

BRANDING STANDARDS MANUAL



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THE LOGO



GRAPHIC STRUCTURE

The University of Cincinnati logo incorporates two graphic elements, the UC symbol and the words “University of Cincinnati.” **The UC logo must appear prominently – generally, the front cover or the top left of a web page – on all materials.**

THE DEVELOPMENT AND USE OF SEPARATE LOGOS TO REPRESENT UNIVERSITY OF CINCINNATI UNITS OR PROGRAMS IS PROHIBITED.

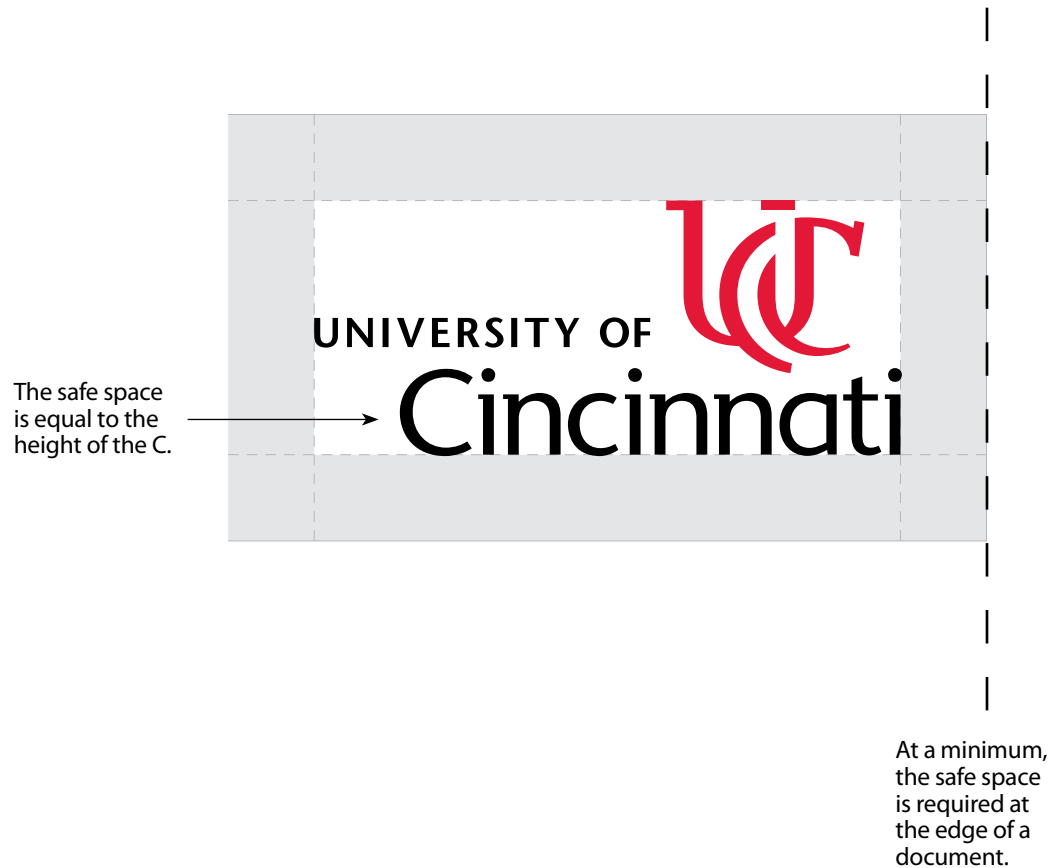


The UC logo includes **both** the symbol and the words “University of Cincinnati,” locked together as shown.

THE LOGO (cont.)

SAFE SPACE

A safe area around the UC logo must be preserved. No elements such as typography, other logos, graphics or photos may intrude upon this safe area. In addition, the safe area must be preserved near a cut or folded edge.



THE LOGO (cont.)

COLOR

The UC logo can appear **only** in black and red, white and red, all black or all white **as shown**.



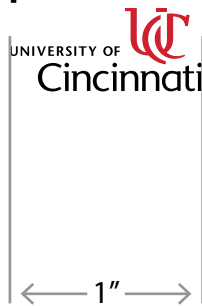
THE LOGO (cont.)

SIZE RESTRICTIONS

The UC logo may not appear smaller than the sizes illustrated below.

The UC logo must not be purposefully minimized. If space allows, the UC logo should appear as large as is appropriate – in most cases, larger than the minimum size.

