Salisbur
UNIVER TY

About This Manual

Consistency Is Key

An important aspect of the SU brand is a consistent and coordinated graphic representation for the University. This includes logos, colors, fonts and other visual brand elements. Small changes to the SU brand – like logo modif cations, alternate colors or fonts – add up quickly to brand confusion and dilute the impact of the brand. Every piece matters.

Policies & Procedures

Brand is big. Brand is exciting. Brand is important. And, it wouldn't be something important without some policies and guidelines to ensure everyone that uses or encounters the Salisbury University brand has an except2A()3 (and is big. Br)3.1 (and is e)1en-USanD2 OOD that uses or encounters the

Brand Policy

The Salisbury University name, logos, icons, and word marks are property of Salisbury University and are not to be used without the university's prior approval. Use of the Salisbury University brand must be approved by the Creative Services and Brand Strategy Off ce. Unapproved brand materials can result in personal liability for creating and distributing unapproved brand materials.

Brand Approvals

The Salisbury University brand is the collective effect that our faculty, staff, students, alumni and community have on the world at large. Small changes to the brand – like logo modif cations, alternate colors, fonts, or other uses not specif ed in this guide – add up quickly to brand confusion for everyone. We owe our audience – and those whose stories we tell – the power of a unif ed platform. Every piece matters.

Horizontal Orientation

This version should be used for all horizontal formats such as letterhead, brochures, posters, vehicles, etc.

U N

Positioning

The minimum clear space surrounding the SU logo must always be at least the height of the type in the SU logo being used (X-width, see below).

The minimum clear space (X-width) must be allowed on all four sides of the logo. This applies to both the vertical and horizontal formats.

Proportions and Graphic Elements

The SU logo is always to be used in its original, as designed, proportions. Never condense, expand or distort the logo beyond its original proportions.
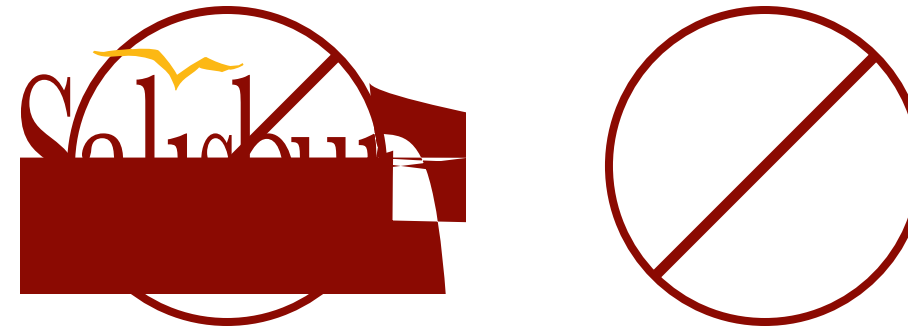
In addition, the typeface that comprises the words "Salisbury University" within the logo is a custom-designed typeface. As a result, a "similar" typeface cannot be substituted for the letters "Salisbury University" within the logo. Always use the complete logo as supplied in this manual for all your logo application requirements.

To ensure readability, never reproduce the logos smaller than indicated here:

SU's identity and effectiveness of its communications are dependent upon the consistent usage of the logo.

• The SU logo is never to be used without the sea gull icon.

• The SU logo and sea gull have a f xed relationship and cannot be altered.

Backgrounds

The SU logo is always to be used in its original, as designed, proportions. Never condense, expand or distort the logo beyond its original proportions.

The SU logo is always to be used on a background that will not impede its readability.

The logo in its positive form should not be used on color f eld darker that a 40% value of black.

