

# Identity Guide



*The University of Rochester makes the exceptional ever better.*

# University of Rochester Identity Guide

## Contents

Introduction, <a href="#">3</a>	Misusing the Marks, <a href="#">18</a>
Motto, <a href="#">4</a>	Official University Colors, <a href="#">20</a>
Mission Statement, <a href="#">5</a>	Specifying University Colors for Print and Web, <a href="#">21</a>
Vision & Values, <a href="#">6</a>	Specifying University Colors for Other Applications, <a href="#">22</a>
Official Seal, <a href="#">7</a>	Typography, <a href="#">24</a>
University Logo, <a href="#">8</a>	Official Stationery, <a href="#">26</a>
Alternate Versions, <a href="#">9</a>	Vehicle Graphics, <a href="#">27</a>
Unit Marks, <a href="#">10</a>	Merchandise and Trademark Licensing, <a href="#">28</a>
Spirit R Logo, <a href="#">12</a>	Maps, <a href="#">29</a>
Other Things to Avoid, <a href="#">13</a>	Spirit R Logo Usage, <a href="#">30</a>
Rocky Logo, <a href="#">14</a>	Unacceptable Treatments of the Spirit R Logo, <a href="#">32</a>
Approved Logos outside the Identity Guidelines, <a href="#">16</a>	Rocky Logo Usage, <a href="#">34</a>
Using the Marks, <a href="#">17</a>	Helpful Resources/Identity FAQ, <a href="#">36</a>



# Identity Guide

## Introduction

This document contains the official graphic identity guidelines for the University of Rochester logo and the unit marks for our primary academic divisions: Eastman School of Music, Simon Business School, Warner School of Education, School of Arts & Sciences, Hajim School of Engineering & Applied Sciences, and the College.

UR Medicine and its affiliates, University of Rochester Medical Center, School of Medicine and Dentistry, and School of Nursing have their own graphic identity guidelines, which are subsets of the University's brand identity.

The Memorial Art Gallery also has its own logo but remains a component of the University's overall brand.

## Get Help

If you have questions about the University of Rochester brand guidelines, logo application, trademark, or available resources, please contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu).

University of Rochester logo files are available for download at [www.rochester.edu/creativeservices/logo.html](http://www.rochester.edu/creativeservices/logo.html).

University of Rochester unit mark files are available for download at [www.rochester.edu/creativeservices/marks.html](http://www.rochester.edu/creativeservices/marks.html).

Presentation templates and web items featuring University branding are available for download at [www.rochester.edu/creativeservices/logo-templates.html](http://www.rochester.edu/creativeservices/logo-templates.html).

To learn more about obtaining printed standard stationery and other standard items, including digital letterhead templates, turn to page [page 26](#) of this guide.

Digital letterhead templates carrying the University of Rochester logo or the unit marks are available free of charge from Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu).

Brand guidelines and templates for URM and UR Medicine and affiliates are available. Contact [Marketing@urm.rochester.edu](mailto:Marketing@urm.rochester.edu) for more information.

For the complete history of the University's colors and symbols, please visit [www.rochester.edu/aboutus/symbols.html](http://www.rochester.edu/aboutus/symbols.html).



## Motto

*Meliora* is the official motto of the University of Rochester. The Latin noun or adjective is interpreted to mean “ever better.” The faculty approved the motto in 1851, with the board adopting it officially on April 9, 1852. It continues to be used in the official seal and the logo of the University.

Note: *Meliora* is pronounced “MEH-lee-OR-ah.”



MOTTO AS IT APPEARS ON THE BASE OF THE EASTMAN QUADRANGLE FLAGPOLES

"*Meliora*" has been the University's motto for generations of students, alumni, and faculty members. Now, for the first time ever, it is being complemented by a carefully developed and enthusiastically received mission statement. Created under the leadership of Provost Ralph Kuncel and Associate Provost Kathleen Moore, the 10-word statement, "Learn, Discover, Heal, Create—and Make the World Ever Better," was revealed to the campus community and trustees in the days just before commencement, to the rousing approval of both groups.

"A mission statement is not a statement about the future but rather about what is enduring," Kuncel says. "It encapsulates and articulates the purposes, characteristics, and values of an institution, the core purposes and the actions that derive from them. It should explain what drives us, and what it is we are trying to create."

#### MISSION STATEMENT IN PROSE

LEARN, DISCOVER, HEAL, CREATE—  
AND MAKE THE WORLD EVER BETTER

#### MISSION STATEMENT AS A GRAPHIC DESIGN ELEMENT

## Mission Statement

The University's 10-word mission statement, *Learn, Discover, Heal, Create—and Make the World Ever Better* was adopted by the Board of Trustees in 2011. The mission statement is not to be used as a replacement for *Meliora*, the University's motto.

The proper format for writing the mission statement in prose is to have all the words except "and" and "the" capitalized. The dash must be written as an em dash, not a hyphen.

When used as a display element, the guidelines are more relaxed, but there are a few that must always be followed.

- The order of the words in the statement may not be changed.
- None of the words in the statement should be changed or omitted.
- No other verbs should be added to Learn, Discover, Heal, Create, Make.
- There is no period at the end of the statement.
- When used for display, and if room allows, it is preferred that the statement be placed on two lines, centered and broken after the em dash.

# Vision & Values

As a community, the University of Rochester is defined by a deep commitment to *Meliora*—ever better. Embedded in that ideal are the values we share: equity, leadership, integrity, openness, respect, and accountability.

Together, we will set the highest standards for how we treat each other to ensure our community is welcoming to all and is a place where all can thrive.

## Our Vision

The University of Rochester will continue to frame and solve the greatest challenges of the future.

We are a community in which all who work, teach, create, and provide care are welcome and respected, and where all can pursue and achieve their highest objectives for themselves, their community, and the world.

Steeped in Rochester's rich history of social justice and entrepreneurial spirit, we will always be an inclusive, equitable, sustainable, and responsive organization at every level.



## Our Values

We will hold ourselves accountable to these values in the design of our programs, the development and delivery of our services, the evaluation of performance, and the ways in which we interact as a community.

- *Meliora*: We strive to be ever better, for everyone.
- *Equity*: We commit to diversity, inclusion, and access.
- *Leadership*: We take initiative and share responsibility for exemplifying excellence.
- *Integrity*: We conduct ourselves with honesty, dedication, and fairness.
- *Openness*: We embrace freedom of ideas, inquiry, and expression.
- *Respect*: We value our differences, our environment, and our individual and collective contributions.
- *Accountability*: We are responsible for making our community ever better, through our actions, our words, and our dealings with others.

