Bicentennial Brand Guide

How, when and where to incorporate UC’s special 2019 celebratory identity
The University of Cincinnati traces its origins to 1819 when both Cincinnati College and the Medical College of Ohio were chartered. The bicentennial celebration is an opportunity for the university to come together and excite and engage our constituents to mark this historic milestone. Proper branding is crucial to convey the celebratory nature of the bicentennial and meaningfully engage our audiences through the power of cohesive brand identity.

**OVERVIEW.** This document is a supplement to the general UC brand guide. Unless otherwise stated, rules established in the general guide still apply.

**uc.edu/ucomm/brand**

**OVERVIEW, TIMELINE & GOALS**

**TIMELINE.** The bicentennial will be celebrated during the 2019 calendar year.

**INSTITUTIONAL GOALS:**

- *Energize* students, faculty and staff
- *Increase* alumni engagement, wherever they may live
- *Broaden donor* interest and activity
- *Enhance* our industry collaboration
- *Strengthen* relationships with our community

Visual assets can be phased in beginning Aug. 27, 2018 (first day of fall semester 2018) and should be phased out after Dec. 31, 2019.
**MISSION, VISION & OBJECTIVES**

**THE MISSION** of the UC bicentennial is to partner and collaborate through a yearlong celebration of activities and programs to amplify and support the strategic direction of the University of Cincinnati.

**THE VISION** of the bicentennial is to be the pivotal moment that boldly propels the university toward our next 200 years of innovation and achievement.

**OBJECTIVES:**

**HONOR THE PAST.** Shine a spotlight on the history, spirit, voices and connections that have propelled UC to this historic milestone.

**ELEVATE THE PRESENT.** Empower our constituents, near and far, to celebrate and promote UC’s legacy, impact and “best-is-yet-to-come” future.

**BEND THE FUTURE.** Inspire everyone who encounters UC to strive for a culture of excellence and action—to learn more, to be more, to do more.

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For clarification or additional assistance, please contact one of the experts listed on page 24.
Primary Assets

Logo and enhancer
The bicentennial logo found inspiration in the C-Paw. The red banner calls to mind the ingot; the athletics font is used with the zeroes open and leaning forward to suggest bending the future. The mark is grounded in a commemorative treatment of the university font. Brought together, the design embodies boldly bearcat in its weight and movement.
Acceptable color iterations are demonstrated at left.
In most cases, size and safe space should exceed the minimums demonstrated below.
WELCOME!
We hope you will agree that Cincinnati is much more than a beautiful campus. Enjoy your visit; we look forward to welcoming you back to campus as an enrolled student.

Go Bearcats!

BICENTENNIAL LOGO BASICS:
• primarily used alone—replaces the standard UC logo or lockup
• should not appear on the same page as the standard UC logo or lockup
• multiple page documents can include both the bicentennial logo and the standard UC logo or lockup if they appear on separate pages

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For clarification or additional assistance, please contact one of the experts listed on page 24.
ENHANCER / placement and use with UC logos and lockups

BICENTENNIAL ENHANCER BASICS:

- used in addition to the standard UC logo or lockup
- placed away from the standard UC logo or lockup; should not appear to be attached
- should not exceed the width of “Cincinnati” in the standard logo or lockup; in most cases, should be 40-75 percent of the width of “Cincinnati”

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Secondary Assets

Color, typography, shadow graphic and theme
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UC colors underscore our bicentennial celebration. Accent colors should be avoided.

Red

- PMS 186C
- CMYK: 0.100.81.4
- RGB: 224.1.34
- HSB: 350.92.80
- HEX: #E00122

Black

- 100% Black

White

- 0% Black

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Open Sans and Myriad are the preferred fonts for bicentennial communication as they best exemplify "Boldly Bearcat."

Gentium Book Basic and Minion are also acceptable for use.

Open Sans and Gentium Book Basic are free and web safe and can be accessed at google.com/fonts.

For clarification or additional assistance, please contact one of the experts listed on page 24.
A shadow graphic has been developed, extracted from the bicentennial enhancer, to provide texture, dimension and visual interest. It reflects the style of standard university brand graphics, providing connections between bicentennial and non-bicentennial communication.

The bicentennial shadow graphic should only be used on items specifically related to the bicentennial.
BOLDLY BEARCAT

(The Action) Boldly—with confidence and without reservation

(The Identity) Bearcat—the galvanizing symbol that brings us together

BOLDLY BEARCAT is an attitude. Together, these two words embody the UC spirit of grit, tenacity, hard work and achievement.

VOICE. We speak with confidence and without reservation. We push things further than imagined. Boldly Bearcat turns 200 years of groundbreaking moments into the momentum needed to impact tomorrow.

DESCRIPTOR. Although not required, the following text can be included near the enhancer to provide additional context:

Celebrating the university’s past, present and future impact.

There is no prescribed font, size or arrangement for the descriptor. Think of it as a photo caption. Use your judgment.

