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**
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).

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

**University Seal**
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.

**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).

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

**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.

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

**Colors**

- **ROARANGE**
  - 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**
  - MEDIAN 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

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

- **GROWLING GRAY**
  - LIGHT 40% PROCESS BLACK CMYK: 0, 0, 0, 40
  - RGB: 167, 167, 167
  - Web: #A7A7A7

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

- **GROWLING GRAY**
  - LIGHT 80% PROCESS BLACK CMYK: 0, 0, 0, 80
  - RGB: 103, 103, 103
  - Web: #6A6A6A

- **GROWLING GRAY**
  - LIGHT 85% PROCESS BLACK CMYK: 0, 0, 0, 85
  - RGB: 85, 85, 85
  - Web: #555555