

# Brand Basics



# Susquehanna University branding is supported by three principles:

## PRINCIPLE 1

**Authenticity is appealing.**

Three brand principles — authenticity, consistency and repetition — engage audiences to help grow our reputation and reach.

While the Marketing & Communications Office holds primary responsibility for managing the university's brand assets, every person connected to Susquehanna contributes to how others perceive our university and our community. Using a unified voice to describe our individual experiences and consistent words and images to portray our unique perspectives reinforces Susquehanna's brand.

## PRINCIPLE 2

**Consistency fosters familiarity.**

Refer to this brand guide as a tool to help lift our university's identity. While every detail is not covered here, the university's Marketing & Communications Office is available to support partners across the university to help promote and preserve Susquehanna's brand.

## PRINCIPLE 3

**Repetition expands recognition.**



# Brand Platform

IN THIS SECTION —

Positioning Statement

Brand Pillars

Our Brand Platform informs the stories that will energize and unite our students, professors and staff, differentiate us from our competitors and attract a variety of audiences. This platform influences our visual identity system and guides our narratives.

# Positioning Statement

Our Positioning Statement is the summation of our Pillars. It is an internal guideline that reflects who we are, what we do and what differentiates us.

## MISSION

We educate students for productive, creative and reflective lives of achievement, leadership and service in a diverse, dynamic and interdependent world.

Susquehanna University is the future-ready institution for today, invested in cultivating intellectual grounding, active learning and global citizenship for all students. This transformative education — together with our intimate, nurturing campus community — empowers each graduate to realize their unique potential and lead a successful and meaningful life.

# Brand Pillars

Our Pillars are the three foundational brand messages that support the Positioning Statement.

Use these Pillars to frame communications in a way that continually reinforces storytelling.

## PILLAR 1

# Engaged Community

We are building resilience, nurturing confidence and deepening focus.

## PILLAR 2

# Versatile Knowledge

We are strengthening capacity, fostering creativity and powering readiness.

## PILLAR 3

# Invested Institution

We are ensuring opportunity, forging success and inspiring excellence.

# How We Speak

## IN THIS SECTION —

Our Personality

Manifesto

Voice Guidelines

School Descriptors

As a higher education institution, we interact and communicate with a variety of audiences. From prospective students and families to alumni, a consistent personality and voice is essential to maintaining the integrity of our brand.

# Our Personality

Our Personality increases our brand equity by having a consistent set of traits that are relatable to our audiences.

It is a spectrum that can adapt and shift in tone for each audience.

Curious  
Inclusive  
Collaborative  
Smart  
Confident  
Compelling

# Manifesto

Derived from our mission, Susquehanna's manifesto is a compelling declaration that unites us in our shared values and purpose, leading to a meaningful sense of identity.

This sample narrative offers guidance for the tone and way in which we express the Susquehanna brand.

We are the pen-chewers and the pacers.  
The doodlers and the debaters.

We see problem solvers in set designers and artists in chemical engineers. We see possibilities where no one else is looking.

And we strive for more.

More space to make things and break things to make things even better. More access to the best so we can be our best.

And more experiences in the field that lead to relevant experience for a lifetime.

We are purpose in progress and theories in action. We are meaning in the making and creating through movement.

We look forward to tomorrow as we make plans for today and plans for those plans to change.

Because not knowing what's next is when things get interesting.

Compelled by curiosity and backed by a legacy of success, we stand to face the future, ready.



# Voice Guidelines

Our brand voice can shift depending on our intended external audience. For example, we'll want to sound confident and compelling to prospective families, while celebrating our collaborative spirit when speaking to prospective faculty.

## USAGE

To maintain a consistent voice, use the next few pages as a guide for how to cater your communications to your audiences.

## CORE EXTERNAL AUDIENCES

Prospective Students

Prospective Families

Alumni

Prospective Faculty & Staff

Potential Employers

School Descriptors

# School of the Arts

## SCHOOL OF THE ARTS

Cultivate your creative passions into practiced skills with majors and minors in the School of the Arts.

Whether covered in paint or focused on a computer, on the stage or behind the scenes, you'll revel in a rich understanding of craft, discipline and self-expression. In our intentionally small classes, you'll get direct feedback and support from accomplished artists, composers and leading industry professionals. Immerse yourself in rigorous study of history, theory and practice while building your critical thinking, collaboration and communication skills. After graduation, command the attention of employers and graduate programs alike, with all the purpose and preparation you'll need to keep your creative fire burning.

School Descriptors

# School of Humanities

## SCHOOL OF HUMANITIES

Curious people are curious about people — their cultures and societies, their values and expression.

With a major or minor in the School of Humanities, you'll put your curiosity to work. From poetry slams to press releases, the art of persuasion to the science of linguistics, you'll learn to communicate creatively and think critically. Working with engaged professors and passionate peers, you'll contemplate the big questions and immerse yourself in cultures far and wide. Opening doors to postgraduate or professional opportunities in fields from early education to communications, a versatile degree from the School of Humanities is a promise of endless possibilities.

School Descriptors

# School of Natural & Social Sciences

## SCHOOL OF NATURAL & SOCIAL SCIENCES

The world needs people who understand vital global issues and appreciate cultural differences — people like you.

Whether studying red-eyed tree frogs in Panama or linking brain anatomy to human behavior, you'll examine science from multiple perspectives and integrate a variety of disciplines into your research. With state-of-the-art facilities, integrated global studies and the rich ecosystem of the Susquehanna River, you'll unlock human genomes and unearth critical thinking skills side by side with experts in your field. The School of Natural & Social Sciences is where analytical thinkers go to make meaningful connections to the planet, its people and its possibilities, working with a network of esteemed professionals to make a lasting and powerful impact.

School Descriptors

# Sigmund Weis School of Business

## SIGMUND WEIS SCHOOL OF BUSINESS

Our internationally accredited Sigmund Weis School of Business prepares you to lead in any market.

Through our rigorous curriculum, you'll develop skills that speak any employer's language, including the ability to think critically and communicate clearly. And your education won't just take place on campus — or even just in the United States. From our state-of-the-art investment lab to guaranteed international internships in over two dozen countries, you'll put your passion to work on Day One. Guided by expert faculty mentors, in collaboration with a cohort of peers and a network of invested alumni, you'll see why a major in the Sigmund Weis School of Business is an excellent return on investment.

# Logo System

## IN THIS SECTION —

System Overview

The Wordmark

Wordmark Violations

University Seal

Athletics Logos

Spirit Mark

Logo Architecture

Approvals & Licensing

By following this set of standards regarding placement, colorways, clear space and sizing of our logo elements, we will ensure strong, consistent brand recognition.

