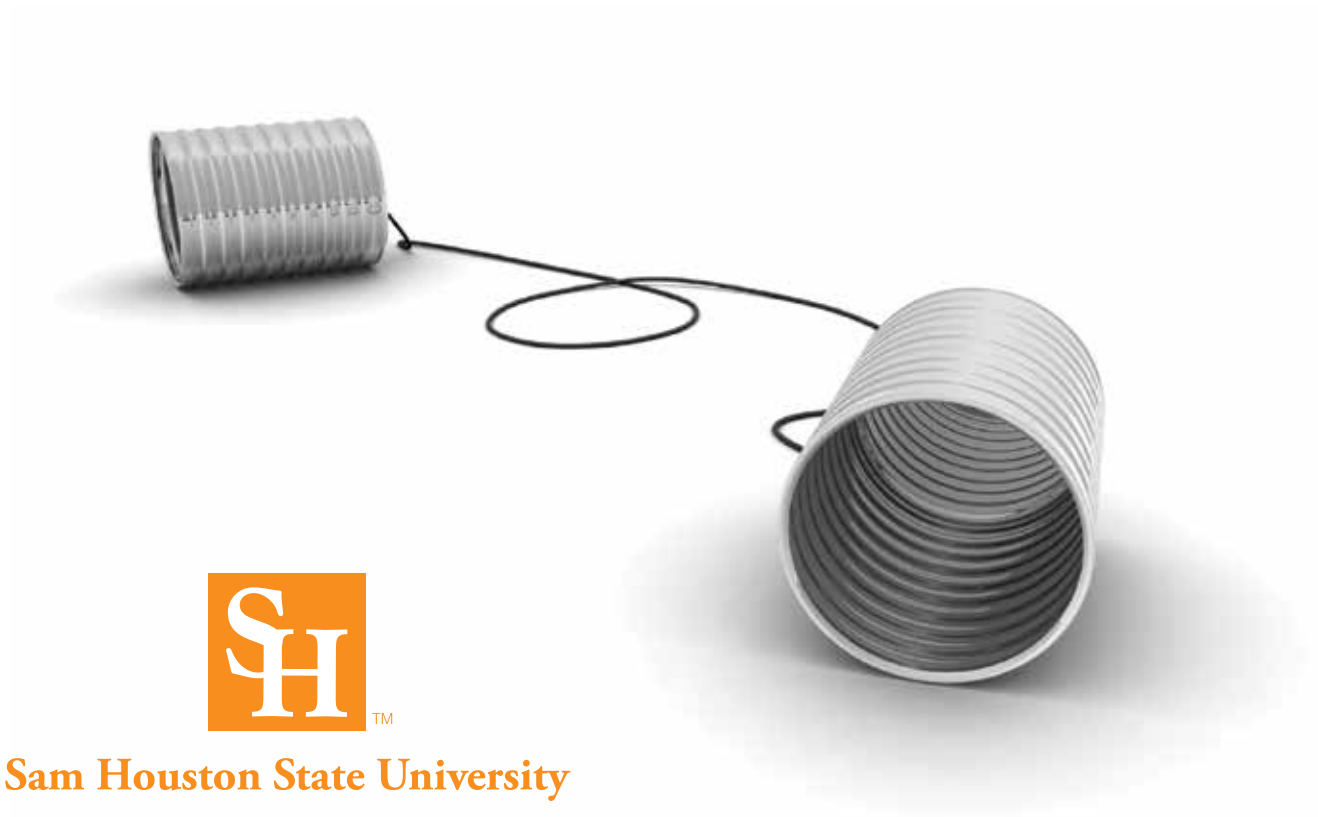


# One brand, one voice.



**Sam Houston State University**

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™



Sam Houston State University

### THE SHSU BRAND

Our brand is our reputation. It's what others think when they hear the words "Sam Houston State University." We can influence these thoughts by working together in a strategic effort to produce professional and consistent messages and images, regardless of where the work is produced.

