A consistent image
Graphic Identity Manual
Welcome ... 

Bloomsburg University of Pennsylvania’s faculty and staff produce flyers, pamphlets, brochures, booklets, guides, newsletters, advertisements, posters, announcements and other materials to inform audiences about Bloomsburg, its courses and programs. Newly designed and updated World Wide Web pages serve the same function on a global scale. The Office of Marketing and Communications is available to help with these tasks. Members of the communications team can provide writing and editing assistance, offer advice on layout and design, prepare specifications for competitive bids, coordinate production, manage entire projects or simply review projects before they are printed. We can quickly and competently transform text files into publications and Web sites to meet department and office needs.

This booklet, A Consistent Image: Bloomsburg University of Pennsylvania Graphic Identity Manual, spotlights the qualities of an effective publication and the steps from idea to finished product. It outlines the services available through the Bloomsburg University Office of Marketing and Communications.

The Bloomsburg University’s marketing and communication office is responsible for the university’s image. Information featured in this booklet is based on standards used by the marketing and communications staff at Bloomsburg University and colleagues at other institutions. These guidelines stress a high standard of quality, a positive and graphically consistent image, truth in advertising, postal regulation compliance and university requirements regarding identifying graphics, affirmative action statements and design.

Rosalee Rush
Director of Marketing and Communications
Office of Marketing and Communications
A Consistent Image
Bloomsburg University of Pennsylvania
Graphic Identity Manual

Table of Contents

What are University Publications? ................................................................. 4
Tips and General Advice ................................................................................. 5
Official Appearance ...................................................................................... 6
University Logos .......................................................................................... 7
Other Graphic Elements ............................................................................... 8
University Colors ........................................................................................ 9
University Typography and Examples ....................................................... 10-11
Stationery and Business Cards ................................................................. 10
Bloomsburg University Logo and Trademark Licensing ....................... 12-15

Produced By:
Office of Marketing and Communications
Bloomsburg University of Pennsylvania
400 E. Second St.
Bloomsburg, PA 17815
(570) 389-4662
www.bloomu.edu
What are University Publications?

University publications include, but are not limited to, electronic and printed books, booklets, journals, magazines, brochures, newsletters, programs, pamphlets, leaflets, official university Web pages, advertising and similar materials.

The guidelines apply to communications directed to all audiences. This includes admissions materials, catalogs, commencement programs, newsletters, general circulation periodicals, advertisements, posters and stationery, including news release letterhead. These guidelines also apply to display booths, videotapes, audiovisual materials and other electronic mediums.

Excluded from this guide are internal office materials, publications from The Bloomsburg University Foundation Inc., faculty works, textbooks and materials for classroom use, like handouts or notes.

All publications should include the university’s complete name, Bloomsburg University of Pennsylvania, on the front cover.

Non-Discrimination Statement

The Non-Discrimination Statement must appear on all university publications except stationery, advertising, event invitations, posters or other materials at the discretion of the publications director. Electronic versions of the Non-Discrimination Statement are available from the communications office, the university’s media Web site at www.bloomu.edu/media/graphics/ or the social equity office.

The Non-Discrimination Statement is:

Bloomsburg University does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, age, national origin, ancestry, disability, or veteran status in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies.

What We Can Do For You

The marketing and communications office staff can:

- Turn your plain electronic text file into a print publication and/or Web page consistent with the university’s image. We do not typeset or key in copy.
- Review graphics, photos, design concepts and copy, then give you a “heads up” for possible problems and suggest how you can avoid difficulties. We do not repair problems in desktop publishing files.
- Arrange for photographic support. Sometimes general campus images suitable for use in other projects can be shot at no cost to you. Sometimes you’ll have to pay for a photographer’s services.
- Help with university graphics and stock images. We do not design logos or identity for departments or programs; we market the university as a whole.
- Provide counsel on broad marketing strategies and tactics. We focus on how you fit into the larger picture and how your efforts can enhance that picture. Through bundling, you can sometimes reap cost and image benefits.
- Publicize your department or program.
Help Us Help You

The marketing and communications office offers these suggestions for working together to produce effective and attractive publications and Web pages. Preparation tips include:

- Type your copy in ordinary upper and lower case, avoiding MATTER SET IN ALL CAPS.
- Use a single tab rather than multiple tabs, multiple spaces or a combination of tabs and spaces to separate column in tabular matter.
- Use a single hard return at the end of each paragraph.
- Don’t include artwork or graphics in the document.