M Meliora  
E Equity  
L Leadership  
I Integrity  
O Openness  
R Respect  
A Accountability





COMMENCEMENT MATERIALS FEATURING THE OFFICIAL SEAL

## Official Seal

This is the official seal of the University of Rochester (the corporation). It is the emblem of authenticity. The seal has limited use. It is used for events and materials of a ceremonial nature or official activity by the president and the Board of Trustees.

Visit [www.rochester.edu/creativeservices/seal.html](http://www.rochester.edu/creativeservices/seal.html) for more information or contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu) with questions.



## University Logo

The official University logo is the standard graphic representing the University of Rochester. The official University logo consists of two components: the wordmark “University of Rochester” and the shield graphic.

These two components are arranged in one of three ways. For each arrangement, the wordmark and shield are locked: the logo’s two elements are always together as a unit. Further, the size of the wordmark, the size of the shield, and the space between the two components always increase and decrease together.

The three arrangements should not be altered in any way. If none of the three options fits your application, or if a vendor suggests that you alter an arrangement, please contact Creative Services to work with you and the vendor to find a solution.

### Usage

The University of Rochester logo should be used when representing the entire University.

### Version 1

This is the “standard” logo. Version 1 of the logo should always be the first choice.



UNIVERSITY *of*  
ROCHESTER

UNIVERSITY OF ROCHESTER STANDARD LOGO—VERSION 1



UNIVERSITY OF ROCHESTER LOGO—VERSION 2



UNIVERSITY OF ROCHESTER LOGO—VERSION 3

## Alternate Versions

To accommodate a variety of uses and spaces, two other versions of the University logo and each of the unit marks are available.

### Version 2

Designed specifically to be used inside square or circular spaces such as a pin or on vertically oriented pages, like the back of a trifold brochure

### Version 3

Designed specifically to be used in wide spaces like web headers or footers or slide presentations

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Note: all of the logo files presented here are available for download at [www.rochester.edu/creativeservices/logo.html](http://www.rochester.edu/creativeservices/logo.html).

## Unit Marks

A limited number of second-tier treatments have been developed to provide the University's major academic units with marks specific to them but still graphically consistent with the University logo. Each of these unit marks features the shield plus the wordmark specific to the school or major unit, using the same typestyle as the University logo.

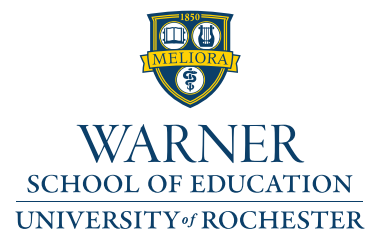
Just as with the University's logo, there are a standard version and two alternates for use when the standard version will not fit in the available space. All of the usage guidelines from the previous pages apply to these marks as well.

Logos or unit marks for lower tiers in the academic hierarchy are not permitted.

### Usage

Unit marks are meant to be used to more effectively promote each of the major academic units and should be used in place of the University logo. When two or more units collaborate, the University logo should be used instead of two or more unit marks, and the unit names involved should be spelled out somewhere in text.

*Note: The rules for applying unit marks are the same as those for applying the University logo.*





SCHOOL OF  
**ARTS & SCIENCES**  
UNIVERSITY *of* ROCHESTER



**HAJIM**  
SCHOOL OF ENGINEERING  
& APPLIED SCIENCES  
UNIVERSITY *of* ROCHESTER



**THE COLLEGE**  
UNIVERSITY *of* ROCHESTER



SCHOOL OF  
**ARTS &  
SCIENCES**  
UNIVERSITY *of* ROCHESTER



**HAJIM**  
SCHOOL OF ENGINEERING  
& APPLIED SCIENCES  
UNIVERSITY *of* ROCHESTER



**THE COLLEGE**  
UNIVERSITY *of* ROCHESTER



SCHOOL OF ARTS & SCIENCES  
UNIVERSITY *of* ROCHESTER



HAJIM SCHOOL OF ENGINEERING & APPLIED SCIENCES  
UNIVERSITY *of* ROCHESTER



THE COLLEGE  
UNIVERSITY *of* ROCHESTER



## Spirit R Logo

The Spirit R logo is the primary graphic element for the Department of Athletics and Recreation. This identity system was created to provide consistency and coherence within the athletics program. It is used on athletic uniforms, equipment, venues, and spirit merchandise. It is not interchangeable with the University logo.

The official Spirit R logo is a custom-designed capital R, and deviating from this design in any way is not permitted.

**Note:** Spirit logos are not for use on official office stationery or business cards.

If you are interested in using the Spirit R logo for athletic purposes, contact Dennis O'Donnell at [dennis.odonnell@rochester.edu](mailto:dennis.odonnell@rochester.edu). If you are interested in using the Spirit R logo for nonathletic purposes, contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu).

### Reproduction

- The Spirit R logo is dandelion yellow, and every effort should be made to represent it that way.
- The Spirit R logo has an alternate version for use on dark backgrounds that includes a thin white outline. This means that when embroidering or silk screening, white thread or white ink is necessary, making the logo a three-color graphic. See page 13 for examples.
- When reproducing the Spirit R on clothing that is very close to Rochester blue, the garment's fabric can stand in for the blue ink color. This would mean only white and yellow ink are needed and may offer a cost savings.

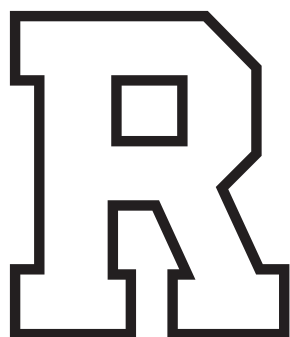


SPRIT R LOGO



THREE COLORS ON DARK BACKGROUND  
OR TWO COLORS (WHITE AND DANDELION YELLOW)  
WHEN ON UNIVERSITY BLUE BACKGROUND

ONE COLOR (DANDELION YELLOW OR WHITE)  
ON DARK BACKGROUND



ONE COLOR (BLACK OR UNIVERSITY BLUE)  
ON WHITE BACKGROUND ONLY



ONE COLOR (UNIVERSITY BLUE) ON  
DANDELION YELLOW BACKGROUND ONLY

### Alternate versions

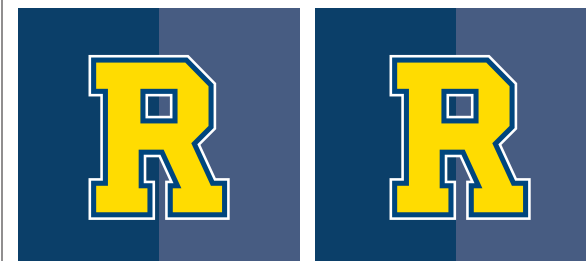
Like other logos in the system, the Spirit R logo has versions to accommodate the logo when it appears on dark backgrounds. There are also versions for one-color printing on dark or light backgrounds. Please contact Creative Services for advice on which version to use for the material on which the logo will appear.