Minimum size for print



Minimum size for Web

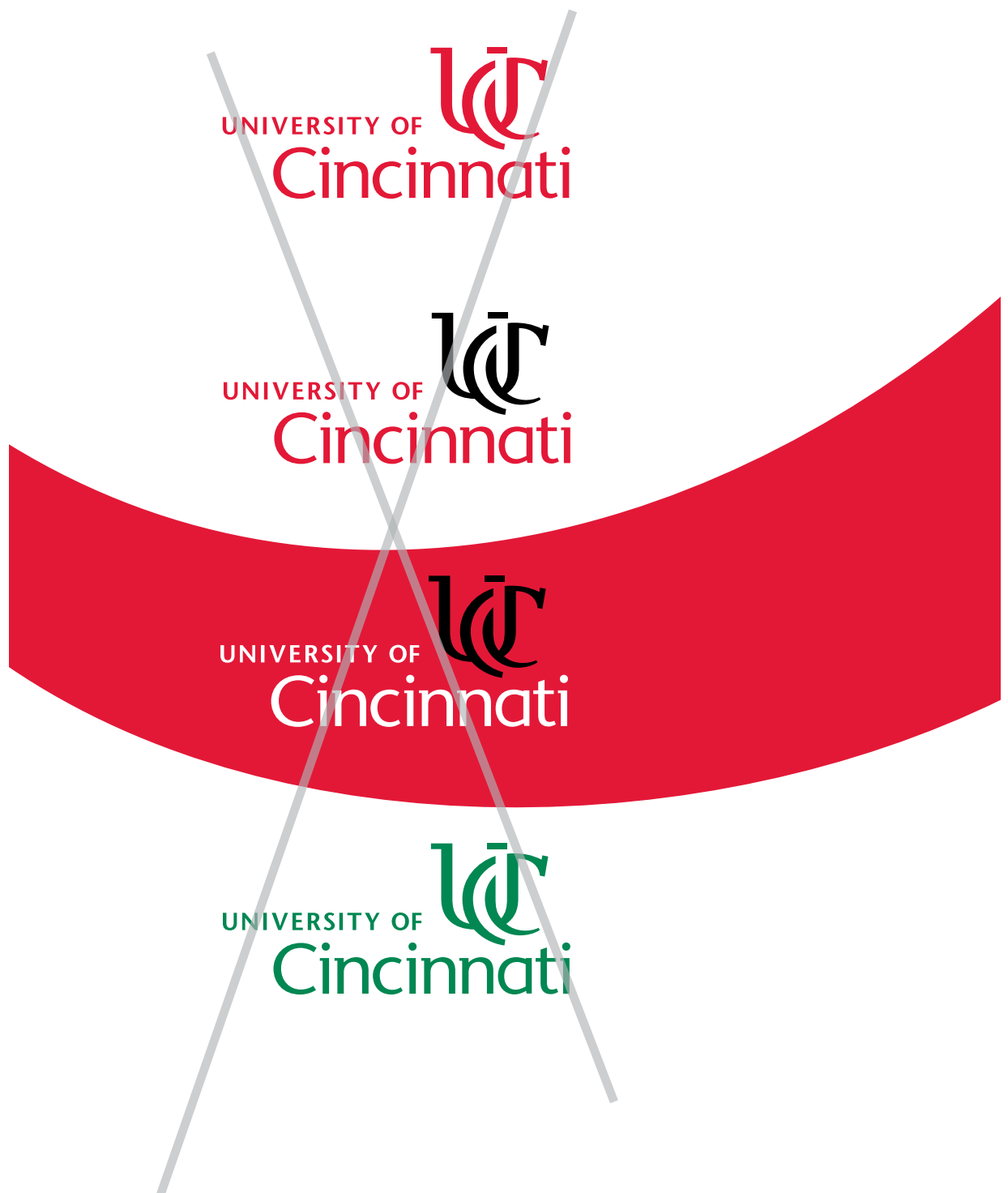


THE LOGO (cont.)

UNACCEPTABLE EXECUTIONS

Pages 5–7 illustrate some of the most common errors made when reproducing the UC logo.

Incorrect color:



THE LOGO (cont.)

UNACCEPTABLE EXECUTIONS (cont.)

Placing the logo over complex photos, textures or unapproved colors



Attaching text to the logo; not preserving the safe space; using the logo as part of a sentence or headline



Altering the logo; modifying the type; not preserving proportions



Applying a drop shadow



THE LOGO (cont.)

UNACCEPTABLE EXECUTIONS (cont.)

Using the logo more than once per page



Mixing other marks of the university with the logo



Using the symbol alone or as part of a unit name.



THE SYMBOL AND INGOT

The UC symbol alone (without the words “University of Cincinnati”) is allowed only as an exception, subject to approval on a case-by-case basis.

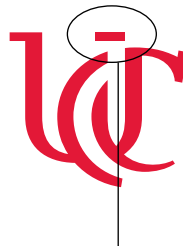
However, the symbol can be “dimensionalized” and used as a graphic element, or secondary asset. A professional graphic designer is required for such adaptations of the symbol. See examples, next page.

