

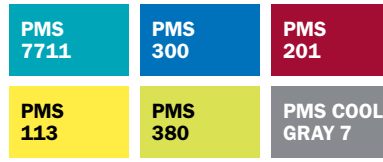
Shippensburg University

Quick Brand Guide

Primary Colors



Secondary Colors



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 Logos

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



Primary Logo (preferred)



One-Color Options



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

Reverse-Color Option (white only)



Use on Color Backgrounds



NOTE: The sails over the oval should remain white, or lightest part.

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.

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