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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
INTRODUCTION

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.
INTRODUCTION

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

University of Cincinnati
INTRODUCTION

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 informed the university’s identity. For example, cropping in on small, specific areas of the symbol creates unique shapes. Those shapes can be made into lines, color bars and photographic boundaries. They can be layered to create depth. Elements can be subtracted to enhance the design. The possibilities are endless. And because they derive from the same source, they create a visual link for all UC communications.
INTRODUCTION

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?

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.
THE LOGO

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.

The safe space is equal to the height of the C.
THE LOGO

COLORS
The UC logo can appear only in black and red, white and red, all black or all white as shown.
THE LOGO

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 11-13 illustrate some of the most common errors made when reproducing the UC logo.

Incorrect color:
THE LOGO

UNACCEPTABLE EXECUTIONS
Pages 11-13 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

Altering the logo; modifying the type; not preserving proportions

Applying a drop shadow
THE LOGO

UNACCEPTABLE EXECUTIONS
Pages 11-13 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

ELECTRONIC FILES
Low-res, Web-quality digital files and high-res/vector print-quality versions of the UC logo can be accessed at www.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 43 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 43.

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 UC symbol used alone is discouraged. It is only acceptable when the UC logo appears prominently elsewhere on the communication vehicle. Apply the safe area as required for the logo. Note that the symbol cannot be used alone on a Web page under any circumstance.

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 21.

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.
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 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 (secondary) colors are used in addition to red and black, and cannot be used as primary or stand-alone colors. For the approved accent color palette, see page 21.

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
COLOR

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.
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. A version of Myriad for Windows PCs* has been customized for the University of Cincinnati. The serif typeface chosen to complement the UC logo is Minion. You should purchase Myriad and Minion if you are producing print publications for the university. (Both font families can be purchased for $33 through University Relations, pat.reith@uc.edu or angela.klocke@uc.edu.)

You do not need to purchase 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.

* The system versions of Myriad and Minion for Macintosh computers are also approved for use.

Myriad Regular Condensed  Myriad Regular Italic Condensed
Myriad Regular  Myriad Regular Italic
Myriad Bold Condensed  Myriad Bold Italic Condensed
Myriad Bold  Myriad Bold Italic
Myriad Black  Myriad Black Italic

Minion Regular  Minion Italic
Minion Semibold  Minion Semibold Italic
Minion Bold  Minion Bold Italic
Minion Black
SEC O N D A R Y  A S S E T S

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

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.

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.

UC is the largest employer in the Cincinnati region, with an economic impact of more than $3 billion.
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 communications. The development and use of separate logos to represent individual units or programs is prohibited.

However, the UC branding system allows colleges and other major units to develop a subsystem. A fully developed subsystem should comprise a minimum of three elements that are used consistently, but not identically across all unit print and electronic communication.*

Examples of such elements include:

• images (illustrations or photos)
• graphics or icons
• an accent color from the approved palettes
• a particular typographical arrangement or effect — however, typography should not be “over arranged” or attached to any graphic, nor must it be forever locked in position. See page 28 for examples.
• a unit-specific tagline or slogan — however, no tagline or slogan should be adopted before first consulting with marketing (Greg Vehr) and/or the branding committee. Strict guidelines are in place for development and use of taglines and slogans.

Note that a subsystem is not a single thing nor is it several things locked together. In all cases, elements of a branding subsystem:

• do not replace the UC logo
• do not replace red and black as the primary colors
• may not be attached to the UC logo or symbol
• must follow UC’s graphic standards
• must be fully developed following the guidelines on page 25 and submitted to the Branding Review Committee for approval prior to any published use

Subsystems are limited to colleges and other major units at UC. Units considering development of a subsystem should consult with the Branding Review Committee before beginning, throughout development, and to the final approval stage. Because subsystems must be consistently implemented across all print and electronic communication, and should be maintained over a significant period of time—3-5 years—qualifying units may find that they are too restricting. No unit is required nor necessarily encouraged to develop a subsystem.

Specific advice and consultation for East Campus/medical center units is available. Contact Richard Puff, richard.puff@uc.edu or Suzanne (Suki) Jeffrey, suzanne.jeffrey@uc.edu.

* Elements of a subsystem are not permitted on items of merchandise. Production limitations on items of merchandise (t-shirts, mugs, hats, backpacks, etc.) do not allow proper execution of an approved subsystem. Proper execution requires a significant amount of space and sophisticated technique. For more information, contact the licensing program director, Martin Ludwig, martin.ludwig@uc.edu.
IDENTIFICATION OF COLLEGES AND OTHER UNITS

SUBSYSTEM DEVELOPMENT — REQUIREMENTS

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 Relations (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.
IDENTIFICATION OF COLLEGES AND OTHER UNITS

SUBSYSTEM SAMPLES
IDENTIFICATION OF COLLEGES AND OTHER UNITS

SUB-SYSTEM SAMPLES
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 100% online, part-time, and can be combined for a dual-degree option.

learn more | business.uc.edu/graduate

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.

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

All degrees can be completed 100% online, part-time, and can be combined for a dual-degree option.

learn more | business.uc.edu/graduate

Impress future employers and financial advisors alike.