The ingot is an extracted element from the symbol. Sample usage of the ingot can be found throughout this manual. The ingot is a rectangle, proportioned 3.5 to 1.

The symbol:



The ingot:

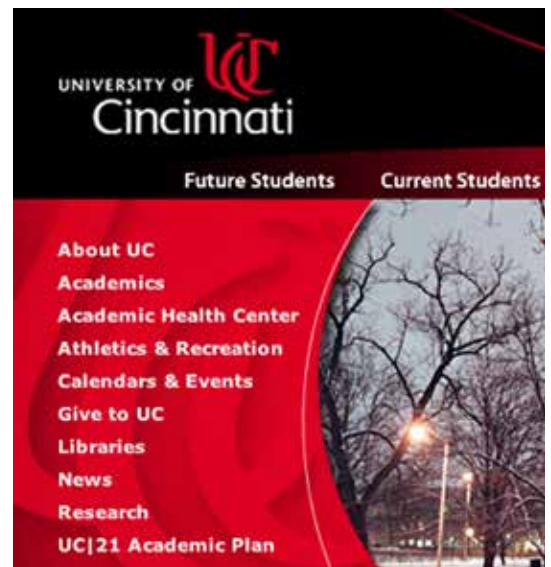
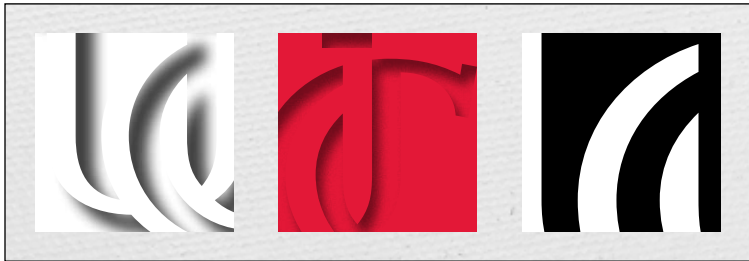


The ingot is extracted from the symbol.

THE SYMBOL AND INGOT (cont.)

DIMENSIONALIZED SYMBOL

The symbol can be “dimensionalized” and used as a graphic element, or secondary asset. A professional graphic designer is required for such adaptations of the symbol.



ALTERNATE LOGOS

Two alternate versions of the UC logo are restricted for specific and rare situations – generally, where the standard UC logo absolutely will not work. **You must obtain approval from the Branding Review Committee in advance of publication to use these alternate logos.** Contact one of the branding experts listed on the last page of this manual.

This horizontal/alternate logo is occasionally approved as an exception for very small specialty items, such as pens, or for other situations when the standard UC logo will not fit.



This vertical/alternate logo is occasionally approved as an exception for large banners and displays, certain specialty items or for other situations where the standard UC logo will not fit.



BRAND COLOR



PRIMARY (SIGNATURE) COLORS

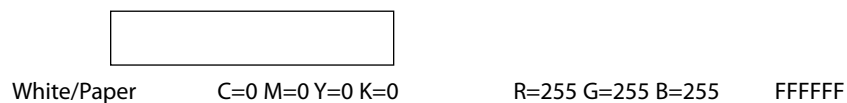
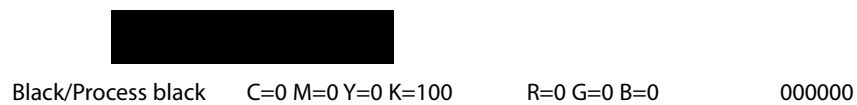
UC colors are red and black and must be the primary colors on all university publications.

Further, publications using less than three colors *must* be produced as follows:

One-color: black

Two-color: red (PMS 186) and black

Avoid screening (tinting) red—screening red turns the color to pink.



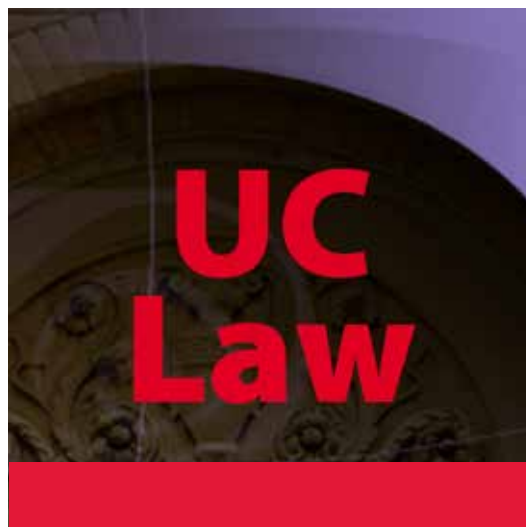
BRAND COLOR (cont.)

