

Brand Identity & Visual Standards

Vol. 4 Rev. 1

University of Louisville

January 2018

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INTRODUCTION

More than just a logo, colors or tagline, the University of Louisville brand represents the core of who we are— from what it *feels like* to be a part of the Cardinal family to the interactions that our faculty and staff have with students, families, fans and supporters. We are one university and, as such, we have one brand consisting of many supporting parts.

The University of Louisville is an institution powered by progress. We're part of the fabric of our city and a cornerstone of the community. But rather than being a collection of ivory-covered towers steeped in tradition and solely defined by our history, our momentum defines us. It carries us forward.

From academics to athletics, to our programs and our people, we are a university on the move.

INTRODUCTION

EXEMPTION

LEGAL REQUIREMENTS

WHY IS THE BRAND IDENTITY POLICY IMPORTANT?

A visual identity employs the use of logos, typefaces and colors to form a clearly recognizable image for an institution. These elements work in concert to uphold the core values of the institution's brand. A brand policy is necessary for organizations as large and diverse as UofL to ensure we are visually communicating to our core audiences in a uniform fashion.

A successful visual identity program helps the university develop strong name recognition by defining a look and feel for all university materials that audiences instantly identify with UofL. This does not mean all materials must look identical. It does mean that they must all clearly belong to the same visual family, with core elements used consistently.

The ultimate goal, with each opportunity, is to make our university look the best it can at all times.

Through a reliable brand identity 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 recognition with your audience and making it more likely your message will be received and remembered.

TO WHAT TYPES OF MATERIALS DOES THE BRAND IDENTITY POLICY APPLY?

The policy applies to all brochures, publications, periodicals, websites and any other type of marketing materials produced by the university or partner agencies for external audiences. The visual identity platform of the university must not be used to promote private businesses or for individual purposes.

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

- Publications used for recruitment
- Viewbooks or annual reports
- Publications for alumni and donors
- University websites
- Departmental program information
- Periodical magazines or newsletters
- Video
- Social media profiles
- Stationery and business cards
- Banners and posters
- Promotional items and merchandise
- Campus signage and vehicles
- Apparel
- Mobile apps (native, hybrid, etc.)

ADHERENCE

WHO IS NOT REQUIRED TO ADHERE TO THE BRAND IDENTITY POLICY?

There are several UofL-related entities that are not required to adhere in full to the specifications within this document. Each of these have been granted conditional exemption by the Office of Communications & Marketing (OCM) in some part—be that logo, color scheme, typeface, or other aspects of the brand guidelines. These entities are:

- University of Louisville Foundation
- UofL Athletics
- Recognized Student Organizations (RSO)
- UofL Physicians (*logo marks only*)
- The McConnell Center (*logo marks only*)
- UofL Magazine and CardBook publications
- Alumni Association (*logo marks only*)

STUDENT ORGANIZATIONS

Student Government Association 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 with, or representing the university to, external audiences in an official capacity.

ATHLETICS

Due to the nature of the organization and target audience, UofL Athletics has a brand platform that is separate from what is contained in this document. For more information please contact brand@gocards.com.

USE OF INTELLECTUAL PROPERTY

All UofL entities, whether implicitly adherent to this brand policy or those who have been explicitly granted exemption (as listed above), are still bound by copyright and licensing regulations when employing official logos or marks on all forms of advertising, marketing, promotion and merchandise.

QUESTIONS

The president of the University of Louisville has endorsed this brand policy. The president has designated the Office of Communications & Marketing (OCM) to monitor adherence and review requests for any exceptions or special permissions related to these regulations. If you have any questions regarding adherence or use of intellectual property, contact OCM by phone at 502-852-6171 or by email at branding@louisville.edu.

LEGAL REQUIREMENTS

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 502-852-6538.

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

All material in this document is registered ® to UofL. This material includes, but is not limited to, printed and/or electronic text and images. All registration privileges and other rights implied or explicit are reserved. Written permission from a duly appointed officer of UofL is required for any use or publication, public or private, of any material registered to UofL. There is no implied consent for any use, publication, republication or transmission of material registered to UofL.

COLOR

Our brand palette evokes our personality. In 1913, A&S Dean (and eventual UofL President) John Patterson's wife Ellen suggested that the university adopt cardinal and black as the official school colors. Since then, we have been the Fighting Cardinals and our brand has been inextricably linked to these bold colors.

PRIMARY COLOR PALETTE
COLOR DISTRIBUTION
SECONDARY COLOR PALETTE
COLOR APPLICATION

PRIMARY COLOR PALETTE

Nothing says “UofL” quite like Cardinal Red. Our primary colors are the bedrock of our brand. As such it is imperative that these colors be present and prominent in all communications. Reproduction of our brand palette must be consistent across all platforms and materials.

Because our primary palette is high in contrast and bold in spirit, use of each must be judicious. Please refer to the color distribution chart below for advice on how to employ our brand colors effectively.

CARDINAL RED

	PMS	1797
	CMYK	0 / 100 / 99 / 4
	RGB	173 / 0 / 0
	HEX	AD0000

BLACK

	PMS	BLACK
	CMYK	40 / 30 / 30 / 100
	RGB	0 / 0 / 0
	HEX	000000

WHITE

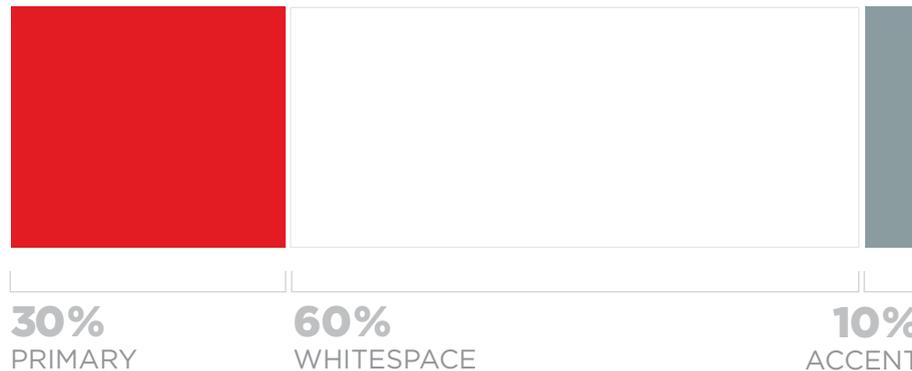
	PMS	WHITE
	CMYK	0 / 0 / 0 / 0
	RGB	255 / 255 / 255
	HEX	FFFFFF



NOTE: Our CMYK, RGB and hexadecimal values are not direct translations of our PANTONE colors.

COLOR DISTRIBUTION

Below is a general suggestion for the distribution of colors within the UofL palettes for any given design. Emphasis is placed on white space, followed by our primary brand colors. Secondary colors should be used as accents and therefore not dominate a design.



SECONDARY PALETTE

Our secondary palette is divided into two families: historic and vibrant. When considering using accent colors, please remember that these should always serve in a supplementary role, never as the dominant color focus of an application.

HISTORIC ACCENTS

These colors have a classic academic quality and complement the primary palette.

