

brand



GRAPHIC STANDARDS 2022



# INTRODUCTION

The purpose of this guide is to define the elements of the university brand identity system, state the rules for their use and provide references to assist you in their implementation. Examples are shown to serve as models for both existing and new design applications.

Southern Oregon University retains all ownership rights associated with the images shown in this publication. This expressly includes the determination of the appropriateness of all images, such as how and where these images are reproduced and displayed. The standards described herein must be followed when reproducing university materials, regardless of where the materials are produced or the source of funding.

**If you have a question about the standards or need original logo materials, please contact:**

Southern Oregon University  
Department of Marketing and Communications  
Churchill Hall Room 222  
1250 Siskiyou Boulevard  
Ashland, Oregon 97520-5022  
541-552-7246

**Topics addressed in this guide:**

- University Identity
- Logotype Family
- Brands within the SOU brand
- Color Palette
- Typography Standards
- Stationery Standards
- Design examples

## UNIVERSITY IDENTITY

Southern Oregon University's institutional image and strong brand identity serve as important tools to further the university's strategic goals. The consistency of university messages and unified graphic identity play a key role in the success of this effort.

Standards have been outlined in this guide to establish the proper use of SOU logos thus eliminating confusion and helping to create a stronger image. We encourage you to refer to and become familiar with the Style Guide and to apply its rules to any communications or materials you develop on behalf of the university.

### **Why following the rules set forth in the Style Guide is important:**

- To maintain a consistent image because each communication reflects on the university as a whole and messages from internal entities build upon one another and increase the overall impact.
- To avoid confusing our audiences by presenting a consistent visual identity so we distinguish our institution from our competitors.
- To show unity of purpose. Visual consistency relays that the university is unified, even while it pursues a wide range of interests, which is an attractive image to potential faculty, staff and students.

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Formal Word Mark  
Horizontal format

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Formal Word Mark  
Vertical format

## LOGOTYPE FAMILY

To provide for the needs of a university identity program, a family of related marks has been designed. This allows for targeted logo usage while retaining the major visual themes of the parent logo, the formal word mark. Each mark has its own specific arena of usage and should be used only when appropriate. These usages are outlined in this guide.

**These are the primary logotypes for the Southern Oregon University Identity System:**

- Formal Word Mark (horizontal and vertical formats)
- Official Seal of the University
- Informal Word Mark
- Spirit Mark
- Mascot "Rocky"



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Official Seal of the  
University



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Informal Word Mark



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Spirit Mark



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Mascot



## FORMAL WORD MARK

### LOGOTYPE FORM - STRUCTURAL

The primary element of identification for Southern Oregon University is the formal word mark (logotype). Its purpose is to establish the identity and attain easy recall and recognition for the university in a competitive graphic environment.

**The logotype has the following distinguishable characteristics:**

- The initials “S” and “O” are placed above a unique “U” and connected by two rules.
- The word “Southern” is set in upper and lower case defining the regional aspect of the university.
- The descender of the “R” character in the word “UNIVERSITY” has been offset to a lower baseline.

The specific visual relationship of the letter forms of the logotype are fixed and may not be altered in any way. Due to physical size limitations, both horizontal and vertical configurations are provided. The structure of the SOU logotype as illustrated in Figure 1 and Figure 2 are the only approved and acceptable structures.

Figure 1



Figure 2





## FORMAL WORD MARK

### LOGOTYPE FORM - STRUCTURAL DON'TS

Figure 3 represents some examples of alterations considered unacceptable.

The logotype may never be redrawn, reconstructed or altered in any way, nor may any other letter forms or styles be substituted for it.

Special photographic or "effect" treatments such as outlines, italicizing, curving, rotating, tapering, compressing, expanding, distorting and perspectives may not be utilized.



Figure 3

## FORMAL WORD MARK

### LOGOTYPE USAGE - COLOR PALETTE

The approved colors, Pantone 186 red and black, are an integral part of the identification system.

