Basic UofL Branding

The Office of Communications and Marketing (OCM)

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UofL Brand Policy Basics

- Brand graphics involves the use of logos, typefaces and colors to create a clearly recognizable image for an institution. A brand graphics policy is necessary for organizations as large and diverse as UofL to build and communicate a clear institutional brand identity for its many target audiences.
- A successful brand graphics program will help the university develop strong name recognition by defining a “look” for all university materials that audiences instantly identify with UofL. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with logos, typefaces and colors used consistently.
- Through a consistent brand graphics program, UofL can project a strong, unified and professional image to all audiences even though communications are coming from hundreds of separate units across our campuses. Following this policy officially identifies your unit as part of the university, increasing brand identity with your audience and making it more likely that your message will be received.

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Where Does The Policy Apply?

Materials governed by the policy include, but are not limited to the following:

- Recruitment brochures • Official university websites • Stationery and business cards
- Departmental program information • Print and broadcast advertising
- Banners and posters
- School and college viewbooks or annual reports
- Periodical magazines or newsletters
- Promotional items and merchandise
- Publications for alumni and donors
- Promotional videos and CDs
- Campus signage

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Where Does The Policy NOT Apply?

Some examples of materials that are not governed by the brand graphics policy are the following:

- Internal university reports, memos and forms
- Letters and other university business correspondence (must be on official stationery but does not require the official university font)
- Articles written for academic or medical journals
- Academic or medical papers, posters and presentations

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Exceptions

- The president of the University of Louisville has endorsed this brand graphics policy. The president has designated the Office of Communications and Marketing (OCM) to review requests for any exceptions or special permissions related to these regulations.

- Exceptions process
  - Request for exception or notification of a violation of the brand guidelines
  - Review by OCM (does the design compliment, build and integrate into the University without detracting from the existing brand policy/guidelines?)
  - Upon OCM approval a review by the President/Provost may be required
  - Declined branding must be removed

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Mandatory

Equal Opportunity Statement

Any university publication directed at audiences outside the university community must by law include the following equal opportunity statement:

- **The University of Louisville is an equal opportunity institution and does not discriminate against persons on the basis of race, age, religion, sex, disability, color, sexual orientation, national origin or veteran status.**

When space is a consideration in producing print advertisements or marketing materials, the following abbreviated statement may be used:

- **The University of Louisville is an equal opportunity institution.**

The abbreviated statement cannot be used for student catalogs, student handbooks or official employee handbooks. These publications must include the full equal opportunity statement.

Questions regarding this policy should be directed to the Office of Affirmative Action in Human Resources at 852-6538.

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Mandatory continued

State Funds Statement

- Any university publication that has been paid for with state funds must by law include the following statement:
- **This publication was prepared by the University of Louisville and printed with state funds KRS 57.375.**

Legal Notice

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Primary Color Palette

Color	PANTONE®	C	M	Y	K	R	G	B
UofL Red	Pantone 1797	0	100	99	4	227	27	35
Black	Black	0	0	0	100	0	0	0
UofL Yellow	Pantone 130	0	30	100	0	253	185	19

Web Color	PANTONE®	C	M	Y	K	R	G	B	HTML Hex
UofL Deep Red	Pantone 1807	0	100	96	28	173	0	0	ad0000

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s://www.noellevitz.com/NR/rdonlyres/52057241-5FD7-450E-8399-C772C1F9A3F9/0/EExpectations_FocusingYourERecruitmentEfforts_0710.pdf

