

# ***BRANDING & VISUAL STYLE GUIDE***

# *Introduction to Branding*

The Saginaw Valley State University brand is much more than just a logo and identity standards. The SVSU brand represents the authentic personality of the university – proud, engaging and passionate. This guide includes SVSU core brand guidelines and defines how to write with the SVSU voice. Also included is information on SVSU’s logos; labeling for colleges, programs and departments; core fonts and colors; photography and video styles; digital and print templates and the “We” marketing campaign.

A good brand is a vehicle for storytelling. We at SVSU consistently share success stories with our constituents. This guide will assist alumni, students, faculty and staff to apply uniformity across the brand and distinctively set SVSU apart from peer institutions. Through graphic standards, our stories and integrated communications are all connected with a consistent tone and visual identity.

The power of a strong brand can only be realized through consistent application over time. University Communications encourages all departments, programs, clubs, athletics and affiliates to leverage the identity assets in this guide and reinforce a consistent message to our key audiences.



*For more information contact University Communications at 989-964-4039.*

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# Visual Brand Architecture

## OVERVIEW SUMMARY

The power of a strong and reputable brand can only be achieved through consistent exposure over time. It is in the best interest of the university that students, faculty, staff and alumni use these marks consistently for the promotion of each college, department and program on printed and digital communication materials. The alteration or design of any box logo, Cardinal logo or University Seal that varies from examples in this guide are not permitted.

Here is a summarized view of the SVSU logo system. The pages following this spread elaborate on each of these logos and include the word marks that should accompany each of them.



PRIMARY UNIVERSITY LOGO



SAGINAW VALLEY  
STATE UNIVERSITY

PRIMARY UNIVERSITY LOGO CENTERED



UNIVERSITY BLOCK



UNIVERSITY SEAL

### Academic Logos

Faculty and staff should use an academic logo and word mark for the marketing and advertising of colleges, departments, academic programs and offices. The logo may appear alone or with the corresponding word marks, as described in this guide.

### Block Logo Singular (limited use)

The use of the block removed from the full logo is reserved for special use with approval from University Communications. It is reserved for special use on advertising, clothing, a lock-up design when partnering with community organizations, social media profile icons and digital advertising that links directly to the SVSU website.

### Presidential Seal (limited use)

The use of the seal is reserved for the Office of the President, graduation ceremony certificates and official documents from the president's office.

# Visual Brand Architecture

## TO REQUEST A LOGO:

Contact **Craig Snook**,  
Assistant Director of Creative Services  
(989) 964-7101  
casn@svsu.edu

## ADDITIONAL QUESTIONS?

Contact **Jill Allardyce**,  
Director of Creative Services  
(989) 964-4056  
jmallard@svsu.edu



CARDINAL MASCOT



CARDINAL MASCOT WITH SVSU



CARDINAL MASCOT & CARDINALS WORDMARK



CARDINAL MONOGRAM

### **Varsity, RSO, Club Sport, Alumni, Community Partnerships and Specialty Advertising for the Campus Community**

The use of the Cardinal mascot is encouraged by varsity athletics, club sports and RSOs on identity and clothing. University Communications has created templates for use with these specific groups, the SVSU Bookstore and other departments on gift items. Admissions may use the mark on recruitment materials to promote prospective students to become a Cardinal. The campus community may use the mark on specialty advertising such as mugs, shirts and other trinkets.

### **Varsity Athletics (limited use)**

The use of the Cardinal SV should be reserved for Varsity Athletics recruitment materials. It may be used in the bookstore on a limited basis. SV is not widely used because it has less brand equity and recognition off campus than the acronym "SVSU" or the use of our full name.

# Primary Institutional Logo

## PRIMARY LOGO

SVSU's institutional logo is a combination of the SVSU square and the Saginaw Valley State University word mark. The block has been the university's core visual identity since the late 1980s.

Over time, this institutional logo has been refined to better accommodate readability in smaller sizes and on digital screens. To allow greater flexibility, the logo has been designed in vertical and horizontal formats. These are available to download for print and web at [svsu.edu/ucomm](http://svsu.edu/ucomm).

This SVSU logo is the primary branded mark that helps communicate strong academic rigor and positive institutional identity. It should be used on all SVSU stationery, business cards, digital and printed marketing and advertising that promote SVSU's academic programs and educational opportunities.



Maintain accurate negative space (from other text and images) around the SVSU logo for legibility and prominence. This space is half the size of the SVSU Block Logo.



A 3-inch display size is the standard size for use of the SVSU logo on brochures, business cards, letterhead, forms and flyers.



1.75-inch minimum display size to ensure readability on smaller marketing pieces.

# Primary Institutional Logo



The centered arrangement of the SVSU logo works best in long vertical formats to allow for larger letter forms in digital and vertical layouts. The same negative space applies to the centered logo with half the size of the SVSU block around all sides clear of text and images.

A 2.5-inch display size is the standard size for use of the SVSU centered logo on letter forms.



1.5-inch minimum display size to ensure readability of the letter forms.



The preferred background color for the SVSU logo is the SVSU blue or the blended triangle background texture of black and blue with the red SVSU box, line and white letterforms "SAGINAW VALLEY STATE UNIVERSITY."



It is preferred to use the red box in the SVSU logo; however, when using the logo on a red shirt, a white reversed option is available. This should be limited to special projects, clothing and gift items.

# Primary Institutional Logo

## INCORRECT USE – PRIMARY LOGO

The SVSU logo should be reproduced from digital files provided by the office of University Communications and never recreated from the original files provided.

The SVSU box logo and word mark, although based on the Optima Bold typeface, have both been customized and handset with specific kerning and leading.

The standards set in this guide for departments, programs, offices and colleges should be followed for all marketing and communications to prospective and current students, alumni and the greater community.

Creativity and uniqueness are achieved through stories about student success accompanied by professional-quality photography and videos. Avoid starting any new program with talk about designing a new logo that would be used in place of the university branded marks. Consistent use of the university brand, as outlined in this guide, will ultimately result in greater recognition of your department or program.

## INCORRECT USE EXAMPLES:

- [A] Do not use any other typeface to spell out Saginaw Valley State University.
- [B] Do not flip the colors of the logo; a blue box is not permitted.
- [C] Do not stretch or distort the logo.
- [D] Do not substitute the university name with a cursive or altered font for a department or unit.
- [E] Do not apply effects, including drop shadow or glow.
- [F] Do not use the SVSU word mark without the red block.
- [G] Do not screen back the logo.
- [H] Do not substitute the name of a campus department or program with the full logo.

