

Visual Identity and Brand Guide



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Using this Guide

The Shippensburg University Visual Identity and Brand Guide establishes official policy and standards for the use of the university's name and marks for all media—publications, web, social media, advertising, signage, letterhead, or business cards. Layout, color, and typography are all part of Shippensburg University's unified visual brand identity.

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.

Licensing

The university indicia (name and marks) are registered with the United States 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. A Shippensburg University licensing agreement grants the licensee a non-exclusive right to use the university marks on articles approved by the university.

The Collegiate Licensing Company (CLC) manages Shippensburg University's licensing program, including applications, art submission, royalty collection, and enforcement. For more information about requirements of the CLC licensing process, please visit **clc.com** or e-mail applications@clc.com.

Collegiate Licensing Company (CLC)

1075 Peachtree Street
Suite 3300
Atlanta, GA 30309
Phone: (770) 956-0520
Fax: (770) 955-4491

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.

For more information, please contact:

Office of University Communications and Marketing

Shippensburg University
1871 Old Main Drive
Shippensburg, PA 17257
Phone: (717) 477-1201
licensing@ship.edu

ship.edu/licensing

About the Ship Identity

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 Ship's 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.

The official university name:

- Shippensburg University of Pennsylvania
- Shippensburg University

Accepted abbreviated names:

- Ship
- Ship U
- SU

University Athletics should always be referred to as:

- Raiders
- Raider (singular use only)

Unsanctioned university names:

Please refrain from using any or all the following to refer to Shippensburg University:

- ~~Ship University~~
- ~~SHIP~~ (Ship is not an acronym, in written copy do not use in ALL CAPS)

Unsanctioned university athletic names:

The use of any or all the following to refer to the Raiders is not permitted:

- ~~Lady Raiders~~
- ~~Red Raiders~~
- any other iteration

Ship Is It!

The logo features a sleek, fast-moving ship. It is a stylized version of a privateer that was commissioned by the government to serve as a raider against enemies. The unique placement of the ship on a slightly tipped oval creates additional motion.

The use of a ship in the logo was motivated by both the connection to Edward Shippen, the town's namesake who made his fortune in the 19th century from shipping, and the university's nickname, "Ship."

The intent of the custom designed "Shippensburg Ship" is to convey a feeling of strength and forward movement as it slices through the water, sails billowing with the power of the wind. It also speaks to the crew's teamwork which is necessary for the vessel to navigate skillfully and reach its destination.

Primary Logo

The university logo elevates and enhances our brand recognition. It is made up of two key elements: the logo graphic, **the ship**, and the full name set as a stylized **wordmark**. Each element can be used to represent the university. The wordmark or logo **must** appear on all university publications to establish continuity of image, brand, and identity.



Logo Colors

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

PMS 185 C-0 M-93 Y-79 K-0 R-239 G-55 B-62 EE373D	PMS 289 C-100 M-76 Y-12 K-70 R-0 G-22 B-65 001541
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Clear Space

To protect its integrity and impact, always consider the placement and prominence of the logo within layouts. Keep the logo clear of competing text, images, and graphics by maintaining the minimum amount of clear space, equal to the width of the first "S" in Shippensburg on all sides. The space between the logo graphic and the wordmark is equal to height of the serif of the first "S" in Shippensburg when placed between the logo graphic outline and the top of the "N" in Shippensburg.



Primary Logo (preferred)

The university's primary logo in **red** (PMS 185), **navy blue** (PMS 289), and **white** is the preferred version and should be used wherever possible.



One-Color Options

When the full-color primary logo is not an option, a **solid navy blue** (PMS 289) or **solid black** version is acceptable. **The ship may NOT be printed in all red.**

When using black, a **grayscale** version may also be used. The values are 65% black on the top (red) portion, solid (100%) black on the bottom (blue) portion, and solid (100%) black wordmark.



solid navy blue (PMS 289)

(Do not use)



solid black

grayscale

Reverse-Color Option (white only)

When white is the only option, please use the reverse version.



Use on Color Backgrounds

Light background - use the primary logo in **red** (PMS 185), **navy blue** (PMS 289), and **white**.

Dark background - use the **reverse (white only) logo**, or the **outlined primary logo with white wordmark**.

**TIP - the sails over the oval should remain white (or lightest portion)*



light background

dark background

Use on Promotional Products

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.

Secondary Logos

(Please refer to page 5 for approved color use.)

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



Vertical, stacked (primary logo)

Where space permits, this version is preferred.



Ship only

The logo graphic may be used as a stand-alone graphic when size or space constraints do not allow for the full logo or in cases when the Ship brand has already been established.



Wordmark only, two-line stacked

This configuration can be used when space is limited, and the vertical variation is not appropriate.



Horizontal, two-line stacked

This configuration can be used when space is limited, and the vertical variation is not appropriate.



Horizontal, one-line

When size or space constraints do not allow for vertical or horizontal two-line stacked, this version can be used.



