

Salisbury  
*UNIVERSITY*

This manual provides you with the basic knowledge of the guidelines for using the Salisbury University brand graphics. Understanding the content of this document is crucial for anyone working with the brand. Please take the time to familiarize yourself with the proper and fundamental use of the brand graphics standards.

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

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add up quickly to brand confusion and dilute the impact of the brand. Every piece matters.

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 University's Marketing and Communications (MarCom) Team. Unapproved brand materials can result in personal liability for creating and distributing unapproved brand materials.

The Salisbury University brand is the collective effect that our faculty, staff, students, alumni and community have on the world at large.

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



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.

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

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

The SU logo is always to be used on a white background to ensure its readability.

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that a 40% value of black.



It is very important that the logo be presented accurately and consistently every time it is used.

A violation of this policy is a violation of federal trademark law. Please avoid these common violations. This is by no means an exhaustive list.

- Do not alter the logo or mascot in any way. This includes, but is not limited to, do not cut, slice or divide logo/mascot into separate parts or sections; move legs/arms/head to another positions; add to the logo/mascot (no hat, clothing, LAX sticks, etc.); add an outline; position within letters that cut the logo/mascot into sections; change the "S" within the mascot to a different font; render the logo/mascot in any other view (side, back, top, etc.); remove the gull from the SU logo; etc.

- If a piece is unable to include the logo due to spacing or other approved constraints, the words Salisbury University must be included.
- Do not use a scan of the logo or allow poor quality reproductions.
- Do not transpose the approved color scheme.
- Do not create unapproved screen tint variations of the logo.
- Do not outline the logo.
- Do not allow the logo to appear in unapproved colors or textures.
- Do not violate the signature clear area with text, graphics, page edges, imagery, etc.
- Do not create patterns with the logo.
- Do not display the logo on a background that provides inadequate contrast or is overly busy.
- Do not alter or typeset the logo.
- Do not allow the logo to become distorted due to improper scaling.
- Do not reproduce the logo in only a black, white and gold combination, as this implies Towson University.
- Do not create a 3-D rendition of the mascot without the guidance and





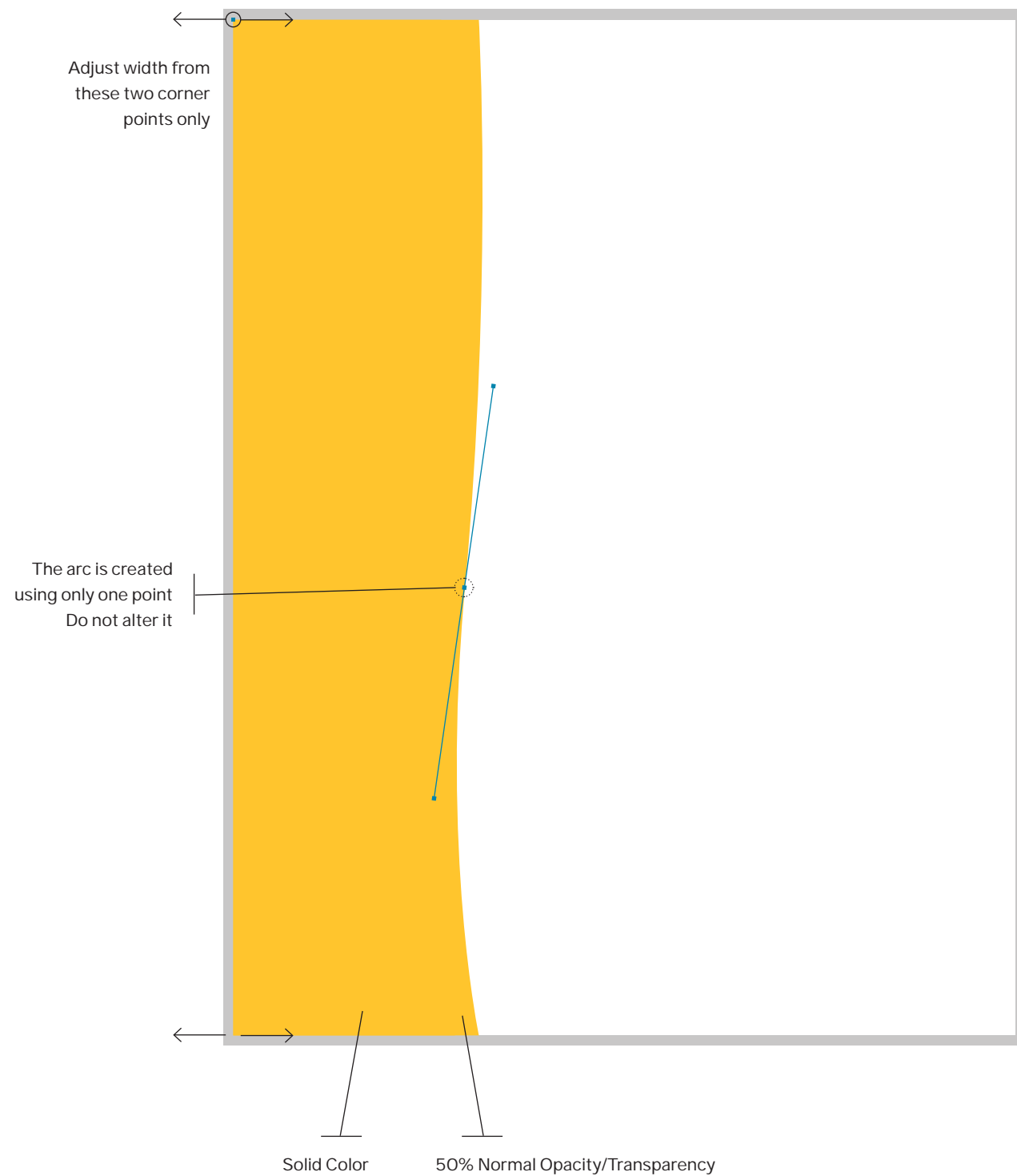
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Downloaded at: [fonts.google.com](https://fonts.google.com)

