

Branding Standards Manual

■ MANAGEMENT OF THE UNIVERSITY OF CINCINNATI BRAND

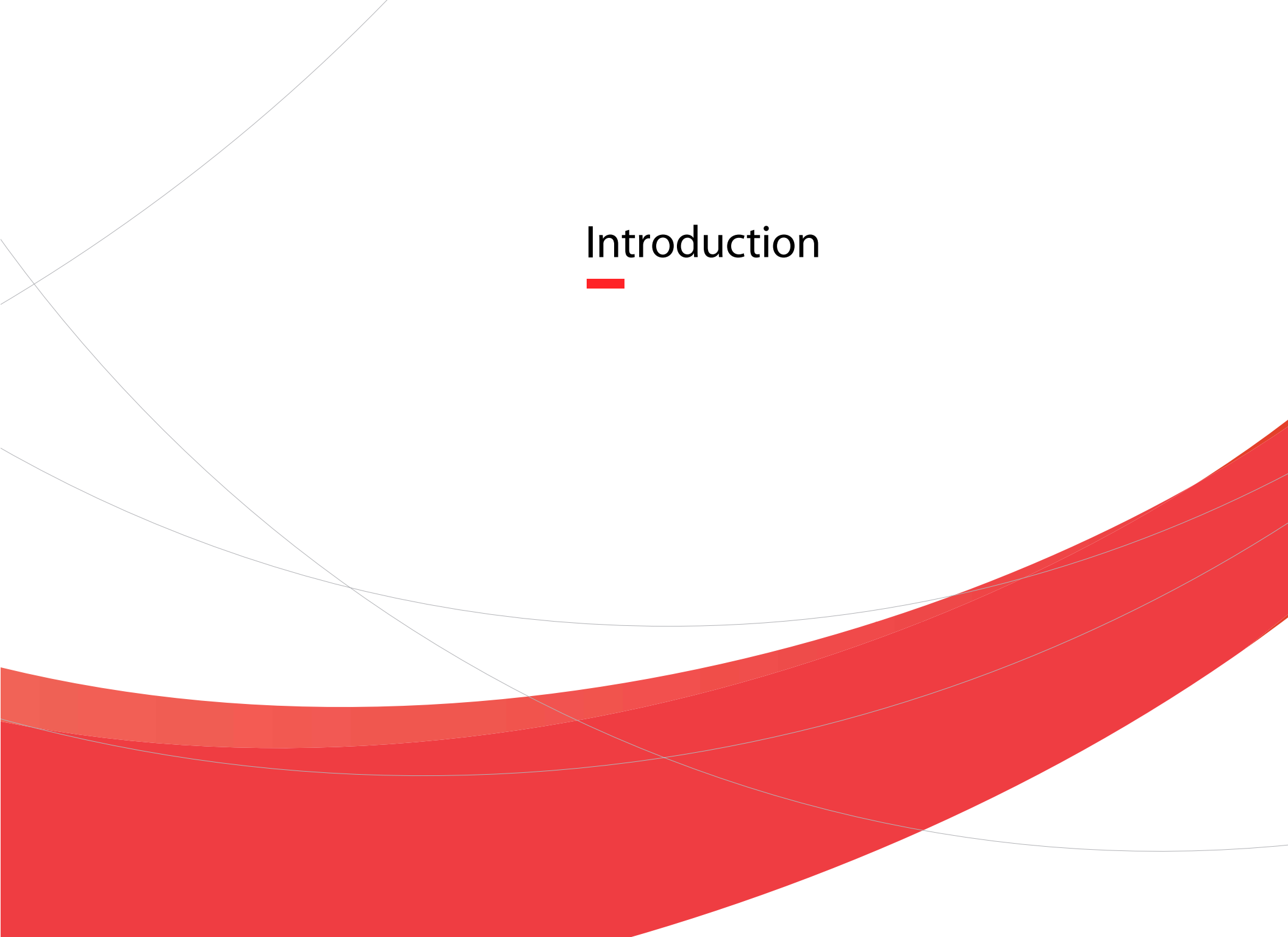
March 2002

**This document is subject to
periodic revision. Please
make sure you have the
most recent copy.**

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Introduction



A letter from the president

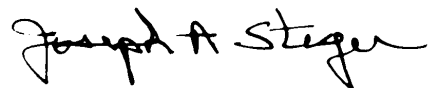
Over the past decade or so, you have watched your university undergo a great transformation. Your participation has helped us to achieve success in many areas, from the appearance of the campus, to the way in which we deliver teaching and service, to the notable discoveries of our scholarly and research efforts.

It is time to take this transformation to the next level, to communicate in a professional and consistent manner what the University of Cincinnati is and what it does. Several hundred members of the UC community contributed to develop a branding initiative for the university. Its success will require the efforts of many more.

As individuals, we communicate who we are in a variety of ways – how we dress, how we speak, and how we behave. Branding is another way to describe how we, as a university, should behave to communicate our excellence. It is about appearance, certainly, but it is not only about appearance. Our behavior builds and reinforces what people think about the University of Cincinnati.

Please join me in making this project a success.

Sincerely,



Joseph A. Steger
President

INTRODUCTION

What is a brand?

So what do we mean by “brand” and how does that apply to the University of Cincinnati?

Of course the university isn’t just another consumer product. But in the broader context, UC is still something that people “buy.” Students buy UC when they enroll. Alumni when they look to donating. Faculty when they consider working here. The way we brand the university affects these decisions. A branding program is a way to customize this image and to help us adapt to an ever-changing world.

Everything affects a brand, its identity and how it is viewed by the world. Everything we do makes an impression, and every impression we make changes the way people think about the University of Cincinnati. This is why effectively managing the brand’s visual identity is so vital.

This view comes to life in the university’s visual identity and in its recognizable presence. The university’s identity, including its secondary assets, must be consistently applied to all communications at all levels. By consistently managing these various levels of identity, we develop a centrally focused image and attitude associated with the university.

A consistent brand identity will enhance our ability to lead and innovate. It will set us apart and make us unique. Students, faculty and the community at large will begin to think of the university in the same way and we will speak as one. One team. One voice. One university.

Why branding standards?

The university's new branding system clearly portrays the university's essence now and in the future. This manual serves as the official reference for how to use the branding elements properly.

This manual is a tool to help you in your work. But, of course, the utility of this tool is finite. Standards such as these cannot possibly address every design situation that may arise. They do, however, establish an overall groundwork for design execution and strategy. Additionally, internal experts are available to assist you. Please see the Advice & Approvals section (page 65) for additional information.

Use this manual whenever you develop communication materials that represent the university to important audiences.



What is the UC brand?

What exactly does the University of Cincinnati exemplify? And what does our identity say about us?

To define the University of Cincinnati, we must uncover its essence. The essence is the heart of the university; it's what drives the university's unique actions and communications every day.

The essence of the University of Cincinnati is:


DISCOVERING

- Seeking knowledge
- Creative exploration
- Self-realization

TRANSFORMING

- Eliciting change
- Real-life application of knowledge
- Direct result of discovery

To further describe it, UC enables discovery of self, shares discovery of knowledge, inspires discovery of great innovation and transforms, in some way, all who come in contact with it.

The essence illustrates the university as a seeker of knowledge and a creative explorer. 

What is the UC brand character?

The UC brand character is the personality we want to convey in all communications, visual or verbal. It is the embodiment of how we want to be perceived.

The university's brand character statement further illustrates the essence of Discovering and Transforming:

The University of Cincinnati is a passionate explorer and a dedicated partner with an approachable nature and an affinity for positive change.

Use this brand character to guide the creation of all university materials and use it to measure the success of the communication and the portrayal of the university.

How will UC position its brand?

The UC brand is based on the brand essence, brand character, and brand attributes to create a point of difference among competing universities. In expressing the brand, we will endeavor to provide a reason to believe by incorporating verbal or pictorial real-life examples of how we live the brand.

UC's Brand Attributes:

- **Real, can-do, real-world**
- **Transforming, life-changing**
- **Potential, stored energy**
- **Diverse, multi-faceted, unlimited opportunity**
- **Passionate**
- **Innovative**
- **Teamwork**
- **Accomplished**

From these attributes, we generate the university's **brand positioning statement**:

“The University of Cincinnati offers many pathways for success by providing a balance of educational excellence and real-world experience. Within a dynamic community, the university nurtures rich cultural experiences and the intellectual exchange of ideas.”

In the context of this university, “pathways” represents the interconnected fabric of ideas and services: connections between students and professors, research and society, the university and its community. On the one hand, it reflects the expansive intertwining of campus walkways and diverse architecture, but it also expresses the empowerment to make choices from 17 colleges with many opportunities.

By their nature, pathways hold open possibilities, diverse experiences and important life decisions that lead to continuous discovery and transformation. The pathways concept drives the overall identity system and consistent brand communication that is paramount to establishing a coordinated University of Cincinnati experience for our constituents.



Symbolism in the UC logo

Below is a breakdown of how the new logo emulates the pathways concept and depicts UC as an explorer and a place of open exploration and self-discovery.



Want to know more about branding?

Still want to know more about branding? Here you will find a list of books, web sites and other recommended reading to help you learn more about branding and what it can do for you and your work.

