



## **USM Athletics Visual Identity Standards**

## **Contents**

|   |    |
|---|----|
| The New Face of USM Athletics.....                  | 2  |
| The Athletics Logo .....                            | 3  |
| Athletic Logo Usage Chart.....                      | 5  |
| Color Reproduction .....                            | 6  |
| Usage Guidelines.....                               | 7  |
| Incorrect Usage.....                                | 8  |
| The Old Husky and Other University Identities ..... | 10 |
| Stationery.....                                     | 11 |
| Marketing Collateral.....                           | 14 |
| Typography .....                                    | 15 |
| Athletic Uniforms .....                             | 16 |
| Merchandise.....                                    | 17 |

## The New Face of USM Athletics

As a part of the University of Southern Maine identity system, the USM Athletics and Recreation logo plays a special role in identifying Athletics programs, events, and departments. As is true at other Universities, USM Athletics is the only USM unit that has a separate logo.

The new Athletics logo is part of the University's identity and is to be used only in association with Athletics. University communications and marketing collateral should always bear the official USM logo and with materials that are primarily about Athletics, the materials should be co-branded with the USM Athletics logo. It is important to follow both the *University of Southern Maine Identity Guide and Style Manual*, and this manual when using and placing these logos.

This manual gives guidelines for the use and reproduction of the USM Athletics logo. It also covers other University identities, stationery, marketing collateral, typography, uniforms, and merchandise, or products, wares, and goods offered for sale.

A strong visual identity is based on the correct usage of the logo and other parts of the identity. Consistent use implies a professional image that will increase memorability over time.

### Online style manual

This style manual is available online at [www.usm.maine.edu/image](http://www.usm.maine.edu/image) or from the Athletics Web site at [www.usm.maine.edu/athletics](http://www.usm.maine.edu/athletics). A PDF version for printing and easy reference is also available at the site. To obtain electronic versions of the athletics logo, contact the Office of Marketing and Brand Management at (207) 780-4094 or e-mail: [pubs@usm.maine.edu](mailto:pubs@usm.maine.edu).

For the official USM logo visit [www.usm.maine.edu/image](http://www.usm.maine.edu/image).

### For more information and assistance

Please contact the Office of Marketing and Brand Management at (207) 780-4094, or the director of Athletics and Recreation at (207) 780-5588 for more information and permissions.



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Official USM Logo



Official USM Athletics Logo

## The Athletics Logo

### Primary logo

The primary “Southern Maine Huskies” logo is the official USM Athletics logo and should be used in the majority of cases because it identifies both “Southern Maine” and “Huskies.” This logo should always be used in official situations, such as business communications and marketing collateral. See the usage chart on page 5 for a detailed listing of situations in which this logo is used.



Southern Maine Huskies logo

### Secondary logos

The secondary logos can be used in most occasions in place of the primary “Southern Maine Huskies” logo. These logos, pictured to the right include: the “Southern Maine” logo, the “USM Huskies” logo, and the **interlocking “USM”** logo. When choosing a secondary logo to use, consider if the audience is familiar with the University of Southern Maine and USM Athletics. Suggestions are provided below.

All secondary logos are subject to the same color reproduction and usage guidelines as the primary logo. Color reproduction and usage guidelines can be found on pages 6-9 of this manual.

The “USM Huskies” and “Southern Maine” logos are highly appropriate for merchandise, such as shirts, caps, and mugs, but *should never be used* in situations that would be considered official, such as on business communications and marketing collateral.



USM Huskies logo



Southern Maine logo

The **interlocking “USM”** logo pictured on this page replaces all previous versions of this kind of logo. It has been re-stylized to the new visual identity standards and will provide for consistency with the new look. This logo may appear on athletic uniforms. Merchandise is another appropriate use. This logo should never be used in situations that would be considered official.



Interlocking USM logo

**Word marks (uniforms only)**

The “Southern Maine” and “Huskies” word marks are for use on uniforms only.

- Word marks are used when the name of a team must appear above a team member’s number.
- They are subject to the same color reproduction and usage guidelines as the primary logo. Color reproduction and usage guidelines can be found on pages 6-9 of this manual.