White is a passive color in the design.

**The acceptable color usage of the logotype as follows:**

Pantone 186 and Black on light background to be used when printed on white (Figure 4) or light-colored background. (Figure 5)

White and Black on red background (Figure 6). The logo should never appear on any red background than Pantone 186.

Figure 4



Figure 5



Figure 6



Note: Color blocks here are only to show logo in reverse. Containing blocks are never part of the logo's design.

Pantone 186 and White on dark background to be used when printed on black (Figure 7) or dark-colored background. (Figure 8)

Figure 7



Figure 8



4-color process background usage: CMYK 100 MAG / 100 YEL / 10 BLK on light background (figure 9) and CMYK 100 MAG / 100 YEL / 10 BLK on dark background (figure 10) NOTE: Examples show Drop Shadow applied at 99% opacity, offset 0p1 to right and bottom, sized 0p2, with Blending Mode set on Multiply.

Figure 9



Figure 10



## FORMAL WORD MARK

### LOGOTYPE USAGE - COLOR PALETTE DONT'S

Figure 11 represents some examples of color usage considered unacceptable for impeding the logotype's dominant presence and readability.

Pantone 186 and Black logo should never appear printed on a background which has an equivalent value darker than 50% black

The logo should never appear printed on a textured background

Pantone 186 and White logo should never appear printed on a background which has an equivalent value lighter than 30%

The logo should never appear as a background for overprinting or as a background pattern of any kind.



Figure 11

Pantone 186 and Black logo should never appear printed on a background which has an equivalent value darker than 50% black

Pantone 186 and White logo should never appear printed on a background which has an equivalent value lighter than 30%

The logo should never appear printed on a textured background

The logo should never appear as a background for overprinting or as a background pattern of any kind.

## FORMAL WORD MARK

### LOGOTYPE USAGE - SINGLE COLOR

The logo should not appear printed in a single color other than black. There are two exceptions to this standard:

- #1 Situations that are unavoidable due to mechanical limitations such as printing an architectural blueprint.
- #2 Printing the logotype in an unconventional manner such as stone signage or gold jewelry. In these cases, the entire logotype is to be printed as a solid or fair representation of the color version.

**IMPORTANT:** The usage of color is strictly limited to the acceptable usages described in this section. Colors may never be transposed between elements of the logotype, nor may other colors be substituted for them.

Figure 12



Black and 50% Black on white background (Figure 12) The entire logotype prints in black when necessary. Pantone 186 red is represented by a 50% screen of black.

Figure 13



Reversed to White (Figure 13) The entire logotype reverses out of a color or image to White when necessary. Pantone 186 red is represented by a 50% screen of black. When reversing out of red, see instructions on Figure 6.

Note: Black block here are only to show logo in reverse. Containing blocks are never part of the logo's design.

## OFFICIAL SEAL OF THE UNIVERSITY

### LOGO USAGE

The official seal of the university has been designed for the purpose of authentication. Usage is strictly limited, and should be protected above all other marks as exclusive. It represents the authority and authenticity of Southern Oregon University as an institution of higher education.

The logo has the following distinguishable characteristics:

- The unique SO - U Informal Word Mark.
- Two feathers symbolizing location and heritage
- The inset date 1872 - the date of establishment for SOU

These three features represent qualities of tradition, authority and the integrity of the university. The specific visual relationship of the letter forms of the seal are fixed and may not be altered in any way. The structure as illustrated in Figure 14 is the only approved and acceptable use.



Figure 14

**IMPORTANT:** The seal should never appear printed in an informal setting or where the standards are not protected. The seal should not be reproduced at a size smaller than 1" in diameter. The usage standard for the Seal is strictly limited to the acceptable examples displayed in Figures 15 through 19. It may never be redrawn, reconstructed or altered in any way, nor may any other letter forms or styles be substituted. Special photographic or distortion treatments such as outlines, italicizing, curving, rotating, tapering and perspectives may not be utilized. Refer to Formal Word Mark Figures 3 and 11 for examples considered unacceptable.

