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INTRODUCTION

CONCEPTS INFORMING THE BRAND

The university’s essence
To define the University of Cincinnati, we start with 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
CONCEPTS INFORMING THE BRAND

The 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.

**Brand attributes**
- Real-world, can-do
- Transforming, life-changing
- Potential, stored energy
- Diverse, multi-faceted, unlimited opportunity
- Passionate
- Innovative
- Teamwork
- Accomplished
CONCEPTS INFORMING THE BRAND

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

From the brand 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. It reflects the expansive intertwining of campus walkways and diverse architecture as well as the empowerment to make choices from many colleges with many opportunities.

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.
GRAPHIC SYMBOLISM

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

Discovering/Transforming/Pathways
Learning is a continuous, ongoing journey with many choices and unlimited opportunities.

Dynamic
Accessible
Inviting
Flexible
Innovative

Traditional
Serious
Credible
Authoritative
Trustworthy

Contemporary
Open
Approachable
Friendly
Confident

Connections
Faculty, staff, students and alums
Colleges and organizations
Academic and practical experience
University and community

Diverse
Traditional and contemporary
Simple and complex
Emotional and rational
Inclusive
INTRODUCTION (cont.)

GRAPHIC SYMBOLISM

Brand architecture

The brand “architecture” is created by using shapes and lines embodied within the UC symbol, derived from the pathways concept that informs the university’s identity. It creates a visual link for all UC communications.

The University of Cincinnati
Office of Admissions

cordially invites you to a

Buffet Lunch and Campus Tour

on Wednesday, February 20
at 1:00 p.m.
at the Kingsgate Marriott Bearcat Lounge
located adjacent to the UC College of Medicine and Eden Parking Garage (see reverse side)

RSVP by February 15
Dustin Sabo, 513-556-5652

An optional one hour tour of the undergraduate campus will be offered directly following lunch.

UC Alumni
Recruitment Team


Mara Cordial
UC Alumni Recruitment Team Coordinator
maracordial@uc.edu
513-556-6491

University of Cincinnati Endowment Report 2013

Veteran Strong.
(That's Cincinnati Smart.)

As a veteran, you’ve already received quite an education. And your military background can be the solid foundation for almost any career. A UC degree will take you even further.

The University of Cincinnati is proud to celebrate Veterans Day and to offer comprehensive resources to veterans.

University of Cincinnati
Veterans Affairs

To learn more, visit the UC Vets website at uc.edu/vets
VERBAL EXPRESSION
All university communications and events should reflect the university’s brand character, both visually and verbally. By incorporating aspects of the university’s essence and character into text, you can help reinforce and expand the UC brand presence.

Have you reflected 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 uc.edu/ucomm/web/policies_standards/ for writing guidelines and the UC Style book.
THE LOGO

GRAPHIC STRUCTURE
The University of Cincinnati logo incorporates two graphic elements, the UC symbol and the words “University of Cincinnati.” The two elements combined reinforce the brand character. The UC logo must appear prominently – generally, the front cover – on all materials published by the university in print or electronic format. The development and use of separate logos to represent individual units or programs is prohibited.

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.

The UC logo includes the symbol and the words “University of Cincinnati” locked together as shown.
SAFE SPACE
A safe area around the UC logo must be 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.
COLORS
The UC logo can appear only in black and red, white and red, all black or all white as shown.
SIZE RESTRICTIONS
In order to maximize legibility on printed materials, the UC logo may not appear smaller than the sizes illustrated below.

In general, while the UC logo must be prominently and largely displayed, it should be sized appropriately for each particular purpose. Common sense should prevail.

Minimum size for print

Minimum size for Web
UNACCEPTABLE EXECUTIONS
Pages 11-14 illustrate some of the most common errors made when reproducing the UC logo.

Incorrect color:
UNACCEPTABLE EXECUTIONS (cont.)

Pages 11-14 illustrate some of the most common errors made when reproducing the UC logo.