### TARGET AUDIENCE

The University's products and services are teaching, research, and public engagement. Our target audiences include students, faculty, alumni, donors, parents, media, federal/state funding sources, and state legislators.

### BRAND STRATEGY AND MANAGEMENT

#### How It's Best for Campus Colleges/Departments/Programs

- Enhances audience recognition.
- Allows campus units to more directly benefit from expertise and marketing efforts at the University level.
- Lets the University assume the responsibility for marketing, trademark, legal, and other branding issues so campus units can devote their time to what they do best.
- Makes name changes easier for campus units by eliminating expenses (related to maintaining individual logos).

#### How It's Best for the University

- Allows the University to leverage every marketing dollar on the core academic brand. This is crucial in today's marketplace of highly segmented media because the cost to reach fragmented audiences is rising significantly as more competitors are branding.
- We're stronger when we speak as one. When all academic and support units use one, consistent brand instead of hundreds, we strengthen the effectiveness of the University's marketing efforts.
- Using one brand shows how the college or departments are related parts of a greater whole and helps audiences understand the depth of the research, academics, and public engagement efforts of the University.
- Leverages the brand management expertise of the University. It isn't realistic to expect units to have the expertise and ability to manage hundreds of individual brands, but a small group of individuals at the University level can manage one core brand effectively.
- Strengthens the brand by ending the confusion and dilution created by a multitude of dissimilar campus unit logos.
- Gives university leaders the ability to shape the brand over time. Institutions must evolve and constantly seek to increase the interest of targeted audiences.



Sam Houston State University

### WHAT IS A TRADEMARK?

A trademark is a word, phrase, symbol or design, or a combination thereof, that identifies and distinguishes the source of the goods of one party from those of others.

### WHY REGISTER A TRADEMARK?

- Provides public notice of a claim of ownership of the mark
- Provides a legal presumption of your ownership of the mark and your exclusive right to use the mark on or in connection with the goods/services listed in the registration
- Allows the owner to legally protect the mark should infringement occur

### UNIVERSITY SEAL

The Official University Seal (depiction of Sam Houston with his cane) is for formal use only, including use by Office of the President, and for invitations and other formal printed material, diplomas, certificates, award and recognition plaques, high-quality banners and flags used at formal occasions, such as convocations and commencements, and appropriate display within offices.

The Official University Seal will not be used on wearables, vehicles, stationery with the exception of the University President, newsletters, fliers, and post cards.

*Sections 5.03 and 5.04 of the University Publications & Marketing Communications policy.*

### TRADEMARKS

Sam Houston State University™

SHSU™



The seal has been designated for **official university use only**.



This mark is to be used **only** for athletic and merchandising purposes

### Using University Trademarks

When claiming rights to use a mark, a “TM” designation is placed next to the symbol, word, phrase or design.

The “TM” is to be used with all designated University trademarks.

Any individual, group or agency external to the University must request permission to display the trademark from the Marketing & Communications department.

Any individual, group or agency external to the University that uses the trademark for profit or commerce must contact athletics for licensing.



Sam Houston State University

### LOGO INTEGRITY

The Sam Houston State logo serves to identify the university in all forms of communications, and preserves the integrity of its reputation in higher education. Our identity will strengthen through consistent use.

The campus logos must remain as originally drawn and proportioned and cannot be modified.

All materials, print or electronic, published by the university must correctly display the SHSU logo. The logo must be high resolution and not be overprinted, manipulated, or distorted. Such alterations would damage the logo's visual integrity and effectiveness.

The SHSU logo should never appear smaller than the other logos used. Normal white-space, color, and size guidelines apply.

### Recommended White Space and Size:

- Minimum white space around the logo should be 1/2" around logo.
- Minimum logo size for print is 1/2".
- Minimum logo size for web/interactive is 54 pixels.

### When primary mark is used:

Sam Houston State University and the member statement (A Member of The Texas State University System) must appear somewhere on the same page.

