



**Salisbury**  
UNIVERSITY

GRAPHICS STANDARDS  
MANUAL

## About This Manual

This manual provides you with the basic knowledge of the guidelines for using the Salisbury University brand graphics. Understanding the content of this document is crucial for anyone working with the brand. Please take the time to familiarize yourself with the proper and fundamental use of the brand graphics standards.



## Consistency Is Key

An important aspect of the SU brand is a consistent and coordinated graphic representation for the University. This includes logos, colors, fonts and other visual brand elements. Small changes to the SU brand – like logo modifications, alternate colors or fonts – add up quickly to brand confusion and dilute the impact of the brand. Every piece matters.

# Policies & Procedures

Brand is big. Brand is exciting. Brand is important. And, it wouldn't be something important without some policies and guidelines to ensure everyone that uses or encounters the Salisbury University brand has an exceptional experience with it.

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## **Brand Policy**

The Salisbury University name, logos, icons, and word marks are property of Salisbury University and are not to be used without the university's prior approval. Use of the Salisbury University brand must be approved by the Creative Services and Brand Strategy Office. Unapproved brand materials can result in personal liability for creating and distributing unapproved brand materials.

## **Brand Approvals**

The Salisbury University brand is the collective effect that our faculty, staff, students, alumni and community have on the world at large. Small changes to the brand – like logo modifications, alternate colors, fonts, or other uses not specified in this guide – add up quickly to brand confusion for everyone. We owe our audience – and those whose stories we tell – the power of a unified platform. Every piece matters.

## **Have a Brand Question?**

The SU brand is powerful. We want to partner with you to get the most from it. Contact the Creative Services and Brand Strategy Office to start your project today.

## **External Vendors**

Vendors may be reviewed for product quality, business practices and evaluative criteria important to the branding process. Not meeting these guidelines may result in removal from the approved vendor list – you will not be allowed to produce items for Salisbury University.

Evaluative criteria include an accurate and competitive cost, quality of printed or digital materials like apparel, paper and digital representations of the brand, its logo, icon or wordmarks.

**A detailed Brand Policy, Brand Guide and contact information are available on SU's brand website: [salisbury.edu/brand](https://salisbury.edu/brand)**

## Salisbury University Logo

### Salisbury University Logo History

SU has one logo. The overarching goal that drove the design development of the 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.

SU’s original mascot was the Golden Gull and when we became Salisbury State College it transformed into the SSC Gull (pronounced C Gulls). When we became Salisbury State University, the C Gulls stuck and the mascot eventually transformed into the Sea Gulls (two words, not one word seagulls).

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### Horizontal Orientation

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



### Vertical Orientation

This version should be used for all vertical formats only when needed.



## Salisbury University Logo

### 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.

## Salisbury University Logo

### Backgrounds

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.

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

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



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



The logo should never be used on a pattern.



## Salisbury University Logo

### Logo Misuse

It is very important that the logo be presented accurately and consistently every time it is used. **Please see the Brand Policy for detailed information: [salisbury.edu/brand](https://salisbury.edu/brand)**

A violation of this policy is a violation of federal trademark law. Please avoid these common violations. This is by no means an exhaustive list.

- Do not alter the logo or mascot in any way. This includes, but is not limited to, do not cut, slice or divide logo/mascot into separate parts or sections; move legs/arms/head to another positions; add to the logo/mascot (no hat, clothing, LAX sticks, etc.); add an outline; position within letters that cut the logo/mascot into sections; change the “S” within the mascot to a different font; render the logo/mascot in any other view (side, back, top, etc.); remove the gull from the SU logo; etc.

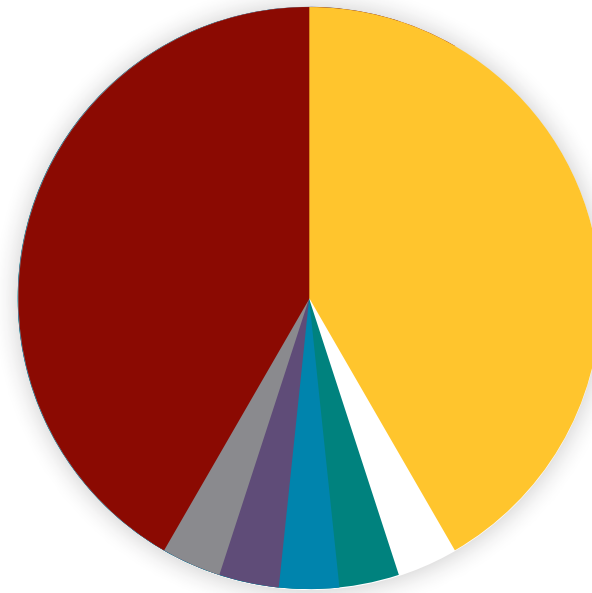
- If a piece is unable to include the logo due to spacing or other approved constraints, the words Salisbury University must be included.
- Do not use a scan of the logo or allow poor quality reproductions.
- Do not transpose the approved color scheme.
- Do not create unapproved screen tint variations 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, page 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.
- Do not reproduce the logo in only a black, white and gold combination, as this implies Towson University.
- Do not create a 3-D rendition of the mascot without the guidance and approval of the Creative Services and Brand Strategy Office.