# System Overview

There are several logos and marks we use to signify the Susquehanna brand to the world — primarily funneled through two distinct lenses: Academics and Athletics.

## ACADEMIC LOGOS

The Susquehanna wordmark and school seal are our two primary brand marks. They carry the academic excellence of our campus. The wordmark should be used on all academics, admission and external marketing materials.

## ATHLETICS LOGOS

There are a series of brand marks for our Athletics program, a sample of which is shown here. These marks should be limited to materials relating to our many athletics programs as to not dilute the Susquehanna academic brand.

## SPIRIT MARK

Our spirit mark is a less formal Susquehanna brand asset. It can be integrated across the university community to reflect spirit, campus pride and the student experience.

## DESIGN NOTE

For more information on the Athletics logo system, reference the River Hawks Usage & Style Guide.

## ACADEMIC LOGOS



WORDMARK



SEAL

## ATHLETIC LOGOS



PRIMARY LOGO



SECONDARY LOGO



RIVER HAWK HEAD

## SPIRIT MARK



WINGED S

# The Wordmark

The wordmark is the primary signature of the university, visually representing us at the most basic level. The tail of the Q is representative of a water element connecting the university with the nearby Susquehanna River both of which are named from the legacy of the Susquehannock people who were the first stewards of our beautiful river valley.

## USAGE

Proper usage of the wordmark helps establish a strong, recognizable brand. Both words together constitute the complete wordmark; do not use either part alone.

There are limited but flexible options available to accommodate all uses and sub-brands. Other requests must be approved by University Marketing & Communications .

## COLOR VARIATIONS

The wordmark should always appear in a single color — in most cases, this will be Susquehanna Orange (PMS 1585) or Susquehanna Maroon (PMS 7421). Alternate color variations that may be used include solid black and solid white. The logo may also be foil-stamped in gold, silver or bronze.

Use caution in matching foil colors to the matching color palette.

## WORDMARK

Susquehanna  
UNIVERSITY

## COLOR VARIATIONS



## PRIMARY COLOR VARIATIONS

## ALTERNATE B/W VARIATIONS



# The Wordmark

## CLEARSPACE & MINIMUM SIZING

Providing adequate space around the wordmark helps to preserve its visual distinctiveness. The size of the clearspace around the wordmark is tied to the scale and proportion of the wordmark itself.

To maintain legibility, the wordmark should never be smaller than 1-inch wide in print applications, or 75px wide for digital.

## STANDARD CLEARSPACE



## DESIGN NOTE

Allow a space equal to the wordmark's height — from the top of the "h" to the bottom of "University" — on each side of the wordmark for most purposes. Thus, if the wordmark is a half-inch tall, then leave a half-inch open on all sides.

Some contexts (such as banners) may require tighter spacing, in which case a space equal to half the height will be appropriate.

## MINIMUM CLEARSPACE



## MINIMUM SIZING

### PRINT

Susquehanna  
UNIVERSITY



1"

### DIGITAL

Susquehanna  
UNIVERSITY



75px

# Wordmark Violations

Preserving the visual integrity of the wordmark is a key element in creating a consistent image for the university.

The wordmark's intended appearance (two words stacked, all in the same color) must be consistent.

While many options for interesting usage will present themselves, some graphic treatments are prohibited. Always reproduce the wordmark from original artwork. A gallery of examples of what not to do is presented to the right.

DO NOT compress or stretch the wordmark.

## DESIGN NOTE

This is only a partial listing of the most frequently seen improper treatments of the wordmark. If you have questions about usage, contact University Marketing & Communications.

DO NOT apply custom colors



DO NOT use more than one color



DO NOT spotlight parts of the wordmark



DO NOT apply gradient fills



DO NOT outline the wordmark



DO NOT apply custom effects



DO NOT separate elements of the wordmark



DO NOT rearrange elements of the wordmark



DO NOT set the wordmark in another typeface



DO NOT distort elements of the wordmark



DO NOT add elements to the wordmark



# University Seal

Susquehanna University derives its name from the legacy of the Susquehannock people who were the first stewards of our beautiful river valley. The university was established in 1858. The seal's Latin phrase, "ad gloriam maiorem Dei," translates to "to the greater glory of God."

## USAGE

Susquehanna University's seal is reserved for presidential communications and formal and ceremonial applications such as diplomas, certificates and transcripts. The seal should not appear on general correspondence and publications or as a signature for the university.

Consult with University Marketing & Communications regarding use of the seal.

## CLEARSPACE & MINIMUM SIZING

Providing adequate space around the seal helps to preserve its visual distinctiveness. The size of the clearspace around the seal is tied to the scale and proportion of the seal itself.

To maintain legibility, the seal should never be smaller than 1 in. wide in print applications, or 75px wide for digital.

## STANDARD CLEARSPACE



## DESIGN NOTE

Allow a space equal to half of seal's height on each side of the seal. Thus, if the seal is a one inch tall, then leave a half-inch open on all sides.

## MINIMUM SIZING

### PRINT



1"

### DIGITAL



75px

# Athletics Logos

The Susquehanna Athletics brand is comprised of a system of closely related marks, including a primary logo, secondary logos, wordmarks and sport-specific marks.

## USAGE

This page details usage rules for a few select marks. For full guidance on the Susquehanna Athletics brand, refer to the River Hawks Usage & Style Guide.

## CLEARSPACE

Providing adequate space around these marks helps to preserve its visual distinctiveness. The size of the clearspace around these marks has been identified to the right.

## DESIGN NOTE

Do not remove the registration mark or trademark from logos.

## PRIMARY LOGO CLEARSPACE



## DESIGN NOTE

**Primary Logo** clearspace should be equal to the height of the “E” in Susquehanna on all sides.

## SECONDARY WORDMARK CLEARSPACE



## RIVER HAWKS HEAD CLEARSPACE



## DESIGN NOTE

**Secondary Logo** clearspace should be equal to the height of the “E” in Susquehanna on all sides.

**River Hawks Head** clearspace should be equal to the height of the river hawk’s beak on all sides.

# Spirit Mark

Our spirit mark is a less formal Susquehanna brand asset.

It can be integrated across the university community to reflect spirit, campus pride and the student experience.

## USAGE

The spirit mark cannot be used in place of academic marks and its use must be approved by the university's Marketing and Communications Office.

## CLEARSPACE & MINIMUM SIZING

Providing adequate space around these marks helps to preserve its visual distinctiveness. The size of the clearspace around these marks has been identified to the right.

To maintain legibility, the Winged S should never be smaller than 0.625 in. tall in print applications, or 45px tall for digital.

