

Visual Identity Standards

A standards guide for the use of University of Puget Sound's logo and visual identity.



About the Visual Identity Standards

Because the Puget Sound visual identity is often the initial contact that people have with the university, it is important that it make a powerful first impression.

Implementing the following standards will ensure our materials look like they come from the same institution.

When all partners apply a system of visual standards, we communicate a strong and singular institution, and strengthen the mark we make in the world.

These guidelines are for everyone who produces visual communications on behalf of Puget Sound, whether a flier, sign, email, or any printed collateral. Please contact the Office of Communications for assistance as needed. We are happy to help!

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Brand Colors

This section contains our brand colors and guidance for using them to create on-brand collateral.



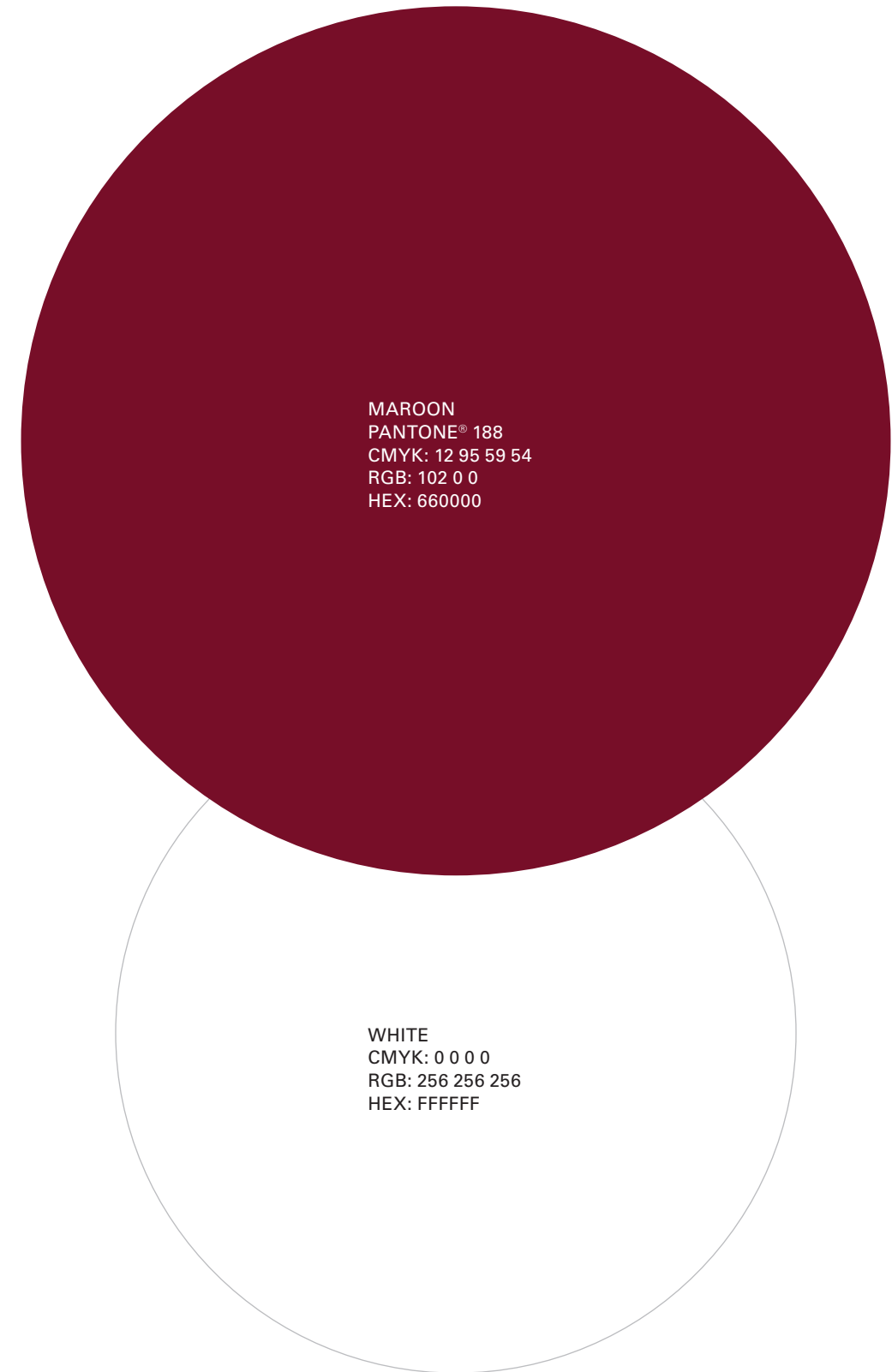
Primary Colors

The official primary colors of University of Puget Sound are maroon and white.

The Puget Sound logo **should only appear in black, white, or maroon.**

NOTE: To accomplish Puget Sound maroon, use Pantone® 188 or the CMYK or RGB formulas, or HEX code at right..

Contact the Office of Communications for printing information.



