

# Visual Identity and Brand Guide



- 02 Using this Guide**
- 03 About the Ship Identity**
- 04 Primary Logo**
- 06 Secondary Logos**
- 07 Sub-branding**
- 08 Logo Misuse**
- 09 Color Palette**
- 09 Typography**
- 10 The University Seal**
- 11 Athletic Logos**
- 12 Communication Tools**
- 13 Digital and Social Media**
- 13 Print Publications**

# Using this Guide

The Shippensburg University Visual Identity and Brand Guide establishes official policy and standards for the use of the university's name and marks for all media—publications, web, social media, advertising, signage, letterhead, or business cards. Layout, color, and typography are all part of Shippensburg University's unified visual brand identity.

This is to ensure communications from every college, department, and office speak with a clear and uniform voice, best representing Shippensburg University at all times.

## Licensing

The university indicia (name and marks) are registered with the United States Department of Commerce Patent and Trademark Office and with the Pennsylvania Department of State Corporation Bureau. As such, they are exclusive property of Shippensburg University. Any commercial use of these marks is restricted to official licensees only. A Shippensburg University licensing agreement grants the licensee a non-exclusive right to use the university marks on articles approved by the university.

The Collegiate Licensing Company (CLC) manages Shippensburg University's licensing program, including applications, art submission, royalty collection, and enforcement. For more information about requirements of the CLC licensing process, please visit **clc.com** or e-mail [applications@clc.com](mailto:applications@clc.com).

### Collegiate Licensing Company (CLC)

1075 Peachtree Street  
Suite 3300  
Atlanta, GA 30309  
Phone: (770) 956-0520  
Fax: (770) 955-4491

Members of the campus community who are purchasing promotional products with the university name and/or marks must follow the standard purchasing procedure and work with a licensed vendor. Promotional products are items such as staff shirts/uniforms, giveaways, branded table cloths for events, and more. To search for a licensed vendor by product, please visit **clc.com/license-search**: (Step 1) pick a product category and (Step 2) choose Shippensburg University (PASSHE) as your school.

For more information, please contact:

### Office of University Communications and Marketing

Shippensburg University  
1871 Old Main Drive  
Shippensburg, PA 17257  
Phone: (717) 477-1201  
[licensing@ship.edu](mailto:licensing@ship.edu)

**[ship.edu/licensing](http://ship.edu/licensing)**

# About the Ship Identity

Shippensburg University launched an institutional identity campaign designed to differentiate the university and position it in the competitive higher education market. Through extensive market research and subsequent discussion, the university developed the following concise statement of its identity:

Shippensburg University is a familiar, welcoming place. Committed to inclusion and equity with an entrepreneurial spirit Ship's finger is on the pulse of an evolving regional economy. Ship seeks to educate and prepare students for emerging industries and jobs that will strengthen our nation's economy.

## The official university name:

- Shippensburg University of Pennsylvania
- Shippensburg University

## Accepted abbreviated names:

- Ship
- Ship U
- SU

## University Athletics should always be referred to as:

- Raiders
- Raider (singular use only)

## Unsanctioned university names:

Please refrain from using any or all the following to refer to Shippensburg University:

- ~~Ship University~~
- ~~SHIP~~ (Ship is not an acronym, in written copy do not use in ALL CAPS)

## Unsanctioned university athletic names:

The use of any or all the following to refer to the Raiders is not permitted:

- ~~Lady Raiders~~
- ~~Red Raiders~~
- any other iteration

# Ship Is It!

The logo features a sleek, fast-moving ship. It is a stylized version of a privateer that was commissioned by the government to serve as a raider against enemies. The unique placement of the ship on a slightly tipped oval creates additional motion.

The use of a ship in the logo was motivated by both the connection to Edward Shippen, the town's namesake who made his fortune in the 19th century from shipping, and the university's nickname, "Ship."

The intent of the custom designed "Shippensburg Ship" is to convey a feeling of strength and forward movement as it slices through the water, sails billowing with the power of the wind. It also speaks to the crew's teamwork which is necessary for the vessel to navigate skillfully and reach its destination.

