

# Elements of the Southern Connecticut State University Logo

The Southern Connecticut State University logo is composed of two elements: the picture mark (the column with the letters “SCSU”) and the word mark (the university’s name). Together, they are called a logo, and when used according to this guide, they help to strengthen the university’s identity. The preferred logo treatment is illustrated below.\*



## \*Logo

As stated above, the logo consists of the picture mark **and** the word mark. The logo must be used on all external publications. The logo, as shown at left, is the **preferred logo**.



## Element 1: Picture Mark

The column represents Southern as an institution of higher education with the SCSU initials configured to complete visually the column’s shaft. **The column logo may be used alone only in internal communications.**



## Element 2: Word Mark

The font for Southern’s word mark is Cochin Bold. Each letter has been spaced manually (called “kerning”) to balance the white space between each letter’s unique shape. It is used in conjunction with the picture mark above to become the logo. **The word mark is never used without the picture mark.**

## One-line Alternative Logos



The one-line versions of the university logo may be used **only** when size constraints and readability dictate. Please consult with the Office of Public Affairs if this logo is needed.



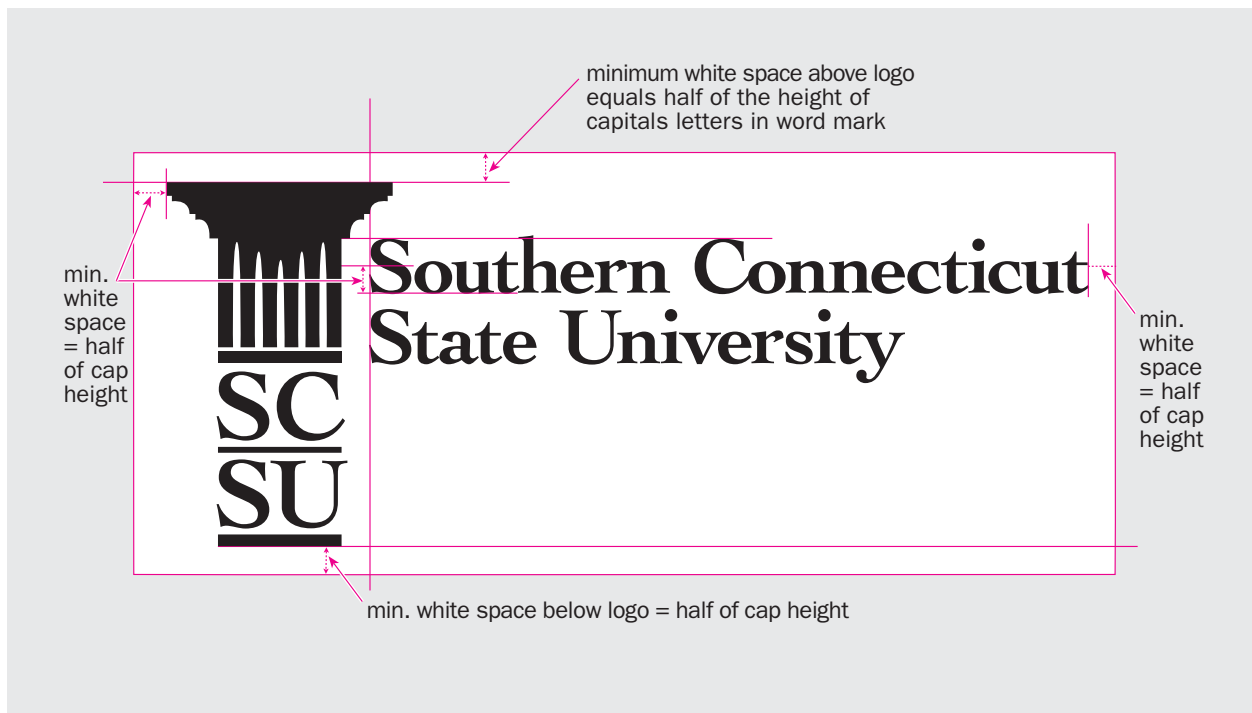
The column cap logo above is used only in space-constrained conditions where readability of the SCSU initials would be difficult.

# Usage Guidelines

The logo must be included on all publications circulated outside the university. If appropriate, it should be included on publications circulated inside the university as well. The spacing and proportional size between the logo elements must be maintained and always used as a unit. For usage that may be problematic at smaller sizes or in different contexts, please contact the Office of Public Affairs for further information.