Secondary Colors

The secondary color palette adds flexibility and variety to the primary brand colors. You can use this palette throughout branded communications to highlight, complement, and accent the primary colors. The secondary colors can also add intensity or create subtlety, depending on the application.

Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.



Neutral Colors



Neutrals work well for more subtle or elegant uses. They can also help bring balance by toning down contrast levels in both the dark and light colors. For example, Cool Gray 7 works well with all of the colors in the primary palette, and can create a helpful transition between white and the maroon of the primary palette.

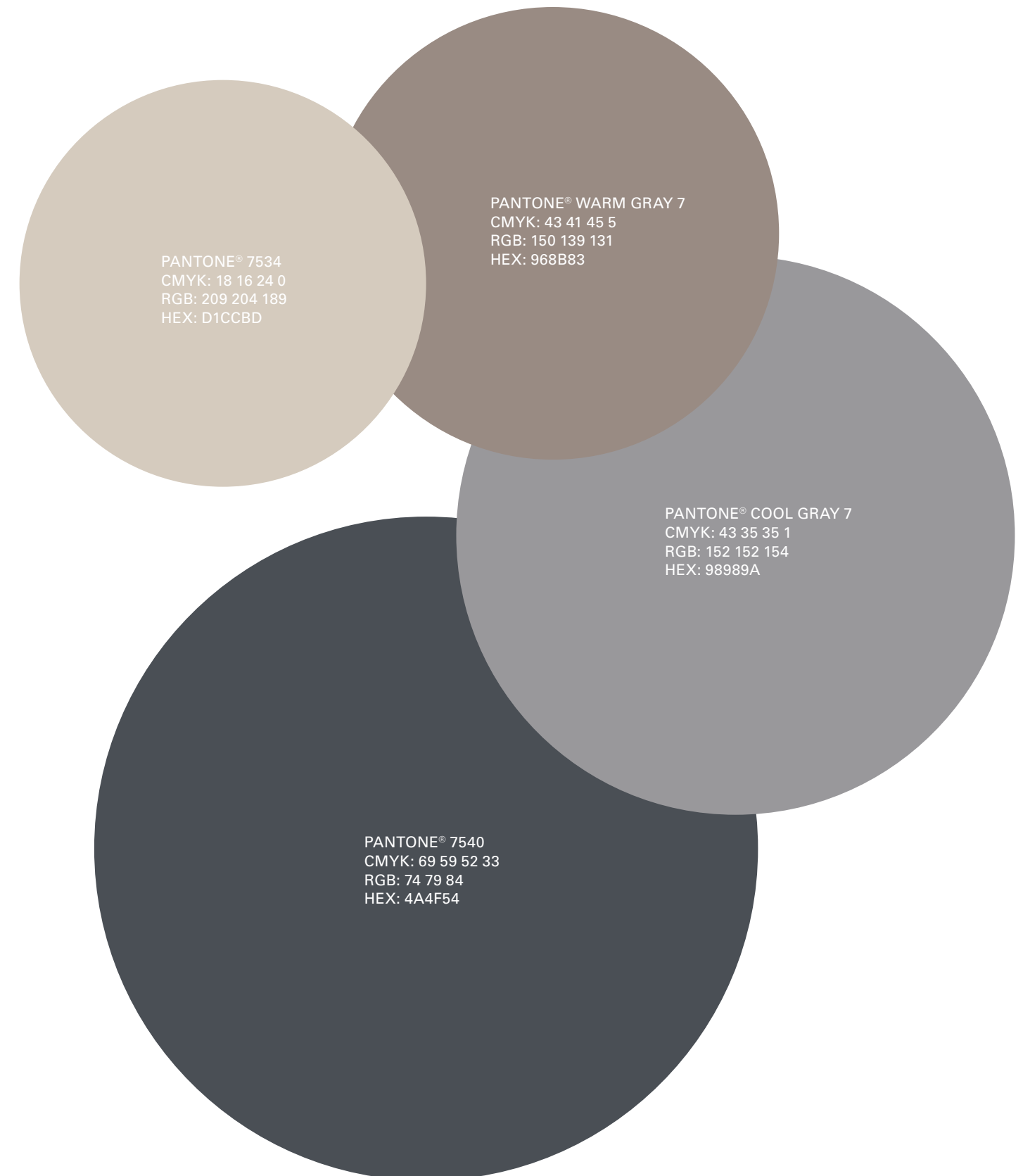
When you reproduce the color black in CMYK, there may be a need for either a basic black or a rich black. When you need rich black, please refer to the build below. If you need a one-color black, then use only 100% black shown in the comparison below.

Reproduce brand colors in Pantone® spot colors or CMYK when available. Use CMYK values for digital printing and RGB and HEX values for all screen-based applications.

You can also use specialty printing techniques, such as UV varnishes and foils. If you do so, please reference the current edition of Pantone® Color Publications to ensure the closest color match possible.