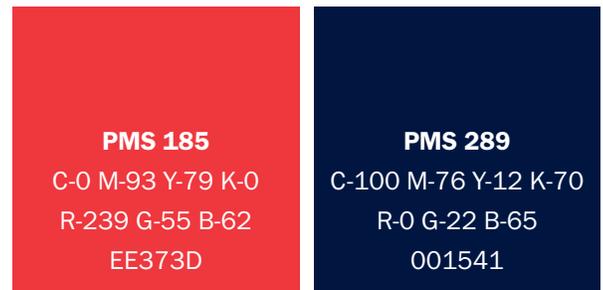
# Primary Logo

The university logo elevates and enhances our brand recognition. It is made up of two key elements: the logo graphic, **the ship**, and the full name set as a stylized **wordmark**. Each element can be used to represent the university. The wordmark or logo **must** appear on all university publications to establish continuity of image, brand, and identity.



## Logo Colors

Color is an important aspect of the logo. The official colors of Shippensburg University are: **red** (PMS 185) and **blue** (PMS 289).



## Clear Space

To protect its integrity and impact, always consider the placement and prominence of the logo within layouts. Keep the logo clear of competing text, images and graphics by maintaining the minimum amount of clear space, equal to the width of the first “S” in Shippensburg on all sides. The space between the logo graphic and the wordmark is equal to height of the serif of the first “S” in Shippensburg when placed between the logo graphic outline and the top of the “N” in Shippensburg.



## Primary Logo (preferred)

The university's primary logo in **red** (PMS 185), **blue** (PMS 289), and **white** is the preferred version and should be used wherever possible.



## One-Color Options

When the full-color primary logo is not an option, a **solid blue** (PMS 289) or **solid black** version is acceptable. **The ship may NOT be printed in all red.**

When using black, a **grayscale** version may also be used. The values are 65% black on the top (red) portion, solid (100%) black on the bottom (blue) portion, and solid (100%) black wordmark.



solid blue (PMS 289)

(Do not use)



solid black

grayscale

## Reverse-Color Option (white only)

When white is the only option, please use the reverse version.



## Use on Color Backgrounds

**Light background** - use the primary logo in **red** (PMS 185), **blue** (PMS 289), and **white**.

**Dark background** - use the **reverse (white only) logo**, or the **outlined primary logo with white wordmark**.

*\*TIP - the sails over the oval should remain white (or lightest portion)*



light background

dark background

## Use on Promotional Products

For university promotional products that do not use a standard school color (red, blue, gray, or white) as its material, the full university name and/or logo must visibly appear in the design.

# Secondary Logos

(Please refer to page 5 for approved color use.)

The Shippensburg University logo may appear in any of the following arrangements:



SHIPPENSBURG  
UNIVERSITY

## Vertical, stacked (primary logo)

Where space permits, this version is preferred.

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## Ship only

The logo graphic may be used as a stand-alone graphic when size or space constraints do not allow for the full logo or in cases when the Ship brand has already been established.

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SHIPPENSBURG  
UNIVERSITY

## Wordmark only, two-line stacked

This configuration can be used when space is limited, and the vertical variation is not appropriate.

---



## Horizontal, two-line stacked

This configuration can be used when space is limited, and the vertical variation is not appropriate.

---



## Horizontal, one-line

When size or space constraints do not allow for vertical or horizontal two-line stacked, this version can be used.

---

SHIPPENSBURG UNIVERSITY

## Wordmark only, one-line

When size or space constraints do not allow for vertical or horizontal two-line stacked configurations, this version can be used.

# Sub-branding

(Please refer to page 5 for approved color use.)

Sub-branding takes the Shippensburg University logo and adds the respective unit, office, department, college, etc. Sub-brands are created by the Office of University Communications and Marketing. **Departments or offices may not create their own sub-brands.** Sub-brands are our endorsed brand identity system and must follow the rules in the same way as any other university-approved logo.

