

# GRAPHIC IDENTITY REFERENCE GUIDE



**B**OISE STATE UNIVERSITY has adopted a graphic identity program that includes a symbol, typographic style and logos. Together, these create a mark for the university that is intended to provide instant recognition while conveying a sense of Boise State's character and style.

The standards set forth in this reference guide have been established to assure the integrity and consistency of the identifying marks and symbols of the university.

This guide contains standards and guidelines presented in a variety of formats in order to accommodate the diverse needs of colleges, departments and units. It includes letterhead, envelopes, business cards and various types of publications, brochures, printed and electronic material and other visual identifiers. The guidelines are for all colleges, divisions, units, departments and offices of the university. Guidelines in this manual also apply to use of the logo by media, advertising agencies and other organizations external to the university.

**Before using the logo, please consult the contents of this manual for specific guidelines.**

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## FOR ASSISTANCE

### Printed Materials

Printing and Graphic Services assists in planning, designing and distributing printed and electronic documents for university departments. In order to ensure consistency and compliance with university graphic standards, departments should order letterhead, business cards, envelopes and other printed materials from Printing and Graphic Services. For further information, phone 208-426-1269.

### Proper Use of Logo

Questions about proper usage of the Boise State logo can be directed to **Printing and Graphic Services**, 208 426-1269 or the **Office of University Relations**, phone 208-426-1577.

### Trademarks and Licensing

The university's licensing and trademark program is under the direction of the **Director of University Relations**. Questions about commercial use of the university logo should be directed to the **Bookstore Director** at 208-426-3048. Questions about commercial use of athletic logos should be directed to the **Associate Athletic Director** at 208-426-1781.

### Exceptions

The guidelines in this manual have been recommended by the university's Marketing Committee and approved by the university vice presidents and president. There will be cases where exceptions to the guidelines are necessary. **Requests for exceptions should be made to the Vice President for University Advancement**. The Office of University Relations and Printing and Graphic Services have oversight responsibilities for the graphic identity program.

### Clarifications

Questions regarding clarification or interpretations not covered in this guide should be directed to the Director of University Relations, phone 208-426-1577 or Printing and Graphic Services, phone 208-426-1269. These offices can also assist with samples of the logo as it is used in print

October 2002

Dear Colleague:

Boise State University offers an impressive array of high-quality services to the citizens of the region. Through its “distributed campus,” the university delivers courses using a variety of technologies and offers on-site programs not only in Boise, but also in Twin Falls, Nampa and other locations. In addition to its academic and administrative departments, the university includes more than 15 research centers, major entertainment/cultural venues and a series of auxiliary enterprises that serve the public.

However, as diverse as the university may be, Boise State is a single institution with a common set of values and aspirations as expressed in its Strategic Plan. It is important for the university to present itself visually to the public in a unified manner.

Each year Boise State produces – and the public sees – thousands of brochures, posters, schedules, catalogs, viewbooks, letters, Web pages, videos and advertisements. Each of these is an opportunity for the university to clearly state its identity. A strong graphic image program based on clear guidelines will help Boise State make the most of these opportunities. Rather than produce an array of unconnected communications, the university should strive to project a consistent visual image.

This Graphic Identity Reference Guide is an important part of the process, for it outlines standards to which all units on campus must adhere. I sincerely request your cooperation in following these guidelines so Boise State can present a clear, consistent graphic image to the public.



President

# ELEMENTS OF THE IDENTITY

The Boise State identity program is composed of a system of coordinated graphic elements, including a symbol, a typographic style, a logo, the university seal and the athletic logo, as well as official logo colors and recommended typefaces. When consistently applied, these elements will work together to give Boise State’s communications a coherent appearance.

## Symbol

The symbol is an abstract depiction of the city of Boise skyline (represented by the three vertical lines) against a mountain background and blue sky – all contained within a diamond shape.