## VARIATIONS

There are various versions of how the Winged S can appear in designs, with the examples to the right showcasing all of the approved variations.

## WINGED S CLEARSPACE



## DESIGN NOTE

Allow space equal to the width of the S minus the winged portion of the mark on all sides.

## CENTERING NOTE

The Winged S is an asymmetrical mark and care should be taken when center aligning. The mark should be shifted slightly right to appear visually centered.



## MINIMUM SIZING

### PRINT



### DIGITAL



## WINGED S VARIATIONS



# Logo Architecture

Susquehanna's entities are represented by an integrated system that provides hierarchy and clarity for audiences, presenting a consistent brand visually across the university.

## PRIMARY MARK

The wordmark is the primary mark of the university, visually representing us at the most universal level. It carries more value and recognition than any other component of the visual identity.

## SUPPLEMENTAL MARKS

Supplemental entities are those that offer value to the university, but do not necessarily distinguish the university. These are mostly student- or alumni-led organizations, clubs or special programs. They align with the university, but offer their own efforts/mission.

## PRIMARY MARK (WORDMARK)

Susquehanna  
UNIVERSITY

## TIER 2 – PRIMARY SUB-BRAND

Susquehanna  
UNIVERSITY  
OFFICE OF THE PRESIDENT

## PRIMARY HONORIFIC SUB-BRAND

Susquehanna University  
SIGMUND WEIS  
SCHOOL OF BUSINESS

## TIER 3 – SECONDARY SUB-BRAND

Susquehanna  
UNIVERSITY  
Career Development Center

## SECONDARY SUB-BRAND WITH SUPPORTER

Susquehanna  
UNIVERSITY  
Leadership & Engagement  
DIVISION OF STUDENT LIFE

# Logo Architecture

# Primary Sub-Brand

The primary sub-brands for Susquehanna consist of divisions/offices of the president, provost, vice presidents, school deans and the university's four schools. These are entities that directly support the university's mission.

## USAGE

These primary sub-brands must always lock-up with the primary wordmark to reinforce credibility and reputation.

## HONORIFIC SUB-BRANDS

Primary honorific sub-brands have a strong reputation through a recognizable, individual identity as a stand-alone brand. While a donor's or memorialized person's name often is attached to this sub-brand, the entity is still bound to the University's brand.

These entities may have unique typographic wordmarks, but must use the official Susquehanna typefaces and color palette. Any new endowed/funded marks will be created by University Marketing & Communication.

## PRIMARY SUB-BRAND EXAMPLES

Susquehanna  
UNIVERSITY

OFFICE OF THE PRESIDENT

Susquehanna  
UNIVERSITY

ADVANCEMENT

Susquehanna  
UNIVERSITY

SCHOOL OF THE ARTS

Susquehanna  
UNIVERSITY

DIVISION OF STUDENT LIFE

## DESIGN NOTE

Primary sub-brands must always lock up with the primary wordmark.

## PRIMARY HONORIFIC SUB-BRAND EXAMPLES

Susquehanna University  
SIGMUND WEIS  
SCHOOL OF BUSINESS

Lore Degenstein Gallery  
SUSQUEHANNA UNIVERSITY

## Logo Architecture

# Secondary Sub-Brand

A secondary sub-brand consists of academic departments/programs/collaborations, centers/institutes, offices/departments, supporting services/initiatives who help spread the university's mission to the public. Examples include the Department of Biology, 3+2 engineering, Career Development Center, Alumni Association, Fraternity & Sorority Life, Campus Box Office, etc.

### USAGE

These entities are typically, but not always, tied to a primary sub-brand. The lock-up will reinforce the entity's credibility and association with the university.

### SUPPORTERS

If the secondary sub-brand is directly aligned with a single college or division, there is the option of notating the primary sub-brand supporter in the lock-up.

### SECONDARY SUB-BRAND EXAMPLES

Susquehanna  
UNIVERSITY

Career Development Center

Susquehanna  
UNIVERSITY

Center for Diversity & Inclusion

Susquehanna  
UNIVERSITY

Fraternity & Sorority Life

Susquehanna  
UNIVERSITY

Management

### DESIGN NOTE

Secondary sub-brands must always lock-up with the primary wordmark.

### SECONDARY SUB-BRAND WITH SUPPORTER EXAMPLES

Susquehanna  
UNIVERSITY

Leadership & Engagement  
DIVISION OF STUDENT LIFE

Susquehanna  
UNIVERSITY

Management  
SIGMUND WEIS SCHOOL OF BUSINESS



# Logo Architecture

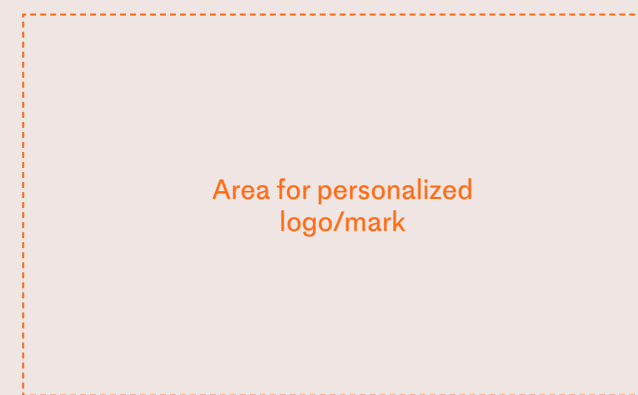
# Supplemental Marks

Supplemental entities are those that offer value to the university, but do not necessarily distinguish the university. These are mostly student- or alumni-led organizations, clubs or special programs. They align with the university, but offer their own efforts/mission.

## CREATION

Supplemental marks may be created by the organization itself with the implementation of the official university lock-up. The university lock-up artwork for a supplement mark is available from University Marketing & Communications. All marks must be submitted for final approval by University Marketing & Communications before public use.

## SUPPLEMENTAL EXAMPLES



SUSQUEHANNA UNIVERSITY

## STUDENT ORG/CLUB DESIGN NOTE

All student clubs must first contact Leadership & Engagement for approval prior to creating a supplemental mark.

Upon approval from L&E, clubs may contact Marketing & Communications to request the official university lock-up art for implementation into their art.

# Approvals & Licensing

To obtain permission to reproduce a university mark with an outside vendor, submit a request to the Director of Design & Digital Marketing in University Marketing & Communications.

## ITEMS WITHOUT A LOGO

The university's Marketing and Communications Office must review proposed designs for items that carry a reference to Susquehanna University, even if they do not include a university mark. There are a few requirements concerning the use of the university's name, such as placement or size.