BRANDEIS ASH

	PMS	7543 C
	CMYK	49 / 31 / 33 / 0
	RGB	139 / 157 / 161
	HEX	8B9DA1

PATTERSON RED

	PMS	187 C
	CMYK	0 / 97 / 80 / 42
	RGB	154 / 18 / 32
	HEX	9A1220

SWAIN TOBACCO

	PMS	7531 C
	CMYK	40 / 42 / 63 / 30
	RGB	122 / 108 / 83
	HEX	7A6C53

STRONG BRONZE

	PMS	117 C
	CMYK	0 / 31 / 87 / 23
	RGB	202 / 148 / 47
	HEX	CA942F

JEFFERSON PARCHMENT

	PMS	7402 C
	CMYK	0 / 4 / 49 / 18
	RGB	217 / 201 / 130
	HEX	D9C982

PARKWAY FIELD LAUREL

	PMS	5787 C
	CMYK	34 / 0 / 54 / 14
	RGB	152 / 189 / 131
	HEX	98BD83

VIBRANT ACCENTS

These colors are more energetic and should be used as accents when tonally appropriate.

LOYALTY

	PMS	3025 C
	CMYK	100 / 18 / 0 / 60
	RGB	0 / 78 / 116
	HEX	004E74

PROGRESS

	PMS	7466 C
	CMYK	79 / 0 / 42 / 9
	RGB	0 / 168 / 157
	HEX	00A89D

COURAGE

	PMS	7548 C
	CMYK	0 / 27 / 100 / 0
	RGB	254 / 190 / 16
	HEX	FEBE10

INNOVATION

	PMS	7745 C
	CMYK	20 / 0 / 87 / 23
	RGB	170 / 180 / 58
	HEX	AAB43A

COLOR APPLICATION

While the UofL palette is rich in saturation, often it is inappropriate to use it at full strength as the colors may dominate or overpower. Particularly useful in on-screen applications (web, mobile, presentations, etc.), our primary colors—excluding Cardinal Red and Patterson Red—and all secondary accent colors may be tinted to any strength.



TYPOGRAPHY

The typography of our brand acts as the voice of the institution. On the field or in the classrooms and labs, our typographic choices must match the personality and spirit of what it means to be a Cardinal. Just as the Cardinal spirit means many things to many people, our typography reflects a variety of attributes and tones.

GOTHAM

MERCURY

KNOCKOUT

CAMPAIGN TYPEFACE

TYPOGRAPHY OVERVIEW

Since the early 1980s, our type palette has been a mix of modern and classical. Our original typefaces were the Swiss Helvetica and roman serif Caslon 540 (for more information, see the appendix). As we continue to extend the UofL brand from decade to decade, we strive to keep this balance between classical and modern, selecting typefaces that not only reflect the evolving spirit of the institution, but also choosing ones that work in a variety of implementations (print, digital, broadcast, apparel, etc.).

FOUNDATIONAL

Our typographic platform consists of three tiers. The primary typefaces express our core brand attributes and have the widest usage applications.

Foundational Typefaces

- Gotham
- Mercury Text (for body copy) & Mercury Display (for headlines)

ACCENT

Our secondary typefaces play a complementary role, rounding out the foundational palette and providing extensibility to our marketing and advertising endeavors.

Accent Typeface

- Knockout (headlines only)

RESTRICTED USE

Lastly, our tertiary typefaces are for special applications only, with purpose and use limited by approval from the Office of Communications and Marketing.

For the 2019-2021 years, the typeface listed below may be used on undergraduate enrollment/recruitment advertising or marketing projects (headlines only) produced by the Office of Communications and/or the Office of Admissions *only*.

Campaign Typeface

- Avallon (2019-2021 recruitment cycle)

The Office of Communications and Marketing reserves the right, for special occasions or other purposes, to extend the typographic brand palette beyond the typefaces defined in this document.

GOTHAM

Gotham is the typographic heart of the UofL brand. It is strong and modern, yet familiar and friendly. Unassuming and progressive, Gotham's honest tone and versatile nature makes it the perfect typeface for our brand.

tone	APPLICATION	VARIANTS	PURCHASE
Approachable, friendly, classic	Headlines, body copy, general all-purpose use	Regular, Narrow, Extra Narrow, Condensed	Gotham Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM
THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM
BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM
BLACK

The wide range of weights and styles available in the Gotham family lends versatility and adaptability to a variety of messaging needs. Any weight/version of Gotham may be used.

MERCURY

Mercury is our serified workhorse. It is classic in nature, but with a dynamic personality. Mercury’s flexibility both as a text face and display face makes it indispensable within our typographic brand palette.

tone	APPLICATION	VARIANTS	PURCHASE
Academic (yet modern), stately, refined	Body copy, headlines, general all-purpose use	Display, Text	Mercury Text Mercury Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
SEMIBOLD
ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
BOLD
ITALIC

The wide range of weights and styles available in the Mercury family lends versatility and adaptability to a variety of messaging needs. Any weight/version of Mercury may be used.

KNOCKOUT

Knockout is a modern sans serif font originally designed for 19th century posters. Within our type palette it is limited to headlines and subheadings, executed in all-caps only. It should not to be used for body copy.

STONE

Strong, timeless, confident

APPLICATION

Headlines only. All caps (no lowercase).

VARIANTS

32 widths

PURCHASE

[Knockout](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 26

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 27

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 28

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 66

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 67

ABCDEFGHIJKLMNOPQRSTUVWXYZ

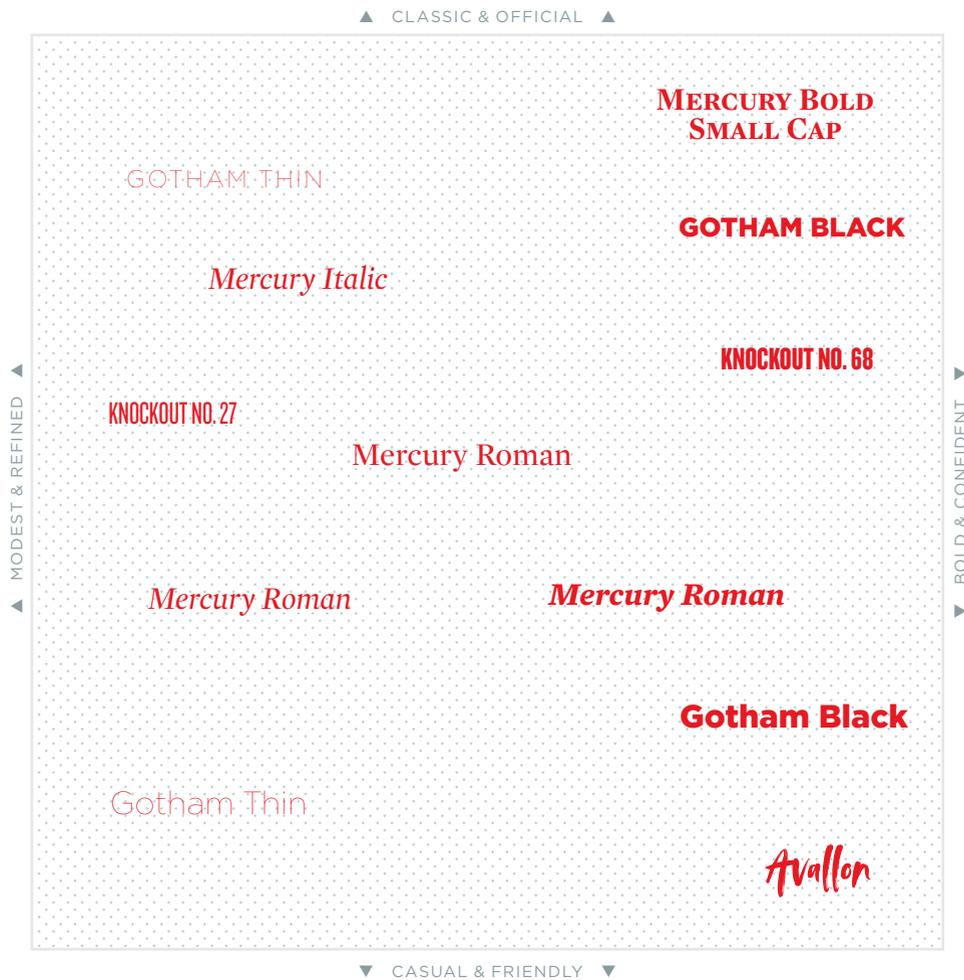
KNOCKOUT
NO. 68

The wide range of widths available in the Knockout family lends versatility and adaptability to a variety of messaging needs. Any weight/version of Knockout may be used, but only in all-caps and in headline applications..