Typeface

Libre Franklin
Downloaded at: *fonts.google.com*
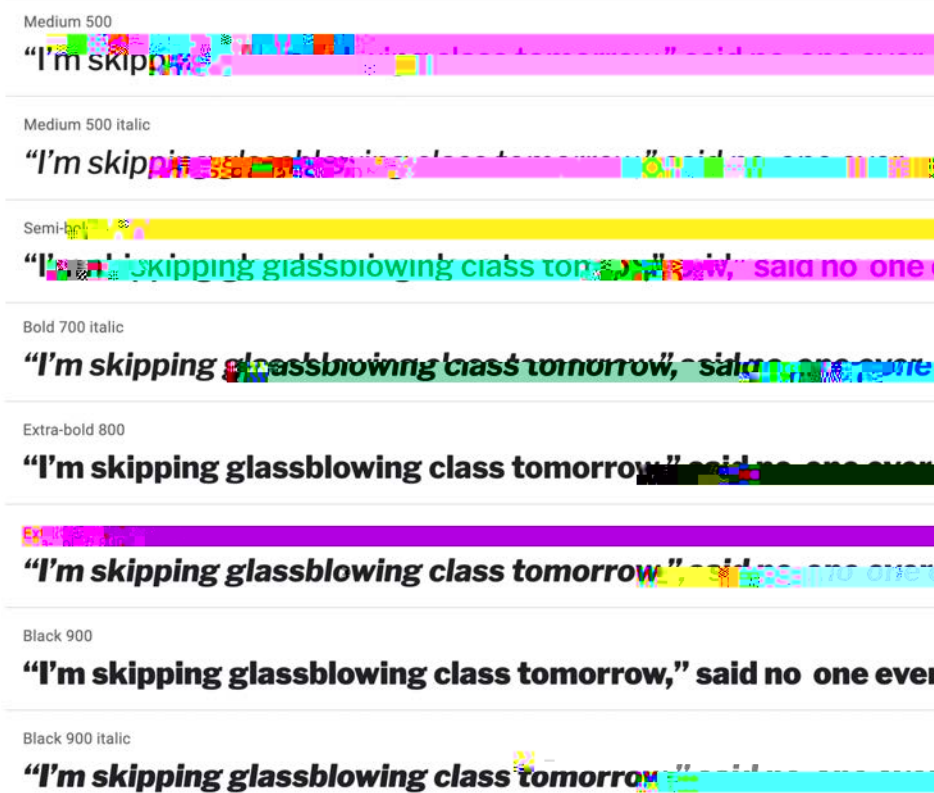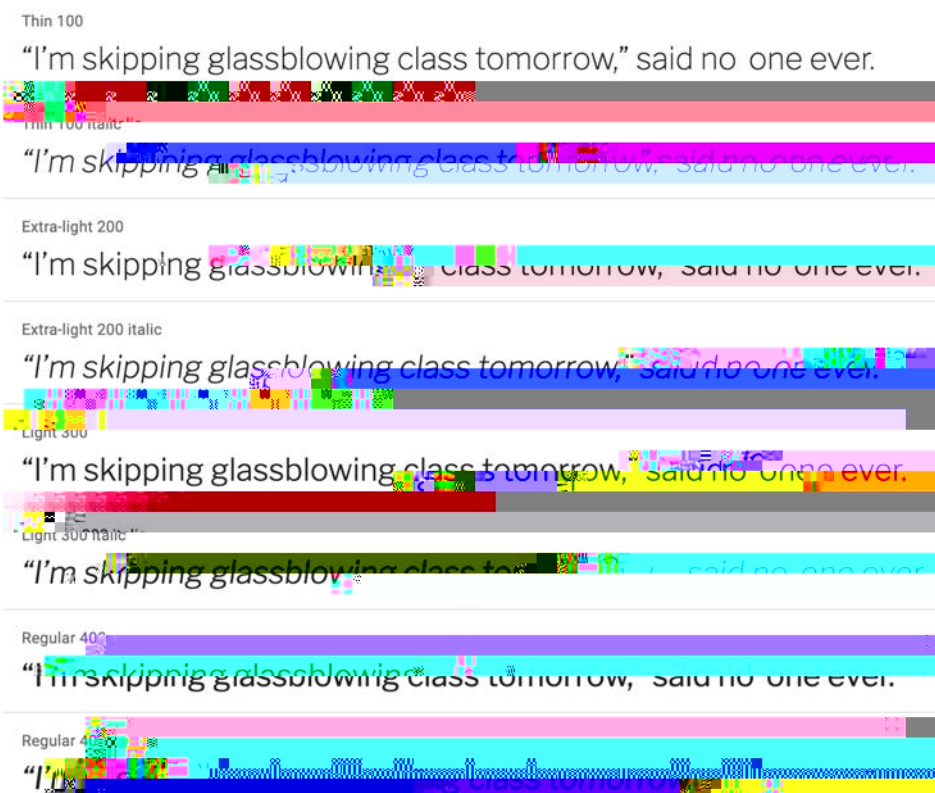
About Libre Franklin
Libre Franklin is an interpretation and expansion of the 1912 Morris Fuller Benton classic. The Libre Franklin project is led by Impallari Type, a type design foundry based in Rosario, Argentina.