"Susquehanna<sup>®</sup>" for university educational services and "Susquehanna River Hawks<sup>®</sup>" are federally registered trademarks. That means the university owns the terms and has the exclusive right to use them nationwide for specific goods and services. They must be accompanied by a superscript registration <sup>®</sup> symbol.

## REPORTING MISUSE

If you see the university's name or nickname represented incorrectly or see an item that has a university mark that has been altered or doesn't include the <sup>®</sup> registration symbol, contact the Marketing & Communications Office at [marcomm@susqu.edu](mailto:marcomm@susqu.edu).

## HOW TO MAKE A REGISTRATION MARK<sup>®</sup>

On a Macintosh, hold down the "Option" key and type the letter "R."

On a PC, press down the "NUM LOCK" key. Hold down the "ALT" key and type the following numbers on the number pad of your keyboard: 0174.

If auto-correct is enabled in Microsoft Word, create the registered trademark symbol by typing a capital "R" between parentheses: (R). This will auto-correct to <sup>®</sup>

# Color & Type

## IN THIS SECTION —

Color Palette

Typography Overview

Type in Use

Typographic Color Combos

Layout Color Combos

Unapproved Color Combos

Our colors and typography have been chosen to coordinate, contrast and harmonize as a collective set. Their proper usage will help us maintain a desired degree of consistency within our visual identity system.

# Color Palette

At Susquehanna, we celebrate our Orange and Maroon, bringing the warmth and history of our institution to life alongside a range of natural tones that help balance the system.

## PRIMARY COLORS

Orange and Maroon are our primary brand colors and how people will recognize us first. They should be used prominently in all external and internal communications.

## ACCENT COLORS

Our range of accent colors can be used to add variety and visual interest when creating designs, but should always play a secondary role to our primary colors.

## DESIGN NOTES

PMS matches are listed for our two primary colors. Digital and offset printing are recommended for our accent palette.

When using an RGBA color space, the alpha channel (A) value should be 1 in all instances. Example: R=255 / G=106 / B=20 / A=1

**SUSQUEHANNA ORANGE**  
PMS 1585C  
#FF6A14

R 255 C 00  
G 106 M 61  
B 20 Y 97  
K 00

**SUSQUEHANNA MAROON**  
PMS 7421C  
#651C32

R 101 C 07  
G 28 M 100  
B 50 Y 35  
K 64

**CREAM**  
#EFE6E3

R 239 C 05  
G 230 M 08  
B 227 Y 07  
K 00

**SUNRISE RED**  
#EF413D

R 239 C 00  
G 65 M 90  
B 61 Y 80  
K 00

**BRICK RED**  
#9E292E

R 158 C 40  
G 41 M 100  
B 46 Y 100  
K 05

**SKY BLUE**  
#CBE8DD

R 203 C 20  
G 232 M 00  
B 221 Y 15  
K 00

**RIVER BLUE**  
#97D5C9

R 151 C 40  
G 213 M 00  
B 201 Y 25  
K 00

**GINKGO GREEN**  
#869954

R 134 C 55  
G 153 M 30  
B 84 Y 85  
K 00

**MOSS GREEN**  
#737239

R 115 C 45  
G 114 M 35  
B 57 Y 85  
K 30

**RIVER HAWK GREY**  
#C1C6C8

R 193 / G 198 / B 200 C 10 / M 4 / Y 4 / K 14

**STADIUM GREY**  
#545859

R 84 / G 88 / B 89 C 63 / M 51 / Y 45 / K 33

# Typography Overview

The consistent application of a limited number of typefaces will reinforce our visual identity system and give our communications a cohesive look.

## BRAND TYPEFACES

Our brand uses three typefaces in a variety of weights across materials: LL Medium, Lyon and Topol.

**Aa**

LL Medium

**abcdef  
ghijklm  
nopqrstu  
vwxyz**

**0123456789**

**Aa**

Lyon

**abcdef  
ghijklm  
nopqrstu  
vwxyz**

**0123456789**

**ABC**

TOPOL

**ABCDEF  
GHIJKLM  
NOPQRSTU  
VWXYZ**

**0123456789**

# LL Medium

LL Medium is a typeface based on bold, archaic late-19th century sans serifs. The letterforms are designed to balance legibility and personality.

## USAGE

LL Medium is our primary brand typeface and looks best when used large and bold for headlines, quotes and callouts. It can also be used in a thinner weight as body copy where appropriate.

## SYSTEM ALTERNATIVE

The system alternative for LL Medium is Arial.

## TYPEFACE ANATOMY



## CAPITALS

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

## LOWERCASE CHARACTERS

**abcdefghijklmn  
opqrstuvwxyz**

## NUMBERS & SYMBOLS

**1234567890  
(.,:;!?)**

# Lyon

Similarly to LL Medium, Lyon is a typeface based on the greats of the past. Its elegant looks are matched with an intelligent, anonymous nature.

## USAGE

Lyon is best used when needing a shift in hierarchy from LL Medium. Some instances might include body copy, callouts, quotes, CTAs, etc.

## SYSTEM ALTERNATIVE

The system alternative for Lyon is Georgia.

## TYPEFACE ANATOMY



## CAPITALS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

## LOWERCASE CHARACTERS

abcdefghijklmn  
opqrstuvwxyz

## NUMBERS & SYMBOLS

1234567890  
(.,;:!?)

# Topol

Named after poplar trees that have a typical stature reminiscent of a slightly condensed typeface, Topol is a versatile font that doesn't try to be too prominent, but stays practical and authentic.