TYPOGRAPHY TONE CHART

Within the UofL brand, there is a wide range of emotional expression available through typography. Below is a chart to help in determining what typeface, weight and case should be used, depending on the aesthetic direction of a given design.

NOTE: Due to space, not every typeface weight available within the UofL brand is represented below.



LOGOS

Our logo is our face to the public. It represents us at the highest level as a source of identification, a marker of legitimacy and a point of pride. It is crucial to our brand and should always be reproduced with the highest quality and consistency.

PRIMARY SIGNATURE & LOGO
ONE LINE LOGO & MONOGRAM
SECONDARY LOGOS
UNIVERSITY SEAL
LOGO APPLICATION
PARTNERSHIPS & COBRANDING
LIMITED APPLICATIONS

The university's official logo is the University of Louisville graphic signature, with or without the Cardinal head attached.

An official logo should be used on all university marketing communications, including printed pieces, visual presentations, advertising and any other materials that represent the university to external audiences. It should appear on the front or back cover of all printed communications unless an exception has been granted by OCM.

GENERAL APPLICATION GUIDELINES

To maintain a high level of quality and consistency across a variety of applications, the following guidelines must be followed when applying the logo:

Quality

Our logo should be reproduced from an original vector-based file whenever possible. Contact the Office of Communication & Marketing at 502-852-6171 or by emailing branding@louisville.edu.

Color

Printed applications should use the CMYK color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal or rgba values.

Placement

No version of the mark may be used to replace the words "University of Louisville" or "UofL" in a sentence or headline. They should be used only as stand-alone design elements.

Approximation

No design element should approximate our mascot (cardinal bird) or primary logo, either serving in the capacity of ad hoc logo or as a decorative symbol. Creating illustrations of birds or using photographs of cardinal birds degrades the university's mascot instead of supporting it, reducing pride and recognition in the process.

PRIMARY SIGNATURE & LOGO

The Primary Signature and the Primary Logo are the main marks for the University of Louisville.

GENERAL USAGE GUIDELINES

Either mark below may be used interchangeably, however context and audience should be taken into account. Since the Primary Signature is a combination mark that utilizes the primary athletic mark, the Cardinal head, in conjunction with our wordmark, there are times when using the Primary Signature is not as appropriate given its more illustrative and athletic nature. In other instances, use of the Primary Signature may be beneficial due to the audience's relationship to UofL Athletics.

Various color combination examples are shown below. In order to maximize brand impact, full-color is preferred when possible. At all times, it is imperative that the logo be clear and visible. On darker backgrounds, using the all-white version is often the safest.

The UofL logo should never be recreated or typeset. Official logo files should be used in all communications. Files can be downloaded from louisville.edu/brand. Any printed materials or merchandise that include our primary logo or signature must be produced by vendors specifically licensed to reproduce our trademarks. For more information contact branding@louisville.edu.

PRIMARY SIGNATURE

PRIMARY LOGO



CLEAR SPACE

Always observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the logo in any application.

Regardless of scale, the minimum size of the clear zone for the primary logo and primary signature must equal the size of a box represented in the yellow box labeled “X” (equaling the height of the word “Louisville”).



MINIMUM SIZE

At a certain size, our primary logo and primary signature become illegible. To ensure the integrity of these marks, do not reproduce them at a size less than 1.5” (108px) wide (including clear space).



PLACEMENT

The preferred placement for the logo (in print applications) is in the corners of the layout. For example, in an advertisement or the cover of a publication, the logo should be in the top right of left corner, ideally.

On desktop websites, the logo should always be top-left in placement, as is digital standard. For mobile uses, the primary signature or logo may be substituted for the one-line logo or monogram to save vertical screen real estate.

ONE-LINE LOGO & MONOGRAM

Within the UofL brand there are secondary marks in the form of our One-Line Logo and our Monogram. These marks are typically utilized in response to specific space requirements of a layout.

GENERAL USAGE GUIDELINES

Either mark below may be used on official publications, marketing or advertising. However, context and audience should be taken into account when using the monogram. The moniker “UofL” is widely known within the state of Kentucky but outside of the region we are known as “Louisville” or more completely the “University of Louisville.” As such, when speaking to an audience outside our geographic region, it is important to use one of our primary marks instead.

Various color combination examples are shown below. In order to maximize brand impact, full-color is preferred when possible. At all times, it is imperative the logo be clear and visible. On darker backgrounds, using the all-white version is often the safest.

The UofL logo should never be recreated or typeset. Official logo files should be used in all communications. Files can be downloaded from louisville.edu/brand. Any printed materials or merchandise that include our one-line logo or monogram must be produced by vendors specifically licensed to reproduce our trademarks. For more information contact branding@louisville.edu.

ONE-LINE LOGO

UNIVERSITY OF LOUISVILLE®

UNIVERSITY OF LOUISVILLE®

UNIVERSITY OF LOUISVILLE®

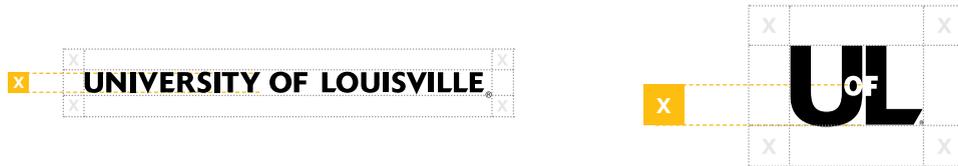
MONOGRAM



CLEAR SPACE

Always observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the logo in any application.

Regardless of scale, the minimum size of the clear zone for the one-line logo and monogram must equal the size of a box represented in the yellow box labeled “X” (equaling the height of the letter L).



MINIMUM SIZE

At a certain size, our one line logo and monogram become illegible. To ensure the integrity of these marks, do not reproduce them at a size less than 1.5" (108px) and 1/2" respectively (including clear space).



PLACEMENT

The preferred placement for the logo (in print applications) is in the corners of the layout. For example, in an advertisement or the cover of a publication, the logo should be in the top right of left corner ideally.

