

# *Brand* REFERENCE

**UNC**

UNIVERSITY OF  
**NORTHERN  
COLORADO**

The University of Northern Colorado will be the institution that Colorado looks to as the future of higher education.

# Values

*“UNC’s distinctive service to society can only be offered in a student-centered atmosphere of integrity that is grounded in honesty, trust, fairness, respect, and responsibility.”*

– [unco.edu/president/planning/mission](http://unco.edu/president/planning/mission)

- ▶ Integrity
- ▶ Honesty
- ▶ Trust
- ▶ Fairness
- ▶ Respect
- ▶ Responsibility

# Brand voice

UNC's brand voice is friendly, inspirational, supportive and sincere. We're confident, yet approachable. Never arrogant, imposing or overly institutional. Surprisingly unexpected.

# Brand voice

## Friendly

Trusted colleagues and mentors. Cultivating a sense of belonging and value in everyone we meet.

## Inspirational

Champions of originality and imagination. Sowing the seeds of creativity and opportunity wherever we may roam.

## Supportive

Understanding and helpful. Providing encouragement, insight and a helping hand to to help you succeed and prosper.

## Sincere

We say what we mean and mean what we say. Active listeners, we engage with clarity, simplicity and genuine feeling.

## Confident

Pride without arrogance; "humble experts" who believe the best victory laps are those taken together.

## Unexpected

We delight in challenging assumptions and confounding expectations. Always best experienced firsthand.

# Brand voice

## Friendly

We are *welcoming*, but not *gullible*.

## Inspirational

We are *empowering*, but not *possessive*.

## Supportive

We are *helpful*, but not *indulgent*.

## Sincere

We are *honest*, but not *brazen*.

## Confident

We are *proud*, but not *smug*.

## Unexpected

We are *surprising*, but not *bizarre*.



BRAND REFERENCE



# Logo system

PRIMARY LOGO

# Monogram

# UNC

- ▶ **Alone** – branded apparel and promotional items; signage
- ▶ **As a lockup** – communications and marketing to external and internal audiences





PRIMARY LOGO

# Monogram | Lockups

INSTITUTIONAL



MARKETING



PRIMARY LOGO

# Monogram | Lockups

## INSTITUTIONAL



- ▶ Official / administrative communications
- ▶ Marketing with a more formal purpose

## MARKETING



- ▶ Promotional items, apparel
- ▶ Engagement-focused marketing & communications
- ▶ Signage

SECONDARY LOGO

# Spirit mark



- ▶ **Alone** – branded apparel and promotional items. Athletics. Select on-campus signage and displays. As an accent or design element in design layouts.
- ▶ **As a lockup** – informal / spirit-focused communications. Select enrollment-focused marketing.

SECONDARY LOGO

# Spirit mark | Lockups

## INSTITUTIONAL



UNIVERSITY OF  
**NORTHERN  
COLORADO**



UNIVERSITY OF  
**NORTHERN  
COLORADO**



UNIVERSITY OF  
**NORTHERN COLORADO**

## MARKETING



UNIVERSITY OF  
**NORTHERN  
COLORADO**



UNIVERSITY OF  
**NORTHERN  
COLORADO**



UNIVERSITY OF  
**NORTHERN COLORADO**

SECONDARY LOGO

# Spirit mark | Lockups

## INSTITUTIONAL



- ▶ Official / administrative communications

## MARKETING



- ▶ Promotional items, apparel
- ▶ Athletics and engagement-focused communications.
- ▶ Select, on-campus signage

BASIC LOCKUP

# Spirit mark + monogram



- ▶ Promotional items, apparel
- ▶ Athletics and select, engagement-focused communications to audiences with high UNC awareness.
- ▶ Select, on-campus signage



LOGO

# Unit identifiers



Ministry of Funny Walks

UNC

Ministry of Funny Walks

- ▶ Identification for UNC colleges, divisions, departments and units
- ▶ Used selectively, when a university logo or lockup won't suffice
- ▶ When multiple units are involved, use the logo of their parent (e.g., the university)

SPECIALTY MARK

# University seal



- ▶ Board of Trustees identification
- ▶ Legal documents and contracts
- ▶ Commencement-specific assets
- ▶ Select, formal invitations
- ▶ Approval from Advancement and President's Office required