## USAGE

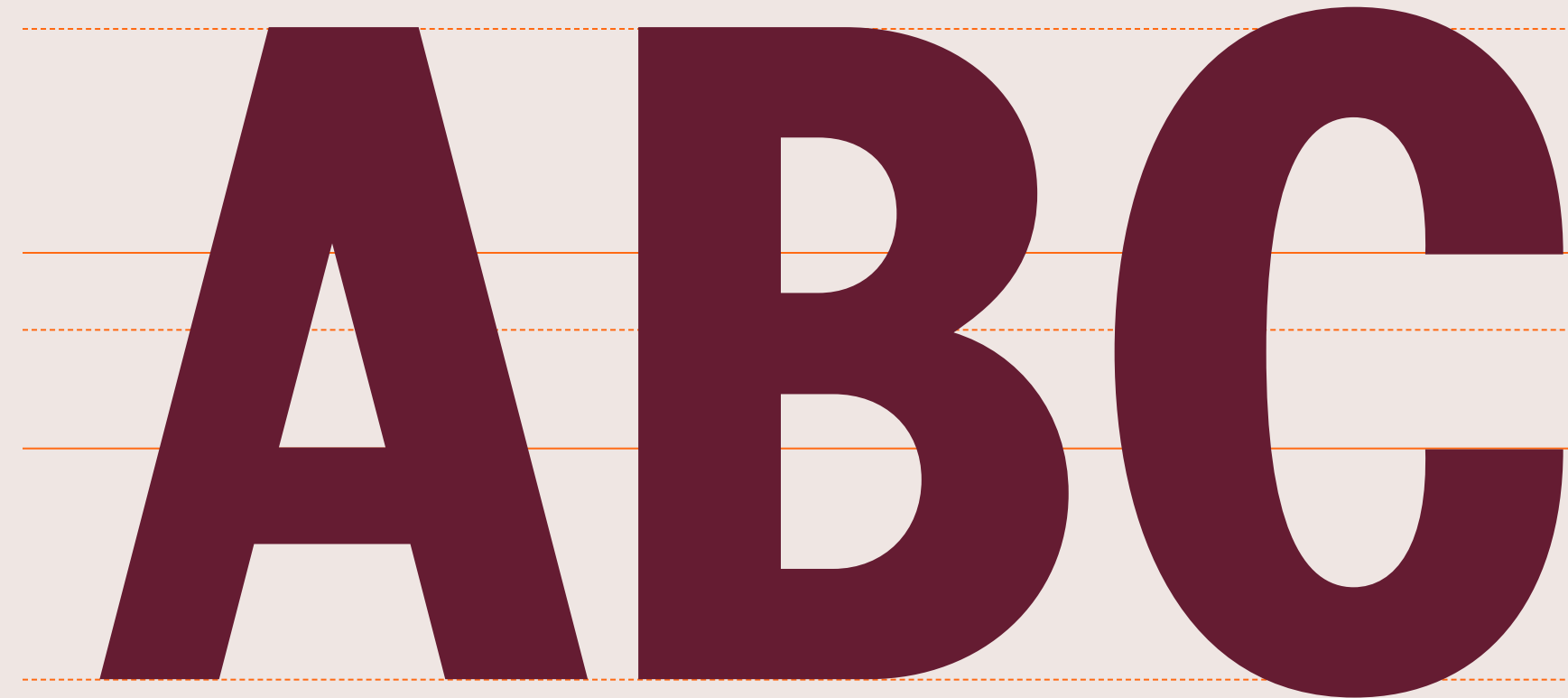
Topol is our supporting typeface for the brand, to be used secondarily to LL Medium and Lyon. It can be found in footnotes and small graphic callouts.

Whenever it is used, Topol should always be set in ALL CAPS.

## SYSTEM ALTERNATIVE

The system alternative for Topol is Impact.

## TYPEFACE ANATOMY



## CAPITALS

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

## NUMBERS & SYMBOLS

**1234567890  
(.,;:!?)**



# System Font Alternates

These system fonts should only be used when our brand typefaces are not available. We should always strive to be using our brand typefaces on any external pieces of media and communication. System fonts are appropriate for internal communications, emails, Microsoft Office applications, etc.

## ARIAL

The system alternative for LL Medium is Arial. It should be used in bold for headlines, quotes and callouts, but can also be used in its regular weight for body copy.

## GEORGIA

The system alternative for Lyon is Georgia and it is best used when needing a shift in hierarchy from Arial. Some instances might include body copy, callouts, quotes, CTAs, etc.

## IMPACT

The system alternative for Topol is Impact. Similarly, it should be used as a supporting typeface for the brand. It can be useful in footnotes and small graphic callouts. Whenever it is used, Impact should always be set in ALL CAPS.

### LL MEDIUM ALTERNATE

Arial

#### CAPITALS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

#### LOWERCASE CHARACTERS

abcdefghijklmn  
opqrstuvwxyz

#### NUMBERS & SYMBOLS

1234567890  
(.,:;!?)

### LYON ALTERNATE

Georgia

### TOPOL ALTERNATE

IMPACT

#### CAPITALS

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

#### LOWERCASE CHARACTERS

abcdefghij  
klmnopqrs  
tuvwxyz

#### CAPITALS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

# Type in Use

This page shows examples of how to mix our brand typefaces to create unique layouts with proper hierarchy.

## BRAND TYPEFACES

- ① LL Medium: our primary brand typeface, seen here as headlines, subheads and body copy.
- ② Lyon: our secondary brand typeface, seen here in more prominent pieces of body copy.
- ③ Topol: our tertiary brand typeface, seen here as smaller subheads and callouts.

# ① Get to know the unknown

- ① **We see no boundaries between our campus and the rest of the world.**
- ② There is no substitute for the lessons learned by living, working and engaging with cultures different from your own. Our award-winning GO study-abroad program facilitates a more expansive view of the world — and the role we all play in it.

- ③ **GO SHORT**
  - ① Spend a few weeks with a group from Susquehanna exploring and engaging with a new culture during summer or winter break.
- ③ **GO LONG**
  - ① Study away from Susquehanna for a full semester, with options to also conduct research, intern or volunteer.

## ③ I AM JACOB WRIGHT.

② “I wear a lab coat over my leotard and get more done before lunch than most do their entire day. I love board games and beekeeping and dancing the night away with my friends. I’m going to change the world and change my outfit three times a day. I am Susquehanna University.”

① **Hometown**  
Philadelphia, PA

**Anticipated Major**  
Biology

**Favorite Class**  
Chemistry

**Favorite Lunch Spot**  
Bento Sushi

# Typography Color Combos: Print

With such a wide palette, there are many options available to use when creating new designs. However, not all possible combinations are acceptable.

This page showcases the approved typographic color combinations.

All combinations shown here are approved for print materials. See the following page for approved digital applications.

## APPROVED TYPOGRAPHIC COMBINATIONS: PRINT



# Typography Color Combos: Digital

This page showcases the approved typographic color combinations in digital applications (web, newsletters, social media, PowerPoint slides).

## ADA COMPLIANCE

In the bottom left corner of each combination is a marking indicating the level of ADA Compliance for digital designs. Below is a breakdown on most to least accessible.

ADA Compliance only applies to digital designs.

**AAA** when text is 14 pts or larger in digital designs.

**AA** when text is 18 pts or larger in digital designs.

**XX** not compliant in digital designs at any size.

## APPROVED TYPOGRAPHIC COMBINATIONS: DIGITAL



**NOT ADA COMPLIANT**  
The Susquehanna orange and cream typographic color combinations are **not** compliant in digital design at any size.

# Graphic Layout Color Combos

With such a wide palette, there are many options available to use when creating new designs. However, not all possible combinations are ideal combinations.

