



THE UNIVERSITY OF AKRON | DEPARTMENT OF ATHLETICS

# ***BRAND GUIDE***

**TABLE OF CONTENTS | IMPORTANT CONTACTS**








Table of Contents	1	Electronic Correspondence Overview	22
Important Contacts	1	Email Signatures	22
Introduction	2	Social Media Overview	23
Online Resources	2	Social Media Platforms	23
		Other Forms of Social Media	23
<b>3 – Primary Brand</b>			
Brand Names	3	<b>24 – DIGITAL MEDIA</b>	
Primary and Secondary Colors	4	Digital Media Overview	24
Primary Fonts	5	Video Production	24
Primary Logo	6	Website Management	24
Primary and Secondary Wordmarks	6	eNewsletters	24
Proper and Improper Usage – Primary Logo	7	Photography	24
Proper and Improper Usage – Wordmarks	8	PowerPoint	24
Secondary Logos	9	<b>25 – STYLE GUIDE</b>	
Proper and Improper Usage – Secondary Logos	10	Style Guide Overview	25
Non-Sport Logos	11	Alumnus, Alumna, Alumni, Alumnae	25
Sport-Specific Logo	12	Dates	25
Sport-Specific Wordmarks	12	Em Dash	25
Logo and Wordmark Specifications	13	State Abbreviations	25
Zippy’s Kids Club	14	Telephone Numbers	25
Zippy	15	Times	25
Zippy Logos	15	Titles	26
Retired Logos and Wordmarks	16	GoZips.com	26
The University of Akron	17	Referencing the Akron Zips by Gender	26
The Mid-American Conference	18	Z-FUND	26
<b>19 – ADVERTISING</b>			
Overview	19	AK-ROWDIES	26
Logo Usage	19	Band	26
Primary Colors and Fonts	19	Permissions	26
Photographs	19	Student Organizations and Club Sports	27
Review and Approval	19	<b>28 – LOGO CREATION</b>	
<b>20 – APPAREL</b>			
Frequently Asked Questions	20	Logo Creation Overview	28
<b>21 – CORRESPONDENCE</b>			
Print Correspondence Overview	21	Logo Creation Process	28
Letterhead	21		
Mailing Guidelines	21		
Business Card	21		

**Important Contacts**

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 373 Carroll Street  
 James A. Rhodes Arena, Suite 83  
 Akron, OH 44325-5201  
**Phone:** (330) 972-7468  
**Fax:** (330) 374-8844  
**Web:** GoZips.com

Matt Newhouse  
 Associate Athletics Director for Marketing & Promotions  
**Phone:** (330) 972-6696  
**Email:** mmn3@uakron.edu

PRIMARY BRAND  
 ADVERTISING  
 APPAREL  
 CORRESPONDENCE  
 DIGITAL MEDIA  
 STYLE GUIDE  
 LOGO CREATION






PRIMARY BRAND	<b>INTRODUCTION   ONLINE RESOURCES</b>	
	<p>The University of Akron Department of Athletics is one of The University of Akron’s most visible brands. This branding guide was created to ensure that the text and graphics of all official communications – publications, stationery, business cards, promotional items, websites, signs, digital materials, apparel, internal and external communications and all other documents or items representing the Department of Athletics or any of its collegiate varsity sports, departments or offices – present a clear, consistent and positive image of Akron Athletics.</p> <p>This guide was designed to communicate the guidelines for using the unique logos, colors, marks and styles of Akron Athletics in order to differentiate the teams, coaches, staff and student-athletes from other athletics programs. In order to be successful, we ask that when applying the logos, colors, marks and styles to any asset, the identity of the brand must be to the specifications and standards outlined in this guide. These guidelines allow you to work independently, while maintaining a consistent, professional image across the teams, departments and outside vendors associated with Akron Athletics. These guidelines are not meant to hinder progress or compromise creativity, but to strengthen the overall brand.</p> <p>The marks and logos contained in this guide may not be used to represent any outside entity, both on and off campus, without the direct written consent of Akron Athletics.</p> <p>Should you have any additional questions regarding the materials in this guide or the implementation of the Department of Athletics brand, please contact the associate athletics director at 330-972-6696.</p>	
	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Larry Williams Director of Athletics</p> </div> <div style="text-align: center;">  <p>Matt Newhouse Associate Athletics Director for Marketing &amp; Promotions</p> </div> </div>	
	<p><b>Online Resources</b></p> <p>This brand guide is available, by section and as a whole, online by visiting <a href="http://GoZips.com/Brand">GoZips.com/Brand</a>. This site also contains versions of each logo and wordmark, the Akron and Avenir fonts compatible for both Mac and PC, and templates for print and digital publications. This site serves as a toolkit for applying graphics standards to print and electronic communication produced both internally and externally.</p>	
	<p>2</p> <p style="text-align: center;"> <a href="http://GoZips.com/Brand">GoZips.com/Brand</a> <span style="margin: 0 10px;">   </span> <span style="margin: 0 10px;">@AkronZips</span> <span style="margin: 0 10px;">    </span> <span>@ZipsAthletics</span> </p>	


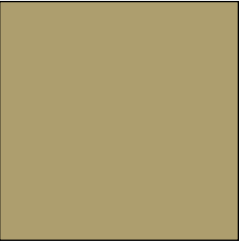
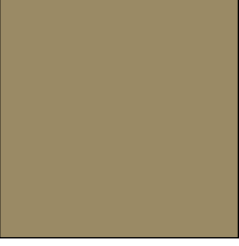
PRIMARY BRAND	<b>BRAND NAMES</b>	
	<p><b>The University of Akron</b></p> <ul style="list-style-type: none"> <li>On first reference, the full name of The University of Akron should always be used, with “The” capitalized.</li> <li>On subsequent references to The University of Akron, University is preferred, but Akron may also be used. University is always capitalized when it refers specifically to The University of Akron. UA may be used sparingly.</li> <li>The University of Akron is not to be referenced as Akron University or AU.</li> </ul>	
	<p><b>The University of Akron Department of Athletics</b></p> <ul style="list-style-type: none"> <li>When referring to the Department of Athletics, “Athletics” should always be plural.</li> <li>On first reference, the full name of The University of Akron Department of Athletics should always be used, with “The” capitalized.</li> <li>On subsequent references to the Department of Athletics, Akron Athletics is preferred, but Zips Athletics may also be used.</li> <li>The Department of Athletics is not to be referenced as the Athletics Department.</li> </ul>	
	<p><b>Zips</b></p> <ul style="list-style-type: none"> <li>Zips, the unique nickname for all varsity athletics teams at The University of Akron, should always be referred to in the plural when referencing one of the 20 varsity sports teams.</li> <li>Director of Athletics Kenneth “Red” Cochrane officially shortened the original nickname, Zippers, to Zips in 1950.</li> <li>Twenty-five years earlier a campus-wide contest had been conducted to choose a nickname for the University’s athletics teams.</li> <li>Suggestions submitted by students, faculty and alumni included Golden Blue Devils, Tip Toppers, Rubbernecks, Hillbillies, Kangaroos and Chevaliers.</li> <li>The winner, freshman Margaret Hamlin, received a prize of \$10 for suggesting the nickname Zippers, a brand name taken from the B.F. Goodrich Co., referring to a \$6 pair of rubber overshoes.</li> </ul>	
	<p><b>The University of Akron Athletics Programs</b></p> <ul style="list-style-type: none"> <li>On first reference, the full name of The University of Akron and the sport name should always be used, with “The” capitalized (e.g., The University of Akron Football).</li> <li>On subsequent references to a specific sport, Akron and the sports name is preferred (e.g., Akron Men’s Basketball), but Zips and the sport name may also be used (e.g., Zips Tennis).</li> <li>When discussing a single sport within a piece of collateral (press release, brochure, etc.), one can refer to the specific sport by the name Akron or the Zips.</li> </ul>	