Wordmark only, one-line

When size or space constraints do not allow for vertical or horizontal two-line stacked configurations, this version can be used.

Sub-branding

(Please refer to page 5 for approved color use.)

Sub-branding takes the Shippensburg University logo and adds the respective unit, office, department, college, etc. Sub-brands are created by the Office of University Communications and Marketing. **Departments or offices may not 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. *The use of multiple sub-brands in one logo is not permitted.*

The sub-brand includes the primary logo with official department or office names typeset in Franklin Gothic URW Book, center aligned, and positioned below the wordmark. The horizontal version is an approved secondary variation when space is limited, and the vertical primary logo is not appropriate.

Named Schools/College Logos

Schools or colleges that have received contributions that allow naming of the school or college for a donor or benefactor (as approved by the SU Foundation and Council of Trustees) includes a slight wordmark adjustment for the donor-named element.



Examples of approved sub-branding



Examples of approved named school/college

Logo vs. Graphic

The creation of additional logos to represent a university unit, office, department, college, etc. are not permitted. However, a graphic may be designed for special events, campaigns, etc. as approved by the Office of University Communications and Marketing.



Logo Misuse

The logo is one the most recognizable representation of Shippensburg University and should not be altered in any way unless approved by the Office of University Communications and Marketing.

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



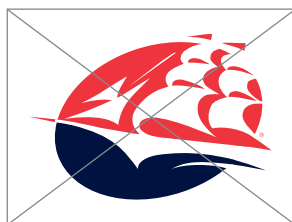
Do not place print over the logo



*Do not wrap text around the logo
(not preferred)*



Do not rearrange or add design elements



Do not flip the ship



Do not distress, fade, or embellish



Do not remove elements or crop

*In 2018, the university updated from Reflex (royal) blue to the current PMS 289 (navy) blue.

Color Palette

The Shippensburg University color palette helps express its distinct personality and pride. It is important to use only these colors to create a consistent and powerful visual identity for the university as a whole. The primary colors are the university's red and blue and play the most dominant role in the university branding. The secondary colors can be used as accent colors to help emphasis or distinguish areas of university publications.

Primary Colors

PMS 185 C-0 M-93 Y-79 K-0 R-239 G-55 B-62 EE373D	PMS 289 C-100 M-76 Y-12 K-70 R-0 G-22 B-65 001541
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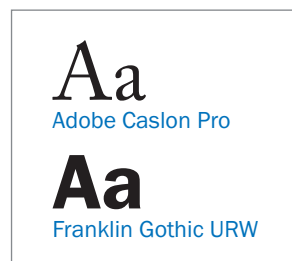
Secondary Colors

PMS 7711 C-98 M-0 Y-28 K-4 R-0 G-165 B-184 00A5B8	PMS 300 C-99 M-50 Y-0 K-0 R-0 G-114 B-188 0071BB	PMS 201 C-7 M-100 Y-68 K-32 R-163 G-12 B-51 A20B32
PMS 113 C-0 M-2 Y-83 K-0 R-255 G-237 B-70 FFED45	PMS 380 C-18 M-0 Y-82 K-0 R-218 G-226 B-85 D9E254	PMS COOL GRAY 7 C-20 M-14 Y-12 K-40 R-135 G-138 B-143 868A8F

Typography

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 Pro** 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.



The University Seal

The official Shippensburg University seal is meant to function as a stamp of validation and **not as a logo**. It should only be used for recognition on diplomas and official documentation. Using the seal in non-university publications is prohibited. All other uses must be approved by the Office of University Communications and Marketing.

Color

The seal can be reproduced in all **red** (PMS 185), **blue** (PMS 289), **black**, or **white**.



red (PMS 185)



navy (PMS 289)



black

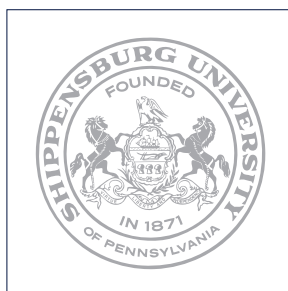


white

The use of seal in gold or silver is for the Office of the President only.



gold




silver

Special Print Techniques

The seal may be embossed, engraved, or foil stamped on paper. It may also be etched in metal, glass, or stone. All uses require proof approval by the Office of University Communications and Marketing.

Digital and Social Media

Digital Media

Videos from the university's official YouTube page are available for use and can be embedded in e-mails and websites as needed.  **@ShippensburgUniversity1871**

Approved photos are available for use by Shippensburg University departments and programs at **photos.ship.edu**. These images are owned by the university and may only be used for official university purposes.

Social Media

Before launching a social media presence, departments should engage with the Office of Communications and Marketing to review best practices, platform, and management. When possible, social media handles should begin with “@Ship” followed by the unique identifier for the department. Example :@SHIPCommMar = Shippensburg University Communications and Marketing.

Profile images should include the approved university logo with the option of temporary profile images for different events or milestones.

Please be sure to fill out full profile information including office/program name, contact information and the appropriate ship.edu web address.

