

Logo Style Guide



Southern Connecticut
State University

Southern Connecticut State University Logo Style Guide

The primary use of the SCSU institutional logo is to graphically identify the university. The logo is available exclusively for all campus community members. Using the logo while following these guidelines helps reinforce SCSU's visual identity.

As the primary graphic identifier, the SCSU logo must be used on all publications that circulate outside of the university. Including the logo on internal communications also helps to reinforce Southern's visual brand.

University Logos

Primary Logo

The Southern logo consists of two components: the picture mark and word mark. The column, known as the picture mark, symbolizes Southern as an institution of higher education with the SCSU initials configured to complete visually the column's shaft. Together, these two elements combine to form the logo.



Primary logos are available in different file types specific for print and online use:

- **PRINT:** EPS files will render the sharpest quality at any size. PDF and tiff files are available also. Tiff files cannot be enlarged more than 20% without showing degradation. Files are available for full-color use (called "cmyk") and one color use (called "spot color" Pantone Reflex Blue, black, or white)
- **WEB:** PNG files are available in blue and white only. These files cannot be enlarged. Larger files are available upon request.

EPS, PDF, and PNG files have a transparent background. Care must be taken in placing files on a contrasting background color and texture.

University Logos

One-line Alternative Logos

The one-line alternative logos may be used only when size constraints and readability dictate:

- **VERSION ONE — ONE-LINE COLUMN LOGO:** Of the two one-line alternative logos, this is the preferred version. It includes the picture mark and one-line word mark.



- **VERSION TWO — ONE-LINE CAP LOGO:** The column cap logo is used only in space-constrained conditions where readability of the SCSU initials would be difficult.



Stacked Alternative Logo

The stacked version of the university logo is used on website banner locations and campus signage. It may be used only when size constraints and readability dictate.



Seal

The Southern Connecticut State University seal is used *only* on official documents, such as diplomas, certificates, and honorary degrees. The seal is not to be used as the logo and it is not to be altered in any way.



Please consult with the Office of Integrated Communications & Marketing for alternate logos or seal.

Color and Usage Guidelines

The university logo must be reproduced as a whole in *one color only*, using either Pantone Reflex Blue or its color model equivalent, or using black or white.

The logo may be reversed out of a color or an image (used as white) only when the contrast is significant enough to be clear and readable.

Pantone Color
(used for one color printing)



PANTONE
Reflex Blue

CMYK Equivalents
(also known as process color,
four color, or full color)



100% Cyan
73% Magenta
4% Black

RGB and Hex Equivalents
(RGB and Hex codes are for online
or digital use)



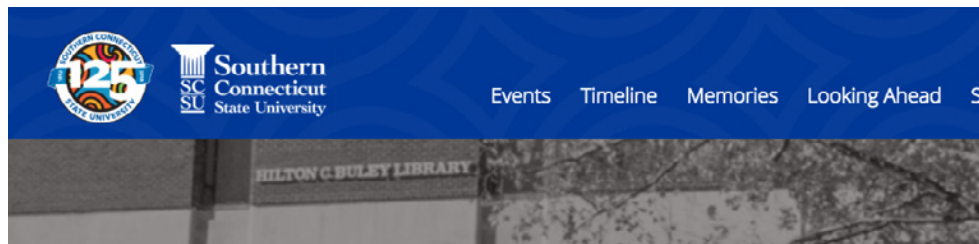
0% Red
51% Green
173% Blue

Hex #003399

Example of black and white logo usage

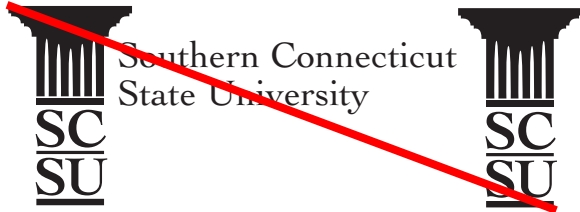


Example of stacked alternate logo in reverse (white) used at top banner position of website

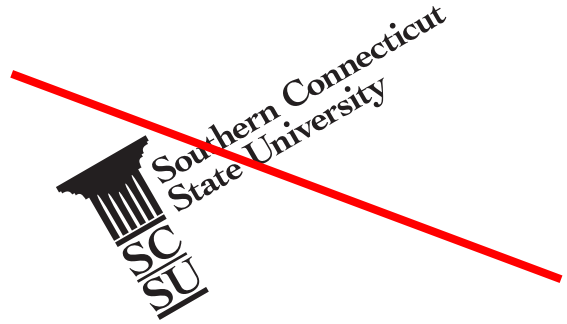


Color and Usage Guidelines

Examples of Incorrect Usage



Do not add extra columns to the logo.



Do not rotate the logo independent of other layout components.



Do not stretch the logo.



Do not use the logo over colors, textures, or images that impair the readability of the logo.



Do not separate the logo and apply different colors to each element of the logo.



Do not reprint the logo from previously printed material or pull the logo from the website.

Layout Guidelines

The spacing and proportional size between the logo elements must be maintained and always used as a unit. The university logo may not contain any type or graphic within the boundaries indicated below other than the university's official address, website, phone numbers, or division/office/department name. Address, phone numbers, or website are *not required* to be used within the logo boundaries.

minimum white space above logo equals half of the height of capitals letters in word mark

min. white space = half of cap height

Southern Connecticut State University

Office of Integrated Communications & Marketing

min. white space = half of cap height

min. white space below logo = half of cap height

SECONDARY BRAND
Logo includes the office name placed at the baseline of the picture mark

Southern Connecticut State University

501 Crescent Street
New Haven, Connecticut 06515-1355

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The larger proportioned address size in the layout above allows for a smaller reduction of the logo while still maintaining readability of the address.

Southern Connecticut State University

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SouthernCT.edu

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The business card layout shows proper logo usage on the current business card design.

Download primary logos for print use.

Download primary logos for online use.

Link to order business cards, letterhead, and envelopes.

Email the Office of Integrated Communications & Marketing to request electronic letterhead