## Typographic Style

The style for the university name is a modification of a typeface designed in 2000. The font recalls the work of type designers in the period of Boise State’s founding as Boise Junior College in 1932. Today, the type evokes the spirit of that age while conveying the metropolitan character of Boise State University.



## Logo/Signature

Typically, the diamond-shaped symbol would be called the university logo and its use together with the Boise State University name would be called the signature. In this case, however, the symbol and the name are used together to create the university logo.



## 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.”



## The Bronco

The Bronco is the logo used to represent Boise State’s athletic programs.



## THE LOGO

The logo is the primary identifying mark for the university. It is used more prominently than any of the university's other marks to project Boise State's institutional image.

Consistent usage helps make the logo a readily recognizable, compelling symbol of the university. Adaptations dilute the logo's impact in communicating the university's image.

**The logo must appear on all publications and other visual mediums produced by Boise State University and its departments for use outside the university.**

To preserve quality, the logo should always be reproduced from approved electronic files or from a high-resolution original.

Two formats have been approved for general use. Both have positive and reverse versions and can be used in one color or two colors. The positive version is for use on light backgrounds and the reverse is for use on dark backgrounds.

Two Color



One Color



Black and White



Reverse



### Reverse Versions

The words "Boise State University" can be reversed. However, the diamond-shaped symbol may not be reversed. When the logo is to be printed over a dark background, the diamond symbol must be defined by a white outline. The diamond symbol must be printed in blue or black, even when the logo is reversed on another color. See Page 8 for color guidelines.

## TYPOGRAPHICAL NOTES

**A** coherent look cannot be achieved solely through consistent application of a logo. To further ensure consistency, it is recommended that the font families of Futura (sans serif), Garamond (serif), Times (serif) and Arial (sans serif) be used in brochures and other publications.

Garamond or Times should be used for large blocks of copy and for the body of letters or other correspondence.

### Futura

ABCDEFGHIJKLM

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

Sample: Boise State University provides a wealth of opportunities for students.

### Garamond

ABCDEFGHIJKLM

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

Sample: Boise State University provides a wealth of opportunities for students.

### Times

ABCDEFGHIJKLM

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

Sample: Boise State University provides a wealth of opportunities for students.

### Arial

ABCDEFGHIJKLM

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

Sample: Boise State University provides a wealth of opportunities for students.

## Usage Guidelines

Consistent usage helps make the logo a readily recognizable, compelling symbol of the university. Adaptations dilute the logo's impact in communicating the university's image.

- The logo is designed to be used as one unit, not as separate letterforms or elements that can be manipulated individually. The type symbol may not be altered in any way.
- To preserve quality, the logo should always be reproduced from approved electronic files or from a high resolution original. Do not try to recreate the logo. It should never be scanned or reproduced from previously printed material or from poor artwork. The logo should never be downloaded from a Web page other than Printing and Graphic Services. See Page 18 for information on obtaining an approved copy of the logo.
- The logo must appear on all publications and other visual mediums produced by Boise State University and its departments for use outside the university.
- The font used for "Boise State" is restricted to use only in the logo.
- To ensure legibility in printed pieces, the horizontal version of the logo should never be used smaller than one inch wide.
- An area of open space must be maintained around the logo to prevent it from being in conflict with other design elements.
- The logo should not be used to replace the words "Boise State University" in a sentence or headline.
- Do not enlarge the logo from artwork smaller than its intended use.

## SECONDARY LOGOS

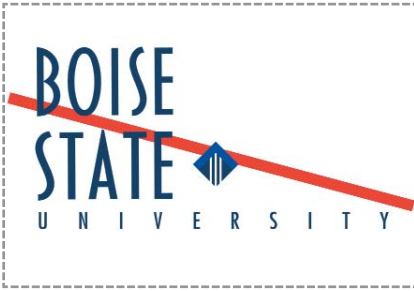
Most secondary logos, such as individual logos for departments, programs or centers, are prohibited because they reduce the impact and effectiveness of the university's brand identity. Any secondary logos that are permitted for use on university publications or other marketing materials must be approved in advance by the Vice President for University Advancement. When a secondary logo is used, the university logo should also appear prominently on the publication

## USE OF NAMES WITH THE LOGO

Departments may wish to use their names in conjunction with the logo. The name must be under the logo in a type other than the style used in the logo. The preferred type is Futura Condensed which is the same type used for department names on letterhead, business cards and envelopes.