## QUESTIONS?

Contact Jill Allardyce,  
Director of Creative Services  
(989) 964-4056  
[jmallard@svsu.edu](mailto:jmallard@svsu.edu)

# Primary Institutional Logo

## INCORRECT USE – PRIMARY LOGO

A. 	E. 
B. 	F. 
C. 	G. 
D. 	H. 

# Logo with Signatures

## DEPARTMENT, COLLEGE & PROGRAM SIGNATURES

Here is the identifying primary signature for all academic units that offer opportunities on campus for undergraduate and graduate students. This includes SVSU departments, programs, colleges and offices that are on campus. This should be on all external and internal marketing materials for SVSU.

This university system is a national standard. Universities are multi-faceted, diverse and complex organizations that must all point to the core brand. Through this system, the SVSU name and brand gain strength as the core logo for our university to be the primary focus.

To request a logo:  
**Contact Craig Snook,**  
*Assitant Director of Creative Services*  
**(989) 964-7101**  
[casn@svsu.edu](mailto:casn@svsu.edu)

Primary signature with one department, program, college or office.



Primary signature with two departments. Choose which to make primary in each communication tactic. Contact University Communications for assistance.



The font for the signatures is OPTIMA BOLD using the SVSU red and blue.

When the SVSU logo is shown at the standard 3 inches in size, the primary signature size is 17pt all caps in SVSU red, and the secondary signature is 12pt in SVSU blue.

Both are centered to the logo and are placed a distance below from the top signature as the size of its own letter height.

# Logo with Signatures

## DEPARTMENT, COLLEGE & PROGRAM SIGNATURES (Continued)

This is a secondary option in a horizontal layout. This layout works best at the top of the page on forms and flyers with little extra white space. Once again, you may choose the option to use a primary and secondary signature together.

To obtain a signature, contact the director of creative services in University Communications.

To request a logo:  
Contact *Craig Snook*,  
Assistant Director of Creative Services  
(989) 964-7101  
[casn@svsu.edu](mailto:casn@svsu.edu)

Additional questions?  
Contact *Jill Allardyce*,  
Director of Creative Services  
(989) 964-4056  
[jmallard@svsu.edu](mailto:jmallard@svsu.edu)

Primary signature with one department, program, college or office.



**COLLEGE OF SCIENCE,  
ENGINEERING & TECHNOLOGY**



**DEPARTMENT OF ART**

Primary signature with two departments. Choose which to make primary in each communication tactic. Contact University Communications for assistance.



**RURAL RESIDENCY PROGRAM**  
College of Health & Human Services



**SCOTT L. CARMONA  
COLLEGE OF BUSINESS**  
Department of Economics

The font for the signatures is OPTIMA BOLD using the SVSU red and blue. When the SVSU logo is shown at the standard 3 inches in size, the Primary Signature size is 17pt all caps in SVSU red, and the secondary signature is 12pt in SVSU blue.

The leading matches the point size on both signatures when using two lines. Both are centered to the logo and are placed a distance below from the top signature as the size of its own letter height. The red line is the length of the SVSU box plus half.

The space on either side of the line is half the size of the SVSU block.

# SVSU Block

## SVSU BLOCK

The SVSU block is the single graphic that makes up the full SVSU institutional logo. It may be used separately from the full logo in a limited capacity. It should never be paired with the name of an academic unit, department, program or college without the full name of the university on web pages, letters or marketing collateral. However, on clothing, it is permitted.

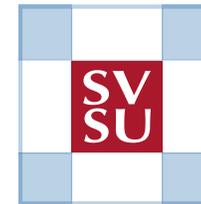
Limited use includes:

- *On-campus interior graphics*
- *Specialty gift items, mugs, pins, keychains, trinkets, wearables, clothing*
- *Digital advertising that connects to the SVSU website or if it is located within social sites and an SVSU web page*

Why can't every department use the solo block as a logo without the name of the university? Rationale: SVSU is a young institution in the state of Michigan. Outside of our immediate region, SVSU's name recognition is steadily gaining ground. SVSU launched its first advertising campaign in 2016 and is continuing to make progress spreading the brand and the SVSU name state-wide through community engagement and the marketing campaign.



The SVSU Block.



Maintain accurate negative space (from other text and images) around the SVSU logo for legibility and prominence. This space is half the size of the SVSU block logo.



.25-inch minimum display size to ensure readability of the letter forms.

# SVSU Block



## Trinkets and clothing

The SVSU block may appear separate from the full logo on trinkets such as chapsticks, lanyards, pens, magnets, pop sockets and more. This is because the full logo will not appear readable and attractive on stylish giveaways and so the block is acceptable on this form of marketing.



Clothing that is a giveaway item must appear trendy and stylish in order for students to want to wear the item.

This is a unique advertising opportunity that is an exception to the rule when it comes to using the full SVSU logo. The block may be separated on wearables and giveaways for programs and colleges, but it must appear in full form on other areas of traditional marketing.

## Digital advertising



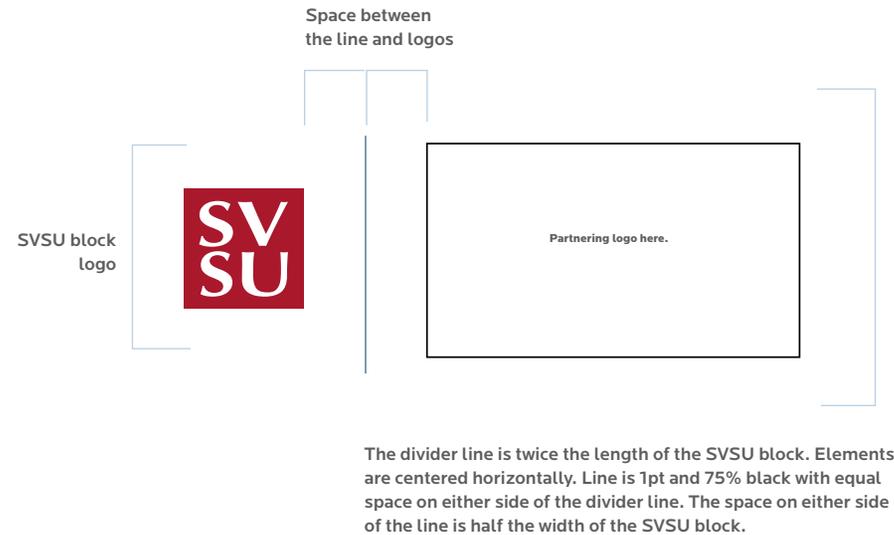
Due to limited space in small digital advertising spaces, the SVSU logo may be separated from the full logo when appearing on one of these ad layouts. The ad will, however, click to the full SVSU website, so the full logo will appear to the audience once the ad is clicked.