ACCENT COLORS

Accent colors should be used sparingly, in addition to red and black. Accent colors never replace the primary (signature) color palette of red and black.

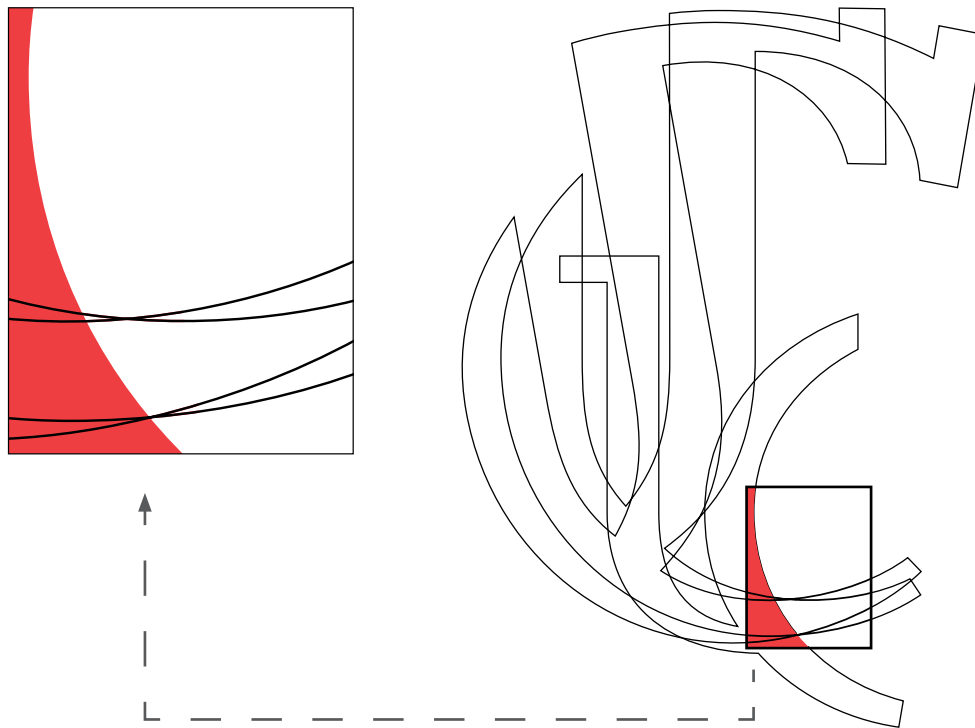
Acceptable use of an accent color.

**These examples have been extracted for demonstration purposes. In actual context, they appeared with the UC logo as required.*



BRAND ARCHITECTURE

The “architecture” for properly branded material is created by using shapes and lines extracted from the UC symbol.



FONTS



FONTS

The preferred university fonts are Myriad and Minion. Your document should include one or both of these fonts. Additional fonts are allowed, if appropriate to the communication. For guidance, contact one of the experts on the last page of this manual.

For PCs: Free copies of the fonts can be emailed to you by contacting jeri.smith@uc.edu or angela.klocke@uc.edu.

For Macs: The available PC versions will not work on a Mac. Use the system/pro versions, Myriad Pro and Minion Pro.

Myriad Regular Condensed	<i>Myriad Regular Italic Condensed</i>
Myriad Regular	<i>Myriad Regular Italic</i>
Myriad Bold Condensed	<i>Myriad Bold Italic Condensed</i>
Myriad Bold	<i>Myriad Bold Italic</i>
Myriad Black	<i>Myriad Black Italic</i>
Minion Regular	<i>Minion Italic</i>
Minion Semibold	<i>Minion Semibold Italic</i>
Minion Bold	<i>Minion Bold Italic</i>
	Minion Black




DIGITAL BASICS



In general, all guidelines established for print also apply to digital use. The following additional requirements are specific to web and digital applications:

- **The UC logo must serve as a link to the university's home page (uc.edu).** A text link should also be provided in the footer area of the page.
- **The UC logo must be placed in the upper left corner of the page.**
- **The UC logo must not be animated.** (The logo can't spin, morph or stretch.)
- **The UC logo must appear in its standard form.** (Do not apply effects such as beveling, shadowing or glowing.)

DIGITAL COLOR PALETTE

Red		R=224 G=1 B=34	E00122
Black		R=0 G=0 B=0	000000
White		R=255 G=255 B=255	FFFFFF

THE WEB



WEB POLICY

Web-specific standards can be found at uc.edu/ucomm/web/policies_standards.html.








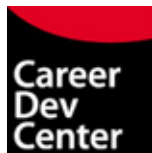

WEBSITE ASSISTANCE

For advice and assistance, contact kerry.overstake@uc.edu.