# EXAMPLES OF INCORRECT USAGE



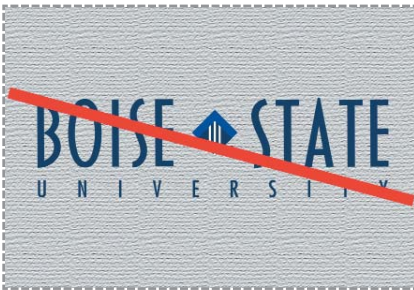
**Do not** redraw or modify the logo.



**Do not** alter the proportion of the logo.



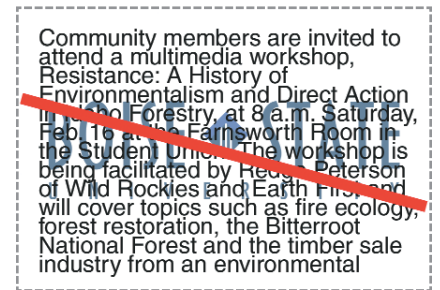
**Do not** alter the typeface of the logo.



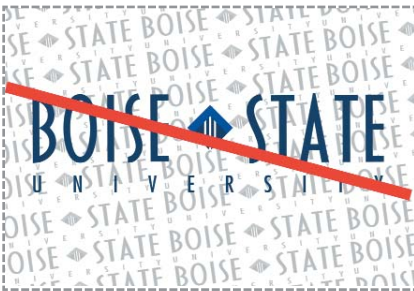
**Do not** apply the logo to a textured or patterned background that reduces clarity.



**Do not** overlap the logo with another element.



**Do not** superimpose the logo on areas of text.



**Do not** use the logo as a repeating background element.



**Do not** print the logo within restrictive borders, fields or backgrounds.



**Do not** reprint the logo from poor artwork or previously printed materials.



**Do not** rearrange the colors of the logo or add color fills for special uses.



**Do not** create dropshadows that impair the legibility of the logo.



**Do not** use the logo in outline form.

# COLORS



**Light Blue**  
Pantone #285



**Dark Blue**  
Pantone #2757

The logo must be printed only in single blue, two-color blue or black versions. The logo must not be printed in colors other than blue or black.

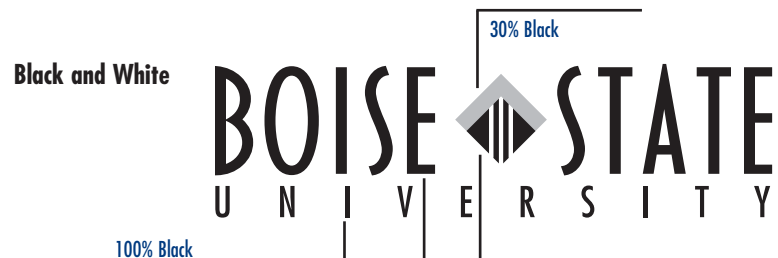
Whenever possible, the logo should be printed using two blues: dark blue (Pantone #2757) and light blue (Pantone #285).

When reproduced using a 4-color process Pantone #2757 is 100% cyan, 79% magenta and 27% black. Pantone #285 is 91% cyan and 43% magenta.

For reproduction on the Web, the correct dark blue is Hexadecimal #0B1966 and RGB 11,25,102 and the correct light blue is Hexadecimal #1F60A9 and RGB 31,96,169.

No other colors may be introduced into the logo.

For applications such as clothing, transparencies, paint and silk screening, vendors should match the PMS colors.



