

Brand Guide

Activating a Different
Brand of Education



what's inside

1.0

Brand Strategy

Introduction

- 1.1 Our Promise
- 1.2 Our Position
- 1.3 Our Tone of Voice
- 1.4 What We Believe
- 1.5 Points of Difference

2.0

Primary Assets

- 2.1 Logo
- 2.1 Logo: Secondary / Special Use
- 2.1 Logo: Safe Space
- 2.1 Logo: Incorrect Usage
- 2.2 Lockups
- 2.3 Our Colors
- 2.4 Typography

3.0

Secondary Assets

- 3.1 The Monogram
- 3.2 The Monogram Collection
- 3.3 Graphics
- 3.4 Photography
- 3.5 Other Marks of the University: the Seal
- 3.5 Other Marks of the University: Athletics
- 3.6 Merchandise and Licensed Goods

4.0

Application

- 4.1 Application: Elemental
- 4.2 Application: Enhanced
- 4.3 Application: Expert
- 4.4 Application Examples

Contact List

this is how we

experience

our difference


This Is Our Story

Experience-Based Learning is in our DNA

We invented co-op in 1906. Today, every student has the opportunity to put their education into action.

A female athlete with blonde hair in a ponytail is running on red stadium bleachers. She is wearing a black athletic vest over a long-sleeved shirt with purple and white patterns, and blue and white striped shorts. The bleachers are mostly empty, and the scene is brightly lit, suggesting a sunny day.

education
unleashed

A photograph of a school band. In the foreground, a student is playing a tuba. Behind him, another student is playing a euphonium. The background is slightly blurred, showing other band members. The lighting is warm and focused on the instruments and the students' faces.

This Is Our Story

Never let the
four walls of the
classroom
confine you

Our passion is the boundless pursuit
of knowledge and, most important,
experience.

This Is Our Story

Take
ownership
of your

unique
experience

Our vibrant urban setting is a gateway that
eagerly invites you to begin.

EDUCATION, UNLEASHED

Brand Promise

Education Unleashed

Brand Positioning

As the unparalleled leader in experiential learning, the University of Cincinnati puts education into action by moving it far beyond traditional classroom learning.

Points of Difference

- Leaders and innovators in experience-based learning
- Tangible value for money (ROI)
- Proximity to vibrant urban core
- Diverse campus via students, offerings and architecture
- Commitment to trans-disciplinary teaching and research

Brand Character

The visionary explorer who pursues limitless opportunity.

Tone of Voice

Inspiring • Confident • Inclusive
Expressive • Engaging • Optimistic

Beliefs

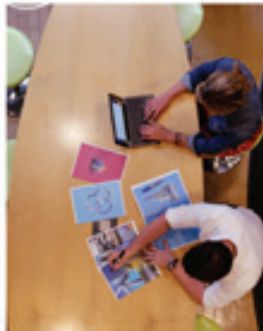
- We believe learning is doing and doing is learning.
- We believe experience-based education offers a better way to teach, learn and grow.
- We believe in collaboration – among disciplines, across borders and to solve our biggest challenges.
- We believe in connecting with the world, beyond our classrooms and our campus.
- We believe in inclusion, and that true learning requires an understanding of diverse points of view.

Reasons to Believe (RTBs)

- The University of Cincinnati is the global birthplace of cooperative education. The co-op program is currently the largest of its kind at any U.S. public institution.
- Over 5,000 students placed annually and \$50 million earned (2014).
- Active learning opportunities via partnerships, service learning, clinical experiences, research, etc.
- UC Forward consists of seven collaboratives, including the Niehoff Urban Studio and Community Design Center, Livewell Collaborative and PACE Global Design and Manufacturing Center.

Points of Parity

- Highly-ranked programs
- Reputation for quality academics
- Extensive research activity
- Variety of majors and degree programs
- Safe campus
- Global presence



EDUCATION, UNLEASHED

At the University of Cincinnati, we originated the idea of experiential education. And today, we are continuing to innovate new methods of immersive, hands-on learning unlike anywhere else. We believe that the four walls of a classroom or lecture hall should never confine you or your idea of education. Here, our passion is the boundless pursuit of knowledge, and most important, experience. It is our currency and we seek it out no matter where it may be found. Our vibrant urban setting is a gateway that eagerly invites you to begin pushing out the edges of your own education. UC is where you can take ownership of activating your own unique set of experiences for an advantage that sets you apart and places you ahead of the rest.