## OFFICIAL SEAL OF THE UNIVERSITY

### COLOR USAGE

The approved colors, Pantone 186 and black, are integral part of the identification system. White is a passive color in the design that comes to the forefront in some applications. The acceptable color treatments of the logo are as follows:

Figure 15



Pantone 186 and Black on a White Background (Figure 15) This seal is to be used when printed on white or light-colored background

Figure 16



Black on White Background (Figure 16) This seal is to be used when printed on white or light-colored background. The red elements are represented by a 50% screen of black

Figure 17



Blind Embossed, Foil or Metal (Figure 17) This seal art is to be used when physically embossing or stamping into official archival documents. The seal may be reproduced in metal foil for heat stamping, or cast in metal for plaques or for jewelry.

Figure 18



Watermark (figure 18) All elements are 20% black This seal is provided for the purpose of simulating a watermark on official documents.

## INFORMAL WORD MARK

### LOGO USAGE

The secondary element of identification for Southern Oregon University is the informal word mark (logo). Its purpose is to support the brand identity and achieve easy recognition for the university in a competitive graphic environment.

**The logo has the following distinguishable characteristics:**

- The initials “S” and “O” are placed above a unique “U” and connected by two rules.

The specific visual relationship of the letter forms of the logo are fixed and may not be altered in any way. The structure and colors of the SOU logo as illustrated in Figure 19 are the only approved and acceptable structure and colors.

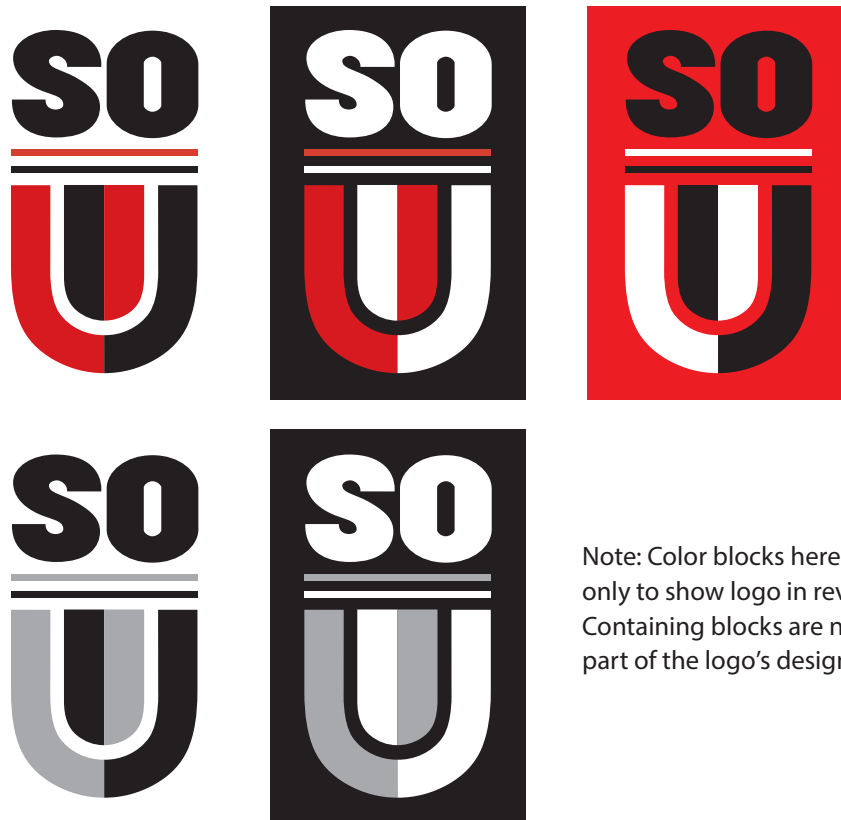


Figure 19

**IMPORTANT:** The usage standard for the Informal Word Mark is strictly limited to the acceptable examples displayed in Figure 15. Colors may never be transposed between elements of the logotype, nor may other colors be substituted for them. It may never be redrawn, reconstructed or altered in any way, nor may any other letter forms or styles be substituted. Special photographic or distortion treatments such as outlines, italicizing, curving, rotating, tapering and perspectives may not be utilized. Refer to Formal Word Mark Figures 3 and 11 for examples considered unacceptable.