The sub-brand includes the primary logo with official department or office names typeset in Franklin Gothic URW Book, center aligned, and positioned below the wordmark. The horizontal version is an approved secondary variation when space is limited, and the vertical primary logo is not appropriate.

## Named Schools/College Logos

Schools or colleges that have received contributions that allow naming of the school or college for a donor or benefactor (as approved by the SU Foundation and Council of Trustees) includes a slight wordmark adjustment for the donor-named element.



Examples of approved sub-branding



Examples of approved named school/college

# Logo vs. Graphic

The creation of additional logos to represent a university unit, office, department, college, etc. are not permitted. However, a graphic may be designed for special events, campaigns, etc. as approved by the Office of University Communications and Marketing.



# Logo Misuse

The logo is one of the most recognizable representations of Shippensburg University and should not be altered in any way unless approved by the Office of University Communications and Marketing.

## Unapproved logo use:



*Do not use old blue\**



*Do not change the colors or add patterns*



*Do not reduce legibility*



*Do not stretch or skew*



*Do not apply graphic effects*



*Do not tilt or rotate*



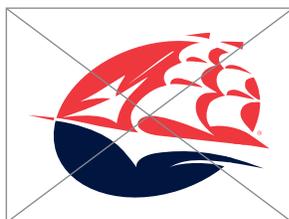
*Do not place print over the logo*



*Do not wrap text around the logo  
(not preferred)*



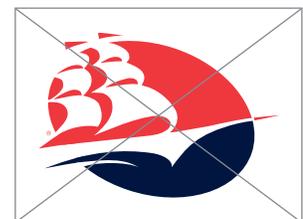
*Do not rearrange design elements*



*Do not flip the ship*



*Do not distress, fade, or embellish*



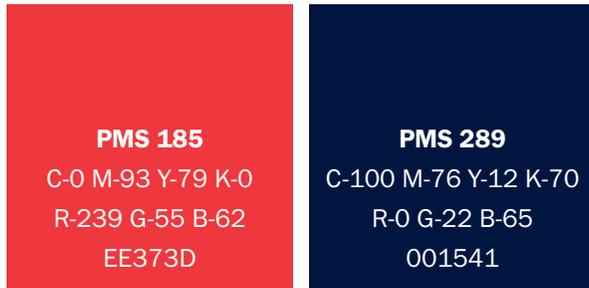
*Do not remove elements or crop*

*\*In 2018, the university updated from Reflex (royal) blue to the current PMS 289 (navy) blue.*

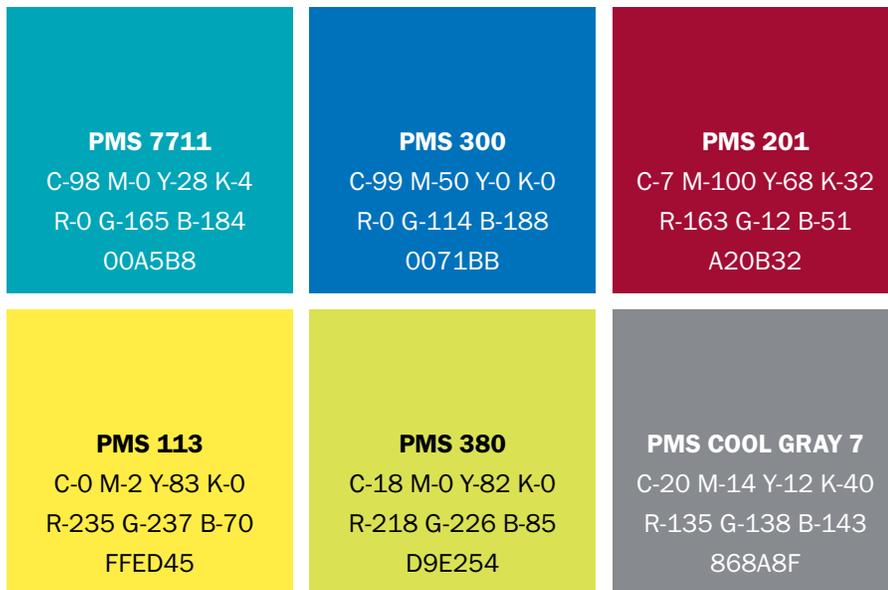
# Color Palette

The Shippensburg University color palette helps express its distinct personality and pride. It is important to use only these colors to create a consistent and powerful visual identity for the university as a whole. The primary colors are the university's red and blue and play the most dominant role in the university branding. The secondary colors can be used as accent colors to help emphasis or distinguish areas of university publications.