1.0

Brand Strategy

Our brand strategy focuses our narrative and brings out our strengths. These guiding fundamentals are the foundation for all brand communications and design.

1.1 Our Promise

education
unleashed

1.2 Our Position

As the unparalleled leader in experience-based learning, the University of Cincinnati puts education into action by moving far beyond traditional classroom learning.

1.3 Our Tone of Voice

Inspiring

Confident

Inclusive

Expressive

Engaging

Optimistic

we speak
as one



we believe
learning
is **doing**
and doing
is learning

1.4 What We Believe

We believe experience-based learning puts education into action.

We believe in collaboration — among disciplines, across borders and to solve our biggest challenges.

We believe in connecting with the world, beyond our classrooms and our campus.

We believe in inclusion, and that true learning requires an understanding of diverse points of view.



the
difference
is clear

1.5 Points of Difference

**Leaders and innovators in
experience-based learning**

Tangible value for money (ROI)

Proximity to vibrant urban core

**Diverse campus via students,
offerings and architecture**

**Commitment to transdisciplinary
teaching, learning and research**

2.0

Primary Assets

Learning is different at UC — and our primary visual assets reflect that difference. These building blocks make up the look, tone, and feel of our narrative, and bring exciting new dimensionality to our communications.

2.1 The logo

Our logo is dynamic and “unleashed.”

It is both forward-thinking and established. It places priority on Cincinnati, conveying pride and strength of place.

The UC logo must appear prominently on all communication.

THE DEVELOPMENT AND USE OF SEPARATE LOGOS TO REPRESENT UNIVERSITY OF CINCINNATI UNITS OR PROGRAMS IS PROHIBITED. The only approved way for a unit or program to display its name as a logo is as part of a “lockup.” (See 2.2)

The logo is staged on white, red, or black. When placing on photography, find quiet areas within the composition that provide contrast and legibility.

Primary Logo



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

Approved Staging



2.1 Logo: Secondary and Special Use

The primary logo is preferred and should be used whenever possible. It best conveys the idea of “education unleashed.”

The secondary logo is allowed for environments when the primary logo won't work. Seek guidance from the Brand Review Committee.

Secondary



In extreme situations, special use options are approved on a case-by-case basis by the Brand Review Committee.

Special Use



2.1 Logo: Safe Space

Proper incorporation of safe space protects the integrity of the UC logo.

A clear area or “safe space” free of copy, graphic elements, inset imagery, or color must be maintained around the UC logo. No visual elements may violate the safe space.

An area around the UC logo equal to the height of the letter “C” is the **minimum** required safe space.



2.1 Logo: Incorrect Usage

These examples illustrate improper use of the logo.

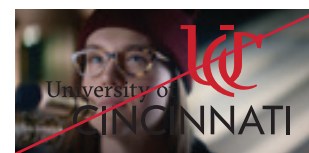
DO NOT
shift the logo elements.



DO NOT
place the logo or symbol alone in a line of text.



DO NOT
place on complex backgrounds.



DO NOT
alter the fonts.



DO NOT
skew, stretch or distort.



DO NOT
add an outline.



DO NOT
alter the brand colors.



DO NOT
add effects.



DO NOT
change proportion or alignment.



2.2 Lockups

“Lockups” connect college names and other major units and programs to the university master brand.

Lockups are not appropriate for every unit nor for every communication. Please review the following guidelines before considering a lockup.

ACADEMIC UNITS

Formal and informal lockups have been created for all colleges and are available for download and immediate use.

In most cases, the college-level lockup or the UC logo alone will be the most appropriate mark for all academic communication.

However, colleges are free to allow—or not allow—the use of departmental or smaller unit lockups. **All such lockups must be approved by the appropriate college dean.** It is strongly recommended that colleges seek guidance from their internal communications staff and/or the Brand Review Committee prior to proposing smaller unit lockups.