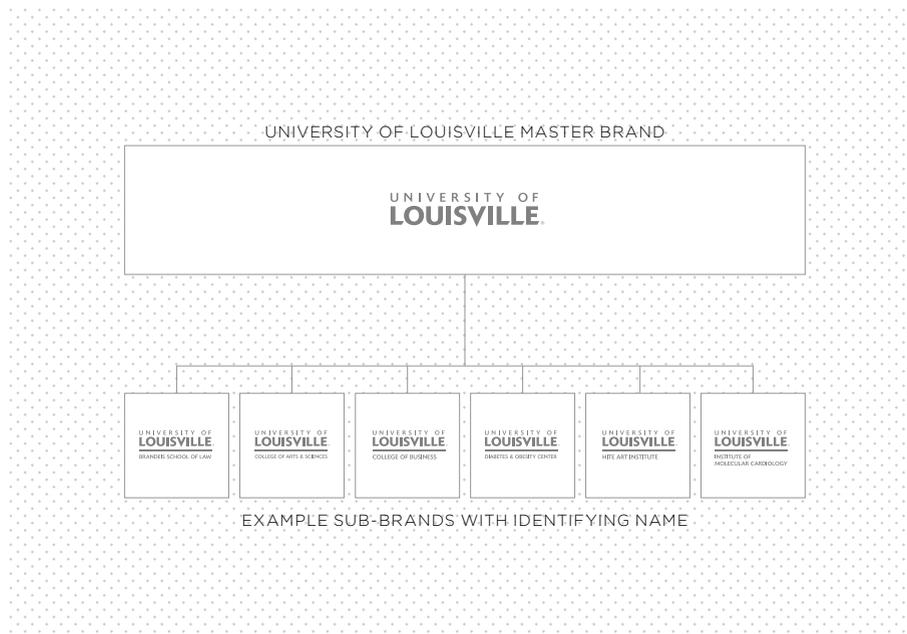
On desktop websites, the logo should always be top-left in placement, as is digital standard. For mobile uses, the primary signature or logo may be substituted for the one-line logo or monogram to save vertical screen real estate.

SECONDARY LOGOS (SUB-BRANDS)

Any large public organization is comprised of smaller sub-units. As such, the question arises of how to identify those units. Sub-brands in our context are organizational entities whose character and value are distinct from, but related to, our master brand. They present an opportunity to represent the master brand to a specific audience, but at the same time benefit from the public familiarity of our master brand.

We must be careful, though, to not dilute the core brand by extending it too far. Endorsed sub-brands (and their identities, which we call secondary logos) can reduce the impact and effectiveness of the university's master brand if not used appropriately. Within the university there are hundreds of offices, departments, clinics and other sub-units that—if each were granted a sub-brand identity—would weaken the overall master brand of the university since each sub-unit, to a certain degree, is in competition with, and has the ability to dilute, the master brand. Additionally, the resources needed to build, promote, maintain and grow each of these sub-brands is unsustainable. Because of this, most large brands choose to find a balance where sub-branding extends to a certain organizational point, but not beyond.

Our use of sub-branding is within a branded house endorsed-parent system, and is limited to a manageable number of approved units that extend the core UofL brand. Their custom logos, which were granted and created by OCM (the only unit authorized to do so), represent the unique identity needs of the units and their audiences while maintaining a strong relationship to the central university brand, and may be used in lieu of a traditional UofL logo on any marketing or advertising.



WHO IS ELIGIBLE?

Colleges, schools and board-approved centers/institutes are permitted to have an official sub-brand as long as the mark adheres strictly to the design specifications shown on the following pages.

Eligibility **does not** indicate permission to create ad hoc sub-brand identities.

WHO IS NOT ELIGIBLE?

- Academic or administrative departments (e.g. Information Technology)
- Academic or administrative divisions (e.g. Career Center)
- Academic or administrative positions (e.g. University Provost)
- Academic programs (e.g. MBA)
- Student groups or organizations
- Administrative offices (e.g. Office of Communication & Marketing)
- Non-board approved centers or institutes
- Committees
- Grants, labs, research projects or academic endeavors
- Campuses or physical locations (e.g. clinics)

CRITERIA FOR REVIEW

Departments, programs, offices, committees, organizations and most other campus units are **not eligible** for a sub-brand. However, consideration will be made if a unit is found to meet one of 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.

The eligibility of a campus organization to be awarded a sub-brand identity is determined exclusively by the Office of Communication & Marketing. For more information contact branding@louisville.edu.

LIMITS OF INCLUSION

If a non-eligible campus unit is awarded a sub-brand based on the criteria listed above, official copyrighted and license-managed artwork will be created and delivered for use in all promotional and advertising materials with the same rights and restrictions bestowed on naturally eligible campus units.

Criteria-based qualification (e.g. multiple funding sources) **does not grant** the campus unit permission to deviate from the University of Louisville brand standards in any way.

GENERAL USAGE GUIDELINES

Any of the mark configurations below may be used interchangeably, however context and audience should be taken into account. Since the Primary Signature sub-brand lockup utilizes the primary athletic mark in conjunction with our wordmark, there are times when using this is not as appropriate given its more illustrative and athletic nature. In other instances, use of the Primary Signature sub-brand lockup may be beneficial due to the audience's relationship to UofL Athletics.

Alternate style sub-brand marks extend the university's identity while also adapting to specific design constraints. Colleges, schools and other UofL entities that qualify for a sub-brand mark have the option to use an alternate signature if the design or layout necessitates. It is best employed in situations (e.g. billboards, website headers, etc) where a more strict horizontal orientation is required, as it increases the legibility of the sub-brand identifier's name substantially at smaller sizes.

Color combination examples (some of which are shown below) follow the same setup as the Primary Signature and Primary Logo. In order to maximize brand impact, full-color is preferred when possible. At all times, it is imperative the logo be clear and visible. On darker backgrounds, using the all-white version is often the safest.

The UofL logo should never be recreated or typeset. Official logo files should be used in all communications. Files can be downloaded from louisville.edu/brand. Any printed materials or merchandise that include our primary logo or signature must be produced by vendors specifically licensed to reproduce our trademarks. For more information contact branding@louisville.edu.

SUB-BRAND LOCKUPS



ALTERNATE STYLE



CLEAR SPACE

Always observe the protected area around the logo. Nothing should intrude into this specified clear space when employing the logo in any application.

Regardless of scale, the minimum size of the clear zone for the sub-brand lockups and alternate sub-brand signature must equal the size of a box represented in the yellow box labeled “X” (left, equaling the height of the word “Louisville,” right, equaling half the height of the monogram).



MINIMUM SIZE

At a certain size, our secondary logos become illegible. To ensure the integrity of these marks, do not reproduce them at a size less than 1.5” (108px) wide (including clear pace).



PLACEMENT

The preferred placement for the logo (in print applications) is in the corners of the layout. For example, in an advertisement or the cover of a publication, the logo should be in the top right of left corner, ideally.

On desktop websites and mobile websites/apps, the alternate style secondary logos should be used, as the sub-unit identifier (entity name) is more legible at small sizes.

UNIVERSITY SEAL (MINERVA)

Our university seal employs the Roman goddess of wisdom and is our oldest institutional symbol, dating back to at least the 1830s. The seal's appearance has evolved over the years, but its use as the formal symbol of our university's academic integrity remains constant.

RESTRICTED USE

Use of the university seal (Minerva) is reserved for the Office of the President and official communications that identify university-wide policies, proceedings and awards. For example, the Alumnus of the Year is considered a university-wide award qualifies for Minerva use; the College of Arts & Sciences Hall of Honor is considered a unit-based award and as thus does not qualify.

The seal **should not** be used on academic posters or presentations, in advertising, publications or printed materials that publicize a program, activity or service of the university.



QUESTIONS

If you have questions about the use of the university seal, please contact the Office of Communication & Marketing at 502-852-6171 or branding@louisville.edu.

