Brand Guide
Activating a Different Brand of Education

University of Cincinnati
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.
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

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

Take ownership of your unique experience
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.
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

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 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.
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
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 Brandmark

Our mark is dynamic and invites you to explore and connect in unique ways.

The University of Cincinnati logotype is confident and established, and places the priority on Cincinnati. It conveys pride and strength of place.

Seen together, all elements are anchored to each other, while having a dynamic alignment that speaks to our unleashed attitude.

Our primary brandmark is staged on white, red, or black. When placing on photography, find quiet areas within the composition that provide contrast and legibility.
2.1 Brandmark: Secondary and Special Use

Our university brandmark should always be prominent, legible and strong. Anticipating that some environments may create limitations in terms of scale, color, and context, use the secondary brandmark sparingly.

In extreme situations where space is limited or constrained, special use options are approved on a case-by-case basis by the Branding Review Committee.
Proper incorporation of safe space protects the integrity of the UC brandmark.

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

An area around the brandmark equal to the height of the letter “C” is the minimum required safe space.
2.1 Brandmark: Incorrect Usage

It is critical to maintain the integrity of the brandmark at all times. These examples illustrate improper use of the brandmark.

- **DO NOT** shift the brandmark elements.
- **DO NOT** place the brandmark 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 outline to the elements.
- **DO NOT** alter the brand colors.
- **DO NOT** add effects to the brandmark.
- **DO NOT** change proportion of the elements.
2.2 College Lockups

Each college is graphically represented by distinct “lockups” connected to the university master brand.

Lockups are approved for colleges and on a case-by-case basis for major academic and administrative units.

Lockups must be approved by the Branding Review Committee and produced by UC Creative Services. (Approved lockups are created free of charge.)

Lockups are not appropriate for every unit nor for every communication. Often, the primary brandmark alone is the better option.
2.3 Our Colors

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

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
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**

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2.4 Typography

Typography is a 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.
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.
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

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 Graphics

This collection of iconic expressions represents each college.

As landmark buildings change, new expressions will be created.
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.

Focus on the hero individual or on the group.

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 Branding 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.
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.
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 to individual schools, programs, and messages. Use the following demonstrations as a helpful reference.
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.)
Marketing and Advertising
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