Primary Formal



Primary Informal



Secondary Formal



Secondary Informal



2.2 Lockups (cont.)

NON-ACADEMIC UNITS

In most cases, the UC logo alone will be the most appropriate mark. Non-academic units should avoid using lockups.

Divisions and larger, umbrella units are free to allow—or not allow—the development and use of lockups, both at the division and smaller unit level. **All non-academic lockups must be approved by the appropriate division head, VP or leadership team.** In addition, it is strongly recommended that non-academic units seek guidance from the Brand Review Committee prior to proposing a unit lockup.

To determine whether a lockup is warranted, consider and be prepared to articulate the following:

- Is it meaningful and necessary to the target audience? How? Why?
- Can identifying or acknowledging a particular service or program be accomplished through messaging?
- What is gained—or lost—with a lockup over use of the UC logo alone?
- Does the unit have a retail or commercial mission?

Examples of approved non-academic lockups



2.2 Lockups (cont.)

Do's and Don'ts

IT IS NEVER WRONG TO USE THE UC LOGO ALONE, with the unit name elsewhere in the communication.

If more than one unit needs to be acknowledged in the communication, use the UC logo alone. **Do not use two lockups in the same communication.**

Lockups must **follow the prescribed template** for font, type size, spacing and color.

Lockups replace all typographical arrangements for college names, even those previously approved. Seek guidance from the Brand Review Committee. (See examples at right).

Lockups are not allowed on standard business communication such as letterhead, business cards and forms. Standard business communication uses the UC logo alone.

Lockups must **follow naming policy guidelines**. Seek guidance from the Office of Planning + Design + Construction.

Due to production limitations, lockups cannot be replicated on embroidered merchandise. A special embroidery template exists. Seek guidance from Trademarks and Licensing.

These previously approved type arrangements should be phased out of use as new material is created.

When using the UC logo alone, college names should appear elsewhere in GT Eesti Pro or Open Sans, matching the lockup type as much as possible.



2.3 Our Colors

When used consistently, color is a powerful brand identifier. Our UC colors are bold, strong and attention-grabbing.

Flat Color

Banner Red Flat

PMS 186C

CMYK: 0.100.81.4

RGB: 224.1.34

HSB: 350.92.80

HEX: #E00122

Beyond Black Flat

100% Black

Unwritten White Flat

0% Black

2.3 Our Colors: Gradations

Use color expression to provide depth and dimension within a layout. The desired effect is a sense of movement and space.

Unleashed

Banner Red

Spot Color: 100% Black to 0% Black
Gradient, Multiply, 20% Opacity,
Over PMS 186C

Process Color: 100% Black to 0% Black
Gradient, Multiply, 20% Opacity,
Over Process Build: CMYK 0.100.81.4

RGB Color: 100% Black to 0% Black
Gradient, Multiply, 20% Opacity,
Over: RGB 224.1.34

Beyond Black

75% Black to 100% Black

Unwritten White

0% Black to 20% Black

2.4 Typography

Typography extends the visual expression of our brand character and supports our tone of voice in text form.

Open Sans and Gentium Book Basic are preferred typefaces for the UC brand. They are free and web safe and can be accessed at google.com/fonts.

In addition, Myriad and Minion remain acceptable for use.

GT Eesti Pro Text Regular is preferred for lockups. Open Sans is the acceptable (free) substitute.

Preferred fonts

Open Sans

Light

AaBbCcDdEe

0123456789

Regular

AaBbCcDdEe

0123456789

Semibold

AaBbCcDdEe

0123456789

Bold

AaBbCcDdEe

0123456789

Extrabold

AaBbCcDdEe

0123456789

Gentium Book Basic

Regular

AaBbCcDdEe

0123456789

Italic

AaBbCcDdEe

0123456789

Bold

AaBbCcDdEe

0123456789

Bold Italic

AaBbCcDdEe

0123456789

Myriad

Minion

GT Eesti Pro

2.4 Typography: Outline Treatment

Emphasis on a word or phrase can be created using the outline treatment, creating a sense of space, dimension and interaction with the scene.

