lithography