As a top ten MBA for the highest financial value upon graduation, according to U.S. News & World Report, the UC Carl H. Lindner College of Business has one of the highest first-year salaries relative to debt load. Our graduates develop leading-edge business knowledge and deliver substantial and immediate results to their future employers—experiencing the unique value of the UC MBA firsthand. Join the long line of successful business professionals who received their return on investment with a UC MBA.

learn more | business.uc.edu/mba

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.

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

All degrees can be completed 100% online, part-time, and can be combined for a dual-degree option.

learn more | business.uc.edu/graduate

RANKED. PROVEN. FLEXIBLE.
The UC MBA

LINDNER College of Business

University of Cincinnati

IDENTIFICATION OF COLLLEGES AND OTHER UNITS

TYPOGRAPHY

Examples of how consistent, but not identical or “locked” typography can help establish a subsystem are shown below.
SPECIAL CASES

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**

(CONTINUED) 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 40) 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 (www.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 800x600.

• 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 www.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. See page 21 for the approved accent color palette. Note: do not screen (tint) the UC red. Screening turns red to pink.

Red
R=224 G=1 B=34 E00122

Black
R=0 G=0 B=0 000000

White
R=255 G=255 B=255 FFFFFF
WEB USAGE

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 faces require licenses and are available for a nominal fee through University Relations, 513-556-3001.

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

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

- Primary UC Account
- UC Colleges
- UC Departments
  - Centers, Libraries, etc.

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

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. 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.
UNIT PAIRING 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 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.

STRUCTURE - The unit pairing option follows a precise, prescribed structure that cannot be altered. It is consistent with overall branding guidelines in size/color restrictions and safe space.

COLLEGES - All colleges of the university are permitted the unit pairing option for appropriate circumstances. However, not all colleges will necessarily find a need for the unit pairing option. Contact the branding committee.

MAJOR UNITS - The unit pairing option is permitted for major units of the university as determined on a case-by-case basis. Major units believing they have a need for a unit pairing graphic must first seek approval through the branding committee. Not all major units will qualify. Considerations include whether the unit has (or needs)

- a unit-specific community or external “face” or
- unit-specific partnerships or sponsorships

After approval, the unit pairing graphic must be produced according to the prescribed structure by a design professional. It cannot be created by the unit itself.
UNIT PAIRING OPTION

COLOR
The unit pairing graphic is allowed in the following color iterations only.

Not allowed:
UNIT PAIRING 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. Examples of possible appropriate uses for a unit pairing graphic include certain promotional items, merchandise and event sponsorships.

A brochure cover is not an appropriate use of the unit pairing option.
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 scholarly, presidential or Board-related purposes. Such use of the seal must be approved by the division of Governmental Relations and University Communications or the Branding Review Committee. The following color iterations are the only approved versions of the UC seal.

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.

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

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, nor by individuals employed in any capacity by 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.

Primary Athletics Team Marks
OTHER UC MARKS

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 are available. UC Health includes University Hospital and University of Cincinnati Physicians (the clinical practice groups of the doctors of the College of Medicine). www.uc.edu/ucomm/branding For details and more information, contact Richard Puff, richard.puff@uc.edu.
SPECIALTY ITEMS

CLOTHING, GIFTS AND OTHER MERCHANDISE
Merchandise and gift items 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 circumstance.

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.**

The university seal cannot be used on licensed goods. Instead, a separate alternate seal has been developed for such purposes. See page 34.

Licensed use of the university’s name and marks will preserve the university’s good name and reputation by ensuring that products bearing the university’s name and marks are of quality and good taste, and are consistent with the university’s branding efforts. All licensed goods must be produced by a licensed vendor and approved before production by the licensing program director, Martin Ludwig, martin.ludwig@uc.edu.

**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, [www.uc.edu/licensing](http://www.uc.edu/licensing).
ADVICE AND APPROVAL

BRANDING STRATEGY AND PLANNING
Greg Vehr, greg.vehr@uc.edu
Greg Hand, greg.hand@uc.edu

MARKETING AND ADVERTISING
Greg Vehr, greg.vehr@uc.edu

GRAPHIC DESIGN
Angela Klocke, angela.klocke@uc.edu
Suzanne (Suki) Jeffrey, suzanne.jeffrey@uc.edu

SPECIALTY ITEMS AND LICENSED GOODS (MERCHANDISE)
Marty Ludwig, martin.ludwig@uc.edu

WEB APPLICATIONS
Donna Hamilton, donna.hamilton@uc.edu

COPYWRITING
Angela Klocke, angela.klocke@uc.edu

PHOTOGRAPHY
Lisa Ventre, lisa.ventre@uc.edu
Dave Collins, david.collins@uc.edu
Dan Davenport, daniel.davenport@uc.edu

ENVIRONMENTAL GRAPHICS AND SIGNAGE
Lucy Cossentino, lucy.cossentino@uc.edu

BRANDING REVIEW COMMITTEE
Angela Klocke, angela.klocke@uc.edu

ACADEMIC HEALTH CENTER AND UC HEALTH
Richard Puff, richard.puff@uc.edu