The Graphic Identity of Savannah State University

Graphic identity refers to the images the university offers to the public through its typefaces, logos and colors, and the applications of such on business cards, stationery, decals and more. It is the visual representation of the university's most important symbols and marks.

This guide will outline various elements of the university's graphic identity for a number of purposes. Use of any of the elements in a manner inconsistent with what is specified herein is not authorized without prior approval from the Communications Department.

These guidelines may be revised as deemed necessary.

The university name

Acceptable uses for referring to the university in printed materials include:

Savannah State University
Savannah State
SSU

The first reference in any written document should always be: Savannah State University. Second or subsequent references to the institution may be written as Savannah State, or as SSU, as long as the initials have been inserted as (SSU) in an earlier reference. It is the preferred style to lowercase the single use of the word "university," even when it is referring specifically to Savannah State University.

The official seal

The seal is the university's most formal symbol. The official Savannah State seal is a modification of the State of Georgia seal. The official seal is not interchangeable with the university logo. Because use of the official seal implies official sanction by the university and/or the president of the university, it should be used only on formal and official institutional documents, such as diplomas and proclamations. As the legal signature of Savannah State, this symbol must not be altered in any way.

Its use should be reserved for the most formal purposes that have been given specific sanction by the president, and/or for events, publications and correspondence that are produced on behalf of the president. Acceptable examples include commencement programs, memorandums of agreement/understanding, transcripts/diplomas and official documents produced by the Registrar's Office. It may be reproduced in blue/orange, black/white or a single color (blue, orange, gold, silver) according to the occasion and use.

The seal should not be used on routine correspondence or where the standard logo is sufficient. It should not be used on clothing. It should not be used on the web site. It may be used, with

Any proposed uses of the seal that vary from what is prescribed here must be approved in advance by the Communications Department and/or the Office of the President.

To maintain consistent quality, the seal must be reproduced from high-resolution digital files. The official artwork is available from the Communications Department.

The logo

Introduced in 2008, the logo depicts historic Hill Hall, the oldest extant campus building, which was constructed by students and faculty in 1901. This logo is the university's primary identifier and replaces the keystone image, which incorporated the seal. It is intended for day-to-day use on business cards, letterhead, envelopes, memos, Web pages, publications, campus signage, etc. The logo may be resized, but **it should not be stretched or squeezed in any way that distorts the vertical or horizontal proportions of the original design.** To resize and maintain the proportions, click on the image, select one of the four corners – do not select the side handles – and adjust the size. The font (Trajan Pro) used in the logo may not be substituted.

The logo is a complete symbol; as such, users may not crop or alter the logo in any way. Do not add borders, shadows, etc. If the logo appears pixilated, it should not be used. Please consult with a member of the Communications Department to resolve appearance issues or challenges.

To maintain consistent quality, the logo must be reproduced from high-resolution digital files. The official artwork is available from the Communications Department.

The keystone is no longer part of Savannah State's visual identity system. Items bearing the keystone should be discontinued immediately.

See logo examples at the end of this guide.

The athletic mascot

The tiger is the university's athletic mascot. As such, the mascot symbols are reserved for use by the Athletic Department on the athletic web pages, publications and related materials. Under certain circumstances, it may be appropriate for the mascot to be used by staff in the Division of Student Affairs and the Office of Admissions. Recently, the Athletic Department introduced a word mark or stylized version of the initials, SSU. Examples of the official tiger and the word mark are at the end of this guide.

For additional information about the athletic symbols and use, contact the Sports Information Director in the Athletic Department.

Licensing

Savannah State University is a client of Strategic Marketing Affiliates (SMA), which represents the intellectual property rights of the university's marks and logos. **Retail** merchandise bearing the university marks (seal, logo, athletic) and/or name must be cleared through SMA. Royalties generated through the sales of collegiate merchandise are returned to the Athletic Department for scholarship and other development opportunities.

Fonts

There is a multitude of fonts available for use in correspondence, publications, advertising, etc. While the intent is to establish a consistent graphic identity — as well as to ensure legibility —the Communications Department does not want to limit creativity by limiting the fonts that may be used in publications. It is recommended that a serif font be used for body copy, especially for correspondence on stationery. Sans serif fonts are more appropriate for titles/headlines, or where smaller text is called for, such as in long lists or photo captions.

The **official** fonts for new branding include **Minion Pro** and **Trade Gothic**.

DESIGN

Campaign fonts

Minion Pro Regular (headlines)

Aa REGULAR
ABCDEGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Bold No2 (subheads)

Aa **REGULAR
ABCDEGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Trade Gothic light (body copy)

Aa LIGHT
ABCDEGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Serif font — Minion Pro, Garamond, Cambria, Palatino

Sans serif font — Verdana, Arial, Calibri, Trade Gothic

A sans serif font may be used where smaller text is called for, such as in long lists or photo captions. In very small sizes, a serif font like Garamond may get difficult to read due to the variation in the width of strokes of the letters. The stroke in a sans serif font is generally more uniform, so it should be easier to read in smaller point sizes. Verdana is already available on most computers.