## Design Elements

### Color Palette

The Primary Salisbury University colors are Maroon and Gold as specified here. This Maroon, Gold and White are the only colors that the logo should ever appear in. These are the colors that SU should be recognized by.

Also shown below are accent colors that can be used in a conservative secondary role and should be used to a much lesser degree than the SU Maroon and Gold. The pie chart illustrates the maximum emphasis that should be given to the secondary colors. The accent colors should be used only to add energy and interest to marketing materials and not compete with the SU Maroon and Gold



### Primary Colors



SU Maroon

PMS: 188

C: 0  
M: 97  
Y: 100  
K: 50

R: 139  
G: 14  
B: 4

Hex: 8A0000



SU Gold

PMS: 123

C: 00  
M: 30  
Y: 100  
K: 00

R: 253  
G: 185  
B: 19

Hex: FFC420

### Accent Colors



SU Gray

PMS: Cool Gray 8

C: 49  
M: 40  
Y: 38  
K: 4

R: 136  
G: 138  
B: 141

Hex: 888a8d



SU Purple

PMS: 668

C: 70  
M: 78  
Y: 28  
K: 11

R: 97  
G: 75  
B: 120

Hex: 614b78



SU Blue

PMS: 7704

C: 97  
M: 34  
Y: 21  
K: 0

R: 00  
G: 132  
B: 174

Hex: 0084ae



SU Green

PMS: 7717

C: 97  
M: 27  
Y: 54  
K: 7

R: 00  
G: 130  
B: 126

Hex: 00827e

The SU Wave graphic can be used in Gold, Maroon and, in limited instances such as the web hero, white.

Outer edge has 50% opacity/transparency

**Make Tomorrow Yours** >

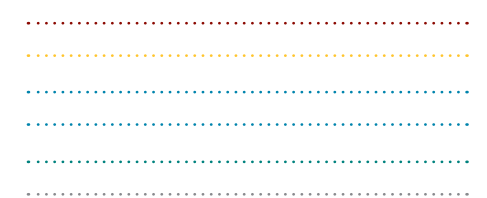
**Make Tomorrow Yours** >

**Make Tomorrow Yours** >

**Make Tomorrow Yours** >

Maroon, Gold and White (reverse) are the only colors that should be used on this digital call-to-action

Use these thin solid rules and dotted lines to add structure, to give emphasis and to add color or visual interest to a layout



Maroon, Gold and White (reverse) are the only colors that can be used on the logo



**SU Wave**  
See Design Elements:  
SU Wave additional details  
on usage.



# Design Elements

## Typeface

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### Libre Franklin

Downloaded at: [fonts.google.com](https://fonts.google.com)

### About Libre Franklin

Libre Franklin is an interpretation and expansion of the 1912 Morris Fuller Benton classic. The Libre Franklin project is led by Impallari Type, a type design foundry based in Rosario, Argentina.

### License

These fonts are licensed under the Open Font License. You can use them freely in your products and projects – print or digital, commercial or otherwise. However, you can't sell the fonts on their own.

### Legacy Typefaces

Salisbury University continues to use its original typefaces on many publications: Baskerville and its permutations; Avenir and its permutations when needed for clarity or spacing.

Thin 100

"I'm skipping glassblowing class tomorrow," said no one ever.

Thin 100 italic

*"I'm skipping glassblowing class tomorrow," said no one ever.*

Extra-light 200

"I'm skipping glassblowing class tomorrow," said no one ever.

Extra-light 200 italic

*"I'm skipping glassblowing class tomorrow," said no one ever.*

Light 300

"I'm skipping glassblowing class tomorrow," said no one ever.