### How to treat Yellowjackets and 'Jackets

Legend has it that J. Howard Garnish, Class of 1927, yelled, "Go, you YELLOWJACKETS!" while cheering on the football team. Back in those days, the football team wore yellow jerseys; thus the name. When written, "Yellowjackets" is one word; when shortened to 'Jackets, the apostrophe indicates omission and is always used. 'Jackets can be written with a capital J only ('Jackets), in all caps ('JACKETS), or in small caps with a capital J.

### "Centering" the Spirit R

Due to the shape of the Spirit R logo, when centering it within a given space, it is often necessary to *visually* center it by shifting it a bit to the right of mechanical center. This slight adjustment will prevent the logo from appearing to be off center.



MECHANICALLY CENTERED

VISUALLY CENTERED

## Rocky Logo

Rocky is the official University Yellowjacket mascot. The Rocky logo replaced the previous Yellowjacket logo, URBee, in 2009.

### Reproduction

- The Rocky logo is not interchangeable with the University logo.
- The Rocky logo is meant to be used on spirit merchandise and apparel, vehicles, sports equipment and venues, advertising, etc.
- When possible, the Rocky logo should appear in Rochester blue, dandelion yellow, and white. When only one color is available, it can appear in black and white or blue and white.
- All the Rocky logo files include a thin white outline around the Rocky figure to allow it to reproduce properly on all backgrounds, especially backgrounds that do not contrast enough with Rochester blue.
- When the Rocky logo is being printed or embroidered on a dark-colored background, the thin white outline and other pieces—like the wings and the hands—must be printed or embroidered in white ink or thread respectively, making the logo a three-color graphic.
- When reproducing the Rocky logo on clothing that is very close to Rochester blue, the garment's fabric can stand in for the blue ink color. This would mean only white and yellow inks are needed and can offer a cost savings.



ROCKY



CUSTOMIZED ROCKY EXAMPLES

### Customization

While customizing Rocky is possible, it is only allowed while maintaining the school colors and using a “paper doll” approach. Costumes and props can be added on top of the form without altering the form underneath. The position and proportions of Rocky’s arms, hands, wings, head, eyes, antenna, body, Spirit R logo, and stinger may not be changed.

There is an archive of different Rockys already available to the University community. One such collection is used to illustrate the University’s mission statement: Learn, Discover, Heal, Create—and Make the World Ever Better. These Rockys are not to be used apart from the mission statement or to represent any theme not related to the mission statement.

Creative Services can create new authorized custom versions of Rocky upon request—with some restrictions and within the limits of some basic guidelines:

- In select cases for special events, holiday and University-wide public announcements, certain service departments, and student clubs
- For varsity sports and Student Activities’ competitive and recreational sports clubs
  - For such purposes, using the standard Rocky accompanied by “University of Rochester” or “Rochester Yellowjackets” or “Rochester” or any one of those three names followed by the name of the sport is preferred over a custom Rocky.
  - Any Rocky customized for sports must be designed by Creative Services and produced by a licensed vendor.
- All customized Rockys remain the property of the University and are available for use by the University community at large and not exclusive to any one department, regardless of where the initial request for customization originated.

If you are interested in using the standard Rocky logo or a customized Rocky from the archive or having a unique custom version created, contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu).

## Approved Logos outside the Identity Guidelines

There are a very limited number of situations where a noncompliant logo may be created. These include

- events with a clearly defined duration (ex.: Orientation or Meliora Weekend)
- fundraising initiatives (ex.: One Rochester)
- stores or campus dining services (ex.: UR Tech Store or Dining Services)
- collaborations with other universities or corporations (ex.: Futurity, CEIS)

### Wordmark

Academic and/or student service centers like the Humanities Center or Paul J. Burgett Intercultural Center can petition to have a wordmark created for their use. This wordmark is mostly used in signage and event promotion and is not intended to replace the appropriate University logo or unit mark.

### Unauthorized logos

Logos for individual academic departments, labs, projects, teams, etc. are not permitted. Contact Creative Services for more information.



Humanities  
Center





MINIMUM PRINTED SIZE



CLEAR SPACE AREA IN GRAY



DARK BACKGROUND FABRIC

## Using the Marks

### Minimum sizes for print

In order to retain the clarity of the shield and the readability of the wordmark, the shield portion of the logo must be more than 0.25" high (when embroidered, the height of the shield portion of the logo must be 2" or more).

### Clear space

For all three versions, a margin of free space must be maintained around the logo. No other type or graphic symbol may appear any closer to the logo than one-half the height of the shield in the logo (see diagram at left).

### Print backgrounds

Although the logo exists in a limited number of colors, it may be printed on almost any color background. Any of the versions may be printed on any solid color and on a textured, illustrative, or photographic background that is simple or uniform enough to provide sufficient contrast to the logo to maintain clarity and legibility.

**Note:** The logo may be reproduced on dark fabrics, in which case the white areas must be reproduced with white ink, making the logo a three-color graphic. Your vendor or Creative Services can help you make sure the item is reproduced correctly.