<b>The University of Akron Facilities</b>	
On first reference, the full name of the facility should be used.	
<p><b>First Reference</b></p> <p>Benjamin and Nancy Suarez Family Strength and Conditioning Center                  C.P. and Cornelia S. Chima Athletics Ticket Office                  Derek Chima Director of Athletics Suite                  Eugene Waddell Presidential Suite                  First Energy Stadium-Cub Cadet Field                  Huntington Club Level                  InfoCision Stadium-Summa Field                  James A. Rhodes Arena                  James A. Rhodes Arena Weight Room                  Lee R. Jackson Baseball Field                  Lee R. Jackson Practice Field                  Lee R. Jackson Softball Field                  Lee R. Jackson Track and Field Complex                  Louis and Freda Stile Athletics Field House                  Louis and Freda Stile Athletics Field House Weight Room                  Montrose Auto Group Press Level                  Oliver J. Ocasek Natatorium                  Robert A. Pinn Shooting Range                  Tommy Evans Lounge</p>	<p><b>Subsequent References</b></p> <p>Suarez Strength and Conditioning Center                  Chima Athletics Ticket Office                  Director of Athletics Suite                  Presidential Suite                  First Energy Stadium-Cub Cadet Field                  Huntington Club Level                  InfoCision Stadium-Summa Field                  Rhodes Arena or the JAR                  Rhodes Arena Weight Room                  Jackson Field                  Jackson Field                  Jackson Field                  Jackson Track                  Stile Field House                  Stile Field House Weight Room                  Montrose Press Level                  Ocasek Natatorium or ONAT                  Pinn Shooting Range                  Tommy Evans Lounge</p>

<p>3</p> <p style="text-align: center;"> <a href="http://GoZips.com/Brand">GoZips.com/Brand</a> <span style="margin: 0 10px;">   </span> <span style="margin: 0 10px;">@AkronZips</span> <span style="margin: 0 10px;">    </span> <span>@ZipsAthletics</span> </p>	
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PRIMARY BRAND	<b>PRIMARY AND SECONDARY COLORS</b>	
	<b>Primary Colors</b>	
	The primary colors for Akron Athletics are Akron Blue (PMS 282) and Akron Gold (PMS 871).	
		<b>Akron Blue – PMS 282</b> • C: 100 M: 90 Y: 13 K: 68 • R: 4 G: 30 B: 66 • HTML: #041E42
		<b>Akron Gold – PMS 7503</b> • C: 10 M: 15 Y: 50 K: 29 • R: 168 G: 153 B: 104 • HTML: #A89968
ADVERTISING	<b>Secondary Color</b>	
	<ul style="list-style-type: none"> <li>The secondary color for Akron Athletics is Akron Flat Gold (PMS 7503).</li> <li>The secondary color can be used in the creation of a logo as a contrast or to offset the primary Akron Gold. An example of this is the "Fear the Roo" logo (see page 9).</li> <li>Akron Gold comes off as a more Metallic Gold when applicable. Akron Flat Gold is closer to a non-textured Vegas Gold.</li> </ul>	
APPAREL		<b>Akron Gold – PMS 871</b> Can only be used in place of 7503 on merchandise or in the creation of a logo to offset the primary Akron Gold.
CORRESPONDENCE		
DIGITAL MEDIA		
STYLE GUIDE		
LOGO CREATION		

PRIMARY BRAND	<b>PRIMARY FONTS</b>	
	<b>Primary Fonts</b>	
	<ul style="list-style-type: none"> <li>The primary fonts for Akron Athletics are Avenir and Akron.</li> <li>The primary use of the Akron font is for uniforms, banners, posters, headlines and other assets that require minimal use of type. Do not use this font in copy that is more than one sentence in length.</li> <li>The Avenir Book font is the approved body copy font for Akron Athletics. This should be used in official department documents, press releases, memos, letters, correspondences and other assets that require a considerable use of type. Variations of the Avenir font may be used in body copy, as needed, for use as headlines, italic copy, etc. If you do not have access to Avenir, Verdana is an acceptable alternative font.</li> <li>Correct and consistent use of these typefaces helps reinforce the department's identity.</li> </ul>	
	<b>Akron Regular</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	<b>Akron Italic</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	<b>Akron Bold</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	<b>Akron Bold Italic</b> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	Avenir Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Avenir Light Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	Avenir Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Avenir Book Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	Avenir Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Avenir Medium Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	Avenir Heavy ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Avenir Heavy Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
	Avenir Black ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Avenir Black Oblique ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION

## PRIMARY LOGO | PRIMARY AND SECONDARY WORDMARKS

### Primary Logo

- The primary logo for Akron Athletics is the Z logo. Men's Soccer uses the Z Star logo.
- The Z logo was introduced in 2002 as the secondary logo for the entire Department of Athletics.
- The Z logo became the primary logo for Akron Athletics in May 2015.
- The Z logo should be used on all materials pertaining to Akron Athletics.



### Primary and Secondary Wordmark

- The primary wordmark for Akron Athletics is the stacked Akron wordmark.
- The secondary wordmark is the Akron wordmark.



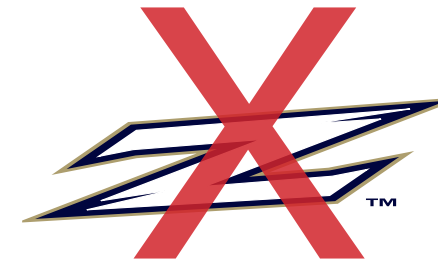
## PROPER AND IMPROPER USAGE – PRIMARY LOGO

### Primary Logo

- The color scheme of the Z logo should not be altered for any reason.
- The Z logo should not be distorted, skewed or altered for any reason.
- The color Z logo is not to be converted for black and white use. Please use the black and white version of the Z logo for any collateral requiring a black and white artwork.
- The Z logo should never be reproduced at a size smaller than 0.3 inches in height.
- The Z logo should not be used as the negatively colored element (white) for print or digital purposes. This is only allowed on apparel and merchandise through our licensees.
- Do not rotate the logo in any direction without prior approval from Akron Athletics.
- Do not add copy to the logo.
- Do not combine the Z logo with any Akron wordmark.
- Please contact Akron Athletics with any request to alter the color schemes of any primary logo.



