

# The University of Northern Colorado Logo Standards Summary

## The University of Northern Colorado Logo

The University of Northern Colorado has received regional and national recognition for the quality of its academic programs and service to the community. The university's most prominent symbol – its logo – represents its identity. When the logo is used appropriately and consistently, it provides a visual expression of the university's commitment to quality and service. The university's logo is the basis for the entire visual identity system of the University of Northern Colorado.

The following is a short summary on the usage of the University of Northern Colorado official logo. To learn more in detail, please visit the UNC Publications Web site at [www.unco.edu/publications](http://www.unco.edu/publications) and click on the link to the Graphic Standards Manual. The manual explains proper usage of the logo on everything from business cards and letterhead to signage.

## Licensing

For questions on logo licensing, contact Michelle Fargher, Coordinator of Advertising and Promotion by telephone at 970-351-2185, or by e-mail at [Michelle.Fargher@unco.edu](mailto:Michelle.Fargher@unco.edu).

## General Usage

The logo should always be used in its entirety, never redrawn, re-typeset or recreated in any way. **The logo is based on an adaptation of official fonts and no attempt should ever be made to replicate it by using any other font.** The logo is treated always as a single element. To ensure recognition and effectiveness, it must be surrounded by open spacing, in order to prevent the logo from being inadvertently linked with an improper element. No background can interfere with the clarity of the logo (see examples on page 2 of this document).

## Colors

The logo may be reproduced using the following colors: PMS 288 blue, PMS 122 gold, a combination of PMS 288 and PMS 122 (text and ovoid in blue bear in gold), black, or white reversed out of any other colored background. Metallic gold ink, PMS 875 may be substituted for PMS 122 gold. **Refer to *Appropriate Logo Versions* for color reference.** You must use approved colors or the PANTONE® color specifications.

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## Primary and Secondary Logo

The university's identity includes a **secondary** logo that is comprised of the silhouetted bear ovoid with UNC typeset beneath. The secondary logo may be used for informal use, or when space or position doesn't allow for the primary logo. Examples of this may be pins, banners, page section markers or on the back cover of a publication.

## Appropriate Logo Versions

Primary Logo		
 <p>Primary logo PMS 288</p>	 <p>Primary logo PMS 122</p>	
 <p>Primary logo PMS 288 and PMS 122</p>	 <p>Primary logo black</p>	
 <p>Primary logo reverse</p>	 <p>Primary logo PMS 875 metallic</p>	
Secondary Logo		
 <p>Secondary logo PMS 288</p>	 <p>Secondary logo PMS 122</p>	
 <p>Secondary logo PMS 288 and PMS 122</p>	 <p>Secondary logo black</p>	 <p>Secondary logo reverse</p>

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## How to obtain

The UNC primary and secondary logos for print can be obtained through the UNC Publications Web site at [www.unco.edu/publications](http://www.unco.edu/publications). Click on the link *University Logos* and select a version to download.

The logos are available in several formats that are compatible for both PC and MAC platforms for print reproduction:

- **jpg** - compressed high-resolution file
- **tif** - uncompressed high-resolution file
- **eps** - Adobe Illustrator v8.0 vector file with embedded spot color information, no fonts

## Examples of Appropriate Usage

The primary and secondary university logos may be reproduced in approved colors, enlarged or reduced, but not altered in any other way. Upholding the logo standards and consistently using the logo appropriately will only strengthen the university's image. Examples of appropriate usage are show below.



## Inappropriate Logo Versions

NEVER alter the visual identity of the logo. Examples of inappropriate usage are shown below.



*Do not add a drop shadow of any kind*



*Do not tilt the logo off its axis*



*Do not stretch or reform the logo*



*Do not manually reproduce the logo*



*Do not add elements*



*Do not remove or arrange existing elements*



*Do not replace or substitute the colors*



*Do not position the logo over an interfering background*