Review Your Material

Before you send copy, pretend you are in the audience. Is the material clear, concise and easy to follow for someone unfamiliar with the university or your program? Is the language appropriate for your intended readers' age and educational level?

Write in an active voice. Use grammar checking to find sentences that would be better expressed in active voice.

Proofread for spelling, grammar and factual accuracy. (A tip: It's a good idea to have someone else read your work, especially if the reader hasn't seen it before.) Don't be embarrassed. The person most likely to miss an error in your copy is you.

Make sure copy is complete and fully approved before layout. The main reason publications are not completed on schedule can be traced to additions, deletions or other alterations being made to copy after the document is prepared for printing. At this point, you're essentially starting over because changes can affect the entire layout of the project.

Plan Ahead

There are three factors to consider in printing: quick turnaround, low cost and high quality. Choose two of the three.

Longer lead time allows for more thoughtful design and improved quotes from external vendors. Quality can suffer when printing must be completed on very short notice. Longer lead time allows for more creative options.

Establish a budget for the project. A budget helps the marketing and communications staff determine the most effective options and come up with a general cost estimate; vendor prices are specific for each project. (A tip: Print vendors get annoyed when customers ask for one quote, then another and, possibly, a third with slight variations to try to fit a budget. To maintain good relationships with vendors, the marketing and communications staff avoids this practice.)

Assign responsibilities and authority. Who's in the approval loop? Is everyone on board?
Official Appearance

Bloomsburg University’s marketing and communications staff prepares publications following generally accepted rules of desktop publishing. Text, also known as “copy,” follows the style and usage guidelines listed in the Office of Marketing and Communications Stylebook and additional guidelines from the Pennsylvania State System of Higher Education and the Associated Press Stylebook.

The University Name

The university’s proper name is Bloomsburg University of Pennsylvania. The proper name should be used in any printed or written first reference to the university with subsequent references as Bloomsburg University, Bloomsburg or BU. Though part of the website address, the expression “BloomU” is outdated in text and speech and not an acceptable reference to the university.

Bloomsburg University of Pennsylvania should appear clearly on the cover or first page of all university publications or the front panel of a folded brochure. The name should be presented in an easily read style. Letters or individual words should not be broken or staggered. When submitting the university name for a listing prepared by an outside source, such as a college guide or other directory, use the proper name, Bloomsburg University of Pennsylvania.

The university is a member of the Pennsylvania State System of Higher Education. Subsequent references may be the State System of Higher Education, State System or PASSHE. The expression “SSHE” is not acceptable. See further State System guidelines at www.passhe.edu.

Graphic Elements

The university mascot, logo, symbols and seal are graphic elements that visually represent Bloomsburg University. As of fall 2006, Bloomsburg University’s name, image and logos are protected under a licensing agreement with Strategic Marketing Affiliates Inc. (SMA) and may not be used without written permission and the payment of fees.

There are several exemptions to these fees. On-campus printed materials used to market BU, such as fliers and brochures, are exempt, as are any university items purchased for internal consumption (an example would be a T-shirt worn by all volunteers at university events). The University Store and the marketing and communications office are also exempt.

The director of sports information may also grant permission to exempt specific items that are being used for internal fundraising efforts. Organizations planning such fundraisers should contact the Office of Marketing and Communications to see if they fit the exemption requirements. Those with questions should contact the director of marketing and communications, or, in her absence, Tom McGuire, director of sports information. All funds from the licensing fees go toward student scholarships.