## Misusing the Marks

The most common violations of the logo and unit marks are

- using either of the two components of the logo or unit marks (the shield or the wordmark) by itself **A**
- choosing the wrong logo or unit mark file to be used on a dark background. On light or dark backgrounds, the background of the shield should always appear dark, and the background of the three medallions and the MELIORA banner should always appear light. **B**
- using the logo or unit marks as a title or part of a sentence. Unless the logo or unit mark is being used alone on the front of a note card, invitation, banner, table drape, presentation title slide, or merchandise, it should not be a prominent design element. Think of the logo or unit mark as a subordinate signature element that would appear more discreetly than and separated from the main title of the piece.
- modifying the size and/or position of the elements independently **C**
- attaching other words or graphics to the logo or unit marks or to the shield or wordmark of the logo or unit marks **D**
- using the logo or unit marks on an angle
- distorting the logo or unit marks **E**
- using the logo or unit marks or pieces of the logo or unit marks as a design element in a composition
- reconstructing/redesigning the shield or word mark elements of the logo or unit marks **F**



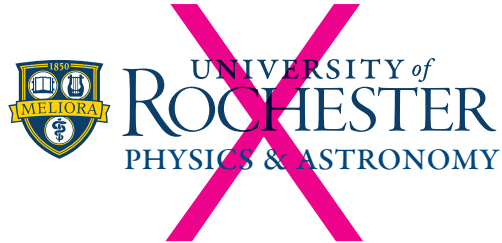
**VIOLATION A**



**VIOLATION B**



**VIOLATION C**



**VIOLATION D**



**VIOLATION E**



**VIOLATION F**

#### **Go green exemption**

Occasionally you may see clear identity violations out in the wild. It may not be a result of mischief or a mistake. While it is in the University's branding interest to be as consistent as possible, changes to the identity system are inevitable, and sometimes a given graphic can become outdated.

In instances where a significant amount of product or a resource would need to be discarded to accommodate a new graphic, the University allows for that product to be used up so as not to let it go to waste. This most often occurs with stationery products.

## Official University Colors

The official University colors are “Rochester” blue and “dandelion” yellow.

They were officially adopted by the Board of Trustees in 1954, although dandelion yellow was chosen by the Alumni Association in June 1893. Previously, the University colors were magenta and white (1867–76); light blue and gray (June 1876–92); and goldenrod yellow (June 1892–93). The choice of dandelion yellow is thought to have been made in honor of dandelions found on the first University campus, which was located on Prince Street.





ONE-COLOR LOGO



TWO- AND FOUR-COLOR LOGOS

## Specifying University Colors for Print and Web

### Background color determines logo file use

All versions of the University logo and all unit marks have separate files for reproducing the logo on light or dark backgrounds.

### One-color printing

Any dark color can be used to replace University blue when printing only one color ink, but black or Rochester blue is always the preferred dark color. Dandelion yellow or white is always the preferred light color.

### Two-color printing

Print the following PMS (Pantone Matching System) colors.

**PANTONE 109 C**

**PANTONE 541 C**

### Four-color process printing

Print the following CMYK values.

**C: 0, M: 16, Y: 100, K: 0**

**C: 100, M: 78, Y: 32, K: 22**

### Web (RGB)

Specify the following RGB values and Hex numbers.

**R: 255, G: 209, B: 0**  
**Hex: #FFD100**

**R: 0, G: 59, B: 113**  
**Hex: #003B71**



## Specifying University Colors for Other Applications

These guidelines apply to all University logo and unit mark versions in the Graphic Identity System, including the Spirit R logo and the Rocky logo.

All logos within the system have versions for reproducing them on white or light- to medium-colored backgrounds and alternate versions for reproducing them on dark-colored backgrounds. All versions provided for use on dark backgrounds include a white hairline around the outside of the shield to clearly separate the dark blue outside border of the shield from the dark background the logo appears on. The word marks of the logos and unit marks or any text attached to the Spirit R or the Rocky logo should always print dandelion yellow or white on dark backgrounds.

In all black-and-white reproductions of the University logo, the background of the shield is always black. The banner background color and the background of the three medallions is always white. (See example on previous page.)

### Web pages and presentations

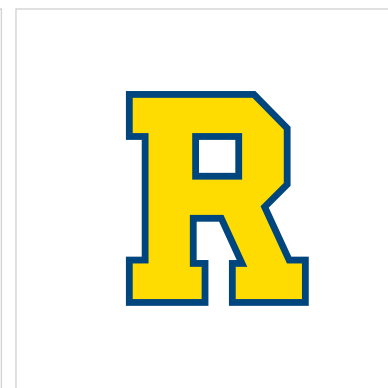
RGB versions of all logos needed to create graphics for the web, presentations, or broadcast media are included in the logo zip files available on the Creative Services website.

For other elements on a web page or in a presentation that need to appear in the University's official colors, use the RGB color values (see page 21).

There are presentation templates available on the Graphic Identity website that already incorporate the correct logos and colors.

### Embroidery

Version 2 of the University logo should be used for embroidery. White, dandelion yellow, and Rochester blue are all needed to embroider the full-color University logo and unit marks correctly.



WHITE-COLORED BACKGROUNDS



LIGHT- TO MEDIUM-COLORED BACKGROUNDS



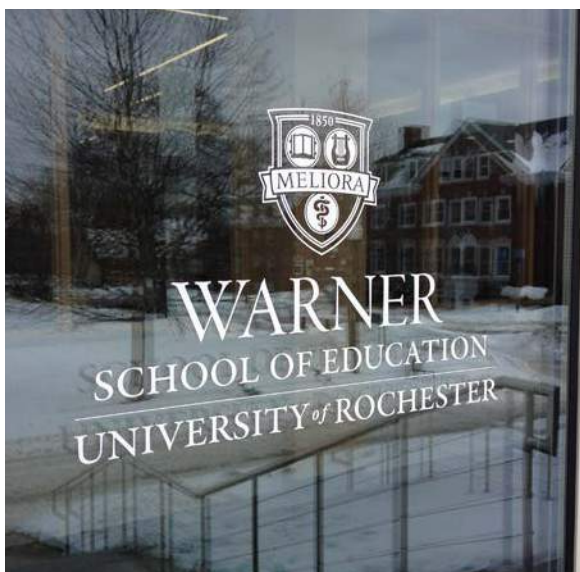
DARK-COLORED BACKGROUNDS



EMBROIDERY



FOIL STAMPING



ONE-COLOR DECAL OR ENGRAVING ON GLASS



PAINTED SURFACE

### (Embroidery continued)

You should always request a prototype of the artwork on the actual material you've ordered to confirm the logo is being embroidered at a high enough quality. University Purchasing has an up-to-date list of quality embroidery vendors available upon request.

### Foil stamping

When foil stamping the University logo in metallic foil on a medium- to dark-colored background, it should be a gold foil. Creative Services has specific files available to ensure the proper reproduction of the logos when foil stamping.