The outline treatment should be reserved for Open Sans Bold or Extra Bold.

Unleashed

unique

immerse

3.0

Secondary Assets

Our graphic elements and photography bring activity and dimension to our primary visual assets, further unleashing the UC brand.

3.1 The Monogram

The monogram graphic is a highly identifiable derivative of the symbol.

The monogram provides for a robust range of layering and depth.



3.2 The Monogram Collection (or “kit of parts”)

Shapes deconstructed from the monogram become layering elements to express multidimensionality. Using the collection allows for a greater level of expression and helps convey the active and dynamic nature of the university.



3.3 College and Proprietary Graphics

A system of graphics has been created allowing each college and certain, few major units to “own” a visual element. Although based on architecture (to leverage a university differentiator), they are purposefully abstracted and not meant to be interpreted literally. Used properly, they:

- underscore the dimensional and textured experience that is “education unleashed”
- create a common visual thread among all communication
- create unique shapes for photo, color and graphic placement
- affect typography and photography in unexpected ways (see examples in section 4)

College of Design, Architecture,
Art, and Planning



James L. Winkle
College of Pharmacy



The Graduate School



College-Conservatory
of Music



UC Blue Ash College



College of Medicine



College of Nursing



College of Law



College of Engineering
and Applied Science



College of Education, Criminal
Justice, and Human Services



UC Clermont College



College of Allied
Health Sciences



College of Arts and Sciences



Carl H. Lindner
College of Business



3.3 College and Proprietary Graphics (cont.)

Most non-academic units will NOT qualify for the creation of a separate, proprietary graphic and instead will use the monogram graphic and kit of parts to create a similar effect. However, proprietary graphics may be appropriate for certain major, non-academic units as determined by the Brand Review Committee. Criteria for approval includes:

- Size/scope of the unit
- Whether the unit is associated with a single, significant building
- Historical considerations – e.g., the unit wants to transition away from a particular graphic or image it used consistently in the past

Non-academic units that meet the criteria described at left must **first obtain approval for development of a graphic** prior to any design work being done. **The graphic must**

- **be approved by the Brand Review Committee, prior to creation AND before distribution or publication**
- be based on architecture associated with the unit
- adhere to the established style of the system
- be created by UC Creative Services or by another professional source pre-approved by the Brand Review Committee

Campus Recreation is approved for use of the graphic shown below.



3.4 Photography

Photography demonstrates education in action. Setting, lighting and activity express the concept of “unleashed.”

People are engaged in experiences.

The scene feels natural, unscripted.

Strong focus on the individual or on the group is evident.

Models rarely face the camera directly.



3.4 Photography (cont.)



3.5 Other Marks of the University: the Seal

The seal is an important pillar of our heritage.

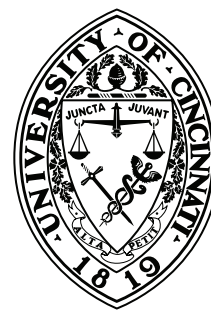
The University Seal, adopted in 1904 from the City of Cincinnati insignia, is legally restricted for use on official documents of the university. Consequently, references to the seal in this guide apply only to reproductions or facsimiles of the seal.

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 by the Brand Review Committee.

The “Alternate Seal” is for use on plaques, clothing, gift items, and merchandise. Use is restricted for licensed goods. Its use is governed by the Office of Trademarks and Licensing.

University Seal



University Alternate Seal



3.5 Other Marks of the University: the C-Paw and Athletics Logos

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 or athletics logos 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 Trademarks and Licensing.

C-Paw

Primary



Athletics

Logo



Alternate



3.6 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 our marks on merchandise and licensed goods, and oversees the quality and appropriateness of products, promotions, and sponsorships for which the marks are used.

All uses of UC's name and 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.

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).

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

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



Application

Our visual and verbal assets give us the tools we need to break through the clutter, represent the university consistently, and differentiate from competition. Combined, our brand toolkit will elevate and amplify the UC brand, while still allowing for flexibility and adaptability. Use the following demonstrations as a helpful reference.

A large, stylized number '4.0' is displayed on the right side of the slide. The '4' is light gray, the decimal point is a small white circle, and the '0' is white. The background features a large, dark red circular shape on the right side, creating a layered effect.

