



# SLIPPERY ROCK UNIVERSITY GUIDE TO VISUAL BRAND STANDARDS

MARCH 2025









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# **TOGETHER: We are the keepers of the Slippery Rock University brand.**

## **OUR BRAND IS VALUABLE.**

Having a recognizable and consistent visual representation of Slippery Rock University benefits all individuals and groups associated with the University. Our name, colors, logos, graphics and other visual elements are an important part of how people experience SRU in print, digital and other environments.

## **OUR VISUAL BRAND IS STRONG.**

Our identity and visual presence that we share with the world has been carefully crafted and maintained. Deviating from our established standards will weaken our brand. All colleges, departments, teams and other organizational units are stronger together under our brand. We are many recognized as one.

## **WE ARE STEWARDS.**

Maintaining the integrity of the SRU brand is the responsibility of everyone who communicates on behalf of the organization.

This document outlines correct usage guidelines for various visual expressions and executions of our University brand.

For questions about executing the SRU brand, please contact the Office of University Marketing and Communication at **724.738.2091** or **news@sru.edu**.



# OUR NAME

Although our full name is Slippery Rock University of Pennsylvania, that name is only used for official purposes such as accreditation, government reporting and other formal expressions.

We are known in the community and in the higher education marketplace as Slippery Rock University.

The correct usage is **Slippery Rock University** on first reference.

**SRU** is preferred for additional references within a document, marketing piece or other communication.

**Slippery Rock** is acceptable on apparel in which use of the spirit logos is appropriate, as well as communication related to intercollegiate athletics, such as on uniforms, news articles and reporting scores.

**The Rock** is the University's official nickname and the identifier used by varsity sports teams. It should be used in informal settings when referring to the University but not academic programs and individual units outside of varsity athletics. This exclusion applies to club sports teams.

**Rock** is an informal adjective used to describe various University programs, such as "Rock Studies" for the general education requirement or "RockAlerts" for the emergency notification system. It should not be used to informally describe offices and departments.

**Rocky** is the name of the University's mascot, a character that visually represents the University, not to be confused with the University's nickname.

*Please refer to the Trademark and Licensing section on Page 19 of this guide for usage as trademarks and service marks.*



# OUR LOGOS

Slippery Rock University uses six current logos for various purposes and audiences. While some can be used interchangeably, they all have parameters within our visual brand standards.



PRIMARY LOGO



SPIRIT LOGO



SECONDARY LOGO  
(SRU EMBLEM)



SECONDARY SPIRIT  
LOGO (ROCKY)



MODERN SEAL



OFFICIAL SEAL



# PRIMARY LOGO

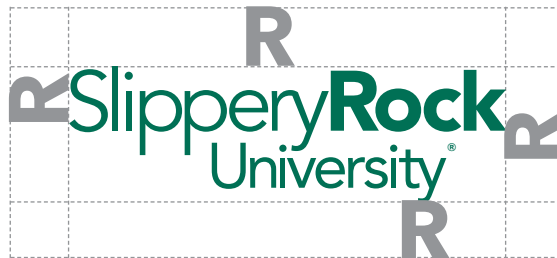


The Slippery Rock University wordmark is the University's primary logo, serving as SRU's primary brand identifier. As a wordmark, the primary logo can be used in place of a title with the University's name on stationery, postcards, posters and other marketing collateral.

## **INTENDED USE: all forms of external visual communication.**

When using the logo in print and digital formats, it must:

- Be clearly and prominently displayed.
- Scaled correctly as not to distort, stretch or skew the proportional relationship (maintain original aspect ratio).
- Not be altered or reconfigured, such as substituting a different font.
- Bear the registered trademark ® and may not be used as part of a headline or running text.
- Contain a free space exactly the size of the "R" in Rock surrounding the logo, including the word University. This applies to the logo at all sizes.



- Be positioned at least 1/4 inch from the end of a page, gutter or border, depending on page dimensions or publication design.
- Not be reduced to less than one inch wide.
- Maintain correct proportion in relation to a page. For example, although one inch is the minimum size, the scale would need to be properly adjusted on larger materials.

A previous iteration of this logo included "of Pennsylvania" but that version has been discontinued and should be removed from online use and should not be reused when creating new signs or ordering new printed materials.