### Engraving on glass or acrylic or making decals for glass

Creative Services has created specific logo files for these purposes. Contact Creative Services for more information.

### Specifying University colors for nonprinted materials, e.g., fabric, thread, plastics, paint, etc.

When reproducing any of the University logos in full color, the University's official colors should be specified. The finished product(s) should match PANTONE 109 C (yellow), PANTONE 541 C (blue), and white. We strive to reproduce the University's official colors as accurately and consistently as possible regardless of the medium, material, or methods of production.

When it has been determined that exact matches are not possible, we recommend erring on the side of a blue darker than PANTONE 541 C, such as navy blue rather than a lighter royal blue, and a yellow with more red in the formula than PANTONE 109 C, rather than a lemon yellow.

If you have questions about how to achieve or specify the University colors for mediums, materials, or methods of production other than offset/digital printing or web, please contact Creative Services for help.

## Typography

There are two typefaces specified in the University's graphic identity system, mainly for use in stationery: Garamond Premier Pro Opticals and Frutiger Condensed LT. These two typefaces, in various weights, are used in a variety of print and digital situations.

It is important to establish a continuity of appearance that supports the University's brand while promoting a cohesive, professional look among printed communications products. While these two typefaces are not required for all printed pieces, it is important to select typefaces that complement them to further the impression of the University as a distinguished and quality institution. Therefore, the use of novelty and script typefaces is discouraged in most cases. Contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu) if you have a question about the use of typefaces.

### Permanent signage

Creative Services and Planning and Project Management work together to maintain signage standards. Contact either office for more information.

For instances of stone-carved facade lettering intended to duplicate or evoke the lettering of the original Eastman Quadrangle buildings, a custom typeface called *Meliora Stonecut* has been created exclusively for this use. Contact Creative Services for more information.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

GARAMOND PREMIER PRO OPTICALS

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

FRUTIGER CONDENSED LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

MELIORA STONECUT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

MINION PRO

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

MYRIAD PRO

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

GOTHAM

### Compatible typography

At left are several common typefaces that can be considered compatible with our identity system that have been used by many of the design professionals here at the University. It is far from comprehensive, so we encourage anyone who is unsure about typography to please consult with Creative Services for further guidance.

While the University's online presence often utilizes specialized typography, we recommend that sites default to the same typefaces: Helvetica for sans serif and Georgia for serif.

### Event signage

Creative Services can help design temporary signage for an event and connect a client with resources to have the signage distributed and installed.

# Official Stationery

## Printed stationery

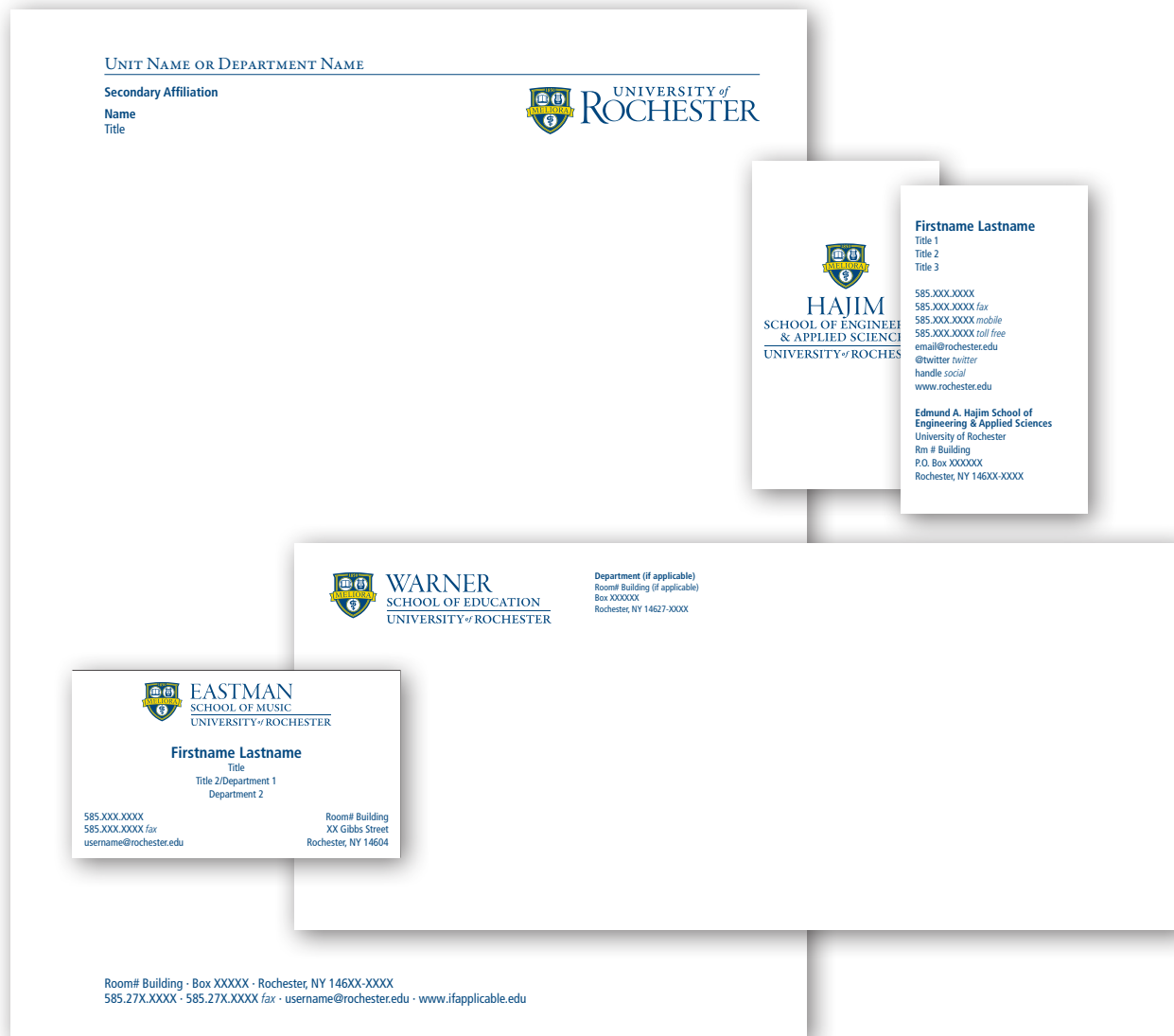
The University maintains a contract with Dupli Printing as the University's exclusive standard stationery printer. Dupli operates an online system to conveniently order all printed standard stationery. To be able to order stationery online, you must first register with Purchasing at (585) 275-2010. Once registered, an automated email is sent from Dupli with the link and log-in instructions.