## SPIRIT MARK

### LOGO USAGE

The spirit mark of the university has been designed to give the student body an informal mark that serves as a rallying point, and a unifying visual. Its purpose is to support the brand identity of the university's athletic department.

**The logo has the following distinguishable characteristics:**

- The descender of the "R" character has been offset to a lower baseline - matching the "R" of the university's formal word mark.
- The characters are connected by a bold black outline
- Southern Oregon University is spelled out in full and aligned with the descender of the "R" character

The specific visual relationship of the letter forms of the logo are fixed and may not be altered in any way. The structure of the Raiders logo as illustrated in Figure 20 is the only approved and acceptable structure.



Figure 20



**IMPORTANT:** The usage standard for the Spirit Mark is strictly limited to the acceptable examples displayed in Figure 20. It may never be redrawn, reconstructed or altered in any way, nor may any other letter forms or styles be substituted. Special photographic or distortion treatments such as outlines, italicizing, curving, rotating, tapering and perspectives may not be utilized. Refer to Formal Word Mark Figures 3 and 11 for examples considered unacceptable.

## SPIRIT MARK

### LOGOTYPE USAGE - COLOR PALETTE

The approved colors, Pantone 186 red and black, are an integral part of the identification system. White is a passive color in the design. The acceptable color usage of the logotype as follows:

Figure 21



Figure 22



Pantone 186 and Black on light background to be used when printed on white (Figure 21) or light-colored background. (Figure 22)

Figure 23



Figure 24



Pantone 186 and Black with white rule outline on red background (Figure 23), and on black background (Figure 24). The logo should never appear on any red background than Pantone 186 or CMYK equivalent.

## SPIRIT MARK

### LOGOTYPE USAGE - SINGLE COLOR

The logo should not appear printed in a single color other than black. There are two exceptions to this standard:

- #1 Situations that are unavoidable due to mechanical limitations such as printing an architectural blueprint.
- #2 Printing the logotype in an unconventional manner such as stone signage or gold jewelry. In these cases, the entire logotype is to be printed as a solid or fair representation of the color version.

**IMPORTANT:** The usage of color is strictly limited to the acceptable usages described in this section. Colors may never be transposed between elements of the logotype, nor may other colors be substituted for them.

Figure 25



Figure 26



Note: Color blocks here are only to show logo in reverse. Containing blocks are never part of the logo's design.

## THE SOUTHERN OREGON UNIVERSITY RAIDER SPIRIT MARK

Our spirit mark is a simple, powerful graphic intended for use in consistent fashion. The mark may be used as shown on white or a background color; however, the mark must always be used with its custom border shape when placed on any background other than white. This border is built into the electronic file—by using the correct EPS file, whenever the mark is placed on a background of any kind, the border will be present. The border is always white. These guidelines apply to print and electronic media, as well as clothing and memorabilia applications. Please help us maintain an exciting and consistent identity by using our Raider in the way it is intended. Thank you!

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Mascot on white



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Mascot on black



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Mascot on red



APPROVED SPIRIT MARK AND  
WORDMARK CONFIGURATIONS

Spirit Mark with Wordmark  
on white



Spirit Mark with Wordmark  
on red



Spirit Mark with Wordmark  
on black



## EXAMPLES OF IMPROPER MASCOT USE

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The Raider always flies in white skies, the built-in border assures this.



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The Raider is built from shapes, and doesn't need lines.



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The Raider is never presented in the negative.



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The Raider has a customized white border built into its original file (see page 20). Any border or outline effect such as what is shown here indicates that the wrong file is being used.