This page showcases the approved color combinations for graphic layouts. In most instances, Cream will be combined with another color.

## ORANGE AND MAROON LAYOUTS

Layouts that use the orange and maroon combinations need to have minimal copy on them, as this color combination has a lot of contrast, which can impair legibility. If the layout is generally graphic in nature with minimal text, then this combination can be used.

## APPROVED GRAPHIC LAYOUT COMBINATIONS



# Unapproved Color Combos

This page displays combinations that should be avoided in design.

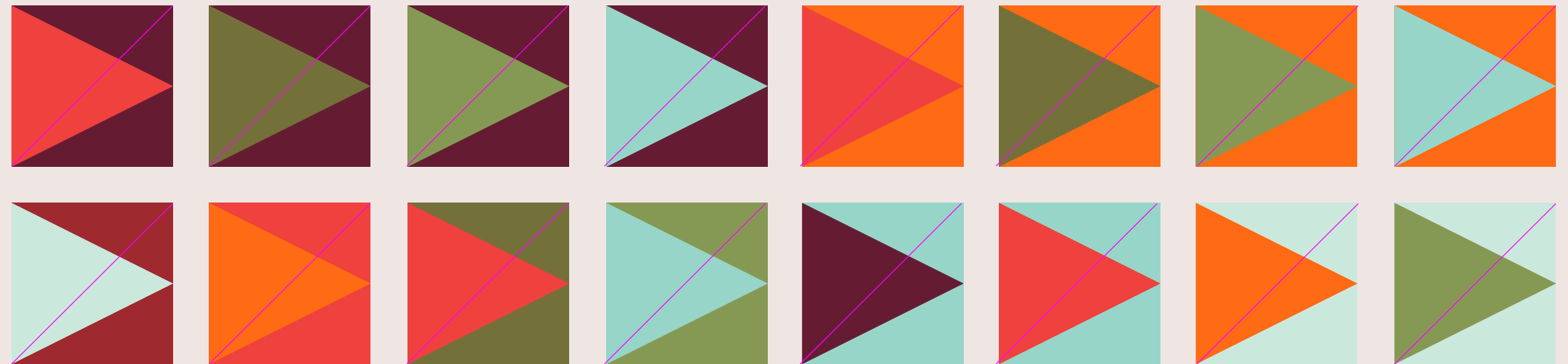
Note that not all possible combinations are shown on this page.

Aa

Aa

**DIGITAL ORANGE TYPE – NOT ADA COMPLIANT**  
The Susquehanna orange and cream/white typographic color combinations are **not compliant in digital design** (web, newsletters, social media, PowerPoint slides) at any size.

## DO NOT USE GRAPHIC LAYOUT COMBINATIONS



## DO NOT USE TYPOGRAPHIC COMBINATIONS



# Brand Elements

IN THIS SECTION —

Photography Styles

Our brand elements give our visual identity a unique visual position. Pairing these specific elements with a consistent base of brand typefaces and colors gives us the opportunity to create new and exciting materials while retaining maximum brand recognition.

# Photography Styles

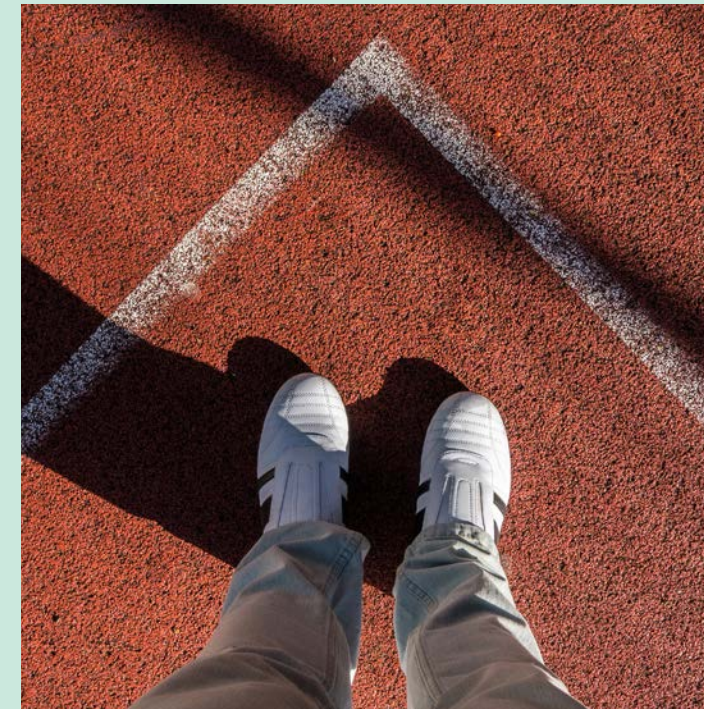
Our photography style is reflected in six different categories.

## INTENT

Mixing the different photography styles when creating layouts can evoke powerful conceptual meaning beyond just the beauty of our campus or academic integrity of our students.



**PORTRAITS**



**PERSONAL PERSPECTIVES**



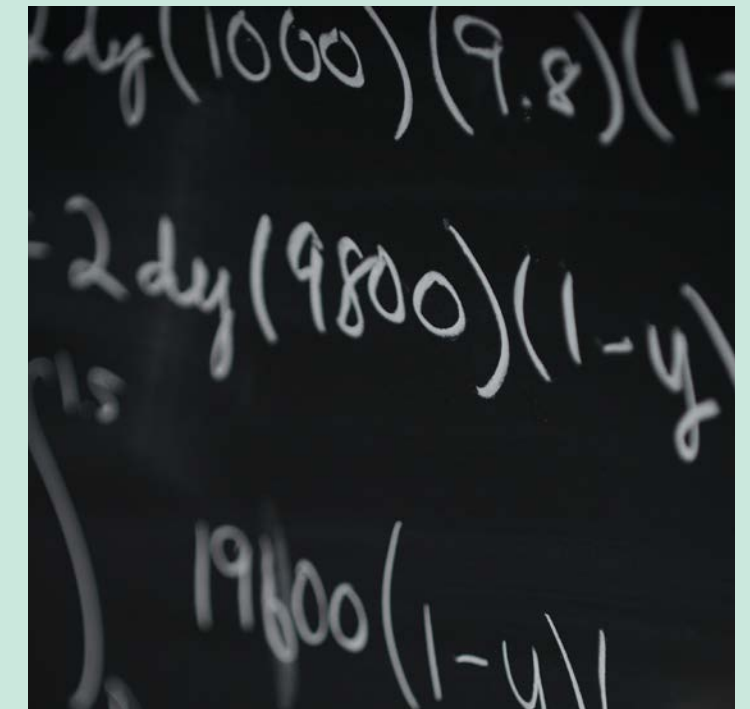
**SPATIAL PERSPECTIVES**



**FACULTY & STUDENT INTERACTION**



**EXPERIENCES**



**TEXTURES**



# University Landscape

IN THIS SECTION —

Wayfinding & Signage

Servicescaping

Some of a visitor's first impressions of Susquehanna's distinctive campus are formed through their initial experiences navigating its roadways, pathways, signage and buildings. University Marketing & Communications and Facilities Management work closely to create a unified system incorporating aesthetics, branding and clear messaging that can easily be absorbed by a user.