# SEAL

As the official imprimatur of the university, the university seal is reserved for use on formal and official documents, such as diplomas, certificates, resolutions and plaques. The seal is also used as a watermark on the university's stationery. Because the seal is the legal signature of the university, it must not be altered in any way. It is not designed to be a logo or general mark of identification. **Permission for use of the university seal must be obtained from the Vice President for University Advancement, with final approval from the President.**



## Usage Guidelines

- The seal may not be used on letterhead, envelopes, business cards, Web pages or general publications.
- The seal is designed to be used as one unit, although the type surrounding the seal can be removed in cases when it won't be legible or it interferes with good design principles.
- The seal must be used only as a stand-alone design element.
- To ensure legibility in printed pieces, the seal should never be used smaller than one inch in diameter.
- An area of open space must be maintained around the seal to prevent it from being in conflict with other design elements
- To preserve quality, the seal should always be reproduced from approved electronic files or from a high resolution original. It should never be scanned or reproduced from previously printed material or from poor artwork.
- Do not enlarge the seal from artwork smaller than its intended use.
- The seal must be printed or utilized in one color, preferably blue or black.

# THE ATHLETIC LOGO

The Bronco logo is the identifying mark for Boise State University's athletic programs. It is to be used only for athletic-related publications, clothing and other materials.

The use of the Bronco logo for commercial purposes is licensed and monitored. No commercial or other use of the Bronco logo is allowed without prior permission from the Department of Intercollegiate Athletics. Phone the Associate Athletic Director at 208-426-1781 for information about use of the Bronco logo.

Several formats of the Bronco have been approved for general use. All versions can be used in one or two colors. When used in one color, the logo can be black or Pantone reflex blue. When used in two colors, the Bronco should be blue (Pantone reflex blue) and orange (Pantone 172). All questions about the colors of the athletic logo should be referred to the Associate Athletic Director.

The Bronco logo cannot be produced in colors other than those stated above. For applications such as clothing, paint and silk screening, vendors should match the PMS colors.



## Usage Guidelines

- To preserve quality, the logo should always be reproduced from approved electronic files or from a high-resolution original. It should never be scanned or reproduced from previously printed material or from poor artwork. It should never be downloaded from an existing Web page.
- The logo is designed to be used as one unit, not as separate letterforms or elements that can be manipulated individually. The type and symbol cannot be altered in any way.
- An area of open space must be maintained around the logo to prevent it from being in conflict with other design elements
- Do not reprint the logo from poor artwork or previously printed materials.
- Do not enlarge the logo from artwork smaller than its intended use.

## STYLE GUIDELINES

The style in which information is presented on stationery and business cards should be consistent across the university. Following are some basic style guidelines:

1. Phone and fax numbers are printed with dashes separating each part of the number (208-426-0000). Do not use parentheses around the area code. Do not use dots instead of dashes.
2. The word “phone” is printed in front of the office phone number, the word “fax” in front of the fax number. Descriptive words can also be used in front of additional numbers, such as “pager” or “mobile”
3. It is not necessary to put the words “Web” or “E-Mail” in front of these addresses because they are self-explanatory. Adding these words takes up unnecessary space and creates a cluttered look to the stationery or business card.
4. Academic and medical degree abbreviations should follow names. No titles (Dr., Professor, Ms.) should precede names. To maintain a consistent appearance and to make maximum use of space, include only the highest degree awarded (for example, a person with a BA, MA, and PhD would have only PhD listed). Degree abbreviations will not use periods – PhD, not Ph.D. Only official job titles should be listed. If listing more than one job title, shortened forms may be used.

## LETTERHEAD

With more than half a million pieces printed every year, stationery is easily Boise State’s most visible and frequently used form of printed communication. It is expected that university business will be conducted on official university letterhead. Individual schools, departments and other units may not create their own letterhead without permission from the Vice President for University Advancement. Because of the potential for poor quality, departments are not allowed to design their own letterhead on personal computers, nor is it permitted to have stationery printed at off-campus locations. To ensure consistency, Printing and Graphic Services produces all Boise State letterhead from approved templates.