Southern Maine word mark



Huskies word mark

**Team, club, and events**

Three marks are available for teams, clubs, and events. They will be created and provided by the Office of Marketing and Brand Management with the permission of the Athletics director.

- Athletic sub-brands are not available to USM departments and offices that are not within USM Athletics.
- The creation of logos for individual teams, apart from the sub-branded examples to the right, are not permitted at any time.
- They are subject to the same color reproduction and usage guidelines as the primary logo. Color reproduction and usage guidelines can be found on pages 6-9 of this manual.



**WOMEN'S BASKETBALL**  
Team, club, and event mark



Team, club, and event mark



**CHEERLEADING**

Team, club, and event mark

**Husky image**

Use of the “Husky” image is allowed only at the discretion of the Athletics director.

- The husky image is subject to the same color reproduction and usage guidelines as the primary logo. Color reproduction and usage guidelines can be found on pages 6-9 of this manual.



Husky image

## Athletics Logo Usage Chart

|                                | So. Maine Huskies Logo | So. Maine Logo | USM Huskies Logo | Interlocking USM Logo | Word Marks | So. Maine Sub-brand |
|--------------------------------|------------------------|----------------|------------------|-----------------------|------------|---------------------|
| Advertisements                 | ✓                      |                |                  |                       |            |                     |
| Apparel                        | ✓                      | ✓              | ✓                | ✓                     |            | ✓                   |
| Awards                         | ✓                      |                |                  |                       |            |                     |
| Back Drops and Banners         | ✓                      | ✓              | ✓                | ✓                     |            | ✓                   |
| Bleacher Curtains              | ✓                      |                |                  |                       |            |                     |
| Brochure (Department Specific) | ✓                      |                |                  |                       |            |                     |
| Brochure (Sport Specific)      | ✓                      |                |                  |                       |            | ✓                   |
| Business Communications        | ✓                      |                |                  |                       |            |                     |
| Dasher Boards                  | ✓                      |                |                  |                       |            |                     |
| Equipment                      | ✓                      | ✓              | ✓                | ✓                     |            |                     |
| Event Invitations              | ✓                      |                |                  |                       |            |                     |
| Fields                         | ✓                      | ✓              | ✓                |                       |            |                     |
| Ice Resurfacers                | ✓                      | ✓              | ✓                | ✓                     |            |                     |
| Ice Surface                    | ✓                      | ✓              | ✓                |                       |            |                     |
| Merchandise                    | ✓                      | ✓              | ✓                | ✓                     |            | ✓                   |
| Marquis                        | ✓                      |                |                  |                       |            |                     |
| Membership Cards               | ✓                      |                |                  |                       |            | ✓                   |
| Murals                         | ✓                      |                |                  |                       |            |                     |
| Pins                           | ✓                      |                |                  | ✓                     |            | ✓                   |
| Plaques and Trophies           | ✓                      |                |                  |                       |            |                     |
| Podiums                        | ✓                      |                |                  |                       |            |                     |
| Publications                   | ✓                      | ✓              | ✓                | ✓                     |            | ✓                   |
| Scoreboards                    | ✓                      | ✓              | ✓                |                       |            |                     |
| Scoring Tables                 | ✓                      |                |                  |                       |            |                     |
| Signage                        | ✓                      |                |                  |                       |            |                     |
| Stationery                     | ✓                      |                |                  |                       |            |                     |
| Tickets                        | ✓                      |                |                  |                       |            |                     |
| Uniforms                       | ✓                      | ✓              | ✓                | ✓                     | ✓          |                     |
| Vehicles                       | ✓                      |                |                  |                       |            |                     |
| Wrestling Mat                  | ✓                      |                |                  |                       |            |                     |

## Color Reproduction

The official colors of the Athletics logo and the University are USM blue, USM gold, and white.

### 4-color process printing

In a 4-color process layout, the logo must always appear in USM blue and USM gold.

### 2-color spot printing

In a 2-color spot layout, the logo, whenever possible, should appear in USM blue and USM gold. If a second color is used in the place of USM gold the logo must always appear in USM blue. A 2-color solid version can be used when high-light detail in lettering cannot be achieved.

### 1-color printing

1-color layouts must always be in USM blue or black.