SPECIALTY MARK

**Wordmark**

# UNIVERSITY OF NORTHERN COLORADO

- ▶ As part of a logo lockup
- ▶ Select, formal invitations and official documents

UNIVERSITY OF  
NORTHERN COLORADO

UNIVERSITY OF  
NORTHERN COLORADO

UNIVERSITY OF  
NORTHERN COLORADO

# Best practices



- ▶ Use as designed
- ▶ When in doubt, use the primary lockup
- ▶ When ordering branded apparel or merchandise, use a licensed vendor



- ▶ Stretch, skew or squeeze
- ▶ Alter, redesign or restyle
- ▶ Recolor, retype or rearrange
- ▶ Add additional visuals or text
- ▶ “Mash up” with other logos





BRAND REFERENCE

**Color**

COLOR

# Primary

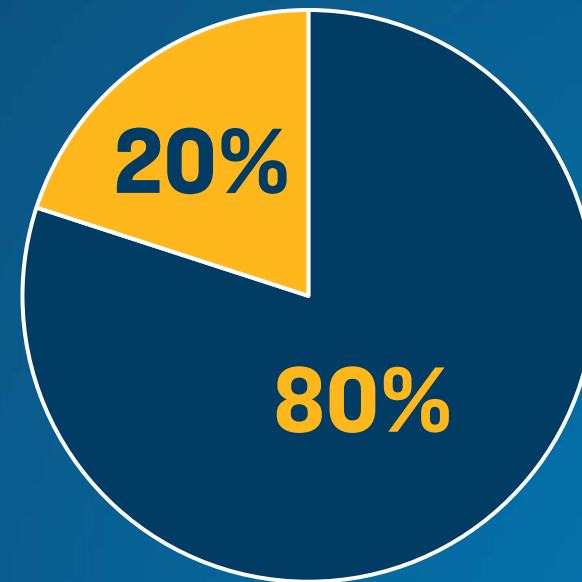
**Bears  
Blue**

PMS 295  
100 / 69 / 8 / 54  
1 / 45 / 91  
#013c65

**Bears  
Gold**

PMS 1235 C  
0 / 28 / 89 / 0  
254 / 189 / 54  
#ffb71b

## IDEAL MIX





COLOR

# Accent

## Bluebird

PMS 7461  
100 / 33 / 0 / 27  
0 / 125 / 186  
#007dba

## Aqua

PMS 7472  
63 / 7 / 34 / 0  
89 / 183 / 177  
#59b7b1

## Dark Gray

0 / 00 / 0 / 80  
51 / 51 / 51  
#333333

## Sky

24 / 0 / 0 / 0  
186 / 232 / 255  
#bae8ff

## Seafoam

27 / 3 / 10 / 0  
198 / 230 / 228  
#c6e6e4

## Medium Gray

0 / 0 / 0 / 60  
102 / 102 / 102  
#666666

## Butter

PMS 1215  
0 / 16 / 51 / 0  
255 / 214 / 125  
#ffd67d

## Sand

1 / 5 / 21 / 0  
255 / 239 / 204  
#ffefcc

## Light Gray

0 / 0 / 0 / 8  
235 / 235 / 235  
#ebebeb

- ▶ Not replacements for Bears Blue or Bears Gold
- ▶ Not aligned with specific audiences, units or initiatives
- ▶ Used sparingly, and only to expand the range of visual expression

COLOR

# Accent





BRAND REFERENCE

# Typography



PRIMARY TYPEFACE

# Questa Slab

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?

Light / *Light Italic*

Medium / *Medium Italic*

**Black** / ***Black Italic***



BACKUP

## Arvo

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?

Regular / Regular Italic

**Bold** / ***Bold Italic***



PRIMARY TYPEFACE

# Ringside Condensed

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?

Light / Light Italic

Medium / *Medium Italic*

**Black / *Black Italic***

BACKUP

## Roboto Condensed

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?

