**THE UNIVERSITY OF AKRON** - ATHLETICS BRAND IDENTITY, USAGE AND STYLE GUIDE



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### **ABOUT THIS GUIDE**

The University of Akron Athletics is visually represented by a series of closely related logos, the sum of these marks comprise the Akron Zips Athletics brand identity. This guide is intended as a resource for both internal departments and external vendors who apply the University's athletic brand identity. It was created to ensure consistent use of the athletic department's logos, symbols, color and typography across a wide variety of applications. The following pages are official policy of the University as it pertains to the reproduction of its athletic identity.

All logos and artwork depicted within this guide are trademarks of the University of Akron. Any use without consent of the University, or its licensing agent is strictly prohibited.

For additional information regarding the UA athletic brand identity or for questions regarding specific use, please contact:

**The University of Akron** Department of Intercollegiate Athletics InfoCision Stadium Akron, OH 44325

## LICENSING

The University of Akron trademark licensing program strives to promote, enhance and elevate the image of the University by authorizing the use of our marks on high-quality, socially-responsible, tasteful merchandise and apparel. The program is administered in partnership with the Collegiate Licensing Company (CLC).

Any person, organization or corporation wishing to manufacture a product bearing or containing any of the marks of the University, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Those wishing to become licensed can obtain an application at **https://clc.com/home/get-licensed/**. All vendor questions regarding the application and approval process should be directed to CLC.

### **COLOR INFORMATION**

The official colors of the University of Akron are Blue and Gold.

The color standards that apply to the athletics visual identity are shown here. Color specifications must never be altered under any circumstance.

**NOTE:** Due to the inconsistent nature of computer display and smartphone screens, the colors depicted within this guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® number for accurate color reproduction.



### AICON - 2 COLOR

The prinary logo of the University of Akron Athletics visual identity is the A icon. The icon may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

The two-color version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color A icon are shown here.

#### NOTE:

The blue background 2-color A icon is unique. it is designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. The blue background 2-color version should not be applied to any other color.





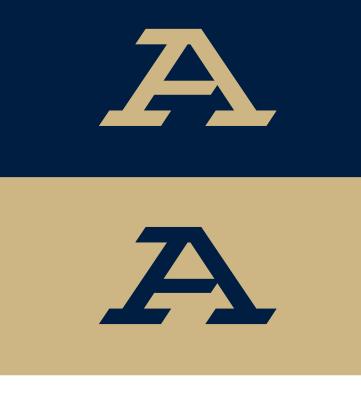


### AICON - 1 COLOR

The prinary logo of the University of Akron Athletics visual identity is the A icon. The icon may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

The one-color version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the one-color A icon are shown here.





### A+AKRON LOCK-UP - 2 COLOR

The A icon is available as a lock-up with the Akron wordmark. The A+Akron lock-up may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

The two-color version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color A + Akron lock-up are shown here.

#### NOTE:

Blue background versions are unique and designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. blue backgrounds versions should not be used on any other color.







## A+AKRON LOCK-UP - 1 COLOR

The A icon is available as a lock-up with the Akron wordmark. The A+Akron lock-up may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

The one-color version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the one-color A + Akron lock-up are shown here.







### **AKRON WORDMARK** - 2 COLOR

Custom wordmarks have been created for AKRON and ZIPS. The Akron wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

The two-color AKRON version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color Akron wordmark are shown here.

#### NOTE:

Blue background versions are unique and designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. blue backgrounds versions should not be used on any other color.

## AKRON

# AKRON

# AKRON

### **AKRON WORDMARK** - 1 COLOR

Custom wordmarks have been created for AKRON and ZIPS. The Akron wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

The one-color AKRON version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the one-color Akron wordmark are shown here.

#### NOTE:

Blue background versions are unique and designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. blue backgrounds versions should not be used on any other color.

# AKRON

# AKRON

# AKRON

### **ZIPS WORDMARK** - 2 COLOR

Custom wordmarks have been created for AKRON and ZIPS. The Zips wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

The two-color ZIPS version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color Zips wordmark are shown here.

#### NOTE:

Blue background versions are unique and designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. blue backgrounds versions should not be used on any other color.







### **ZIPS WORDMARK** - 1 COLOR

Custom wordmarks have been created for AKRON and ZIPS. The Zips wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

The one-color ZIPS version is shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the one-color Zips wordmark are shown here.

#### NOTE:

Blue background versions are unique and designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. blue backgrounds versions should not be used on any other color.



ZIPS

ZIPS

### **NUMBERS** - 2 COLOR

Custom Uniform Numbers have been developed for use on all uniforms. they are available for use on blue uniforms, light or white uniforms, or gold uniforms.

Two-color versions are shown here.

# 0123456789

# 0123456789

# 0123456789

### **NUMBERS** - 1 COLOR

Custom Uniform Numbers have been developed for use on all uniforms. they are available for use on blue uniforms, light or white uniforms, or gold uniforms.

One-color versions are shown here.

# 0123456789

# 0123456789

# 0123456789

### **SPORT SPECIFIC** - 2 COLOR

The sport specific wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

Two-color blue background versions are shown here.