Do not change the color scheme of the logo.



Do not skew the logo.



Do not convert the color logo for black and white use.



Do not reproduce smaller than 0.3 inches in height.



Do not use the gold fill Z logo.



Do not rotate the logo without prior approval.



Do not add copy to the logo.



Do not combine the logo with any wordmarks or logos.



The negatively colored image is only allowed for merchandise through our licensees. Do not use it for print or digital.

PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION



PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION

## PROPER AND IMPROPER USAGE – WORDMARKS

### Primary and Secondary Wordmarks

- The color scheme of the wordmarks should not be altered for any reason.
- The wordmarks should not be distorted, skewed or altered for any reason.
- The color wordmarks are not to be converted for black and white use. Please use the black and white version of the wordmark for any collateral requiring a black and white artwork.
- The wordmarks should never be reproduced at a size smaller than 0.3 inches in height.
- The wordmarks should not be used as the negatively colored element (white) for print or digital purposes. This is only allowed on apparel and merchandise through our licensees.
- Do not rotate the wordmarks in any direction. They should remain at the proper angle of seven degrees.
- Do not add copy to the wordmarks.
- The Akron wordmark can be used in place of the word “Akron” on collateral and merchandise.
- Please contact Akron Athletics with any request to alter the color schemes of any secondary logo.



Do not change the color scheme of the wordmarks.



Do not skew the wordmarks.



Do not convert the color logo for black and white use.



Do not replace the sport or word Zips with a different word.



Do not remove the sport or word Zips with text.



Do not rotate the wordmarks in any direction.



Do not add copy to the wordmarks.



Do not use a white stroke when printing the watermarks on a background color.



The negatively colored image is only allowed for merchandise through our licensees. Do not use it for print or digital.

PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION

## SECONDARY LOGOS

### Secondary Logos

- Akron Athletics has secondary logos that can be used on collateral, such as marketing materials, media guides, schedule cards, etc., but each must be accompanied by a primary logo or wordmark.
- The secondary logo for Akron Athletics is the Kanga logo.

**NOTE:** The Kanga logo can be used on a limited basis, but the Z logo should be used as the primary logo for Akron Athletics.

### Kanga Logo



### Fear the Roo



### Script Marks



PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION

**PROPER AND IMPROPER USAGE – SECONDARY LOGOS**

**Secondary Logos**

- The color scheme of the secondary logos should not be altered for any reason.
- The secondary logos should not be distorted, skewed or altered for any reason.
- The color secondary logos are not to be converted for black and white use. Please use the black and white version of the secondary logos for any collateral requiring a black and white artwork.
- The secondary logos should never be reproduced at a size smaller than 0.3 inches in height.
- Do not rotate the logos in any direction without prior approval from Akron Athletics.
- Do not add copy to the logos.
- Do not combine the logos with any Akron wordmark.
- Please contact Akron Athletics with any request to alter the color schemes of any secondary logo.



Do not change the color scheme of the logo.



Do not rotate, skew or flip the logo.



Do not use the logo as a negatively colored image.



Do not add copy to the logo.



Do not combine the logo with any wordmarks or logos.



Do not use white stroke when printing the logo on a background color.

PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION

**NON-SPORT LOGOS**

**Non-Sport Logos**

- Akron Athletics has several general logos that are not related to a specific sport and can be used on collateral, such as marketing materials, media guides, schedule cards, etc., but each must be accompanied by a primary logo or wordmark.
- The color scheme of these logos should not be altered for any reason.
- The logos should not be distorted, skewed or altered for any reason.
- The logos should never be reproduced at a size smaller than 0.3 inches in height.
- The logos should not be used as the negatively colored element (white).

**AK-ROWDIES**      **FirstEnergy Stadium – Cub Cadet Field**      **InfoCision Stadium – Summa Field**



Crystal Clinic Wagon Wheel Challenge



Varsity "A" Association



Z-Fund



PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION

## SPORT-SPECIFIC LOGO | SPORT-SPECIFIC WORDMARKS

### Sport-Specific Logo - Men's Soccer

- Upon winning the 2010 NCAA Men's Soccer National Championship, a star was added to the Z logo to signify a National Championship, as is customary around the globe. This is an internationally recognized soccer symbol referencing a championship won at the highest level.



### Sport-Specific Wordmarks

- Akron Athletics has a wordmark for every sport that begins with the word "Akron" followed by the name of the sport.
- The same wordmark is used for sports with men's and women's teams.
- The color scheme of these wordmarks should not be altered for any reason.
- The wordmarks should not be distorted, skewed or altered for any reason.
- The wordmarks should never be reproduced at a size smaller than 0.3 inches in height.
- The wordmarks should not be used as the negatively colored element (white).
- Do not rotate the wordmarks in any direction. They should remain at the proper angle of seven degrees.
- Do not substitute any other word for the approved sport names.

**NOTE:** The "Akron" sport wordmarks have been updated from the original wordmarks created in 2002. The "Akron" sport wordmarks below should be used in place of the original "Zips" sport wordmarks.



## LOGO AND WORDMARK SPECIFICATIONS

### Minimum Sizes

- All logos and wordmarks should be reproduced at a size no smaller than 0.3 inches in height.
- Remember to size proportionately (make sure X and Y axes are locked). For your convenience, we show the minimum size, with both horizontal (wide) and vertical (tall) measurements below.



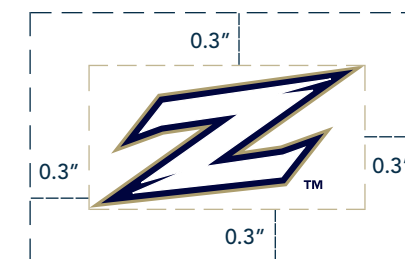
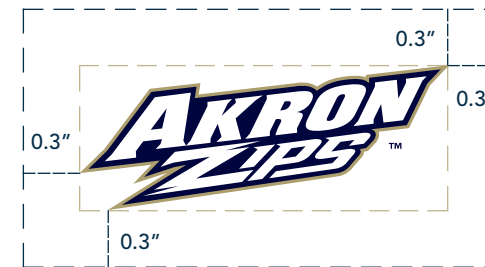
### Proper Angles

- All logos should be used at a perfect 0-degree vertical axis and should not be skewed or tilted in any fashion.
- All wordmarks should be used at the mark's original 7-degree angle and should not be skewed or tilted in any fashion.
- Do not alter the angle of the logo.



### Live Area

- Live area is defined as the area of isolation or "white space" provided around the logos. An area of isolation or live area must appear around all marks at all times.
- The live area for all logos and wordmarks is 0.3 inches vertically from the highest and lowest points of the mark, and 0.3 inches horizontally from the left-most and right-most points of the mark.
- For logos with trademark symbols or copy, use the symbol or copy as your measuring point if it is located at a vertical or horizontal extremity.
- When using the Z logo to create a new logo, the live area rules do not apply.