If you are unsure about the suitability of the size, background or how to resize the logo without changing its proportions, please consult with University Marketing and Communication.



## SECONDARY LOGO (EMBLEM)



The Slippery Rock University secondary logo is a bold mark to support the brand in less formal applications, such as on-campus communication, merchandise and apparel.

Known as the SRU emblem, this logo is an option to embellish the University's acronym instead of the name, as well as placements where symmetry is desired. It is a preferred logo for clothing and instances where the primary logo would otherwise be obscured because of its horizontal orientation and proportional size.

**INTENDED USE: Informal alternative to the primary logo to embellish the acronym.**

When using the logo in print and digital formats, the logo:

- Must not be manipulated in any way or used in combination with other graphic elements.
- Must not have a transparent area between the outer stroke and inner letter (it should be white on black or green versions and black or green on the inverted or negative versions).
- Is available with and without "Slippery Rock University" underneath.





# UNIVERSITY SEALS



## Official Seal

On printed and digital documents, the official seal indicates sanction of the Office of the President and is reserved for use on limited communication pieces from the council of trustees, the Office of the President, the executive officers of the University and deans. The official seal should not be used in regular communications by departments and offices.

The official seal does not provide the instant recognition offered by other University logos, but it may be used as a design element on some clothing as long as the name Slippery Rock University appears elsewhere on the apparel.

All applications of the official seal need to be approved by University Marketing and Communication.

**INTENDED USE: Formal documents (official or ceremonial documents, diplomas, certificates, executive communication) and some apparel.**



## Modern Seal

The modern seal is a badge or special art item for use by internal departments and units when communicating to both internal and external audiences. External groups should not use the modern seal.

**The modern seal should be used:**

- When a seal is preferred outside of formal communication and official sanction of executive offices.
- On communication for which representation of SRU is clearly indicated elsewhere, such as a title or headline.
- On communication where the primary logo is obscured because it is asymmetrical and a symmetrical logo is needed.

**Other guidelines for the modern seal:**

- It should not be used together with other University-wide logos on the same page or surface of a communication piece.
- Portions of the seal, such as the Old Main clock tower, may not be used separately as art or design elements.
- The seal may not be altered or reconfigured in any way.

All applications of the modern seal need to be approved by University Marketing and Communication.

**INTENDED USE: Formal alternative to the official seal for use by internal groups.**





# SPIRIT MARKS



## Block 'S'

The Block 'S' is a recognized mark of school spirit. It is the primary logo for SRU varsity athletics and is used on licensed apparel and merchandise that represents the University as a whole. It must **NOT** be used by specific units outside of varsity athletics, such as colleges, academic departments, offices or student organizations and club sports.

If used on a publication, the name Slippery Rock University or Slippery Rock (for athletics) should have a prominent position to give context to the audience.

**INTENDED USE:** Varsity athletics and school spirit apparel and merchandise.



## Rocky

The Rocky logo is an informal, secondary mark of school spirit. It is the secondary logo for SRU varsity athletics and is used on licensed apparel and merchandise that represents the University as a whole. It must **NOT** be used to represent academic colleges and departments, but it could be used by non-academic units in an informal setting as an application of school spirit, such as Homecoming or student affairs programming.

If used on a publication, the name Slippery Rock University or Slippery Rock (for athletics) should have a prominent position to give context to the audience.

**INTENDED USE:** Varsity athletics and informal, non-academic applications of school spirit.



# MASCOT

## Mascot

Our mascot, Rocky, including the physical suit and printed or digital illustrations of the mascot in the context of SRU, is intellectual property of Slippery Rock University.

Illustrations of our mascot wearing football, basketball and baseball/softball uniforms are available by request to University Marketing and Communication. All illustrations of Rocky in uniforms or other clothing must be created by University Marketing and Communication.

**Basketball Illustration**



**Football Illustration**



**Baseball Illustration**





# UNIT SIGNATURES

Colleges, departments, programs, offices and student organizations can request logos for their unit by contacting University Marketing and Communication.

There are two options, the primary and secondary logos:

## Primary

This uses the University primary logo with the name of the unit underneath.



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## Secondary

This uses the SRU emblem by replacing Slippery Rock University with the name of the unit.





