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Shippensburg University of Pennsylvania Marks and Names

The University indicia (name and marks) are registered with the U.S. Department of Commerce Patent and Trademark Office and with the Pennsylvania Department of State Corporation Bureau. As such, they are exclusive property of Shippensburg University. Any commercial use of these marks is restricted to official licensees only.

- Official University Seal®
- University Logo®
- Shippensburg University of Pennsylvania®
- Shippensburg University®
- SHIP™
- SHIP Happens™
- SHIP Is It™
- Athletic Logos®
- Raiders™
- Red Raiders™
- Lady Raiders™ (Discontinued)
- Big Red™
- Any additional designs, symbols, logos, art, word, or words associated with or referring to Shippensburg University of Pennsylvania as approved by the university.
**Signature**

The Shippensburg University signature is made up of two elements: the logo graphic (the ship), and the logo type (the university's name designed in a unique and individual style).

Official color match is PMS 185 (Pantone Color Matching System) and Reflex Blue.

Any commercial or promotional use of the official signature, seal, and other indicia of Shippensburg University requires licensing approval. Contact the Director of Marketing and Publications, who serves as the university’s licensing coordinator, for information regarding Shippensburg University’s licensing program. These marks are registered with the U.S. Department of Commerce Patent and Trademark Office and with the Pennsylvania Department of State Corporation Bureau.
**Signature**

The Shippensburg University signature may appear in any of the following arrangements:

1. The complete signature with logo graphic and logo type arranged in exactly the proportions and configuration as it appears.
2. The logo graphic alone.
3. The logo type alone. The logo

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Official Signature, Seal, and Other Indicia for Use by Licensees of Shippensburg University of Pennsylvania

**Signature colors**

Color is an important aspect of the Shippensburg University signature. The official colors of the logo are PMS 185 (red) and PMS Reflex Blue (blue).

**PMS 185**  
Cyan = 0%, Magenta = 92%, Yellow = 76%, Black = 0%  
R = 224, G = 0, B = 52  
HTML = E00034

**PMS REFLEX BLUE**  
Cyan = 100%, Magenta = 82%, Yellow = 0%, Black = 0%  
R = 0, G = 35, B = 149  
HTML = 002395

Note that the Pantone Matching System (PMS) is designed for printing inks. Screen-printing inks and textile, paint, and plastic colors used in and on apparel or other specialty items may not accurately match the university logo colors. The Office of Marketing and Publications must approve color samples prior to production.

**FOUR-COLOR PROCESS AND TWO-COLOR PRINTING**

The preferred version of the university signature is the red, white and blue (PMS 185 and PMS Reflex blue or its four-color process equivalents).

**PRINTING IN COLOR ON DARK BACKGROUND**

When printing the logo on light backgrounds, use the primary logo. When reproducing on a darker background, use the outlined logo with white Shippensburg University.

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Signature size and spacing

The Shippensburg University signature must be at least 1/2 inch in height.

There is a restricted area of 1/4 inch surrounding the signature. No text or images may appear within this space.
Official Signature, Seal, and Other Indicia for Use by Licensees of Shippensburg University of Pennsylvania

**Logo type**

The logo type is derived from the font named Goodchild. When the logo type is used alone, it must include a registration mark. It can appear only in Reflex Blue, PMS 185 red, white, or black.

The stacked version with Shippensburg over University is preferred but for narrow items such as pens, the side-by-side or long version can be used with the uppercase U.

For logo type use with the logo graphic, see page 3.

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Approved variations

The relationship between the letters, words, and graphics within the signature are controlled and may not be altered. There are two approved variations:

1. Logo graphic to the left of the logo type in the same size proportion as the standard signature.

2. A small logo graphic (30% of the standard signature size) below the logo type.
University seal

The Shippensburg University seal is the official identification of Shippensburg University and is used only for recognition on diplomas, commencement programs, and other official documents. Use of the seal on any product first must be approved by the university's licensing office.
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ONE-COLOR PRINTING
When two-color or four-color process reproduction is not an option, a solid black logo is acceptable.

The athletic logo may not be printed in all red or all blue.
The only one-color option is black or white (reverse logo).
The reverse logo can ONLY be printed in white.

To give a two-color effect when printing using black, the logo may be printed using a 65% black on the top (red) portion of the logo graphic and solid (100%) black on the bottom half of the logo graphic and the logo type as shown.

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**Athletic logo type**

The logo type may be printed in two colors. The letters are red (PMS 185); the shadow (outline) is Reflex Blue. The logo type is derived from the font named “Friz Quadrata Bold.” “Raiders” and “Red Raiders” refers to all intercollegiate athletic teams.

![Raiders Logo](image1.png)

The logo type also may be printed in black.

![Raiders Logo](image2.png)

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Art for trademarked names
Art is available for SHIP™ and SHIP Happens™. The preferred colors for this art are PMS 185, Reflex Blue, black, or white.