Rich black versus basic black for printing

-  RICH BLACK CMYK: 30 25 15 100
-  BASIC BLACK CMYK: 0 0 0 100



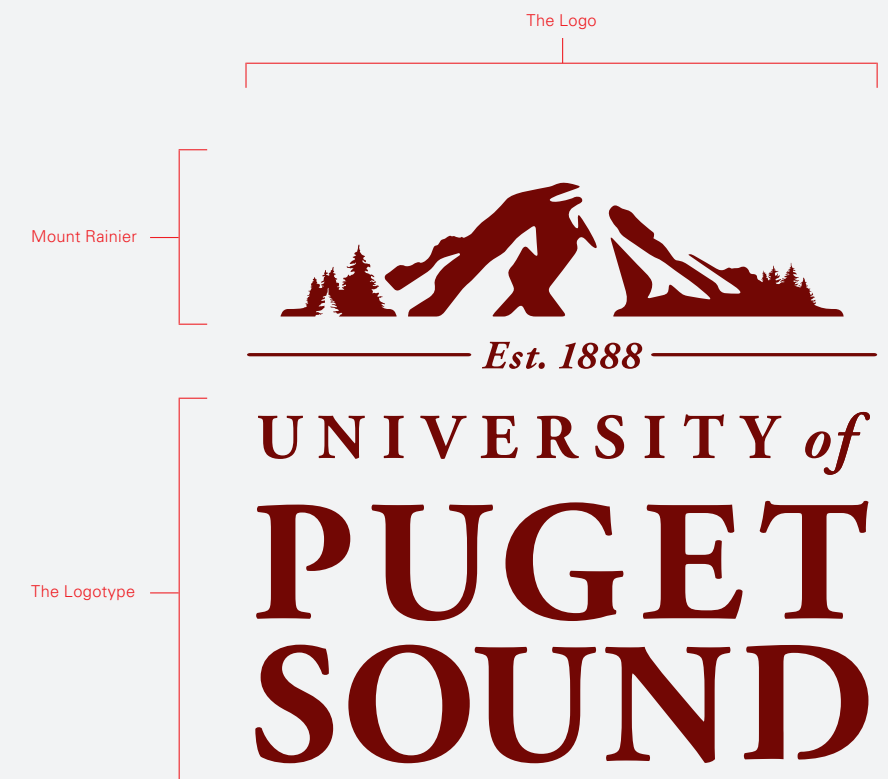
The Logo

This section contains our primary logo, along with its variations and guidance for proper use.



Primary Logo

Since Puget Sound's founding in 1888, Mount Rainier has been depicted in the center of the university's official seal. The representation of the mountain in the university logo provides consistency with the seal and reflects the aspirational spirit and enduring values of Puget Sound. The typography has been designed as a custom mark using Adobe Garamond Pro.



Using the Primary Logo

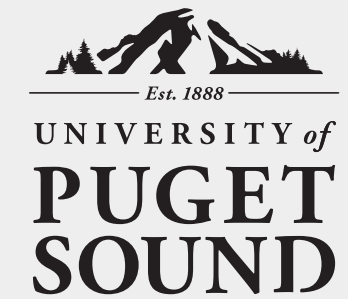
The primary Puget Sound logo serves as the main graphic representation of the university. It is the primary identifier for Puget Sound. It should be used on all materials and supersedes the use of all other logos.

The primary logo may be used in black, maroon, and reversed out of a maroon field, shown at right, or dark backgrounds and photos; approved art is available by contacting the Office of Communications.

The primary logo should never be shown smaller than 5/8 in (.625 in.) wide. See page 12 for graphics to use in small situations.



One-color logo (maroon)



One-color logo (black)



One-color logo (reversed out of maroon field)

Using the Secondary Logo

The secondary logo is an adapted version of the primary logo keeping the characteristics of the primary logo's custom typography and use of the mountain, but it does not incorporate the founding date, "Est. 1888." The secondary logo should be used only in cases when there is not space for the primary logo at its minimum size of .625 in. and when the application (embroidery, for example) is not refined enough to accommodate the "Est. 1888" design element.

The secondary logo may be used in black, maroon, or reversed out of a maroon field, shown at right, or dark backgrounds and photos; approved art is available by contacting Office of Communications.

The secondary logo should never be shown smaller than 1-1/8 in. (.1.125 in.) wide. See page 12 for graphics to use in small situations.



One-color logo (maroon)



One-color logo (black)

