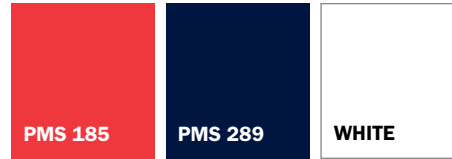


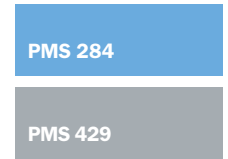
Shippensburg University Athletics

Quick Brand Guide

Primary Colors



Secondary Colors



Primary Logo (preferred) NOTE: The sails over the oval should remain white, or lightest part.



Raiders Wordmark



Intertwined SU



A Raider by definition – a fast, lightly armed ship. (*Webster's New Collegiate Dictionary*)

Shippensburg University athletic logos are restricted for the use by its NCAA intercollegiate teams. The use of these branded marks is not permitted by clubs or organizations unless otherwise approved by University Communications and Marketing and the Department of Athletics.

Unapproved logo use:

- Do not use old blue
- Do not change the colors or add patterns
- Do not reduce legibility
- Do not stretch or skew
- Do not apply graphic effects
- Do not tilt or rotate
- Do not place print over the logo
- Do not wrap text around the logo (*not preferred*)
- Do not rearrange design elements
- Do not flip the ship
- Do not distress, fade, or embellish
- Do not remove elements or crop

Logo Use on Promotional Products

Members of the campus community who are purchasing promotional products with the university name and/or marks must follow the standard purchasing procedure and work with a licensed vendor. Promotional products are items such as staff shirts/uniforms, giveaways, branded table cloths for events, and more. To search for a licensed vendor by product, please visit: clc.com/license-search (Step 1) pick a product category and (Step 2) choose Shippensburg University (PASSHE) as your school.

NOTE: For university promotional products that do not use a standard school color (red, blue, gray, or white) as its material, the full university name and/or logo must visibly appear in the design.

The official university names:

- Shippensburg University of Pennsylvania
- Shippensburg University
- Abbreviations:** Ship*, Ship U, SU
- Athletics:** Raiders or Raider*

*Ship is not an acronym, in written copy do not use in ALL CAPS.

*The use of *Lady Raiders* and *Red Raiders* are not permitted. This includes use on apparel, equipment, printed materials, electronic communication (social media, e-mail signatures), etc.



The Mascot: Who is Big Red?

In 2006, Big Red was named as the university mascot after the Student Senate held a Mascot Madness competition. Big Red is a red-tailed hawk who sports a tricorn hat and Ship apparel.