Elemental Enhanced Expert

Simple is good, simple is effective, and over-designed can be counter-productive.

The following examples are grouped by level of complexity in execution.

4.1 Application: Elemental



1 Create a messaging hierarchy

- Lay out all of your copy
- Activate type

2 Is this piece specific to a college?

- No: Pull monogram graphics
- Yes: Pull college graphic

4.2 Application: Enhanced



1

Create a messaging hierarchy

- Lay out all of your copy
- Activate type

2

Is this piece specific to a college?

- No: Pull monogram graphics
- Yes: Pull college graphic

3

Integrate additional images or graphics (if applicable)

- Is the image masked or cropped?
- Activate graphics with the image

4.3 Application: Expert



1 Create a messaging hierarchy

- Lay out all of your copy
- Activate type

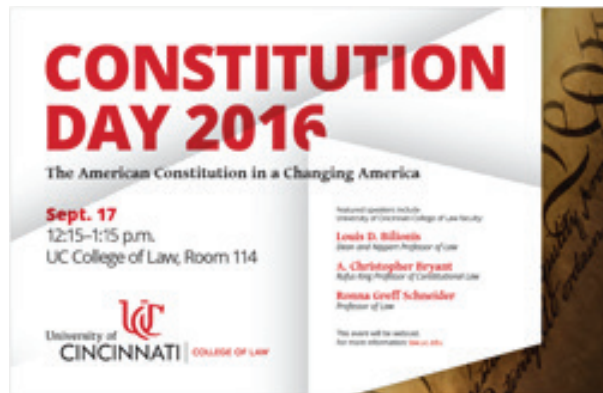
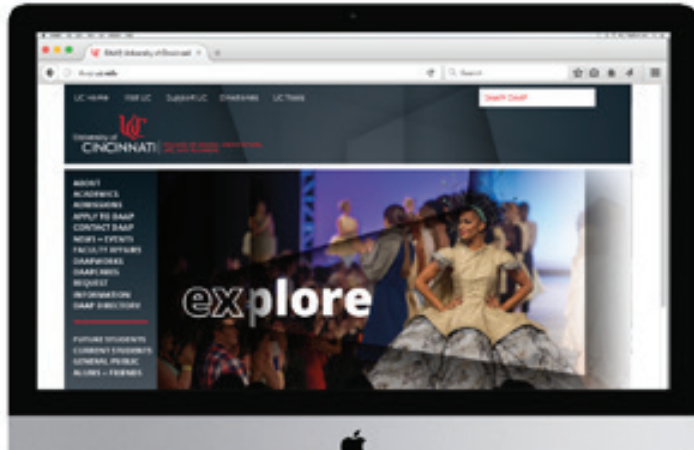
2 Is this piece specific to a college?

- No: Pull monogram graphics
- Yes: Pull college graphic

3 Integrate additional images or graphics (if applicable)

- Is the image masked or cropped?
- Activate graphics with the image

4.4 Application Examples



4.4 Application Examples (cont.)

Put your education into action:
top-ranked co-op & internships



Put your education into action:
top-ranked co-op & internships



Put your education into action:
top-ranked co-op & internships



contact

Brand Review Committee

Angela Klocke, angela.klocke@uc.edu

Marketing and Advertising

Ashley Bleggi, ashley.bleggi@uc.edu

Graphic Design

Kathy Warden, kathleen.bohlen@uc.edu

Suzanne (Suki) Jeffrey, suzanne.jeffrey@uc.edu

Specialty Items and Licensed Goods

Marty Ludwig, martin.ludwig@uc.edu

Web and Content Management

Kerry Overstake, kerry.overstake@uc.edu

Social Media

Jeremy Martin, jeremy.martin@uc.edu

Copywriting and Messaging

Angela Klocke, angela.klocke@uc.edu

Photography and Video

Lisa Ventre, lisa.ventre@uc.edu

Environmental Graphics and Signage

Lucy Cossentino, lucy.cossentino@uc.edu

Academic Health Center and UC Health

Richard Puff, richard.puff@uc.edu