Please use **Adobe Garamond Pro Bold** or **Helvetica Bold** for Sam Houston State University.

*Each publication and marketing communication piece will contain the statement: A Member of The Texas State University System. Section 3.02 of the University Publications & Marketing Communications policy.*

For logo requests and questions, please contact:

Steven Keating  
Assistant Director of  
Marketing and Communications  
Sam Houston State University  
steven.keating@shsu.edu

## SAM HOUSTON STATE UNIVERSITY LOGOS

### Primary Mark



### Primary Mark with University Name





Sam Houston State University

### OUR BRAND COLORS

The Sam Houston State University colors are an essential component of our identity, it is important that the colors are accurate.

### Color Usage

The SHSU logo should always maintain maximum visibility over any background color or image. The logo may be placed over photographs as long as maximum readability is maintained.

### Accent Color Palette

The accent color options were selected to compliment the primary color and the primary support colors. The accent color palette provides options that may be used in combination with the primary color and primary support colors, but should not be used as a substitute for the primary color.

### Note:

Colors viewed online can vary significantly from one monitor to another. Designers are encouraged to view the Pantone color chip in person.

## SAM HOUSTON STATE UNIVERSITY COLOR PALETTE

### PRIMARY COLOR



pms 021c

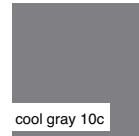
c0, m70, y92, k0  
r247, g142, b30

### PRIMARY SUPPORT COLORS



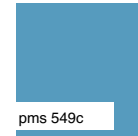
pms 280c

c100, m72, y0, k18  
r0, g73, b144



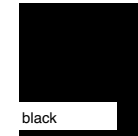
cool gray 10c

c0, m2, y0, k60  
r128, g127, b131



pms 549c

c52, m6, y0, k25  
r86, g155, b190



black

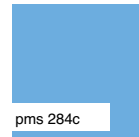
c0, m0, y0, k100  
r35, g31, b32

### ACCENT COLORS



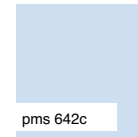
pms 2965c

c100, m38, y0, k64  
r0, g58, b99



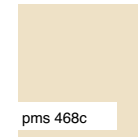
pms 284c

c59, m19, y0, k0  
r108, g173, b223



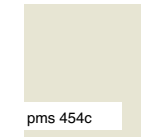
pms 642c

c13, m2, y1, k1  
r204, g222, b240



pms 468c

c6, m9, y23, k0  
r238, g225, b198



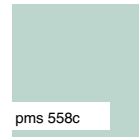
pms 454c

c9, m6, y17, k0  
r231, g229, b211



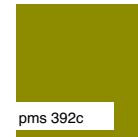
pms 425c

c48, m29, y26, k76  
r95, g96, b98



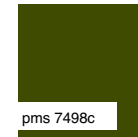
pms 558c

c36, m3, y28, k4  
r188, g214, b205



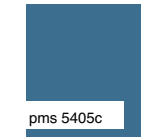
pms 392c

c7, m0, y100, k49  
r140, g140, b53



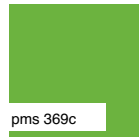
pms 7498c

c25, m0, y100, k80  
r65, g76, b33



pms 5405c

c58, m17, y0, k46  
r59, g110, b143



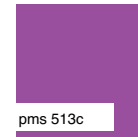
pms 369c

c59, m0, y100, k7  
r108, g179, b63



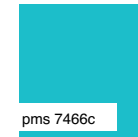
pms 483c

c30, m96, y100, k40  
r121, g27, b21



pms 513c

c44, m83, y0, k0  
r154, g78, b158



pms 7466c

c70, m0, y23, k0  
r28, g190, b202



pms 405c

c0, m10, y33, k72  
r105, g94, b74



Sam Houston State University

## FONTS

For University-wide print communications, the Adobe Garamond and Helvetica families of type fonts are recommended for use in program, department, unit, and college-level print communications, either in conjunction with the SHSU “box” logo, or as titles, heads, and subheads throughout individual pieces, at the designer’s discretion. Please contact University Marketing and Communications for questions related to use and implementation.