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For clarification or additional assistance, please contact one of the experts listed on page 24.
Examples

Proper and improper use
For clarification or additional assistance, please contact one of the experts listed on page 24.
A GROUND-BREAKING CURE

Doesn't happen by accident. It happens inside a 200-year tradition of innovation, where global perspective and scientific insight meet determination and courage. And that's exactly what came together when Dr. Albert Sabin, a University of Cincinnati pediatric physician, developed the polio vaccine that eradicated polio—first in Cincinnati, and then from the world.

THAT’S BOLDLY BEARGAT.

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For clarification or additional assistance, please contact one of the experts listed on page 24.
DO NOT attach the bicentennial logo/enhancer to other logos or graphics.

DO NOT use the bicentennial logo/enhancer as text.

DO NOT change the color.

DO NOT alter the proportions.

DO NOT place on fields of incorrect color.

DO NOT place the bicentennial logo/enhancer on complex fields. (See page 6.)

For clarification or additional assistance, please contact one of the experts listed on page 24.
DO NOT attach the bicentennial logo/enhancer to college or unit lockups.

DO NOT use the shadow graphic on items not specifically promoting the bicentennial.

DO NOT use the full bicentennial logo and standard logo or lockup on the same page.

For clarification or additional assistance, please contact one of the experts listed on page 24.
WEB USAGE

The UC digital logo is always present within the banner of all sites on the uc.edu domain (example at left). On the web, bicentennial branding is limited to use of the enhancer, and the enhancer should appear near the top of the page.

Use of the 200 shadow graphic is permissible on images and graphics, as long as they appear on pages that relate directly to UC’s bicentennial.

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For clarification or additional assistance, please contact one of the experts listed on page 24.
SOCIAL MEDIA

For details on proper and improper use of the logo and enhancer, refer to page 16.

For clarification or additional assistance, please contact one of the experts listed on page 24.
FAQs & Contact info
IS THE BICENTENNIAL LOGO OR ENHANCER REQUIRED? Use is encouraged—after all, a 200-year milestone is quite special! However, there is no mandate and, in fact, there are some instances when use is not appropriate.

WHEN IS THE BICENTENNIAL LOGO OR ENHANCER NOT APPROPRIATE? Here are some examples:

- Communication celebrating anniversaries other than the bicentennial (e.g., a college’s 50th)
- Communication with very small image space (e.g., a mobile or digital ad)
- Forms and business material (e.g., business cards)

AFTER 2019, SHOULD I THROW AWAY EVERYTHING WITH THE BICENTENNIAL MARKS? No. Use material until supplies are depleted or content is out of date. Material produced after 2019 should be prepared without the bicentennial marks, but there is no need to discard material that is otherwise usable.

CAN I BRAND MY EVENT AS A BICENTENNIAL EVENT? Probably, yes. But before planning, seek guidance from the bicentennial committee or one of the experts on page 24.

CAN I USE THE BICENTENNIAL LOGO OR ENHANCER WITH MY COLLEGE LOCKUP? The enhancer can almost always be used in conjunction with a unit lockup. In certain circumstances, such as a multiple-page document, the full bicentennial logo may also be used with a unit lockup. In general, the words “University of Cincinnati” should not appear in two different logos on the same page. See pages 7-9 for guidelines and examples of proper use.

ARE TEMPLATES AVAILABLE? A bicentennial “toolbox” containing templates, boilerplate text and other resources will be available on Aug. 27. Please note that templates are being created as a convenient shortcut, but can’t address every possible need.

I’M WORKING ON A PROJECT WITH A LONG PRODUCTION TIMELINE. CAN I SEND THE BICENTENNIAL LOGO OR ENHANCER TO MY VENDOR BEFORE AUGUST 27? Possibly yes. Contact one of the experts on page 24 for guidance.

CAN I USE THE BICENTENNIAL LOGO OR ENHANCER ON MATERIAL THAT ISN’T BICENTENNIAL-RELATED? Yes! Use is encouraged throughout the celebratory year—Aug. 27, 2018 through Dec. 31, 2019.

I THOUGHT WE WERE SUPPOSED TO ALWAYS USE BEARCATS, PLURAL. WHY WAS THIS THEME APPROVED FOR THE BICENTENNIAL? The theme, “Boldly Bearcat,” is focused on individual accomplishments and individuals who have made an impact. As such, it was approved as an exception. The collective “Bearcats” is still our primary, owned asset and should be used in almost all cases.

REMINDER: Visual assets can be phased in beginning Aug. 27, 2018 (first day of fall semester 2018) and should be phased out after Dec. 31, 2019.
ASSISTANCE & GUIDANCE

KELLY S. WEISSMANN, deputy director, UC bicentennial.................................................. 556-6256 / kelly.weissman@uc.edu

ANGELA KLOCKE, chair, university branding committee...................................................... 556-5223 / angela.klocke@uc.edu

MARTY LUDWIG, director, trademarks & licensing (merchandise)....................................... 556-5072 / martin.ludwig@uc.edu

JEREMY MARTIN, director, digital communication............................................................... 556-1826 / jeremy.martin@uc.edu