Print Publications

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 reasonable 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 reasonable 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.”

Athletic Logos

Shippensburg University Raider Athletics 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 the Office of University Communications and Marketing and the Department of Athletics.

Primary Athletic Logo

The Primary Athletic Logo is made up of three key elements: **stylized S**, **anchor**, and the **Raiders wordmark**.

*“A ship cannot set sail
without their anchor up.”*



Logo Colors

The official colors of the Primary Athletic Logo are: **red** (PMS 185), **navy blue** (PMS 289), **light blue** (PMS 284), and **white**.

PMS 185 C-0 M-93 Y-79 K-0 R-239 G-55 B-62 EE373D	PMS 289 C-100 M-76 Y-12 K-70 R-0 G-22 B-65 001541	PMS 284 C-56 M-20 Y-0 K-0 R-106 G-171 B-222 6AABDE	WHITE C-0 M-0 Y-0 K-0 R-255 G-255 B-255 FFFFFF
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Clear Space

To protect its integrity and impact, always consider the placement and prominence of the logo within layouts. Keep the logo clear of competing text, images, and graphics by maintaining the minimum amount of clear space.



Primary Athletic Logo (preferred)

The official colors of the Primary Athletic Logo are: **red** (PMS 185), **navy blue** (PMS 289), **light blue** (PMS 284), and **white**. These are the preferred versions and should be used wherever possible:



One-Color Options

When the full-color primary athletic logo is not an option, a **solid navy blue** (PMS 289), **solid white** or **solid black** version is acceptable. *The logo may NOT be printed in all red.*

Solid Navy (PMS 289)



Solid White



Solid Black



(Solid Red - Do not use)



Secondary Athletic Logos

The Secondary Athletic Logos should be used when the primary logo doesn't fit the space or layout.



S-Anchor

The stylized S and anchor cannot be separated.



Raiders Wordmark

Spirit Mark



Intertwined SU

Athletic Logo Misuse

The logo is one the most recognizable representation of Shippensburg University Raider Athletics and should not be altered in any way unless approved by the Office of University Communications and Marketing and the Department of Athletics.

Unapproved logo use:



Do not change the colors or add patterns



Do not remove elements or crop



Do not reduce legibility



Do not stretch or skew



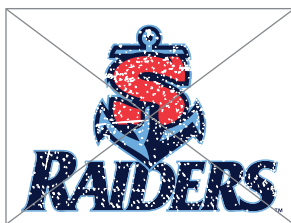
Do not apply graphic effects



Do not tilt or rotate



Do not place print over the logo



Do not distress, fade, or embellish



Do not rearrange or add design elements

Athletic Color Palette

The Shippensburg University Raider Athletics color palette helps express its distinct personality and pride. It is important to use only these colors to create a consistent and powerful visual identity for the university athletics as a whole. The use of red and navy blue maintains the legacy and tradition of Shippensburg University. The secondary colors can be used as accent colors to help provide a modern and unique element to university athletics publications.

Primary Colors

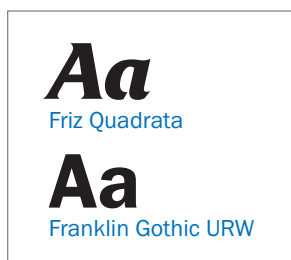
PMS 185 C-0 M-93 Y-79 K-0 R-239 G-55 B-62 EE373D	PMS 289 C-100 M-76 Y-12 K-70 R-0 G-22 B-65 001541
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Secondary Colors

PMS 284 C-56 M-20 Y-0 K-0 R-106 G-171 B-222 6AABDE	PMS 429 C-37 M-26 Y-25 K-0 R-165 G-173 B-177 A4ACB1
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Athletic Typography

The font families **Friz Quadrata** and **Franklin Gothic URW**—used together or separately—should be employed for all athletic communications. Their consistent use and application will support the effectiveness of our athletic visual identity standards.



HOME of the RAIDERS

“Raider” or “Raiders” is the official nickname and only approved branding for university athletics.

This includes use on apparel, equipment, printed materials, electronic communication (social media, e-mail signatures), etc. Lady Raider(s) and Red Raider(s) were previously removed as usable options.

A Raider by definition – a fast, lightly armed ship.

(Webster’s New Collegiate Dictionary)

THE MASCOTS

Who is Big Red?

In 2005, 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.

Who is Shippo?

Shippo the Hippo is the secondary mascot of the university. Shippo was the runner up during the Mascot Madness competition. Urban legend has it Shippo actually won! After an April Fool’s joke in 2023 proclaimed Shippo as the rightful winner—and a lot of positive feedback—Shippo was named Big Red’s first mate!

ship.edu/mascots

Any use of the mascots must be approved by the Office of University Communications and Marketing.





SHIPPENSBURG UNIVERSITY

1871 Old Main Drive, Shippensburg, PA 17257
(717) 477-7447 • ship.edu



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 reasonable 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.

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