Faculty, staff and students should not provide the university’s graphic elements to any advertising representative, vendor or publisher for reproduction on any surface or in any publication, printed or electronic.
The University Seal

The Bloomsburg University seal is the official identification of Bloomsburg University and is used only for diplomas, commencement programs, formal invitations, official documents or other materials as directed by the president's office. The seal is not appropriate for any other use. Do not use the seal on brochures, T-shirts, certificates, newsletters or other less formal publications. Questions about the proper use of the university seal may be directed to the marketing and communications office.

Appropriate Use of University Identifiers

This page contains university logos and graphic identifiers. These federally trademarked identifiers cannot be used without permission from the Office of Marketing and Communications. They are designed to promote a graphically consistent image. Graphics may not be altered, amended or coupled with other graphics and must appear in a size appropriate to the communication. Electronic versions of the logos are available through the Marketing and Communications office.

The University Logo

The Bloomsburg University logo is a graphic identifier that may be used on any university publication. On publications, the university logo works well as signature on the back panel or page in the lower left hand corner. On documents designed as letters, it works well on the upper left hand corner. No other text or objects maybe placed within the clear area of the university logo. The clear area is about 25 percent of the graphic's height (top and bottom) and 10 percent of the graphic's width, left and right. The only text that may be coupled with the logo is the subordinate phrase for the State System as shown.

The University Mascot and Monogram

The image of Bloomsburg University’s mascot, the husky, was updated in 2002. The logo package includes wording, lettering in different fonts and variations on the logo. The sports symbols and husky's image are generally reserved for items related to sports and school spirit.

Individual Logos

A limited number of individual entities may use approved, recognizable logos. These entities include: University Store, The Bloomsburg University Foundation Inc., the Corporate Institute, the Institute for Environmental Statistics, the Frederick Douglass Institute, Husky Research Corporation, the Institute for Interactive Technologies and the Community Government Association (CGA).
Other Graphic Elements

No other graphic objects, unless specifically designated, are acceptable substitutes for the seal, logo, symbol or mascot as a sole means of identifying the university. However, publications produced by the office of marketing and communications often utilize one of a few standardized treatments of the university name on the cover.

Magazine-sized publications typically show the university name in large serif type (Calson 224 book) a fashion similar to the cover shown at right.

An alternative way of displaying the university’s name is in a very formal, all cap setting, as shown below:

Smaller, folding publications as well as fliers and posters, will often show the university’s name in a sans serif type in a maroon block as shown in the samples below.
University Colors

Bloomsburg University’s official colors are maroon and gold.

The Pantone numbers for the colors are:

Maroon: PMS 209 for non-athletic items
Gold: PMS 129.
Metallic Gold: PMS 874.

Additional color considerations

The possibilities of color in design are nearly endless and hard and fast rules are difficult to make. However a few suggestions:

1) Intermingling the maroon with the Yellow Gold can be a visually overpowering combination.
2) Because both maroon and gold are warm colors, balancing those colors with cooler hues can create a sophisticated and versatile look.

Here are some examples of color use in university publications.

In example on the far left, a Bloomsburg’s maroon is overlaid in a block on metallic silver. Yellow gold is used for directional elements on the page and a grassy green is used in the art elements.

In the center example, a deep green is used to suggest warmth and depth. Bloomsburg’s maroon and gold are featuring, along with a pepper-orange color for “Vibrant.”

In the far right example, metallic gold headlines, white text and a tone of black is overlaid a black background for a subtle understated look. Yellow is once again, used for directional elements.

Civic Engagement

The Civic Engagement LLC welcomes all freshmen who are pursuing any major or are presently undeclared. This community focuses on making a difference in our society through engagement in civic life and stresses the importance of being involved in political and community-wide change.

1. Take a university seminar that stresses the importance of the link between education and community activism and courses in Political Science, History, and English that fulfill your general education requirements.
2. Participate in local and national political campaigns.
3. Visit national government monuments and sites.
4. Volunteer with local aid groups.
5. Become involved with campus action groups.