## Primary Colors



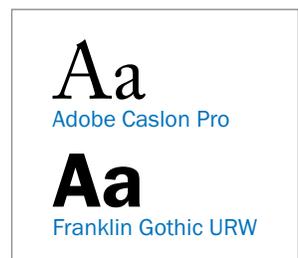
## Secondary Colors



# Typography

Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicates as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the organization.

The font families **Adobe Caslon Pro** and **Franklin Gothic URW**—used together or separately—should be employed for all university communications. Their consistent use and application will support the effectiveness of our visual identity standards.

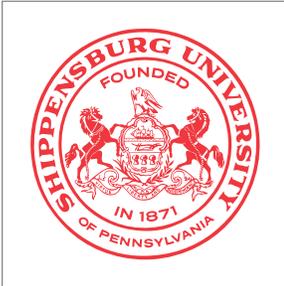


# The University Seal

The official Shippensburg University seal is meant to function as a stamp of validation and **not as a logo**. It should only be used for recognition on diplomas and official documentation. Using the seal in non-university publications is prohibited. All other uses must be approved by the Office of University Communications and Marketing.

## Color

The seal can be reproduced in all **red** (PMS 185), **blue** (PMS 289), **black**, or **white**.



red (PMS 185)



blue (PMS 289)

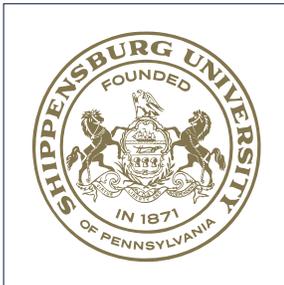


black



white

*The use of seal in gold or silver is for the Office of the President only.*



gold



silver

## Special Print Techniques

The seal may be embossed, engraved, or foil stamped on paper. It may also be etched in metal, glass, or stone. All uses require proof approval by the Office of University Communications and Marketing.

# Athletic Logos

Shippensburg University athletic logos are restricted for the use by its NCAA intercollegiate teams. The use of these branded marks is not permitted by clubs or organizations unless otherwise approved by University Communications and Marketing and the Department of Athletics.



**Primary Athletic Logo** is made up of two key elements: the logo graphic, **the ship**, and a stylized **Raiders wordmark**. The ship is the same logo graphic as the university's primary logo and must follow the same guidelines for color, size, and spacing. The preferred Raiders wordmark is **red** (PMS 185) with a **blue** (PMS 289) outline.

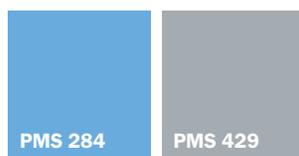
## Secondary Logos:



## Athletic Primary Colors



## Athletic Secondary Colors



# HOME of the RAIDERS

**"Raider" or "Raiders" is the official nickname and only approved branding for university athletics.**

*This includes use on apparel, equipment, printed materials, electronic communication (social media, e-mail signatures), etc. Lady Raider(s) and Red Raider(s) were previously removed as usable options.*

**A Raider by definition – a fast, lightly armed ship.**

(Webster's New Collegiate Dictionary)



## The Mascot: Who is Big Red?

In 2006, Big Red was named as the university mascot after the Student Senate held a Mascot Madness competition. Big Red is a red-tailed hawk who sports a tricorne hat and Ship apparel.

# Communication Tools

Stationery is the primary means of establishing the Shippensburg University brand at a personal level. The layout and design of university stationery items cannot be altered or modified in any form. Stationery fonts, logos, and colors must adhere to the Shippensburg University Visual Brand Identity Guide.