Light 300 italic

*"I'm skipping glassblowing class tomorrow," said no one ever.*

Regular 400

"I'm skipping glassblowing class tomorrow," said no one ever.

Regular 400 italic

*"I'm skipping glassblowing class tomorrow," said no one ever.*

Medium 500

**"I'm skipping glassblowing class tomorrow," said no one ever.**

Medium 500 italic

***"I'm skipping glassblowing class tomorrow," said no one ever.***

Semi-bold 600

**"I'm skipping glassblowing class tomorrow," said no one ever.**

Bold 700 italic

***"I'm skipping glassblowing class tomorrow," said no one ever.***

Extra-bold 800

**"I'm skipping glassblowing class tomorrow," said no one ever.**

Extra-bold 800 italic

***"I'm skipping glassblowing class tomorrow," said no one ever.***

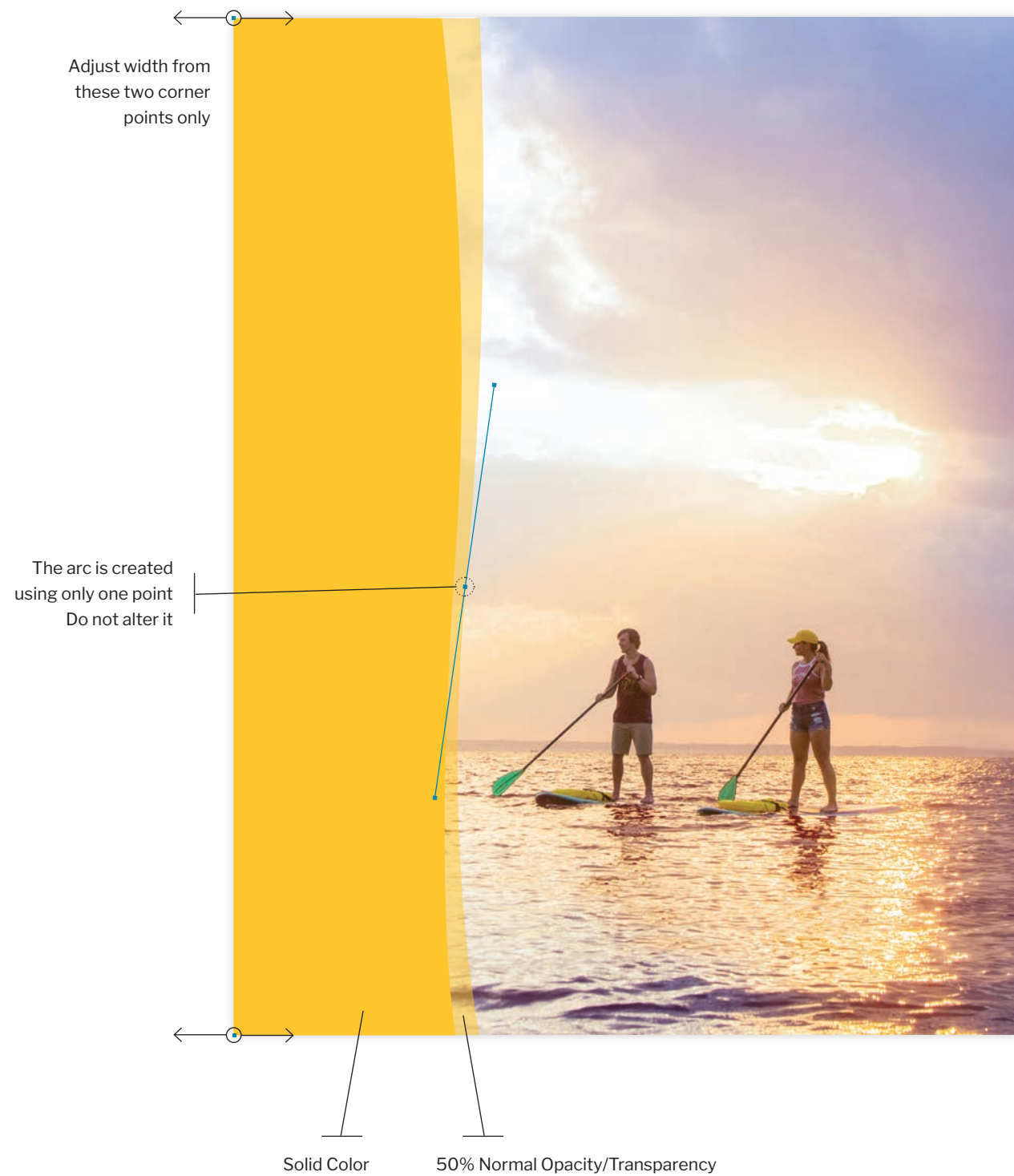
Black 900

**"I'm skipping glassblowing class tomorrow," said no one ever.**

Black 900 italic

***"I'm skipping glassblowing class tomorrow," said no one ever.***

## Design Elements



### SU Wave

If used consistently, this graphic device will become one of the most recognizable elements of the SU graphic identity.