—I had always wanted to help others but could never find a good outlet for doing so. When I found out about the Civic Engagement LLC, I thought, “Perfect.” I got to meet others who wanted to help out and make a difference as much as I did, all within the first few weeks of school.

— Dan Interrante
Typography

Publications produced by the office of marketing and communications use two typeface families predominately. The serif type family is Caslon and the sans serif type family is News Gothic. More information about Caslon and News Gothic types is on the following (facing) page.

Typography is the “voice” of a publication and it plays an important role in established the tone of the individual piece and shapes how the whole institution is viewed. Gimmicky typography gives the specific piece, and institution, a gimmicky voice.

Property and Ownership

The design and content of all printed and electronic university publications, including the university Web site, are the property of Bloomsburg University, except previously copyrighted and/or trademarked materials used with permission. New publications may be copyrighted by BU.

Stationery, Envelopes and Business Cards

Stationery and Envelopes

A consistent image for all departments and offices is promoted through common letterhead and envelopes. Letterhead and envelopes with the logo may not carry an individual’s name, but may have a department or office designation. Written requests for specific department and office letterhead stationery should be directed to the marketing and communications office. For mass mailings, envelopes may be ordered in quantities of 500 or greater (keeping in multiples of 500) with individualized cost code numbers printed on the front. Requests for pre-printed envelopes with the university logo may be directed to the university storeroom.

A limited number of units are permitted to use specialized stationery featuring individual, rather than university, logos. Units which have approved independent logos primarily correspond with external audiences as individual entities and may be involved in entrepreneurial activities. Entities such as the University Store, The Bloomsburg University Foundation Inc., the Corporate Institute, and the Institute for Interactive Technologies may not combine their logos with the Bloomsburg University logo. Their letterhead must designate their affiliation with Bloomsburg University of Pennsylvania and the Pennsylvania State System of Higher Education across the bottom margin.

Business Cards

Faculty and staff members may obtain business cards carrying the university logo with authorization from their supervisor or department chairperson. Duplicating Services approves card design and content. To order cards, employees should submit the official order form found on the S drive, complete with the supervisor’s signature and cost code. Approved requests will be forwarded to Duplicating Services. All cards are run in lots of 500. Each card may contain up to 15 lines of information, each approximately 30 characters in length. This includes:

- Up to five lines of personal information, such as name and title.
- Up to five lines of address information—three customized lines and two with the university’s general mailing address:
  400 East Second Street, Bloomsburg PA 17815-1301.
- Up to five lines of communication information, such as e-mail address, Web URL, office telephone number, and fax and cell phone numbers.
Caslon type is an ideal choice for Bloomsburg University because it can be used as a text face for formal documents, a display face for advertising and promotional materials, and yet retains a friendly approachability that suits BU’s friendly and unpretentious roots.

Adobe Caslon Pro comes in regular, semi-bold and bold weights, with italics of each weight, making it ideal for most projects.

The 224 variant has greater contrast between thick and thin strokes, and is used on this page for the main headline as an example of its usefulness in display work. The 540 variant has a lighter weight, making it attractive in applications where a very soft touch is required.

Caslon type has a strong connection to American (and Pennsylvania) history and was used to print The Declaration of Independence.

Recognize Caslon: The A has a concave hollow at the apex while the serifs of the T both slant inward, forming a bowl. The ear of the g arches calligraphically.

Adobe Caslon Pro (regular) is shown at left. At right, Caslon 224 (book).

The sans-serif type News Gothic

Sans serif types are useful for their architectural properties that convey information efficiently while complementing, rather than competing with art elements in a design. Sans-serif types are also used to contrast with serif types on a page.

However, most non-specialists have a difficulty distinguishing between various sans-serif types. News Gothic and similar types can be most easily distinguished from Swiss types (such as Helvetica or Arial), by the lower case g, which retains the traditional double story.

News Gothic Light 72 pts.
News Gothic Medium 72 pts.
News Gothic Bold 72 pts.