PARTNERSHIPS & CO-BRANDING

The University of Louisville is an active partner in our surrounding community and region. As such, it is common for partnerships and other joint endeavors (with both internal and external entities) to be involved in marketing and advertising. As such, there is a need to define how to best represent UofL in each of these partnerships.

INTERNAL CO-BRANDING

When more than one UofL entity (school, college, center, institute, etc.) is involved in a partnership or sponsorship, multiple UofL logos are **not permitted** to be used. Instead, the primary signature or primary logo may be used, along with a listing of the involved groups (obeying clear space rules).



Office of Diversity
Office of Student Involvement
Women's Center
Office of the Provost

EXTERNAL CO-BRANDING

UofL is often involved in co-branding situations with external companies, schools and organizations. In all instances, it is imperative that the integrity of our mark be preserved, both in color and in clear space. Due to our mark being in close physical proximity to other brand marks, clear space in these situations are doubled from the normal value.



QUESTIONS

Before engaging in any promotional activity or co-branding opportunity that incorporates the University of Louisville's registered name, trademark or other mark, units must contact the Office of Communication & Marketing at 502.852.6171 or branding@louisville.edu.

LOGO APPLICATION

The success of the University of Louisville brand identity relies on the clarity and consistency with which it is implemented. Faithfully branding an advertisement, billboard, website, print piece, merchandise, etc. builds trust and confidence. Distorting or changing it reduces its legal protection and diminishes its impact.

The following examples visualize some potential mistakes that must be avoided, including reproducing the logo on a textured or patterned background that reduces clarity or replacing any letter in the logo with a symbol or other graphic element.

Please note that the following examples apply to all UofL marks and should be avoided at all times.

QUESTIONS

If you have questions about the application of one of our logos, please contact the Office of Communication & Marketing at 502.852.6171 or branding@louisville.edu.

EXAMPLE USE

Below is a list of acceptable and unacceptable mark use. Examples of forbidden mark use are illustrated on the next page.

- | | | | |
|---|---|---|--|
| ✓ | Observe all clear space rules | ⊘ | Do not alter the colors ¹ |
| ✓ | Retain copyright symbols | ⊘ | Do not alter the proportions ² |
| ✓ | Observe minimum size requirements. | ⊘ | Do not add or remove elements ³ |
| ✓ | Use original vector artwork | ⊘ | Do not use in a sentence ⁴ |
| ✓ | Choose athletic or academic marks appropriately | ⊘ | Do not rotate the logo ⁵ |
| | | ⊘ | Do not add drop shadows ⁶ |
| | | ⊘ | Do not blur the logo ⁷ |
| | | ⊘ | Do not skew the logo ⁸ |
| | | ⊘ | Do not alter the fonts or recreate the logo ⁹ |
| | | ⊘ | Do not alter the layout ¹⁰ |
| | | ⊘ | Do not crop the logo ¹¹ |
| | | ⊘ | Do not combine marks ¹² |



LIMITED APPLICATIONS (SHORT-FORM NAMES)

The careful restriction of our brand in regards to visual identities grants control, but also permits the university to see situations in which extra allowances must be made. Such is the case for branded merchandise.

On physical goods, audience attention to our brand identifier (logo application) is brief, both in the amount of time an audience spends noticing our mark, as well as the amount of time our brand ambassador has to present themselves as an organization representative. Because of this, it is necessary to offer the option of a short-form name.

Note: It is always preferred that offices, departments, etc. speak with the ‘voice’ of the university and leverage the equity of the master brand identity.

These lockups **may not be used** in any other context or for any other purpose. Additionally, the eligibility of a campus organization to be awarded a short name is determined exclusively by the Office of Communication & Marketing. For more information or to request official artwork contact branding@louisville.edu.

Use of these lockups on promotional materials are subject to the approval of a dean or vice president. The decision to use a short-form name on merchandise (as opposed to an approved secondary logo for a school or college) resides with the leadership of that particular unit.

NAMING

The purpose of the short name allowance is to communicate quickly and concisely. If granted, short-form names will be determined by the Office of Communication & Marketing and may not be created ad hoc. Names must:



Be short (e.g. Law)



Capture the spirit of the unit in common terms the public would identify with (e.g. ‘Parking’ vs. ‘Parking & Transportation Services’)



Not be an organizational name in entirety (e.g. Brandeis School of Law)



Not include modifiers such as office, department, division, committee, center, institute, school, college, etc.

WHO IS ELIGIBLE?

Organizational units including colleges, schools, board-approved centers/institutes, offices and departments are permitted use for promotional merchandise use only.

Eligibility **does not** indicate permission to create ad hoc short-form identities.

WHO IS NOT ELIGIBLE?

- Academic or administrative positions or titles (e.g. Chief Financial Officer)
- Committees, grants, labs, research projects
- Student groups or organizations
- Campuses or physical locations (e.g. clinics)
- Individual persons

MERCHANDISE SHORT-FORM NAME STYLES

Two configurations for merchandise are presented as options for short names. Option #1 works better for full-color printing as the pipe separating the monogram and the short form name is in a recessed gray.

Artwork for a particular application and unit will be created by the Office of Communication & Marketing upon request, and sent directly to a licensed and approved UofL merchandise vendor.

SHORT FORM MERCHANDISE
OPTION #1



SHORT FORM MERCHANDISE
OPTION #2



UL | Engineering

UL Engineering

DESIGN ELEMENTS

The design elements utilized in our marketing and advertising efforts provide the visual foundation that supports the message. Therefore, the photography, patterns and layout must never dominate the design, but rather play a supporting role. We aim for clarity and simplicity, and discourage over-decoration that is distracting.