Consistent use by the campus community will strengthen the continuity of appearance necessary to create a strong University presence and visual identity program.

### Note:

The PC-friendly fonts are **Times** and **Arial**. Use Times as a replacement for Adobe Garamond and Arial as a replacement for Helvetica.

## TYPOGRAPHY

Primary logo typefaces:

### Adobe Garamond Pro

Adobe Garamond Pro Regular

*Adobe Garamond Pro Italic*

**Adobe Garamond Pro Bold**

***Adobe Garamond Pro Bold Italic***

### Helvetica

Helvetica Light

*Helvetica Light Oblique*

Helvetica Regular

*Helvetica Oblique*

**Helvetica Bold**

***Helvetica Bold Oblique***



Sam Houston State University

### STATIONERY

Letterhead, envelopes, and business cards are the first contact many people have with Sam Houston State University. Sometimes they are the primary means of presenting SHSU's identity clearly and consistently. University letterhead, envelopes, and business cards reflect the same standards of consistency for all University units—on campus as well as off—and should be printed in a quality manner. All stationery follows a standard format that has been developed for use by all units that are part of Sam Houston State University.

### STATIONERY

#### Letterhead

- Additional logos or illustrations may not be used on stationery items. Questions should be addressed to University Marketing and Communications.
- University letterhead does not allow for personalization; except for the President, Vice Presidents, Athletic Director and Deans.
- Exceptions to these standards must be approved by University Marketing and Communications.

#### Business Cards

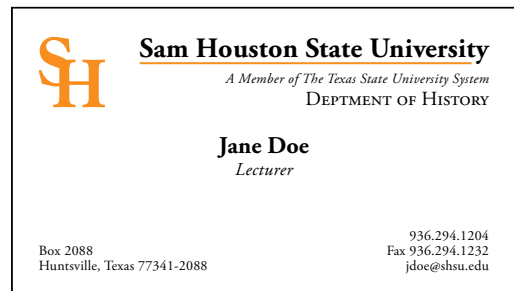
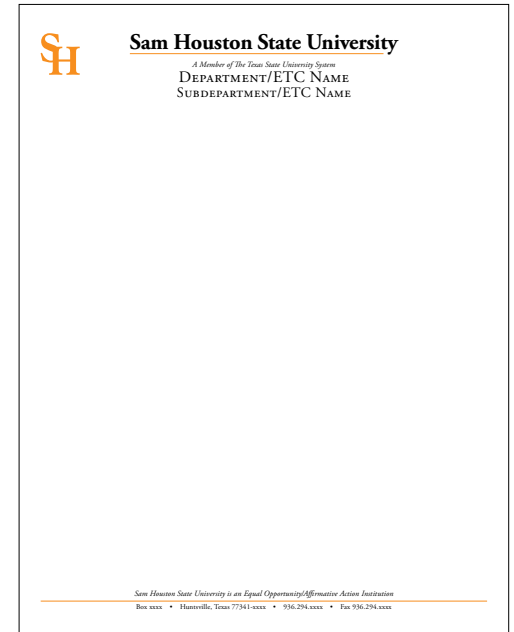
Business cards are another element in the consistent application of Sam Houston State's identity. The cards are printed in two colors on a specially selected white stock. They are intended to provide university business information only. No additional logos can be printed on the business card. Exceptions to these standards must be approved by University Marketing and Communications.

#### Envelopes

All envelopes have the same format whether it is a #10, executive, or larger size.

#### Ordering Stationery

All stationery is ordered through the Sam Houston Press.





### PHOTOGRAPHIC SERVICES

Marketing and Communications provides photographic services including creative consultation, art direction, photo shoots and photo editing.