Placing the logo over photos, textures or colors that make the logo difficult to read

Attaching text to the logo; not preserving the safe space; using the logo as part of a sentence or headline

Alteraging the logo; modifying the type; not preserving proportions

Applying a drop shadow
UNACCEPTABLE EXECUTIONS (cont.)

Pages 11-14 illustrate some of the most common errors made when reproducing the UC logo.

Using the logo more than once per page

Mixing other marks of the university with the logo

Using one of the alternate logos inappropriately and/or without approval
THE LOGO  (cont.)

UNACCEPTABLE EXECUTIONS (cont.)
Pages 11-14 illustrate some of the most common errors made when reproducing the UC logo. The university logo and the UC Health logo are not permitted to be used together. The rationale for incorporating the UC symbol as part of the UC Health logo is to convey the special connection that exists between the two institutions. Using two separate logos conveys a separation, rather than unity.

The university logo is the primary identifier for all colleges and units of the University of Cincinnati, and

- for academic papers and presentations
- when the primary audience comprises academics, even if their discipline is health-care related (for example, medical, nursing and pharmacy faculty)
- to promote academic research
- to recruit students (including College of Medicine students)

The UC Health logo is the primary identifier for University Hospital, West Chester Hospital, Drake Center, UC Physicians and

- individual practice groups communicating to patients or referring physicians
- when the primary audience comprises patients or potential patients
- to promote clinical trials

Special Circumstances
Occasionally there is a need to identify both organizations as separate entities. (For example, dual sponsorship of an event.) In that case, neither logo should be used. Instead, the brand is communicated via other visual cues (color and graphic architecture) and each organization should be identified equally in plain text. Use of the symbol alone may also be appropriate in this case. Check with a brand expert listed on page 45.

\[\text{don’t place two UC symbols on the same page}\]
THE LOGO  (cont.)

ELECTRONIC FILES
Low-res, Web-quality digital files and high-res/vector print-quality versions of the UC logo can be accessed at uc.edu/ucomm/design_copywriting/. Please note that jpeg, color tiff, bmp and gif formats are not suitable for 2-color commercial printing. Contact angela.klocke@uc.edu or one of the branding experts listed on page 45 of this manual if you need assistance.
Two alternate versions of the UC logo are restricted for specific and rare situations – generally, where the UC logo absolutely will not work. **You must get approval from the Branding Review Committee in advance of publication to use these alternate logos.** Electronic files of both alternate logos, after approval, are available by contacting angela.klocke@uc.edu or one of the branding experts listed in the Advice & Approvals section of this manual, page 45.

This horizontal/alternate logo is occasionally approved as an exception for very small specialty items, such as pens, or for other situations when the standard UC logo will not fit.

This vertical/alternate logo is occasionally approved as an exception for large banners and displays, certain specialty items or for other situations where the standard UC logo will not fit.
THE SYMBOL AND INGOT

The UC symbol used alone is allowed as an exception on a case-by-case basis only. However, the symbol can be “dimensionalized” and used as a graphic element, or secondary asset. A professional graphic designer is required for such adaptations of the symbol. See samples on page 22.

The ingot is an extracted element from the symbol. 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. The ingot is a rectangle, proportioned 3.5 to 1.

The symbol:

The ingot:

The ingot is extracted from the symbol.
BRAND ARCHITECTURE

The “architecture” for properly branded material is created by using shapes and lines embodied within the UC symbol, derived from the pathways concept that informs the university’s identity. Cropping in on small, specific areas of the symbol creates unique shapes. Those shapes can be made into lines, color bars and boundaries. They can be layered and rotated to create depth or subtracted to create visual interest. The possibilities are endless. And because they all derive from the same source, they create a visual link for all UC communications.
COLOR

PRIMARY (SIGNATURE) COLORS

UC colors are red and black and must be the primary colors on all university publications. Further, publications using less than three colors must be produced as follows:

One-color: black
Two-color: red (PMS 186) and black

Avoid screening (tinting) the UC red (PMS186). Screening red turns the color to pink.