- 1-color USM blue layouts that will not be photocopied often should use logos with 40% USM blue shadow values in them.
- 1-color USM blue layouts that will be frequently photocopied should use solid logos without 40% USM blue shadow values in them.
- 1-color black layouts should always use 100% black line art logos without shadow values in them.

### Athletics logo colors



2-color logo



1-color logo w/screen



line art logo



2-color solid logo

### Official USM colors



#### USM Blue

##### Spot (PMS)

Coated paper stock: PMS 287  
Uncoated paper stock: Reflex Blue

##### CMYK (4-color process)

Cyan (C): 100  
Magenta (M): 68  
Yellow (Y): 0  
Black (K): 12

##### RGB (Monitor)

Red (R): 30  
Green (G): 59  
Blue (B): 120

##### Web hexadecimal (HTML)

#1E3B78



#### USM Gold

##### Spot (PMS)

Coated paper stock: PMS 130  
Uncoated paper stock: PMS 129

##### CMYK (4-color process)

Cyan (C): 0  
Magenta (M): 30  
Yellow (Y): 100  
Black (K): 0

##### RGB (Monitor)

Red (R): 255  
Green (G): 204  
Blue (B): 0

##### Web hexadecimal (HTML)

#FFCC00

### Secondary color information



#### 40% USM Blue

Used for logo shadows and reverse logo keyline

##### Spot (PMS)

Coated: 40% PMS 287  
Uncoated: 40% Reflex Blue

##### CMYK (4-color process)

Cyan (C): 40  
Magenta (M): 27.6  
Yellow (Y): 0  
Black (K): 4.4

##### RGB (Monitor)

Red (R): 165  
Green (G): 177  
Blue (B): 201

##### Web hexadecimal (HTML)

#A5B1C9



#### White

##### CMYK (4-color process)

Cyan (C): 0  
Magenta (M): 0  
Yellow (Y): 0  
Black (K): 0

##### RGB (Monitor)

Red (R): 255  
Green (G): 255  
Blue (B): 255

##### Web hexadecimal (HTML)

#FFFFFF

## Usage Guidelines

Usage guidelines have been established to assure that logos are used correctly and that the USM Athletics visual identity succeeds. Following these guidelines builds brand equity and establishes a recognizable image for USM Athletics.

- Stage the logo at least a distance of the CAP height of the letter “E” in the words “Southern Maine” all the way around, away from any other active elements in the layout, and at least 3/8” from the page edges.
- The minimum size of proportionate reproduction of the logo is 1” high.
- Reverse usage of logos requires an additional 40% USM blue keyline around the logo. USM blue is the only color that can be placed behind the logo. Athletics logos with keylines have been produced for this purpose.



### Staging

Space the size of the letter "E" (shown above) must be observed all the way around the logo.



### Minimum size of proportionate reproduction

The logo should never be smaller than 1” in height.



### Reverse logo

The reverse logo requires a 40% USM blue keyline when printed on blue. The words “Southern Maine” do not use a keyline.



## Incorrect Usage

To better facilitate correct logo usage, the following illustrations provide examples of incorrect usage. These or any other adaptations of incorrect usage not found in this section, and that fall outside of the defined *Usage Guidelines* are strictly forbidden.

- Do not re-create or alter the logo in any manner. Examples of a change in condition include, but are not limited to: separation of elements, using the logo as a part of copy, color substitution, information/elements added, and font substitution.
- Do not stretch the logo. When re-sizing the logo make sure that the width to height aspect ratio is the same.

*continued on page 9*



**Separation of elements**



**Logo as a part of copy**



**Color substitution**



**Information/elements added**



**Font substitution**



**Stretched logo**

*continued from page 8*

- Do not use the logo or any element of the logo to create a pattern.
- Avoid use of the logo on top of photos, textured, or busy backgrounds.
- Do not screen or watermark the logo. Maintain the same color values prescribed in the color reproduction section of this manual.
- Do not use versions of the logo obtained from the Web, or from scanning previously printed materials. Call USM Marketing and Brand Management or USM Athletics for an electronic version of the logo.
- Maintain a 0° angle or reproduction. Under no circumstance should the logo be rotated.