PRIMARY BRAND

ADVERTISING

APPAREL



CORRESPONDENCE




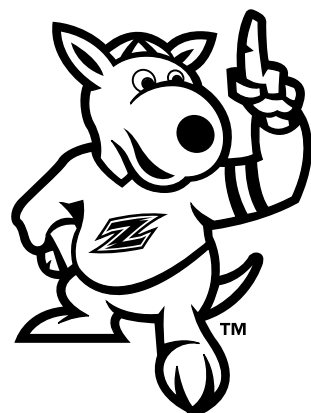
DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION



PRIMARY BRAND	<b>ZIPPY'S KIDS CLUB</b>
	<b>Zippy's Kids Club</b>
ADVERTISING	<ul style="list-style-type: none"> <li>Zippy's Kids Club is the official kids club of Akron Athletics.</li> <li>On all references, the full name of Zippy's Kids Club should always be used, with the first letter of all three words capitalized.</li> <li>The primary fonts for Zippy's Kids Club are Akron, Avenir and SC Gum Kids.</li> <li>The primary use of the Akron and SC Gum Kids fonts are for merchandise, banners, posters, headlines and other assets that require minimal use of type. Do not use this font in copy that is more than one sentence in length.</li> <li>The Avenir Book font is the approved body copy font for Zippy's Kids Club. Variations of the Avenir font may be used in body copy, as needed, for use as headlines, italic copy, etc.</li> </ul>
	<b>Primary Colors</b>
APPAREL	<p><b>Akron Blue – PMS 282</b></p> <ul style="list-style-type: none"> <li>C: 100 M: 90 Y: 13 K: 68</li> <li>R: 4 G: 30 B: 66</li> <li>HTML: #041E42</li> </ul>
	<p><b>Zippy Dark Gold – PMS 7412</b></p> <ul style="list-style-type: none"> <li>C: 0 M: 42 Y: 100 K: 7</li> <li>R: 213 G: 165 B: 22</li> <li>HTML: #E89719</li> </ul>
	<p><b>Zippy Light Gold – PMS 123</b></p> <ul style="list-style-type: none"> <li>C: 0 M: 24 Y: 94 K: 0</li> <li>R: 235 G: 205 B: 50</li> <li>HTML: #FFC425</li> </ul>
CORRESPONDENCE	<b>Zippy's Kids Club Logo</b>
	<ul style="list-style-type: none"> <li>The primary logo for Zippy's Kids Club is the horizontal Zippy's Kids Club logo.</li> <li>The horizontal Zippy's Kids Club logo should be used on all materials pertaining to Zippy's Kids Club.</li> <li>The logo should not be altered in any way without obtaining permission from Akron Athletics.</li> </ul>
DIGITAL MEDIA	
STYLE GUIDE	
LOGO CREATION	 

PRIMARY BRAND	<b>ZIPPY   ZIPPY LOGOS</b>
	<b>The Evolution of Zippy</b>
ADVERTISING	<p>The evolution of Zippy, The University of Akron's mascot, began more than 50 years ago, when the student council, under the council's president, Dave Frye, and mascot selection committee chairman Bob Savoy (an All-American diver for UA), decided the University needed a mascot. Dick Hansford, UA student council advisor, recommended the kangaroo, inspired in part by a popular comic strip character at the time named "Kicky," a fighting kangaroo. The kangaroo was officially declared UA's mascot on May 1, 1953.</p> <p>No one recalls who made the arrangements for the first costume, but a paper-mache head was produced, along with a brown furry uniform that zipped up the back. Pete Demming debuted the first mascot uniform in 1955, at the second Acme-Zip Game - not as "Zippy" but as "Mr. Zip."</p> <p>The first known printed reference to the mascot as "Zippy" was a 1965 Zips Football press brochure. The Buchtelite's first use of the name "Zippy" came September 24, 1965, in a photo caption reading, "Mascot - 'Zippy' - Charles Huettnner."</p> <p>Not everyone was pleased with the new mascot, including writers from The Buchtelite and the Akron Beacon Journal, as the name was chosen without a campus-wide vote. Others defended the new mascot, however, saying, "The kangaroo is fast, agile, and powerful, with undying determination - all the necessary qualities of an athlete."</p> <p>It is difficult to imagine that dissent, seeing as how Zippy is now one of, if not the, most beloved symbols of the University. In fact, in the 2007 Capitol One Mascot Challenge, Zippy, after a first-round bye in the playoffs, cruised to victories over Syracuse University's Otto in the semifinals and the University of Minnesota's Goldy Gopher in the final round to become the Capital One Mascot of the Year.</p>
	APPAREL
<ul style="list-style-type: none"> <li>Zippy should be referenced as Zippy or Zippy the Kangaroo on first reference. Zippy is acceptable on subsequent references.</li> <li>Zippy should be referenced as "she," as Zippy has a pouch (only female kangaroos have pouches). Zippy is one of a handful of female mascots in the nation to represent an entire department of athletics.</li> </ul>	
CORRESPONDENCE	<b>Zippy Logos (with name)</b>
	 
DIGITAL	<b>Zippy Logos (without name)</b>
	 
STYLE GUIDE	
LOGO CREATION	

PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION

## RETIRED LOGOS AND WORDMARKS

### Retired Logos and Wordmarks

- The following logos and wordmarks are no longer in use in any fashion.
- The Zips wordmarks with the sport name are no longer in use as well.



The current Zippy logo has a Z on her sweater.

## THE UNIVERSITY OF AKRON

### The University of Akron

- On first reference, the full name of The University of Akron should always be used, with "The" capitalized.
- On subsequent references to The University of Akron, University is preferred, but Akron may also be used. University is always capitalized when it refers specifically to The University of Akron. UA may be used sparingly.
- The University of Akron is not to be referenced as Akron University or AU.
- The official logo colors for The University of Akron wordmark are Akron Navy Blue (PMS 282) and Akron Gold (PMS 7503).
- The approved seal colors are Akron Navy Blue and Akron Gold.
- The official typefaces for The University of Akron are the Avenir and Caslon font families.