# Wayfinding & Signage

The university aims to provide consistent and well-organized wayfinding tools that improve the visitor experience and support the brand while complementing the campus character and traditions to celebrate its best features.

## CREATION

All wayfinding and signage (permanent and temporary) requests must be initiated through either University Marketing & Communications ([marcomm@susqu.edu](mailto:marcomm@susqu.edu)) or Facilities Management ([facilities@susqu.edu](mailto:facilities@susqu.edu)) to assess, create and implement.

University constituents may not create their own wayfinding materials.

## DONOR-NAMED/DONOR-FUNDED SIGNAGE

Any signage or servicescaping initiatives that are donor- or alumni-related must be coordinated with the Advancement Office prior to beginning. Contact [advancement@susqu.edu](mailto:advancement@susqu.edu) for requests or more information.

## WAYFINDING

At its most basic level, wayfinding is a system for organizing and communicating information. A comprehensive wayfinding system can aid navigation with a variety of tools, each designed to guide people through an environment via a carefully planned sequence. While the terms wayfinding and signage are often mistakenly thought of as being interchangeable, signage is only a single element of a broader wayfinding system. A well-thought wayfinding system will have a wide reach by using colors, symbols, maps, online tools, signs and other visual cues not only to provide reassurance and direction, but to also enhance a person's understanding and experience of a space.

## SIGNAGE

Signage refers to the entire system of signs that provide information regarding a person's current location relative to their desired destination, while also assisting with navigation through an environment. Signage is designed to not only provide navigational guidance and location identification, but as a way to incorporate aesthetic, branding and messaging needs, utilizing appropriate color and scale to communicate to a target audience. It is most successful when it balances being sufficiently noticeable without detracting from the character of the surrounding environment, while also providing clear and concise messaging that can easily be absorbed by a user.

### SIGNAGE INCLUDES, BUT IS NOT LIMITED TO:

- Building identification signs
- Interior directories/maps
- Office/department denotation plaques
- Pedestrian directional signage/maps
- Vehicular parking/directional signage
- Campus banners
- Monument/dedication plaques
- Window/wall graphics
- Event signage
- Accessibility signs
- Ground graphics

### DESIGN NOTE

Yard signs and window signage are prohibited on campus property.

# Servicescaping

Servicescaping refers to developing environments that appeal to consumer pleasure and that facilitate operational ease and efficiency.

The university's servicescaping efforts are administered by Facilities Management in order to create a visually unified campus.

## REQUESTS

All servicescaping requests must be made through Facilities Management at [facilities@susqu.edu](mailto:facilities@susqu.edu). If Facilities deems necessary, University Marketing & Communications may be brought into the project to assist with design.

University constituents may not servicescape university property independent of Facilities Management.

## INTERIOR WALL COLOR PALETTE



## FURNITURE

Where comfort meets couch, where design meets desk — Facilities Management brings up-to-date and modern furniture to numerous spaces across the university.

Facilities Management furnishes offices with desks that fit its user, with optional sit/stand risers for computers and laptops. Seating in common areas are handpicked and tested to match its surroundings and activity — whether students are hanging out and watching TV or studying in an empty classroom.

## FLOORING OPTIONS

Facilities Management offers a number of flooring options from both local and nationwide companies to tie in the atmosphere of the space and the walls that surround it. Flooring comes in many styles and textures, and we take into account every student that walks upon it as they rush to class or practice their dance moves.

# Internal Standards

## IN THIS SECTION —

Stationery & Nametags

Electronic Signatures

Nomenclature

Social Media

University Marketing & Communications offers versions of common items to reinforce the university brand.

# Stationery & Nametags

To present a unified visual appearance in all correspondence, Susquehanna University stationery and nametags are designed in alignment with the brand.

## STATIONERY PACKAGE

The university stationery is designed to be flexible, allowing campus units to list information that is unique to them. However, while allowing for flexibility, there are requirements for stationery.

The typeface, size and formatting have been standardized for consistency and are designed to accommodate most needs. Standard university letterhead represents the entire university; letterhead for individual departments/offices allows units flexibility for specific applications.

No graphic images or logos other than the university wordmark should be displayed on the stationery.

### LETTERHEAD

- Official printed letterhead
- Electronic letterhead

### ENVELOPES

- #10 standard envelope
- #10 window envelope
- 6 x 9 envelope
- 9 x 12 envelope
- 10 x 13 envelope

### BUSINESS CARDS

#### NOTE CARDS

- 6 x 9 folded note card
- A6 envelope

#### DESIGN NOTE

Do not use "copied" letterhead (including black and white versions) for official correspondence.

## NAMETAGS

Susquehanna offers official branded nametags. Nametags are plastic with a magnetic backer and come in two size options:

• 3 x 2 (large)

• 3 x 1 (slim)

To maintain a consistent formatting for the brand, all nametag requests should be sent directly to University Marketing & Communications ([marcomm@susqu.edu](mailto:marcomm@susqu.edu)) for setup.

# Electronic Signatures

To be consistent in the way we, as one university, share contact information with our audiences, Marketing & Communications offers email signature templates based on best practices.

Signatures should not contain graphics or images — they can cause security risks, take up unnecessary space on servers, are not ADA compliant and can easily be distorted in transfer.

Optional fields are represented in the samples. For questions regarding additional fields, contact Marketing & Communications for guidance.

## HYPERLINKS

If using Signature A, have “Susquehanna University®” hyperlink to [www.susqu.edu](http://www.susqu.edu)

If using Signature B, have “Home of the Susquehanna River Hawks®” hyperlink to [www.suriverhawks.com](http://www.suriverhawks.com)

## DESIGN NOTE

Electronic signatures should be set in our system alternative fonts.