Font used in logo -- The font used within the logo is Trajan Pro.

Serif Fonts:

Garamond --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Garamond Italic --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Cambria --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Cambria Bold --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz123456789
0

Cambria Italic --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Palatino --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Palatino Bold --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Palatino Italic --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

TRAJAN PRO --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ123
4567890

TRAJAN PRO BOLD --
ABCDEFGHIJKLMNOPQRSTUVWXY
Z
ABCDEFGHIJKLMNOPQRSTUVWXYZ123
4567890

TRAJAN PRO ITALIC --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ123
4567890

Sans Serif Fonts:

Verdana --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Verdana Bold --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz123456
7890

Verdana Italic --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Calibri -- ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

Calibri Italic --
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz1234567890

The official colors

The official colors of the university are blue and orange:

Pantone: Reflex Blue
RGB: R0, G22, B137
CMYK: C100, M93, Y14, K12
Hex: #001689

Pantone: 716C
RGB: R237, G120, B0
CMYK: C4, M64, Y100, K6
Hex: #ed7800

RGB, from the initials of the three primary colors -- red, green and blue -- is primarily for the display of images in electronic systems, such as computers.

CMYK -- short for cyan, magenta, yellow, and key (black) -- is often referred to as process color or four-color in color printing, and may also be used to describe the printing process itself.

Hex codes are used for web design colors.

Advertisements/publications

As the official symbol of the university, the logo must appear prominently in all advertisements purchased by or donated to the university, publications (newsletters, brochures, etc.), signage and specialty materials such as conference folders and packets.

In addition to the logo, other standard elements should include:

- Savannah State University is equal opportunity/affirmative action employer
- SSU is a unit of the University System of Georgia
- SSU is accredited by the Southern Association of Colleges and Schools
- Web address and, as necessary, the appropriate phone number(s)

The Communications Department should review all display advertisements prior to placement to ensure correct use of the logo and other elements.

To provide for a consistent visual presentation, the Savannah State logo must be placed on the front or back cover of all university brochures and publications prepared for external distribution. This includes full-color marketing materials for use by the Office of Admissions, as

well as one-color information sheets prepared by the departments for distribution to prospective students. This does NOT apply to classroom materials prepared by instructors for current students.

The following guidelines should be followed in the preparation of publications being prepared for distribution to a mass audience off campus:

- Those printed in full color should incorporate, in some prominent way, the colors of the university in the design.
- All photos should be of excellent quality. While the university does not have a designated campus photographer, the Communications Department has some stock photos that may be used upon request. The staff can also help identify commercial photographers.
- The Communications Department should review publications prepared for mass distribution to external audiences prior to printing. While the staff cannot undertake the design and production of all publications, members may be able to offer suggestions that might improve the product while protecting the integrity of the university's image.

The purpose of these guidelines is not to control the information but rather to develop a consistent look to Savannah State University materials so people who see them know almost immediately that they are associated with SSU. Quick recognition and association with SSU is one of the goals of a consistent graphic identity program.

Letterhead and business cards

For purposes of consistency, the official letterhead and business card of the university use the same format for all units and administrative departments – no exceptions.

The templates for letterhead, envelopes and business cards should not be altered in any way. On the left side of the letterhead appears the two-color logo. Beneath it are the box number, physical address, city/state/zip, phone and fax. The name of the office/unit/department/college (e.g. University Advancement, College of Business Administration) appears on the top right. Savannah State appears along the right margin. Letterhead may not be customized to incorporate an individual's title (University Advancement/Director of Development). Customization beyond the prescribed format may be accomplished by including more specific information in the text of letters as they are composed.

Font – It is suggested that the font for letters written on university letterhead be the same as the fonts specified in a previous section: Minion Pro, Garamond, Cambria, Palatino.

Type size — The type size should be 11 or 12 point. Rather than adjusting the point size to "fit" the content of the letter, edit the content or use a second blank page to finish the letter.

Envelopes — Comparable to the letterhead

Business cards – All business cards purchased with university funds should follow the prescribed template that is consistent with the university's graphic identity. In addition to the same elements used on letterhead, business cards will contain the name, title and e-mail address of the university employee.

Each unit/department is responsible for purchasing its stationery items. The Communications Department will prepare a template file for printing and submit it to the requester for review. If there are no changes/corrections, the file may be forwarded to a print vendor (consult with the Purchasing Office staff), along with the print specifications prescribed below; no deviations or adjustments are acceptable.

An e-template for letterhead is available upon request; however, the template is designed for electronic use and is not intended to be a substitute for quality, printed letterhead.