# STUDENT CLUBS AND ORGANIZATIONS

Recognized student clubs and organizations at SRU may use special versions of selected University marks on their materials and communications. These logos must be requested by contacting University Marketing and Communication. No other use of Slippery Rock University marks by student groups will be permitted.

When using these marks, they must not be altered in any way. Clubs and organizations must also adhere to the University's color and correct mark usage standards as outlined in this guide (see page 14).

While student clubs and organizations are not required to align their group with the University identity and/or include any usage of official University logos/marks, they are granted the privilege of using the institutional name to indicate a connection to the University.

However, the formal institutional name, Slippery Rock University, is not permitted to be used in front of an organization name. Rather, the phrase "at Slippery Rock University" may follow the organization or club name (e.g., Marketing Club at Slippery Rock University). The word "at" must be formatted in the same font, size and weight as "Slippery Rock University," ensuring the words appear together as one contiguous phrase.

Additionally:

- Student organizations may have independent logos; however, University marks, trademarks or wordmarks may not be incorporated into the organization's logos.
- A University logo cannot be manipulated in any way, including, but not limited to, turning it on its side.
- All merchandise and apparel must be submitted for approval by an officially licensed University vendor to the University's Licensing Office. A vendor list is available by contacting SRU's Licensing Office at 724.738.2091.
- Do not alter or add graphic elements to the logo(s).
- Do not use in connection with alcohol products, tobacco and other smoking-related products, drug paraphernalia, sexually explicit material, weapons or gambling-associated materials.
- Do not use in any manner that suggests or implies the University's support or endorsement of third-party organization (including student organizations) viewpoints, products or services.

The logo consists of the letters "SRU" in a bold, green, blocky font with a white outline and a small trademark symbol.

**STUDENT ORGANIZATION**  
AT SLIPPERY ROCK UNIVERSITY

The logo consists of the letters "SRU" in a bold, green, blocky font with a white outline and a small trademark symbol.

**STUDENT ORGANIZATION**  
at Slippery Rock University



**STUDENT ORGANIZATION**  
AT SLIPPERY ROCK UNIVERSITY



**STUDENT ORGANIZATION**  
at Slippery Rock University

## Club Sport Teams





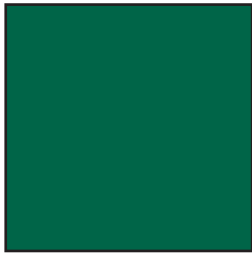
# COLOR PALETTE

## Primary Colors

The Slippery Rock University brand uses primary and secondary color palettes. The primary color palette should always be used as a starting point for design. It can be used liberally on all pieces, from admissions materials to alumni engagement pieces.

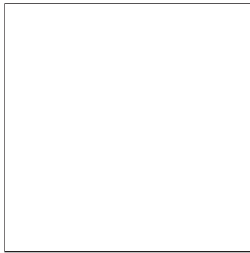
The University's primary colors are green (PMS 342), black, gray (PMS 429) and white. These colors should be used at 100% opacity. The dominant color for all printed jobs is PMS 342.

All trademarked images should be displayed only in the colors as dictated by the source material/original imagery. In the event that full color reproduction is not permissible, University wordmarks and/or logos may be reproduced in black and white.



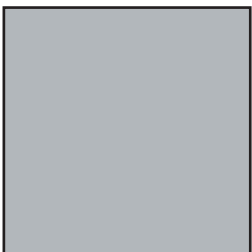
**PMS 342**

C=93, M=4, Y=75, K=43  
R=0, G=103, B=71  
HEX: #007055



**WHITE**

C=0, M=0, Y=0, K=00  
R=255, G=255, B=255



**PMS 429**

C=35, M=23, Y=19, K=2  
R=162, G=170, B=173  
HEX: #A2AAAD

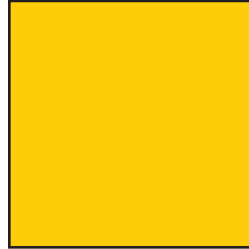


**BLACK**

C=0, M=0, Y=0, K=100  
R=35, G=31, B=32

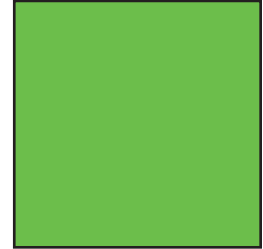
## Secondary Colors

In addition to the primary color palette, SRU uses a secondary color palette to expand and complement the overall look and feel of the brand. These colors should be used sparingly and only in a supporting manner to the primary brand colors.