Books

Brand Warfare by David F. D'Alessandro

Branding: The Power of Market Identity by David Carter

Brandmindset by Duane Knapp

Building Strong Brands by David Aaker

Emotional Branding by Marc Gobe

Marketing Aesthetics: The Strategic Management of Brands, Identity and Image by Bernd Schmitt and Alex Simonson

Experiential Marketing by Bernd Schmitt

Integrated Branding: Becoming Brand – Driven Through Companywide Action by F. Joseph Lepla and Lynn M. Parker

Brand Asset Management: Driving Profitable Growth Through Your Brands by Scott M. Davis, Foreword by David A. Aaker

Emotional Branding: The New Paradigm for connecting Brands to People by Marc Gobe

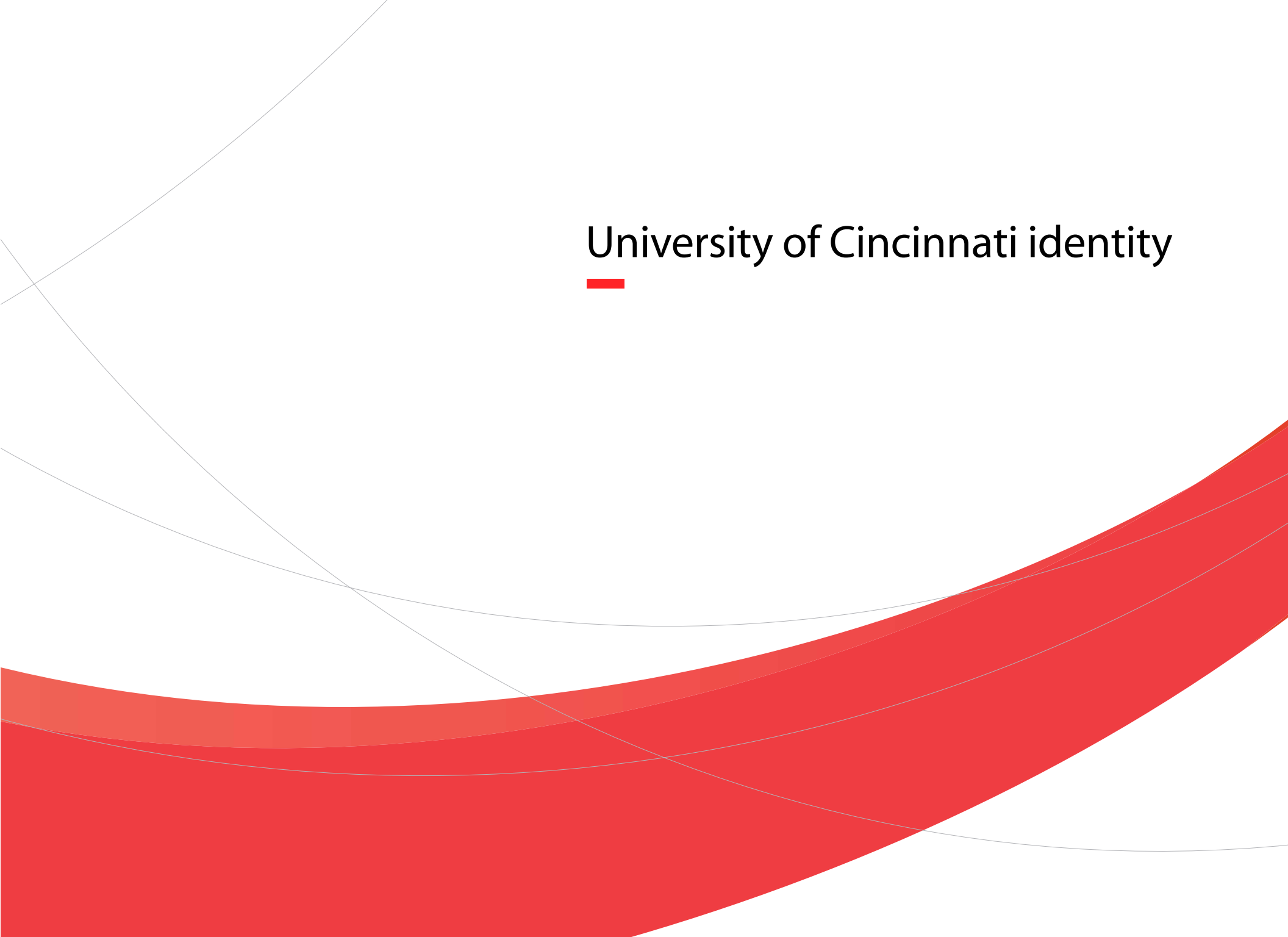
The Masterbrand Mandate: The Management Strategy That Unifies Companies and Multiplies Value by Lynn B. Upshaw and Earl L. Taylor, PhD

Brand Leadership by David A. Aaker and Erich Joachimsthaler

Web Resources

www.uc.edu/branding

University of Cincinnati identity



Where can I find digital artwork?

Low-res, web-quality digital files of the UC logo can be found at www.uc.edu/branding. Print-quality versions are available through branding@uc.edu in eps format for both PC and Mac. Jpeg, tiff, bmp and gif formats are also available, *but these formats are not suitable for commercial printing*. Please contact branding@uc.edu or one of the branding experts listed in the Advice & Approvals section of this manual if you need assistance.



University of Cincinnati logo

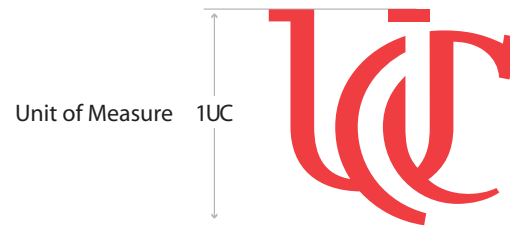
The University of Cincinnati logo incorporates two graphic elements, the UC symbol and the words “University of Cincinnati.” The two elements have a relationship that helps reinforce the brand character. **The university logo must appear prominently on all materials published by the university in print or electronic format.** In particular, the logo must appear on all materials used for advertising, marketing or promotion and on all displays created for the University of Cincinnati or its units.

Note that the words “University of Cincinnati” are a graphic element, inseparable from the symbol. The words may not be recreated with any font, nor resized, nor rearranged for any reason.



Safe area around the UC logo

A safe area around the UC logo is preserved to allow for maximum legibility of the logo. No elements such as typography, other logos, graphics or photos may intrude upon this safe area. In addition, placing the logo too close to a cut or folded edge also violates the safe area.



Note: The gray "frame" is for demonstration only. The safe area is *not* gray. It is a blank area, free of any elements.

University of Cincinnati alternate logo

Whenever possible, designs should be created to use the UC logo (page 12). In situations where the UC logo will absolutely not fit, the alternative logo may be used. The alternative logo also requires a safe area as shown below.



Note: The gray "frame" is for demonstration only. The safe area is *not* gray. It is a blank area, free of any elements.



UC logo and alternate logo



UC logo






Alternate logo

IDENTITY

Primary color palette

The primary color palette for the UC brand is shown below. *The logo can only appear in these colors – see page 17.* Prominent use of these colors further reinforces the university brand.

	PMS-185	C=0, M=91, Y=76, K=0	R=252, G=25, B=33	FC1921
	Process Black	C=0, M=0, Y=0, K=100	R=0, G=0, B=0	000000
	White	C=0, M=0, Y=0, K=0	R=255, G=255, B=255	FFFFFF

Do not screen the UC red (PMS-185). Screening red turns the color to pink. Exceptions would be if the screen were part of a blend. In this case the minimum screen is 85%. The blend must end with 100% of the UC red.

Newsprint adjustment: When printing on newsprint, adjust the red color to PMS-186 for more accurate color representation.

	PMS-186	C=0, M=91, Y=76, K=6
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The colors shown on this page and throughout this manual are not intended to match the PANTONE® Color Standard. Please reference a PANTONE® color guide for accurate representations of color. PANTONE® is a registered trademark of Pantone, Inc.

If you find these numbers and references confusing, you should consult a professional designer. See page 66.

Color options

The university logo may appear **only** in the following color options. (See page 18 for background color options.)



These representations illustrate reversing the logo out of **large** fields of color. Do not "frame" the logo within a box, circle, rectangle or square.

Background color options

The preferred background colors for the UC logo are white and black (see page 17). However, when a design features a dominant color other than red or black, the logo may be “reversed out” of that color if the paper color is white or almost white. This option is acceptable only for low-budget, low-priority uses that are not integral to the university’s central branding efforts.

The logo may be imprinted on or reversed out of a photograph if the logo is clearly legible, its primary colors are used and the safe area is preserved. This option works only when the photo includes a suitable area for the logo that is simple and without detail.



This representation illustrates reversing the symbol out of a **large** field of color. Do not “frame” the symbol within a box, circle, rectangle or square.



University of Cincinnati address formats


When applying the UC logo and address on printed materials, use one of the formats below.

UNIVERSITY OF 
Cincinnati
Office of Admissions
PO Box 210091
Cincinnati, OH 45221-0091

1.25"
UNIVERSITY OF 
Cincinnati
Office of Admissions
University of Cincinnati
PO Box 210091
Cincinnati, OH 45221-0091
www.uc.edu

Use Myriad Regular –
8 point type with
9 point leading.