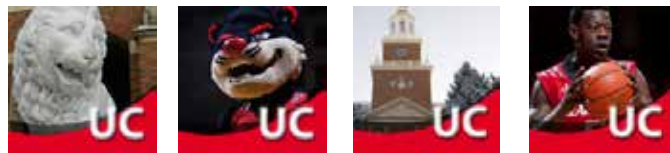
SOCIAL MEDIA

ICONS

Social media icons should follow the convention below:

Primary UC Account				
UC Colleges				
UC Departments Centers, Libraries, etc.				

A social media icon featuring a photograph must be approved by the Branding Review Committee prior to usage. A simple, eye-catching image is recommended.



Any other non-standard designs must be reviewed by the Branding Review Committee prior to use. Designs must be legible at extremely small sizes. Complex and illegible icons will not be approved.

Note: Your unit should use the same design for all social media icons to provide visual recognition and continuity.

To obtain an icon template, or for additional information, contact jeremy.martin@uc.edu.

SOCIAL MEDIA (cont.)

BACKGROUNDS

The preferred background colors for social media are red, black, neutral grey or white. A photograph of an appropriate subject may also be acceptable. Contact jeremy.martin@uc.edu for assistance.

Acceptable:



Unacceptable:



Do not incorporate small, repeating patterns. Do not lead with colors other than the UC signature palette or neutral grey.



Do not obscure or hide university marks.

EMAIL

Quotes, slogans, graphics and backgrounds should not be a part of your UC signature, nor used anywhere in your UC email.

Email sent from your UC account is public record. Compose all emails with that in mind. **Confidentiality statements should not be added to your signature unless you are certain a legitimate public records exception applies.** If you have questions, please contact the Office of General Counsel.

Joseph Smith, PhD
Department of English
McMicken College of Arts and Sciences
University of Cincinnati
PO Box 210069
Cincinnati, OH 45221-0069
513-556-1234

Campus location: 240 McMicken Hall

An example of a proper
UC email signature.

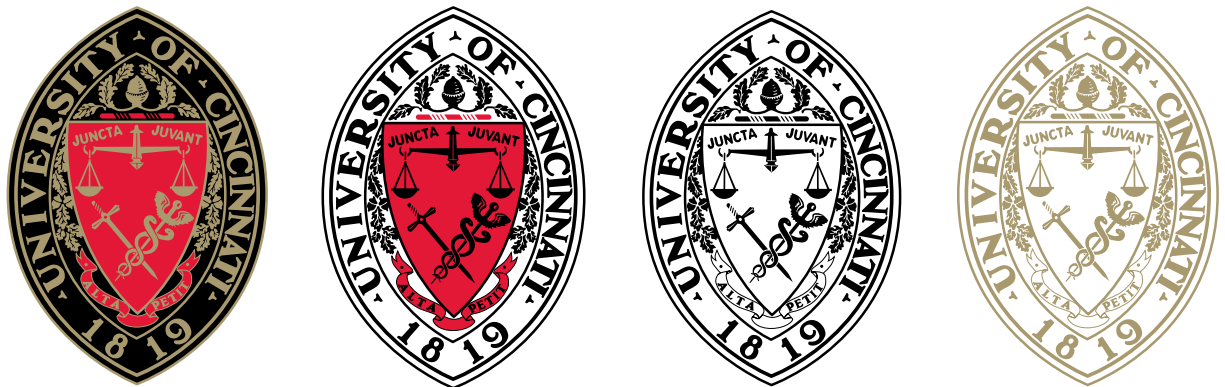
FONTS

Standard system fonts should be used for email text and signatures – Verdana, Arial, Times, etc. – in 10 pt. or larger. Do not use all caps.

THE SEAL

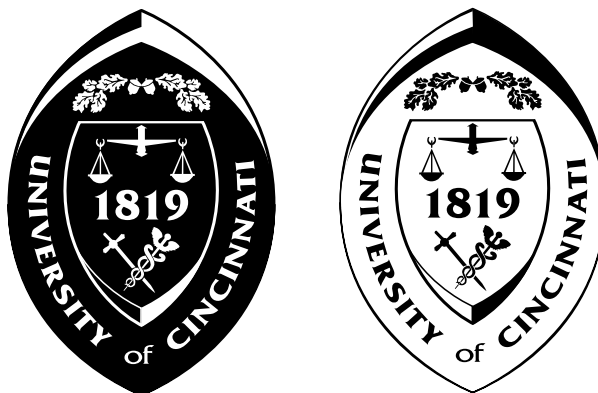
The University Seal embossment, adopted in 1904 from the City of Cincinnati insignia, is legally restricted for use on official documents of the university. The bylaws of the UC Board of Trustees designate the secretary of the Board of Trustees as the keeper of the official seal and, consequently, references to the seal in the following guidelines apply only to reproductions or facsimiles of the seal.