# SVSU with Community Partners

## **PARTNER BRANDS LOGO LOCK-UP**

The block “lock-up” is a method for co-branding with brands and logos that are outside of SVSU’s core mission. They have a distinctive identity separate from that of the university. These organizations partner with SVSU and may have an office on campus for staff and student resources. They typically receive funding from external sources other than SVSU. Also, these qualifying organizations would continue to exist without SVSU. Many may also already have existing brands and graphic standards upon initially partnering with SVSU.

To determine if your organization qualifies for a logo lock-up with the block logo, contact the office of University Communications.



### EXAMPLES OF PARTNER LOCK-UP LOGOS ON CAMPUS



# SVSU with Community Partners

## PARTNER BRANDS LOGO LOCK-UP

Qualifying campus partners who may use the SVSU logo lock-up include but are not limited to:

- *Community Writing Centers*
- *The Independent Testing Lab*
- *Marshall M. Fredericks Sculpture Museum*
- *Michigan Manufacturing Technology Center*
- *Osher Lifelong Learning Institute*
- *Saginaw Bay Environmental Science Institute*
- *Saginaw Community Writing Center*
- *Stevens Center for Family Business*

To request a logo lock-up:  
Contact *Craig Snook*,  
Assistant Director of Creative Services  
(989) 964-7101  
[casn@svsu.edu](mailto:casn@svsu.edu)

QUESTIONS?  
Contact *Jill Allardyce*,  
Director of Creative Services  
(989) 964-4056  
[jmallard@svsu.edu](mailto:jmallard@svsu.edu)



SAGINAW BAY ENVIRONMENTAL  
SCIENCE INSTITUTE



INDEPENDENT  
Testing Laboratory



MICHIGAN  
MANUFACTURING  
TECHNOLOGY  
CENTER



THE STEVENS CENTER FOR FAMILY BUSINESS  
SCOTT L. CARMONA COLLEGE OF BUSINESS

# University Seal

## UNIVERSITY SEAL

The University Seal is an insignia that consists of a triangle containing three symbols based on Egyptian iconography, representing truth, inner light and strength. It is reserved for use exclusively by the Office of the President and is also referred to as the *Presidential Seal*. It is most often used on diplomas, award certificates, legal documents and other items of an equally official purpose.

Anyone outside of the Office of the President desiring to use the seal must first obtain approval through the Office of University Communications.



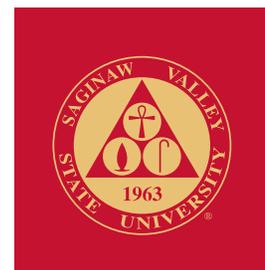
.75-inch minimum display size to ensure readability of the letter forms.



The University Seal is most often seen in the red and blue design shown here. For certificates, it is more often shown in one color in a foil stamp technique.



Maintain accurate negative space (from other text and images) around the Seal for legibility and prominence. This space is the size of the circles inside the triangle.



The University Seal may be used in specialty foil stamp in silver, gold or white on red or blue paper.

# Cardinal Logo

## CARDINAL

The Cardinal logo is a branded identity mark for SVSU to build spirit among prospective and current students, alumni and the university community. It is a primary graphic option for these non-academic units, including:

- **Varsity athletics teams and fundraising programs**
- **Club sports (with guidelines)**
- **Registered Student Organizations**
- **Cardinal Racing Team**
- **Alumni**
- **Admissions recruitment**
- **Advertising banners for regional athletic partnerships (example: Little League ball fields, Saginaw Spirit Hockey and The Loons Baseball)**
- **Apparel among the campus community and Bookstore**
- **Internal campus decorations on walls and doors**
- **SVSU license plate**

It is not recommended to use the Cardinal as a logo for stationery except by the Athletics and Alumni offices. The Cardinal should not replace the SVSU block logo for colleges, departments or any academic units and programs on marketing materials, stationery and websites. The block logo should be used in these instances because the block is the primary academic identifier to external audiences with SVSU's marketing campaign and website.



The SVSU Cardinal is most often featured in the red, black, gold and white design, as shown here. Since SVSU's colors are red and blue, the application below with the Cardinal on blue with a white outline is the best way to incorporate the SVSU colors.



The SVSU Cardinal is often combined with other word marks: SV, SVSU, Cardinals, Kids Club, etc. The Cardinal logo should in most cases have a buffer space around the mark the size of the Cardinal beak, unless approval is obtained by University Communications. The Cardinal should not appear smaller than .5 inch height on small trinket items for readability.



The SVSU Cardinal may be shown with a white outline on SVSU's dark blue



The SVSU Cardinal may be shown in white on red or blue background.

# Cardinal Logo – SVSU

## CARDINAL “SVSU”

The Cardinal logo with SVSU is the branded identity mark primarily for:

- *Varsity Athletics*
- *Club sports*
- *Registered Student Organizations*
- *Alumni Relations*
- *Admissions Recruitment*
- *Campus “Health & Wellness” internal programs*
- *Advertising banners for regional athletic partnerships (example: Little League ball fields, Saginaw Spirit Hockey and The Loons Diamond)*
- *Apparel among the campus community and Bookstore*
- *Internal campus decorations on walls and doors*



The SVSU Cardinal logo should have a buffer space around the mark the size of the Cardinal beak, unless approval is obtained by University Communications. The Cardinal should not appear smaller than .6 inch height on small trinket items for readability.



The Cardinal with SVSU may be shown in white on red or blue background.



The Cardinal with SVSU may be shown with a white outline on SVSU's dark blue or red.



## KIDS AFFILIATION

Varsity Athletics hosts a kids club, and this mark is to appeal to children in the community.

# Cardinal Logo – SVSU

## **VARSIITY ATHLETICS**

Varsity teams use this symbol to accompany the name of each sport on apparel.

## **CLUB SPORTS**

The Club Sport teams must use the words “CLUB SPORT” to accompany the Cardinal logo and specific sport to differentiate from Varsity Athletics.