### Usage Guidelines

- Usage guidelines for the logo apply to letterhead.
- Information printed on letterhead should fit the template designs shown in the sample on Page 12. There shall be no deviation from the positioning of the various elements of the letterhead or the fonts utilized. Departments should not attempt to duplicate the letterhead on a computer. Rather, standardized letterhead from Printing and Graphic Services must be used by all university offices.
- With approval, additional information such as boards of directors may be added as a list under the logo.
- Letterhead is printed in colors utilized for the logo as stated on Page 8.
- No graphic images other than the university logo may be displayed on Boise State stationery. Secondary logos for schools, colleges, departments, units, centers, institutes or facilities are prohibited in order to maintain the consistency and clarity of university identity.
- The university logo or any of its parts may not be incorporated into the symbol of another organization.
- University stationery may not be personalized, except for approved exceptions.
- The Boise State watermark insignia appears on all letterhead. For mass mailing, a non-watermark stock may be utilized.
- Blank second sheets with the Boise State watermark are available from Printing and Graphic Services.

← Preferred margins for letter copy  
Left: 1<sup>3</sup>/<sub>4</sub>" Right: <sup>3</sup>/<sub>4</sub>"  
Top: 1<sup>3</sup>/<sub>4</sub>" Bottom: <sup>3</sup>/<sub>4</sub>"

← Alternate margin for letter copy  
Left: <sup>3</sup>/<sub>4</sub>"

### **Letterhead Formatting Guidelines**

- Letters should be produced single spaced in block paragraph form in 11 pt. Times Roman. Text should be flush left and ragged right.
- The preferred left margin should align with the right edge of the university name (See sample). A second option when letter text is lengthy is to align with the left of the university name (See sample).

# ENVELOPES

A standardized envelope format must be used for official university communications. Individual schools, departments and other units may not create their own envelopes without permission from the Vice President for University Advancement. Because of the potential for poor quality, departments are not allowed to design their own envelopes on personal computers, nor is it permitted to have envelopes printed at off-campus locations. To ensure consistency, Printing and Graphic Services produces all Boise State envelopes from approved templates.

## Usage Guidelines

- Usage guidelines for the logo apply to envelopes.
- Information printed on envelopes should fit the template design shown in the sample below. There shall be no deviation from the positioning of the various elements on the envelope or the fonts utilized.
- The format can be slightly modified to accommodate additional lines. Printing and Graphic Services can assist in creating modifications that meet the unit's needs and still fit the basic template design. Information that may be included on the envelope return address is limited due to postal regulations.
- Envelopes are printed in only one color, dark blue PMS #2757.
- No graphic images other than the university logo may be displayed on Boise State envelopes. Secondary logos for schools, colleges, departments, units, centers, institutes or facilities are prohibited in order to maintain the consistency of university identity.
- University envelopes may not be personalized, except for approved exceptions.



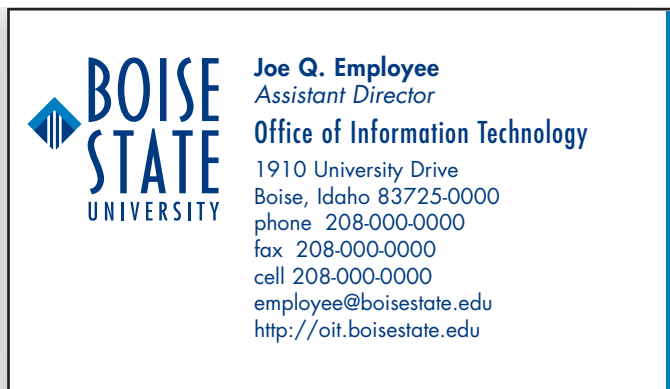
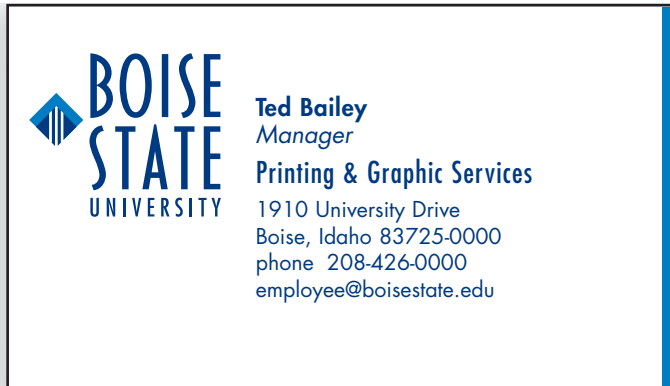
Vice President  
for University Advancement  
1910 University Drive  
Boise, Idaho 83725-0000  
922A100000