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.

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.

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.



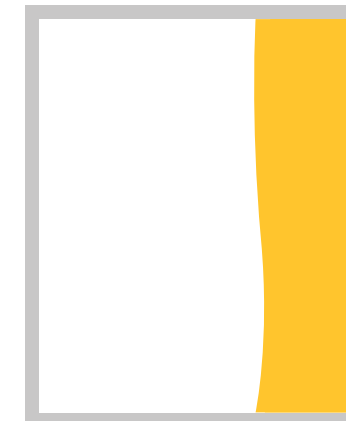
If used consistently, this graphic device will become one of the most recognizable elements of the SU graphic identity.

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

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.

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

any left/right/top/bottom orientation. Expanding or contracting the width allows the graphic to be used for any proportion needed





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way to convey our key messaging themes by showing, not just saying, what makes us different.

Education at Salisbury University happens everywhere, in the classrooms well beyond in the natural setting of our coastal location. Imagery should show faculty mentoring students.

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opportunities SU creates as well as highlight our unique location

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represented with photography. You can never have too many images of faculty with students.

Collaboration and teamwork are at the core of the SU community. Imagery should show how we work closely together, connecting across disciplines to bring together diverse ideas, and develop lasting relationships and perspectives.

The University thrives because of its people. Our people

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Both portrait-style and candid photography should authentically capture the efforts, talents and actions that make us who we are.

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way to tell success stories. Showing subjects in their natural surrounding helps tell the story. These are good examples of what to strive for. Subjects in these images are looking into the lens but is not always necessary.

Imagery should also focus on the interesting location of Salisbury as it relates to the various waterways/rivers. This unique Eastern Shore location set in the middle of the Delmarva Peninsula, should be captured in both hands-on academic as well as recreational imagery. Beach/ocean imagery should be limited to academic connections when possible.



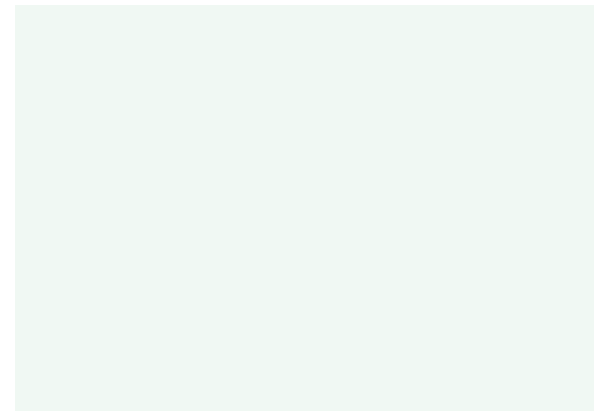
Create a Safer Tomorrow.

Images that include the institutions identity, such as attire and signage, help build the brand. However, don't over do it.

Tight cropping of an image can also add visual interest to an ordinary image as well as putting focus where it is needed.

Just like using strong and appropriate imagery to build the brand, using the weak or wrong imagery can also damage the Salisbury University brand. Below are a few things to ery ter

show an empty campus.

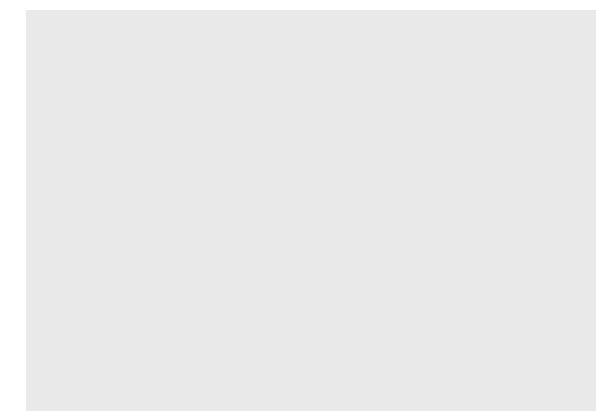


remember to show overall accurate diversity.

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overly stage photography.  
(Events such as alumni gatherings, conferences,  
etc. excluded)

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can shoot in low-light situations. (Experienced  
professionals using lighting set-ups excluded.)



stage portraits in a studio. Show your  
subjects in their natural setting.