**As part of a pattern**



**Over a photograph**



**Screening or watermark**



**Logo from the Web**



**Rotated logo**

## The Old Husky and Other University Identities

### The Old Husky Logo

In order to present a clear and consistent new identity the old Husky logo and all iterations of it are no longer in use. All new materials must carry the new identity outlined in this manual.

### Grandfather policy

The University does not encourage the waste of materials and has provided a grandfather policy that allows for old materials to be used before adopting this new identity system. However, as of September 18, 2004 all new materials were to have been produced using the new identity system. All materials were to conform to the USM identity system and use of the old logo was to cease as of July 1, 2005.

### Other University Identities

#### USM logo

In September 2003, the University of Southern Maine instituted a new visual identity. This identity, established standards for visual, as well as written communications, and addressed logo usage, signage, typography, the Web, marketing collateral, advertising, and stationery. Style guides and electronic copies of the official logo can be downloaded at [www.usm.maine.edu/image](http://www.usm.maine.edu/image).

The new Athletics identity is part of the University's identity and is to only be used in association with Athletics. University communications and marketing collateral should always bear the official USM logo and with materials that are primarily about Athletics, the materials should be co-branded with the USM Athletics logo. It is important to follow both the *University of Southern Maine Identity Guide and Style Manual*, and this manual when using and placing the logos.

#### University seal

The seal of the University will remain unchanged and will be used to authenticate the highest official University documents. It may be used on other formal documents. The seal indicates official sanction, while the logo represents the University's image and visual identity.