# BUSINESS CARDS

The standardized business card format must be used by those who are employed by the university. The vertical version of the logo and the vertical line at the right margin are used on all Boise State University business cards. Individual schools, departments and other units may not create their own business cards without permission from the Vice President for University

Advancement. Because of the potential for poor quality, departments are not allowed to design their own business cards on personal computers, nor is it permitted to have business cards printed at off-campus locations. To ensure consistency, Printing and Graphic Services produces all Boise State business cards from approved templates.

## Preferred version



## Alternate version

unit within the university. A unit name may be printed in bold type with the individual's name underneath it in regular type if a unit so chooses.

- The format can be slightly modified to accommodate additional phone numbers, e-mail or Web addresses or other information. (See alternate version.) Printing and Graphic Services can assist in creating modifications that meet the unit's needs and still fit the basic template design. If more information is needed on the card than is possible to fit within the format, some information can be printed on the back of the card for an additional fee.
- No graphic images other than the university logo may be displayed on Boise State business cards. Secondary logos for schools, colleges, departments, units, centers, institutes or facilities are prohibited on the front of the card in order to maintain the consistency of university identity. Secondary logos may be added on the back of the card upon request.

## Usage Guidelines

- Usage guidelines for the logo apply to business cards.
- Information printed on business cards should fit the template design shown in the samples at right. There shall be no deviation from the positioning of the various elements of the business card.
- The format of each card is consistent and may not be changed, including the size and color of the logo, the color of the paper, the paper stock, the type size and the fonts utilized. The template provides space for an individual's name and title, unit name, the university address, office phone number, fax number and e-mail address. Other information can also be added such as pager or cell phone number, office location, home phone number or Web address, as long as it fits in the space provided.
- The top line, usually the name of the individual, aligns with the bottom of the word Boise in the logo, as shown in the "preferred version" sample at left. In some instances, the top line may be the name of a

# BROCHURES AND PUBLICATIONS

The design and production of posters, brochures, reports and other publications provide the opportunity for a high degree of creativity and flexibility. However, to maintain a consistent identity and visual image, it is important that Boise State's printed materials share common design and style elements whenever possible.

Freelance designers who may be employed for specific publications should be made aware of the institution's graphic design standards.

## Usage Guidelines

- The logo must be used on all Boise State University publications intended for an external audience. The logo can be used as the title of the publication or as a smaller "branding element," preferably on the front or back of the publication.
- Either the logo or the name "Boise State University" must appear on the front cover of all publications.
- Any of the logo styles illustrated on Page 5 may be used in brochures and publications. Color, if used, should be consistent with guidelines stated on Page 8. When printed on newsprint, the one-color version of the logo (blue or black) is preferable.
- A coherent look cannot be achieved solely through consistent application of a logo. To further ensure consistency, it is recommended that the font families of Futura (sans serif), Garamond (serif) and Times (serif) be used in brochures and other publications. See Page 6 for samples of these fonts.

## Assistance

The Office of University Relations or Printing and Graphic Services can review your publication to ensure it follows official guidelines and to check for consistent image quality. In-house production ensures that your publications maintain Boise State's graphic identity and style.