### MODEL RELEASE

When taking photos of individuals, you will need to secure a release that allows the University to use and print the image. Contact Marketing and Communications for a copy of the release.

### COPYRIGHT WARNING

Images and video can be protected under copyright laws. Please refer to the Copyright Act of 1976 and section 485 of the HEOA of 2008.

### PHOTOGRAPHY

Here are some basic guidelines for composing visually engaging and interesting photographs when it comes to capturing the spirit of Sam Houston—its people, its symbols, its buildings.

- Student photographs should reflect a diverse population and convey the college experience.
- Capture action and interaction
- Photographs of faculty and staff should suggest authority in their fields. Try to include interesting props or structures in their photos.
- Photos of individuals should look spontaneous and, if possible, display an attractive area of the university.
- Photograph faculty, staff and students in relaxed poses and interesting environments that help communicate the personalities and attitudes of the individuals.
- For both group and individual shots, move in close to fill the picture with your subjects.
- Images should be bright, clear and in focus. Blurry and dark photos are distracting when combined with other bright and in-focus images.
- Set your camera's image size (resolution) to its highest setting. On many digital cameras, "fine" is the highest setting. Low-resolution photos are unsuitable for print publications and even some Web uses.
- Submitted photos need to be high resolution. Images that look great on a web page will not work in print. The minimum size for a submitted photo should be two inches across by three inches high (or vice versa) at a resolution of 300 ppi – that is 600x900 pixel at the least.
- Photos need to be in high-color format. The best formats are high-resolution JPEG files (.jpg) or TIFF (.tif) files.
- Please use discretion when editing or altering photos.
- Pay attention to lighting: when indoors use a flash to give the subjects more light. When outdoors, use shady areas and avoid placing your subject(s) in direct sunlight, which causes harsh shadows and overexposed areas. If you're photographing in a shady area, consider also using a flash to fill in your subject(s) from the background. Cloudy or overcast days are great for outdoor photography.





## WRITING TIPS

- **Address Objections.** Answer the biggest objection first – “Why should I bother reading this?” Give details, reassure and persuade.
- **Focus on the Benefits.** Focus on what your target audience will get versus features. When you do write about features, make sure and point out how your target audience will benefit from that feature.
- **Use Testimonials.** Let testimonials describe the benefits of your program.
- **Make it Authentic, Personal, Fresh, and Direct.** Write the way you talk – casually, informally. Talk directly to the reader – don’t be afraid of using “you.” Write as though you are addressing someone you know. Never promise something you can’t deliver.
- **Hone Your Message.** Less is more when writing for marketing publications. Use short sentences (10 to 20 words) and paragraphs (2 or 3 sentences). Edit out anything unnecessary – modifiers, complex clauses, awkward phrases. Use an active voice and avoid jargon, obscure words, stale phrases and any abstract/confusing ideas. Make it simple and straightforward.

## OUR VOICE

“Brand Voice” is how the SHSU brand is expressed in words. Just as listeners make assumptions about a person’s character by observing how he or she acts, dresses and speaks, readers of our materials will make judgments about the character of Sam Houston State by our brand voice. The Sam Houston brand voice should be shaped around the university’s mission, values, and goals: pride, tradition, service and success.

Key messages:

- Sam Houston State is a great name in Texas education.
- At Sam, you can dream and succeed.
- When you come here, you can feel it!

Our core values can be our writing guide to create passion and enthusiasm for Sam Houston.

- Academic Excellence . . . as the firm foundation
- Nurturing Environment . . . to enhance academic success
- Proactive Attitude . . . in every endeavor toward continuous improvement
- Value Orientation . . . always high quality, reasonable costs
- Holistic Development . . . for broadly educated citizens



**Sam Houston State University**

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

---

*A Great Name in Texas Education*

**shsu.edu**

Main Campus • Huntsville, TX | University Park • Tomball, TX | The Woodlands Center • The Woodlands, TX | SHSU Online

*Produced by The Office of Marketing & Communications / 936.294.4374*