#### Color

It can be used in SU Gold, Maroon and White only.

#### The simple open curve




The original vector open curve art should be used and should never be redrawn. It should always be scaled up or down without changing proportion while reaching the edges of the space.

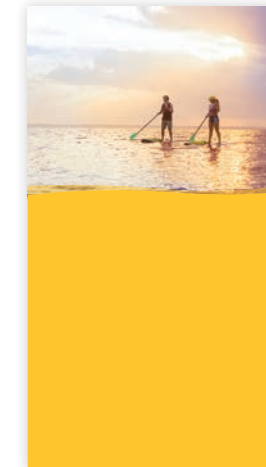
#### Width

The width can be adjusted by pulling the two corner points in or out to the desired size.

#### Orientation & proportions

The wave can be flipped or rotated in any 90° increment to allow any left/right/top/bottom orientation. Expanding or contracting the width allows the graphic to be used for any proportion needed as shown in the example configurations diagram to the right.

-  Can Rotate 90°
-  Can Flip Horizontally
-  Can Flip Vertically



The SU Wave graphic can be used in SU Gold, Maroon or White, as shown.

## Design Elements

### Sammy Mascot

Sammy the Sea Gull is SU's official mascot. As such, there is only one visual representation of the mascot, detailed here. Further, drawn or rendered reproductions of Sammy are prohibited.

The image must not be altered in any way; the image cannot be paired with other images to simulate Sammy interacting with objects (ex. Sammy holding balloons, Sammy carrying lacrosse stick, etc.).

The Sammy image should be treated with the same care and respect as the University's logo. A violation of this policy is a violation of federal trademark law.

Ready-to-use raster or vector files can be requested from the Creative Services and Brand Strategy Office.

The following are approved color treatment variations of the logo:



Same versions of all with left orientation



## Photography

Use imagery to reflect our personality and reinforce our key messages. Demonstrate our brand attributes through imagery that define Salisbury academics, people, culture and sense of place. Imagery is an excellent way to convey our key messaging themes by showing, not just saying, what makes us different.

Avoid staged, posed or camera-aware setups except in instances such as an inset head shot or a profile story. Showing people in their environment is paramount. Images should often account for placement of the themeline when possible.

### Subject Matter

#### Academics at SU

Education at Salisbury University happens everywhere, in the classrooms well beyond in the natural setting of our coastal location. Imagery should show faculty mentoring students. Photos should reflect both the traditional and unconventional opportunities SU creates as well as highlight our unique location that benefits our many disciplines. All programs should be represented with photography. You can never have too many images of faculty with students.

#### The SU Culture

Collaboration and teamwork are at the core of the SU community. Imagery should show how we work closely together, connecting across disciplines to bring together diverse ideas, and develop lasting relationships and perspectives.