Do not order University official printed stationery from any other vendor or attempt to create your own University standard stationery.

## Digital letterhead

For the highest quality business correspondence, we strongly encourage using printed stationery from Dupli. However, we realize it is sometimes necessary to send official communication via email. In that case, contact Creative Services at (585) 275-4121 or by email at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu). We will create a Word template for your needs within the standard guidelines free of charge.

Note: All digital letterhead templates must be created by Creative Services. Do not attempt to create your own template for letterhead or other stationery products. Do not use a copier to duplicate the University's printed letterhead.

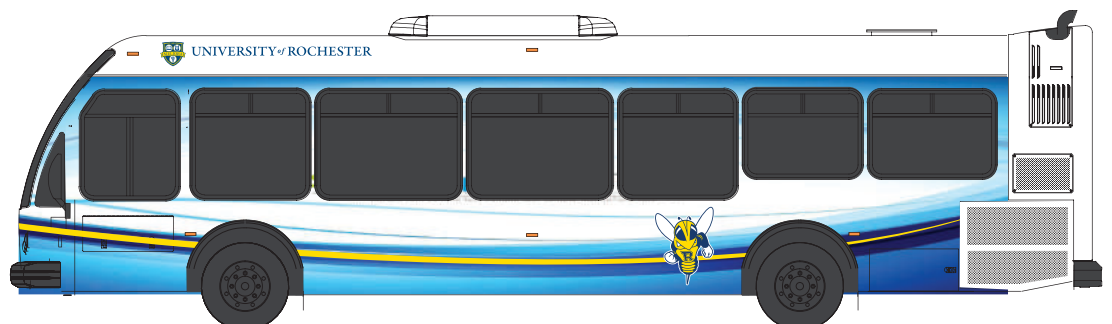


SAMPLES OF SOME STANDARD STATIONERY ITEMS



## Vehicle Graphics

Official vehicles must be easily and quickly identified. They also are a highly visible, public representation of the University's brand. If you are planning new vehicle graphics, contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu) as early in the process as possible to ensure that your design meets brand guidelines.



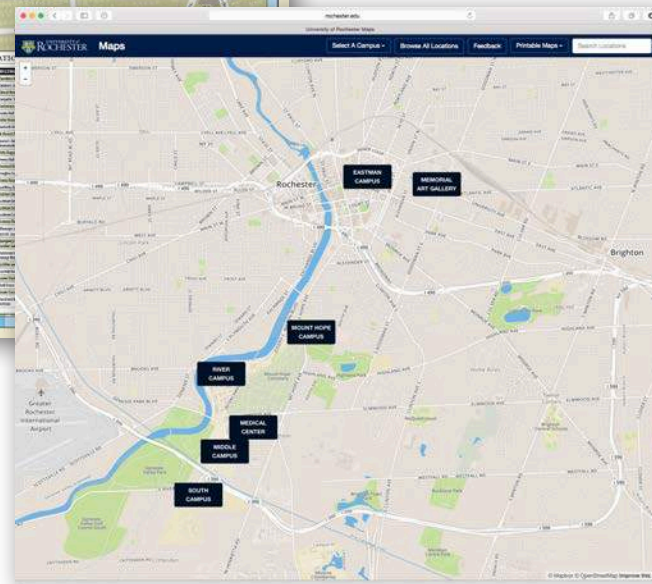
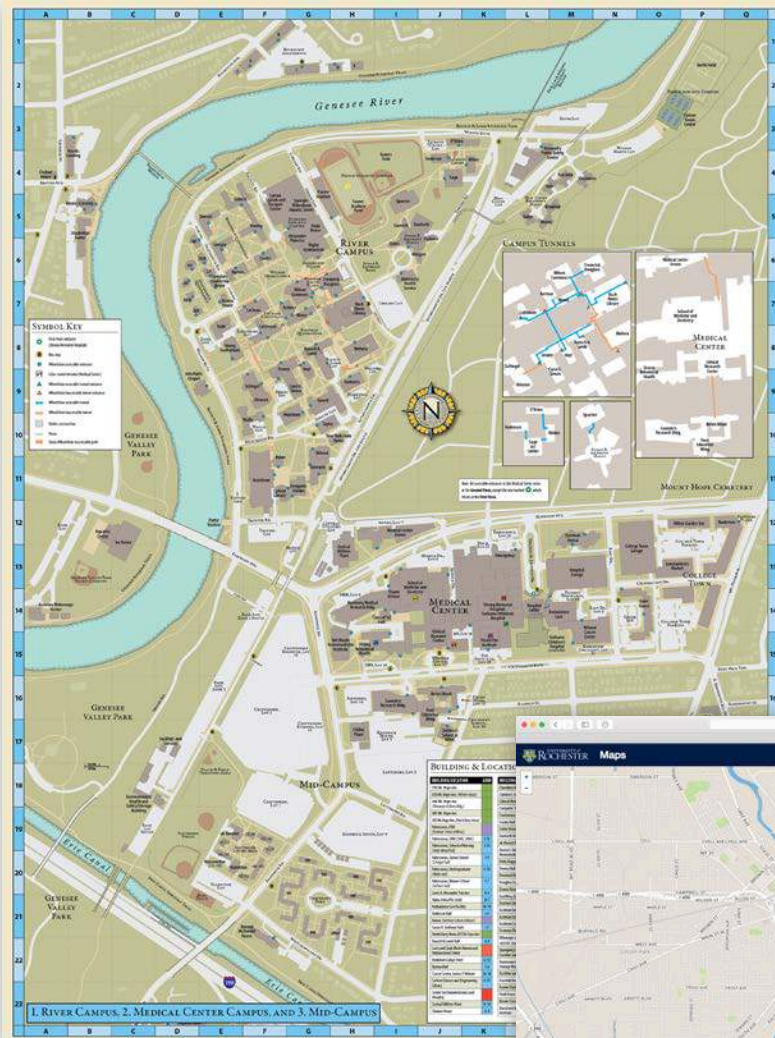
EXAMPLES OF OFFICIAL VEHICLES

## Merchandise and Trademark Licensing

The University works with Collegiate Licensing Company (CLC) to monitor and enforce our trademarks. Any vendor planning to reproduce any of the University's trademarks must be licensed with CLC. All of the University's logos, unit marks, and spirit marks detailed in this guide are trademarked. All products featuring the University's trademarks must be approved via CLC licensing management system. For more information, contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu).