The word “CLUB SPORT” should be half the width of the SVSU logo shown in all caps, Locator Bold and Bold Italic.

## **RSO BRANDING**

RSOs may use the SVSU Cardinal logo and wordmark with no alteration. RSOs may not recreate a new Cardinal to represent SVSU; however, they may use their own logo, including fonts and colors. Any SVSU-branded Cardinal logo used in conjunction should be placed in a separate location on the back or sleeve of a shirt. For additional instructions contact University Communications.

Varsity signatures are shown in Battlefield all capital letters, in SVSU blue, centered. These are just a sampling of the varsity sports that are offered at SVSU and may appear in the Battlefield wordmark with the Cardinal



Club Sport signatures are shown in Locator Bold font all capital letters, in SVSU blue, flush right or centered. CLUB SPORT must always appear with the Club Sport signatures to distinguish from Varsity Athletics.



# Cardinal Logo – SV

## CARDINAL “SV” – VARSITY

The Cardinal SV logo is the branded identity mark primarily for SVSU Intercollegiate Varsity Athletics to use on uniforms, gear, digital media and any marketing and advertising of the SVSU athletic teams.

The SV symbol is reserved for Varsity Athletics uniforms and is also sold on apparel in the SVSU bookstore.

The font used to make the “SV” is Battlefield. The letters may not be recreated because the font was altered and converted to a vector symbol.



The Cardinal SV may be shown in white on red or blue background.



The Cardinal SV may be shown with a white outline on SVSU's dark blue or red.



The SV Cardinal logo should have a buffer space around the mark the size of the Cardinal beak, unless approval is obtained by University Communications. The Cardinal should not appear smaller than .6 inch height on small trinket items for readability.

Varsity signatures are shown in Avant Garde Bold all capital letters, in SVSU blue, centered.



# Cardinal Logo – Cardinals

## CARDINALS WORDMARK

The Cardinal logo with Cardinals word mark is a branded mark used on the following:

- *Varsity Athletics teams & fundraising*
- *Alumni Relations*
- *Admissions Recruitment*
- *Apparel among the campus community and Bookstore*
- *Internal campus decorations on walls and doors*

Limited use may be granted with approval from University Communications.

The font used to make the “CARDINALS” is Battlefield. The letters may not be recreated because the font was altered and converted to a vector symbol. The font used for the university name is ITC Avante Garde Bold. Do not attempt to recreate the symbol and letters. Contact University Communications for a file to use in your layout.



**SAGINAW VALLEY STATE UNIVERSITY**



The Cardinal logo with Cardinals word mark should have a buffer space around the mark the size of the Cardinal beak, unless approval is obtained by University Communications. The Cardinal Word mark with the Cardinal logo should not appear smaller in height than 1.2 inches for readability.

# Cardinal – Alumni Logo

## CARDINAL ALUMNI

The Cardinal logo is used by the Office of Alumni for alumni communications and giveaway items, including the SVSU license plate, as the primary identifying mark. The Alumni Office may also use the full SVSU block logo when identifying itself as the OFFICE OF ALUMNI on stationery (see pages 10-11).



The Cardinal logo with ALUMNI word mark should have a buffer space around the mark the size of the Cardinal beak, unless approval is obtained by University Communications. The Cardinal word mark with the Cardinal logo should not appear smaller in height than .5 inch for readability.



The SVSU license plate design introduces a layout that is only to be used on the license plate. The Cardinal logo shown here has been enlarged.

# SVSU Branded Visual Design

## SVSU COLORS

The primary brand colors for SVSU are red and blue. These colors should be used for all departments, programs, colleges and units that are represented at the university. As one of the most important brand touch points, the SVSU RED and SVSU BLUE primary colors should be woven through every SVSU piece.

*The brighter blue, greys, black and yellow are never to be used alone in large quantities.*

These accent colors are applied to design features such as a rule line, a bullet and the diamond pattern. With the brighter blue, this pattern when blended with the grey/black diamond pattern adds vibrancy and depth.

## PRIMARY COLORS



### PRIMARY SVSU RED

PANTONE: 187

CMYK: C=0, M=100, Y=79, K=20

HEXADECIMAL: #990000



### PRIMARY SVSU BLUE

PANTONE: 7694

CMYK: C=100, M=50, Y=0, K=60

HEXADECIMAL: #0C4269

## ACCENT COLORS

It's important to remember that the secondary color palette is just that: a secondary choice to accent and complement our primary palette of red and blue. An overpowering use of certain secondary color combinations can evoke the branding of other higher education institutions.



### CARDINAL YELLOW:

PANTONE: 143 (Cardinal beak)

CMYK: C=2, M=32, Y=92, K=0

HEXADECIMAL: #f6b330



### ACCENT MEDIUM GREY

CMYK: C=60, M=50, Y=50, K=20

HEXADECIMAL: #616161



### ACCENT BRIGHT BLUE

CMYK: C=100, M=67, Y=0, K=12

HEXADECIMAL: #005698



### ACCENT LIGHT GREY

CMYK: C=20, M=15, Y=15, K=10

HEXADECIMAL: #CCCCCC



### ACCENT CYAN

CMYK: C=100, M=15, Y=0, K=10

HEXADECIMAL: #69C0FF



### ACCENT BLACK

CMYK: C=30, M=30, Y=30, K=30

HEXADECIMAL: #000000

# SVSU Visual Design – Typography

## SVSU TYPOGRAPHY

Here is a guide for consistent font usage on all communication materials in print and digital.

Optima Bold, a sans serif font, is the primary SVSU font for the core block logo and all department, college, program, campus navigation and building identification word marks. It is the primary font for campus navigation both internally and externally. There are no substitutions for this font. It is typically seen used most often in ALL CAPS.

Locator, a sans serif font with a large family of font options, is the primary font for marketing headlines, subheads and body copy. It is also the font used with varsity and club team identifiers with the Cardinal logo.

Locator Light Italic is the font used for the verbs that accompany the “We” in the marketing campaign.

If you do not have access to a certain font please contact University Communications.

## PRIMARY SVSU LOGO / CAMPUS SIGNAGE

**Optima Typeface (widely used by campus)**

**OptimaBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

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## MARKETING & LONG CONTENT

**Locator Typeface (widely used by campus)**

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

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# SVSU Visual Design – Typography

## SVSU TYPOGRAPHY (continued)

Due to the limitations with web fonts and licensing restrictions of Locator by use restricted to Admissions and University Communications, Verdana may be substituted for Locator. Verdana addresses challenges with on-screen display and limited licenses campus-wide for Locator. The two at a smaller typeface near 12 pt have similar characteristics.