See page 41 for typeface information.

UNIVERSITY OF 
Cincinnati
Center for Occupational Health
University of Cincinnati Medical Center
PO Box 670458
Cincinnati, OH 45267-0458

Sample #10 envelope format
(to allow for minimum 2 ³/₄ inch clearance)

UNIVERSITY OF 
Cincinnati
Office of Admissions
University of Cincinnati
PO Box 210091
Cincinnati, OH 45221-0091
www.uc.edu

Sample brochure back

Size restrictions

In order to maximize legibility on printed materials, the UC logo may not appear smaller than the sizes illustrated below. Exceptions may be sought by contacting branding@uc.edu.

In general, while the UC logo must be prominently displayed on all communication vehicles, it should not be the dominant graphic element on a page. Common sense should prevail. It helps to think of the logo as an important signature, or “sign-off,” not as a headline.



Web: For web applications, the UC identity may not appear any smaller than the sizes illustrated below. The sizes listed below are for a default monitor setting of 800 x 600 pixels.



Using the symbol alone

The UC symbol may not be used by itself unless the UC logo appears prominently on the communication vehicle. An example would be these standards. The UC logo appears on the cover and the symbol is used on inside pages within the red band. Apply the safe area as indicated.



These representations illustrate reversing the symbol out of a **large** field of color. Do not “frame” the symbol within a box, circle, rectangle or square.

IDENTITY

Unacceptable executions

Shown are examples of unacceptable executions of the UC logo.

Do not alter or change the logo color:



Do not skew, rotate or outline the logo:



Do not use the logo or symbol more than once per page:*



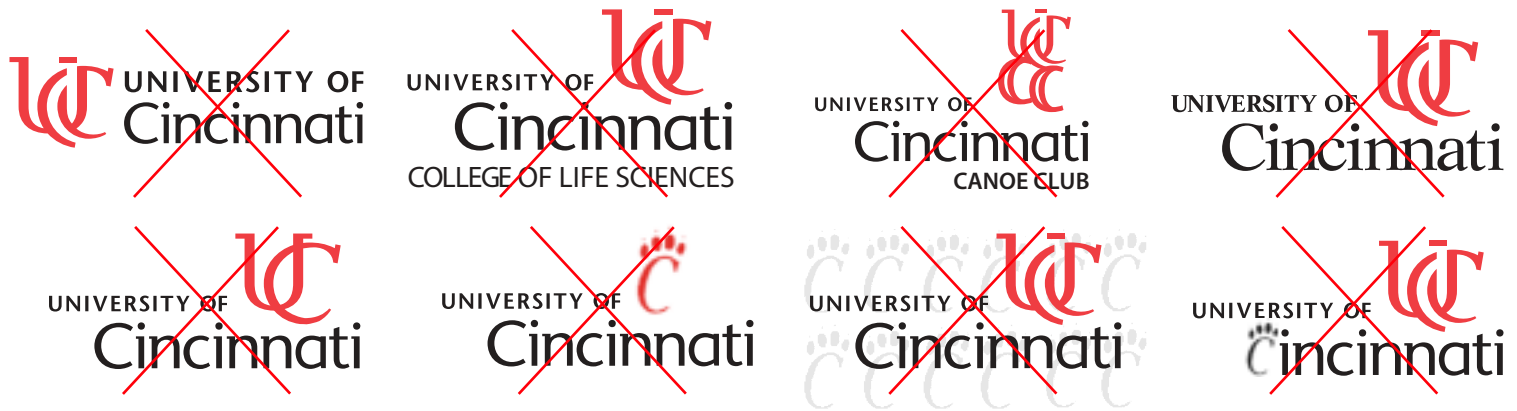
*This manual is instructional. The logo and symbol appear more than once per page for demonstration purposes only.

IDENTITY

Unacceptable executions

Shown are examples of unacceptable executions of the UC logo.

Do not alter, change or add other elements to the logo. Do not mix symbols. Do not change the typeface:



Do not place the logo over photos, textures or colors that make the logo difficult to read:



Do not use the logo or symbol as part of a phrase:

The more  the better we look.

Web usage




All guidelines in this manual apply to both print and web applications, unless otherwise specified. For example, the UC logo must appear prominently within all web environments, just as it must appear prominently on all printed publications. The logo must retain its safe area and be used appropriately in web environments. In addition:

- On web pages where the logo does not appear, the words “University of Cincinnati” must appear.
- When the UC logo (or symbol) is used on a web page, it should serve as the link to the university homepage. A text link should also be provided.
- The UC logo (or symbol) should not be used as a repeating wallpaper pattern.
- The UC logo (or symbol) may not be used as a 3-dimensional image or altered in any way (shadowed, framed, morphed, animated)
- Additional, web-specific standards are in preparation and will be added to this manual as well as the branding web site: www.uc.edu/branding.

IDENTITY

Web color palette

The UC web color palette is shown below. This is the primary color palette for web applications.

	Red: R=252, G=25, B=33	FC1921
	Black: R=0, G=0, B=0	000000
	White: R=255, G=255, B=255	FFFFFF

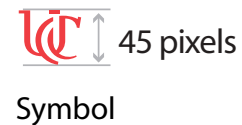
Do not screen the UC red (PMS-185). Screening red turns the color to pink. Exceptions would be if the screen were part of a blend). In this case, the minimum screen is 85%. The blend must end with 100% of the UC red.

If you find these numbers and references confusing, you should consult a professional designer. See page 66.

Size restrictions for the web

For the web, the UC logo may not appear any smaller than the sizes illustrated below. The sizes listed below are for a default monitor setting of 800 x 600 pixels. Samples shown are not to scale.

Minimum size



Maximum size



IDENTITY

Web typefaces

For any headlines or subheads that can be treated as a graphic, use either Myriad or Minion. For body copy text or default text use the following combinations:

For sans serif: Arial,Helvetica

For serif: Times New Roman,Times

See page 41 for more detailed typeface information.



Relationships:

Individual unit expressions
and other UC marks

Identification of colleges and individual units

The UC logo and signature colors are the primary identifiers for all colleges, units, departments and programs and should be used prominently in all communications. **The development and use of other logos to represent university units is prohibited.**

The branding system does allow colleges and other major units to develop a consistent and distinctive look across all communications – an “individual unit expression” (IUE). This look may utilize images (illustrations or photos), a color from the secondary palette, a particular font treatment, and other design elements compatible with the branding system. For example, one college has chosen to use a shade of green from the secondary palette, an image of trees, and the “ingot” from the UC logo to underscore the college name on all its publications and web site. **Note that an individual unit expression is not an icon, symbol, or other singular element that is simply “cut and pasted” from one publication to the next.**

In general, IUEs are limited to colleges and other major units at UC. Units considering development of an IUE should consult with the Branding Review Committee at the start of the process and throughout the development to the final approval stage (to schedule an appointment with the committee, call 556-3027).

Examples of appropriate interpretations of an individual unit expression appear on pages 31-33.

Note: IUEs must be implemented on all communications. Therefore, units may find that they are too restricting and choose instead to use the tools available within the branding system to develop design solutions across a wide range of communications.

Keep in mind that it may not be necessary or appropriate for your unit to develop an individual unit expression. For advice, contact a branding strategy and planning expert (page 66).

Special cases

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

- anniversary celebrations for colleges or units
- special events for fund raising or personal recognition
- ongoing event series (lectures, performances, theatrical productions) with discrete and recognizable audiences (Hot Summer Nights, Alumni Masters Series)
- student programs
- affiliate organizations legally separate from the university (UC Physicians, UC Foundation, etc.)
- special affiliations for accreditation or funding purposes

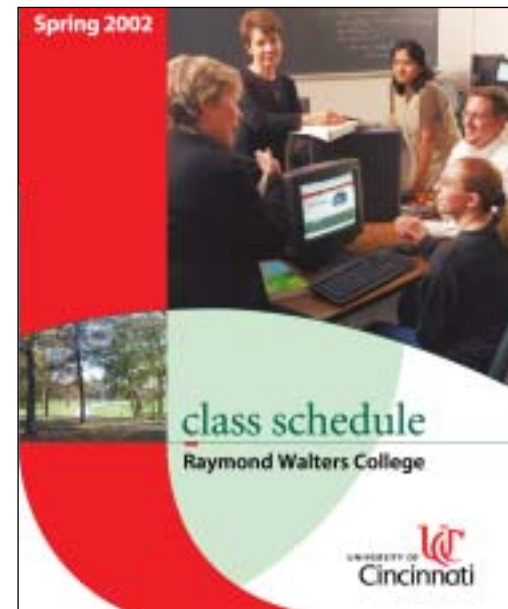
It is beyond the scope of this manual to accommodate all of the possible exceptions associated with these situations. As a rule, they should comply with the university branding guidelines where possible. Where it appears difficult or impossible to comply, seek review and advice from one of the internal consultants or from the Branding Review Committee.