## EXAMPLES OF IMPROPER MASCOT USE

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The Raider always flies straight.



---

Never distort the proportions of the Raider.



## ROCKY THE RAIDER SOU MASCOT

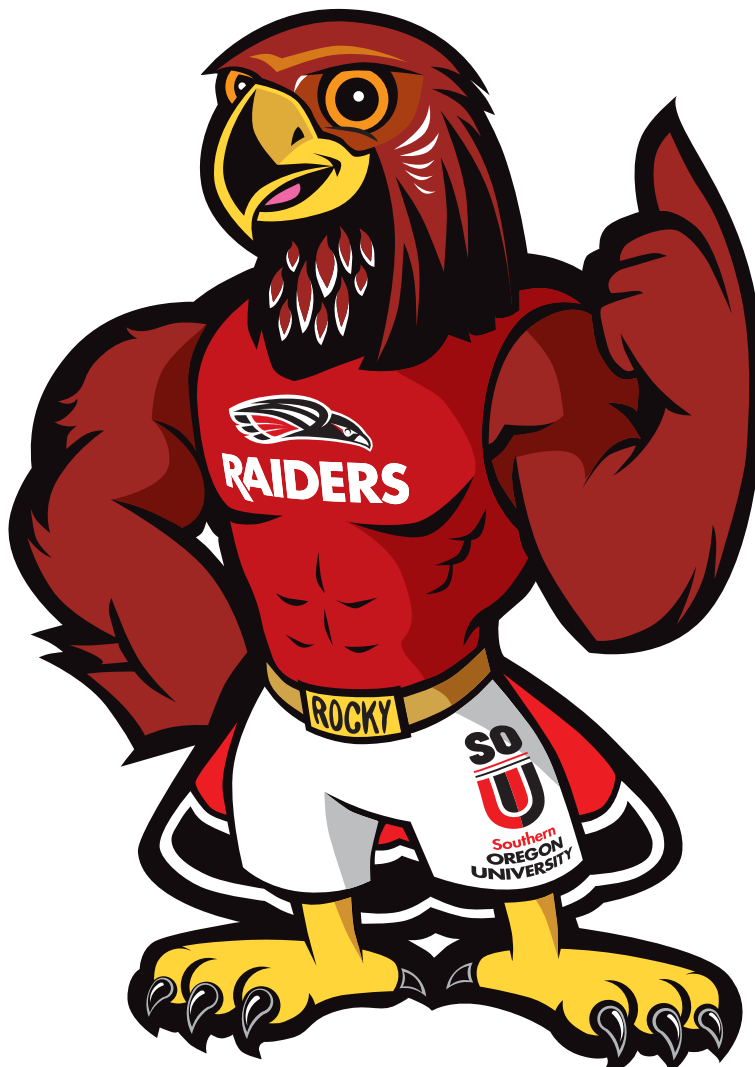
The SOU Rocky Raider Mascot is a graphic representation of our university symbol, the red-tailed hawk.

Having a polished graphic of Rocky allows the mascot to appear on SOU promotional materials.

- 1) The graphic represents Rocky as a friendly, approachable character embodying school spirit, health, and a positive, optimistic attitude.
- 2) Rocky reflects the natural coloring of the red-tailed hawk while also clearly sporting SOU colors of red, black, and white.
- 3) The mascot wears the Raider and SOU logos to fully support the SOU brand and identity wherever the mascot appears.

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The Rocky graphic is appropriate for use in materials relating to school spirit and Raider athletics, not academics or SOU administration. When in doubt, check with the Marketing Office on implementing this asset.





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The Rocky graphic has a built-in white “standoff” form that allows placement on colored backgrounds.



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Rocky can be used facing left or right for layout flexibility



## ROCKY THE RAIDER ADDITIONAL DEVELOPMENTS

Two new versions of Rocky the Raider have been in recent development and are set to take flight. Rocky can now be deployed soaring from left to right, or swooping off the page or out of the screen. Yo Rocky!