The SVSU Seal contains the font Baskerville. This font should only be used when paired with the SVSU Seal on items that come from the Office of the President.

The SVSU and SV marks are developed from a custom alteration of the font Battlefield. This font has been edited past the original typeface, so new marks must be generated by University Communications.

If you do not have access to a certain font please contact University Communications.

### QUESTIONS?

Contact Jill Allardyce,  
Director of Creative Services  
(989) 964-4056  
jmallard@svsu.edu

## LOCATOR REPLACEMENT / WEB SPACE

### **Verdana Typeface (widely used by campus)**

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

#### Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

#### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

#### Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

---

## SVSU SEAL

### **Baskerville (limited use)**

#### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz

---

## SVSU CARDINAL

### **Battlefield (limited use)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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# SVSU Visual Design – Photography

## **BEYOND WORDS: VISUAL DESCRIPTIONS OF SVSU**

As with text and design, photographs emotionally resonate our visual style and are the embodiment of our brand personality. Good photography captures the inclusive, friendly and proud nature of the university; it should communicate our creativity, diversity and commitment to delivering an authentic academic and campus experience.

Photographs should capture the persona of Saginaw Valley State University. That is why it is important to use original photography — and not stock photography — of real students and professors pursuing the best of what SVSU has to offer. Capturing high-quality photographs requires advance planning. Request photography services by submitting the Photo Request Form at [SVSU.edu/ucomm](http://SVSU.edu/ucomm).

SVSU has an extensive online photo archive. To view and download images, go to [photos.svsu.edu](http://photos.svsu.edu).

Model release forms should be collected in advance when photographing events and activities that include any person(s) under legal age. Asking for permission to photograph people — except those in public places, such as athletic events — is encouraged.

### QUESTIONS?

Contact **Tim Inman**,  
Director of Marketing Support  
(989) 964-4086  
[tmi@svsu.edu](mailto:tmi@svsu.edu)

### QUESTIONS?

Contact **Michael Randolph**,  
Marketing Specialist for Videography & Photography  
(989) 964-7018  
[mwrandol@svsu.edu](mailto:mwrandol@svsu.edu)



**“RED” PHOTOS:**  
*Inclusive, inspiring,  
enthusiastic and  
positive.*



**“PURPLE” PHOTOS:**  
*Approachable, safe,  
supportive and friendly.*



**“BROWN” PHOTOS:**  
*Tenacious, dedicated,  
hard-working and proud.*

# SVSU Visual Design – Videography

Videography is very effective media to share success stories about SVSU students, alumni, faculty and staff on the SVSU website and social media outlets.

University Communications offers many standard video formats for capturing authentic stories: Cardinal Tales, Cardinal Profiles and Cardinal Close-ups are a few of the video formats offered.

Story topics include but are not limited to successful experiences at SVSU in the areas of:

- **Academic Success**
- **Personal Development**
- **Research Projects (UGRP)**
- **Community Engagement**
- **Real-world Experiences in the Classroom**
- **Study Abroad**
- **Internships**
- **Programs of Distinction**
- **Athletic Success**
- **Career Outcomes**
- **Graduate School**

QUESTIONS?

Contact Michael Randolph,  
Marketing Specialist for Videography & Photography  
(989) 964-7018  
mwrandol@svsu.edu



## **CARDINAL TALES**

**45–90 second video story from one person's point of view on one point of success. This typically includes an interview and b-roll.**



## **CARDINAL PROFILES**

**2–3 minute video story focusing on one person with multiple points of view. Longer storytelling video.**



## **CARDINAL CLOSE-UPS**

**2–3 minute video with interviews taking place with students and faculty. Overlapping stories all focusing toward one storyline.**



## **CARDINAL COMMERCIAL**

**30–60 second video to create hype or awareness about an event, an opportunity or general campus awareness.**

# SVSU Visual Design – Textures

## TEXTURES

The Triangle Pattern graphic file is used often as background and an overlay graphic. It is most often seen presented behind the primary SVSU red and white academic logo and the Cardinal logo in all advertising, including digital and print, outdoor, video and web.

In limited circumstances the triangle pattern may be blended with photography. To overlay use the *Effects>Transparency>Multiply* function to blend with a photo.

Although the blue Triangle Pattern is the primary one to use, the pattern is available for use in each of the campaign's primary and secondary colors in order to hold headlines, body copy and facts in a digital or print context.



Base Triangle Pattern - Set to Multiply @ 100% Opacity - w/ Triangle Outline Graphic @ 65% Opacity



Grey Base Triangle Pattern



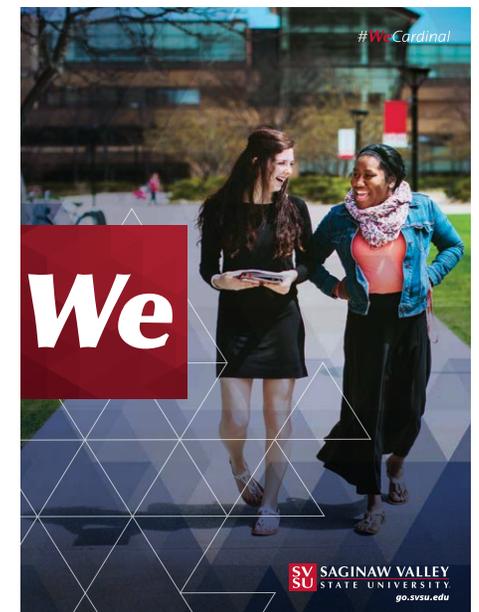
SVSU Monotone Blue Triangle Pattern



SVSU Monotone Red Triangle Pattern



Grey Base Triangle Pattern  
Multiply @ 75% Opacity



SVSU Monotone Blue Triangle Pattern  
Multiply @ 75% Opacity

# SVSU Visual Design – Elements

## GRAPHIC ELEMENTS

These graphic elements are to be used to separate areas of content within a design layout for marketing and advertising pieces. These design elements should be used sparingly to help create interest and compelling designs.