Individual unit expressions: samples

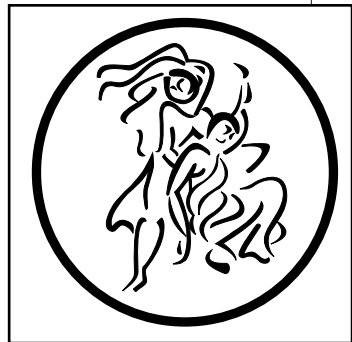
Individual unit expressions, as they are approved, will be added to the branding web site, www.uc.edu/branding. The following samples are presented only as a visual and conceptual introduction. They do not begin to represent the variety of possible solutions, nor are they intended to serve as a design guide. Individual unit expressions, when appropriate, should be designed **specifically and uniquely** for an individual unit, while still supporting the UC brand.



The Raymond Walters College individual unit expression is created by using the ingot, tree photography and an accent color from the secondary palette (green). Notice that, although these elements are consistently used, they are not always used in the exact same way.

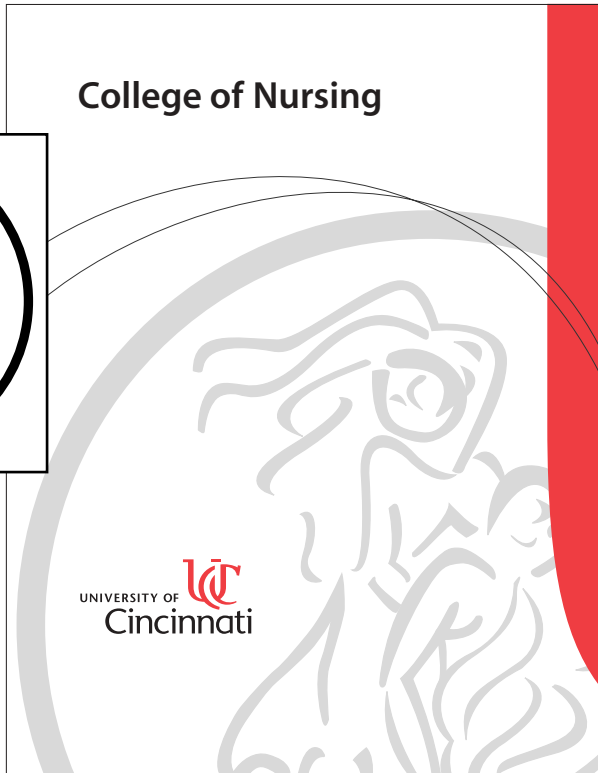


Individual unit expressions: samples



The icon shown above is **not** an individual unit expression. Although an illustration, photograph or other element can be **part** of an individual unit expression, it can not be used alone.

College of Nursing



The individual unit expression shown here is achieved through consistent use of:

- a unique icon/graphic
- typography
- design architecture

The individual unit expression shown above is achieved through consistent use of typography, design architecture (see page 45) and an illustration/icon. Notice that the icon is always tinted or “screened back,” keeping it graphically subordinate to the UC logo. Individual unit expressions are not stand-alone “logos” or symbols, but are design systems incorporated into the overall UC branding standards. Individual unit expressions never replace the UC logo. They emphasize the individual unit *within* the overall university system.

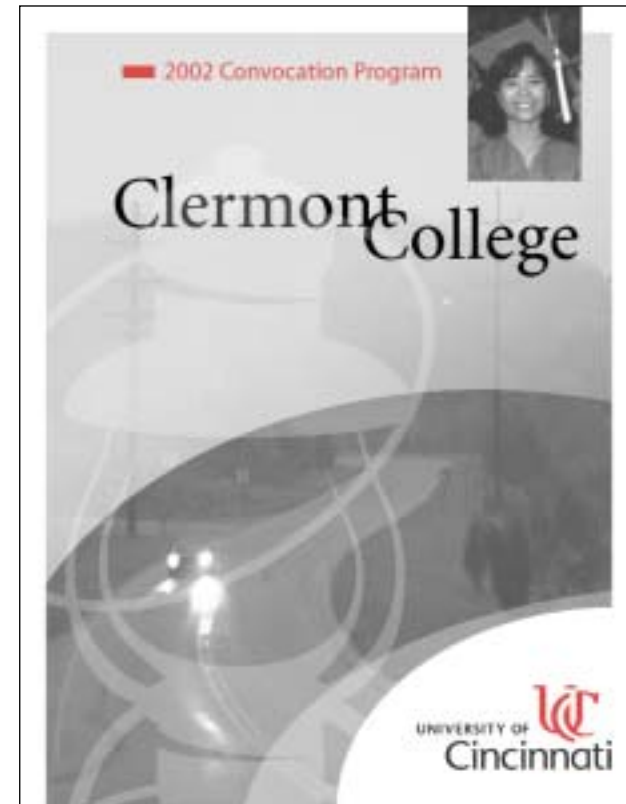
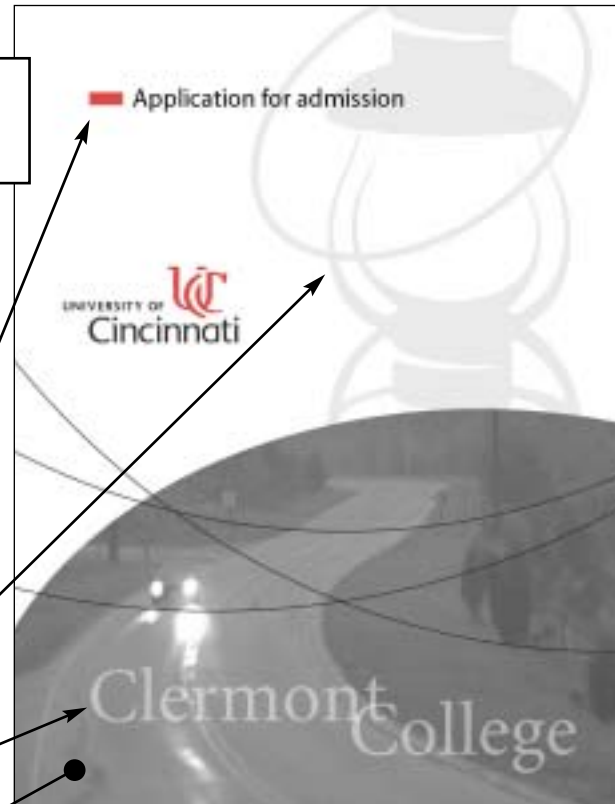
Individual unit expressions: samples

Clermont College

The typography shown above is **not** an individual unit expression. Although a simple but unique arrangement of typography can be **part** of an individual unit expression, it can not be used alone.

The individual unit expression shown here is achieved through consistent use of:

- the ingot
- a unique icon/graphic
- typography
- photography



The individual unit expression shown above is achieved through consistent use of unique typography, an illustration/icon, photography and the ingot. Individual unit expressions are not stand-alone "logos" or symbols, but are design systems incorporated into the overall UC branding standards. Individual unit expressions never replace the UC logo. They emphasize the individual unit *within* the overall university system.

Other UC symbols: 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 as a graphic is generally restricted to approved scholarly publications and for uses in which a formal and ceremonial image is deemed appropriate. Such uses of the seal must be approved by the Division of Governmental Relations and University Communications to ensure that it is used appropriately and that the reproduction is rendered in a suitable manner.

The graphic representation of the seal is undergoing review for standardization. A description of standardized coloration will be added to this manual as soon as it is available.

The seal is also appropriate in situations calling for a permanent identifying mark for the university, such as architectural elements produced in stone, metal, glass or other permanent materials.



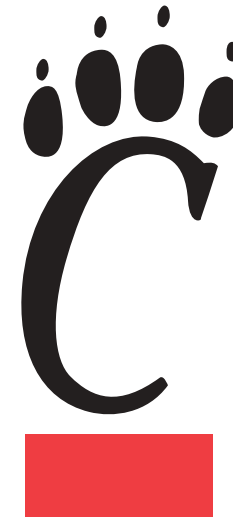
Other UC symbols: the C-Paw

The “C-Paw” logo, developed in 1980 for the University of Cincinnati Athletics Department, may be used as a logo – whether alone or in combination with other identifying marks – only by the Athletics Department and by student organizations recognized by the Office of Student Organizations and Activities.