***The logo may not be stretched in any disproportional way or used on an angle.***

***To request digital files of the logo, please contact the Office of Public Affairs.***



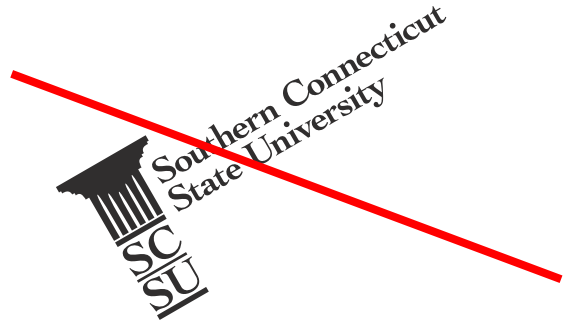
The Southern Connecticut State University seal is used **only** on official documents, such as diplomas, certificates, and honorary degrees. The seal is not to be used as the logo and it is not to be altered in any way. Please contact the Office of Public Affairs to request the artwork for the seal.

# Usage Guidelines

## Examples of Incorrect Usage



*Do not add extra columns to the logo.*



*Do not rotate the logo independent of other layout components.*



*Do not stretch the logo.*



*Do not use the logo over colors, textures, or images that impair the readability of the logo.*



*Do not separate the logo and apply different colors to each element of the logo.*



*Do not reprint the logo from previously printed material or pull the logo from the website. Contact the Office of Public Affairs for a digital file.*

# Usage Guidelines

## Examples of Correct Usage

When requesting a logo, please indicate where the logo is to be used, whether for **print** or for **online** use. Print reproduction will require an **eps**\* file while online or onscreen use will require a **jpg** file. Also indicate whether this is to be used on a **PC** or a **Mac**.

\*Although eps files render the sharpest quality at any size, other file types are available. Please contact Marylou Conley with questions.



Example of black and white logo usage



Example of logo usage reverse out of image



Example of limited use alternate logo

# Color Guidelines

The university logo must be reproduced as a whole in **one color only**, using either PMS (Pantone Matching System) Reflex Blue or black. In instances where four-color printing is used and Reflex Blue is desired, the CMYK equivalent of Reflex Blue can be applied.

The logo also may be reversed out of a color or an image only when the contrast is significant enough to be clear and readable.

Please contact the Office of Public Affairs with any questions.



**PANTONE**  
Reflex Blue

*Pantone Color*



**100% Cyan**  
**73% Magenta**  
**4% Black**

*CMYK Equivalents*  
*(also known as process color,*  
*four color, or full color)*

**0% Red**  
**51% Green**  
**173% Blue**

**Hex #003399**

*RGB and Hex Equivalents*  
*(RGB and Hex numbers are primarily*  
*used for Web and other devices)*

*One-Color Logos*  
*Reflex Blue OR Black*

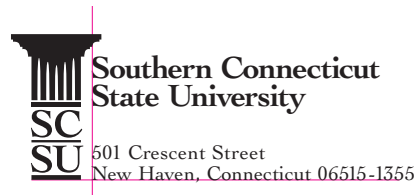


*Logos knocked out of*  
*Reflex background*  
*(below) and photo (right)*

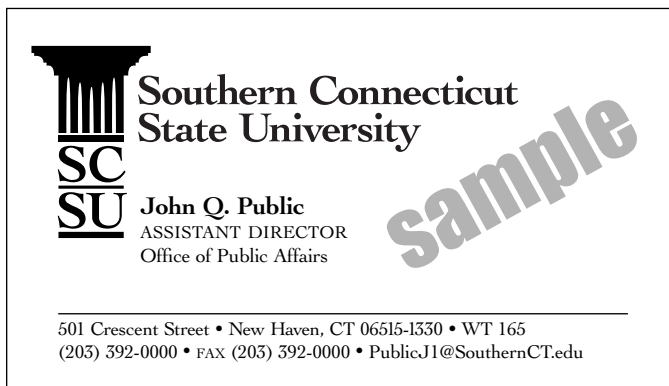


# Layout Guidelines

The university logo may not contain any type or graphic within the boundaries indicated below other than the university's official address, website, or phone numbers. Address, phone numbers, or website are **not required** to be used within the logo boundaries.



*The larger proportioned address size in the layout above allows for a smaller reduction of the logo while still maintaining readability of the address.*



*This layout includes the university logo with name and title, as used on the current business card design.*