### Wordmark



### Verbiage

The University of Akron™

UA™

University of Akron Zips™

Zips™

PRIMARY BRAND

ADVERTISING

APPAREL

CORRESPONDENCE

DIGITAL MEDIA

STYLE GUIDE

LOGO CREATION

PRIMARY BRAND	<b>THE MID-AMERICAN CONFERENCE</b>		
	<b>The Mid-American Conference*</b>		
	<ul style="list-style-type: none"> <li>The Akron Zips are a member of the Mid-American Conference.</li> <li>The conference should be referred to as the Mid-American Conference on the first reference and as the MAC in following references.</li> <li>The MAC should not be referred to as the MAC Conference.</li> <li>The primary colors of the MAC are Blue (PMS 289), Green (PMS 347) and Metallic Gray (PMS 877 Metallic). A non-metallic version of Gray (PMS 429) can also be used.</li> <li>The MAC has three primary logos: the Seal Logo, the Athletics Logo and the Type Only Logo.</li> <li>The Seal Logo may appear with and without the "MID-AMERICAN CONFERENCE" designation and on both light and dark backgrounds.</li> <li>The Athletics Logo may appear with and without the "MID-AMERICAN CONFERENCE" designation and on both light and dark backgrounds.</li> <li>The Type Only Logo may appear with and without the "MID-AMERICAN CONFERENCE" designation and on both light and dark backgrounds. On dark backgrounds, all components reverse to white.</li> <li>The Mid-American Conference brand identity may appear in the color palette of any of its member institutions, including The University of Akron, primarily on uniforms, playing surfaces or branded merchandise.</li> </ul>		
	ADVERTISING	ADVERTISING	ADVERTISING
	APPAREL	APPAREL	APPAREL
CORRESPONDENCE	CORRESPONDENCE	CORRESPONDENCE	
DIGITAL MEDIA	DIGITAL MEDIA	DIGITAL MEDIA	
STYLE GUIDE	STYLE GUIDE	STYLE GUIDE	
LOGO CREATION	LOGO CREATION	LOGO CREATION	

Seal Logo                      Athletics Logo                      Type Only Logo



Seal Logo – Akron                      Athletics Logo – Akron                      Type Only Logo – Akron



\*The above logos and standards for the Mid-American Conference are based on the conference branding guide as of July 2017. For more information on the Mid-American Conference brand, please contact the league office at 216-566-4622 or visit the MAC online at mac-sports.com.

PRIMARY BRAND	<b>ADVERTISING</b>		
	<b>Overview</b>		
	It is just as important for outside vendors and partners to understand and consistently and correctly present the Akron Athletics brand as it is for the members of the Department of Athletics.		
	<b>Logo Usage</b>		
	<ul style="list-style-type: none"> <li>When creating an advertisement using the Akron Athletics brand, the ad should include the primary logo of the department, the Z Logo. <i>Guidelines and usage requirements for using the Z Logo can be found on pages 6 and 7 of this brand guide.</i></li> <li>The Z Logo should not be less than half (50 percent) the size of the vendor/partner's primary logo and should exceed the minimum size requirements (0.3" tall) for logo usage as noted on page 13 of this brand guide.</li> <li>The primary wordmark, secondary logos, sport-specific logos and sport-specific wordmarks may not be used on an advertisement without prior approval from Akron Athletics.</li> </ul>		
<b>Primary Colors and Fonts</b>			
<ul style="list-style-type: none"> <li>Although it is not required when creating an advertisement, Akron Athletics asks that a vendor or partner use the primary colors (Akron Blue, PMS 282; Akron Gold, PMS 871) and primary fonts (Akron and Avenir) whenever possible. <i>Information on the primary colors can be found on page 4, while the primary fonts can be found on page 5 of this brand guide.</i></li> </ul>			
<b>Photographs</b>			
<ul style="list-style-type: none"> <li>When using photography in advertisement creation, a vendor/partner cannot use an image of current student-athletes.</li> <li>Please contact the External Relations Department to check the guidelines for photograph usage or to request appropriate images and artwork.</li> </ul>			
<b>Review and Approval</b>			
<ul style="list-style-type: none"> <li>In order to ensure brand and NCAA compliance, the Department of Athletics has the right to review and approve the use of its brand, including logos, wordmarks, fonts, photographs, etc. This review process will only be used to approve the brand usage and to ensure NCAA compliance, and will not include other elements pertaining to the vendor or partner's brand, or the design of the advertisement itself.</li> </ul>			
CORRESPONDENCE			
DIGITAL MEDIA			
STYLE GUIDE			
LOGO CREATION			



## APPAREL

### Frequently Asked Questions

- Why have a licensing program?**  
 A trademark licensing program gives Akron Athletics control over its logos and marks, thus ensuring the quality and consistency of all of its merchandise. It also enables Akron Athletics to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to support and enhance many programs campus-wide. Outside of Akron Athletics, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers who work with Akron Athletics.
- What qualifies as a trademark?**  
 Any mark, logo, symbol, nickname, letter(s), word(s) or combination of these that can be associated with Akron Athletics qualifies as a trademark.
- What products can be licensed?**  
 Students, alumni and fans generate many great ideas for new University products. Products will be considered and must be approved by the associate athletics director. No products will be licensed without the approval of the associate athletics director. This ensures all products associated with Akron Athletics are of high quality and good taste and ensures the non-approval of potentially hazardous items.
- Who needs a license?**  
 Anyone wishing to use the marks, logos and symbols of Akron Athletics must obtain a license.
- I want to sell merchandise bearing University trademarks. Do I have to be a licensed vendor?**  
 If you wish to sell merchandise bearing University trademarks, and if you yourself have produced that merchandise, you must be a licensed vendor. If, however, you wish to sell merchandise bearing University trademarks, and you yourself have not produced that merchandise, you do not have to be a licensed vendor. With the proper business permits, anyone can sell officially licensed merchandise as long as it is purchased from a vendor licensed to produce emblematic merchandise for Akron Athletics.
- What if you do not get a license?**  
 All products must be approved by Associate Athletics Director for Marketing & Promotions Matt Newhouse. Failure to obtain a license or approval from the associate athletics director would be grounds for the seizure of all non-approved merchandise bearing Akron Athletics's marks. It also could result in jail time and numerous fines if convicted.
- Can an alumni or student group sell products using Akron Athletics's marks as a fundraiser?**  
 Before contacting local manufacturers regarding new products, designs or an idea for a fundraiser, check with the associate athletics director. He will be able to identify local manufacturers to produce the items, saving everyone time and effort.
- Do products used for official University business have to be produced by a licensed vendor?**  
 All products bearing a University trademark must be produced by a licensed vendor. While products intended to be sold as a fundraiser for Akron Athletics are not exempt from royalties, products intended for the internal use by University departments, clubs and organizations may be exempt from royalties. Contact the associate athletics director if you have a question regarding the exemption status of a product you wish to order.
- What about using the name or logo of Akron Athletics on a website?**  
 Every use of trademarks of Akron Athletics requires permission from Akron Athletics and the associate athletics director. The internet has made it easy for alumni, fans and supporters to build webpages with the name and logos of Akron Athletics, and Akron Athletics appreciates this support. However, federal trademark laws require that Akron Athletics control its name and marks; therefore, Akron Athletics must be very selective in granting permission in these and all instances. For more information, contact the associate athletics director.
- Who is responsible for the licensing and merchandising program?**  
 Matt Newhouse  
 Associate Athletics Director for Marketing & Promotions  
**Phone:** (330) 972-6696  
**Email:** mmn3@uakron.edu

## PRINT CORRESPONDENCE

### Print Correspondence Overview

Stationery – especially business cards and letterhead – is one of the most frequently used media for presenting the Akron Athletics brand. Consistency strengthens our overall brand recognition. The department stationery system is designed to ensure consistency across all Akron Athletics communications and to provide a unified identity for the Department of Athletics.