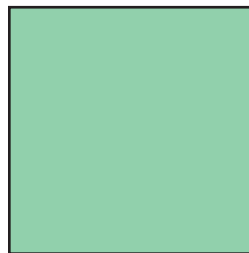
**PMS 116**

C=0, M=20, Y=96, K=0  
R=247, G=209, B=23  
HEX: f7D117



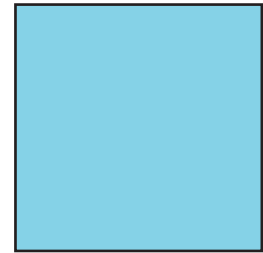
**PMS 360**

C=59 M=0, Y=90, K=0  
R=108, G=194, B=74  
HEX: 6CC24A



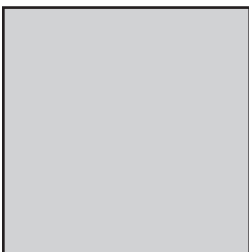
**PMS 572**

C=30, M=0, Y=15, K=0  
R=165, G=223, B=211  
HEX: A5DFD3



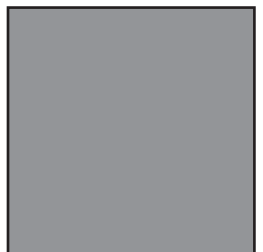
**PMS 636**

C=42, M=0, Y=0, K=0  
R=139, G=211, B=230  
HEX: 8BD3E6



**BLACK 20%**

C=0, M=0, Y=0, K=20  
R=209, G=211, B=212



**BLACK 50%**

C=0, M=0, Y=0, K=50  
R=147, G=149, B=152



# TYPOGRAPHY

## Official University Fonts

The Slippery Rock University brand uses two different typefaces in print. Avenir is the main typeface used for headlines and Garamond for body copy. Both fonts are available in a variety of weights, offering flexibility for a wide range of applications and contexts. The italic style should be used sparingly for callouts, testimonials and emphasis within body copy.

### AVENIR

Avenir Light

Avenir Book

Avenir Roman

Avenir Medium

**Avenir Heavy**

**Avenir Black**

*and obliques*

### GARAMOND

Garamond Regular

*Garamond Italic*

**Garamond Semibold**

*Garamond Semibold Italic*

**Garamond Bold**

*Garamond Bold Italic*

These fonts can be purchased through <https://www.fonts.com>, or if you have the Adobe Creative Suite, these fonts are available with the package.

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## MAIN WEB FONTS

### LATO

Lato Regular

*Lato Italic*

**Lato Bold**

**Lato Black**

### FJALLA ONE

**Fjalla One**

These fonts are available at: <https://fonts.google.com>




# STATIONERY

## Business Cards

To communicate most effectively, business cards should contain only essential information, organized in the user-friendly format shown here. All University business cards must be of standard size (3.5" x 2").

To order business cards, contact the Office of Marketing and Communication by calling 724.738.2091.

	Name <i>Title</i>
	<b>SlipperyRock</b> University®
	Building
Numbered Building & Street, Suite XXX	
Slippery Rock, Pennsylvania 16057	
724.738.XXXX   Fax: 724.738.XXXX	
xxxxx.xxxxx@sru.edu	
www.sru.edu	

	<b>NAME</b>
	<i>Title</i>
	Building
	Numbered Building & Street, Suite XXX
	Slippery Rock, Pennsylvania 16057
	724.738.XXXX   Fax: 724.738.2169
	xxxx.xxxxx@sru.edu
	www.sru.edu



# STATIONERY

Slippery Rock University

Jane Doe  
Dean  
100 Campus Drive  
Slippery Rock, PA 16057-0326  
724.738.4863  
724.738.2188 Fax

College of Liberal Arts  
Departments of:  
Art  
Dance  
English  
History  
Modern Languages  
and Cultures  
Music  
Philosophy  
Theatre  
Women's Studies

Date

Name  
Title  
Company  
Address  
City, State, Zip Code

Salutation,

The example on this page illustrates the recommended typing format to be followed on all correspondence. The address block is set in 8 point Garamond, upper and lower case, flush left with 10 point leading between baselines of type. The title is set in 8 point Garamond Italic. It is positioned 2.25" from the left margin and .75" down from the top of page.