Reproduction of the seal is restricted to presidential or Board-related purposes and in recognition of certain prestigious scholarly achievements such as a diploma. *The seal is also appropriate for permanent markers, such as architectural elements produced in stone, metal or glass, and for regalia and class rings, subject to licensing approval.* Use of the seal must be approved by the division of Governmental Relations and University Communications or the Branding Review Committee. The color iterations below are the only approved versions of the UC seal.



THE ALTERNATE SEAL

To preserve the seal for its formal purposes while also filling a demand for traditional-themed merchandise, a contemporary extraction of the seal is available for use on commemorative plaques, clothing, gift items and merchandise. **Use of this “alternate seal” is restricted for licensed goods. It cannot be used on printed material or websites.** Its use is governed by the director of trademarks and licensing, martin.ludwig@uc.edu.



THE C-PAW AND ATHLETICS MARKS

The “C-Paw” and Athletics logos are approved for the Department of Athletics and on a case-by-case basis for Athletics-related events. **THE C-PAW IS NEVER PERMITTED TO REPRESENT ACADEMIC OR ADMINISTRATIVE UNITS AND PROGRAMS OF THE UNIVERSITY. Further, staff not employed directly by the Department of Athletics are never permitted to use the C-Paw in their individual communication.**

Official **student** organizations and clubs recognized by the Office of Student Activities and Leadership Development (SALD) have access to the Athletics marks, subject to approval by the director of trademarks and licensing. Requests should be submitted to lindsey.lankford@uc.edu.



AFFILIATES

The following legally separate affiliate organizations have been granted special permission to use the UC symbol as part of their identities.

Separate guidelines for UC Health, The UC Foundation, and UC Alumni are available.

For details and guidance on UC Health items, contact richard.puff@uc.edu.

For details and guidance on UC Foundation and UC Alumni items, contact amanda.farrell@uc.edu.



INSTITUTES

The UC Institutes represent collaborations between UC Health and the teaching and research programs of the University of Cincinnati. To visually communicate these partnerships, a co-branded logo pair has been created.

UC Neuroscience Institute

UC Cancer Institute

UC Heart, Lung & Vascular Institute

For details and guidance on the UC Institutes, contact richard.puff@uc.edu.



IDENTIFICATION OF COLLEGES AND OTHER UNITS

The UC logo and signature colors – red and black – are the primary identifiers for all colleges, units, departments and programs of the university and must be used prominently in all communication. THE DEVELOPMENT AND USE OF SEPARATE LOGOS TO REPRESENT INDIVIDUAL UNITS OR PROGRAMS IS PROHIBITED.

However, the UC branding system allows the flexibility to incorporate *additional* graphic elements. These elements, used consistently, serve as visual cues to help audiences identify the unit within the context of the umbrella (UC) brand. Examples of unit-specific elements include:

- specific images (or photography style)
- graphics or icons
- an accent color
- background texture

Unit-specific elements should be used consistently, BUT NOT IDENTICALLY across all unit print and electronic communication. In addition, unit-specific elements:

- do not replace the UC logo
- are subordinate to the UC logo
- do not replace red and black as the primary colors
- may not be attached to the UC logo or symbol
- must be eliminated in cases where space would not allow inclusion of both UC primary identifiers and the unit-specific element/s
- are generally not permitted on items of merchandise (t-shirts, mugs, hats, pens, etc.) *
- **must be fully reviewed and approved by the UC Branding Committee prior to any published use (see page 27)**

** For more information, contact the Office of Trademarks and Licensing, licensing@uc.edu.*

IDENTIFICATION OF COLLEGES AND OTHER UNITS (cont.)

TAGLINES AND SLOGANS

Taglines or slogans are restricted to colleges and major units and must be approved prior to any published use by the Branding Review Committee. Taglines and slogans are discouraged—in most cases, a strategic marketing approach will provide better results and more flexibility.

Taglines and slogans are considered for approval with the following in mind:

Is it specific to the college/major unit? (Does it have meaning?)

Can it be interpreted as a comparative statement against other UC colleges/major units?

Does it conflict with UC brand statements or university marketing efforts?

Does it help provide clarity?

What are the goals of adopting a tagline/ slogan and can they be measured?

Have potential trademark and licensing issues been investigated?

IDENTIFICATION OF COLLEGES AND OTHER UNITS (cont.)

UNIT-SPECIFIC GRAPHICS — REQUIREMENTS

1) Before beginning, seek branding committee approval for development.

2) Hire a professional graphic designer. On-campus services are available and estimates can be provided in advance.

Academic Health Center (east/medical campus), *suzanne.jeffrey@uc.edu*, 513-558-4553

University Communications/Creative Services (west/main campus), *kathleen.bohlen@uc.edu*, 513-556-5222.