Secondary Color Palette

Color	PANTONE®	C	M	Y	K	R	G	B
UofL Purple - A	Pantone 262	45	100	0	55	86	0	78
UofL Maroon - B	Pantone 506	45	100	100	15	138	37	41
UofL Deep Orange - C	Pantone 159	0	66	100	7	227	111	30
UofL Orange - D	Pantone 144	0	48	100	0	248	152	29
UofL Brown - E	Pantone 161	0	52	100	64	118	66	0
UofL Tan - F	Pantone 465	20	32	58	0	206	170	122
UofL Cream - G	Pantone 460	4	5	44	0	246	231	161
UofL Goldenrod - H	Pantone 7407	0	22	85	11	229	181	58
UofL Mustard - I	Pantone 118	0	18	100	27	196	159	6
UofL Moss - J	Pantone 5777	10	0	49	28	177	181	121
UofL Olive - K	Pantone 371	43	0	100	56	79	110	24
UofL Green - L	Pantone 349	100	0	91	42	0	112	60
UofL Deep Aqua - M	Pantone 3035	100	0	5	72	0	73	99
UofL Aqua - N	Pantone 3155	100	0	24	38	0	120	138
UofL Slate - O	Pantone 7545	23	2	0	63	91	111	123
UofL Light Slate - P	Pantone 7542	10	0	3	16	194	209	211

Web Color Palette

Main Red: #ad0000

Darker Red: #8a2529

Medium Grey: #666666

Purple: #56004e

Lighter Orange: #f8981d

Tan: #ceaa7a

Goldenrod: #e5b53a

Light Dusty green: #b1b579

Kelly Green: #00703c

Aqua: #00788a

Light Slate Blue: #c2d1d3

Dark Grey: #333333

Light Grey: #EAEAEA

Darker Orange: #e36f1e

Brown: #764200

Cream: #f6e7a1

Mustard: #c49f06

Dark Green: #4f6e18

Dark Blue: #004963

Slate Blue: #5b6f7b

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Approved Fonts

- The UofL brand fonts are:
  - Delta Jaeger
  - Helvetica Neue
  - Giovanni
- The broader selection of fonts include;

HelveticaNeue Lt Std – Bd
HelveticaNeue Lt Std – BdIt
HelveticaNeue Lt Std – Blk
HelveticaNeue Lt Std – BlkIt
HelveticaNeue Lt Std – HnCn
HelveticaNeue Lt Std – HnCnO
HelveticaNeue Lt Std – It
HelveticaNeue Lt Std - Lt
HelveticaNeue Lt Std - LtCn
HelveticaNeue Lt Std - LtCnO
HelveticaNeue Lt Std - LtIt

HelveticaNeue Lt Std – Md
HelveticaNeue Lt Std – MdCn
HelveticaNeue Lt Std – MdCnO
HelveticaNeue Lt Std – MdIt
HelveticaNeue Lt Std – Roman
HelveticaNeue Lt Std – Th
HelveticaNeue Lt Std – ThIt

Giovanni GiovanniStd
Giovanni Black
Giovanni BlackItalic
Giovanni Bold
Giovanni BoldItalic
Giovanni Book
Giovanni BookItalic

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Font examples

UofL brand fonts are Delta Jaeger, Helvetica Neue and Giovanni. The weights and styles shown here are recommended for most uses.

LOUISVILLE **Delta Jaeger Bold** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **0123456789**	Must be all caps. For use in Primary Mark for "LOUISVILLE." "V" in Louisville is altered to create a point at the bottom of the letter. Any other usage must be approved by OCM. Also available for limited use on headers for admission materials.
UNIVERSITY OF Delta Jaeger Book ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789	Must be all caps. For use in Primary Mark for "UNIVERSITY OF." "R" in "University" is altered with notched section filled in. Also available for limited use on headers for admission materials.
It's Happening Here. **Helvetica Neue Bold** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **0123456789**	For use in "It's Happening Here." tagline and headlines. Tracking should be set at 26.
Helvetica Neue Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	For use in body copy.
ITC Giovanni Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	For use in editorial and body copy. Any other usage must be approved by OCM.
ITC Giovanni Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	For use in editorial and body copy. Any other usage must be approved by OCM.
Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	For use in internal communications where Helvetica Neue or Giovanni is not available.

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Logo Usage

Official logo, with or without the "It's Happening Here" and Cardinal head attached.

Should be used;

- On all marketing communications
  - Printed pieces
  - Visual presentations
  - Advertising
  - Any other materials that represent the university with external audiences
  - On the front or back cover of all printed communications unless an exception has been granted by OCM

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Logo Usage

Use of the Minerva seal is restricted to presidential use and official communications that identify university-wide policies, proceedings and awards.