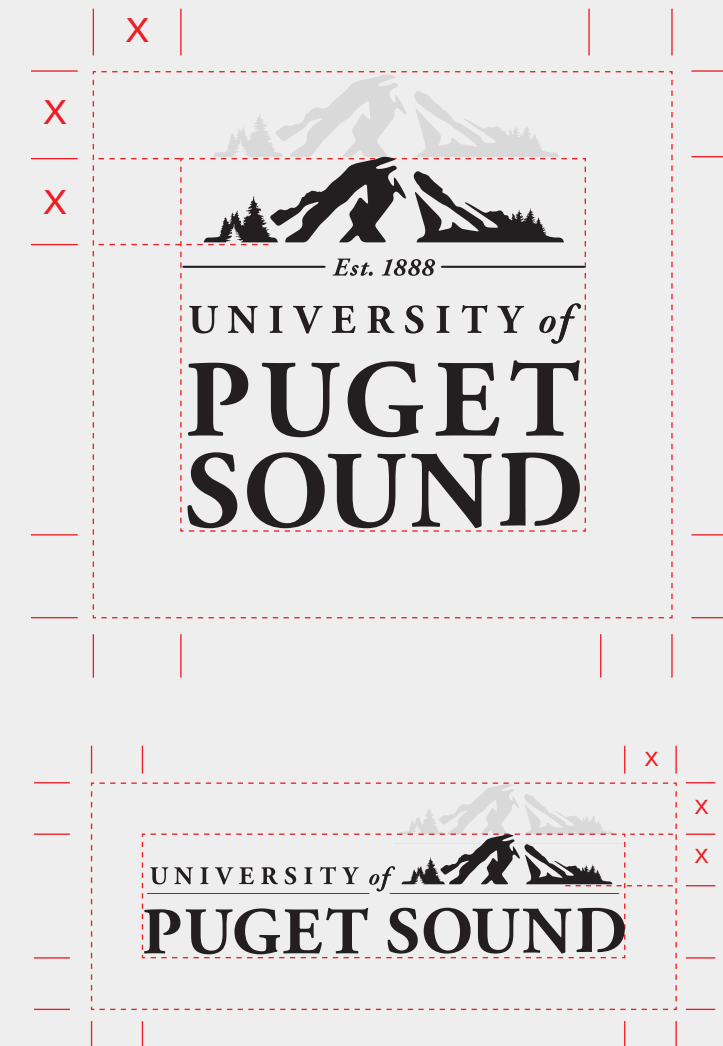


One-color logo (reversed out of maroon field)

Using the Logo | Clear Space

To display the logo correctly, maintain the proper minimum clear space.

This minimum clear space is equal to the height of the mountain depicted in our Puget Sound logo. No other image or text should appear within the designated clear space.



Using the Logo | Minimum Size

The primary logo should never be smaller than 5/8 in. (.625 in.) wide.

The secondary logo should never be smaller than 1 1/8 in. (1.125 in.) wide.

Type Treatment: If it is not possible to use the logo, even at minimum size, it is acceptable to type the college name as shown here.

A digital file is available at (this place).

The general specifications are:

- Adobe Garamond Semibold
- Tracking of 50
- All Caps
- Black, Pantone® 188 or reversed on colored backgrounds,
- Minimum font size of 7.5 point

UNIVERSITY OF PUGET SOUND

One-color logo (maroon)

UNIVERSITY OF PUGET SOUND

One-color logo (black)

UNIVERSITY OF PUGET SOUND

One-color logo (reversed out of maroon field)

Using the Logo | Primary Logo Lockups

A master identity system that consistently incorporates the primary logo with department or division names, known as a *logo lockup*, is how we establish consistent visibility. This is the only way a department or division should represent itself.

Department names in logo lockups should be set in Univers 55 Roman in uppercase and lowercase to the right of the primary logo and should be set apart from the logo by a .5-point vertical rule.



Philosophy



School of Business
and Leadership



Foreign Languages
and Literature

Using the Logo | Alternate and Secondary Logo Lockups

If a department or group name has one to three words, the name may appear below the primary logo in an alternate logo lockup. Set the department or group name in Univers 55 Roman in uppercase and lowercase, set apart from the logo with a .5-point horizontal rule.

In some cases, space or application won't allow for use of the primary logo. For those instances, use the secondary logo lockup, with the department or group name set in Univers 55 Roman in uppercase and lowercase below the logo, set off by a .5-point horizontal rule.



Enrollment



Dining and Conference Services

Using the Logo | Department Signature

Having contact information on all publications and platforms is essential for accessibility. All brochures, ads, booklets, and other publications should “sign off” (on a back cover, for example) with the Puget Sound logo in this way. (For email signatures, see page 30.)

Standard type size generally follows the following specifications:

Font: Univers 55 Roman

Size: 8-11 points

Leading: 14 point

The minimum-size type treatment (page 12) and the Puget Sound website are also acceptable content for a department signature.

If needed, consult with the Office of Communications to select the signature application that works best for your project.



SCHOOL OF BUSINESS AND LEADERSHIP

1500 N. Warner St. #1032

Tacoma, WA 98416-1032

pugetsound.edu/sbl



SCHOOL OF BUSINESS

AND LEADERSHIP

1500 N. Warner St. #1032

Tacoma, WA 98416-1032

Using the Logo | Department Signature



School of Business and Leadership | 1500 N. Warner St. #1032 | Tacoma, WA 98416-1032



SCHOOL OF BUSINESS AND LEADERSHIP
1500 N. Warner St. #1032
Tacoma, WA 98416-1032
pugetsound.edu/sbl

UNIVERSITY OF PUGET SOUND
SCHOOL OF BUSINESS AND LEADERSHIP
1500 N. Warner St. #1032
Tacoma, WA 98416-1032
pugetsound.edu/sbl



