

Identity Standards Guide for Merchants



**DELTA STATE
UNIVERSITY** 

Highway 8 West ▪ Cleveland, MS 38733 ▪ 1.800.GO.TO.DSU ▪ www.deltastate.edu

Delta State University

ABOUT OUR NAME

Our official name is Delta State University. However, using “Delta State” is acceptable in all but formal uses. The abbreviation “DSU” is acceptable in limited, informal situations, or in formal situations provided it follows the regulations of the *Associated Press Stylebook*. Do not use “DSU” in titles of publications, on signs or in any formal publication. Never use “Delta” or “DS” as abbreviations of the school name.

UNIVERSITY LOGO

On August 18, 2008, the Delta State University President’s Cabinet approved a new logo for the University.

The University logo is set forth below:



The logo and official university names have registered trademark protection, and any use of the logo or official university names other than those prescribed in this manual is prohibited.

This handbook contains the policies and procedures for standard usage. This handbook can be found online on the Communications and Marketing page of the Delta State website.

Graphic Standards

The Delta State University Identity Standards manual establishes official standards for the design, promotion and communication of Delta State through publications, stationery, signage and other applications. Adhering to these standards will help ensure a clear and uniform voice that best represents the image and brand of Delta State University.

This guide is a reference tool for applying a consistent look, feel, voice, and tone for all of the Delta State University communications. Consistent application of graphic identity is critical to clear communication. It assists in distinguishing Delta State from other institutions by conveying a look that is distinct, memorable, and uniquely its own. These standards include elements such as color, photography, typefaces and symbols. You will also find guidance for organizing the elements through sample layouts, templates, rules, and guidelines.

OFFICE OF COMMUNICATIONS AND MARKETING

Questions relating to Delta State University's graphic identity program should be addressed to:

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Delta State University

REGISTERED MARKS

Design or color alterations to the specifications outlined in this manual are prohibited without the consent of the Office of Communications and Marketing. Delta State University reserves the right to reject delivery of materials containing unauthorized or incorrect usage based on the guidelines in this manual.

Registered trademarks of the university include the following:

- **Delta State University®**
Registered on January 10, 2006 as Reg No. 3,040,230
- **DSU®**
Registered on January 10, 2006 as Reg No. 3,040,229
- **Delta State Logo™**
Pending
- **Delta State Tagline™**
Pending
- **Athletics Delta Logo™**
Pending
- **Statesmen®**
Registered on July 4, 2006 as Reg No. 3,112,100
- **Statesman Logo™**
Pending
- **Lady Statesman Logo™**
Pending
- **Fighting Okra®**
Registered on December 27, 2005 as Reg No. 3,034,768
- **Fighting Okra Logo®**
Registered on November 1, 2005 as Reg No. 3,010,691

The registered trademark symbol ® must be used with all university marks and logos that have been trademarked. The ™ symbol should be used with the items that are pending registration.

Athletic trademarks are applicable only in athletics and must not be used for academic applications, academic products or university web sites.

The marks of Delta State University are managed under a licensing program administered by Learfield Licensing. Any use of these marks requires written approval from Delta State University.

The Delta State Brand

CORE BRAND

The core brand is the consistent expression of an institution's brand promise, brand drivers and institutional personality aimed at the organization's most important target audiences. The core brand is expressed uniformly through consistent use of a singular signature (logo, word mark and tagline), set of brand drivers, distinctive voice and tone, unique personality, and recognizable visual identity. These include type fonts, design elements, photography and a color palette that define the brand identity and elicit instant recognition. The core brand is Delta State University, represented by the primary logo or the primary logo and tagline.

Identity Reproduction

LOGO STRUCTURE

The primary logo consists of two parts: the logo type and the logo mark in an updated horizontal configuration. The name "Delta State University" appears in Matrix Bold, black typeface in uppercase letters.

The logo with the tagline consists of three parts: the name "Delta State University" in Matrix Bold, black typeface in upper case letters, the symbol and the tagline in Friz Quadrata Medium, black typeface in title case letters.

Use only officially prepared logos. No other typefaces or combinations of typefaces are permitted in these two primary logos. The introduction of the new logo requires a strict adherence to the standards to increase recognition. Do not use the logo mark alone or the logo type alone.

Core Brand

**DELTA STATE
UNIVERSITY** 

**DELTA STATE
UNIVERSITY** 
Join in. Stand out.

Primary Signature

**DELTA STATE
UNIVERSITY** 

Logo Type

Matrix Bold in Black, all caps, slight increase in space between letters

Logo Mark

Delta sign: left-hand triangle BLACK, right-hand triangle WHITE, right-hand bar PMS 348

Primary Signature and Tagline

**DELTA STATE
UNIVERSITY** 
Join in. Stand out.

Tagline

Friz Quadrata Medium, PMS 348 upper and lower case

Logo Usage

CHOOSING THE CORRECT LOGO

The preferred usage of the Delta State University logo is the two-color version on a white background. Use the two-color version rather than the one-color version when possible.

In one-color printing, the logo may be used in black or reversed. The reverse logo treatment may be used on a dark background if sufficient contrast exists. In both cases, the right bar should be a 30% screen of black or Pantone Cool Gray 4.