Light / *Light Italic*

*Regular / Regular Italic*

**Bold / *Bold Italic***



ACCENT TYPEFACE

*Ed's Market*

*The quick brown fox jumps over the lazy dog.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%&?*

*Main Script*

*REGULAR SLANT*





ACCENT TYPEFACE

**GREELEY**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#\$%&?**



TYPOGRAPHY

# Pairing

## Questa Slab Black

Questa Slab Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Questa Slab Black

Ringside Condensed Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Ringside Condensed Black

Questa Slab Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Ringside Condensed Black

Ringside Condensed Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## GREELEY

Ringside Condensed Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

*Ed's Market*  
**Questa Slab Black**

# Best practices

- ▶ Both Questa Slab and Ringside Condensed (as well as their backups) are available in a wide variety of styles and weights.
- ▶ However, please limit your selections to those styles and weights shown in this document.
- ▶ Use all caps treatments sparingly, and only for select headlines and callouts. Never for body copy.
- ▶ Greeley font should be used sparingly, and limited to short headlines and display elements
- ▶ Ed's Market should be used for headlines and accents only.

BRAND REFERENCE

**Imagery**



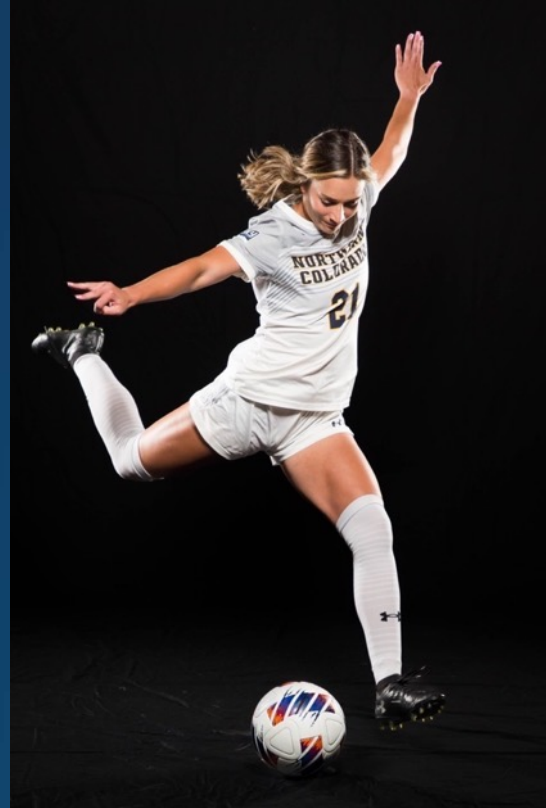


IMAGERY

# Principles



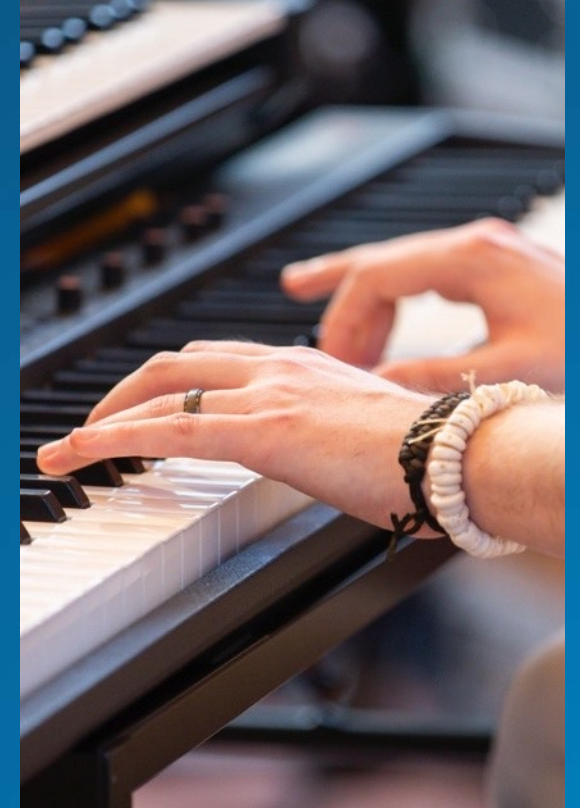
OPTIMISTIC



DYNAMIC



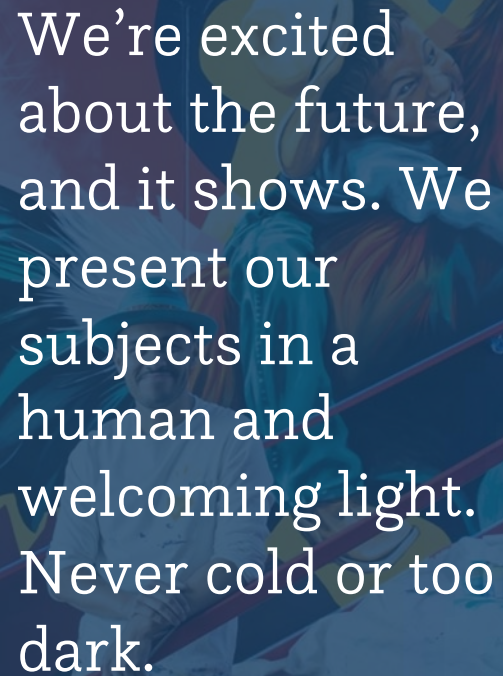
AUTHENTIC



INTIMATE

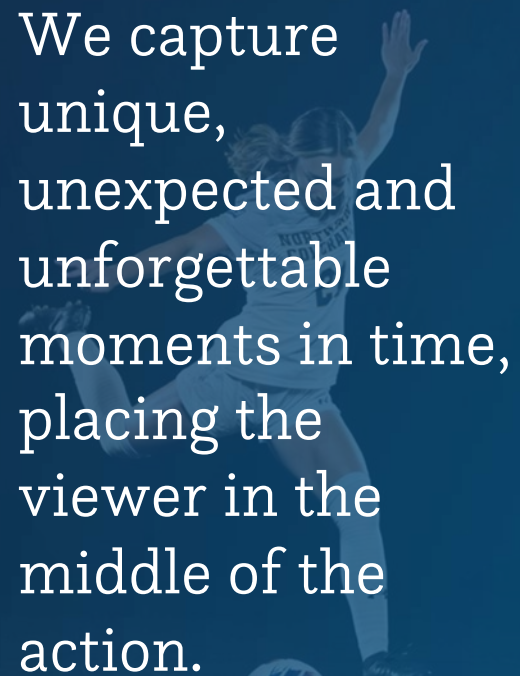
IMAGERY

# Principles



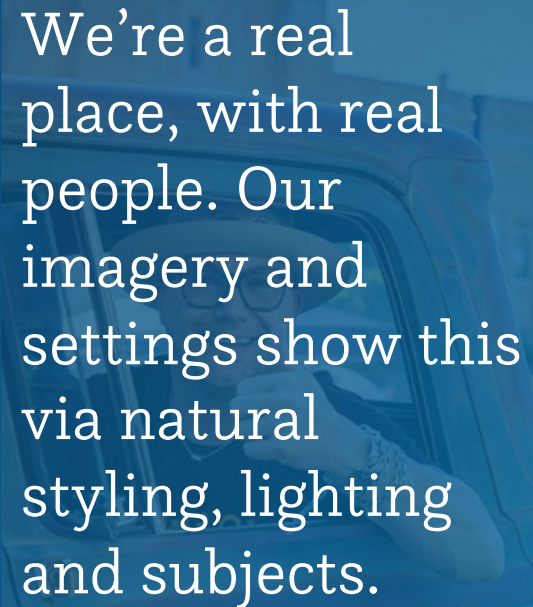
We're excited about the future, and it shows. We present our subjects in a human and welcoming light. Never cold or too dark.

OPTIMISTIC



We capture unique, unexpected and unforgettable moments in time, placing the viewer in the middle of the action.

DYNAMIC



We're a real place, with real people. Our imagery and settings show this via natural styling, lighting and subjects.

AUTHENTIC



We delight in capturing the details; the magic of ordinary things and "behind the curtain" experiences.

INTIMATE



BRAND REFERENCE

**Design**





# Principles

- ▶ Exemplifying our brand voice (friendly, inspirational, supportive, sincere, confident, unexpected)
- ▶ Strong use of Bears Blue
- ▶ Big, bold headlines
- ▶ Overlapping elements

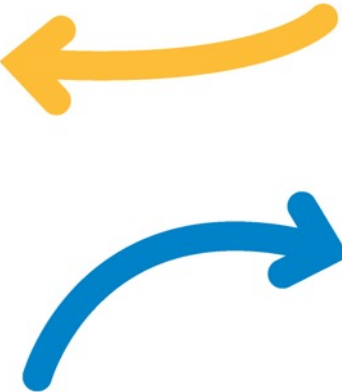
Patterns / Icons / Accents



Colors / Gradients



Arrows



Infographics / Data



**100+**  
undergraduate  
programs

**6,400**  
undergraduate  
students



YOUR PLACE IS

# HERE

UNC

UNIVERSITY OF  
NORTHERN  
COLORADO



A BEAR AT A  
*Rodeo?*



UNIVERSITY OF  
NORTHERN  
COLORADO

[unco.edu](https://unco.edu)



