The Shippensburg University Institutional Identity Guide establishes official policy and standards for the use of the university marks for design and text of Shippensburg University publications, stationery, the web, and other applications.

This is to ensure communications from every college, department, and office speak with a clear and uniform voice, best representing Shippensburg University at all times.

The marks are registered trademarks of the university. As such, additional rules apply to any commercial or promotional use (see page 3).

Questions concerning usage of the logo should be directed to the Office of Marketing and Publications at pubs@ship.edu or (717) 477-1201.
University Signature

About the Identity
In spring 2008, Shippensburg University launched an institutional identity campaign designed to differentiate the university and position it in the competitive higher education market. Through extensive market research and subsequent discussion, the university developed the following concise statement of its identity:

Shippensburg University is a familiar, welcoming place with an entrepreneurial spirit whose finger is on the pulse of an evolving regional economy. Ship seeks to educate and prepare students for emerging industries and jobs that will strengthen our nation’s economy.

Primary Logo
The single most important element of an identity system is a distinctive mark, creating a strong visual expression of the institution it represents. The university signature enforces the university’s stated identity and 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). This logo must appear on all university publications to establish continuity of image, brand, and identity.

The director of marketing and publications is responsible for ensuring the correct use of the university signature. Whenever possible, the logo should be reproduced using digital files available by e-mailing the Office of Marketing and Publications at pubs@ship.edu.
University Signature

Logo treatment/Correct usage
The Shippensburg University signature may appear in any of the following arrangements:

1. The complete signature with logo graphic and logotype arranged in exactly the proportions and configuration as it appears in the first example.

2. The logo alone.

3. The logotype alone.

Any commercial or promotional use of the official signature, seal, and other indicia of Shippensburg University requires licensing approval. Contact the Office of Marketing and Publications, which serves as the university’s licensing coordinator, for information regarding Shippensburg University’s licensing program. These marks are registered with the US Department of Commerce Patent and Trademark Office and with the Pennsylvania Department of State Corporation Bureau. Contact the Licensing Office at licensing@ship.edu or (717) 477-1201.
University Signature

Logo treatment/Size and spacing
The logo must be at least .5” in height.

There is a restricted area surrounding the signature. No text or images may appear within this space.
Logo treatment / Incorrect usage

Here are several examples of inappropriate use of the university signature.

The relationship between the letters, words, and graphics within the signature are controlled and may not be altered.

The signature may not be distorted or rearranged into configurations other than the approved version.

No unauthorized embellishments may be attached to or printed over the signature.

Do not change the proportions or otherwise stretch or skew the logo by scanning or re-creating the logo in any way.

The logo may not be rotated or tilted.

The logo must be used in its entirety—it may not be cropped.

Do not reassign colors

Do not sacrifice legibility

Do not apply graphic effects

Do not stretch or skew

Do not angle or rotate

Do not flip the ship

Do not place print over the logo

Do not alter the design in any way
Signature color
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. Please obtain color samples for approval from the Office of Marketing and Publications prior to production of items when using these materials.

FOUR-COLOR PROCESS AND TWO-COLOR PRINTING
The preferred version of the university logo is the red, white, and blue (PMS 185 and PMS Reflex blue or its four-color process equivalents).

ONE-COLOR PRINTING
When two-color or four-color process reproduction is not an option, a solid black logo is acceptable.

The logo may not be printed in all red or all blue.

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.

PRINTING ON COLOR BACKGROUNDS
When printing the logo on light backgrounds, use the primary logo. When reproducing on a darker background, use the reversed (white) logo, or the outlined logo with white Shippensburg University. The reverse logo can only be printed in white.
Sub-Branding
The sub-brand logotype takes the Shippensburg University logo and adds the respective unit, office, department, college, etc. Departments or offices should not try to create their own sub-brands. Sub-brands are our endorsed brand identity system and must follow the rules in the same way as any other university-approved logo.

Sub-brands are created by the Office of Marketing and Publications. Departments or Offices are set in Zurich BT Light, should align left with the word “University,” and are positioned 1 pica below the word.

Examples of approved sub-brand logotypes follow.

Questions concerning usage should be directed to the Office of Marketing and Publications at pubs@ship.edu or (717) 477-1201.
University Signature

The traditional seal
Like other institutional seals, the official Shippensburg University seal is meant to function as a stamp of validation and not as a logo.

The university seal is used only for recognition on diplomas, ceremonies, official documents, or other materials as approved by the director of marketing and publications.

Using the university seal in non-university publications is prohibited without prior approval from the Office of Marketing and Publications.

Questions concerning usage of the university seal should be directed to the Office of Marketing and Publications at pubs@ship.edu or (717) 477-1201.
University Signature

Athletics

Shippensburg University’s colors are red and blue. Red is PMS 185. Blue is Reflex Blue. The ship is the same as in the university logo. The letters are red (PMS 185); the deep shadow is Reflex Blue. **Raiders or Red Raiders** refers to all intercollegiate athletic teams.

When two-color or four-color process reproduction is not an option, a solid black logo is acceptable. To give a two-color effect when printing using black, the logo may be printed using a 65% black and solid black.
Stationery guidelines

Stationery is the primary means of establishing the Shippensburg University image at a personal level.