3) Submit at least three sample applications, with the unit-specific graphics used in context, to the Branding Review Committee for comment and/or approval.

IDENTIFICATION OF COLLEGES AND OTHER UNITS (cont.)

UNIT-SPECIFIC GRAPHICS — *EXAMPLES*

Correct Usage

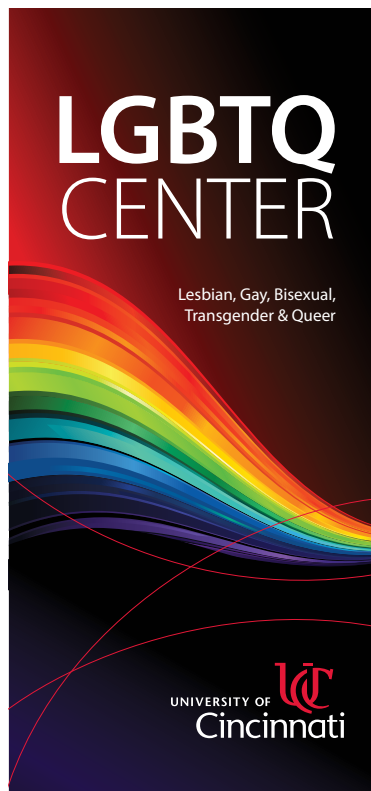


Running Man graphic

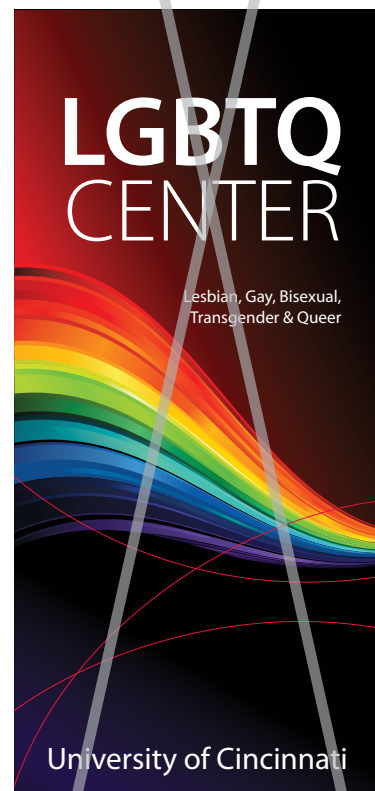
Incorrect Usage



Running Man graphic used as a logo



Rainbow graphic



Rainbow graphic without the UC logo

IDENTIFICATION OF COLLEGES AND OTHER UNITS (cont.)

UNIT PAIR OPTION — SUMMARY

The unit pair option was developed for specific, rare circumstances where it is appropriate or necessary for the university logo to be displayed with a college or major unit name as a single unified graphic element.

USAGE - In most instances, the UC logo and unit name will continue to be used separately.

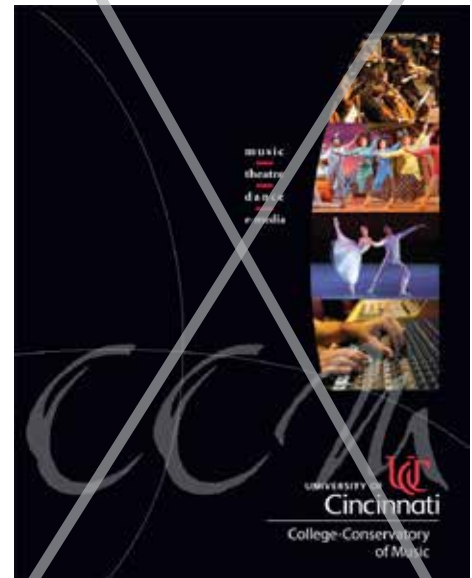
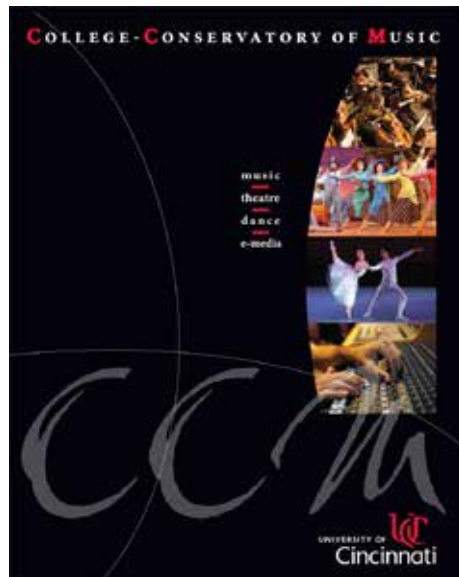
Examples of *possible* appropriate uses for a unit pairing graphic include certain promotional items, merchandise and event sponsorships. Approved usage is determined on a case-by-case basis.