The university logo may appear only in the color options illustrated on page 9.

Accent colors can be used in addition to red and black. Accent colors cannot be used as primary or stand-alone colors. See next page for examples of proper accent color use.

PMS 186
C=0 M=100 Y=81 K=4
R=224 G=1 B=34
E00122

Black/Process black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
000000

White/Paper
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
FFFFFF
BACKGROUND COLOR
The preferred background colors for the UC logo are white, black and red. However, the UC logo may be imprinted on or “reversed out” of an image or photograph as long as the paper color is white or almost white. This option is acceptable only if the logo is clearly legible, the university’s primary colors are used and the safe area is preserved.

ACCENT COLORS
Additional colors to complement the signature palette of red and black are permitted. Accent colors should be used sparingly, in addition to red and black. Accent colors never replace the primary (signature) color palette of red and black.

Acceptable use of an accent color.
*These examples have been extracted for demonstration purposes. In their original context, they appeared with the UC logo as required.
SECONDARY ASSETS

Secondary assets extend and reinforce the UC brand. Secondary assets include accent colors, fonts, audio elements and verbal systems. Guidelines for the most visible secondary assets are detailed in the following pages.

FONTS
The sans serif typeface chosen to complement the UC logo is Myriad; the serif typeface is Minion. If you are using a PC to produce print publications for the university, you should install Myriad and Minion onto your computer. The fonts are available free of charge by contacting jeri.smith@uc.edu or angela.klocke@uc.edu. If you are using a Mac, simply use the system/pro versions, Myriad Pro and Minion Pro. (The available PC versions will not work on a Mac.)

You do not need to use Myriad or Minion for memos, letters and internal communications that are printed on a local printer. In those cases, you can substitute Helvetica/Arial and Times/Times New Roman.

- Myriad Regular Condensed
- Myriad Regular
- Myriad Bold Condensed
- Myriad Bold
- Myriad Black
- Myriad Regular Italic Condensed
- Myriad Regular Italic
- Myriad Bold Italic Condensed
- Myriad Bold Italic
- Myriad Black Italic
- Minion Regular
- Minion Semibold
- Minion Bold
- Minion Italic
- Minion Semibold Italic
- Minion Bold Italic
- Minion Black
SECONDARY ASSETS (cont.)

DIMENSIONALIZED SYMBOL
The symbol can be “dimensionalized” and used as a graphic element, or secondary asset. A professional graphic designer is required for such adaptations of the symbol.
SECONDARY ASSETS  (cont.)

THE INGOT
The ingot, extracted from the symbol, can be used as a graphic device for emphasis. Consider using the ingot instead of standard (round) bullets or as an endmark or anchor as shown below. The ingot is a rectangle, proportioned 3.5 to 1.

The ingot is extracted from the symbol.

UC is the largest employer in the Cincinnati region, with an economic impact of more than $3 billion.

Since its founding in 1819, UC has been the source of many discoveries creating positive change for society, including

- the first antihistamine,
- co-op education,
- the first electric organ,
- the Golden Gate Bridge designer and
- the oral polio vaccine.
SECONDARY ASSETS (cont.)

VISUAL DEVICES
In addition to branding architecture, visual devices that suggest the brand essence—discovery and transformation—are encouraged. These devices include gradations, enhanced perspective, certain photographs, vignettes and insets. Some examples are shown below.
IDENTIFICATION OF COLLEGES AND OTHER UNITS

SUBSYSTEM DEVELOPMENT — SUMMARY
The UC logo and signature colors – red and black – are the primary identifiers for all colleges, units, departments and programs of the university and must be used prominently in all communication. The development and use of separate logos to represent individual units or programs is prohibited.