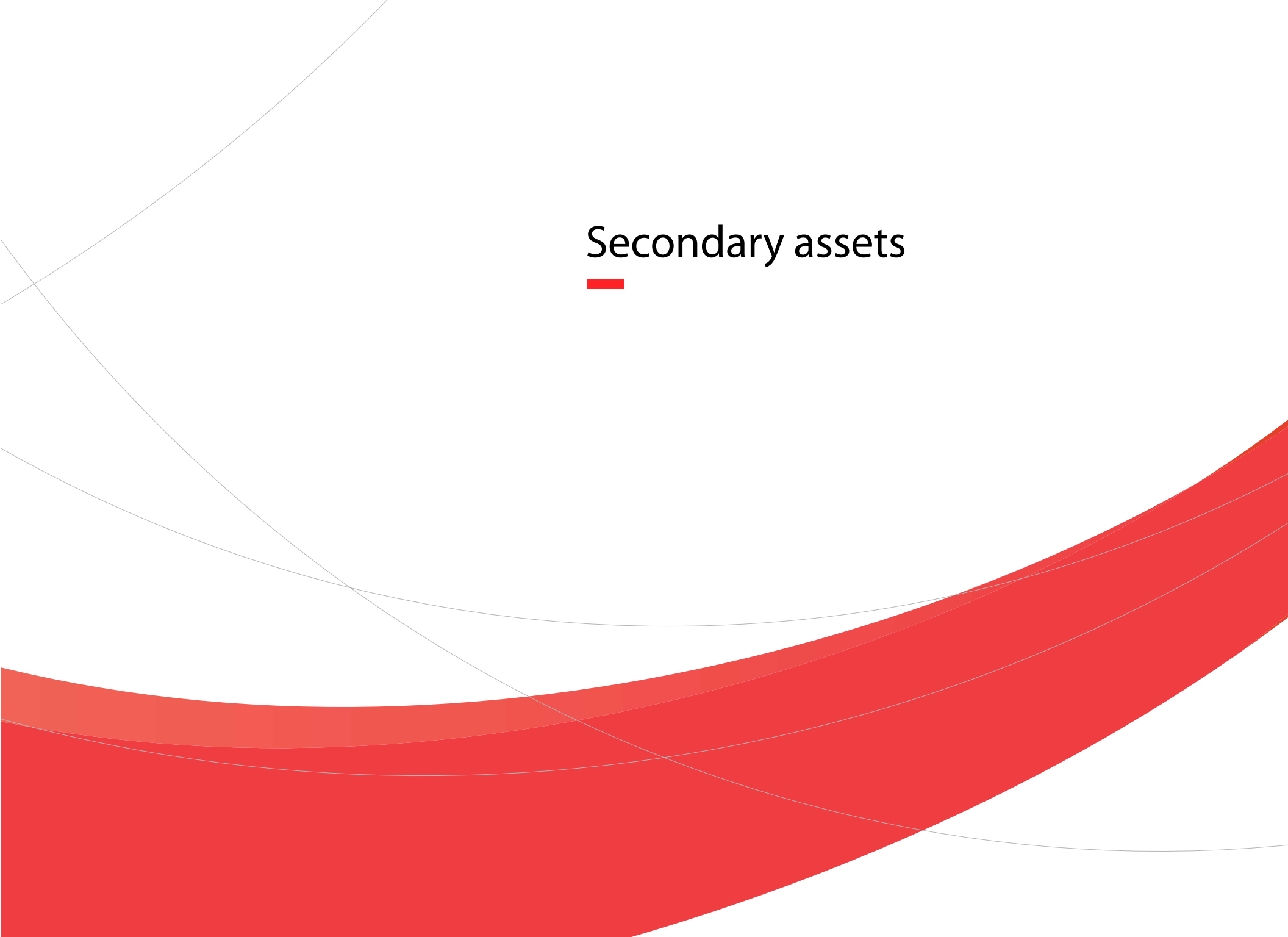
The C-Paw mark may not be used by any other academic or administrative units of the university, nor by individuals employed in any capacity by the university.

For those uses in which reference to the university’s athletic teams or programs is appropriate, or to reference members of the University of Cincinnati community as “Bearcats,” the appropriately licensed cartoon Bearcat may be used as a graphic element. It is not appropriate to use the cartoon Bearcat as a logo in any way.

Guidance on the use of the Bearcat is available from the Division of Governmental Relations and University Communications.



Secondary assets



What are secondary assets?










Secondary assets are a further extension of the UC brand. Consistent use of secondary assets helps to reinforce the UC brand. Secondary assets may include color palettes, fonts, audio elements, verbal systems and other design elements that may be used in the execution of university communications.

The following sections contain specific rules associated with secondary assets and their use in the UC identity.

Secondary color palette

The secondary color palette provides colors to complement the primary palette of red and black. Note that secondary colors do not *replace* the primary color palette of red and black. In instances where only two colors are available for printing, red and black should be used. Working with a standard expanded palette allows for individual unit expression while maintaining a coordinated expression of the university brand.








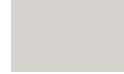








Please note: When you specify colors in HTML, use the hexadecimal values given here and not the "browser-safe" equivalents. The web colors were tested on many different computers, in Internet Explorer and Netscape, on Mac and Windows platforms, at several different color levels and screen resolutions. For additional details, please go to the UC Branding web site at www.uc.edu/branding/colors.htm.

PMS-185 HTML-#FC1921	PMS-151 HTML-FF7D00	PMS-123 HTML-FFD400	PMS-348 HTML-00673E	PMS-301 HTML-074B88	PMS-2745 HTML-120C80	PMS-259 HTML-51006A	PMS-723 HTML-984D00	PMS-430 HTML-7F8485
								
C: 0 R: 252 M: 91 G: 25 Y: 76 B: 33 K: 0	C: 0 R: 254 M: 43 G: 145 Y: 87 B: 27 K: 0	C: 0 R: 255 M: 30 G: 179 Y: 94 B: 16 K: 0	C: 100 R: 0 M: 0 G: 103 Y: 79 B: 62 K: 24	C: 100 R: 7 M: 43 G: 75 Y: 0 B: 136 K: 18	C: 100 R: 18 M: 94 G: 12 Y: 0 B: 128 K: 0	C: 65 R: 81 M: 100 G: 0 Y: 0 B: 106 K: 15	C: 0 R: 209 M: 38 G: 130 Y: 94 B: 12 K: 18	C: 6 R: 127 M: 0 G: 132 Y: 0 B: 133 K: 47

If you find these numbers and references confusing, you should consult a professional designer. See page 66.

Secondary color palette

Shown below are additional colors that expand to include both lighter and richer colors. All variations work with the previous palette.

<p>PMS-1355 HTML-FECD66</p>  <p>C: 0 R: 254 M: 18 G: 205 Y: 56 B: 102 K: 0</p>	<p>PMS-1205 HTML-FFFFBA</p>  <p>C: 0 R: 255 M: 0 G: 255 Y: 27 B: 186 K: 0</p>	<p>PMS-579 HTML-D1ECA5</p>  <p>C: 18 R: 209 M: 0 G: 236 Y: 34 B: 165 K: 0</p>	<p>PMS-552 HTML-C5DBE0</p>  <p>C: 15 R: 197 M: 0 G: 219 Y: 0 B: 224 K: 9</p>	<p>PMS-270 HTML-B2AFD4</p>  <p>C: 30 R: 178 M: 3 G: 175 Y: 0 B: 212 K: 0</p>	<p>PMS-256 HTML-E5BEDD</p>  <p>C: 9 R: 229 M: 23 G: 190 Y: 0 B: 221 K: 0</p>	<p>PMS-726 HTML-EFE2BF</p>  <p>C: 0 R: 239 M: 6 G: 226 Y: 18 B: 191 K: 6</p>	<p>PMS-427 HTML-E3E3E3</p>  <p>C: 0 R: 227 M: 0 G: 227 Y: 0 B: 227 K: 11</p>
<p>PMS-195 HTML-6E1C1E</p>  <p>C: 0 R: 110 M: 76 G: 28 Y: 56 B: 30 K: 56</p>	<p>PMS-718 HTML-F06A00</p>  <p>C: 0 R: 240 M: 56 G: 106 Y: 100 B: 0 K: 6</p>	<p>PMS-554 HTML-0C3727</p>  <p>C: 87 R: 12 M: 0 G: 55 Y: 65 B: 39 K: 55</p>	<p>PMS-540 HTML-042D56</p>  <p>C: 100 R: 4 M: 47 G: 45 Y: 0 B: 86 K: 47</p>	<p>PMS-276 HTML-160C42</p>  <p>C: 87 R: 22 M: 87 G: 12 Y: 0 B: 66 K: 51</p>	<p>PMS-2627 HTML-2E0060</p>  <p>C: 83 R: 46 M: 100 G: 0 Y: 0 B: 96 K: 23</p>	<p>PMS-725 HTML-703700</p>  <p>C: 0 R: 112 M: 51 G: 55 Y: 100 B: 0 K: 56</p>	<p>PMS-432 HTML-293133</p>  <p>C: 23 R: 41 M: 0 G: 49 Y: 0 B: 51 K: 79</p>

Secondary color palette

Shown below is a color palette that is more neutral in nature. It is in concert with current color trends and represents colors that provide a more sophisticated color slant. Metallic gold and silver are provided for instances where metallic inks may be an option in printing.

PMS-465 HTML-D0A660	PMS-452 HTML-C3BE8D	PMS-5845 HTML-B3B35F	PMS-5787 HTML-D6DE9E	PMS-5635 HTML-81937D	PMS-5425 HTML-688A93	PMS-617 HTML-D1D16F
C: 18 R: 208 M: 30 G: 166 Y: 56 B: 96 K: 0	C: 23 R: 195 M: 18 G: 190 Y: 39 B: 141 K: 0	C: 0 R: 179 M: 0 G: 179 Y: 47 B: 95 K: 30	C: 6 R: 214 M: 0 G: 222 Y: 30 B: 158 K: 11	C: 18 R: 129 M: 0 G: 147 Y: 18 B: 125 K: 38	C: 34 R: 104 M: 0 G: 138 Y: 0 B: 146 K: 38	C: 0 R: 209 M: 0 G: 209 Y: 47 B: 111 K: 18

PANTONE METALLIC

PMS-8001	PMS-8960

Typeface: sans serif

The sans serif typeface chosen to complement the UC logo is Myriad. **This version of Myriad has been customized for the University of Cincinnati.** You should purchase Myriad if you are producing print publications for the university. (It can be purchased through University Publications, 556-5214. **Do not purchase Myriad directly from a font house.**)

You do *not* need to purchase Myriad for memos, letters and internal communications that are printed on a laser printer. In those cases, you can substitute Helvetica or Arial.

