

PLYMOUTH STATE UNIVERSITY

Visual Identity Style Guide

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Introduction

A. Developing our new visual identity

It is important for Plymouth State University to present a consistent institutional identity to internal and external audiences. To that end, we have developed and approved a “signature” brand mark to be the graphic representation of the university. This new mark embodies our values, goals, pride and the evolution from Plymouth State College to Plymouth State University.

The process of developing a visual identity program for Plymouth State has made us all more keenly aware of the University’s many strengths and resources. Our new visual identity program is intended to reinforce and celebrate these strengths.

Consistent use of the new mark across all media is essential to establishing and maintaining the Plymouth State University image and promoting “brand” development. The standards which follow have been developed to help the campus community use the official University identifiers correctly. Everyone who communicates with the University’s various constituencies should be responsible for following the parameters set down in this document.

If you have questions or concerns about the use of these marks, or applications not covered here, please contact the Public Relations Office at 535-2276 or opr@plymouth.edu

B. About the logo

The new logo has been introduced in conjunction with the name change to Plymouth State University. The new brand mark comes after rigorous assessment of what the institution represents through surveys, feedback on prototypes and discussion with all campus constituencies. While no logo can embody all the elements that represent the institution, consistent use of a mark creates brand awareness. In turn, brand awareness calls to mind the many characteristics of Plymouth State University we continually communicate: location, mountains/lakes define our landscape, learning outside the classroom, finding one’s own personal horizon, caring/accessible faculty, solid education, friendly, and part of the community.

C. Brand Mark Standards

The typography and graphic elements of the new logo combine to communicate a strong identity with our location, as well as the vitality and pride of the institution. Both elements must be used together. Standards have been developed to ensure the brand mark is used consistently. Please review and become familiar with them before using the brand mark on projects.

This is the University logo



This is the University seal



II. Plymouth State University Marks—their use and misuse

A. Plymouth State University logo

The Plymouth State University logo will supercede all other marks formerly in use, including but not limited to department, program and building logos.

The logo of Plymouth State University comprises the name of the institution in two lines of Hiroshige Bold, topped by a graceful “horizon line.” The logo is designed to be used as a single entity and may not be broken into separate elements. It will always be used in the following combinations:

The logo will be applied and be the sole brand mark for stationery, business cards, major publications and advertising produced by and for Plymouth State University.

2-color (PMS 343 and black) typical used for stationery, envelopes, business cards and general usage



1-color [black] typically used in memoranda, labels, fax cover sheets, newspaper ads, documents to be photocopied, etc.



1-color [PMS 343] publications when only one ink color is affordable



1-color [white reversed out of a colored field or a photograph] used in publications where only one color is affordable and it is not black or PMS 343



Full-color [4-color process] is reserved for high-end publications



On the Web, recommended fonts are san serif fonts to match Optima and the color #006633 matches the printed PMS 343.

Incorrect Usages:

- The logo may not be positioned horizontally with skew, rotation or non-constrained resizing (stretching or squeezing).
- No portion of the logo may be extracted and used as an independent graphic; it must be used in its entirety.
- The logo may not be converted to a different color-break formula. There are different versions of the logo available depending on how it is being used (i.e. full color, 2-color, 1-color, embossing etc.). If the logo you have received is not in the correct format, please do not change it yourself. Contact Public Relations (535-2276 or opr@plymouth.edu.) and we will supply you with the correct version for your publication.

Special requests:

If you have a special need that you think may call for altering the logo or for combining it with other images, please contact the Office of Public Relations early in the design process, so that we may work with you in developing an appropriate solution.

B. Plymouth State University Logotype

The logotype for Plymouth State University is Hiroshige small caps in PMS 343. This is used when the logo is not appropriate to the document. It may be used in conjunction with the seal or as a header.

PLYMOUTH STATE UNIVERSITY

If it is necessary to use the definer “of the University System of New Hampshire” that type will be centered and in Optima Caps at least half the point size of Plymouth State University.

PLYMOUTH STATE UNIVERSITY

OF THE UNIVERSITY SYSTEM OF NEW HAMPSHIRE

C. Plymouth State University Seal

The University seal has been updated and will continue to be the **official** identification of Plymouth State University. Its use will be limited to diplomas, commencement programs, academic certificates, flags, presidential materials, legal documents, cash receipts, reimbursement forms and other documents relative to the exchange of money and as an emblem of the university police. The seal is available as a one color and multicolored artwork.

If you think you might have an appropriate use for the University seal, please call Public Relations so we can discuss this option with you.

Contracted vendors who need logos, artwork or electronic files should contact Public Relations at 535-2276 or via e-mail to opr@mail.plymouth.edu.



D. Department and Program names

Use of a tagline plays a crucial role in identifying subsidiary departments, offices and groups associated with Plymouth State University. Consistent treatment of these identifiers is as important as the consistent treatment of the logo and seal. Department or program names will follow the name of the University and should be placed either flush left or centered beneath the university logo. MS word templates suggest the usage of Hiroshige Bold as the departmental identifier (Times Roman Bold or Palatino may be used if you do not have Hiroshige). Optima is the font of preference for the remaining

text within the templates. If your computer does not have Optima please use Gill Sans MT or Eras Light ITS. (See templates)



Department of Music, Theatre, and Dance

No department or program logo should accompany the PSU logo either in print or electronically with the sole exception of the Athletic Department's panther logo. The Panther mascot as in all universities remains a separate icon specific to the team culture of athletics.

E. Limitations on using PSU

PSU is a federally registered trademark of Penn State University. PSU is not the official brand or title of Plymouth State University. A letter of understanding is expected from Penn State University outlining our use of PSU, particularly on athletic team paraphernalia and merchandise.

While all the details are not final at this point, PSU must always be accompanied with the words Plymouth State University written out. At no time should PSU be used as a header on memos, faxes, or internal documents. In written copy (as applied throughout this document) the first reference to the institution must always be written out as Plymouth State University. Acceptable subsequent references include Plymouth, Plymouth State or PSU.

III. Stationery

A. The standard stationery package will include letterhead, envelopes and business cards in several different formats. These may be viewed and ordered online at <http://www.vailprinting.com/boise>

B. How to order:

For your convenience, each item in the standard stationery package is available from a single vendor and may be purchased online using your department purchasing card. The printer has the approved design, typeface, colors and paper ready to produce your order. Turn around time should be no more than 5 working days. No other methods of ordering will be approved by the University purchasing office.

Standard stationery shells, without department or program designation, are also available through this online stationery purchasing system.

Mechanics of ordering ([online ordering user guide](#))

C. Templates and downloadable files

Templates for items such as memoranda, labels, fax cover sheets, note cards and newsletters can be downloaded from this site.

[Memos](#)

[Labels](#)

[Fax cover sheets](#)

[Note cards](#)

[Newsletters](#)

[Name Badges](#)

IV. Banners, Signage, Carpets and Apparel

For signage and carpets contact Facilities Services for more information.

For questions about banners and apparel please contact Public Relations.

Someone will work with you to develop an appropriate layout and provide files to the vendor of your choice.

IV. Online applications

The Plymouth State University Web banner features the logo in white on a field of green. The banner lives within a liquid page format allowing the screen to expand and contract depending upon the individual computer monitor's resolution. The homepage banner is followed by a required smaller version on all subsequent Web pages within the site.

V. Licensed products [for future use]