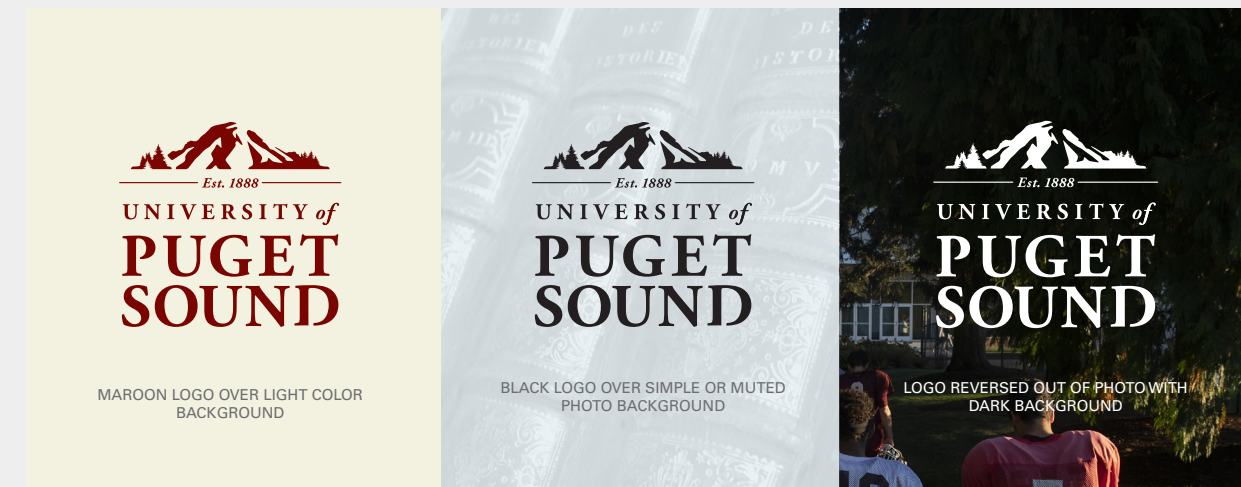
pugetsound.edu/sbl

Using the Logo | Backgrounds

Maroon Logo: The maroon logo may be used only on white backgrounds or neutral backgrounds that have values lighter than or equal to 10% black.

Black Logo: The black version of the logo may be used on any uncluttered background with a value lighter than 30% black.

Reversed Logo: Use the reversed logo on colored backgrounds or photos with a value of 60% black or more.



Using the Logo | Incorrect Usage

The logo may not be altered in any way.
For any reason. Ever!

The following usage violations apply to both the primary and secondary logos.

- Do not use at a size smaller than the minimum size specified.
- Do not add a stroke (outline).
- Do not change the color scheme.
- Do not use the maroon logo on dark backgrounds.
- Do not size disproportionately or distort (stretch, or condense, or skew).
- Do not use on a busy or patterned backgrounds.
- Do not place logo in a confined shape without clear space.
- Do not alter the relationship of the type and icon.
- Do not remove the mountain icon.
- Do not use the mountain icon on it's own.
- Do not place graphic elements within the clear space of the logo.
- All these usage violations apply to the secondary logo.



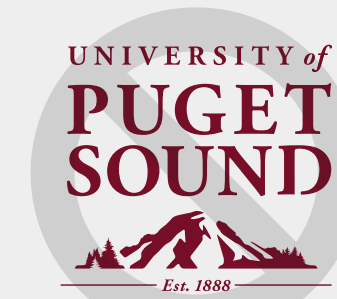
Using the Logo | Incorrect Usage



DO NOT use on a busy or patterned background.



DO NOT place logo in a confined shape without clear space.



DO NOT alter the relationship of the type and icon.



DO NOT remove the mountain icon.



DO NOT use the mountain icon on it's own.



DO NOT place graphic elements within the clear space of the logo.

Using the Logo | Other Approved Logos

Reinforcing our primary Puget Sound identity is the best way to keep from getting lost in the crowd. Within our brand system, it is rarely necessary to create new logos; in fact, there are many other ways to establish a distinctive look for a department or program within the established guidelines.

New logos may be appropriate for special initiatives, such as fundraising campaigns. Requests for new logos should be made in consultation with the Office of Communications and incorporate elements of Puget Sound's brand identity system.

Approved logos may be used only by the departments/programs for which they were created. See examples of approved logos at right.



The Seal

This section includes our university seal and guidance for proper use.



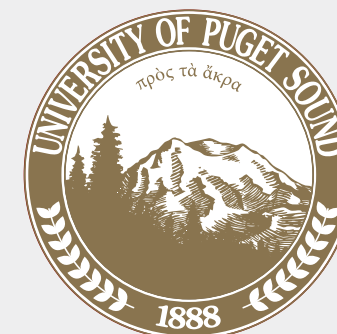
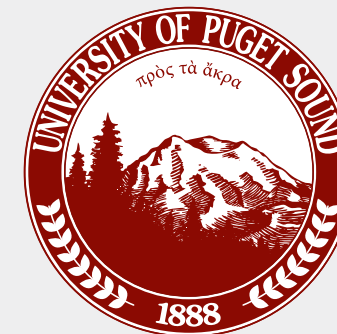
University Seal

The oldest graphic representation of University of Puget Sound, the seal is a sacred, time-honored, official mark of the college. It is not our logo. The Greek phrase near the top can be translated as “To the heights,” referencing both the central image of Mount Rainier and the attributes of Puget Sound’s physical location and dynamic culture.