Myriad Regular Italic Condensed

Myriad Regular Italic

Myriad Bold Italic Condensed

Myriad Bold Italic

Myriad Black Italic

Myriad Regular Condensed

Myriad Regular

Myriad Bold Condensed

Myriad Bold

Myriad Black

Note that the university logo was not created using this face, and cannot be created from this face.

Typeface: serif

The serif typeface chosen to complement the UC logo is Minion. It is intended to be used primarily for body copy. You should purchase Minion if you are producing print publications for the university. (It can be purchased through University Publications, 556-5214.)

You do *not* need to purchase Minion for memos, letters and internal communications that are printed on a laser printer. In those cases, you can substitute Times or Times New Roman.

Minion Regular

Minion Italic

Minion Bold

Minion Bold Italic

Minion Display

Minion Display Italic

Minion Semibold

Minion Semibold Italic

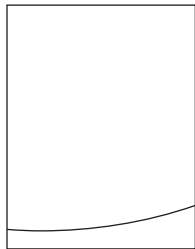
Minion Black

Design architecture

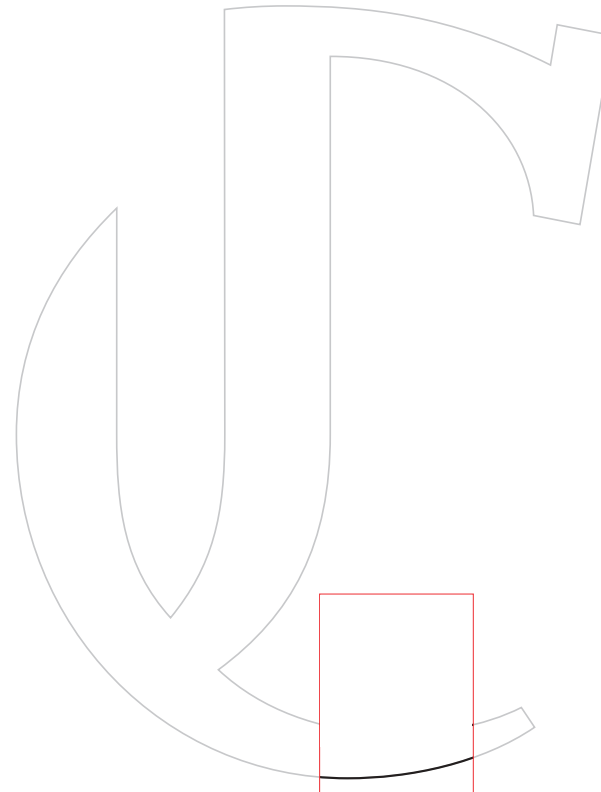
The architecture for the items you design is created by using shapes and lines embodied within the UC symbol, derived from the pathways concept that informed the university's identity. For example, if you were to crop in on small, specific areas of the symbol you can create unique shapes. Those shapes can be made into lines, color bars and photographic boundaries. They can then be layered to create depth. You can even subtract items to better enhance your designs. The possibilities are endless. And because they all derive from the same source, they create a visual link for all UC communications. The potential for creating unique design architectures from the UC symbol is nearly unlimited. Design created through this architecture can form the basis for individual unit expression.

Sample architecture

The following are a few graphic examples of how the design architecture may be created. Gauge the needs of each individual project and build in the simplicity or complexity that the project demands. In this example, portions of the UC symbol have been arranged to create an arcing color bar and crossing rules.

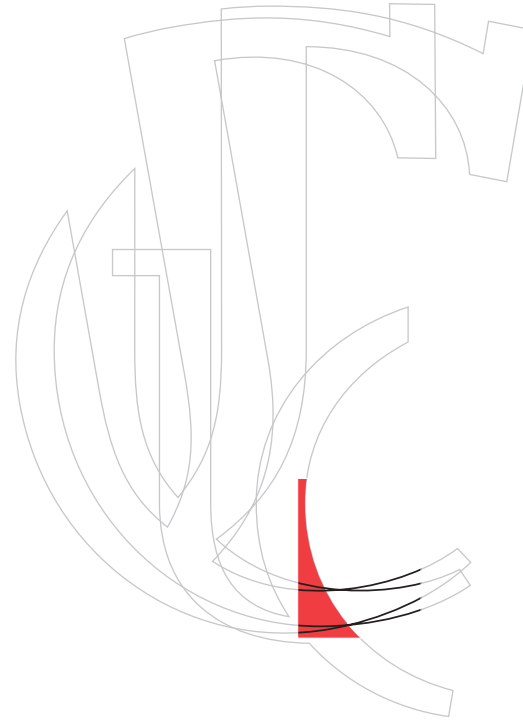
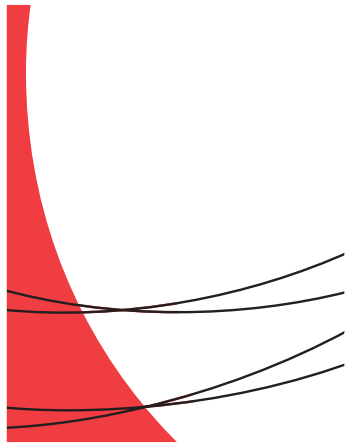


Notice how a simple arc can be translated into a design.



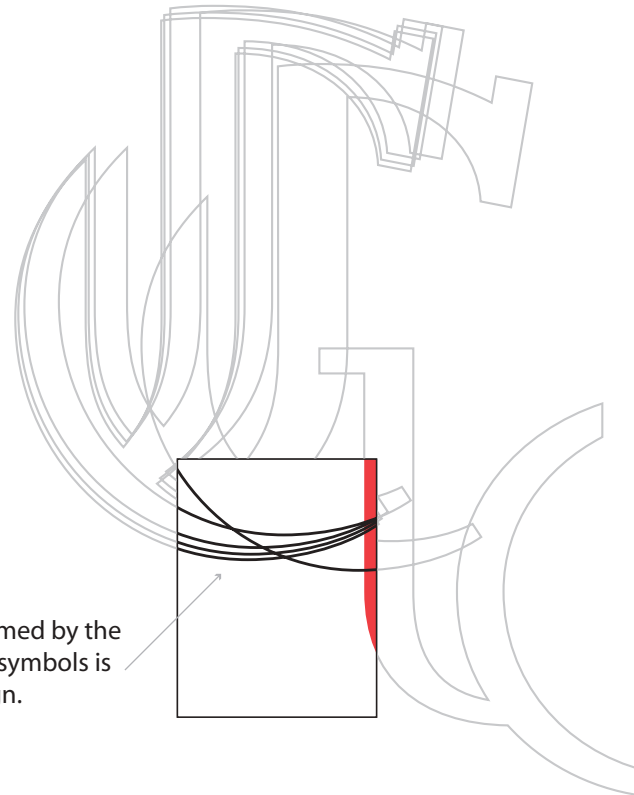
SECONDARY ASSETS

Sample architecture



SECONDARY ASSETS

Sample architecture



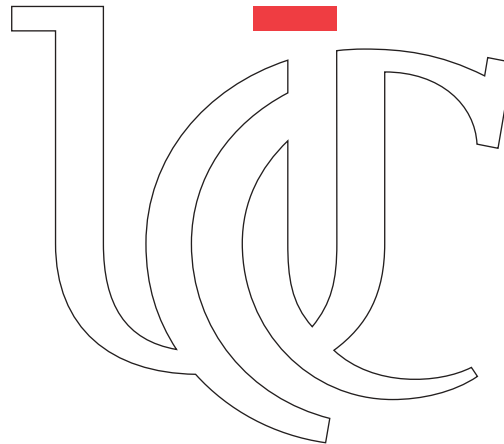
Notice how the lines formed by the overlapping sections of symbols is translated into the design.

SECONDARY ASSETS

The ingot

The ingot is an extracted element from the symbol used as a brand reinforcement tool. Use the ingot to reinforce a point or to add visual interest to a communication piece. Sample usage of the ingot can be found throughout this manual and in the sample execution section.

The ingot is a rectangle, proportioned 3.5 to 1.



Merchandise using any
UC name, logo or trademark



Merchandise using any UC name, logo or trademark

Merchandise and gift items have production limitations such as size, materials and color. Because of this, greater flexibility may be allowable for items of this type. However, less flexibility may also be advisable, because certain color schemes may be symbolic of competing institutions.