### Letterhead

- The letterhead for Akron Athletics was designed to create a strong brand image across all sports and units within the department.
- When printing on the official department letterhead, please use the Avenir Book or Verdana Regular fonts. The preferred font size is 10 pt. See page 5 of this brand guide for more information on proper font usage.
- To order letterhead, contact Printing & Copying Services at (330) 972-7404.

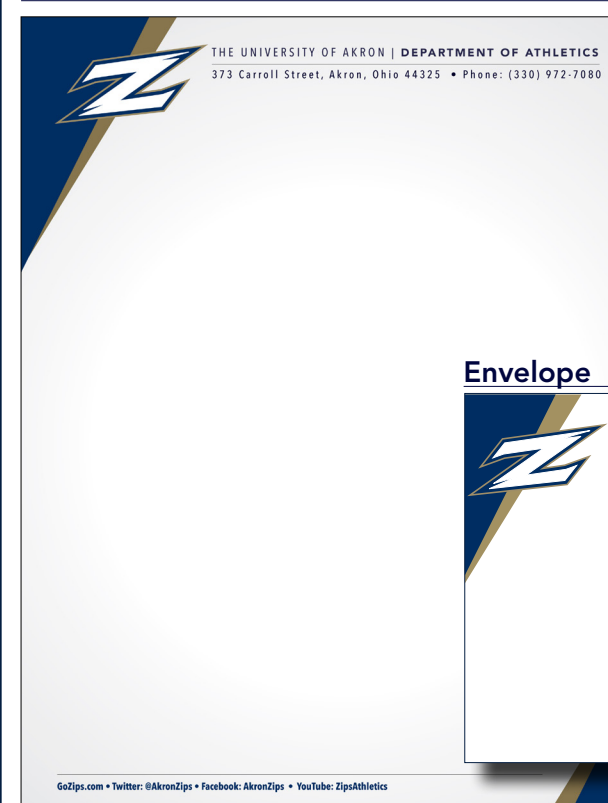
### Mailing Guidelines

- The correct mailing address for Akron Athletics is:  
 <Individual Name and Title or Department/Sport Name>  
 University of Akron Department of Athletics  
 <Street Address>  
 <Building and Office Number>  
 Akron, OH 44325-5201
- It is important to use this specific format on your stationery envelopes and anytime you give out your mailing address to ensure the consistent presentation of the department brand and the proper delivery and return of all mailed correspondence.

### Business Card

- As one of the most used, if not the most used form of print correspondence, the business card is often the first impression of the print brand. It is important that all business cards follow the Akron Athletics brand.
- To order business cards, contact Printing & Copying Services at (330) 972-7404.

### Letterhead



### Business Card



### Envelope















PRIMARY BRAND	<b>ELECTRONIC CORRESPONDENCE</b>	
	<b>Electronic Correspondence Overview</b>	
ADVERTISING	Probably the most used form of correspondence is the email. Even something as simple as your University of Akron email address or your email signature can impact the brand.	
	<b>Email Signature</b>	
APPAREL	<ul style="list-style-type: none"> <li>When sending an email, please use the Verdana Regular font. The preferred font size is 10 pt., and the suggested font color is black. Verdana is a universally available and accepted font for all electronic communications. See page 5 of this brand guide for more information on proper font usage.</li> <li>Use one of the formats below for your email signature.</li> <li>The primary option contains your full information. The secondary option shortens the line spacing, and the truncated option can be used for departmental email or for mobile devices.</li> </ul>	
	<b>Primary Email Signature</b>	
CORRESPONDENCE	<Full Name> _____ 10 pt. Verdana Bold <Title> _____ 10 pt. Verdana Regular Department of Athletics The University of Akron _____ 2 spaces before and after divider Mailing Address   Akron, Ohio 44325-5201 Office: (330) 123-4567   Mobile: (330) 123-4567   Fax: (330) 123-4567 Website: GoZips.com   <Social Media Link(s)> <(Optional): Quote/Secondary Link>	
	<b>Secondary Email Signature</b>	
DIGITAL MEDIA	_____ 10 pt. Verdana Bold <Full Name>   <Title> _____ 10 pt. Verdana Regular Department of Athletics   The University of Akron _____ 2 spaces before and after divider Mailing Address   Akron, Ohio 44325-5201 Office: (330) 123-4567   Mobile: (330) 123-4567   Fax: (330) 123-4567 Website: GoZips.com   <Social Media Link(s)> <(Optional): Quote/Secondary Link>	
	<b>Truncated Email Signature</b>	
STYLE GUIDE	_____ 10 pt. Verdana Bold <Full Name>   <Title> _____ 10 pt. Verdana Regular Department of Athletics   The University of Akron Office: (330) 123-4567   Mobile: (330) 123-4567   Fax: (330) 123-4567 _____ 2 spaces before and after divider	
	LOGO CREATION	

PRIMARY BRAND	<b>SOCIAL MEDIA</b>	
	<b>Social Media Overview</b>	
ADVERTISING	<ul style="list-style-type: none"> <li>Ever-evolving social media have provided an incredible source of outreach to Akron Athletics and the world of college athletics as a whole. From Twitter and Facebook to blogs and podcasts, making sure our brand is consistent in this form of communication is just as important as it is in our print and electronic correspondence.</li> <li>It is important to remember that when you refer to Akron Athletics in your social media platforms, you impact the overall department brand. While these platforms are called "social" media and not "professional" media, be sure to use the correct department logos, marks and brand names on your pages and in your messaging.</li> <li>It is also important that proper etiquette is used when interacting through any form of social media. The use of foul language or sexist, racial or other demeaning comments is not acceptable. A social media account is not only a direct reflection upon the owner/manager of the account, but upon the Department of Athletics and The University of Akron as a whole.</li> </ul>	
	<b>Social Media Platforms - Facebook, Twitter, Instagram, Snapchat and YouTube</b>	
APPAREL	<ul style="list-style-type: none"> <li>The External Relations Department has created a social media brand. Each coach and/or program has a presence on Facebook, Twitter, Instagram, Snapchat and YouTube.</li> <li>When creating a new social media account, whether representing a coach, program, department or staff, it is important to create your handle in the same manner as the current social media accounts. For a team or staff member, please use Zips and your first name (@ZipsJohn, @ZipsCoachJohn or @ZipsFB). Before making the account active, please check with a member of the External Relations Department to make sure the account is properly set up and added to the department's social media directory.</li> <li>It is not recommended to create alternative social media accounts for your sport. If your department currently does not have an account on one of these social media platforms, please check with a member of the External Relations Department for assistance and to make sure the account is properly set up and added to the department's social media directory.</li> </ul>	
	<b>Other Forms of Social Media</b>	
CORRESPONDENCE	As other forms of social media grow and are created, brand guidelines to ensure the proper portrayal of the Akron Athletics brand will be drafted and disseminated.	
	DIGITAL MEDIA	
STYLE GUIDE	LOGO CREATION	