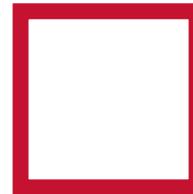
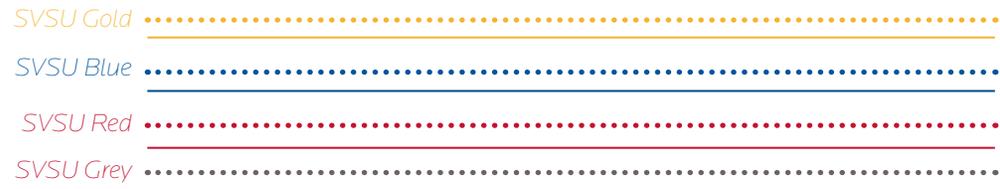
### **Dotted and Solid Lines:**

These should be used in the SVSU color palette. Dotted lines should be shown at a 2pt thickness. Solid lines at .75.

**Red Box:** This graphic should be paired with an image to hold a brief callout or headline.

**Triangle Pattern Overlay:** This graphic may be used as a transparent overlay to any Triangle Pattern image, at 65% opacity. It is optional for use and does not have to be overlaid for every use of the Triangle Pattern Overlay.

**Cardinal Facts & Tips:** These callouts are intended to help draw attention to special features in a document or to call out SVSU's points of pride in a document.



Red Box



Triangle Pattern Overlay



**Cardinal Fact:**  
SVSU's College of Business is ranked in the **Top 5% of Business Schools Worldwide** by the Princeton Review.



**Cardinal Tip:**  
Most of SVSU's buildings on campus are connected, making it easy to get from class to class in the winter months!

# SVSU Visual Design – “We” Mark

## THE “WE”

The tone of the SVSU “We” marketing campaign is inclusive, inspirational and approachable, with a primary focus on drawing in prospective students and a secondary message of affirming pride for current students, faculty and alumni.

The “We” campaign establishes the strong sense of belonging that students crave when seeking a college. The campaign speaks to everything *You* can accomplish with SVSU. By drawing attention to *You*, the campaign honors the tenacious and brave spirit of each prospective student (emphasis on SVSU’s Brown personality) and connects those students with SVSU’s empowering opportunities (a focus on the Red attributes that make SVSU so engaging). Together, *You* and SVSU embody the possibilities, passion and impact of “We,” a force unlike anything else in the region.



Background is base triangle pattern, set to Multiply @ 100% Opacity

# SVSU Visual Design – “We” Mark

## THE “WE” Word

The “We” box should not be manipulated or altered in any way, shape or form. Color, font and proportion are constant. For spacing concerns, standard clear space is defined as the space between the edge of the “e” and the inner edge of the box.

Please note: When designing a “We” statement that includes the lower case letter “l,” please replace with upper case “I.” The lower case Locator “L” has a loop that makes it read like a “J.” This is not a concern with the Locator “L” in any other context.

\*There are limited exceptions to these alignment rules; however, they must be approved by University Communications on a case-by-case basis. Any use of the supporting word within the red box must also be approved by University Communications and should only be pursued if spatial confinements require it.



Locator Black Italic



Locator Ultra Light Italic



# SVSU Visual Design – “We” Mark

## THE “WE” STATEMENTS

“We” Statements are two - or occasionally three-word combinations intended to be used to connect audiences of SVSU. Every statement centers on the word “We” with a consistent invitation for Cardinals to join in the SVSU experience.

“We” words work best as verbs because they best describe the personality of the experience.

“We” words are not proprietary to any one SVSU unit, program or opportunity. Different “We” words may be used for each story or message shared by any SVSU unit.



**We unleash.**  
**We inspire.**  
**We lead.**  
**We dream.**  
**We fly.**  
**We win.**  
**We cheer.**  
**We march.**  
**We engage.**  
**We rally.**  
**We risk.**  
**We encourage.**  
**We envision.**  
**We go.**  
**We believe.**



**We serve.**  
**We learn.**  
**We grow.**  
**We create.**  
**We teach.**  
**We care.**  
**We build.**  
**We welcome.**  
**We discover.**  
**We explore.**  
**We question.**  
**We experience.**  
**We imagine.**  
**We live.**  
**We connect.**



**We defy.**  
**We rise.**  
**We advance.**  
**We strive.**  
**We impact.**  
**We drive.**  
**We overcome.**  
**We contend.**  
**We challenge.**  
**We defend.**  
**We fight.**  
**We solve.**  
**We soar.**  
**We persevere.**  
**We push.**

# SVSU Visual Design — Typography

## MAIN HEADLINES

Locator Ultra Light Italic (ALL CAPS) — AT SVSU, YOU GET THE  
Locator Black Italic (ALL CAPS) — **OPPORTUNITIES** OTHER  
UNDERGRADUATES DON'T.

## PROSE

Locator Ultra Light Italic (ALL CAPS) — NEAR THE WATERS OF LAKE HURON, WE  
GATHER—FIERCE, LOYAL AND PROUD. WE  
DRAW DREAMERS AND DOERS, VOLUNTEERS,  
ATHLETES AND PERFORMERS.

## SUBHEADLINES / SECTION HEADERS

Locator Black Italic (ALL CAPS) — **AREAS OF STUDY**  
Locator Regular Italic (ALL CAPS) — HEALTH & HUMAN SERVICES

## CALLOUTS / SIDEBARS

Locator Regular Italic — "I wouldn't be who I am without my SVSU experience. I have been blessed to be surrounded and empowered by influential and strong leaders who have continuously pushed me to better myself."  
Locator Black Italic (ALL CAPS) — **TIERRA CALDWELL**  
Locator Regular Italic (ALL CAPS) — CLASS OF 2019

## INTRO BODY COPY

Locator Regular Italic — We are the Cardinals—the hard workers, game-makers, go-getters and pride-takers. We turn every challenge into an opportunity. We see every struggle as a chance to rise together. We are Saginaw Valley State University, and we're waiting for you. **SO BRING IT ON.**  
Locator Black Italic (ALL CAPS)

## LONG-FORMAT BODY COPY

Locator Light Italic or Light — Our students land competitive positions at well-regarded companies doing work they love. The number one employer of SVSU graduates is The Dow Chemical Co., a Forbes 100 company. Lots of alumni choose to stay local, but plenty of us also venture out, making names for ourselves across the nation and globe. When you choose SVSU, you not only discover your own potential, you encounter a world without limits.

# University Stationery

## SVSU LETTERHEAD

The university letterhead (shown at right) is to be used by all departments, institutes, centers, colleges and schools for all official university communications.