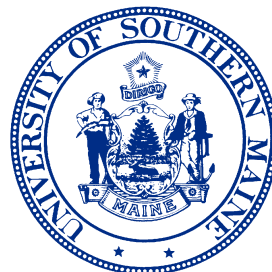


Old Husky Logo



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USM Logo



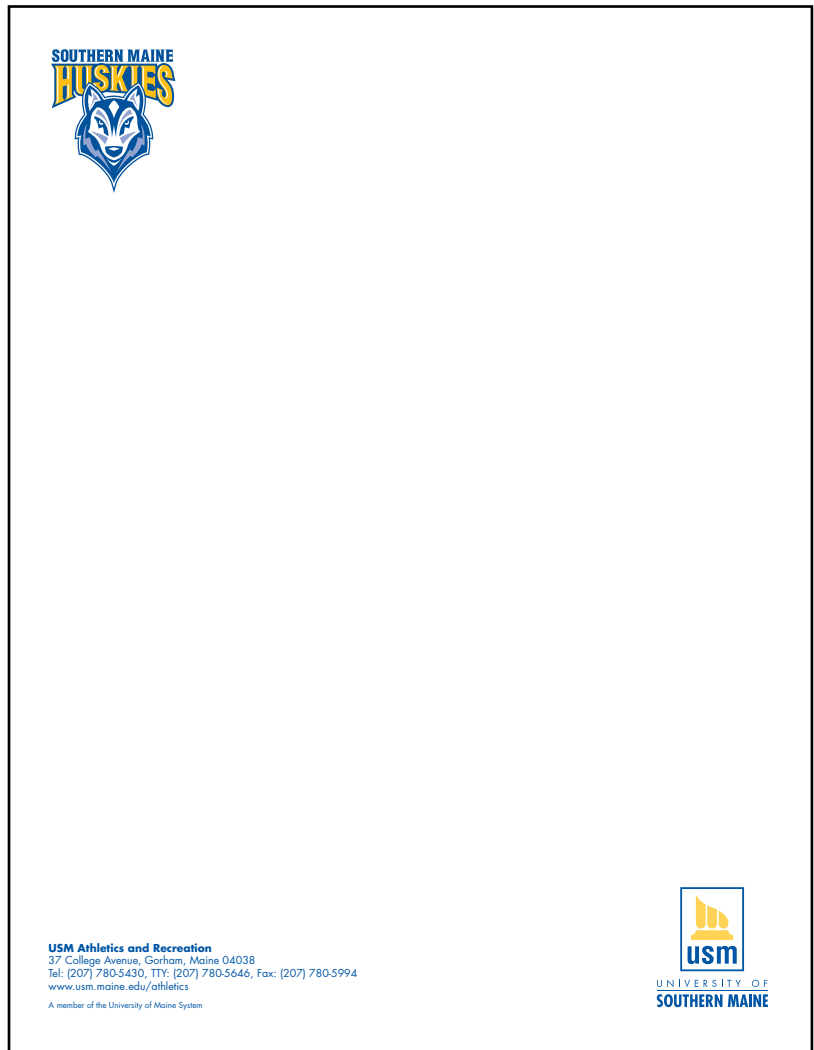
University Seal

## **Stationery**

### **Letterhead**

USM Athletics official letterhead may be ordered through USM Printing Services, and is available only to offices and programs associated with Athletics. To maintain consistency and professionalism in all University correspondence, individual campus entities, events, or persons may not design their own letterhead. Offices and teams may have an identifier in the upper right corner as shown below. All letterhead is printed on USM white paper.

Contact USM Printing Services at 780-4065 to order envelopes.



**USM Athletics official letterhead**

**Business cards**

To maintain a consistent and professional image, the business card format illustrated on this page will be used for Athletics personnel only. The cards are printed on USM white paper. Individual campus units or persons may not design their own USM business cards.

Contact USM Printing Services at 780-4065 to order business cards.

**Envelopes**

The standard address block used for all University of Southern Maine envelopes and labels is listed below. All #10 envelopes are printed on USM white paper.

University of Southern Maine  
Athletics and Recreation  
37 College Avenue  
Gorham, Maine 04038

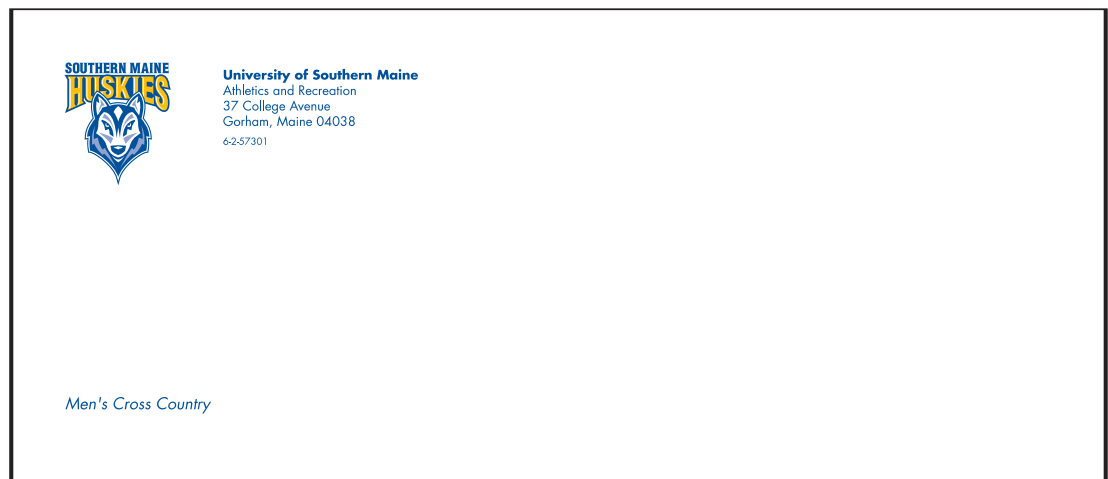
Contact USM Printing Services at 780-4065 to order envelopes.