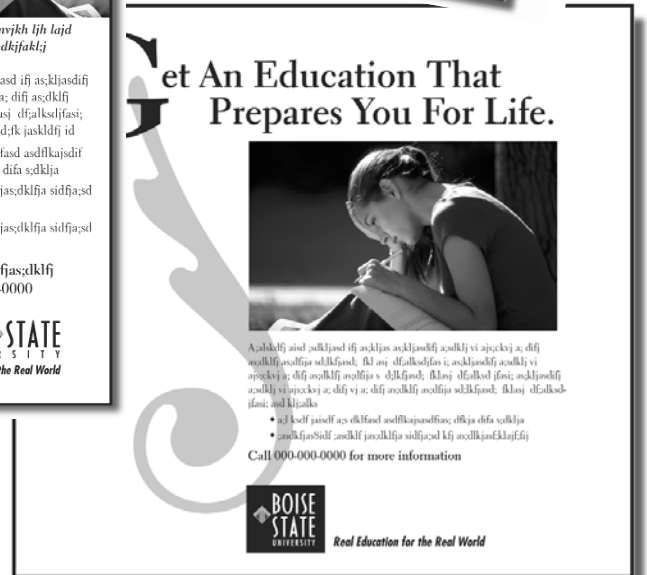
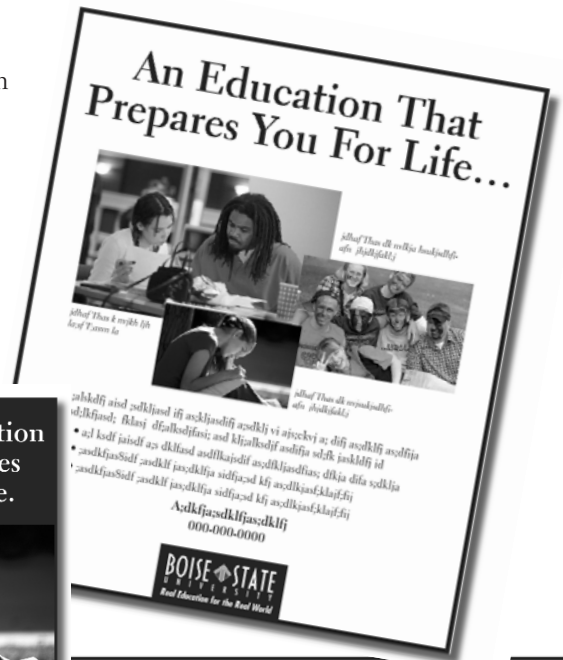
# ADVERTISING

It is essential for Boise State to gain the maximum impact with its advertising dollars by creating the strongest and most positive image with its audiences. Boise State advertisements must be identifiable at a glance to strengthen the university's visual identity. These guidelines apply to all display ads including student recruitment ads, faculty and staff recruitment ads, announcements of special events, public relations advertising and course offerings.

Freelance designers who may be employed for specific advertisements should be made aware of the institution's graphic design standards.

## Usage Guidelines

- The Boise State logo must be conspicuously placed in the ad, preferably at the bottom or top. Color (if used) should also be consistent with guidelines stated on Page 8.
- To maintain quality, advertisements should be provided as digital files or camera-ready copies whenever possible and not typeset by the producers of the publication itself.
- Any of the logo styles illustrated on Page 5 may be used in advertising. When printed on newsprint, the one-color version of the logo (blue or black) is preferable.
- A coherent look cannot be achieved solely through consistent application of a logo. To further ensure consistency, it is recommended that the font families of Futura (sans serif), Garamond (serif) and Times (serif) be used in advertisements. See Page 6 for samples of these fonts.



## Assistance

The Office of University Relations or Printing and Graphic Services can review your advertisement to ensure it follows official guidelines and to check for consistent image quality. In-house production ensures that your ads maintain Boise State's graphic identity and style.

