

University of Southern Indiana
LOGO USAGE GUIDE



COLOR PALETTE



USI BLUE

(in lieu of use *Pantone® 295C)

Process Equivalent: 100c 69m 8y 54k

RGB Equivalent: 0r 40g 86b

Madeira Thread: #1167 Classic Rayon

Hex Code: #002856



USI RED

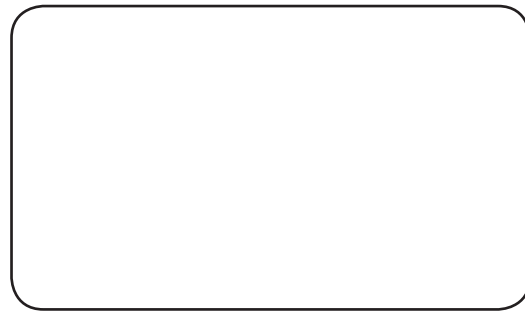
(in lieu of use *Pantone® 186C)

Process Equivalent: 2c 100m 85y 6k

RGB Equivalent: 207r 16g 45b

Madeira Thread: #1147 Classic Rayon

Hex Code: #CF102D



WHITE

PRIMARY PALETTE

USI Blue, USI Red and White are the official colors for the University of Southern Indiana. It is very important to match these colors faithfully when reproducing the Club Sports marks. It is preferred that all USI Club Sports marks be used in the full color or two-color versions whenever possible.

* Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

SOUTHERN INDIANA PRIMARY LOGOS

ALL COLOR



The logos shown on the left are the primary logos to be used when representing USI Club Sports with a regional identifier of Southern Indiana.

COLOR VARIATIONS

Full color or two-color reproduction of the logo is preferred for all instances but logo variations in blue & white, black & white, or all white also are acceptable.

BLUE & WHITE



BLACK & WHITE



WHITE



USI PRIMARY TEAM LOGOS



The logos shown on the left are the primary logos to be used when representing Club Sports with a school affiliation of USI (University of Southern Indiana). This logo set also contains options for the individual club sports.

COLOR VARIATIONS

Full color or two-color reproduction of the logo is preferred for all instances but logo variations in blue & white, black & white, or all white also are acceptable.

USI ALTERNATE LOGOS



Alternate logos are secondary marks that can be used when representing Club Sports where space or placement is limited and cannot accommodate the “ribbon” on the primary options or when it’s not necessary to identify a particular team.

COLOR VARIATIONS

Full color or two-color reproduction of the logo is preferred for all instances but logo variations in blue & white, black & white, or all white also are acceptable.

USI CLUB SPORTS EMBLEM-STYLE LOGOS



Emblem logos are a series of secondary marks that can be used to represent Club Sports. Two variations of emblems are available. This version uses USI as the dominant element and Club Sports or Eagles as the secondary identifier.

COLOR VARIATIONS

Full color or two-color reproduction of the logo is preferred for all instances but logo variations in blue & white, black & white, or all white also are acceptable.

SOUTHERN INDIANA CLUB SPORTS TEAM EMBLEM-STYLE LOGOS



The second variation features Southern Indiana as the dominant element and Eagles or the individual clubs as the secondary identifier.

COLOR VARIATIONS

Full color or two-color reproduction of the logo is preferred for all instances but logo variations in blue & white, black & white, or all white also are acceptable.

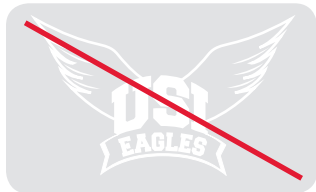
CLUB SPORTS LOGOS ON COLORED BACKGROUNDS

LIGHT
BACKGROUND

DARK
BACKGROUND

MID-TONE
BACKGROUND

COMPLEX
BACKGROUND



It may be desirable to place the logos on a field of color. As shown on the left the artwork has been created with an outline allowing it to work on many backgrounds. It is not necessary to alter the artwork before placing them on a color, photo or complex background.

EXCEPTIONS

The all-white version of the logos should never be used on an all white, a light or a complex background since none of those backgrounds offers sufficient contrast for the good visibility of the logo.

CLUB SPORTS LOGO VIOLATIONS

In order to maintain design integrity and consistency in the USI Club Sports brand, all marks must be applied or reproduced as indicated in this guided without modification. These marks are **not** to be altered in any way.

Artwork applications and usage must be approved by
Kindra Strupp
Assistant Vice President for Marketing and Communications
University of Southern Indiana
kstrupp@usi.edu
812-464-1902
or
Terri Bischoff
Director of Creative and Print Services
University of Southern Indiana
tjbischoff@usi.edu
812-461-5465

USI LICENSING PROGRAM

To obtain logos, contact the University of Southern Indiana's Creative and Print Services department: 812-461-5465 or tjbischoff@usi.edu.

In order to produce products bearing the USI Club Sports marks, manufacturers and vendors must be licensed through Learfield Licensing Partners. For a list of licensed vendors go to **USI.edu/brand**.

The licensing program is a resource for all members of the University of Southern Indiana community and the vendors who work with the University of Southern Indiana and was designed to ensure consistent and appropriate use of University of Southern Indiana's visual identity. Additionally, the program enables University of Southern Indiana to share in the benefits derived from the commercial use of these logos.