Set the left margin for the entire letter at 1". Set the right margin at no less than 1". Position the date 2.25" down from the top of the page. Allow two blank lines between the date and the name, and one blank line between the last line of the address and the salutation. The body of the letter begins on the second line below the salutation.

Type the body of the letter with single line spacing, and with double line spacing between the paragraphs. Set the copy in 10 point Garamond, upper and lower case, flush left with 14 point leading between baselines of type. Paragraphs should not be indented. Use a second sheet for letters requiring more than one page.

Double space the closing below the body of the letter. Leave a minimum of four blank lines for the signature. If desired, type the writer's/secretary's initials two lines below the name and title. If required, type the enclosure and copy information two lines below the writer/secretary's initial. Single space between the enclosure and copy information.

Sincerely,

Name of Sender  
Title (optional)

ABC/xyz

Enclosure  
cc: Name of person(s) to be copied

A member of Pennsylvania's State System of Higher Education : Experience the Difference  
www.sru.edu

The font for the personalization section is 8 point Garamond. A serif type such as Garamond, Times or Century is recommended for the body copy of letters and memos. Research shows that serif type is easier to read for body copy. Sans serif types are most often used in headlines or displays.

## Letterhead

Just as business cards represent individuals, letterhead represents university offices and departments. Format consistency is important. Please follow the guidelines shown here.

Letterhead is intended to have a unified look and to be cost effective by having only a small number of versions. SRU's letterhead has been designed with added public relations value by identifying the name of the respective college and its academic departments. Likewise, administrative divisions have a letterhead that identifies that division and the departments within it.

Letterhead is printed at SRU's Printing Services and is PMS 342 green on white paper. The information in green is the important promotional message we want to convey to the public, or in other words, it is our branding information.

Individual personalization on letterhead may be achieved at your desktop by use of the personalization template available from University Marketing and Communication.

A generic, or all-purpose, letterhead also is available. This version does not have a college or administrative division included. It can, of course, be individually personalized by your computer through the use of the template.

**No other organizational logos or marks may be used on official University letterhead.**

Templates and instructions may be requested from University Marketing and Communication.



# STATIONERY

## Envelopes

Envelopes include the Slippery Rock University wordmark in the upper left-hand corner and information to the right of the wordmark following this general format:

- College or division name in one or two lines.
- Department name, if needed, in one or two lines.
- U.S. Post Office address: Street/suite number.
- City/State/nine-digit ZIP.

To ensure consistency, envelopes must be ordered through the Office of University Marketing and Communication by calling 724.738.2091. Central Receiving stocks a supply of generic envelopes.

SlipperyRock  
University  
Experience this Difference  
www.sru.edu

1 Morrow Way  
Slippery Rock, PA 16057-1326

ADDRESS SERVICE REQUESTED

Generic

SlipperyRock  
University  
Experience this Difference  
www.sru.edu

Office of the President  
1 Morrow Way  
Slippery Rock, PA 16057-1326

ADDRESS SERVICE REQUESTED

Cost center specific



# TRADEMARK AND LICENSING

## Use of trademarks on promotional items

Use of any University trademark (name and logos) on a promotional/premium item of any type requires prior written approval from University Trademark and Licensing and production by a licensed vendor. This applies to all products, including those designed by students or student groups. To request approval, contact University Trademark and Licensing at 724.738.4981.

## Commercial use of University trademarks

Commercial use of any University trademark, including the manufacturing and distribution of all products for sale, typically will require a license from University Trademark and Licensing. For more information, contact University Trademark and Licensing at 724.738.4981.

## University identification in advertising

SRU must be identified prominently in all University-generated advertising that promotes any unit of the institution. Preferably, the SRU wordmark will be used. This applies to all online ads, magazine and newspaper advertising, posters, banners and billboards.