News Gothic and similar types also retain calligraphic elements, such as the ear on the lowercase g, the swash on the uppercase Q and the chin of the uppercase G. Additionally, strokes, rather than being perfectly uniform, show slight tapering when they meet.

News Gothic is used extensively in media (ex. STAR WARS opening credits) and in the publishing industry.
The extended type family, Benton Sans, is based upon News Gothic.
Logo and Trademark Licensing

Administrative Policy Statement

Introduction

Bloomsburg University owns and controls the use of its name(s) and other marks, logos, insignias, seal, designs or symbols that are associated with the university. These include, but are not limited to, the words “Bloomsburg University,” “Bloomsburg,” “BU,” “Bloomsburg Huskies,” “Bloomsburg University Huskies,” along with the university seal, institutional marks or any derivations there from.

In order to meet the public demand for goods bearing Bloomsburg University marks, Bloomsburg allows manufacturers of these goods to acquire a non-exclusive or, in some cases, an exclusive, royalty-bearing license to produce, market and sell such goods. Bloomsburg University is represented in these licensing matters through an exclusive agency agreement with Strategic Marketing Affiliates Inc. (SMA) of Indianapolis, Ind. The contact person at SMA is Holly White, 317-829-5690 or hwhite@smaworks.com. The administrative responsibility for the licensing program rests in the marketing and communications office and the point person is Tom McGuire. All artwork approvals for university must be approved by McGuire or his designee.

The purpose of this policy statement is to provide guidance as to the permissible use, as well as restrictions on the use, of Bloomsburg protected marks. This policy statement also sets forth the responsibility for granting permissions and licenses for such use.

Any individual, organization or company wishing to use Bloomsburg University trademarks for any purpose must obtain permission to do so from Bloomsburg University. All commercial use of Bloomsburg’s trademarks must be licensed and shall be regulated by the marketing and communications office of Bloomsburg University.

Use of Bloomsburg University’s marks without license or permission is strictly prohibited. Bloomsburg University will take whatever measures necessary to protect its trademarks from infringement.

Definitions

Trademark means a name or symbol or combination of both which identifies the source of a product or service. In the case of licensed goods, a trademark indicates affiliation or sponsor rather than producer. In practice, a trademark also enhances the desirability of a product and, when properly controlled, can increase the value of the product as well as the goodwill inherent in the mark.

For the purposes of this document, “trademark” is used to indicate any or all of the following: trademark, trade name, service mark, logo, insignia, indicia, emblem, symbol, identifying mark, mark and name.

Infringement means unauthorized use of a trademark that belongs to another, or use of a trademark so similar to that of another as to cause confusion in the minds of the public as to the source (affiliation or sponsorship) of the product or service.

Licensing agent means one who acts on behalf of another on issues related to the manufacture, distribution and sales of goods bearing protected marks.
Licensor means one who contracts to allow another (licensee) to use licensor’s property (trademark) in exchange for payment, usually royalty as a percent of sales.

Authentic means the article is identical to what players and coaches wear during games or practices.

Replica means the article looks identical to what players and coaches wear, but may vary as to material, quality or manufacturer. Replicas are not the same as authentic.

### Licensing Requirements

Any manufacturer wishing to use Bloomsburg University's marks on its products must be properly licensed to do so. SMA is Bloomsburg's authorized agent for trademark licensing purposes. SMA is authorized to license manufacturers meeting Bloomsburg University's qualifications. Except for promotional licenses, Bloomsburg University will not issue licenses directly.

Distributing, brokering or retailing of licensed goods does not require a license, nor will licenses be issued for such purposes.

### Private Use of the Marks

The use of the Bloomsburg University marks to promote a commercial entity is prohibited. Any use of the marks, which states an endorsement or approval of a product, service or company is prohibited.

### Use of the Marks

The use of the Bloomsburg University name, trademarks or logos in conjunction with a commercial promotion may be permissible if the following criteria are met:

1. The promotion must be beneficial to Bloomsburg. This benefit may be tangible or intangible.
2. The use must be consistent with Bloomsburg's institutional mission, values and standards of excellence.
3. The use must be consistent with all other provisions of this logo and trademark licensing policy.

