UNIVERSITY OF CINCINNATI Quick Guide

Primary Brandmark
Preferred. Best expression of the brand.

University of CINCINNATI

Approved Staging

Secondary Brandmark
Use only when primary mark absolutely won’t fit. For guidance, contact UC Creative Services.

Special Use
Special use logos are restricted and approved on a case-by-case basis by the university branding committee.

Typography
College and major unit lockups have been created using GT Eesti Pro. Production of additional lockups must be approved through the university branding committee and developed by UC Creative Services. Approved lockups are created free of charge.

Free & Web Safe
- Open Sans Light
- Open Sans Regular
- Open Sans Bold
- Open Sans Extra Bold
- Gentium Book Regular
- Gentium Book Italic
- Gentium Book Bold
- Gentium Book Bold Italic

Unleashed Type Treatment
classroom unleashed

Photography Style
Out of the classroom, active, engaged, and sharing the experience; models express real emotion, reaction, engagement, interaction, intensity, and focus. They are generally not looking at the camera because they are immersed in something meaningful to them. Imagery is soulful, genuine, experiential, and candid (not staged or too stylized); action and activity beautifully express the concept of "unleashed."