When advertising is used to promote an event, university identification must appear prominently, but sizing should reflect the relative roles of the event, the sponsoring unit and the University.

## Name as trademarks

In addition to the logos shown throughout this guide, the following verbiage are also trademarks of Slippery Rock University:

- Slippery Rock University
- Rocky
- The Rock
- SRU

Any use of this verbiage must comply with these guidelines or otherwise be approved by University Marketing and Communication. Also, any other names intended to represent Slippery Rock University, such as "Slip" or "Slimy Pebble," especially on licensed materials, must be approved by University Marketing and Communication.

## Independent affiliated organizations

Organizations such as the Slippery Rock University Alumni Association, the Slippery Rock University Foundation Inc., the Student Government Association and the University Program Board have independent graphic identity marks or logos. However, any use of the Slippery Rock University name, the SRU wordmark, logo or seal in conjunction with those marks or logos must have the approval of University Marketing and Communication.



# PHOTOGRAPHY

Photography should strive to feel natural, authentic and genuine, not staged. Images should capture the spirit of the SRU experience and should not appear awkward or posed.

People should appear to be confident and energized. They should be portrayed as engaged and active, with movement and involvement in meaningful activity.

SRU's photo archive and digital archive can be accessed at [sru.edu/photos](http://sru.edu/photos). The SRU photo galleries and digital archive, administered by University Marketing and Communication, is your destination for official SRU photography. SRU faculty and staff are welcome to use these images and videos for marketing or promoting their University department or program in either print or digital formats.

Visitors can search, view and download images for personal use only. Media outlets are welcome to use the available content for editorial purposes with credit being attributed as follows: "Photo(s) courtesy of Slippery Rock University."

SRU retains all rights to the content available through this site.

Any and all commercial use of these images is prohibited without prior written consent by SRU's Licensing and Trademark Office.

Questions regarding the available content can be directed to Mike Schnelle, visual communications director, 724.738.2193.



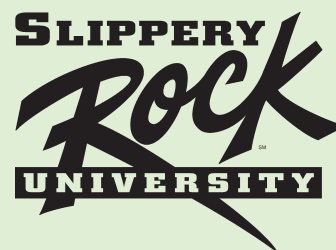
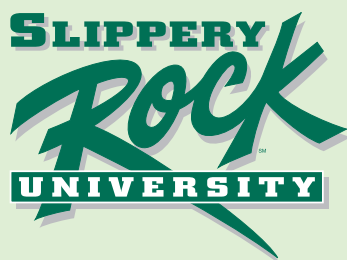


# VINTAGE VAULT

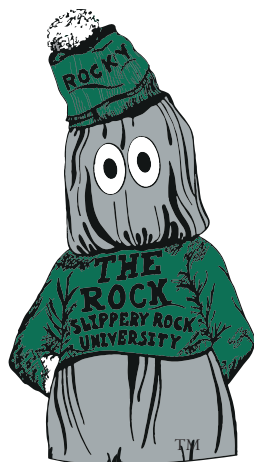
SRU maintains two logos and a mascot as part of what we call our “vintage vault.” The Varsity Logo and the Rocky the Rock logo and mascot were once recognized and regularly used by the University but are no longer in use, and they are not a part of our brand. They are only used for special occasions or for legacy purposes.

Using any of these logos or mascots without permission by the Office of University Marketing and Communication is a violation of trademark and brand standards.

## SRU Varsity Logo



## Rocky the Rock Logo



## Rocky the Rock Mascot





# OBTAINING LOGOS

All official marks and logos are registered trademarks owned by Slippery Rock University. All licensing requests for materials including University imagery should be directed to University Marketing and Communication at 724.738.2091 or Trademark and Licensing at 724.738.4981.

## How To Obtain Logos

The Slippery Rock University primary logo is available digitally at **[www.sru/logos](http://www.sru/logos)**. Use of SRU's official seal, modern seal, secondary logo and spirit logos are by permission only. Contact University Marketing and Communication at 724.738.2091 for additional information.

*For college and/or division-specific logos, contact University Marketing and Communication at 724.738.2091.*









EXPERIENCE THE DIFFERENCE  
[www.sru.edu](http://www.sru.edu)

A member of Pennsylvania's State System of Higher Education