**Business card, front**



**Business card, back**

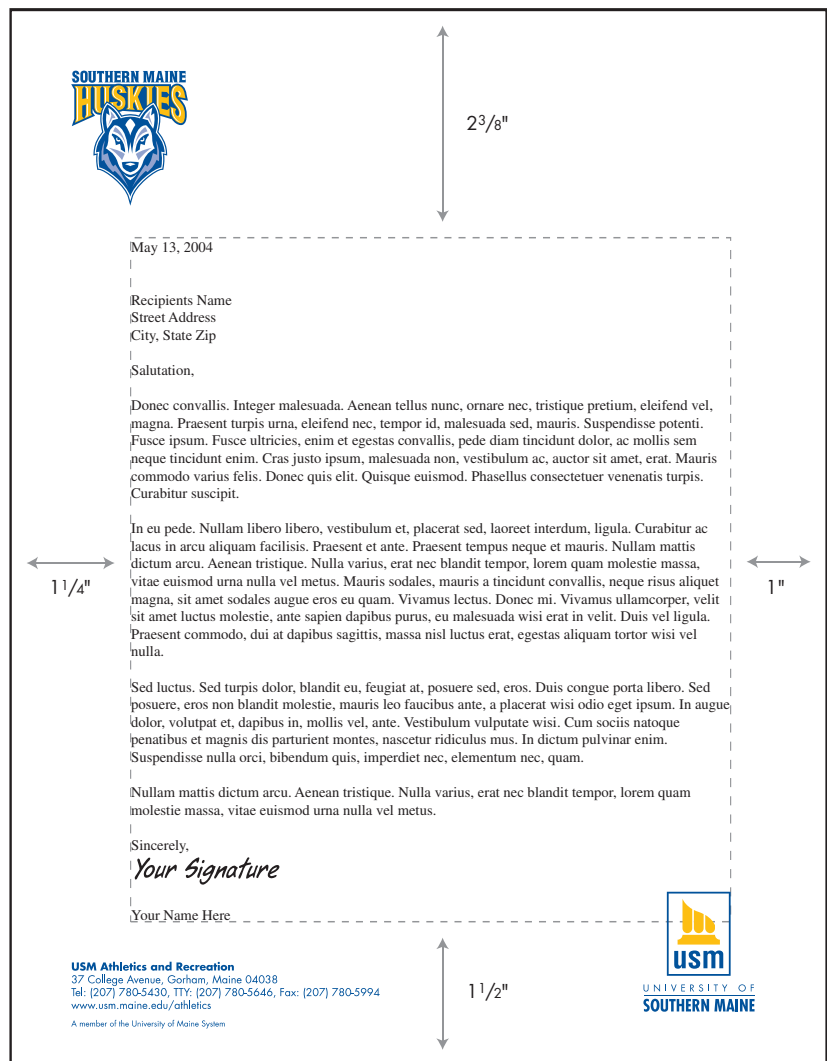


**Envelope**

**Correspondence guidelines**

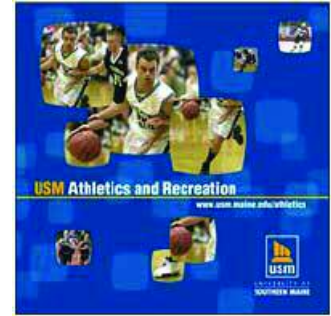
To provide a standardized, professional look for USM Athletics correspondence, the University suggests that the letter begin 2 3/8 inches from the top of the page with a 1 1/4 inch margin at the left and 1 inch margin at the right.

The preferred type size and font for letters is 11-point Times Roman and should follow the format below.



## Marketing Collateral

Marketing collateral can be defined as any materials that are used for marketing. Examples of these types of materials include: brochures, catalogs, posters, sell sheets, displays, direct mail, electronic media, Web pages, and more. All marketing collateral must carry both the USM Athletics logo and the USM logo. Materials must always follow usage guidelines and color reproduction rules defined in this manual. Please see the *Athletics Logo Usage Chart* in this manual to see what types of collateral carry either primary or secondary logos.



USM Athletics promotional brochure

## Advertising

All paid advertising (exclusive of employment advertising) for USM must go through the USM Office of Marketing and Brand Management. Their staff maintains contacts with all media, so they are aware of special advertising opportunities and restrictions. They work with clients to design, create, and submit payment for ads.

For information or to place an advertisement, contact USM Office of Marketing and Brand Management at 780-4094.

For employment advertising contact USM Human Resources at 780-5385.

## Web sites

The Department of Athletics and Recreation, in coordination with the Office of Marketing and Brand Management, has developed a new look for the Athletics Web site at [www.usm.maine.edu/athletics](http://www.usm.maine.edu/athletics). For information about this look and for details on Web headers and other graphics designed to tie into this look, contact Al Bean at 780-5588 or Amy Barnes at 780-4770.



USM Athletics Web site

## Typography

The recommended type styles for USM Athletics marketing pieces are listed below. These type styles possess a dignified, easy-to-read quality and their use is encouraged for body copy for brochures, newsletters, and other communications.

