



**Salisbury**  
UNIVERSITY

Expanding the Brand Guide

# Which Logo to Use and When

- **Explaining Logo Hierarchy**
  - Correct logo usage
  - Incorrect logo usage
  - Best practices colors and fonts
- **Expanding Brand Visuals to the Campus**
  - Brand Marks
  - Patterns
  - Symbols and icons



**Top 25**  
best college libraries  
in the nation



**Make Tomorrow Yours** ›

# Giving Brand Examples

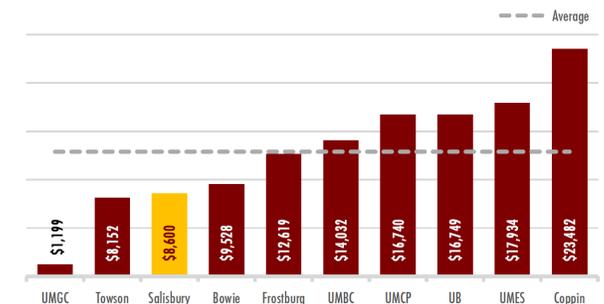
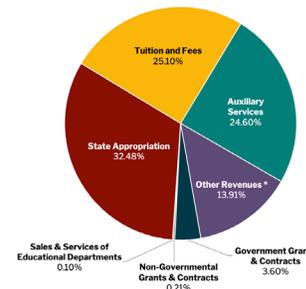


- **Apparel**
  - Department Shirts vs Event Shirts
- **Banners and Displays**
  - Department style vs event style
- **Presentations**
  - PowerPoints
- **E-Signatures**
- **Stationary**
- **Sample brand usage violations**

Printed Items



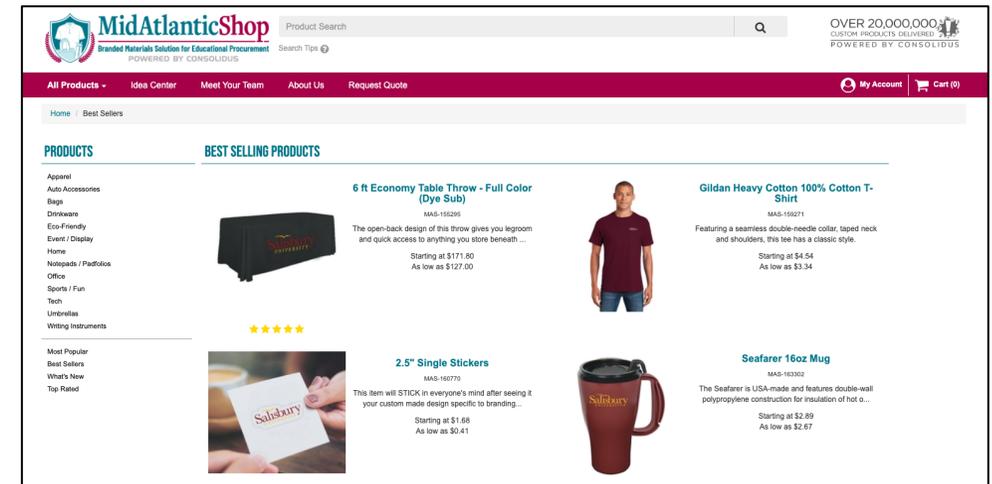
Embroidery



# Empowering Campus

- **MidAtlanticShop:** SU's apparel & promo online store

- Apparel / bags
- Notepads and writing instruments
- Event items and displays



- **MediaValet:** SU's digital asset platform

- Expanding photography to the campus
- Making photos files and templates available campus wide for easy access