However, the UC branding system allows units the flexibility to incorporate additional graphic elements. These elements, used consistently, serve as visual cues to help audiences identify the unit within the larger context of the UC brand. (The incorporation of multiple, unit-specific elements is called a subsystem. See next page for details.) Examples of unit-specific elements include:

- images (illustrations or photos)
- graphics or icons
- an accent color
- a typographical arrangement of the unit name
- a tagline or slogan*

Proper use of unit-specific elements can be tricky and requires approval and oversight as described on page 26. Unit-specific elements should be used consistently, BUT NOT IDENTICALLY across all unit print and electronic communication. ** In addition, unit-specific elements:

- do not replace the UC logo
- are subordinate to the UC logo
- do not replace red and black as the primary colors
- may not be attached to the UC logo or symbol
- must be eliminated in cases where space would not allow inclusion of both UC primary identifiers and the unit-specific element/s
- must be fully reviewed and approved by the UC Branding Committee prior to any published use

* Taglines or slogans are restricted to colleges and major units and must be approved prior to any published use by the Branding Review Committee. Many times a strategic marketing plan promoting individual programs will provide greater, more tangible benefits to the unit for the same investment of time and money. Thoughtful consideration and caution is advised:

Is it specific to the college/major unit? (Does it have meaning?) Can it be interpreted as a comparative statement against other UC colleges/major units? Does it conflict with UC brand statements or university marketing efforts? Does it help provide clarity?

What are the goals of adopting a tagline/slogan and can they be measured? Have potential licensing issues been investigated?

** Unit-specific elements are not permitted on items of merchandise. Production limitations on items of merchandise (t-shirts, mugs, hats, backpacks, etc.) do not allow proper execution. For more information, contact the licensing program director, Martin Ludwig, martin.ludwig@uc.edu.
IDENTIFICATION OF COLLEGES AND OTHER UNITS

UNIT-SPECIFIC GRAPHICS — REQUIREMENTS
1) Before beginning, seek branding committee advice. Guidance from the branding committee up front will save time and money and prevent wasted effort.

2) Submit at least three sample applications, with the unit-specific element demonstrated in context, to the Branding Review Committee for comment and/or approval.

SUBSYSTEM DEVELOPMENT — REQUIREMENTS
The incorporation of multiple, unit-specific elements is called a subsystem. Subsystems are limited to colleges and other major units.

A subsystem must be professionally designed, following these specific guidelines:
1) Before beginning, seek branding committee approval for development. (Many units will not qualify for a subsystem.)

2) Hire a professional graphic designer. On-campus services are available and estimates can be provided in advance. Academic Health Center (east/medical campus), suzanne.jeffrey@uc.edu, 513-558-4553; University Communications/Creative Services (west/main campus), angela.klocke@uc.edu, 513-556-5223.

3) Submit at least three sample applications, with elements of the subsystem used in context, to the Branding Review Committee for comment and/or approval. It is recommended that you submit sample applications in person and include your designer in the meeting with the branding committee. To schedule an appointment with the branding committee, or for more details, contact angela.klocke@uc.edu.

Subsystems cannot be launched until officially approved by the Branding Review Committee.
UNIT-SPECIFIC GRAPHICS — EXAMPLES

Proper incorporation of graphics:

Campus Recreation Center “Running Man”

Cincinnatus column graphic, statue image, coin and gold accent color

LGBTQ rainbow art

Economics Center numbers graphic, blue accent color, typographical arrangement of the unit name
IDEN T I F I C AT I O N O F C O L L E G E S A N D O T H E R U N I T S

UNIT-SPECIFIC GRAPHICS — UNACCEPTABLE EXECUTIONS

Improper incorporation of graphics:

- Campus Recreation Center “Running Man”, used as a logo
- LGBTQ rainbow art without the UC logo
- Cincinnatus column graphic, statue image, coin and gold accent color without required university branding elements
You served our country to make a difference. Now transform your leadership skills to make an impact in business. At the UC Carl H. Lindner College of Business, you’ll learn the latest knowledge while gaining face time with those at the forefront of business. Intensive case competitions and real-world projects—completed for world-class organizations—allow you to directly apply your skills to solve issues facing today’s companies. With flexible and convenient options, you’ll be armed to take your career to the next level.