- Letterhead (users may need to order blank second sheets)
  Finished size: 8.5 x11 inches
  Quantity: specify
  Stock: Cougar opaque, bright white, smooth, 70# text
  Ink: 2/0; Pantone Reflex Blue and 716C Orange; expect bleeds, solids, reverses
  Bindery: Trim

- Business Card
  Finished Size: 3.5 inches (wide) by 2 inches (high)
  Quantity: specify
  Stock: Cougar cover, smooth, 100#
  Ink: 2/0; Pantone colors: Reflex Blue and 716C Orange; with bleeds on 2 sides
  Bindery: Trim and box

- Envelopes/#10
  Finished Size: 9.5 inches x 4.125 inches
  Quantity: specify
  Stock: Cougar smooth, white, 24#
  Ink: 2/0; Pantone Reflex Blue and 716C Orange

- Envelopes/Catalog
    o Finished Size: 7.5 inches x 10.5 inches
    o Finished Size: 10 inches x 13 inches
    o Finished Size: 12 inches x 15.5 inches
  Quantity: specify
  Stock: Business weight, white wove, self-sealing
  Ink: 2/0; Pantone Reflex Blue and 716C Orange

Apparel and souvenirs

Use of our symbols on apparel and souvenirs should be done tastefully and be fully respectful of the university, with the understanding that each item that bears one of our symbols serves as a visual representation of the institution. All uses are expected to convey a consistently positive image of Savannah State.

Therefore, use of the symbols on commercial merchandise to be sold or given away by the university is restricted by the following:

- The official logo or the official seal may not be used in any multi-color combinations other than those displayed in this document. The official seal may be produced in blue/orange, black, blue, gold or silver.
- No alterations of any kind may be made to the design of the logo or seal.
- Use of the seal should be limited to items of distinguished quality or significance.
- The seal should not appear on apparel or accessories, i.e. t-shirts, caps, golf shirts, tote bags, etc.
- Fonts used on merchandise to spell out Savannah State or Savannah State University should be easily read.
- The official symbols must be reproduced from official artwork to maintain consistent quality.

Using electronic files

It's important that the university's logos and symbols be reproduced in the highest quality possible. Most design applications will require an electronic — or digital — file that contains the logo or symbol.

Printed documents -- When preparing documents for use in something that's printed (such as a publication), the preferred file to use for an image is an EPS file. A file that has the ".eps" extension at the end of the name is most often a graphic that can be resized easily without losing quality. For instance, EPS files may be inserted into Word documents, and then the image can be resized without a loss of quality. EPS files are often used for things like letters or line drawings, or logos or symbols, where the colors are solid and not in differing shades or tints. Most software will not be able to edit the contents of the EPS file. Without the proper software, users will not be able to open the EPS file itself, but the EPS image can be inserted in a document.

Resizing an EPS file once it is on the page should be done carefully so as to preserve the original proportions of the image. To properly resize the image, select one of the four corners -- do not select one of the sides. If one of the handles on a side is selected and the border moved, this will distort and stretch the graphic either horizontally or vertically. If one of the four corners is selected and the size then changed, the horizontal and vertical proportions will remain the same as the original.

Web, view-only documents -- Sometimes it's not possible or necessary to use EPS files for such things as web-site pages or documents meant primarily for visual display. In this case, a JPG file may be more appropriate. These files, which have the ".jpg" extension at the end of the name, are most often used for photos that contain a wide range of multiple colors in many shades.

Unlike EPS files, which may be resized easily without a loss of quality, JPG file quality is affected when the original image is resized. The image may get fuzzy when the file is reduced to a size smaller than it was originally created, or a pixelated image occurs when the image is stretched to a size larger than it was created. For these reasons, it is recommended that JPG images be created in a size very close to the size in which they will be used so resizing isn't necessary. When it is necessary to create a JPG file, the user should first determine the width (in pixels) that the JPG will be used, and then create the JPG that is that width.

Users who are unfamiliar with the process of creating JPG images from EPS files may need to seek help from the Communications Department to ensure the images are reproduced with the highest regard to quality.

DESIGN

Logos

Primary logo (2-color) This logo has a white holding box behind it which makes it versatile not only on a white background but when placed over any background tone or photograph. It should **NEVER** be used without its white box background.

PMS716C & PMS5405C

Specialty logo (1-color and reversed white) Only to be used when it's not possible to use the primary 2-color logo (ie. black and white ads, one color applications or specialty mechandise). It is recommended that the 1-color orange and blue logos be used on white only. For applications on all other continuous tone color backgrounds use either the black or reversed white version. If the tonal background is darker than 60% black, the reversed white version is recommended.

PMS716C

PMS5405C

Black

Reversed white on a solid continuous tone background

Campaign logo - This logo is the same as the primary logo. The difference: A drop shadow behind and below the white box background.

DESIGN

Logo clear zone

Clear zone. To prevent a cluttered look, maintain a comfortable white space around the logo. There's a designated unit length "X," the height of the roof gable, which defines the distance of the clear zone area around the logo. The clear zone is the area where no graphic element – type, rule, line, art – should be allowed.