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 University Communications and Marketing at pubs@ship.edu or (717) 477-1201.
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 Licensing Manager 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 licensing@ship.edu.
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 University Communications and Marketing, 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 Manager 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.
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, faded, distressed, 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.
University Signature

**Signature color**

Color is an important aspect of the Shippensburg University signature. The official colors of the logo are PMS 185 (red) and PMS 289 (blue).

**PMS 185**

<table>
<thead>
<tr>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Black</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>93%</td>
<td>79%</td>
<td>0%</td>
<td>239</td>
<td>EF383E</td>
</tr>
</tbody>
</table>

**PMS 289**

<table>
<thead>
<tr>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Black</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>76%</td>
<td>12%</td>
<td>70%</td>
<td>0</td>
<td>001541</td>
</tr>
</tbody>
</table>

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 University Communications and Marketing 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 289 or its four-color process equivalents).

**ONE-COLOR PRINTING**

When two-color or four-color process reproduction is not an option, a solid black or solid navy (PMS 289) 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.

**APPAREL**

For university apparel that does not use a standard school color (red, navy, grey) as its material, the full university name and/or Ship logo must visibly appear in the design.
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 University Communications and Marketing. Departments or Offices are set in Franklin Gothic URW Book, should be centered, and are positioned 1 pica below the word.

An example of an approved sub-brand logotype is pictured.

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

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

Questions concerning usage of the university seal should be directed to the office at licensing@ship.edu or (717) 477-1201.
University Signature

Athletics
Shippensburg University's colors are red and blue. Red is PMS 185. Blue is PMS 289. The ship is the same as in the university logo. The letters are red (PMS 185); the deep shadow is navy (PMS 289). Raiders refers to all intercollegiate athletic teams.

When two-color or four-color process reproduction is not an option, a solid black or solid navy (PMS 289) 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 University Communications and Marketing 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 University Communications and Marketing can provide you with a Word document of your stationery. Please contact the office at pubs@ship.edu or (717) 477-1201.

Letterhead

All executive stationery is printed in two-color, PMS 185 and PMS 289, on 60 lb. Classic Linen Solar White letterhead and envelope. The balance of university stationery is printed in two colors (PMS 185 and PMS 289) 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. It is followed by one blank line, then the university name and address set in three lines.

The university website is set flush right. It is followed by one blank line, then three lines of type. This information must not exceed three lines and must include office phone, fax, and e-mail.

State System membership is centered at the bottom.

View page 11 for an example of university letterhead.

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
Stationery guidelines

**Business cards**

Shippensburg University business cards 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 PMS 289.

Faculty, staff associates, and administrators can order business cards free of charge online at ship.edu/marketing or from the technology link at ship.edu/faculty_staff. This service is not available to retired faculty and staff or graduate assistants.

**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 University Communications and Marketing at (717) 477-1201.

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.

University stationery is printed in two colors (PMS 185 and PMS 289) on 24 lb. white bond.
Publication guidelines

Affirmative Action Statement
The university affirmative action statement must appear on all publications.

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 Accessibility Resources, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, (717) 477-1364, oar@ship.edu.

For smaller publications including all brochures use the short clause:

Shippensburg University is a member of Pennsylvania’s State System of Higher Education and an equal opportunity educational institution. Direct requests for disability accommodations and other inquiries to the Office of Accessibility Resources, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, (717) 477-1364, oar@ship.edu.

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

- The Shippensburg University logo
- The university website: 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 Adobe Caslon and Franklin Gothic URW—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 Family**

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

Adobe Caslon Regular

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

Adobe Caslon Italic

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

Adobe Caslon Semibold

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

Adobe Caslon Semibold Italic

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

Adobe Caslon Bold

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

Adobe Caslon Bold Italic
Typography

Franklin Gothic URW Family

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

Franklin Gothic URW Book

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

Franklin Gothic URW Book Italic

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

Franklin Gothic URW Book Condensed

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

Franklin Gothic URW Demi

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

Franklin Gothic URW Demi Condensed