The seal is intended for use on official, formal, institutional documents, such as those from the Office of President and related to Commencement, including acceptance certificates and diplomas.

The seal should never be used as an alternative to the logo, and it should never appear in conjunction with the logo.

The seal may appear in black, maroon, gold (Pantone® 871), or gold foil.



Using the Seal | Minimum Clear Space

Clear space / Minimum size

The seal should never be smaller than five-fourths inch (5/4 in.), and should always have at least one-quarter inch (1/4 in.) of clear space surrounding it.

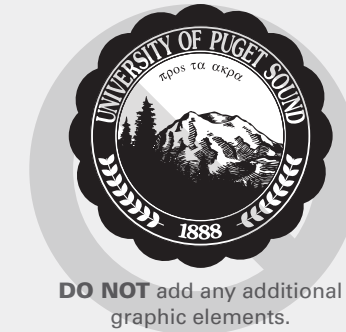
The seal may be used on any background that is light or dark enough to provide sufficient contrast. The seal's colors should never be reversed. If the seal appears on a dark background, a white field should appear behind the seal as shown at right.



Using the Seal | Incorrect Use

The seal may not be altered in any way.

- Do not add any additional graphic elements.
- Do not use reversed or inverted.
- Do not place the seal behind type or graphics.
- Do not place graphic elements within the 1/4 in. clear space of the seal.
- Do not use smaller than 5/4 in. in diameter.
- Do not place the seal on a busy photo or patterned background.
- Do not size disproportionately or distort (stretch or condense).



Brand Typography

This section defines our primary brand fonts and instructions for using them.



Primary Serif Typeface

Typography is an important element in a strong visual brand. For official institutional publications, use Puget Sound's primary serif or sans-serif font for both headlines and text.

Serif: Adobe Garamond Pro
Sans-Serif: Univers LT STD (samples on next page)

Alternate Fonts

If Puget Sound primary fonts are not available for official university documents, print publications, or web and digital communications, use our preferred alternate fonts, available for free in most publishing and communications platforms.

Serif: Times New Roman
Sans-Serif: Arial Regular or Roboto

Adobe Garamond Pro Bold
Size: 34
Leading example: 36
Tracking: 0

Adobe Garamond Pro Bold is a headline weight.

Adobe Garamond Pro Medium
Size: 26
Leading example: 30
Tracking: 0

Adobe Garamond Pro Medium can be used for subheads and emphasis areas in body copy.

Adobe Garamond Pro Regular
Size: 24
Leading example: 26
Tracking: 0

Adobe Garamond Pro Regular is the basic body copy weight.

Adobe Garamond Pro Italic
Size: 24
Leading example: 26
Tracking: 0

Adobe Garamond Pro Italic can be used to provide emphasis or highlight copy.

Adobe Garamond Pro

Univers LT Std 65 Bold
Size: 34
Leading example: 36
Tracking: 0

Univers LT Std 65 Bold is a headline weight.

Univers LT Std 55 Roman
Size: 26
Leading example: 30
Tracking: 0

Univers LT Std 55 Roman is the basic body copy weight.

Univers LT Std 55 Roman
Size: 18
Leading example: 22
Tracking: 0

Univers LT Std 55 Roman and 45 Light can be used for captions and small bodies of text.

Univers LT Std 55 Roman
Size: 16
Leading example: 20
Tracking: 0

Univers LT Std 45 Light can also be used when a large or small piece of type needs a delicate treatment.

Univers LT Std

Stationery

This section defines the standard University of Puget Sound campus stationery pieces.



Using Stationery | Letterhead and Envelope

Stationery and business cards are highly visible components of a brand. To ensure a consistent look for all correspondence, a standard letterhead, envelope, and business card have been developed.

