Idaho State University
Brand Basics

Five things to remember

1. Use Idaho State University colors
2. Use only official fonts
3. Place logos with appropriate clear space around them
4. Do not take artistic liberties with logos.
5. Use Idaho State University on first reference

Bengal Head

Spirit Mark

University Seal

Vertical configuration
The vertical University Mark should be used in all vertical and round applications.

Stacked configuration
The stacked University Mark should be used for most horizontal applications.

Horizontal configuration
The horizontal University Mark should be used for very horizontal applications.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Museo Slab
Robust, yet friendly. Used in the main logo/marketing. Works well for headlines and body copy larger than 10 points. Looks best in upper and lower case (not all caps).

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Museo
Falls between Museo Slab and Museo Sans. Sophisticated, but more informal font. Works well for headlines and shorter amounts of copy.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Museo Sans
Clean, pure sans-serif counterpart to Museo Slab, used across branding. Works well in caps for subheads, for copy smaller than 10 points and for large amounts of copy.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Veneer Clean
Very bold, strong font and should be used sparingly—ideally in headlines and simple, singular, bold statements which need to stand out.

ROARANGE
PMS 165 C
CMYK: 0, 65, 100, 0
RGB: 244, 121, 32
Web: #F47920

BENGAL BLACK
PROCESS BLACK
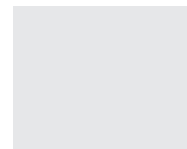CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Web: #000000

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Web: #FFFFFF

GROWLING GRAY
60% PROCESS BLACK
CMYK: 0, 0, 0, 60
RGB: 130, 130, 130
Web: #828282

GROWLING GRAY MEDIUM
40% PROCESS BLACK
CMYK: 0, 0, 0, 40
RGB: 167, 167, 167
Web: #A7A7A7

GROWLING GRAY LIGHT
10% PROCESS BLACK
CMYK: 0, 0, 0, 10
RGB: 230, 231, 232
Web: #E6E7E8

ROARANGE LIGHT
PMS 715
CMYK: 0, 46, 85, 0
RGB: 246, 146, 64
Web: #f69240