## Maps

Creative Services maintains the official maps for all University campuses. Printed versions of this map are available. If a specialized map is needed (for example, directions to a specific building or parking lot), contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu).

### Online

Online maps are available at [www.rochester.edu/maps](http://www.rochester.edu/maps). There you can search for your destination or find information on particular places.

# Spirit R Logo Usage







The tables at right detail how different color backgrounds determine which Spirit R logo file is used.

The facing page details the various Spirit R plus text lockups (see page 31) that are available.





Note: The Friends of Rochester Athletics mark is used exclusively by Advancement.

## Non-fabric applications












### ONE- AND TWO-COLOR PRINTING

One ink color: black on white or blue (PMS 541 C) on yellow		
USE FILE	VERSION	EXAMPLE
C_SpiritR_1color.eps	C	
D_SpiritR_1color_blue.eps	D	
E_SpiritR_1color_whiteoutline.eps	E	
F_SpiritR_1color_yellow.eps	F	
Two ink colors: yellow (PMS 109 C) and blue (PMS 541 C) on white or any light to medium color		
USE FILE	VERSION	EXAMPLE
A_SpiritR_CMYK.eps	A	
B_SpiritR_CMYKwhiteoutline.eps	B	

### FULL-COLOR PRINTING

Four ink colors: on white or any light to medium color		
USE FILE	VERSION	EXAMPLE
A_SpiritR_CMYK.eps	A	
A_SpiritR_CMYK.eps	A	
A_SpiritR_CMYK.eps	A	
Four ink colors: on any dark color		
USE FILE	VERSION	EXAMPLE
B_SpiritR_CMYKwhiteoutline.eps	B	

## Fabric applications

One ink or thread color: black on white fabric or blue (PMS 541 C) on yellow fabric.		
USE FILE	VERSION	EXAMPLE
C_SpiritR_1color.eps	C	
D_SpiritR_1color_blue.eps	D	
One ink or thread color: yellow (PMS 109 C) on dark blue fabric or on any dark fabric		
USE FILE	VERSION	EXAMPLE
F_SpiritR_1color_yellow.eps	F	
F_SpiritR_1color_yellow.eps	F	
Two ink or thread colors: yellow (PMS 109 C) and blue (PMS 541 C) on white or any light- to medium-colored fabric		
USE FILE	VERSION	EXAMPLE
A_SpiritR_CMYK.eps	A	
A_SpiritR_CMYK.eps	A	
A_SpiritR_CMYK.eps	A	
Two ink or thread colors: yellow (PMS 109 C) and white (PMS White C) on any dark blue fabric		
USE FILE	VERSION	EXAMPLE
B_SpiritR_CMYKwhiteoutline.eps	B	
Three ink or thread colors: yellow (PMS 109 C), blue (PMS 541 C), and white (PMS White C) on any dark fabric		
USE FILE	VERSION	EXAMPLE
B_SpiritR_CMYKwhiteoutline.eps	B	
B_SpiritR_CMYKwhiteoutline.eps	B	
B_SpiritR_CMYKwhiteoutline.eps	B	



### Standard label configurations

The Spirit R logo has a variety of standard treatments using one of these labels:

1. UNIVERSITY OF ROCHESTER
2. ROCHESTER
3. ROCHESTER YELLOWJACKETS  
(Yellowjackets is one word.)

When a standard label appears with the Spirit R, the size relationship between the label and the "R" is locked and should not be altered. These lockups are detailed at left.







Further guidelines include:

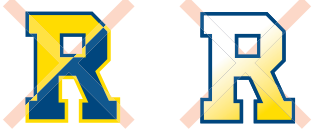
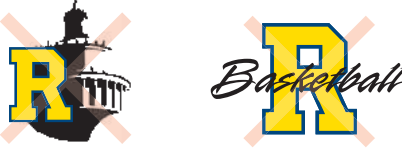



- Any treatment of the letters "UR" is not an acceptable label to use for athletic/spirit items.
- Other descriptive words can be added to the standard labels. These additional descriptive words, such as "Alumni," specific sport names, "Coaching Staff," "Coach," etc., can be added to the Spirit R logo in any compatible typestyle and case treatment (all capitals or initial capital).
- Additional descriptive type may not overprint or touch the Spirit R logo.

# Unacceptable Treatments of the Spirit R Logo

At right are examples and guidelines for how the Spirit R logo should not be manipulated or modified. Note: These examples are for non-fabric applications.

one- and two-color printing

USERS MAY NOT	EXAMPLE
Substitute a capital letter R from a square-serif typeface. Although the Spirit R logo was derived from a square-serif capital R, many changes were made to the letter shape and proportions to accommodate adding the outline and to make it a distinctive graphic mark.	
Reproduce the Spirit R logo without its outline	
Change the proportions of the outline to the main body of the Spirit R logo	
Skew the Spirit R logo	
Tilt the Spirit R logo	
Use the Spirit R logo in words or acronyms	

USERS MAY NOT	EXAMPLE
Use any colors except yellow or white for the body of the Spirit R logo or decorate the main body or outline of the Spirit R logo, including any patterns, multiple colors, gradations, camouflage, flag or patriotic motifs, distressed effects	
Place any type or image under or over the Spirit R logo	
Ghost the Spirit R logo or any of the standard Spirit R type arrangements	
Change the proportions of the Spirit R logo for any reason	
Combine the Spirit R logo with any other graphics or logo. In case of dual or cobranding situations, there should be ample space between the Spirit R logo and other logos to avoid the appearance of attachment or combination.	



# Rocky Logo Usage

## Standard label configurations

The Rocky logo has a variety of standard treatments using one of these labels:

1. UNIVERSITY OF ROCHESTER
2. ROCHESTER
3. ROCHESTER YELLOWJACKETS

(Yellowjackets is one word.)

When a standard label appears with the Rocky logo, the size relationship between the label and Rocky is locked and should not be altered. Further guidelines include:

- Any treatment of the letters "UR" is not an acceptable label to use for athletic/spirit items.
- Other descriptive words can be added to the standard labels. These additional descriptive words such as "Alumni," specific sport names, "Coaching Staff," "Coach," etc., can be added to the Rocky logo in any compatible typestyle and case treatment.
- Additional descriptive type may not overprint or touch the Rocky logo.