The University of Cincinnati Board of Trustees has established a licensing program to protect the name and identifying marks of the university and to prohibit unauthorized use of university marks on commercial or other products. All uses and representations of the university's name and marks on items of merchandise, whether for sale or for internal use, are licensed. Licensed use of the university's name and marks will preserve the university's good name and reputation by ensuring that products bearing the university's name and marks are of quality and good taste, and are consistent with the university's branding efforts. **All licensed goods must be approved before production by the Licensing Program Director, Office of the Vice President and General Counsel, and may only be produced by licensed vendors.**

Applications approved by the Licensing Program Director do not constitute a precedent or change to the guidelines presented here.

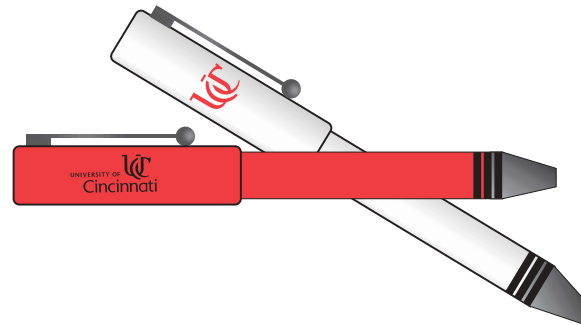
Before contacting a vendor, call the UC Licensing Program, 556-3483. Lists of licensed vendors may be obtained from, and questions about licensing should be directed to, the Licensing Program Director, Office of Vice President & General Counsel, 556-3483, carla.crabtree@uc.edu.

MERCHANDISE

Merchandise samples: silkscreen/embroidery



Merchandise samples: imprinting



Managing the UC brand



How do I manage the UC brand?

You are responsible for managing the UC brand. To succeed and do your best work you must have a deep understanding of the UC brand. You must use good personal judgement and pay attention to details.

Ask yourself these questions to gauge whether you have successfully managed the UC brand:

1. Is this project consistent with the brand positioning statement?

"The University of Cincinnati offers many pathways for success by providing a balance of educational excellence and real-world experience. Within a dynamic community, the University nurtures rich cultural experiences and the intellectual exchange of ideas."

2. Does this project reflect the brand character attributes?

- Real, can-do, real-world
- Transforming, life-changing
- Potential, stored energy
- Diverse, multi-faceted, unlimited opportunity
- Passionate
- Innovative
- Teamwork
- Accomplished

3. Have UC's brand assets been used properly?

4. Is UC's logo used properly?

5. Has UC's design architecture been incorporated?

6. Are secondary assets (fonts, colors, ingot) used effectively?

7. Does this project pass the "envelope test?" (If I include this project among other items from UC in a single envelope, will it appear to belong to the same institution?)

How do I manage the UC brand verbally?

Any communication, publication or university event should reflect the university's brand character. By weaving in the aspects of the university essence and character you can help to further expand the UC brand presence. Ask yourself if your communications reflect the university as an innovator that...

- seeks knowledge?
- explores creatively?
- elicits change?
- applies knowledge in real-life situations?
- acts as a direct result of discovery?
- works as an approachable partner?
- nurtures rich cultural experiences?
- offers many pathways for success?

See www.uc.edu/branding for writing guidelines and a synonym directory.

MANAGING

Photography and illustration

The manner in which photography and illustration is represented is also a manageable asset for the university. Consistent use of content, style and technique is encouraged to further reinforce the UC brand.

Whenever using photography or illustration within any UC communication, be sure to ask yourself the following questions.

- Is the photography/illustration content relevant to what the vehicle is communicating?
- Is the style of photography/illustration current?
- Does the photography/illustration speak to your audience?
- Does the photography/illustration fit within the brand character of the university?

(See page 6 for brand character.)

For additional questions regarding photography and illustration, please contact UC Photographic Services, 556-0395.



What is the minimal level of UC branding?

The UC logo must appear on all UC communications. If possible, at least one secondary element should appear (the ingot, or the simple arc of a line).

When in doubt, please contact an internal expert. Their names are listed in the Advice and Approval section, page 66.

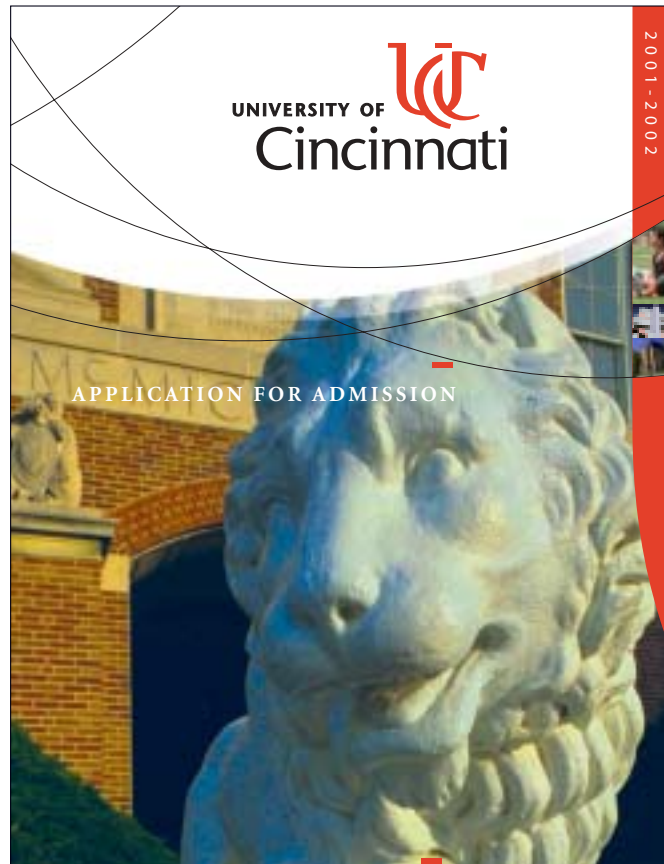


Sample executions: introduction

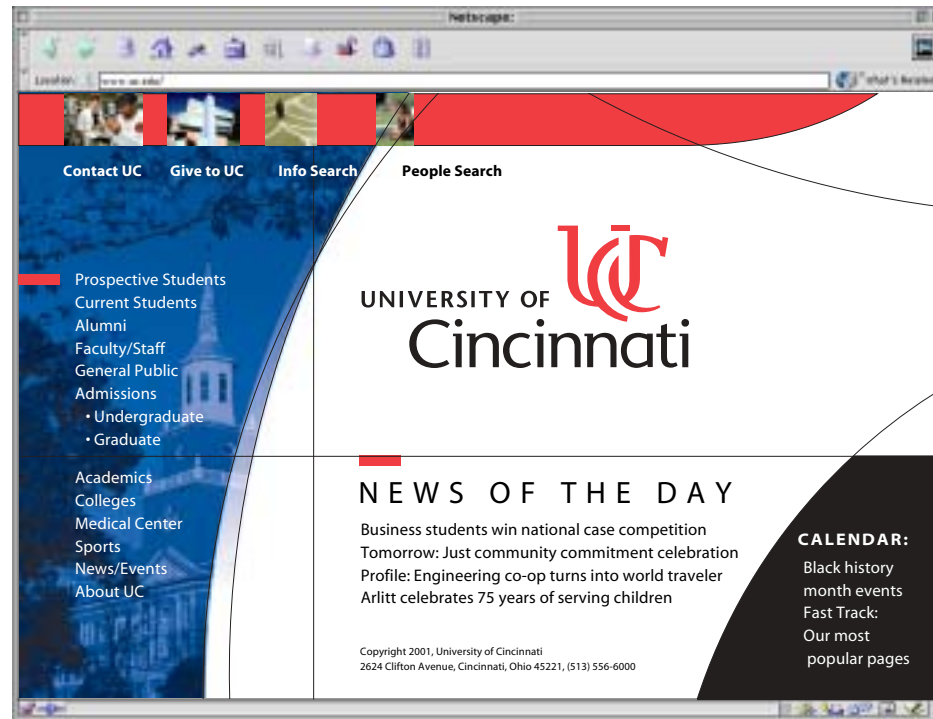
The following section offers some visual possibilities for using the brand assets across a range of UC communication vehicles. Of course, not every situation will be represented. These are only samples of what is possible, not templates or complete solutions. It is your responsibility to customize them to your needs. This section just gives you some places to start within the system.

Pay special attention to the subtle details that are created within these samples.

Sample viewbook





Sample web page





Sample program outline





College of Design, Architecture, Art, and Planning

School of Architecture and Interior Design

About the program

The Bachelor of Science program in Architectural Engineering Technology educates you in the architectural, structural, and mechanical aspects of building design and construction. architectural engineering technologists are trained to engage entire design projects from schematics through construction. in this field, you will work with architects and engineers to produce drawings and specifications for major construction projects. All students become proficient with computers – from problem solving and drawing (CAD) to scheduling.

Career opportunities

Graduates of the architectural Engineering Technology program find diverse employment opportunities – from architectural and engineering firms to construction companies, from building product companies to public agencies. Facilities management, for example, is a field where graduates with architectural engineering skills are increasingly in demand.

If you are interested equally in architecture and construction, you have the opportunity to pursue a dual degree with bachelor's degree program in construction management.

Architectural Engineering Technology graduates are hired by such organizations as KZF; Neyer Construction; Hixson, Inc.; Ziel; Blossum and Associates; Symons Corporation; and KBA, Inc.