The font in the Athletic logo is hand-lettered. Its use is only for the logo.

### Sans Serif Fonts

Futura Book  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

*Futura Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

**Futura Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

***Futura Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

**Futura Condensed Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

Helvetica  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

*Helvetica Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

**Helvetica Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

***Helvetica Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

**Helvetica Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

### Serif Fonts

Berkeley Book  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

*Berkeley Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

**Berkeley Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

***Berkeley Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

Times Roman  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

*Times Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

**Times Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

***Times Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

Times New Roman  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

Garamond  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

*Garamond Italic*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
 abcdefghijklmnopqrstuvwxyz

**Garamond Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**

***Garamond Bold Italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz**



## Athletic Uniforms

Understanding that change in style is a constant with athletic uniforms, and depending upon vendor availability, below are guidelines for the design and ordering of athletic uniforms.

### Colors

All\* athletic uniforms will be in USM blue or white with USM gold used as an accent color if available. See color reproduction section in this manual for detailed information. Exact Pantone Matching System (PMS) color matches are not necessary if unavailable. Request that uniform vendors achieve the closest possible match.

### Logos and word marks

The primary “Southern Maine Huskies” logo must appear on all athletic uniforms. For some sports it may appear as a full chest image. For sports such as baseball, basketball, or tennis it will appear on the sleeve, short, or left chest.

Two additional word marks are available for sports that require the name of the team to appear above a team member’s number. The “Huskies” and “Southern Maine” word marks are the only options for this purpose. See the section below on *typography for numbers and names* for detailed information.

The **interlocking “USM”** logo may also appear on uniforms or hats if space permits, but ideally should not be the most dominant logo on a uniform. Examples of appropriate usage include baseball and softball hats, field hockey skirts, or basketball collars.

See the usage guidelines in this manual for correct usage of these logos and word marks.

### Typography for numbers and names

All numbers, names, and any other required language that appears on athletic uniforms must be set in Futura Bold or Futura Condensed Bold.

### Approval

All athletic uniforms must be approved by the director of Athletics and Recreation. Obtain a uniform proof and proposed fabric color swatches from the selected vendor for approval before production. After approval, a confirmation will be given and uniforms may then be ordered.



### Uniform logo and word mark

- 1. baseball home jersey**  
“Huskies” word mark on chest, “Southern Maine Huskies” logo on sleeve, and interlocking “USM” logo on hat
- 2. basketball away uniform**  
“Southern Maine” word mark on chest, “Southern Maine Huskies” logo on shorts, and interlocking “USM” logo in collar
- 3. hockey**  
“Southern Maine Huskies” logo on chest and interlocking “USM” logo on shorts
- 4. soccer away uniform**  
“Huskies” word mark on chest and “Southern Maine Huskies” logo on shorts
- 5. women’s track**  
“Southern Maine” word mark on chest and “Southern Maine Huskies” logo on shorts

\* Baseball and softball may have gray uniforms.

## Merchandise

Merchandise can be defined as products, wares, and goods offered for sale. Merchandise creates the greatest challenges for a standardized identity because of the variety of surfaces, shapes, processes, and materials. In consideration of this, there is a primary logo as well as a set of secondary logos that can be used for merchandise. Below are a set of topics that cover the use of the USM Athletics identity for merchandise.

### Adherence to visual identity standards

Strict adherence to the color reproduction and usage guidelines in this manual must be observed when designing and producing merchandise. Logos are available, and can be used for a number of processes, including: offset printing, screen printing, decals, vinyl, dye-sublimation printing, color copying, embroidery, and engraving. These logos cannot be altered in any way. Single color logos for printing on dark surfaces are available. Whenever possible these surfaces should be blue or black.

### Policies

The Athletics logo cannot be used or reproduced without the written consent of the director of Athletics and Recreation. To obtain one-time consent please send the director of Athletics and Recreation details about the piece of merchandise being created. Obtain consent for each new piece of merchandise.

Once consent has been granted and a vendor has been chosen, submit a paper proof of the proposed piece of merchandise from the vendor. This proof will be reviewed and approved by the director of Athletics and Recreation and the Office of Marketing and Brand Management. Only after approval has been granted, may the vendor produce the merchandise.





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