#### The People of SU

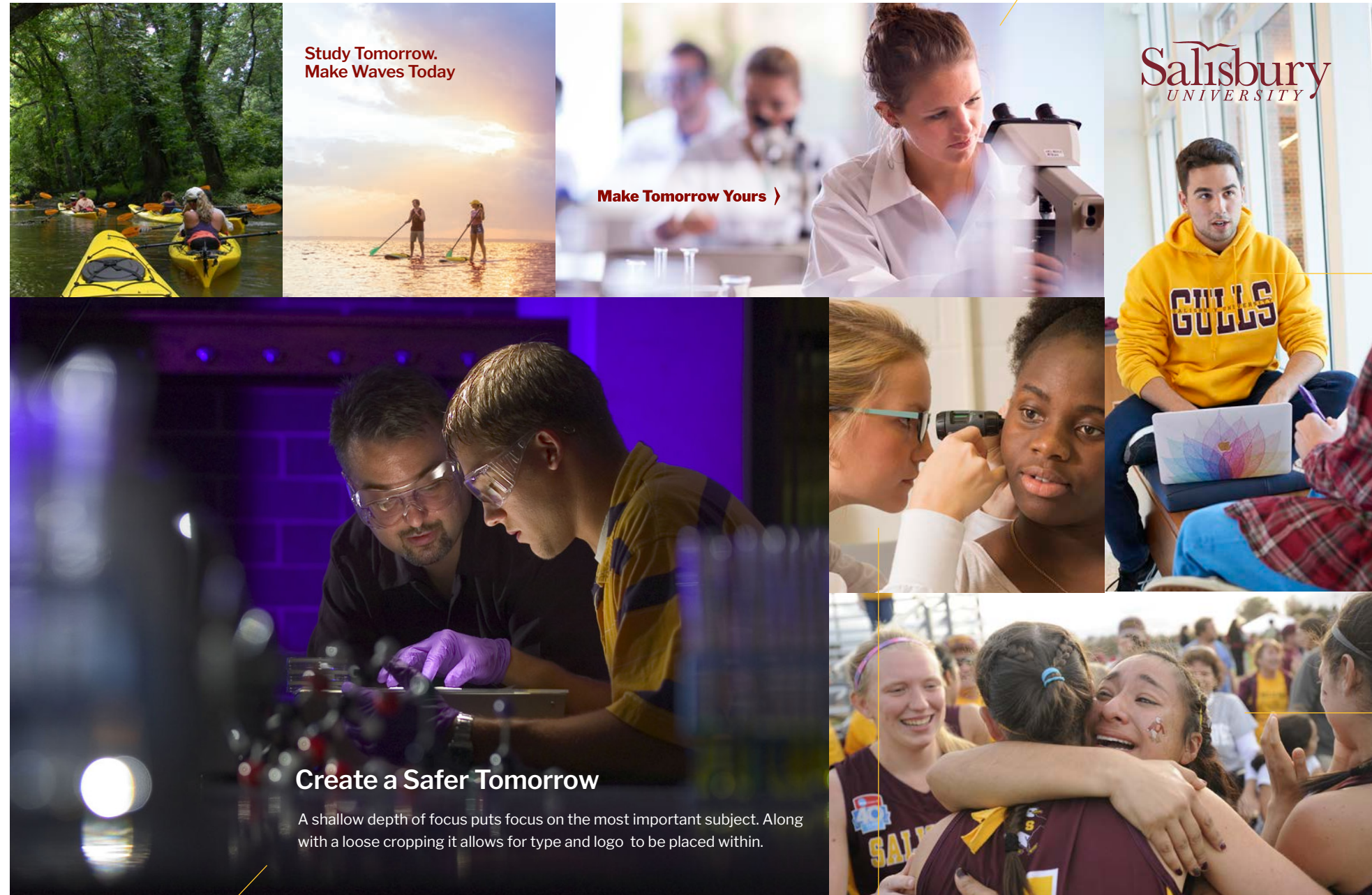
The University thrives because of its people. Our people create our brand personality and define our attributes. Both portrait-style and candid photography should authentically capture the efforts, talents and actions that make us who we are.

#### Success

Profiles of faculty, current students and alumni are a great way to tell success stories. Showing subjects in their natural surrounding helps tell the story. These are good examples of what to strive for. Subjects in these images are looking into the lens but is not always necessary.

#### The Salisbury Location

Imagery should also focus on the interesting location of Salisbury as it relates to the various waterways/rivers. This unique Eastern Shore location set in the middle of the Delmarva Peninsula, should be captured in both hands-on academic as well as recreational imagery. Beach/ocean imagery should be limited to academic connections when possible.



Images that include the institutions identity, such as attire and signage, help build the brand. However, don't over do it.

Images emphasize the inspiring and uplifting feel of the campaign.

The "Tomorrow" theme is illustrated through images that show authentic faculty involvement with the purpose of supporting and educating individuals and community.

Tight cropping of an image can also add visual interest to an ordinary image as well as putting focus where it is needed.

## Photography

Just like using strong and appropriate imagery to build the brand, using the weak or wrong imagery can also damage the Salisbury University brand. Below are a few things to keep in mind when capturing new images or selecting images for use.



**DO NOT** show an empty campus.



**DO** remember to show overall accurate diversity.



**DO NOT** distort with dramatic filters or lenses.



**DO NOT** overly stage photography.  
(Events such as alumni gatherings, conferences, etc. excluded)



**DO NOT** use flash. Today's electronic cameras can shoot in low-light situations. (Experienced professionals using lighting set-ups excluded.)



**DO NOT** stage portraits in a studio. Show your subjects in their natural setting.