By itself, a brand is not...

- A logo
- A tagline or a statement
- A product or a service
The Boise State brand

• Our brand is our reputation

• The way we speak; the way we act; the experiences that our students and visitors have on campus - this is our brand

• Every person at Boise State, each department, and all the work they contribute, diverse as it may be, make up the Boise State brand
That being said......

- “A great brand deserves a great logo.”

Unifying Our Identity

- **Step 1: Web Redesign**
- **Step 2: Unify Graphic Identity**
Visual Identity

The “diamond” logo is being phased out
Visual Identity

The University Signature Mark

• Replaces the “diamond” mark
Visual Identity

Companion Marks for colleges, centers, departments and other units

- Individual secondary logos are not permitted as they fragment the Boise State brand
- A unified campus with a consistent brand and mission strengthens the university.
Visual Identity

Companion Marks for colleges, centers, departments and other units - provision for tertiary and quaternary levels

- This is not intended to be an organization chart, but as an identifier of the department/program/unit
- To obtain your Companion Mark, please contact printing@boisestate.edu
- The logo is created with specific Gotham fonts. Do not attempt to create your own
Visual Identity

School Colors

- Blue Pantone PMS 286
- Orange Pantone PMS 172

• We have been blue and orange since 1932
Visual Identity

Bronco Mascot

• We have been Broncos since 1932
Visual Identity

Athletics Bronco Head

The Bronco logo is the identifying mark for Boise State University’s athletic programs. Only intercollegiate athletics can use the Bronco logo.

- The use of the Bronco logo for commercial purposes is licensed and monitored
- Please visit the website of the Office of Trademark Licensing and Enforcement for more information, at licensing.boisestate.edu
Visual Identity

School Seal

The university seal, designed in 1968, features Boise’s natural environment and includes the university name and the Latin phrase “Splendor Sine Occasu” which translates as “Splendor Without End.”

- As the official imprimatur of the university, the university seal is reserved official documents, such as diplomas, certificates, legal documents and resolutions.
- Permission for use of the university seal must be obtained from the Director of Trademark Licensing and Enforcement (licensing@boisestate.edu), with final approval from the President’s Office.
Visual Identity

Typography

Boise State’s official sans serif typeface is **Gotham**

- The sans serif type, Gotham, is recommended for marketing and signage
Visual Identity

Typography

Boise State’s official serif typeface is **Garamond**

- The serif type, Garamond, is recommended for body of text
- Times may be used for large blocks of copy and for the body of letters or other correspondence, if Garamond is not available
Unifying Our Identity

• A unified campus with a consistent brand and mission strengthens the university

• A clear message and visual identity reflect a multi-faceted, but unified, organization — as a Metropolitan Research University of Distinction.

• There is a responsibility to ensure that the Boise State brand and imagery is used consistently and appropriately by all.
Unifying Our Identity

• The Boise State Brand Standards found at this website (brandstandards.boisestate.edu) have been developed to enable all university departments, centers, programs and university-sanctioned organizations to consistently represent Boise State in all formal and informal communications, advertising and marketing, and other promotional materials

• For questions, please contact us at brand@boisestate.edu
Roll Out

Fall 2012

Notification of new design to campus, style guides and initial branding tools made available

– Visual, how to use the new look
– Verbal, how to articulate it
Roll Out

• Nov. - Web transition, all university web pages display new brand mark

• Represents starting point for using new graphic look
Roll Out

• July 2013 – All branding materials revised with new, unified look

• Sept. 2013 – Due date for full university compliance
Unifying Our Identity

- This is a process, not an event
- Embraced and supported by administration
- All of us have important roles
- Tools and resources will be provided
Thank You

For questions, please contact us at brand@boisestate.edu