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Please check with  
SOU Marketing for proper  
use of the Rocky Raider  
Mascot graphic.



### ROCKY THE RAIDER MASCOT COSTUME

The SOU mascot costume has also been updated to reflect the new Rocky design—look for him at Raider athletic events, campus activities, and of course the Homecoming and Fourth of July parades!

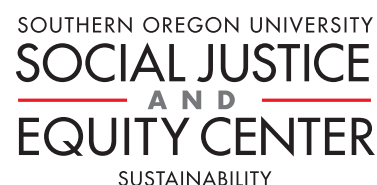




Figure 27

## OTHER LOGOS THAT SUPPORT SOU GRAPHIC IDENTITY

Many vital programs make up the diverse totality that is Southern Oregon University. Here are some examples of sub-brands that continue to present a consistent look and feel to the public (Figure 27.)



These logos have been created by the SOU Marketing Office and show program differentiation while maintaining brand continuity.

When developing sub-brands, consideration is given to :

- 1) school colors (red, black, and white)
- 2) typography (Futura in various weights)
- 3) dynamic simplicity (clean forms, careful spacing and alignment)
- 4) visual compatibility with existing approved SOU branding

Figure 28

## MORE ON SUB-LOGOS

There are times when red and black are counter-intuitive to a program's message. Figure 28 shows some examples of color variation that maintain brand consistence through typography and approach. These logos rely on use of the Futura typeface to echo the SOU brand and avoid sending mixed messages.



## STATIONERY

Letterhead utilizes the Formal Wordmark in the horizontal format. You may order pre-printed stationery from SOU Print and Copy Services. Print and Copy will ensure your information is typeset according to brand standards. The letterhead is available in color and black only versions.

You may also request an MS Word doc with your department information included as header and footer with correct logo and typography. Please contact the Marketing Office with Word stationery requests.



### MARKETING

April 11, 2016

Dear Reader,

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Sincerly,

Nicolle Aleman

Director of Marketing

#### Office of Marketing and Communications

Churchill Hall 222 • 1250 Siskiyou Boulevard • Ashland, Oregon 97520-5022

541-552-7246 • 541-324-0295 • alemann@sou.edu



## ENVELOPES AND BUSINESS CARDS

Envelopes and business cards utilize Formal Wordmark in the horizontal format. You may order pre-printed envelopes and cards from SOU Print and Copy Services.



### Office of Marketing and Communications

Churchill Hall Suite 222  
1250 Siskiyou Boulevard  
Ashland, OR 97520-5043



Name and Degrees  
Associate Director of Department ABC  
Associate Manager of LMO Services  
Professor of XYZ Studies

541-552-1234  
541-552-5670  
541-552-9101  
541-552-2134  
youremailaddress@sou.edu

Building  
Room 333  
1250 Siskiyou Blvd  
Ashland, OR 97520-XXXX



### Our Mission

Southern Oregon University is an inclusive campus community dedicated to student success, intellectual growth, and responsible global citizenship.

[sou.edu](http://sou.edu)

## TYPOGRAPHY

The SOU Office of Marketing and Communications uses two main typefaces (fonts) for all print materials. These are augmented with additional accent typefaces that change periodically to reflect design trends and brand messaging.

Myriad Pro is the *Sans Serif* typeface for Southern Oregon University. This book is set primarily in Myriad Pro. Here is the Myriad Pro Type family:

Myriad Pro Light	Myriad Pro Light Condensed
<i>Myriad Pro Light Italic</i>	<i>Myriad Pro Light Condensed Italic</i>
Myriad Pro Regular	Myriad Pro Condensed
<i>Myriad Pro Italic</i>	<i>Myriad Pro Condensed Italic</i>
<b>Myriad Pro Semibold</b>	<b>Myriad Pro Semibold Condensed</b>
<i>Myriad Pro Semibold Italic</i>	<i>Myriad Pro Semibold Condensed Italic</i>
<b>Myriad Pro Bold</b>	<b>Myriad Pro Bold Condensed</b>
<i>Myriad Pro Bold Italic</i>	<i>Myriad Pro Bold Condensed Italic</i>
<b>Myriad Pro Black</b>	<b>Myriad Pro Black Condensed</b>
<i>Myriad Pro Black Italic</i>	<i>Myriad Pro Black Condensed Italic</i>