MBA | MA-Applied Economics | MS-Accounting | MS-Business Analytics | MS-Finance | MS-Information Systems | MS-Marketing

Top 10
MBA
For Most Financial Value at Graduation as ranked by U.S. News & World Report

A proven leader wanted. You.

You served our country to make a difference. Now transform your leadership skills to make an impact in business. At the UC Carl H. Lindner College of Business, you’ll learn the latest knowledge while gaining face time with those at the forefront of business. Intensive case competitions and real-world projects—completed for world-class organizations—allow you to directly apply your skills to solve issues facing today’s companies. With flexible and convenient options, you’ll be armed to take your career to the next level.

UNIVERSITY OF CINCINNATI
You served our country to make a difference. Now transform your leadership skills to make an impact in business. At the UC Carl H. Lindner College of Business, you’ll learn the latest knowledge while gaining face time with those at the forefront of business. Intensive case competitions and real-world projects—completed for world-class organizations—allow you to directly apply your skills to solve issues facing today’s companies. With flexible and convenient options, you’ll be armed to take your career to the next level.

MBA | MA-Applied Economics | MS-Accounting | MS-Business Analytics | MS-Finance | MS-Information Systems | MS-Marketing
All degrees can be completed full- or part-time, and can be combined for a dual degree option or complemented with a discipline-specific business certificate.

learn more | business.uc.edu/graduate
IDENTIFICATION OF COLLEGES AND OTHER UNITS

**SUBSYSTEM — EXAMPLE**

The College of Engineering subsystem includes:

- “high technology” background art
- curved “we” statements
- a consistent, but not identical typographical arrangement
- the tagline/ slogan “we engineer better”
UNIT PAIR OPTION — SUMMARY
The unit pairing option was developed for specific, rare circumstances where it is appropriate or necessary for the university logo to be displayed with a college or major unit name as a single unified graphic element.

USAGE - In most instances, the UC logo and unit name will continue to be used separately. Examples of possible appropriate uses for a unit pairing graphic include certain promotional items, merchandise and event sponsorships. Approved usage is determined on a case-by-case basis.
IDENTIFICATION OF COLLEGES AND OTHER UNITS

UNIT PAIR OPTION — EXAMPLES
A unit pairing graphic does not replace appropriate use of the logo. In most instances, the UC logo and unit name will continue to be used separately.

UNIT PAIR OPTION — COLOR
The unit pairing graphic is allowed in the following color iterations only.
Within UC’s diverse environment, there are cases that call for special consideration. Among them are:

- **Anniversary celebrations for colleges or major units**
  Under the guidance and oversight of the Branding Review Committee, colleges or major units celebrating a significant milestone can develop a separate anniversary logo for limited, one-year use. This special logo should be incorporated into otherwise fully branded applications and used in addition to the UC logo. Anniversary logos must be approved by the Branding Review Committee prior to publication.

- **Special campaigns for fund raising**

- **Event series or performances with discrete, recognizable and/or required separate brand identities**

  **Conferences**
  Conferences and seminars sponsored by a UC unit should carry the UC brand.

  Conferences and seminars hosted but not solely sponsored by UC should, as much as possible, carry the UC brand or elements of the UC brand. For example, a unit of the university which is a member of a regional or national organization may need to reflect the larger organization’s identity in conference materials. But it should also find ways to reflect the UC brand – through environmental design (banners, decoration, centerpieces, signage) PPT templates, or, if possible and appropriate, on printed material. In cases where an affiliate or larger organization requires the creation of a separate conference identity, that identity should be professionally designed and executed and the branding committee should be consulted at the beginning and through various stages of development.

