

UNIVERSITY

Logo

STYLE GUIDE



Southern Connecticut
State University

Logo Style Guide



The primary use of the SCSU institutional logo is to visually identify the university. As such, the logo is used on all material that circulate outside the university. Including the logo on internal communications also helps reinforce Southern’s visual brand.

The logo is available for all campus community members.

What is the University Logo?

Primary Logo

The Southern logo consists of two components: the picture mark and word mark. The column, known as the picture mark, symbolizes Southern as an institution of higher education. The word mark is the font Cochin Bold — each letter spaced uniquely. Together, these two elements combine to form the logo.



Primary logos are available in different file types specific for print and online use:

- **PRINT:** EPS and PDF files will render the sharpest quality at any size. They are vector files and have a transparent background. Most print vendors prefer one of these two file types. Files are available for full-color use (CMYK blue), and one-color use (Pantone Reflex Blue, black, and white)
- **ONLINE:** PNG and JPEGs are available in blue and white. PNGs have a transparent background.

University Logos

Secondary Logos

The one-line logos may be used only when size constraints and readability dictate:

- **VERSION ONE — ONE-LINE COLUMN LOGO:** Of the two one-line alternative logos, this is the preferred version. It includes the picture mark and one-line word mark.

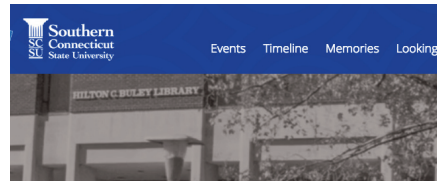


- **VERSION TWO — ONE-LINE CAP LOGO:** The column cap logo is used only in space-constrained conditions where readability of the SCSU initials would be difficult.



Stacked Alternative Logo for Web Banner

The stacked version of the university logo is used on website banner locations in an upper left position. This is not to be used in any other location.



Seal

The Southern Connecticut State University seal is used *only* on official documents, such as diplomas, certificates, and honorary degrees. The seal is not to be used as the logo and it is not to be altered in any way.



Contact the Office of Integrated Communications & Marketing for alternate logos or seal.

Color and Usage Guidelines

The university logo must be reproduced as a whole in *one color only*, using either Pantone Reflex Blue or its color model equivalent, or using black or white.

The logo may be reversed out of a color or an image (used as white) only when the contrast is significant enough to be readable.



Southern's Color Palette

The university's brand color is Pantone Reflex Blue. In addition to the brand color, additional colors are used to add complementary and contrasting color to marketing collateral. Primary colors are used in larger proportion while secondary colors are mainly used as accent colors.

Pantone Color

(also known as spot color, used for one color printing)



PANTONE
REFLEX BLUE

CMYK Equivalents

(also known as process color, four color, or full color)



100% CYAN
73% MAGENTA
4% BLACK

RGB and Hex Equivalents

(RGB and Hex codes are used for digital color specification)



0% RED
51% GREEN
173% BLUE
HEX #003399

PRIMARY



REFLEX BLUE

R 0 G 51 B 153

C 100 M 73 K 4

#003399



CYAN

R 0 G 173 B 235

C 100

#00ADEB



WHITE

R 255 G 255 B 255

#FFFFFF

SECONDARY



GOLDEN YELLOW (as accent)

R 255 G 204 B 64

M 20 Y 85

#FFCC40



PROCESS YELLOW (as accent)

R 255 G 242 B 0

Y 100

#FFF200



MEDIUM BLUE (option for tints)

R 1 G 106 B 189

C 88 M 58

#016ABD

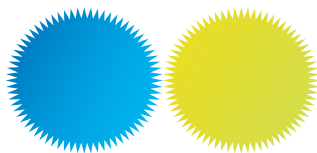


GRAY (background or accent))

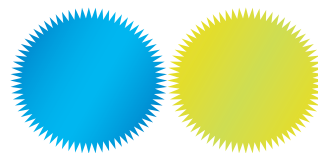
R 129 G 129 B 129

C 51 M 43 Y 43 K 7

#818181



linear blends



mid-linear blends

Color and Usage Guidelines

Examples of Incorrect Usage



Do not add extra columns to the logo. Do not change the font in the logo.



Do not rotate the logo independent of other layout components.



Do not stretch the logo.



Do not use the logo over colors, textures, or images that impair the readability of the logo.



Do not separate the logo and apply different colors to each element of the logo.



Do not reprint the logo from previously printed material or pull the logo from the website.

College and School Logo Units

The spacing and proportional size between the university logo elements must be used as a unit as shown below. College and school logos are available for download on the University Logos web site.



Southern's Email Signatures


Displayed below is the primary logo and suggested content for offices. The font is Palatino Linotype. Times New Roman or Times is an alternate when Palatino is not available.

_____ ← *Underscore to approximate length of name*

First Lastname ← *Name is bold*
Secretary ← *Titles are italic*
Office of Academic Affairs
(203) 392-1234
(203) 555-1234 *fax*
LastFirst@SouthernCT.edu

Southern Connecticut State University
501 Crescent Street
New Haven, CT 06515

..... *Logo is sized for signature scale*




The logo consists of a blue stylized column icon to the left of the text 'Southern Connecticut State University' in a blue serif font. Below the text are the letters 'SC' and 'SU' stacked vertically in a blue serif font.