MINIMUM CLEAR SPACE

To ensure its integrity and visibility, the Delta State University logo should be kept clear of competing text, images and other marks. It must be surrounded on all sides by an adequate clear space.

A protected area, equivalent to the width of the capped **D**, surrounds all versions of the logo. However, the logo may overprint or be reversed on photos as long as the background does not render the logo difficult to distinguish or interfere with its detail.

Preferred Usage



Acceptable Usage



Minimum Clear Space



Background Guidelines

The preferred treatment of the Delta State University logo is the two-color logo over an open, white background.

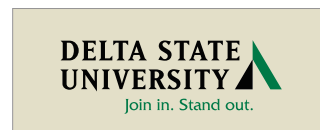
If the logo must be placed on a dark background, you may use a reverse version of the logo. In this case, the right bar should be a 30% screen of black or Pantone Cool Gray 4.

The logo may be placed over a background image or pattern only if there is sufficient contrast to distinguish the logo from outside elements.

Acceptable Usage



White is the preferred background color for the logo.



The logo may be used over light solid backgrounds.



The reverse version of the logo should be used when placed over dark colors.



Always position the logo over an image in a way that maintains legibility.

Unacceptable Usage



Never use the primary logo over a color that renders it unreadable.



Never use the logo over a patterned background that renders it unreadable.



Never use the primary logo over a color that renders it unreadable.



Never use the logo over an image in a way that renders it unreadable.

Unacceptable Logo Usage

Always use original Delta State University logo artwork. It should never be edited, recreated, or combined with other graphic or typographic elements.

Never alter or redraw the signature elements. They should not be rearranged, rotated, animated, shadowed, or rendered in three-dimensional form without prior authorization.

Do not place the signature elements inside any other shape or combine them with any other symbol or graphic.

The logotype has been customized for the university; therefore merchants should always reproduce the signature or symbol from authorized digital files or authorized reproduction-quality originals.

Unacceptable Usage



Never substitute type in the logo.



Never alter the colors in the logo.



Never outline elements of the logo.



Never change the size relationships or positioning of the logo elements.



Never flip or reposition the logo elements.



Never resize any portion of the logomark or logotype.



Never use the logomark alone.



Never alter the logomark in any way.



Never add effects such as bevels, textures or drop shadows.



Never fill in the interior of the logo or alter the colors.

Color Usage

APPROVED DELTA STATE UNIVERSITY COLORS

It is important that Delta State University maintain consistency of visual communications across various media types and materials. Using approved colors in all communications will strengthen Delta State's identity, create impact, and help differentiate information. The traditional university green and black will remain a dominant design element, but these colors are now enhanced by a fresh palette of complementary and accent colors.

Primary Colors



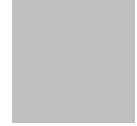
DSU Green

Pantone 348 C
C:100 M:0 Y:85 K:24
R:0 G:117 B:62
Hex: #00753E



DSU Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000



DSU Grey

Pantone Cool Grey 4
C:0 M:0 Y:0 K:24
R:203 G:203 B:203
Hex: #CBCBCB

Mascot Colors



Mascot Brown Signature color of the Statesman Mascot's Hair

Pantone 462 C
C:50 M:58 Y:100 K:45
R:79 G:65 B:31
Hex: #5E4F26



Mascot Beige Signature color of the Statesman Mascot's Face and Hands

Pantone 466 C
C:8 M:15 Y:33 K:0
R:220 G:198 B:158
Hex: #DCC69E



Mascot Red Signature color the Fighting Okra's Gloves and Shoes

Pantone 484 C
C:14 M:98 Y:100 K:6
R:158 G:46 B:32
Hex: #9E2E20

Typography

OFFICIAL LOGO FONTS

The Delta State University logo consists of two fonts, Matrix Bold and Friz Quadrata. To ensure a longer shelf life these fonts will be reserved almost exclusively for logo use.

PRIMARY SAN SERIF TYPEFACE

AvantGarde is the primary sans serif typeface for Delta State University. AvantGarde should be used for titles, headlines, and subtitles. AvantGarde comes in several different weights. The lighter version is recommended for most uses including headlines, display type, etc. The bold version should only be used where additional emphasis is needed.

SUGGESTED SECONDARY TYPEFACES

The suggested secondary fonts offer options for different media types and flexibility in publications. The fonts should be considered for use on the web, departmental publications and official correspondence.

Logo Fonts

Matrix Bold

ABCDEFGHIJKLMN **OP** abcdefghijklm
12345678910

Friz Quadrata

ABCDEFGHIJKLMN **OP** abcdefghijklm
12345678910

Suggested San Serif Fonts

Avant Garde Bk BT

Avant Garde Md BT

ABCDEFGHIJKLMN **OP** abcdefghijklm
12345678910

Myriad Pro

Myriad Pro Bold

ABCDEFGHIJKLMN **OP** abcdefghijklm
12345678910

Suggested Serif Fonts

Arno Pro

Arno Pro Bold

ABCDEFGHIJKLMN **OP** abcdefghijklm
12345678910

CG Times

CG Times Bold

ABCDEFGHIJKLMN **O** abcdefghijklm
12345678910



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