  **Theatrical Performances**
  Dramas, operas and musicals generally carry their own logo and visual identity systems. A UC branded “frame,” as shown below, should be used for such events and for season brochures and calendars.
SPECIAL CASES  (cont.)

Cases that call for special consideration include:

• **Affiliate organizations legally separate from the university**
  
The following affiliate organizations have been granted special permission to use the UC symbol as part of their identities:
  
  - UC Health
  - UC Foundation
  - UC Alumni Association

• Strategic partnerships and co-sponsored initiatives

• On-campus retail establishments, as approved by Campus Planning and Design

It is beyond the scope of this manual to accommodate all possible special cases. If you believe a particular situation calls for special consideration, seek review and advice from one of the internal experts (page 45) or from the Branding Review Committee.
WEB USAGE

All guidelines in the manual apply to both print and Web, unless otherwise specified. For example, the UC logo must appear prominently, retain its safe area and be used appropriately within all Web environments, just as on all printed publications. In addition, the UC symbol must never be used alone in the Web environment.

- **The UC logo must serve as a link to the university’s home page (uc.edu).** A text link should also be provided in the footer area of the page.

- **The UC logo must be visible on every page without scrolling** when the monitor resolution is set to 800×600.

- **The UC logo must not be used as a repeating wallpaper pattern.**

- **The UC logo must not be used as a 3-dimensional image or altered in any way** (shadowed, framed, morphed, animated).

- Additional Web-specific standards are linked from [uc.edu/ucomm/web/policies_standards.html](http://uc.edu/ucomm/web/policies_standards.html).

WEB COLOR PALETTE

The UC Web color palette is shown below. This is the primary color palette for Web designs. Additional accent (secondary) colors may be used, but the primary colors must be UC red, black and white. Note: Avoid screening (tinting) the UC red. Screening turns red to pink.

<table>
<thead>
<tr>
<th>Color</th>
<th>Red</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>R=224 G=1 B=34</td>
<td>R=0 G=0 B=0</td>
<td>R=255 G=255 B=255</td>
</tr>
<tr>
<td>Code</td>
<td>E00122</td>
<td>000000</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>
WEB USAGE (cont.)

WEB TYPEFACES
Use text, instead of graphics, for headlines and words whenever possible.

To maintain consistency, stylesheets are recommended. For information regarding the university’s standard stylesheet, contact donna.hamilton@uc.edu.

Use the following font set for text:

Arial, Helvetica, Verdana, sans-serif

When designing graphic elements that contain words, use Myriad (sans-serif) or Minion (serif). These font families can be emailed to Windows users by contacting angela.klocke@uc.edu. Mac users should use the system/pro versions of these fonts.

WEB TEMPLATES
Web page templates are available at no charge at uc.edu/ucomm/web/templates/. 
SOCIAL MEDIA

SOCIAL MEDIA ICONS
Social media icons should follow the convention below:

A social media icon featuring a photograph as demonstrated below is also permitted. However, the icon must be approved by the Branding Review Committee prior to usage. A simple, eye-catching image is recommended.

If your unit chooses not to use the standard icons, your icon will need to be reviewed and approved by the Branding Review Committee prior to usage. Designs must be legible at extremely small sizes. Complex and illegible icons will not be approved.

Note: Your unit should use the same design for all social media icons to provide visual recognition and continuity.

To obtain an icon template, or for additional information, contact webcommunications@uc.edu.
SOCIAL MEDIA BACKGROUNDS
The preferred background colors for social media are red, black, neutral grey or white. A photograph of an appropriate subject may also be acceptable. Contact webcommunications@uc.edu for assistance.

Two acceptable examples:

Do not incorporate small, repeating patterns. Do not lead with colors other than the UC signature palette or neutral grey.