**ROCHESTER**

**ROCHESTER**





## Helpful Resources

### Editorial guidelines

University Communications adheres to an in-house writing and publishing style based primarily on *The Chicago Manual of Style* for print and web communications. *The Associated Press Stylebook* is a supplemental source. For any questions regarding official University naming conventions or University style please contact Creative Services.

### Social media guidelines

Social media tools can be fun, exciting channels to connect with the people you care about and who share common interests—current students, prospective students, alumni, faculty, staff. The University of Rochester supports the use of these tools and has developed guidelines to help use them effectively. For more information, visit [www.rochester.edu/social/guide/index.html](http://www.rochester.edu/social/guide/index.html).

### Presentation templates

For your convenience and in the interest of brand consistency, Creative Services has Keynote and PowerPoint templates available for your use. These templates will help to save time and energy, help to elevate the professionalism of your materials, and unify the look and feel of all University of Rochester communications. To view the available templates, visit [www.rochester.edu/creativeservices/logo-templates.html](http://www.rochester.edu/creativeservices/logo-templates.html).

## Identity FAQ

### *When do I need to use the University logo or unit marks?*

The University logo and unit marks are the official graphic representations of the University and its major divisions—a visual shorthand of the University brand, so they should be used like you would use your signature to represent yourself on a document. The logo and unit marks should be applied to all forms of communication with the general public. In most cases, the logo or unit mark will appear small and unobtrusive. When they are the only image on a printed piece or merchandise, they could have a more prominent visual treatment and placement.

### *When does a logo require the registered trademark symbol?*

It's not wrong to attach the registered mark, but it is only required on products that are to be sold to the public. Such products must be processed through the University's licensing partner, Collegiate Licensing Company (CLC), which can be accessed online at <http://college.trademarkonline.com/>.

### *Can I use the University's official seal as my logo?*

The official seal is not the University of Rochester's logo. It is the official seal of the University of Rochester (the corporation). It is the emblem of authenticity. The seal has limited use. It is used for events and materials of a ceremonial nature or official activity by the president and the Board of Trustees. Visit [www.rochester.edu/creativeservices/seal.html](http://www.rochester.edu/creativeservices/seal.html) for more information or contact Creative Services at [creativeservices@ur.rochester.edu](mailto:creativeservices@ur.rochester.edu) with questions.

### *Can I use the University's official seal to identify the University on a product too small to use the logo?*

Barnes & Noble Bookstore has been granted special permission to use the official seal on a limited number of premium gift and recognition items. No other uses are permitted unless they meet the criteria of the preceding question.

### *Can my department/program/center have a logo?*

Individual departments, centers, programs, and groups may not have logos. Contact Creative Services to review your branding options.

### *Can I use the initials "UR" or "U of R" in graphic applications?*

We discourage the use of both treatments in formal writing and recommend spelling out "University of Rochester" or using the word "Rochester" to refer to the University when the meaning is clear. It is not recommended for graphic applications because "UR" is a prominent and integral element of the UR Medicine brand, and its use to represent groups not associated with UR Medicine is misleading.

### *Can I have a version of the logo in my email signature to make it look official?*

Putting a University logo at the end of your email signature to make it official is unnecessary. It increases the file size of your emails and is susceptible to rendering poorly on some devices. It is better to allow your email address to certify your email's official University status.

### *Why can't I open the EPS logo files from the Creative Services website?*

EPS files are high-resolution, scalable vector graphics and the standard for all design and print production software (e.g., Adobe Illustrator, Adobe InDesign, Affinity Publisher) and are meant to be *placed/imported* into layouts, not opened. Therefore in every logo ZIP file we include a PDF file that displays each included mark and its corresponding filename. This reference will help the user determine which file is the most appropriate for the given situation. There are many office software products that don't allow EPS files to be read or do a poor job reproducing them (specifically Microsoft Office for Windows). While the logo files can be converted to other file formats for use with other software

products, it is discouraged, as they can easily and inadvertently be converted into a poor-quality format. Contact Creative Services for help with this technical question. If the files are simply meant to go to a vendor for use, have the vendor download the files.

*Is it okay for my vendor to alter the logo or unit marks in any way to allow the vendor to fit their imprint area or to reproduce the logo well using their special production process?*

The short answer is “No.” Creative Services has a lot of experience working with vendors to resolve such issues. Embroidering the marks well is a common difficulty, and we have developed embroidery-optimized versions for this use. Contact us for help.

*Is it okay if the product I’m trying to apply the logo to isn’t available in the exact University colors?*

It is unlikely that you’ll find a perfect match from any manufacturer, unless they can custom make the product to our specifications. Consider starting with a white, yellow, black, blue, silver, or gold-colored product. If an exact match to the University colors is not possible, we recommend erring on the side of a darker blue than PANTONE 541C and a more orangish yellow—as opposed to a lemony yellow—than PANTONE 109 C. Creative Services can help you make the right decision.

*I cannot get the logo to look good or fit on my project no matter what I do. Do I have to use it?*

We recommend that you contact Creative Services to see if we have any advice on how to handle your unique situation. Our rule of thumb is, however, that *not* using the logo is preferable to using it where it will be reproduced poorly. Instead, use “University of Rochester.” Do not try to mimic the arrangement of the words or the typeface of the logo.

*I need to foil stamp the logo on something. Do I just use the version meant for a dark background?*

No. We have a special version of the one-color logo file that is available for foil stamping or printing with a light-colored ink on a dark background. This also pertains when the logo is engraved or sand-blasted onto a clear material like a glass door or an acrylic award. Please contact Creative Services for this file.

*I want to put a logo on glass or something else that’s transparent. What version should I use?*

Treat any transparent object as a dark background and use the appropriate version. This applies to decals as well as to engraving.

*What does “Pantone” mean?*

Reproducing and displaying consistent colors across multiple media is a challenge, but there are tools available to assist the process. The Pantone Color Matching System (PMS) is the primary tool available to designers, printers, and other vendors for specifying color. This standardized color reproduction system uses numbers to identify specific colors. When specifying printing colors, the letters C, U, or M follow the number, indicating the type of paper being printed on. While the letter C stands for coated paper, we recommend using the coated paper targets to achieve the desired result on all substrates.

**CURRENT AS OF APRIL 2021**