PRIMARY BRAND	<b>DIGITAL MEDIA</b>
	<b>Digital Media Overview</b> Since the start of the 2010-11 athletics calendar, Akron Athletics has placed a strong emphasis on creating new and original digital content for consumption by the general public. This progressive plan included the expansion of online streaming of nearly all University of Akron sporting events, as well as the production of content such as event previews and recaps, feature shows, student-athlete vlogs and more.
	<b>Video Production</b> <ul style="list-style-type: none"> <li>All videos must use standard and approved lower third graphics. This includes the Z logo and the individual's full name and accompanying title. See pages 6-7 of this brand guide for more information on proper usage of the Z logo.</li> <li>At times, certain videos may require a brief advertisement placed at the beginning of the video as part of a contractual agreement with a sponsor, partner or vendor.</li> <li>Branding on videos must include IMG visual elements when applicable - the only exception being the Crystal Clinic Wagon Wheel Challenge events, where the Crystal Clinic logo must be present.</li> <li>Videos must be framed correctly, with the subject's full face visible and centered on screen.</li> <li>When posting videos to YouTube, all descriptions and tags must include the following search terms: Akron, Zips, Athletics, (Specific Sport), Name of person being interviewed. This increases the searchability of the video.</li> <li>Video quality is subject to review from the external relations department. Scratchy, overly loud or poor-quality videos may be removed or edited at the discretion of the external relations department.</li> <li>The External Relations Department reserves all rights to review, edit and repost any videos associated with the Department of Athletics on all associated social media accounts.</li> </ul>
	<b>Website Management</b> The layout and design of GoZips.com is one that is unique to Akron Athletics. When creating new web content, please keep in mind the following items: <ul style="list-style-type: none"> <li>All content must adhere to the brand standards outlined in this guide, including the proper usage of all fonts, logos, verbiage, etc.</li> <li>All webpages must be reviewed and approved by the external relations department before activation.</li> <li>The templates created for GoZips.com shall not be altered in any way. Please contact the external relations department for any questions or requests to change a webpage template.</li> <li>When formatting photographs for use in the main rotator on GoZips.com, artwork should be sized to 2000 pixels wide by 1125 pixels high.</li> <li>When applicable, save artwork and images as .png files. If not applicable, save images as .jpg files.</li> </ul>
	<b>eNewsletters</b> <ul style="list-style-type: none"> <li>When creating and designing eNewsletters for dissemination, it is recommended that the designer work with the external relations department to ensure brand compliance.</li> <li>All content must adhere to the brand standards outlined in this guide, including the proper usage of all fonts, logos, verbiage, etc.</li> </ul>
ADVERTISING	<b>Photography</b> <ul style="list-style-type: none"> <li>When using photography on GoZips.com, it is not required to include a byline and media outlet for photos taken by a photographer hired by Akron Athletics.</li> <li>When using photography as the primary artwork on GoZips.com or on a social media account, the artwork should be branded for the sport using the social media account name (@ZipsMBB, for example) in one of the four corners, in Akron Bold Italic 6 pt. font. The color should be white (or Akron Blue, if on a light-colored background) at 70 percent opacity.</li> <li>In cases when photographs are used from an outside source, please include the person's name and organization in the following format: Courtesy of John Smith, Anywhere Newspaper.</li> </ul>
	<b>PowerPoint</b> <ul style="list-style-type: none"> <li>When creating a PowerPoint presentation, it is important to use the official Department of Athletics template.</li> <li>This template follows all brand guidelines and can be adjusted to fit the needs of a particular department or sport.</li> <li>Please contact a member of the external relations department with any questions regarding the PowerPoint template or for assistance in adjusting the template to fit the individual needs of your department or sport.</li> </ul>
APPAREL	
CORRESPONDENCE	
DIGITAL MEDIA	
STYLE GUIDE	
LOGO CREATION	

PRIMARY BRAND	<b>STYLE GUIDE</b>
	<b>Style Guide Overview</b> When producing materials, such as banners, posters, press releases, memos, letters and correspondences, it is important that the copy you draft be consistent with that of the overall brand. The "brand voice" is how the Akron Athletics brand is expressed in words. Please keep in mind the following guidelines when communicating the brand voice.
	<b>Alumnus, Alumna, Alumni, Alumnae</b> Alumnus (alumni in the plural) refers to a man who has graduated from a school. Alumna (alumnae in the plural, but rarely used) refers to a woman who has graduated from a school. Alumni refers to a group of men and women.
	<b>Dates</b> <ul style="list-style-type: none"> <li>Months are always capitalized, and the following are abbreviated when used with a specific date: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out the month when using alone or with a year; no comma is needed between the month and year: November 2017. When editorial copy includes a month, day and year, place a comma after the day and year: On Jan. 1, 2008, UA's mascot, Zippy, won the Capital One Bowl Mascot of the Year Challenge. In a tabular format, these three-letter forms are used without a period: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov and Dec. (The only exception is in a formal invitation, where the month may be spelled out with the date and year: January 1, 2010.)</li> <li>Capitalize days of the week and abbreviate only for tabular formats. These three-letter forms are used without a period: Mon, Tue, Wed, Thu, Fri, Sat and Sun.</li> <li>Use numerals, but not ordinals, when writing dates; i.e., do not use 1st, 2nd, 3rd, etc.</li> <li>Do not use the numerical version of a date (01/01/2012) for any materials for public consumption.</li> <li>For years, use figures, without commas: 2018.</li> <li>Set off month, day and year constructions with commas: Nov. 26, 1990, is his birthday.</li> <li>Use an s without an apostrophe when indicating spans of decades or centuries: the 1990s, the 1700s. For decades, use an apostrophe to indicate omitted numerals: the '70s, the Roaring '20s.</li> </ul>
	<b>Em Dash</b> Put a space on both sides of the dash in all uses except at the start of a paragraph. For example: Zippy has two favorite colors – blue and gold – and is a big fan of all sports.
ADVERTISING	<b>State Abbreviations</b> <ul style="list-style-type: none"> <li>Follow Associated Press Style and spell out state names in text when they stand alone: California. Use standard abbreviations only when a city and state are included in the text, and place a comma after the city name and state name: Scranton, Pa., is home to Steamtown National Historic Site. Eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Note: U.S. Postal Service two-digit codes are only used in addresses, such as OH for Ohio.</li> </ul>
	<b>Telephone Numbers</b> <ul style="list-style-type: none"> <li>When referring to a phone number, please use the following format: (330) 972-1234. It is also acceptable to use the extension code (x1234) for on-campus correspondence.</li> <li>When referring to an 800 number, please use the following format: 888-99-AKRON.</li> </ul>
APPAREL	
CORRESPONDENCE	
DIGITAL MEDIA	
STYLE GUIDE	
LOGO CREATION	