The signature, unit and sub-unit names appear centered, as shown. Postal and electronic addresses and telephone and fax numbers are placed along the bottom beneath the red rule line. Suggested format for the letter is centered with a one-inch margin from the left edge of the paper.

There are some instances when personalization of stationery is appropriate. Such cases include correspondence by the president, president's council members and others authorized by unit heads. Since smaller quantities of personalized letterheads are more costly to produce than standard departmental stationery, discretion by unit heads is encouraged.

**To order stationery, contact University Communications.**

The diagram shows a letterhead template with the following elements and annotations:

- 1" margin**: Indicated at the top left and top right corners.
- Unit identifiers are optional**: A box on the left side of the header area.
- SVSU SAGINAW VALLEY STATE UNIVERSITY UNIVERSITY COMMUNICATIONS Creative Services**: The header logo and text, centered.
- Date**: A line for the date.
- Name, Title, Company, Address, City, State, Zip, Country**: A block of lines for the recipient's contact information.
- Salutation:**: A line for the salutation.
- This letter illustrates the suggested typing format for correspondence using Saginaw Valley State University's letterhead. This text is for placement only to demonstrate layout guidelines.**: A paragraph of placeholder text.
- We are the Cardinals — the hard workers, game-makers, go-getters and pride-takers. We turn every challenge into an opportunity. We see every struggle as a chance to rise together. On this campus, your goals and dreams become a reality. The academic support, adventures and friendships you discover here will grow you like nothing else. We help you achieve, and we free you from limits.**: A paragraph of placeholder text.
- SVSU not only offers you an expansive range of programs, we also offer partial scholarships to qualified applicants. International applicants will be reviewed for scholarship eligibility at the time of admission. We are Saginaw Valley State University, and we're waiting for you.**: A paragraph of placeholder text.
- Complimentary close,**: A line for the complimentary close.
- Name of Sender, Title**: A line for the sender's name and title.
- Writer's or administrator's initials**: A line for the sender's initials.
- Encl. cc:**: A line for enclosures and carbon copies.
- Optima Bold for all custom contact information**: A line at the bottom for contact information.
- 389 Wickes Hall • 7400 Bay Road • University Center, MI 48710 • USA Contact: 989.964.4056 • svsu.edu/ucomm**: The footer text, centered.

# University Stationery

## SVSU BUSINESS CARD

There are three styles of business cards for specific units on campus.

**STYLE A** is standard to accommodate all academic departments, offices and colleges at SVSU.

**STYLE B** is standard for all business partners who use the SVSU block as a “lock-up” style for a primary signature. The SVSU typography is moved to the back in the same format as on the front of the card for Style A.

The back of the business cards may accommodate an accreditation logo or the Cardinal with an additional SVSU opportunity or website. The graphic must appear half the size of the SVSU logo so that it is secondary.

To order stationery, contact University Communications.

.25" Margin on all four sides

### Style A



**Jill M. Allardyce** svsu.edu  
Director of Creative Services

Office: 989.964.4056 • Cell: 989.225.4026  
E-mail: jmallard@svsu.edu  
389 Wickes Hall • 7400 Bay Road • University Center, MI 48710 • USA

### Style B



MICHIGAN  
MANUFACTURING  
TECHNOLOGY  
CENTER

### Style C

**Full name here** svsu.edu  
Title position at SVSU

Office: 989.964.000 • Cell: 989.000.0000  
E-mail: name@svsu.edu  
000 Building Hall • 7400 Bay Road • University Center, MI 48710 • USA

### BACK



RED PRIDE

# Templates – PowerPoint

## POWERPOINT

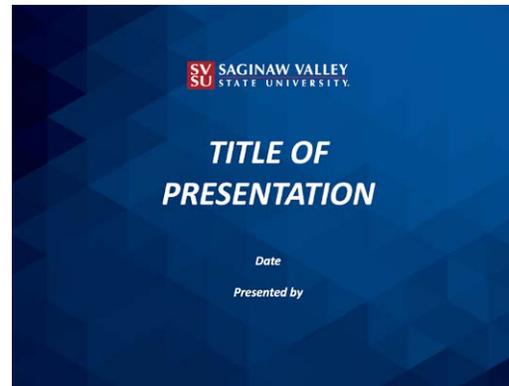
Branded PowerPoint templates are available upon request through University Communications for faculty and staff at SVSU.

The 10x7.5-inch templates are basic and equipped with the SVSU logo, Verdana font, SVSU diamond texture and SVSU red and blue colors.

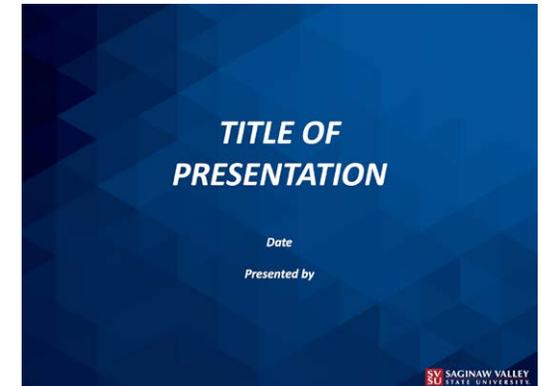
For additional assistance with photography, design, charts and layouts, contact University Communications.

### QUESTIONS?

Contact *Tim Inman*,  
*Director of Marketing Support*  
*(989)964-4086*  
*tmi@svsu.edu*



Cover slide  
Option 1 • PowerPoint  
10x7.5



Cover slide  
Option 2 • PowerPoint  
10x7.5



Cover slide  
Option 3 • PowerPoint  
13x7.5

# Templates – Flyers

## FLYER TEMPLATES

Branded flyer templates are available for use in Acrobat, InDesign and Word file formats.

University Communications offers template solutions for all SVSU faculty and staff to utilize for convenience.

For training in the software applications Word or InDesign, please contact the SVSU ITD lab.

For assistance with content writing, finding photos or developing a unique marketing solution from the templates provided, please contact University Communications.

### QUESTIONS?

Contact Jill Allardyce,  
Director of Creative Services  
(989) 964-4056  
jmallard@svsu.edu

**YOUR EVENT  
NAME HERE**

**We**  
welcome.

Description of event here.

Name of Presenter  
Here, give the bio of your speaker.

**WHEN**  
Date  
Time

**WHERE**  
At SVSU in  
Building  
Room

**REGISTRATION**  
**FEE: \$000**  
(Refundable, see details below)

**REGISTER ONLINE**  
www.yourwebsite  
Register by Phone: (989) 000-000

More information here.