PATTERNS

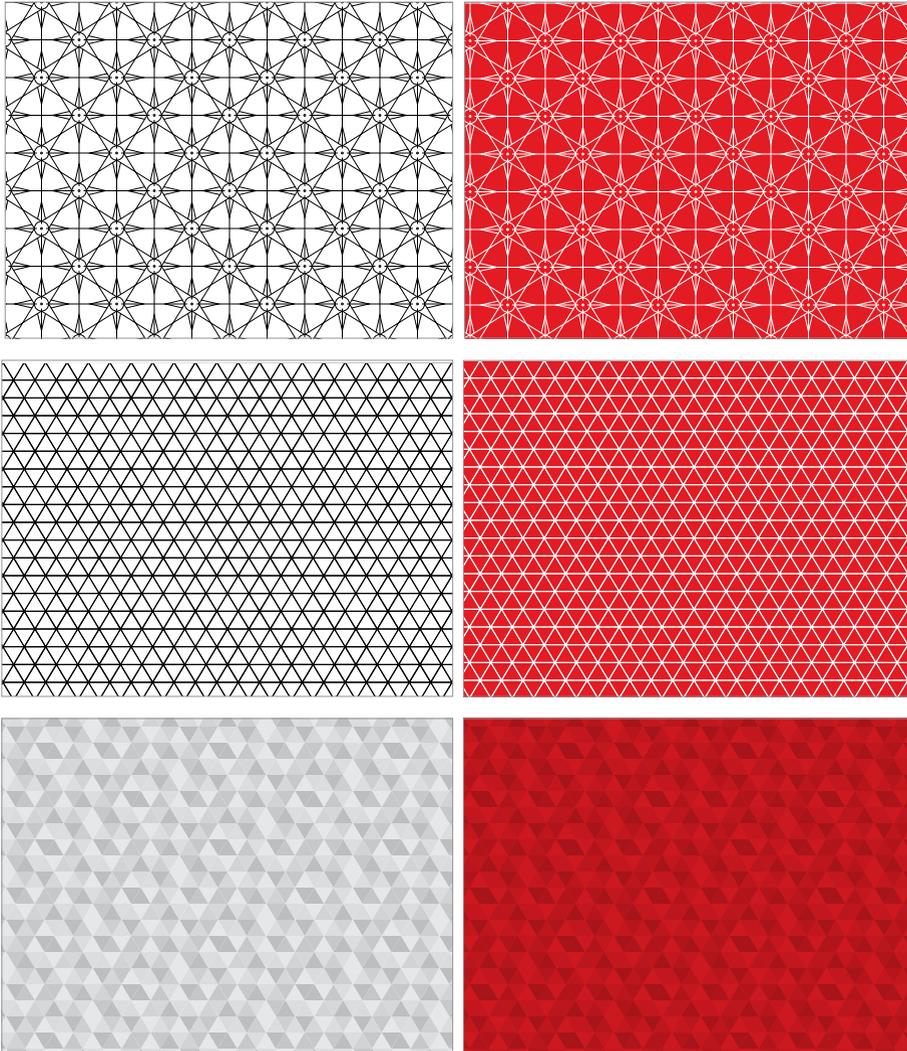
PHOTOGRAPHY & VIDEOGRAPHY

PATTERNS

Below are three brand pattern options that may be used to add versatility and interest. The designs are rooted in history, drawing inspiration from the compass rose on the interior apex of Grawemeyer Hall, as well as the glass pattern on the exterior of the Student Activities Center Clock Tower.

Patterns should always be complementary within a design system, and never the primary focus of printed or digital collateral.

These patterns may be used at a variety of scale, opacity, transparency and color within our brand palette.



PHOTOGRAPHY & VIDEO

The most succinct way to portray the soul of our institution is by use of images—the people, places, ideas and accomplishments that make us distinctly UofL.

GENERAL USAGE GUIDELINES

Professionally produced photography and videography should be used when possible. This is especially vital for any communication whose audience is external.

Photographs should be reproduced at a resolution of 300 dpi to ensure maximum quality. Additionally, take care not to stretch, distort or enlarge the digital images past their original size.

Video should be produced, at minimum, in high definition (HD) 1920x1080.

The Office of Communication and Marketing offers limited video and photographic services to aid marketing and advertising efforts. For more information contact branding@louisville.edu.

PHOTOGRAPHIC & CINEMATIC STYLE

The visual tone for the university continues to be large, immersive compositions with rich colors. The types of scenes and styles can be broken down into three main categories:

Here & Now

We should strive to capture our faculty, staff and students in action, in context. Cut-out photos or video should not be used. Compositions should be candid and unposed to show honesty and realism. This also applies to portraits. The focus of this style is ***the experience***.

Minutiae

Showing an intimate look at the subject and/or the close-up details of their work or experience. These shots lend authenticity and appreciation for what is being produced. Additionally, in an environmental context, it can include the details of our physical environment (architectural embellishments, etc). The focus of this style is ***the work***, not the person.

Our World

To understand UofL we must also show our physical environment by highlighting open spaces and people interacting with their campus environment. The focus of this style is ***the setting***.



EXAMPLES OF PHOTOGRAPHIC STYLE

1. MINUTIAE
(Focus is the work)
2. HERE & NOW
(Focus is the experience)
3. OUR WORLD
(Focus is the setting)



DIGITAL APPLICATIONS

Digital applications are where our brand comes to life, where our audiences encounter what we're all about. Whether we're creating online experiences that encourage learning, sharing, swiping and interacting, or simply communicating through a digital platform, we must do so in a consistent and mindful way.

WEB & MOBILE

SOCIAL MEDIA BRANDING

EMAIL SIGNATURES & AVATARS

WEB & MOBILE

When approaching marketing and advertising, we should embrace a digital-first mindset. Through a combination of web, mobile and social media efforts we are better able to promote the brand and reach our audiences using the right tools and overall smarter effort.

Though producing content digitally is often more cost-effective, developing websites and managing content is no easy task. Care must be taken to ensure a high quality and consistent application of our brand standards into digital means, and that a great user experience is at the center of all that we do.

If a user has a negative experience with a UofL digital property, an unfavorable, lasting impression is left. How a user feels about your website directly impacts how they feel about UofL.

THE USER EXPERIENCE

All design and development decisions regarding web and mobile should be driven by the question of “what is best for the user?”

Platform

All louisville.edu websites must be mobile-friendly. Pages and sites (regardless of content management system or developmental implementation method) should gracefully transition between desktop, tablet and mobile sizes. Appropriate enhancements and features for each platform should be taken into consideration (e.g. telephone numbers should be interactive and obvious on mobile phone sizes).

Interactivity

Touch-based environments should have extra care given to all interactive elements. Make sure that anything “touchable” is of appropriate size and with the correct amount of space around the object to allow it to be interacted with, ensuring no accidental interference from other elements.

Content

Content (the text) should be given top priority when creating a digital property for UofL. It should be easy to read, in a conversational style, and should avoid an institutional or corporate tone. Content should be up-to-date and accurate so as not to erode a sense of trust with the user. Content should be organized in a scannable, hierarchical manner, avoiding large, multi-paragraph sections and giving generous use of headings and subheadings.



NOTE: The most up-to-date information on brand applications for digital platforms can be found at louisville.edu/brand

INFORMATION ARCHITECTURE & NAVIGATION

At all times, it must be assumed that visitors to any louisville.edu website are not familiar with the organization, and as such, care should be given to provide a wayfinding experience that is clear, helpful and reassuring.

Navigation

UofL websites must use plain-speak curated navigation and provide methods of contact that are easy for the end-user to discover. For example, do not use confusing navigation titles (e.g. “tools of the trade”). Instead, choose common titles such as “what we do” or “services” instead.

When selecting a style of navigation (based on the template you are using), give careful consideration to the type and amount of content you may have. Some styles of navigation are better suited than others to allow for a growth in content. For example, top navigation (that spans the width of a site in a horizontal linear fashion) is better for drill-down navigation, but is limited in number. Top navigation should *never* break to two or more lines.

On the contrary, left navigation (in a list style on the left side of a website) allows for a greater number of top-level navigation items, but prevents the user from navigating more deeply into a site. Left navigation schemata are best used for smaller sites, or else employed as a sub-navigation technique in combination with a top navigation style.

Breadcrumbs

A breadcrumb or breadcrumb trail is a navigational tool and user interface element that shows a user their current location within a site. Breadcrumb trails are often found near the top of a web page and define both the current location within a site’s hierarchy as well as the preceding page path.

It is recommended that louisville.edu sites employ a breadcrumb trail if the amount of content and depth of navigational structure warrants.

Information Architecture

When constructing your navigation and the architecture of your site, organize content into similar areas and keep the topmost navigation level to a manageable amount (under eight links). This allows users to employ a drill-down method of navigation that is intuitive and natural.

Be sure to place critical content such as contact links or helpful information in easily found areas—homepage, footer or top level navigation. Users should not have to search for this important content.

GENERAL REQUIRED WEB ELEMENTS

Colors

For on-screen applications (web, mobile, video, etc.), our brand colors as listed on pages 7-8 must be observed. Please use the hexadecimal or RGB values and adhere to tinting/opacity regulations listed on page 9.

Typography

By default, typography on all louisville.edu websites should follow the regulations listed on pages 12-14.

To inquire about whether the university provides a site license for Gotham, Mercury and Knockout, please contact web@louisville.edu.