## SIGNATURE A

Arial Bold  
10pt

**Benjamin Kurtz**

Arial Italic  
7pt

*he/him (personal pronouns – optional)*

Arial Regular  
9pt

Title

School Name *(optional)*

Arial Regular  
9pt

Susquehanna University  
Department of XXX or XXX Office  
514 University Avenue  
Selinsgrove, PA 17870-1164  
570-3XX-XXXX  
570-3XX-XXXX (cell) *(optional)*  
bkurtz@susqu.edu

Arial Regular  
9pt

Susquehanna University®

Impact  
10pt

**BE IMPOSSIBLE TO IGNORE™**

## SIGNATURE B

**Benjamin Kurtz**

*he/him (personal pronouns – optional)*

Title

School Name *(optional)*

Susquehanna University  
Department of XXX or XXX Office  
514 University Avenue  
Selinsgrove, PA 17870-1164  
570-3XX-XXXX  
570-3XX-XXXX (cell) *(optional)*  
bkurtz@susqu.edu

Home of the Susquehanna River Hawks®

**BE IMPOSSIBLE TO IGNORE™**

# Nomenclature

Nomenclature defines the system we use in naming entities connected to Susquehanna University. A unified way of speaking about and describing the entities within our organization provides hierarchy and clarity for audiences. With a common nomenclature and hierarchy, we can present a consistent brand both visually and verbally across the university.

## Schools

School names will adhere to the following format:

School of \_\_\_\_\_

### USE THIS

School of the Arts

School of Humanities

School of Natural & Social Sciences

## Departments

Academic department names will adhere to the following format:

Department of \_\_\_\_\_

### USE THIS

Department of Art

Department of Biology

Department of Economics

#### DESIGN NOTE

in some cases for marketing purposes \_\_\_\_\_ Department will be used.

## Offices

Office names will adhere to the following format:

\_\_\_\_\_ Office

### USE THIS

Admission Office

Advancement Office

Human Resources Office

### “OFFICE OF”

The phrase “Office of” is reserved for the formal offices of individuals associated with the university, when a degree of formality is required in communications. In other words, if the office refers to a single person (such as the president or the provost), use “Office of.”

Office of the President

Office of the Provost

## Divisions

Division names will adhere to the following format:

Division of \_\_\_\_\_

### USE THIS

Division of Enrollment

Division of Student Life

## Vice Presidents

Vice President titles will adhere to the following format:

Vice President for \_\_\_\_\_

### USE THIS

Vice President for Operations

Vice President for Enrollment

## “and” or “&”

When referring to official university entities and programs/majors in text, the ampersand symbol “&” is the appropriate way to demonstrate conjunction.

### USE THIS

Publishing & Editing

Marketing & Communications

Women & Gender Studies

### EXAMPLE

The School of Natural & Social Sciences teamed up with publishing & editing majors to create a new magazine.

# Social Media Standards

Social media plays an important part in how we, as a university, communicate with our students, alumni, faculty, staff and community. Social media can help us enhance the university's reputation, engage new audiences and promote news and accomplishments.

## GUIDANCE

This guidance is intended for social media managers and social media content creators running university-affiliated social media accounts – such as those affiliated with Susquehanna offices, programs and departments.

The university's Marketing & Communications Office offers guidance and trainings on best practices for creating and maintaining a robust social media presence. Contact [marcomm@susqu.edu](mailto:marcomm@susqu.edu) to request information or assistance.

## PLATFORMS

Understanding the intended audiences for the different social media platforms is key in creating successful social media.

### Instagram

Students, alumni, prospective students, faculty/staff

### Facebook

Parents, faculty/staff, community, donors, alumni

### LinkedIn

Alumni, faculty/staff, community, donors, other universities, parents, business partners

### Twitter

Students, faculty/staff, community, donors, alumni, news/sports media

### TikTok

Students

## PROFILES

Add a recognizable profile photo and 'About Me' section that indicates your affiliation with the university.

Note: Naming of accounts should include 'susqu' rather than 'su', which is used by many other universities and colleges. (See page 73 for details on naming structure.)

## GRAPHICS

Graphics should be branded with the university logo or wordmark and utilize brand typefaces and colors.

## PHOTOS

Photos for social media should capture the authentic student experience – from rallying school spirit at athletic events to award-winning research in the classroom. (See pages 58–64 for photography style.)



# Social Media Standards

## NAMING

When creating or updating your social media page(s), follow the university's naming structure for your entity's handle.

Academics-related:

@susqu\_\_\_\_\_

or

Athletics-related:

@suriverhawks\_\_\_\_\_

## HASHTAGS

University hashtags most used to increase brand awareness are:

**#SusquehannaUniversity**

**#BeCurious**

**#BeImpossibleToIgnore**

### ADMISSION FORWARD HASHTAGS

#SusquehannaBound

#RiverHawkReady

#GoSU

### STUDENT ACTIVITY FORWARD HASHTAGS

#SusquehannaUniversity

#WeAreSusquehanna

#ThisIsSusquehanna

### ATHLETIC FORWARD HASHTAGS

#GoSU

#RiverHawkPride

#WeAreSusquehanna

Appendix A

# Approved Artwork

IN THIS SECTION —

Susquehanna Traditions Logo

Cartoon Benny

Developed to identify, ignite and build affinity for select university programs, these marks serve highly strategic purposes. As such, they are restricted for internal use for designated entities and university project-specific communications.

# Susquehanna Traditions Logo

The Susquehanna Traditions logo and icons are an extension of the Susquehanna University brand.

## USAGE

The Susquehanna Traditions logo is reserved for use by the Advancement Office for tradition-related materials and events. The mark should never be used as a substitution for the university wordmark or sub-brand lockup, and should not be used without approval from University Marketing & Communications.

The Susquehanna Traditions logo may only be used in the color palette shown or in solid black and white.

## THE GINKGO LEAF

Ginkgo leaf art is typically used as representation of Susquehanna traditions, alumni, champions, alumni- and donor-related materials.

Inquiries for other usage should be directed to University Marketing & Communications.



# Cartoon Benny

Cartoon Benny recognizes Susquehanna’s mascot as a persona for new students to build affinity as they prepare to arrive on campus and utilize the services of the Hawk Hub throughout their student career.

## USAGE

Cartoon Benny illustrations are reserved for university applications that have an association with four initiatives: Hawk Hub, Admission during the application/enrollment period of new students, orientation and athletics.

Cartoon Benny does not identify the greater university, academia, scholarship, research, creative activity or outreach — this is the role of the university wordmark.

Cartoon Benny is copyrighted artwork and should never be used without prior permission from University Marketing & Communications. The illustration may not be altered, modified or distorted.



### NOTE

Refer to the Susquehanna River Hawks Usage and Style Guide for athletic applications of cartoon Benny.



ENROLLMENT EXAMPLE



HAWK HUB EXAMPLE