## Business Cards

Shippensburg University supplies all faculty, staff, and administrators with business cards free of charge. Please submit a request online at [ship.edu/about/offices/communications/services/business\\_cards](http://ship.edu/about/offices/communications/services/business_cards). *Business cards are not available for retired faculty and staff, students, or graduate assistants.*

## E-mail Signatures

Just as printed business cards and letterhead follow a standardized approach, e-mail signatures should be consistent. Consider an e-mail signature a digital business card, and include the appropriate information.

### Example e-mail signature:

**FirstName LastName** (xx/xx/xx) *pronouns*

*Title*

*Office or Department Name*

Shippensburg University

1871 Old Main Drive

Shippensburg, PA 17221

Office: (717) 477-XXXX, Ext XXXX

Fax: (717) 477-XXXX

E-mail: xxxxxxxx@ship.edu

Cell: (XXX) XXX-XXXX

**ship.edu**

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## Letterhead and Envelopes

To order printed letterhead and envelopes or to request an electronic version (Word document), please submit a request to the Office of University Communications and Marketing at (717) 477-1201.

## Name Tags

Faculty, staff, and administrators can order name tags by contacting the Office of University Communications and Marketing at (717) 477-1201. *The first name tag is free of charge for full-time Ship employees. Name tags are available for graduate assistants when paid for by the department requesting the order.*

## PowerPoint Template

Streamline presentation slideshows—and keep them consistent with the Shippensburg University Visual Brand Identity Guide—by using the approved branded PowerPoint template: [ship.edu/about/offices/communications/services](http://ship.edu/about/offices/communications/services)

# Digital and Social Media

## Digital Media

Videos from the university's official YouTube page are available for use and can be imbedded in e-mails and websites as needed. 📺 @ShippensburgUniversity1871

Approved photos are available for use by Shippensburg University departments and programs at [photos.ship.edu](https://photos.ship.edu). These images are owned by the university and may only be used for official university purposes.

## Social Media

Before launching a social media presence, departments should engage with the Office of Communications and Marketing to review best practices, platform, and management. When possible, social media handles should begin with "@Ship" followed by the unique identifier for the department. Example :@SHIPCommMar = Shippensburg University Communications and Marketing.

**Profile images should include the approved university logo with the option of temporary profile images for different events or milestones.**

Please be sure to fill out full profile information including office/program name, contact information and the appropriate ship.edu web address.

# Print Publications

## Affirmative Action Statement

The university affirmative action statement must appear on all publications.

**For larger publications including booklets, newsletters, annual reports, etc. use the long clause:**

Shippensburg University of Pennsylvania, in compliance with federal and state laws and university policy, is committed to human understanding and provides equal educational, employment, and economic opportunities for all persons without regard to race, color, religion, national origin, age, sex, or disability. Direct requests for reasonable accommodations and other inquiries to the Office of Accessibility Resources, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, (717) 477-1364, oar@ship.edu.

**For smaller publications including all brochures use the short clause:**

Shippensburg University is a member of Pennsylvania's State System of Higher Education and an equal opportunity educational institution. Direct requests for reasonable accommodations and other inquiries to the Office of Accessibility Resources, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, (717) 477-1364, oar@ship.edu.

**All publications intended for off-campus distribution must include the following items:**

- The Shippensburg University logo
- The university website: ship.edu
- An affirmative action statement
- This line: "A member of Pennsylvania's State System of Higher Education."



# SHIPPENSBURG UNIVERSITY

1871 Old Main Drive, Shippensburg, PA 17257  
(717) 477-7447 • [ship.edu](http://ship.edu)



Shippensburg University of Pennsylvania, in compliance with federal and state laws and university policy, is committed to human understanding and provides equal educational, employment, and economic opportunities for all persons without regard to race, color, religion, national origin, age, sex, or disability. Direct requests for reasonable accommodations and other inquiries to the Office of Accessibility Resources, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257-2299, (717) 477-1364, [oar@ship.edu](mailto:oar@ship.edu).

*A member of Pennsylvania's State System of Higher Education.*