Headers & Footers

The UofL header (topmost section of a website) must include an official logo in the top-left position on every page. By default, this will be the Primary Logo. Units that qualify for secondary logos should use the alternate configuration due to the economy of size. All logo use in the header must follow the guidelines included in this document. Additionally, the logo should serve as a link to the root or homepage of whatever property the logo represents (e.g. If the primary UofL wordmark is used, the link should direct to louisville.edu; if the College of Arts and Sciences sub-brand mark is used, the link element should point to louisville.edu/artsandsciences).

The UofL search box must appear on all UofL websites in a top-right position to ensure a consistent user experience for those users visiting multiple UofL websites.

A global University of Louisville footer must follow the contents of all web pages on the louisville.edu domain, and must include links to the content areas as listed below. This global footer ensures quick, easy access for users to common UofL services:

- Apply
- Maps & Directions
- Jobs
- Accessibility
- Policies
- Emergency
- Contact

Any deviation from this standard must be approved by the Office of Communication & Marketing by calling 502-852-6171 or by email at branding@louisville.edu.

SOCIAL MEDIA BRANDING

We have a great opportunity to expand our brand visibility in the social sphere by connecting with our audiences and promoting the remarkable things happening on campus. Whether through Facebook, Twitter, Instagram or others, it is imperative that we strive for consistency and quality when crafting a UofL-affiliated account.

PROFILE NAMING

Profile (or account) names for your unit should be preceded by the words “UofL” or “University of Louisville.” This is especially important if your profile icon is not the recommended monogram configuration shown below. If your unit name is too long, abbreviate as necessary (but be sure to use the unit’s full name and “University of Louisville” in your page’s bio/description).

SOCIAL ICONS & AVATARS

Icon conventions for social media platforms use a mix of circle and square formats. As such, when you are creating a profile icon it is imperative to strive for simplicity. A significant portion of users will only experience your avatar/profile on a mobile device.

The preferred avatar would be a single-color block with our monogram (due to shape). Additionally you can use an iconic or unique photograph that is representative of your unit. Since our monogram does not display well overlaid on a photo, it is not advised to add it to a photograph in this convention.

Do not use the University of Louisville signature, wordmark or secondary logo as your profile image. The size/shape of avatars on Facebook, Twitter, etc. is not conducive to proper representation required of our logos.

Recommended Profile Photo Configurations

- Monogram (one color) against a transparent or solid background. Cardinal Red is most noticeable at small scale.
- Unique/iconic photo related to your unit
- Unique/iconic illustration related to your unit , on a solid background
- Monogram against a transparent or solid background with a sensible version of your unit name (only applicable to shorter names/acronyms)



COVER PHOTOGRAPHY

Cover photography for your social media pages should follow the guidelines listed on pages 34-35. It is important that these large photos be of high quality and convey an appropriate sense of professionalism.



CONSISTENCY

In order to build user trust through repetition, aim to replicate your icons and cover photos across whatever variety of social media platforms your unit uses. Consistency and commitment to high-quality application will help ensure a more positive and memorable brand experience for your audience.

EMAIL SIGNATURES & AVATARS

One of the most-used and personal means of conveying our brand is through email. Whether we are communicating with prospective students, donors, colleagues at other universities or one another, we must make an effort to strike the appropriate balance between function and personality when crafting a digital signature.

At all times, our primary aim when sending an email should be clear, effective communication. Graphic artwork should be confined to simple brand acknowledgement so as not to distract from the messaging.

SIGNATURES

Some do's and don'ts:

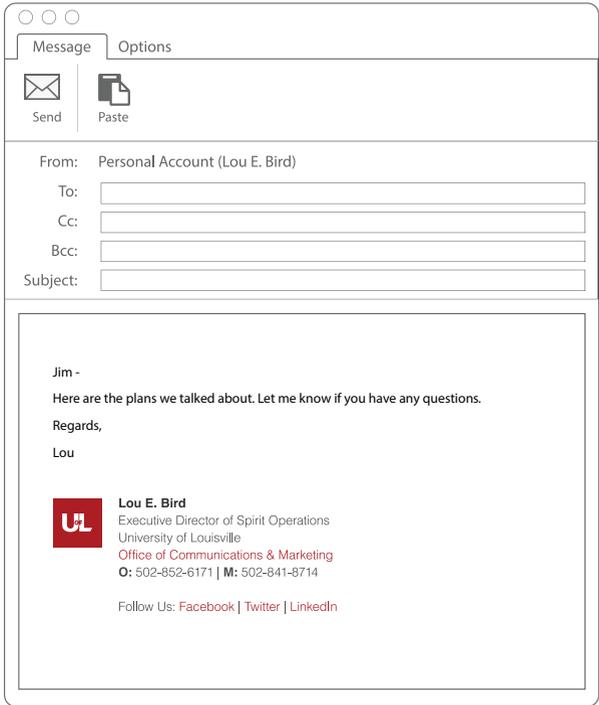
- | | |
|--|---|
| ✓ Provide several ways to be contacted. | ✗ Do not use quotes, lyrics or other inspirational messages. |
| ✓ Put emphasis on the content, not the visuals. | ✗ Do not list details in excess. Be selective when choosing social media accounts, etc. |
| ✓ Use visual hierarchy to make your signature easy to read. | ✗ Do not list a URL outside of the louisville.edu domain. |
| ✓ Use brand-approved typefaces. | ✗ Do not use decorative typefaces. |
| ✓ Use brand-approved color (selectively). | ✗ Do not use non-brand colors. |
| ✓ Keep logos small and high quality (no pixelation). | ✗ Do not use non-academic logos. |
| ✓ Be sure any linked content (e.g. social media links) are large enough to be comfortably interacted with on touch-based devices | ✗ Do not use background graphics or icons for social media |

APPLICATION

When creating email signatures in Microsoft Outlook, consider your audience. Consider modifying your preferences so that email signatures are not automatic, but rather a manual addition. This will allow you to choose if the person you are contacting needs either a specific version of your signature (e.g. a more simplified version for frequent contacts) or perhaps no signature at all (e.g. for co-workers who know you personally and work in a close context).



SIMPLE
SIGNATURE EXAMPLE



VERBOSE
SIGNATURE EXAMPLE

AVATARS/PROFILE PHOTOS

University digital platforms such as Outlook 365™ that offer the ability to customize an avatar or profile photograph should be utilized with professionalism and an understanding that you are representing the university.

The preferred avatar would be a professional studio portrait or headshot. If you are in need of having a new or updated headshot taken, contact the Office of Communication & Marketing at 502.852.6171.

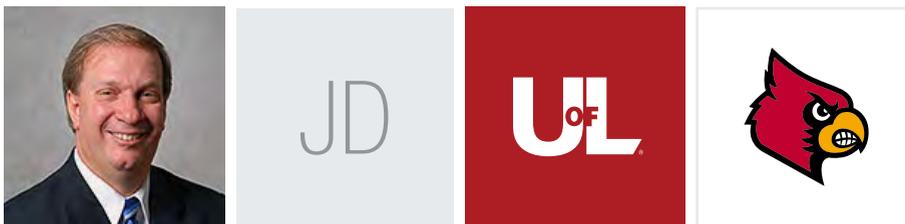
Professionalism should be of primary concern when implementing a digital avatar. Select artwork that respectfully represents yourself and your university.

