Shippensburg University
Quick Brand Guide

Primary Colors

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Secondary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 185</td>
<td>PMS 7711</td>
</tr>
<tr>
<td>PMS 289</td>
<td>PMS 300</td>
</tr>
<tr>
<td>WHITE</td>
<td>PMS 201</td>
</tr>
<tr>
<td>PMS 113</td>
<td>PMS 380</td>
</tr>
<tr>
<td>PMS COOL GRAY 7</td>
<td></td>
</tr>
</tbody>
</table>

Typography

Aa Adobe Caslon Pro
Aa Franklin Gothic URW

University Seal
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.

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.

Secondary Colors

PMS 300
PMS 7711
PMS 201
PMS 113
PMS 380
PMS COOL GRAY 7

Secondary Logos
These configurations can be used when space is limited, and the primary logo is not appropriate.

Sub-branded Logos
Available for university units, offices, departments, colleges, etc. as created by the Office of University Communications and Marketing. Departments or offices may not create their own sub-brands.

Examples of approved sub-branding
Examples of approved named school-college

Logo vs. Graphic
Graphics may be designed for special events, campaigns, etc. as approved by the Office of University Communications and Marketing. (Examples: Homecoming, ShipVotes)

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.

Questions? Contact the Office of University Communications and Marketing at: (717) 477-1201 • licensing@ship.edu • ship.edu/licensing