The seal should not be used on academic posters, presentations or in

Advertising, publications or printed materials that publicize a program, activity or service of the university.

Any other use of the Minerva seal must be approved by OCM.

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Logo Usage

Official logo, with or without the "It's Happening Here" and Cardinal head attached.

Should be used;

- On all marketing communications
  - Printed pieces
  - Visual presentations
  - Advertising
  - Any other materials that represent the university with external audiences
  - On the front or back cover of all printed communications unless an exception has been granted by OCM

Additional guidelines;

- Only use high-quality original images
- Only as a stand along, not in a sentence or headline
- Never smaller than 1 1/16 inches in length

Ligature Usage

[A] Ligature Mark on White Background [B] Ligature Mark on Red Background [C] Ligature Mark on Black Background

Should be used;

- Preferred placement of Ligature is on a white or color background.
- Light/bright complex backgrounds should use the red Ligature with white “of”.
- Dark complex backgrounds only use the white UofL Ligature Mark.

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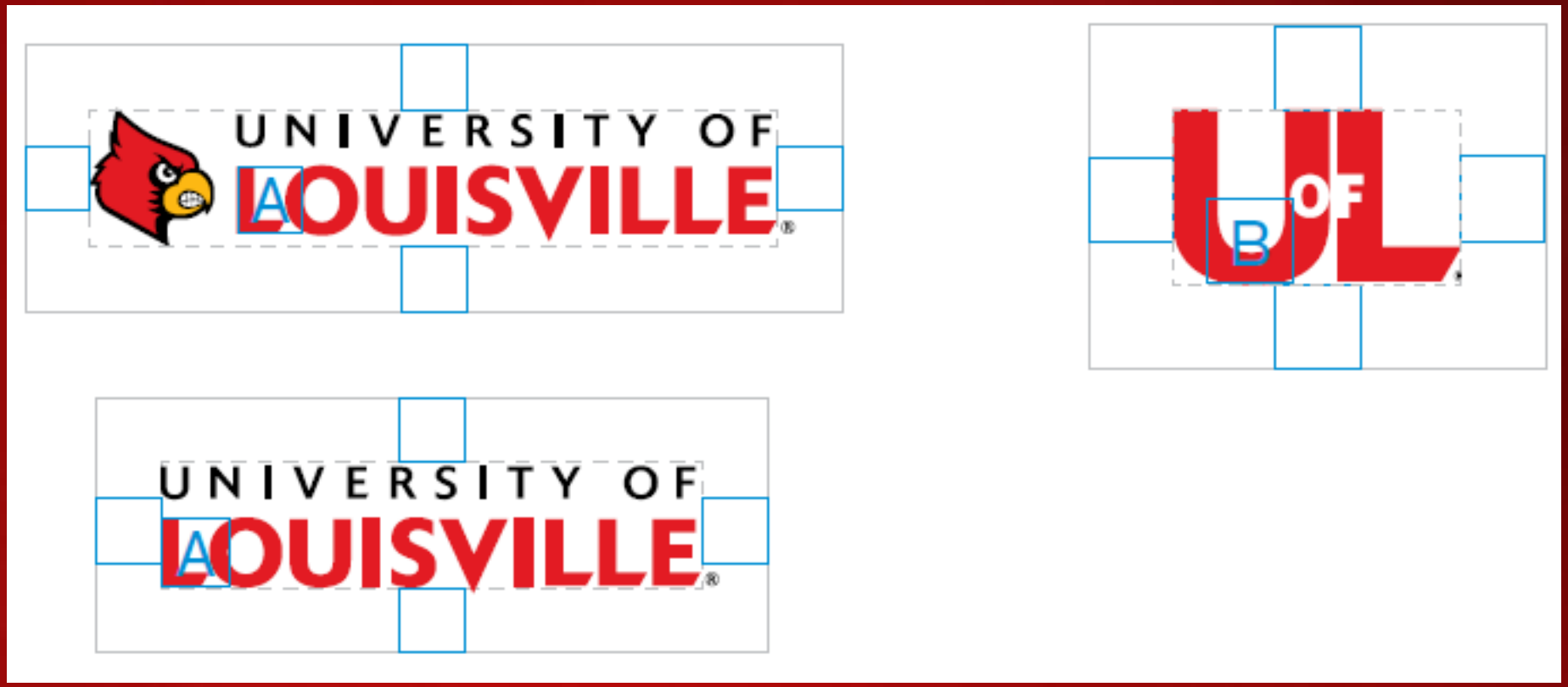
White (clear) Space