IDENTIFICATION OF COLLEGES AND OTHER UNITS (cont.)

UNIT PAIR OPTION — EXAMPLES

A unit pairing graphic does **not** replace appropriate use of the logo. In most instances, the UC logo and unit name will continue to be used separately.



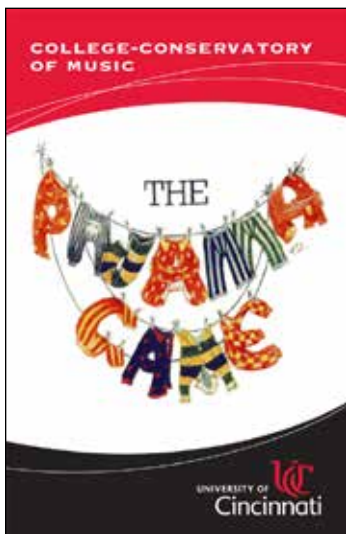
A brochure cover is **not** an appropriate use of the unit pairing option.

ANNIVERSARIES AND EVENTS

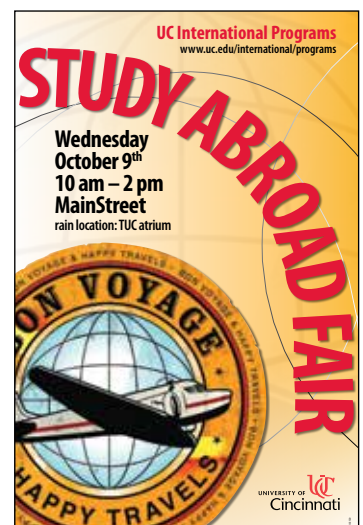
Within UC's diverse environment, there are cases that call for special consideration. Among them are:

- Significant **anniversary celebrations** for colleges or major units
- Special **campaigns** for fund raising
- Theatrical **performances**
- Conferences and **events**
- Strategic **partnerships** and co-sponsored initiatives
- **On-campus retail establishments**, as approved by Campus Planning and Design

It is beyond the scope of this manual to accommodate all possible special cases. If you believe a particular situation calls for special consideration, seek review and advice from one of the internal experts listed on the last page of this document or submit your request to the Branding Review Committee.



coop



MERCHANDISE AND LICENSED GOODS

The university owns all trademarks, service marks, trade names, logos, seals, symbols, mascots, and slogans associated with or referring to the University of Cincinnati. The Office of Trademarks & Licensing protects and controls the use of its marks, as well as the quality and appropriateness of products, promotions, and sponsorships for which the marks are used.

All uses of UC's trademarks on products require prior approval from the Office of Trademarks and Licensing, even if the proposed uses do not involve the sale of a product.

Any use of the university's trademarks that violate university brand standards, NCAA bylaws, or conflict with any agreements the university may have with other organizations are strictly prohibited.

All products bearing UC's trademarks must be produced from companies licensed by the University of Cincinnati through our agent, the Collegiate Licensing Company (CLC).

UC trademarks may not be used in conjunction with the name or trademark(s) of any other entity without the prior written permission of that entity and the Office of Trademarks and Licensing. Approval of any such dual use will be limited to instances of compelling institutional priority.

UC trademarks may not be used in any manner that implies endorsement of other organizations, companies, products, services, political parties or views, or religious organizations and beliefs.

UC's trademarks may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of UC's anti-discrimination policies or practices.

No one other than the University of Cincinnati may claim copyright or trademark rights or seek to register any design that uses University of Cincinnati trademarks.

All uses of UC trademarks on products will incorporate the appropriate trademark designation symbols (i.e., ® or ™).

Exceptions approved by the director of trademarks and licensing do not constitute a precedent, or change the guidelines presented here.

Additional information is available on the Office of Trademarks and Licensing website, uc.edu/licensing.

RESOURCES



ELECTRONIC FILES

Web-quality **and** high-res/vector (print-quality) versions of the UC logo can be accessed at **uc.edu/ucomm/branding**.

FREE TEMPLATES

Word and PowerPoint templates: **uc.edu/ucomm/branding/templates.html**

Social media templates: *jeremy.martin@uc.edu*

FREE IMAGES

uc.edu/ucomm/photo_video/free_images.html

EDITORIAL STYLE GUIDE

uc.edu/ucomm/resources/stylebook.html

PRINTING AND DUPLICATING

Printing Services: *karen.kappen@uc.edu*

Duplicating Services: *mcdupsrv@ucmail.uc.edu*

ADVICE AND APPROVAL

MARKETING AND ADVERTISING

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Ashley Morgan, ashley.morgan@uc.edu

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