PRIMARY BRAND	<b>STYLE GUIDE</b>
	<p><b>Titles</b></p> <ul style="list-style-type: none"> <li>• Capitalize and spell out when a title precedes a name (e.g., Associate Athletics Director for Marketing &amp; Promotions Matt Newhouse).</li> <li>• It is only necessary to use full titles on first usage and when used before a name. On subsequent references, so long as they are not preceding a name, titles can be shortened (e.g., “associate athletics director”). When shortened, they should be lowercased.</li> <li>• Do not capitalize shortened titles (e.g., associate athletics director).</li> <li>• Very long titles are more readable when placed after a name.</li> <li>• Use “Director of Athletics,” not “Athletics Director.”</li> </ul>
	<p><b>GoZips.com</b></p> <p>When referring to the official website of Akron Athletics, please use GoZips.com. “Go” and “Zips” are always capitalized. Do not include “www.” at the beginning of the website address.</p>
	<p><b>Referencing the Akron Zips by Gender</b></p> <ul style="list-style-type: none"> <li>• Do not refer to Akron women’s teams as “Lady Zips.” Zips is gender-neutral, and all of our athletics teams are known simply as the Zips.</li> <li>• Do not refer to any student-athletes or teams as boys or girls. College student-athletes are over the age of 18 and referred to as men or women.</li> </ul>
	<p><b>Z-FUND</b></p> <p>When referring to the official fundraising arm of Akron Athletics, please use Z-FUND (always all-caps).</p>
ADVERTISING	<p><b>AK-ROWDIES</b></p> <p>When referring to the official student organization of Akron Athletics, please use the AK-ROWDIES (always all-caps).</p>
	<p><b>Band</b></p> <ul style="list-style-type: none"> <li>• The marching band is referred to as Ohio’s Pride - Marching Band.</li> <li>• The pep band is referred to as the Blue and Gold Brass Basketball Band.</li> </ul>
APPAREL	<p><b>Permissions</b></p> <ul style="list-style-type: none"> <li>• Do not use current student-athletes’ names, images or likenesses on commercial products. It is a violation of NCAA rules and regulations.</li> <li>• Do not use references to alcohol, drugs or tobacco-related products in conjunction with University marks.</li> </ul>
CORRESPONDENCE	
DIGITAL MEDIA	
STYLE GUIDE	
LOGO CREATION	
26	<p>GoZips.com/Brand</p> <p>  @AkronZips    @ZipsAthletics</p>

PRIMARY BRAND	<b>STYLE GUIDE</b>
	<p><b>Student Organizations and Club Sports</b></p> <p>With more than 300 student organizations and more than 30 club sports, The University of Akron provides a wide range of opportunities for students to get involved. Our students are excellent brand ambassadors. Student organizations are able to identify with The University of Akron on the following conditions:</p> <ul style="list-style-type: none"> <li>• The student organization identifies as a student-based organization, not to be confused with a University department, program or initiative.</li> <li>• The student organization’s identity does not interfere with the integrity of The University of Akron’s trademarks, athletics brand or intellectual property. University trademarks cannot be altered in any way or created, e.g., Zippy cannot be drawn.</li> <li>• The student organization must clearly identify itself as a club/association/chapter. This will identify the organization as a student-based organization and not a University of Akron department or office. All student clubs must use licensed vendors to produce uniforms/club apparel and other merchandise.</li> <li>• If student organizations wish to use the words University of Akron, Akron, Zips or University in their name, the title of the University should come before the club name and/or make it clear that it is a student organization. For example: University of Akron American Red Cross Club. University of Akron Marketing Club would be permissible, but not University of Akron Marketing.</li> <li>• Registered University of Akron sports clubs are granted the privilege of using the Z logo (with registration mark) and a club name set in the University’s Akron font. For travel wear they can either buy licensed athletics wear (so it is Akron-branded but not sport-specific), or they can use the Z logo and their club name. <b>All club sports must identify themselves on all apparel, web or advertising as “Akron (insert sport) Club”.</b></li> <li>• However, because of our Athletics Multi-Media Rights partnerships and sponsorships, we cannot allow student clubs to conflict with existing Akron Athletics sponsorships. Any club or organization is prohibited from using the Z logo in conjunction with a non-athletic sponsor.</li> <li>• For student organizations and University departments, sponsor logos may appear on the back of the shirt, but no Akron branding is permitted along with the sponsor logos, unless sponsor is an Akron Athletics sponsor. Non-athletics sponsors should be in alphabetical order unless placement is based on level of sponsorship.</li> <li>• All artwork merchandise and apparel requests should be submitted for approval to the associate athletics director, as well as to Student Recreation and Wellness Services, which will need to gain approval from the University Communications and Marketing department.</li> <li>• For approval and more information, contact: Nancy Bracher Manager, Publications and Trademark Licensing - University Communications and Marketing <b>Phone:</b> (330) 972-6402 <b>Email:</b> bracher@uakron.edu</li> </ul>
	ADVERTISING
	APPAREL
	CORRESPONDENCE
DIGITAL MEDIA	
STYLE GUIDE	
LOGO CREATION	
27	<p>GoZips.com/Brand</p> <p>  @AkronZips    @ZipsAthletics</p>

PRIMARY BRAND	<h2>LOGO CREATION</h2> <hr/> <h3>Logo Creation Overview</h3> <p>In an effort to maintain the overall brand of Akron Athletics, it is important that all new logos follow the guidelines that make up the Akron brand. By following these guidelines, you will be able to create logos that meet brand standards while retaining their freshness and originality, all while promoting the sports and departments of Akron Athletics.</p>
ADVERTISING	<h3>Logo Creation Process</h3> <ul style="list-style-type: none"> <li>• Before creating a logo, it is important that the person, sport or department creating the logo contact Matt Newhouse, associate athletics director, at (330) 972-6696 to discuss the logo design and to obtain initial approval for the creation of the logo.</li> <li>• For internal personnel and departments, please contact Newhouse to coordinate the logo creation.</li> <li>• For individual sports, please contact Newhouse to coordinate the logo creation.</li> <li>• For third-party vendors, please contact your point-person or Newhouse to coordinate the logo creation.</li> <li>• When creating a logo, it is important to use the brand guidelines detailed within the Primary Brand portion of this brand guide (pages 3-18).</li> </ul>
APPAREL	<ul style="list-style-type: none"> <li>• It is important that the Z logo be used in every newly created logo. If the Z logo (see page 6) cannot be incorporated into the design, please work with the External Relations Department to find an acceptable alternative. An acceptable alternate logo to use is the Akron Zips logo (see page 6).</li> <li>• A review process will be completed before the new logo goes into final production. This includes a review by Newhouse, coaches, vendors and any other person for whom the logo will be created. There will not be a set limit on the number of reviews for each new logo.</li> <li>• Before the logo is placed into circulation, final approval must be obtained through Newhouse. At that time, a set of guidelines can be created to ensure the proper usage of the logo is followed and that the logo is added to the brand guide.</li> </ul>
CORRESPONDENCE	
DIGITAL MEDIA	
STYLE GUIDE	
LOGO CREATION	