Letterhead

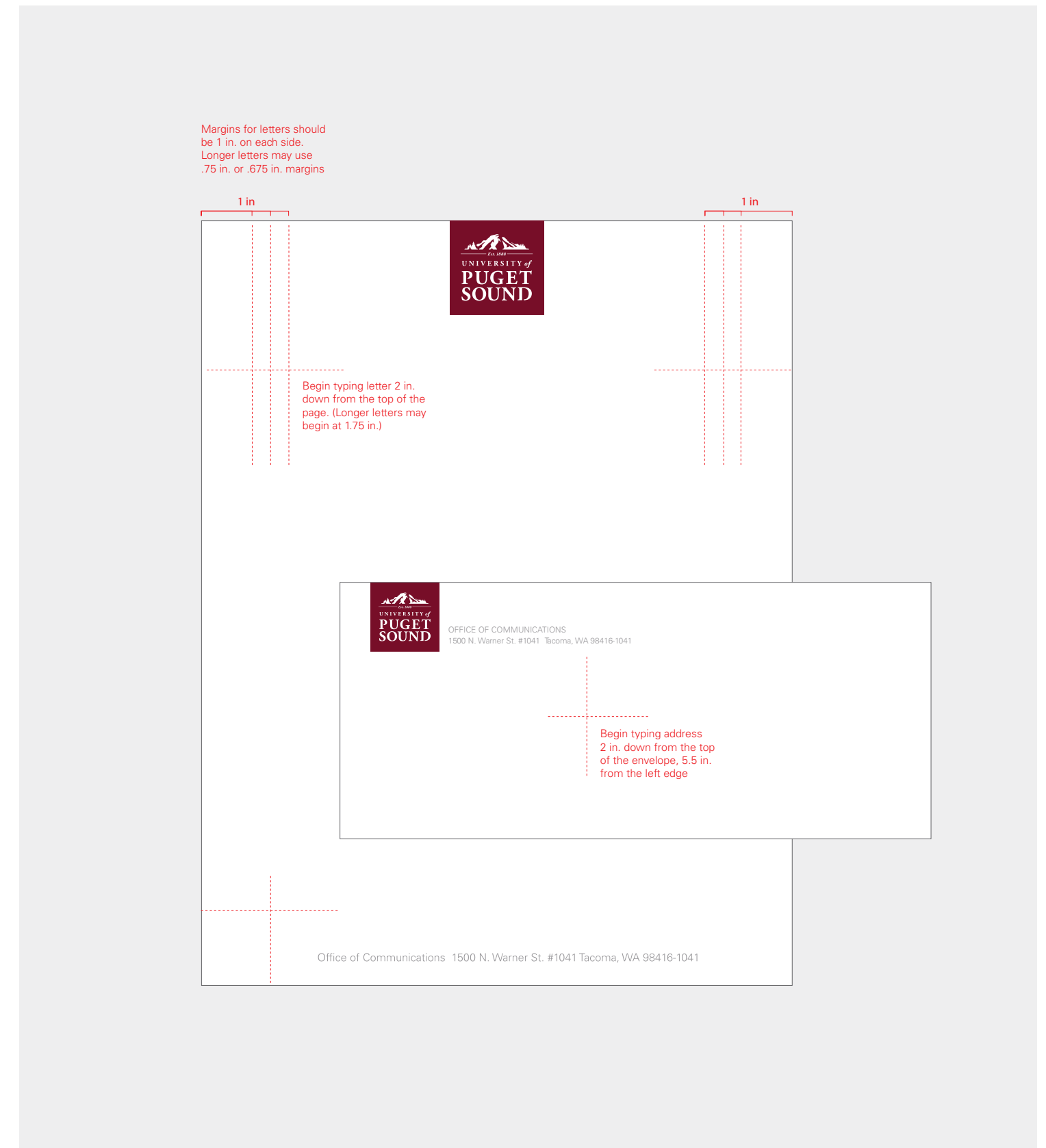
Logo

- Bleed: Full top bleed
- Color: Reversed out of maroon (Pantone® 188) field
Footer Address Line
- Flush left; address elements separated by two spaces
- Color: Pantone® Cool Gray 9
- Font: Adobe Garamond Regular Pro
- Size: 8
- Leading: 10

Envelope

Logo

- Bleed: Full top bleed
- Color: Reversed out of maroon (Pantone® 188) field
Return Address Block
- Flush left; two-line maximum
- Color: Pantone® Cool Gray 9
- Font: Adobe Garamond Regular Pro
- Size: 8
- Leading: 10



Using Stationery | Business Cards

Editorial Standards

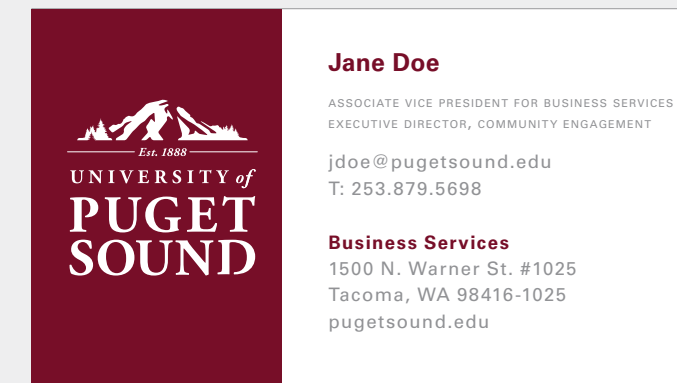
- Jr. and Sr. are abbreviated in names (including those in addresses) with a period following the abbreviation and no comma in front of it; a middle initial in a name is followed by a period.
- Names and titles are on separate lines.
- When abbreviating Street, Avenue, Boulevard, Highway, Court, Road, Suite, etc., follow abbreviation with a period.
- Post office box is always abbreviated as P.O. Box, with periods.
- Directional words in a street address should be abbreviated with no period between letters (52nd NE).
- Use “T;” “F;” and “M:” to designate telephone, fax, and mobile numbers with one space between colon and the number.
- Do not include the “1” in front of a toll-free phone number.
- Use periods to separate number groups in phone and fax numbers.
- Separate telephone and fax numbers with two spaces when they appear on the same line.