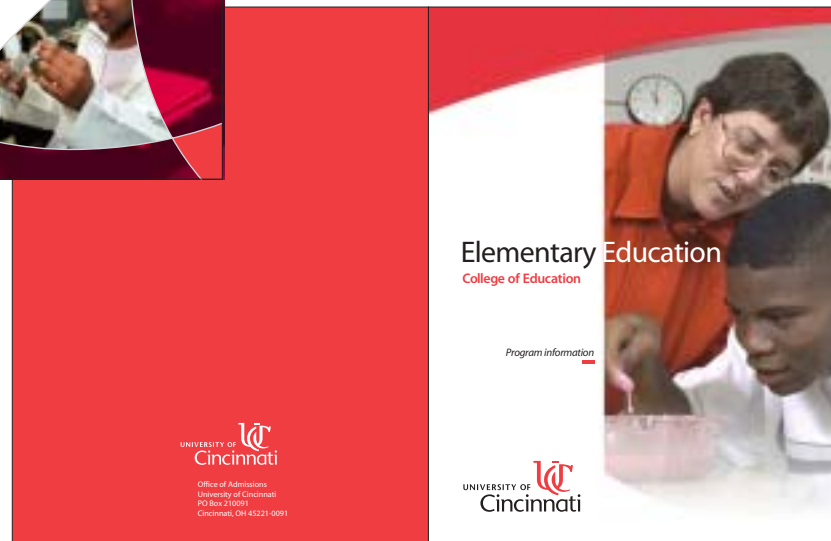
Program requirements

	Qtr. Cr.
First Year	
Freshman English	9
Algebra and Trigonometry	4
Calculus	8
Physics for Technology	8
Construction Materials	3
Construction Drawing	6
Fundamentals of Speech	3
General Psychology	3
Microcomputer Applications	6
Professional Development	1
Construction Seminar	2
Second Year	
Physics for Technology	4
Fluid Mechanics	4
Surveying	3
Mechanics of Rigid Bodies	3
Applied Structural Mechanics	1
Structures	4
Architectural Design	5
Construction Estimating	3
Humanities/Social Science Elective	3
Construction Documents and Quality Control	3
Architectural History	3
Third Year	
Problems in Architecture	6
Water Supply Systems and Waste Disposal Systems	4
Construction Management	3
Humanities/Social Science Elective	3
Structures	8
Soil Mechanics	4



SECONDARY ASSETS

Sample college publications





Sample tri-fold brochure

FINANCING THE DEGREE

In 1999-2000 the cost of a graduate credit hour for in-state students will be under \$200 (less for full-time status). Compare our costs with other area institutions and you will find that The Center for Applied Graduate Study at UC offers one of the lowest costs.

Graduate students typically finance their education through:

- their employers
- income from employment
- loans
- savings

FOR MORE INFORMATION

The Graduate Director
Department of English
P.O. Box 210069
University of Cincinnati
Cincinnati, OH 45221-0069
call (513) 556-5924
fax (513) 556-5960

email: english_graduate_program@uc.edu
<http://ucaswww.mcm.uc.edu/english/>

For additional brochures call:
(513) 556-4335

University of Cincinnati
— Applied Graduate Study

**GRADUATE CERTIFICATE PROGRAM
PROFESSIONAL WRITING**

For those interested in obtaining a certificate in professional writing, The University of Cincinnati offers:

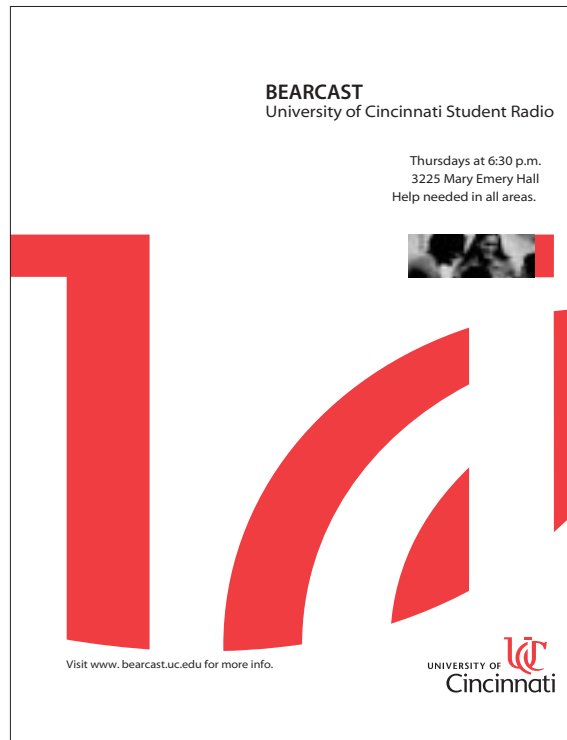
- Part of full-time study
- Convenient class times
- Year round classes
- Affordable Tuition

McMicken College of Arts and Sciences

The Center for Applied Graduate Study
Division of Research & Advanced Studies
The University of Cincinnati
Cincinnati, OH 45221-0027

<p>IS THIS PROGRAM FOR YOU?</p> <p>Are you or any of your colleagues interested in a career in professional writing?</p> <p>Does your profession require an advanced level of professional communication skills?</p> <p>Do you need to increase your knowledge of electronic publishing?</p> <p><i>If you answer yes to any of these questions, then the Certificate Program in Professional Writing is for you.</i></p> <ul style="list-style-type: none"> • offers courses in technical and scientific writing, journalism, creative writing, business communication, editing, publishing and professional writing • allows students with bachelor degrees in a variety of academic areas, such as English, Communication, Health Sciences, Engineering and Business, to participate • combine the latest in academic research and professional practice • offers courses at times convenient to working people 	<p>THE PROGRAM IS FLEXIBLE</p> <p>The Graduate Certificate in Professional Writing at the University of Cincinnati is an attractive option and offers a flexible program to meet your needs.</p> <p>CURRICULUM</p> <p>The Certificate requires 20 hours of graduate course work including two core courses either Rhetoric or Professional Writing Theory and either Document Design or Computer Applications. You can then choose from the following:</p> <ul style="list-style-type: none"> • New Journalism • Book Publishing • Special Projects • Magazine Publishing • Professional Writing • Instructions and Manuals • Reports and Proposals • Science and Medical Writing • Article and Essay Writing • Professional Writing Applications • Professional Writing Topics <p><i>• Courses are offered four quarters per year.</i> <i>• You can fulfill the requirements for the degree within two quarters on a full-time basis or up to six quarters if part-time.</i></p>	<p>HOW TO ENROLL</p> <p>Call (513) 556-5924 for an application packet. Send the completed application form and non-refundable \$10 application fee (payable to the University of Cincinnati) to:</p> <p style="text-align: center;">University of Cincinnati P.O. Box 210027 Cincinnati, OH 45221-0027</p> <p>APPLICATIONS MUST INCLUDE:</p> <ul style="list-style-type: none"> • three letters of recommendation regarding directly to the specific questions on the recommendation form • official transcripts from all previous colleges or universities attended • two writing samples • an official copy of Graduate Record Examination scores • an official copy of TOEFL (a TOEFL score of 545 or higher is required) <p>SEND ALL MATERIALS TO:</p> <p style="text-align: center;">Director of Graduate Studies Department of English P.O. Box 210069 University of Cincinnati Cincinnati, OH 45221-0069 Phone: (513) 556-5924 Fax: (513) 556-5960</p>
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Sample student publication



Advice and approval



I need answers

These standards have been developed for use as a resource by anyone responsible for the creation or implementation of new communication materials. Should additional information or interpretation be needed, please contact:

Branding Strategy & Planning

Greg Vehr greg.vehr@uc.edu
 Greg Hand greg.hand@uc.edu
 Sandy Prell sandra.prell@uc.edu
 Mary Stagaman mary.stagaman@uc.edu

Recruitment & Marketing

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 Carrie Throm carrie.throm@uc.edu

Graphic Design

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 Suzanne (Suki) Jeffrey (East Campus)
suzanne.jeffrey@uc.edu

Licensed Goods

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Purchasing

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Web Applications

Mary Watkins mary.watkins@uc.edu
 Chris Curran chris.curran@uc.edu
 Barbara Brady barbara.brady@uc.edu
 Suzanne (Suki) Jeffrey
suzanne.jeffrey@uc.edu

Writing to support the brand

John Bryan john.bryan@uc.edu
 Greg Hand greg.hand@uc.edu

Approval process

You can receive quick approval for projects by submitting them as early as possible.

1. Send to:

For printed materials and electronic design:

Art Director
Office of University Publications
Division of Governmental Relations & Communications
Phone: 556-5223

For web design and content:

Webmaster
Division of Governmental Relations & Communications
branding@uc.edu

For Medical Center materials and electronic design:

Art Director
Medical Center Public Relations & Communications
Phone: 558-4553

2. Email to: branding@uc.edu

Appeals to the decisions of these individuals may be made to the Branding Review Committee via:

Vice President for Governmental Relations & Communications
(The Vice President for Governmental Relations and Communications will be assisted in deliberations by an advisory committee, the Branding Review Committee, convened for this purpose.)