FOR MORE INFORMATION CONTACT:

**SV SU** SAGINAW VALLEY  
STATE UNIVERSITY

**Your Department**

**We explore.**

**Opportunities for Students**

- Internships
- A student organization for majors and minors
- Any other "value proposition" points

**Job Prospects**  
Insert possible sentence here about job prospects, job projections and popularity profession for majors and minors. Feel free to customize the content to your needs.

**CONTACTS:**  
Your@svsu.edu  
svsu.edu/yourwebsite

**SV SU** SAGINAW VALLEY  
STATE UNIVERSITY

# Templates — Note Cards

## NOTE CARD TEMPLATES

Branded note card templates are available for use in Acrobat, InDesign and PDF file formats.

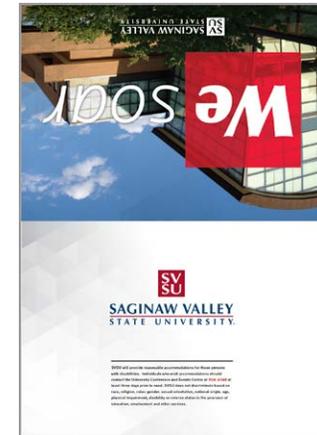
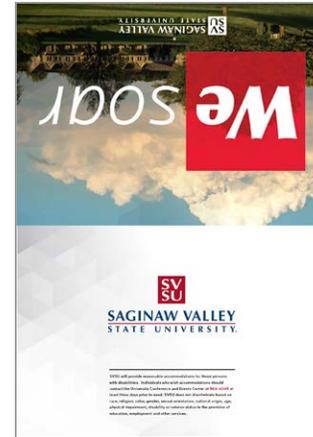
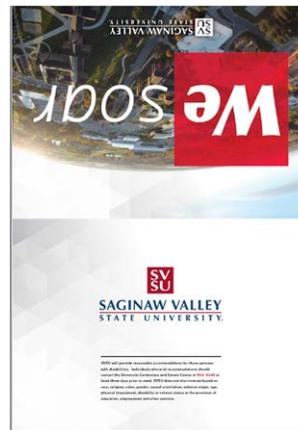
University Communications offers template solutions for all SVSU faculty and staff to utilize for convenience. Templates may be edited and adjusted with updated “We” words, new photos and custom interior messages.

For training in the software applications Word or InDesign, please contact the SVSU ITD lab.

For assistance with content writing, finding photos or developing a unique marketing solution from the templates provided, please contact University Communications.

### QUESTIONS?

Contact Jill Allardyce,  
Director of Creative Services  
(989) 964-4056  
jmallard@svsu.edu



# Templates – Posters

## POSTER TEMPLATES

Branded poster templates are available for use in Acrobat, InDesign and PDF file formats.

University Communications offers template solutions for all SVSU faculty and staff to utilize for convenience. Templates may be edited and adjusted with updated “We” words, new photos and custom messages.

For training in the software applications Word or InDesign, please contact the SVSU ITD lab.

For assistance with content writing, finding photos or developing a unique marketing solution from the templates provided, please contact University Communications.

### QUESTIONS?

Contact Jill Allardyce,  
 Director of Creative Services  
 (989) 964-4056  
 jmallard@svsu.edu



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Saginaw Valley State University is committed to providing work and learning opportunities without regard to age, color, disability, gender identity, genetic information, height, marital status, national origin, race, religion, sex (including pregnancy), sexual orientation, veteran status, weight, or on any other basis protected by state, federal, or other applicable law, and to achieving its objectives in compliance with applicable federal, state and local laws and regulations that prohibit discrimination.  
 If you have a disability and require accommodation to participate in this event, contact (First Name, Last Name, Title) at (XXX) XXX-XXXX to request accommodations at least 72 hours in advance.



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## BIG HEADER



Saginaw Valley State University is committed to providing work and learning opportunities without regard to age, color, disability, gender identity, genetic information, height, marital status, national origin, race, religion, sex (including pregnancy), sexual orientation, veteran status, weight, or on any other basis protected by state, federal, or other applicable law, and to achieving its objectives in compliance with applicable federal, state and local laws and regulations that prohibit discrimination.  
 If you have a disability and require accommodation to participate in this event, contact (First Name, Last Name, Title) at (XXX) XXX-XXXX to request accommodations at least 72 hours in advance.

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# Templates – Email signatures

## EMAIL SIGNATURES

Branded signatures are available upon request through University Communications for faculty and staff at SVSU.

There are two options for the signature used, with or without a photograph.

The Locator font and the SVSU blue are utilized for the layout. Individuals may choose a “We” word that encompasses the personality and personalized service message of the department using a verb word or phrase.

### QUESTIONS?

Contact Jennifer Weiss,  
Administrative Secretary  
(989)964-4039  
jlweiss1@svsu.edu

### With Photo



**Jill Allardyce**  
Director of Creative Services  
Alumni, 2006, M.A.

Office: (989) 964-4056  
Cell: (989) 225-4026  
Photo request: svsu.edu/ucomm



### Without Photo

**Jill Allardyce**  
Director of Creative Services  
Alumni, 2006 M.A.

Office: (989) 964-4056  
Cell: (989) 225-4026  
web: svsu.edu/ucomm



# Templates – Badges & Tablecloths

## MISC. TEMPLATES

Name badges and tablecloths have a standard template. Additional items such as certificates, pocket folders, invitations, note cards and other items may be ordered from University Communications in compliance with our branding standards.

Name badges and tablecloths may be ordered from the Purchasing Office at SVSU. Templates are standardized and shown here.

To order your name badge or tablecloth, contact the Purchasing Office to begin your order. Once you have your price, contact University Communications for the artwork if you do not already have your office or department signature file.

### Name Badges

The name of the SVSU employee is listed on each badge at the font size of 15–17 pt. The font is Optima Bold in SVSU Red and is centered. Also beneath it is the title, department or college in 7–8 pt. Optima Bold in SVSU Blue.



The badges are 3.5 inches in size. The logo is a standard 3 inches.

### Tablecloths

Navy blue tablecloths are the standard for SVSU departments, units and colleges to use. This background color provides the best presentation for the SVSU logo with white type and red block. This color combination matches the marketing campaign and the website.



Tablecloths are available in 6 and 8 foot sizes with a 4 foot logo and identifier.



*For more information contact University Communications at 989-964-4039.*