Do not obscure or hide university marks.
EMAILING

SIGNATURE LINES
Faculty and staff email should include signatures, following the text format below:

Name (with optional degree following UC style)
Title(s) (optional)
Department, division and/or college (up to two lines; eliminate unnecessary layers)
Mailing address (university name plus PO Box)
Phone(s) (following UC style, fax optional)
Web address or official social media links (optional; either department’s or UC home page)
Space
Campus location (for foot traffic)

Quotes, slogans, graphics and backgrounds should not be a part of your UC signature, nor used anywhere in your UC email. The Athletics identity (C-paw, etc.) is never appropriate for academic and administrative communication.

Email sent from your UC account is public record. Compose all emails with that in mind. Confidentiality statements should not be added to your signature unless you are certain a legitimate public records exception applies. If you have questions, please contact Doug Nienaber, Office of General Counsel, nienabdj@ucmail.uc.edu.

Joseph Smith, PhD
Department of English
McMicken College of Arts and Sciences
University of Cincinnati
PO Box 210069
Cincinnati, OH 45221-0069
513-556-1234

Campus location: 240 McMicken Hall

An example of a proper UC email signature.

FONTS
Standard system fonts should be used for email text and signatures – Verdana, Arial, Times, etc. – in 10 pt. or larger. Do not use all caps.
OTHER UC MARKS

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 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 the Branding Review Committee. The color iterations below are the only approved versions of the UC seal.

THE ALTERNATE SEAL
To preserve the seal for its formal purposes while also filling a demand for traditional-themed merchandise, a contemporary extraction of the seal is available for use on commemorative plaques, clothing, gift items and merchandise. Use of this “alternate seal” is restricted for licensed goods. It cannot be used on printed material or websites. Its use is governed by the licensing program director, Martin Ludwig, martin.ludwig@uc.edu.
OTHER UC MARKS (cont.)

THE C-PAW AND ATHLETICS SYSTEM
The “C-Paw” and Athletics logos are approved for use only by the Athletics Department and on a case-by-case basis for Athletics-related events. Official student organizations and clubs recognized by the Office of Student Activities and Leadership Development also have access to the C-Paw and the Athletics logos. Such groups may request use of the C-Paw or Athletics logos through the director of licensing, martin.ludwig@uc.edu.

The C-Paw may not be used to represent academic or administrative units of the university. Exceptions for Athletics-related events must be approved by the division of Governmental Relations and University Communications, Licensing or the Branding Review Committee.
AFFILIATES
The following legally separate affiliate organizations have been granted special permission to use the UC symbol as part of their identities.

Separate guidelines for UC Health, The UC Foundation, and UC Alumni are available.
For details and guidance on UC Health items, contact Richard Puff, richard.puff@uc.edu.
For details and guidance on UC Foundation and UC Alumni items, contact Amanda Farrell, amanda.farrell@uc.edu

UC Health
University of Cincinnati Alumni Association
The University of Cincinnati Foundation
INSTITUTES
The UC Institutes represent collaborations between legally separate corporations such as UC Health, and the teaching and research programs of the University of Cincinnati. To visually communicate these partnerships, special institute lockups have been created.
CLOTHING, GIFTS AND OTHER MERCHANDISE

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.

Products (clothing, gifts or other merchandise) have production limitations such as size, materials and color. Because of this, greater flexibility may be allowed. However, less flexibility may also be advisable, depending on the circumstances.

Any use of the university’s marks that violate university brand standards or NCAA bylaws, or conflict with any agreements the university may have with other organizations, are strictly prohibited. Licensed use of the university’s name and marks will preserve the university’s good name and reputation by ensuring that anything bearing its name and marks are of highest quality and consistent with the university’s branding efforts. All products bearing the university’s marks or branding must be produced by a licensed vendor and approved before production by the licensing program director, Martin Ludwig, martin.ludwig@uc.edu.

The university seal cannot be used on licensed goods. Instead, a separate alternate seal has been developed for such purposes. See page 41.

Applications or exceptions approved by the licensing program director do not constitute a precedent or change to the guidelines presented here.

Additional information is available on the licensing and trademarks Web site, uc.edu/licensing.
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