Welcome  
**BEARS!**



Mark your calendars with  
key dates for Fall 2023:

8/16: Residence Hall Move-In Day

8/16–8/20: New Student Days

8/21: Fall Semester Classes Start

10/9–10/13: Spirit Week

10/13–10/14: 100<sup>th</sup> Homecoming  
and Family & Friends Weekend

11/22–11/26: Fall Break

12/4–12/8: Final Exam Week

12/8: Fall Semester Classes End

12/9–1/7/24: Winter Break

1/8/24: Spring Semester Classes Start

UNC

UNIVERSITY OF  
NORTHERN  
COLORADO





WE PUT STUDENTS

# FIRST

The University of Northern Colorado is dedicated to going beyond the norm—excelling academically, creating a welcoming and inclusive environment and cultivating experiential learning experiences.



UNIVERSITY OF  
NORTHERN  
COLORADO

See how we are **North of the NORM** at [unco.edu](https://unco.edu)



# WISDOM *is Forever*

PREPARING STUDENTS FOR

A WORLD OF POSSIBILITIES

The University of Northern Colorado is committed to transforming the lives of people from all places and backgrounds through on-campus and online education grounded in the liberal arts and infused with critical and creative inquiry. We offer lifelong learning opportunities to enrich and strengthen communities across the region, nation and the world.



## LOWEST DEBT

Our students graduate with the lowest average student loan debt at graduation among 4-year, public doctoral institutions in the state (Colorado Dept. of Higher Education, 2020-21).

## OUR GRADUATES GET JOBS

Over 90% of UNC students are employed, in graduate school, or in a volunteer or service role within six months of graduation.

## BEARS MAKE A DIFFERENCE

Our legacy is our 132,000+ alumni who live and work in 50 states and 90 countries, building communities that transform lives and make the world better.



UNIVERSITY OF  
NORTHERN  
COLORADO

See how we are

A DIFFERENT KIND OF UNIVERSITY

[unco.edu](https://unco.edu) | North of the **NORM**

UNC Athletics celebrated 50 years of Title IX, as well as ushered in a new national champ: Andrew Alirez won the NCAA championship in collegiate wrestling.

UNC alumni, parents, and employees rallied around the Emergency Support Fund, giving thousands of dollars and providing immediate and urgent support to students in crisis.

The Marcus Garvey Cultural Center, one of the oldest cultural centers in the nation, celebrated its 40th anniversary in 2023, marked by alumni events and donor support.

Students from the College of Performing and Visual Arts traveled to New York City, Prague, and the Dominican Republic to display their talents and learn from these global communities, thanks to the generosity of UNC donors.

## Thank You

FOR YOUR GENEROSITY!

## Explore CAREER CONNECTIONS



### Careers in Computer Science & Information Technology

Wednesday, September 13

4 – 5 p.m. via Zoom



UNIVERSITY OF  
NORTHERN  
COLORADO

## Explore CAREER CONNECTIONS



### Careers in Computer Science & Information Technology

Wednesday, September 13

4 – 5 p.m. via Zoom



### Alumni of Color in Business & Finance

Tuesday, September 26

4 – 5 p.m. via Zoom



### Alumni Working in Mental Health Professions

Thursday, October 5

4 – 5 p.m. via Zoom



### Careers in Hospitality & Tourism

Tuesday, October 24

4 – 5 p.m. via Zoom



### Careers in Advocacy

Thursday, November 16

4 – 5 p.m. via Zoom



UNIVERSITY OF  
NORTHERN  
COLORADO

UNC

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NORTHERN  
COLORADO



## Soar

*The primary office for advising undeclared students and success coaching and mentoring to first-year, continuing and transitioning transfer students.*

### WHO YOU ARE

As a new student at UNC you may have questions about how to succeed. We provide free, custom 1:1 success coaching to help students proactively achieve their academic and personal goals in a supportive and inclusive environment.

### WHY CHOOSE SOAR

- Participants are more likely to have higher GPAs
- Gain access to peer mentors and Soar academic and social events
- Soar students are more likely to stay in good academic standing
- Feeling connected to the campus community
- Help with navigating and accessing resources