Using this manual

(Updated May 2008)

The Shippensburg University Graphic Standards Manual establishes official policy and standards for the design and text of Shippensburg University publications, stationery and other applications.

This standards manual describes specific rules and usages to be followed. Adhering to these standards will help ensure that communications from every college, department, and office speak with a clear and uniform voice that best represents the image and signature of Shippensburg University.

Questions concerning usage of the new logo in publications should be directed to the Office of Publications and Advertising at pubs@ship.edu or 717-477-1201.
About the Identity
Spring 2008 marked the commencement of Shippensburg University’s new 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 help establish continuity of image, brand, and identity.

The director of publications and advertising is responsible for ensuring the correct use of the university signature. Whenever possible, the logo should be reproduced using digital files available by emailing the Office of Publications and Advertising at pubs@ship.edu. They are available as cross-platform (Mac/PC) files.
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.

2. The logo alone.

3. The logotype alone.
University Signature

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 reduce the size of the logo to less than .5” in height.
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 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 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. To give a two-color effect when printing using black, the logo may be printed using a 50% black and solid black as shown.

PRINTING ON COLOR BACKGROUNDS
When printing the logo on light backgrounds, use the primary logo. When reproducing on a darker background, use a reversed, white version of the logo.
Sub-Branding

The sub-brand logotype includes the Shippensburg University logo, name and the respective unit. Departments or Offices should not try to create their own sub-brands. Sub-brands adopt an endorsed brand identity system and must follow the rules set out for them in the same way as any other university-approved logo.

Departments or Offices are to be set in Zurich BT Light and should align left with the word “University” and be positioned 1 pica below the word.

The approved sub-brand logotypes as follows:
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 publications and advertising. Using the university seal in non-university publications is prohibited without prior approval from the publications office.

Questions concerning usage of the new logo in publications should be directed to the Department of Publications and Advertising at pubs@ship.edu or 717-477-1201.
Athletics

Shippensburg University’s colors are red and blue. Red is PMS 185. Blue is Reflex Blue. The logotype is derived from the font named “Friz Quadrata Bold.” The shaded (screened) area of the ship, including the prow, is red (100% PMS 185). The waves are Reflex Blue. The letters are red (PMS 185); the deep shadow (outline) is Reflex Blue. “Raiders” refers to all intercollegiate athletic teams. “Red Raiders” refers to men’s intercollegiate athletic teams. “Lady Raiders” refers to women’s 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 50% black and solid black (see page 6).

Any commercial or promotional use of the official signature, seal, and other indicia of Shippensburg University requires licensing approval. Contact the Office of Publications & Advertising, which 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. Contact the Office of Publications & Advertising at pubs@ship.edu or 717-477-1201.
Stationery guidelines

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

**DESKTOP PRINTING** Two-color templates provide an attractive alternative to one-color printing when printing letterhead and envelopes on desktop color printers. These templates print equally well in one color. University faculty and staff may download customized letterhead and envelope files at www.ship.edu/ucm.

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

All executive stationery is printed in two-color, PMS 185 and PMS Reflex blue, on 24 60 lb. Classic Linen Solar White letterhead and envelope. The balance of university stationery is printed in one color, PMS Reflex blue on 24 lb. white bond letterhead and envelope (brightness 94).

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 email.

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

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**Letterhead**

*(Sample next page)*

All executive stationery is printed in two-color, PMS 185 and PMS Reflex blue, on 24 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.

**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 sheet.
Stationery guidelines
Stationery guidelines

Business cards
Shippensburg University business card are standard size, 3.5" x 2". Logo is 1.5" in width and is positioned .25" from left edge with top of signature (Shippensburg) aligned at 1" from top edge.

University website address is set in 7 pt. Zurich BT Bold and positioned at 1.5" from top and centered under logo.

State System membership is set in 6 pt. Zurich BT Italic and centered left to right position 1.75 from top.

Individual's name is set in 9/10 pt. Adobe Caslon Bold, flush left, at 1.75" from left edge. The highest degree follows the name and is set at 7/8 pt. Adobe Caslon Bold. The title is set flush left directly under the name in 8/9 pt. Adobe Caslon Italic. Department name and location may follow. Title and department information must not exceed four lines. One blank line (at 8/9 pt.) separates name and title from address.

University address and office phone, fax and email lines are set flush left in 8/9 pt. Adobe Caslon Regular beginning at 1" from top (aligned with top of Shippensburg). Address information must not exceed six lines.

Business cards are printed on 100 lb. Matrix white gloss cover.
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 color, 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 long statement is preferred when space permits. The shorter clause is acceptable for smaller publications such as brochures. 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, sex, age, creed, national origin, religion, veteran status 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 website: 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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<tr>
<td>1234567890 $%&amp;()_+-</td>
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</tr>
</tbody>
</table>
Typography

Zurich BT Family

Zurich BT Light

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&,(.;::#!?)

Zurich BT Light Italic

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&,(.;::#!?)

Zurich BT Roman

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&,(.;::#!?)

Zurich BT Roman Italic

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&,(.;::#!?)

Zurich BT Bold

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&,(.;::#!?)

Zurich BT Bold Italic

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&,(.;::#!?)

Zurich BT Black

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&,(.;::#!?)
Typography

Zurich BT Family (continued)

Zurich BT Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.;,::#!?)

Zurich BT Light Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.;,::#!?)

Zurich BT Light Condensed Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.;,::#!?)

Zurich BT Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.;,::#!?)

Zurich BT Condensed Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.;,::#!?)

Zurich BT Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.;,::#!?)

Zurich BT Bold Condensed Italic

abcdefghijklmnopqrstuvwxyz
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