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Displayed below is an alternate logo for offices/individuals who work in the Athletics Department or in a student-centered or school spirit environment.

Firstname Last
Graduate Intern
Office of Student Involvement
(203) 392-5782
StudentInvolvement@SouthernCT.edu
Twitter | Instagram: SCSU_OSI

Southern Connecticut State University
501 Crescent Street
New Haven, CT 06515



The logo features a stylized purple owl head in profile, facing right. Below the owl, the word 'OWLS' is written in a bold, purple, italicized sans-serif font. Above 'OWLS', the words 'SOUTHERN CONNECTICUT' are written in a smaller, purple, all-caps sans-serif font.

Southern's Email Signatures


Displayed below is the preferred logo and placement for Schools/Colleges and academic departments. The font is Palatino Linotype. Times New Roman or Times is an alternate when Palatino is not available.

_____ ←..... *Underscore to approximate length of name*

First Lastname ←..... *Name is bold*
Assistant Professor ←..... *Titles are italic*
 Art Department
 College of Arts and Sciences
 (203) 392-1234
 (203) 555-4321 *cell*
 NameF42@SouthernCT.edu

Southern Connecticut State University
 501 Crescent Street
 New Haven, CT 06515

Logo is sized for signature scale



Displayed below are university logos with a graphic lockup.

_____ ←..... *Underscore to approximate length of name*

First Lastname, '20 ←..... *Name is bold*
Title Here ←..... *Titles are italic*
 Office Name Here
 (203) 392-XXXX
 (203) 555-XXXX *cell*
 LastFirst@SouthernCT.edu
 Twitter: @Twitterhandle

Southern Connecticut State University
 501 Crescent Street
 New Haven, CT 06515

First Lastname, '20
Title Here
 Office Name Here
 (203) 392-XXXX
 LastFirst@SouthernCT.edu

Southern Connecticut State University
 501 Crescent Street
 New Haven, CT 06515

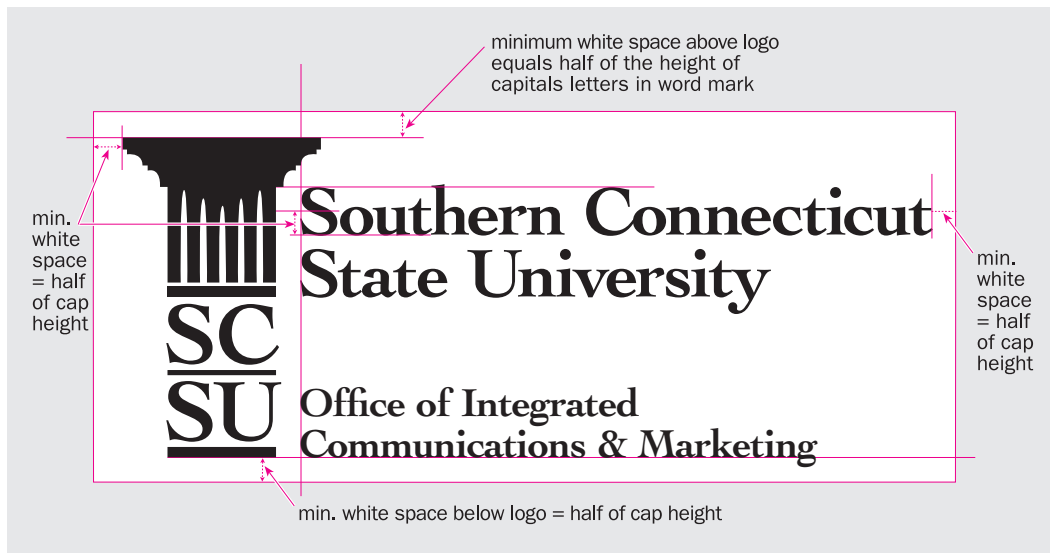







Layout Guidelines

The spacing and proportional size between the logo elements must be maintained and always used as a unit. The university logo may not contain any type or graphic within the boundaries indicated below other than the university's official address, website, phone numbers, or division/office/department name. Address, phone numbers, or website are *not required* to be used within the logo boundaries.



SECONDARY BRAND

Logo includes the office or department name placed at the baseline of the picture mark



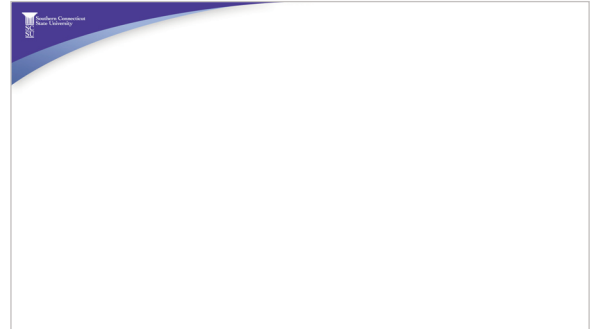
The business card layout shows logo usage on the current business card design.

PowerPoint Templates

PowerPoint templates with the the university logo are available for download on the University Logos web site.



Arc with dark blue background



Arc with white blue background



Banner with blue and aqua background



Banner with white background



Banner with dark blue and aqua background



Border with white background



FOR MORE INFORMATION, CONTACT:
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ConleyMI@SouthernCT.edu