Figure 31

Minion Pro is the *Serif* typeface for Southern Oregon University. Here is the Minion Pro Type family:

Minion Pro Regular	<b>Minion Pro Bold</b>
<i>Minion Pro Italic</i>	<i>Minion Pro Bold Italic</i>
<b>Minion Pro Semibold</b>	
<i>Minion Pro Semibold Italic</i>	

Figure 32

Current accent typefaces for SOU Branding are:

Museo 100  
*Museo 100 Italic*  
Museo 300  
*Museo 300 Italic*  
Museo 500  
Museo 500 Italic  
**Museo 900**  
**Museo 900 Italic**

Figure 33

NOTE: Futura is to be used *only* for logos that fit within the SOU brand, as well as assorted signage and display applications. It is not used for text type.

Futura Medium / **Futura Bold** / **Futura Extra Bold**



COLOR

Southern Oregon University school colors are red and black. Marketing and Communications uses these colors predominantly, while featuring an additional palette of support colors to help tell the SOU story.



Raider Black:  
CMYK values  
20 cyan, 20 mag,  
20 yel, 100 blk

Raider Red:  
Pantone Matching System  
186 or CMYK values 100  
mag, 100 yel, 10 blk



Light Green:  
CMYK values  
40 cyan,  
100 yel, 10 blk

Dark Green:  
CMYK values  
50 cyan, 100 yel,  
40 blk

Light Blue:  
CMYK values  
20 cyan, 25 blk

Dark Blue:  
CMYK values  
100 cyan, 10 mag,  
40 blk



Gold:  
CMYK values  
15 mag,  
75 yel, 10 blk

Orange:  
CMYK values  
40 mag,  
100 yel, 20 blk

Dark Red:  
CMYK values  
100 mag,  
100 yel, 40 blk

Brown:  
CMYK values  
60 mag,  
100 yel, 70 blk

## 2022 BRAND AESTHETIC

The brand for 2022–23 makes full use of traditional SOU colors, as well as display typography that reflects both the creative arts and more linear or science-based programs. Our story is well told with the help of a library of new photographs sourced by the Marketing and Admissions teams. Also new to this years materials is the use of stylized QR codes giving readers fast access to our online presence. Support colors still make full use of the SOU brand palette, but Raider Red and Black are the heavy lifters.

Figure 36



Inside poster  
spread from  
2022 Admissions  
*Initial Contact*  
*Brochure*

## THE SOU BRAND IN THE WILD



Cover and pages from 2022 Admissions Viewbook



Outside panels from 2022 Admissions *Initial Contact Brochure*. The 8-panel brochure unfolds from 9" x 6" to the 18" x 24" poster on the facing page.