**COMMERCIAL PRINTING** The Office of Marketing and Publications keeps stationery package formats on file. To order preprinted stationery, please contact the office at pubs@ship.edu or (717) 477-1201.

**ELECTRONIC LETTERHEAD** The Office of Marketing and Publications can provide you with a Word document of your stationery. Please contact the office at pubs@ship.edu or (717) 477-1201.

**Letterhead (Sample next page)**

All executive stationery is printed in two-color, PMS 185 and PMS Reflex blue, on 60 lb. Classic Linen Solar White letterhead and envelope. The balance of university stationery is printed in two colors (PMS 185 and Reflex Blue) on 24 lb. white bond.

Margins are set at: Top, 1”; Left, 1”; Right, 1”; Bottom, .5”.

The university logo is always placed at the top center of the letterhead. The logo must always measure 1.5” wide and is positioned .625” from the top of the page.

Office identification is set flush left in 10/12 pt. Adobe Caslon Bold and positioned 1” from the top and left edges. It is followed by one blank line, then the university name and address set in three lines in 10/12 pt. Adobe Caslon Regular.

The university website is set flush right in 10/12 pt. Adobe Caslon Bold and positioned 1” top from the top and right edges. It is followed by one blank line, three lines of type in 10/12 pt. Adobe Caslon Regular. This information must not exceed three lines and must include office phone, fax, and e-mail.

State System membership is set in 8 pt. Zurich BT Italic and centered left to right position .5” from bottom.

**Typing format**

Much of the effectiveness of the stationery depends on the typing format. The following guidelines will provide a clean, well-balanced look for all letterhead correspondence.

- Establish a flush-left margin of 1” from the edge of the sheet, to match the left edge of the office identification.
- Type the date line no closer than 2” from the top edge of the sheet followed by the correspondence address and salutation—all flush left.
- Paragraph text should always be kept at least 2.5” from the top edge of the sheet. Text should be flush left with a 3-space indent on the first line of each paragraph and one line space between paragraphs. Typewritten material should be centered vertically on the page; therefore a margin of 1” from the right edge of the sheet should also be maintained.
- Typewritten material should extend no closer than 1” from the bottom edge of the sheet.

Please refrain from squeezing too much copy on one page. If copy length exceeds the limits described above, use a second, plain sheet.
Stationery guidelines

Business cards
Shippensburg University business card have been designed for customized contact information by individuals employed by Shippensburg University. A standard horizontal format has been developed with the university logo. Layout should not be modified in any way.

Business cards are standard size, 3.5" x 2" and are printed on 100 lb. Matrix white gloss cover in PMS 185 and Reflex Blue.

Faculty, staff associates, and administrators can order business cards free of charge online at https://www.ship.edu/Marketing/.

Name Tags
Name tags have been standardized for individuals employed by Shippensburg University in order to reduce costs and provide a consistent university identity.

Faculty, staff associates, and administrators can order name tags free of charge by contacting the Office of Marketing and Publications.

Name tags are 3" x 1.25" and have a magnet back.
Stationery guidelines

Envelopes
The same size university signature, 1.5" wide, should be used on all envelopes regardless of size. The signature should be positioned .25" from the top and left edge of the envelope. On #10 envelopes, the first line of the typed address should align with the address line below the university signature and should begin 6 spaces left of the center.

Executive stationery envelopes are 60 lb. Classic Linen Solar White printed in two colors, PMS 185 and PMS Reflex blue. The balance of university envelopes is printed in two colors (PMS 185 and Reflex Blue) on 24 lb. white bond.
Publication guidelines

Affirmative Action Statement
The university affirmative action statement must appear on all publications. The clause should be set in Zurich BT Roman.

For larger publications including booklets, newsletters, annual reports, etc. use the long clause:

Shippensburg University of Pennsylvania, in compliance with federal and state laws and university policy, is committed to human understanding and provides equal educational, employment, and economic opportunities for all persons without regard to race, color, religion, national origin, age, sex, or disability. Direct requests for disability accommodations and other inquiries to the Office of Disability Services, Horton Hall 120, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, (717) 477-1329, ods@ship.edu.

For smaller publications including all brochures use the short clause:

Shippensburg University is an equal opportunity educational institution. Direct requests for disability accommodations and other inquiries to the Office of Disability Services, Horton Hall 120, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, (717) 477-1329, ods@ship.edu.

All publications intended for off-campus distribution must include the following items:

• The Shippensburg University logo
• The University web site: www.ship.edu
• An affirmative action statement
• This line: “A member of Pennsylvania's State System of Higher Education.”
Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicates as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the organization.

The font families Zurich and Adobe Caslon Pro—used together or separately—should be employed for all university communications. Their consistent use and application will support the effectiveness of our visual identity standards.

Adobe Caslon Pro Family

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Adobe Caslon Pro Regular

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Adobe Caslon Pro Italic

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Adobe Caslon Pro Semibold

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Adobe Caslon Pro Semibold Italic

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Adobe Caslon Pro Bold

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Adobe Caslon Pro Bold Italic

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Typography

Zurich BT Family

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Typography

Zurich BT Family (continued)

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