License
These fonts are licensed under the Open Font License. You can use them freely in your products and projects – print or digital, commercial or otherwise. However, you can't sell the fonts on their own.

Legacy Typefaces
Salisbury University continues to use its original typefaces on many publications: Baskerville and its permutations; Avenir and its permutations when needed for clarity or spacing.

Thin 100
"I'm skipping glassblowing class tomorrow," said no one ever.

Thin 100 italic
"I'm skipping glassblowing class tomorrow," said no one ever.

Extra-light 200
"I'm skipping glassblowing class tomorrow," said no one ever.

Extra-light 200 italic
"I'm skipping glassblowing class tomorrow," said no one ever.

Light 300
"I'm skipping glassblowing class tomorrow," said no one ever.

Light 300 italic
"I'm skipping glassblowing class tomorrow," said no one ever.

Regular 400
"I'm skipping glassblowing class tomorrow," said no one ever.

Regular 400 italic
"I'm skipping glassblowing class tomorrow," said no one ever.

Medium 500
"I'm skipping glassblowing class tomorrow," said no one ever.

Medium 500 italic
"I'm skipping glassblowing class tomorrow," said no one ever.

Semi-bold
"I'm skipping glassblowing class tomorrow," said no one ever.

Bold 700 italic
"I'm skipping glassblowing class tomorrow," said no one ever.

Extra-bold 800
"I'm skipping glassblowing class tomorrow," said no one ever.

Extra-bold 800 italic
"I'm skipping glassblowing class tomorrow," said no one ever.

Black 900
"I'm skipping glassblowing class tomorrow," said no one ever.

Black 900 italic
"I'm skipping glassblowing class tomorrow," said no one ever.

Adjust width from
these two corner
points only

The arc is created
using only one point
Do not alter it

Solid Color   50% Normal Opacity/Transparency

SU Wave

If used consistently, this graphic device will become one of the most recognizable elements of the SU graphic identity.

Color

It can be used in SU Gold, Maroon and White only.

The simple open curve

The original vector open curve art should be used and should never be redrawn. It should always be scaled up or down without changing proportion while reaching the edges of the space.

Width

The width can be adjusted by pulling the two corner points in or out to the desired size.

Orientation & proportions

The wave can be f ipped or rotated in any 90° increment to allow any left/right/top/bottom orientation. Expanding or contracting the width allows the graphic to be used for any proportion needed as shown in the example conf gurations diagram to the right.

Sammy Mascot
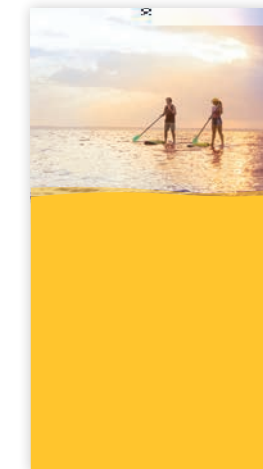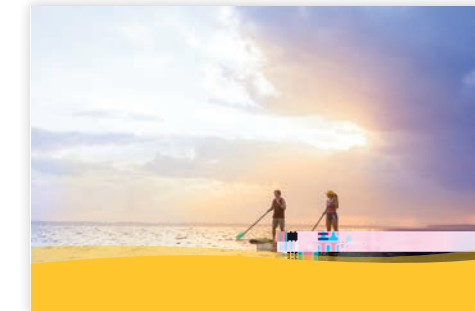
ŒÁ   ˘ÓÞˇŒÞÁˇB   ˘÷Œ¡ ˘ˇ ì ÑÁˇ Á Ñ �¨ ˘   Ñó ˘ÓÞ Þˉ÷ˇ   ˘
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drawn or rendered reproductions of Sammy are prohibited.

The image must not be altered in any way; the image cannot be paired with other images to simulate Sammy interacting with

Use imagery to ref ect our personality and reinforce our key messages. Demonstrate our brand attributes through imagery that def ne Salisbury academics, people, culture and sense of place. Imagery is an excellent way to convey our key messaging themes by showing, not just saying, what makes us different.