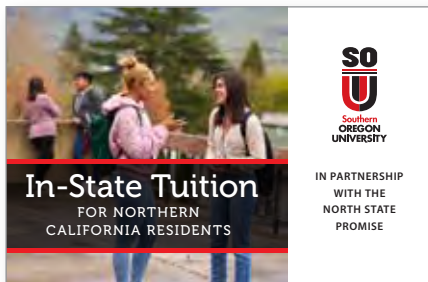


Pages from  
Spring 2022 *Raider*  
Alumni Magazine

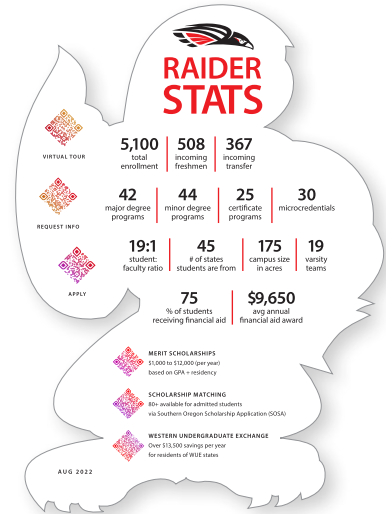


*Leadership  
Begins Here  
Digital  
Advertising  
Campaign  
2022*





Admissions Postcards 2022



Admissions Mascot Die Cut Stat Card 2022



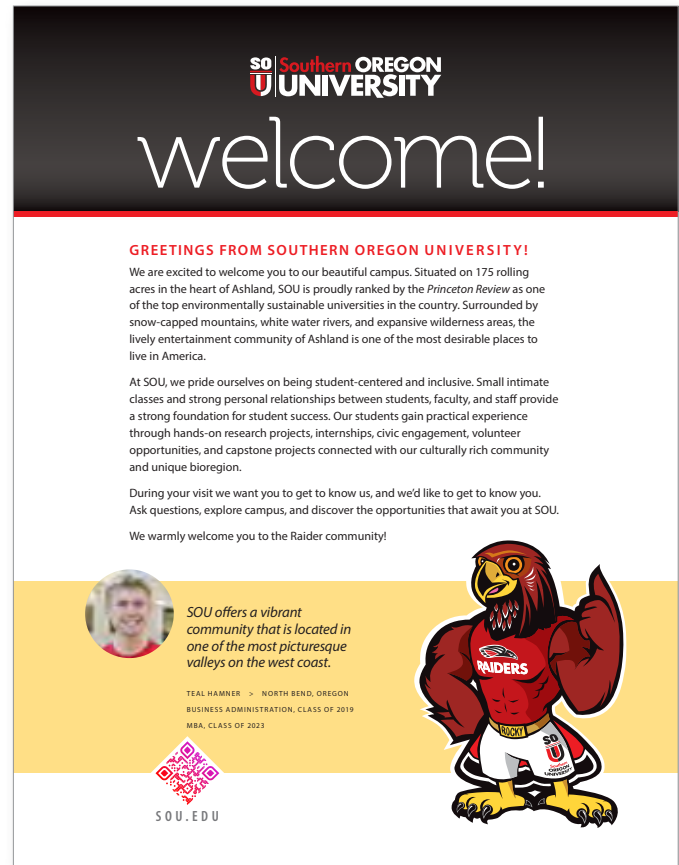
San Francisco 49ers Program and Seattle Seahawks Program Ad 2022



Travel Southern Oregon Magazine Ad 2022



Admissions *Hawk Walk* Self-Guided Tour Booklet  
Cover 2022



Admissions Campus Welcome Letter 2020

150 Year  
Anniversary  
Boulevard  
Banners 2022



University  
Homepage  
and 150 Year  
Anniversary page  
2022



Log into snapchat,  
take a pic of  
this image, and  
you'll follow us  
automatically!

## SOCIAL MEDIA

SOU Marketing maintains significant outreach in social media, often employing the same look as other SOU external branding, across platforms such as Facebook, Twitter, Instagram and Snapchat. You can follow us at the these handles, and/or contact the Marketing office if you need help creating a social media graphic or campaign. Please email [alemann@sou.edu](mailto:alemann@sou.edu) for a copy of the *SOU Social Media Guidelines Handbook*.

[twitter.com/@souashland](https://twitter.com/@souashland)

[instagram.com/accounts/login/souashland](https://instagram.com/accounts/login/souashland)

[facebook.com@souashland](https://facebook.com@souashland)

[snapchat@souashland](https://snapchat@souashland)



# thank you!

We hope this guide helps you understand the importance of—and our commitment to—the SOU brand as a key component in making sure the world knows the best and brightest our university has to offer. Please stop by our office if you have any questions, or projects we can help you realize.



**Department of Marketing and Communications**

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# brand ID



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