Clear zone

- Should be equal length in height and width to the height of the “L” in the Primary Mark
- Should be equal length in height and width to one-half the height of the “U” in the Ligature Mark

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Unacceptable Mark Usage

DO NOT alter colors

DO NOT alter proportions

DO NOT remove elements

DO NOT rotate logo

DO NOT invade clear space

DO NOT add drop shadows

DO NOT blur logo

DO NOT skew

DO NOT remove white trap

DO NOT alter layout

DO NOT crop logo

DO NOT add elements

Sub-Brands

Sub-brands, also called secondary logos, can reduce the impact and effectiveness of the university's brand identity if not used appropriately. As such their use is limited to a very few select units that have been designated sub-brands or brand extensions of the core UofL brand. These custom signatures recognize the unique identity needs of the units and their audiences while maintaining a strong relationship to the central university brand.

Colleges and schools are permitted to have a sub-brand as long as the mark adheres strictly to the design specifications shown on the following pages and is approved IN ADVANCE by OCM. Departments, programs, centers and other campus units are not eligible for a secondary mark unless they meet the following criteria:

- The unit's basic role must not be linked to the mission of the University of Louisville; AND/OR
- The unit must operate in a retail environment and have a storefront; AND/OR
- The unit has multiple funding sources and operates as a true consortium.

Note: SGA and other student groups (not to be confused with campus units that serve students, such as Student Affairs) are not required to use the brand design elements, but they are encouraged to do so when communicating to external audiences or representing the university to an external audience in an official capacity.

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Sub-Brand Correct Usage

UNIVERSITY OF
LOUISVILLE®
COLLEGE OF EDUCATION
& HUMAN DEVELOPMENT

[A] Primary Mark with Cardinal and Affiliate School

UNIVERSITY OF
LOUISVILLE®
SCHOOL OF PUBLIC HEALTH
& INFORMATION SCIENCES

[B] Primary Mark with Affiliate School

UNIVERSITY OF
LOUISVILLE®
J.B. SPEED SCHOOL
OF ENGINEERING

[C] Primary Mark with Affiliate School and School Icon

Sub-Brands Incorrect Usage

Do not

[A] Primary Mark with Cardinal, Affiliate School and School Icon

[B] Primary Mark with Cardinal, Affiliate School and School Icon

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Stripe Look and Feel

The UofL stripe is to be used in conjunction with the UofL Tagline or with headlines. In order to be branded properly all UofL stripes should have a consistent relationship to the text. To determine the height of the primary stripe:

- Create a box from the baseline of the headline to the top of the “H” cross bar as shown by the blue dotted line. Then align a duplicate size box below the baseline as shown by the blue box #1 and above the ascender as shown by blue box #2. This creates the vertical height for the primary stripe.

To determine the height of the secondary stripes:

- Create a box from the cross bar of the letter “H” as shown by the dotted yellow line. Then align a duplicate size box below the primary stripe as shown by #3 and above the primary stripe as shown by #4. This creates the vertical height for the secondary stripes. There should always be two stripes flanking the top and bottom edge of the primary stripe. There should never be a secondary stripe on the left or right side of the primary stripe.

- If a headline exceeds one line of text, the same rules apply. Note: When using a headline that does not contain a capital “H”, insert a capital“H” for placement and measure appropriate space. Once spacing is determined, remove “H.”

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Stripe Look and Feel

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Photography

Our style of photography is characterized by full color, high quality images, demonstrating humanity and relationship to the UofL brand image. The preferred use of photography is silhouetted figures against a white background whenever possible (Group 1). When the content of the photo (Group 2) doesn't allow for silhouetting, you may use a full bleed photo.

Group 1

Group 2

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Thank you

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