Front

Back

Business card backs are white. While information can be handwritten on the back of a card, no additional information should be printed.



Long job titles will be set in seven-point type. Titles may not exceed two lines.

Email Signature and Land Acknowledgment

Signature

Email correspondence from @pugetsound.edu addresses represents Puget Sound. Do not include personal email addresses, taglines, and other customizations.

Email signatures are single spaced in uppercase and lowercase letters using Arial 10-point bold, except for the university name, which appears in all uppercase letters using Times New Roman 10 in Puget Sound maroon.

Land Acknowledgment

The university's full or partial land acknowledgment statement may be added to email signatures in Arial nine-point italics.

Full Statement

We are located on the traditional homelands of the Puyallup Tribe. The Puyallup people have lived on and stewarded these lands since the beginning of time, and continue to do so today. We recognize that this land acknowledgment is one small step toward true allyship, and we commit to uplifting the voices, experiences, and histories of the indigenous people of this land and beyond.

Partial Statement

University of Puget Sound is on the traditional homelands of the Puyallup Tribe. The Puyallup people have lived on and stewarded these lands since the beginning of time, and continue to do so today.

Arial Bold | Size: 10 | Optional
up to 2 or more on separate lines

Optional | Arial | Size: 10

Times all caps | Size: 10 RGB: 102 0 0

Arial | Size: 10

Optional

Optional | Professional page or site

Optional | Include hyperlinks

Optional | Arial Italics | Size: 9

Example shown is not to scale

Firstname Lastname | Title

Title
Pronouns she/her/hers

UNIVERSITY OF PUGET SOUND

Department Name

1500 N. Warner St. #xxxx

Tacoma, WA 98416-xxxx

T: xxx.xxx.xxxx

M: xxx.xxx.xxxx

pugetsound.edu

pugetsound.edu/firstname-lastname

[Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Twitter](#)

University of Puget Sound is on the traditional homelands of the Puyallup Tribe. The Puyallup people have lived on and stewarded these lands since the beginning of time, and continue to do so today.

Photography and Videography

This section defines photographic and video style for Puget Sound communications and offers video standards and guidance.



Using Photography

Photography

Images of students, faculty, and staff used in Puget Sound promotional materials for official Puget Sound communications platforms should be photographed in a true-to-life or candid manner. Subjects should avoid eye contact with the camera, so as to convey a nonstaged audience view of actual campus life and events. Photos should be energetic, active, and try to show students and faculty interacting, experiential learning, and mentoring. Photos of campus buildings and landscapes should convey Puget Sound in its best light. For example, early morning or late-afternoon/evening shooting times may offer the best opportunity to capture the tone and heroic styling we want to convey.

Photographic Permission

Certain projects may require explicit permission from campus members, additional access to classrooms or other spaces, or special clearance from campus partners. Contact the Office of Communications for guidance.



Using Video

Videography

General event and b-roll footage should be captured in a true-to-life or candid manner. For non-interview footage, subjects should avoid eye contact with the camera, so as to convey a nonstaged audience view of actual campus life and events. Videos should be energetic, active, and try to show students and faculty interacting, experiential learning, and mentoring. Videos of campus buildings and landscapes should convey Puget Sound in its best light. For example, early morning or late-afternoon/evening shooting times may offer the best opportunity to capture the tone and heroic styling we want to convey.

For interview segments and “talking head” videos, either choose a setting that is relevant to the speaker, or a simple wall or seamless as a backdrop. Consider setting up more than one camera to capture the interview from multiple depths and perspectives.

Video Editing

In editing video for Puget Sound, here some elements that should be considered:

- intro and outro slides/animations should always use Puget Sound brand fonts and colors
- graphics should use a 1920x1080 pixel dimension
- all videos should have a Puget Sound logo animated end card with either a maroon or white background. Contact the Office of Communications to access end cards
- b-roll footage should be shot on campus or on a location relevant to the narrative of the video. Stock b-roll footage should be avoided, as it does not reinforce the Puget Sound visual brand
- we suggest using rights-free or royalty-free music only

Filming Permission

Certain projects may require explicit permission from campus members, additional access to classrooms or other spaces, or special clearance from campus partners. Contact the Office of Communications for guidance.



YUUKI HASHIMOTO '21

BIOCHEMISTRY MAJOR, BUSINESS AND SPANISH MINORS



Contact

University of Puget Sound Visual Identity Standards is a resource for all campus members and implementing partners who are creating public promotional materials for official Puget Sound communications platforms. Partners and members of the media may use this guide for instructions on the use of the Puget Sound logo, university seal, and other elements of Puget Sound’s visual identity. Our goal is to ensure consistency and proper use of all Puget Sound brand elements.

We hope this guide helps you create engaging and consistent designs for University of Puget Sound. If you have any questions, please contact the Office of Communications:

communications@pugetsound.edu
pugetsound.edu/communications



Office of
Communications