Requests for such use shall be reviewed at an appropriate level within the university to assure that these criteria are met. Each request will be specifically approved in writing. Bloomsburg University may require that such promotions operate under a promotional license.

### Promotional License

A promotional license is a limited term contract between Bloomsburg University and a company, organization or individual in which permission is granted to use Bloomsburg University marks in a commercial promotion. A fee may be charged for promotional licenses. Bloomsburg must approve all promotional material in advance.
Use of the Marks in Named Events

When a Bloomsburg University team is an invited participant in an event where the event sponsor’s name and/or logos are used to name the event, Bloomsburg allows the use of its marks in conjunction with the sponsor/event names and logos to promote the event. Each such use must be specifically approved by Bloomsburg University.

Use of the Marks in Pennsylvania State Athletic Conference Promotions

When the Pennsylvania State Athletic Conference and its member schools agree to promote the conference and its member schools through a commercial sponsorship, Bloomsburg University shall allow the use of its name and logos in conjunction with the PSAC logos, the member schools' logos and the sponsors' logo. Each such use must be specifically approved by Bloomsburg University.

Product Design Approval

Bloomsburg University shall approve each use of its marks on a per product, per design basis. Licensees must submit each product or design to SMA for approval by Bloomsburg.

Bloomsburg University will not approve the use of its marks on the following products:

- Alcohol
- Tobacco
- Controlled substances
- Sexually oriented products or designs
- Religious products or designs
- Political products or designs
- Games of chance
- Appliqués, patches or heat transfers for retail sales

In addition, Bloomsburg University will not approve the use of its name or marks in text or graphics which are judged to be sexually suggestive, denigrate any groups, including another college or university, or infringe on the rights of other trademark owners. Bloomsburg will not approve products which do not meet minimum standards of quality and/or good taste or are judged to be dangerous and/or carry high product liability risks.

Bloomsburg University will not approve the use of its marks on any product or design which, in Bloomsburg’s sole judgment, may violate NCAA rules. This applies to product designs incorporating:

- Jersey numbers, except on authentic or replica merchandise
- Photos or any other likeness of a student athlete
- Names of student athletes
- Nicknames of student athletes
Bloomsburg University will approve products or designs incorporating only current marks. Marks which are obsolete or replaced by updated marks will continue to be protected by Bloomsburg University, but will not be approved for use in new products or designs.

**Royalties**

All licensed goods manufactured for sale to the public are subject to a royalty. The royalty rate is designated by Bloomsburg University and is subject to change by the university. The royalty is paid on wholesale sales by the manufacturer of the goods. SMA administers the royalty policy.

Bloomsburg University may grant exceptions from royalty payments in special cases and with regards to the samples above. Approval for this exception will need to come from the communications office in writing and be shared with SMA for administration.

Bloomsburg University may grant exceptions from royalty payments in the following cases:

- Goods purchased by BU for its internal use
- Goods purchased by BU student organizations for bonafide fundraising purposes approved by the Office of Marketing and Communications
- Goods purchased by the Alumni Association for internal use
- Goods purchased by faculty and staff for internal use
- Goods purchased for promotional use for prospective students, employees, or athletic events and athletic camps.

All goods bearing Bloomsburg University marks must follow the normal approval process, whether exempted from royalties or not.

**Disbursement of Royalty Income**

Royalties generated by the licensing program shall be deposited into Bloomsburg University’s scholarship fund. Further disbursement of these funds is at the discretion of the executive staff.

**Guidelines for Logo Use**

See guidelines on page 7 of this publications guide.

**Judging Acceptability**

Bloomsburg University encourages creative uses of its marks in promoting school spirit. Bloomsburg recognizes that its licensees are creative in this regard and that some concepts or designs developed by licensees may not clearly fall within the guidelines of this administrative policy statement. When this occurs, Bloomsburg University will be the sole judge of acceptability.