### NOTE:

The blue background 2-color Akron wordmark is unique. it is designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. The blue background 2-color version should not be applied to any other color.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on blue backgrounds are shown here.



### **SPORT SPECIFIC** - 2 COLOR

The sport specific wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

Two-color gold background versions are shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on gold backgrounds are shown here.



## **SPORT SPECIFIC** - 2 COLOR

The sport specific wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

Two-color white or light background versions are shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on white backgrounds are shown here.



### **SPORT SPECIFIC** - 1 COLOR

The sport specific wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

One-color blue background versions are shown here.

### NOTE:

The blue background 1-color Akron wordmark is unique. it is designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. The blue background 1-color version should not be applied to any other color.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the one-color sport specific marks on blue backgrounds are shown here.

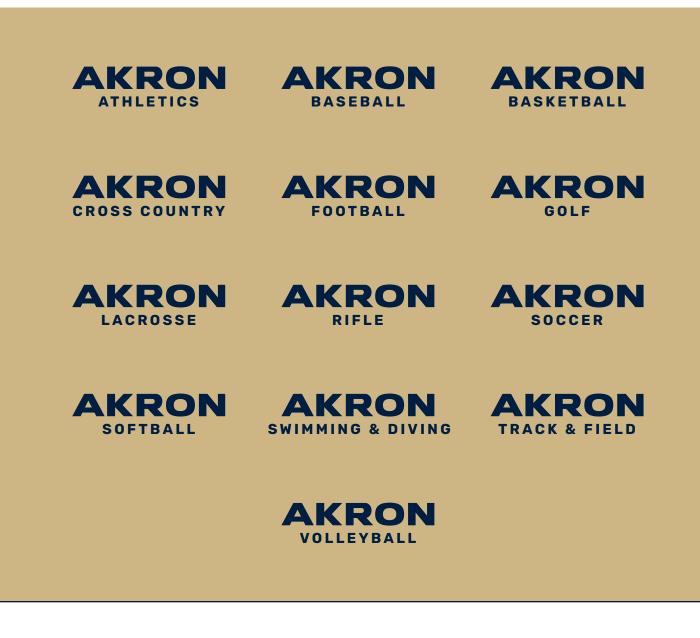


### **SPORT SPECIFIC** - 1 COLOR

The sport specific wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

One-color gold background versions are shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the one-color sport specific marks on gold backgrounds are shown here.



## **SPORT SPECIFIC** - 1 COLOR

The sport specific wordmark may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

One-color white or light background versions are shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the one-color sport specific marks on white backgrounds are shown here.



### **A SPORT SPECIFIC** - 2 COLOR

The A sport specific may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

Two-color blue background versions are shown here.

### NOTE:

The blue background 2-color A icon is unique. it is designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. The blue background 2-color version should not be applied to any other color.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on blue backgrounds are shown here.















SOFTBALL







RIFLE







SWIMMING & DIVING







SOCCER

**TRACK & FIELD** 

## A SPORT SPECIFIC - 2 COLOR

The A sport specific may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

Two-color gold background versions are shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on blue backgrounds are shown here.















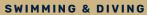












TRACK & FIELD







## **A SPORT SPECIFIC** - 2 COLOR

The A sport specific may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

Two-color white background versions are shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on blue backgrounds are shown here.















SOFTBALL

















SWIMMING & DIVING



### A SPORT SPECIFIC - 1 COLOR

The A sport specific may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

One-color blue background versions are shown here.

### NOTE:

The blue background 2-color A icon is unique. it is designed to combat the optical illusion that occurs when light colored logos are applied to dark backgrounds. The blue background 2-color version should not be applied to any other color.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on blue backgrounds are shown here.



















KIFI













## **A SPORT SPECIFIC** - 1 COLOR

The A sport specific may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

One-color gold background versions are shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on blue backgrounds are shown here.











SOFTBALL







**TRACK & FIELD** 















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## A SPORT SPECIFIC - 1 COLOR

The A sport specific may appear on blue backgrounds, light or white backgrounds, or gold backgrounds.

One-color white background versions are shown here.

**NOTE:** Color placement must not be altered. All acceptable color rotations of the two-color sport specific marks on blue backgrounds are shown here.































## **TYPOGRAPHY**

Rubik is a commercially available font recommended for use in support of the Akron Zips visual identity. Use these fonts in conjunction with athletic logos and word marks for collateral and communications, i.e. posters, brochures, banners, way-finding, digital and social media, etc.

Rubik Light ABCDEFGHIJKLMNOPQRSTUVWXYZ Rubik Light Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ Rubik Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ Rubik Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ Rubik Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ Rubik Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ Rubik Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ Rubik Black ABCDEFGHIJKLMNOPQRSTUVWXYZ Rubik Black Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ

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### **COMMON MISUSE**



NEVER distort the logo



NEVER alter the proportions



NEVER alter color placement



NEVER use unapproved colors





NEVER rotate the logo



NEVER rearrange the components



NEVER skew the logo



NEVER alter the type



NEVER crop the logo



NEVER combine logos



NEVER add graphic components, i.e. dropshadow

### The University of Akron

Department of Intercollegiate Athletics InfoCision Stadium Akron, OH 44325