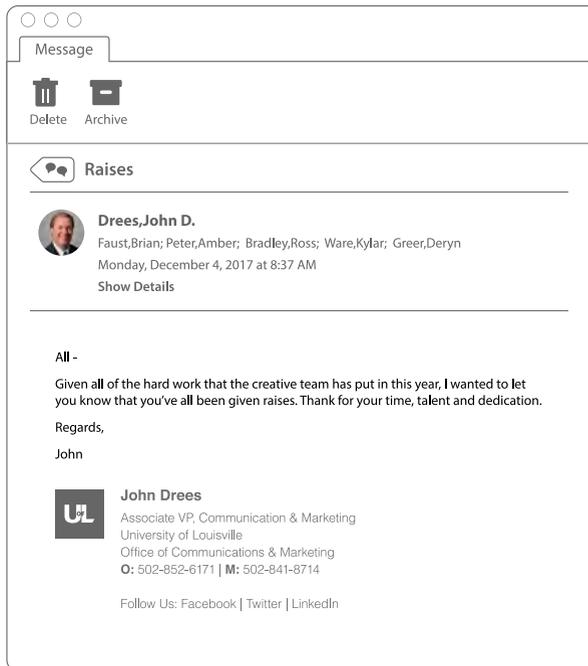
Some do's and don'ts:

✓	Provide immediate visual recognition of who you are.	⊘	Do not utilize illegitimate or sub-brand logos.
✓	Be sure that the artwork has a copyright license you are permitted to use.	⊘	Do not use abstract illustrations, personal photos etc.
✓	Be tasteful and professional.	⊘	Do not use outdated academic or athletic UofL logos.
✓	Utilize high-quality artwork or photography.	⊘	Do not use an uncropped personal photo.
✓	Utilize brand-compliant artwork if not using a headshot.	⊘	Do not crop or obscure UofL logos.

Recommended Profile Photo Configurations

1. Professional studio portrait or headshot (cropped to be visible at small sizes)
2. Default platform placeholder, e.g. initials (no action required)
3. Monogram against a transparent or solid background
4. Primary athletic mark (cardinal bird) against a transparent or solid background





AVATAR USE
EXAMPLE

Application

Similar to social media, icon conventions for other digital platforms use a mix of circle and square formats. These images are small in dimension, and in the context of desktop or mobile email clients (e.g. Outlook), the primary purpose is immediate visual recognition.

- 649x649 pixel maximum size
- 72 dpi resolution
- RGB color format
- JPG (photos) or PNG/GIF (logos)

Service Accounts

Service email accounts (sponsored accounts) should use non-personal profile photos. Users interacting with a service email account expect to be in conversation with someone who represents a group/service, not an individual person. As such, the avatar should be an appropriate institutional logo.



NOTE: Pre-made, brand-compliant avatars in a variety of sizes are available for free download at louisville.edu/brand/download/avatars

APPENDIX

REVISIONS

Below is a list of significant changes to the University of Louisville Brand Standards Policy since its previous release (2012):

- Alumni Association sub-brand logo deviation
- Removal and replacement of secondary colors
- Removal and replacement of typefaces (previously Delta Jaeger, Helvetica Neue, Brisa, Giovanni)
- Addition of annual campaign typeface
- "It's Happening Here." tagline retired
- Co-branding and partnership lockup style
- Promotional Short Forms
- Add patterns
- Photo/video style definitions
- Social media branding

COLOR NAMES

The names for our colors in the historic palette (page 8) celebrate several key people and places in our institution's long history:

- **Brandeis Ash** - Named for U.S. Supreme Court Justice (and Louisville native) Louis D. Brandeis who chose our law school portico as the burial place for the ashes of he and his wife.
- **Patterson Red** - Ellen Patterson, wife of John Patterson (dean of the College of Arts and Sciences and acting president from 1928-1929) suggested that the school formally adopt cardinal and black as official colors.
- **Swain Tobacco** - In November 1988, President Donald Swain announced a controversial plan to ban smoking in all common areas of buildings—a bold and progressive move that drew heavy criticism from local farming lobbyists and state government.
- **Strong Bronze** - Margaret Kirkpatrick Strong was the first woman in UofL history to be appointed to the rank of full professor, and the first to head a division or school (Graduate Division of Social Administration—predecessor of the Kent School of Social Work) in 1936.
- **Jefferson Parchment** - In April 1798, the original trustees of the Jefferson Seminary (predecessor to UofL) called for donations—via parchment letters—to help create an academy in Louisville.
- **Parkway Field Laurel** - In 1927, eight acres on the southeast edge of campus were sold to the Louisville Base Ball [sic] Company (home of the Louisville Colonels team), which later became the site of the J.B. Speed School of Engineering.

168-A

A BRIEF HISTORY OF OUR BRAND



1850S

Minerva (University Seal)

The university's seal depicting the Roman goddess of wisdom has been used since at least the early 1850s. The current version was designed by Victor Hammer (and also the seals of the City of Louisville and the Louisville Free Public Library) and reworked in 1992 by Steven Skaggs, professor of graphic design.



1913

Mascot & School Colors Adopted

The wife of Liberal Arts dean (and eventual UofL president) John Patterson suggests the adoption of the state bird as the mascot for athletics department, as well as red & black school colors.



1952

First Mascot Appearance

Two female cheerleaders, along with fellow cheerleader T. Lee Adams create a cloth Cardinal head. Uniforms and merchandise use generic L in collegiate slab serif.



1966

Early Mascots

Early version of student-drawn mark.



1970S

Red Rage

Not an officially-adopted logo, but used primarily by the football team, under coach Vince Gibbson, for several years in the late 1970s.



1974

The Flower of Knowledge

Comissioned under President Swain at a cost of \$1,000, the mark (intended to compliment the university seal) was never fully adopted due to controversy.



1983

First Academic Identity Program

First identity program released to complement the Minerva. Designed by Stewart Winner Inc., it included a monogram, one-line logo and stacked logo. Brand typography was established as Caslon 540 and Helvetica.

A BRIEF HISTORY OF OUR BRAND



1986

Athletic Logos

The first effort at establishing official university athletic logos. Several additional sport-specific logos were illustrated by a student on the baseball team.



1998-2002

Athletic Rebrand

The department of athletics rebranded the mascot and logos during this time period. Created by the firm SME from New York City. The gothic L was introduced by football coach John L. Smith during this time as well.



2008

Complete Academic Rebrand

Complete overhaul of non-athletic brand and identity by SME. "It's Happening Here" tagline launched. Academic red changed to PMS 1797 and secondary palette remastered. Introduction of new primary logo, new monogram and new secondary logos. Regulations set on what university entities qualified for marks. Typefaces chosen were Helvetica Neue, Giovanni and Delta Jaeger.



2012

Academic Brand Refresh

Added script typeface Brisa, a one-line version of the logo, removed icons for secondary logos, remastered all logos for consistency and partially retired the "It's Happening Here" tagline.



2012-2013

L1C4 and GoCards.com

Athletics changed website URL and launched a collection of promotional marks. Louisville First Cards Forever mark created. Athletic Red changed to PMS 200.



2015

Athletic Brand Standards

First comprehensive brand standards manual for athletics. Bird head made primary mark (retiring winged bird). L1C4 and GoCards.com marks subverted. Established typefaces as Gotham, Mercury and Vitesse.

2018

Academic Brand Refresh

Retirement of "It's Happening Here." tagline. New typefaces (Gotham, Mercury, Knockout), introduction of campaign typeface, new secondary color palette. Additional guidelines for digital, social, photography and merchandise also added.