## VIDEO

Since video involves a multitude of images, it is important that Boise State is strongly identified. The Boise State logo must be conspicuously placed in the video, preferably at the beginning and the end. Typeface and color should also be consistent with approved guidelines.

## COMMERCIAL USE OF LOGOS

Boise State University has registered its names and logos to protect them from unauthorized use.

To preserve the integrity of its names and logos Boise State has developed a program that licenses businesses to produce merchandise using those marks. Manufacturers selling Boise State products to the retail community are required to be registered with the Collegiate Licensing Company and pay royalties to the university.

The university's licensing and trademark program is under the direction of the Director of University Relations. The Bookstore Director is responsible for coordinating and approving commercial use of the university's logo. The Associate Athletic Director is responsible for coordinating and approving commercial use of athletic logos.

Boise State departments that want to produce clothing, novelty items and other goods with the university names and/or logos must receive prior permission from either the Bookstore Director or the Associate Athletic Director. Items produced for and distributed without charge by campus departments may be exempt from royalties.

In addition to commercial products, no individual or entity, except for authorized Boise State employees conducting university business, may use the university's names, logos or any other proprietary marks without prior written permission.

## WORLD WIDE WEB

While pages on the Boise State Web site feature a variety of creative designs, the consistent use of the logo is an important part of the university's identity program.

- Before using the logo on any Web page, users should consult the logo guidelines on Pages 4-10.
- For Web use only, the logo can be downloaded from the Media Gallery at [www.boisestate.edu/media](http://www.boisestate.edu/media). The logo should not be scanned from previous publications or downloaded from a Web site other than the Media Gallery. The files available on this site are in GIF (Graphics Interchange Format) and are intended for use on the World Wide Web. GIF versions of the logo are screen resolution only and should never be used for printing.
- The logo must always be hyperlinked to the university home page.
- The logo must be used on the university home page and all secondary pages linked from the home page.
- Departments, divisions and other units of the university are encouraged to use the logo in the design of their Web page.
- The logo may not be resized, reconfigured or used in a color other than blue or black. It may be used in reverse.
- Page background should not interfere with the legibility of the logo.
- The university seal must not be used on Web pages.
- The logo and other university graphic identity marks must not be used on the personal pages of students, faculty or staff to avoid any implication that the university approves of or assumes responsibility for page contents or links to external sites.

For assistance in using the logo in Web designs, please consult with Printing and Graphic Services or the Office of University Relations.

### Location of electronic files for printing

Electronic versions of the logo suitable for use in brochures or other printed materials are available from Printing and Graphics Services at [oit.boisestate.edu/printing](http://oit.boisestate.edu/printing). Downloadable files are available in both EPS (Encapsulated PostScript) and TIF (Tagged Image Format) formats.

**EPS files** — EPS is the preferred format for using the Boise State logo because the format is vector-based and the marks are scalable for both enlarging and reducing without a loss of quality.

- Color as well as black and white versions of the logos are available in EPS format.

**TIF files** — Although EPS is the preferred format for using the logo, there are circumstances when it cannot be used and a bitmapped file format such as TIF is preferable. Never enlarge the TIF versions of the logo because they will rapidly lose quality. For applications larger than the actual size of the TIF marks, use the EPS version. When resizing the logo, be sure to maintain the original height and width proportions.

- Black and white versions of the logos are available in TIF format.
- Limited color versions of the logos are also available in TIF format; however, there is no way to accurately specify the correct colors in TIF format.

**Note** — If you wish to use the logo in reverse format against a background color other than blue, please consult Printing and Graphic Services for instructions.

### Location of electronic files for Web use

For Web use only, the logo may be downloaded from the Media Gallery at [www.boisestate.edu/media](http://www.boisestate.edu/media)

The files available on this site are GIF (Graphics Interchange Format) format and are intended for use on the World Wide Web. GIF versions of the logo are screen resolution only and should *never* be used for printing. Before the logo is used, please consult the contents of this manual for specific guidelines.