UNIVERSITY OF NORTHERN COLORADO VERSION 1.6



# BRAND GUBELINES

Intro Positioning Messaging Logos Color Typography Imagery Examples Resources



# This guidebook is for anyone communicating about, or on behalf of, the University of Northern Colorado.

Applied intentionally and consistently over time, the information and direction within will help you connect and communicate more efficiently, making it easier to generate interest, pride and loyalty in all things UNC.

**Digital friendly** – This guide was designed to be experienced digitally—aka, on your computer or tablet. While you are welcome to print it, you'll lose out on some of its built-in functionality.

# Why guidelines?

There are thousands of universities and colleges in existence—and they're all competing for attention.

From attracting exceptional students, faculty and researchers, to engaging with alumni living and working across the world, to seeking partnerships and support from businesses, philanthropic and government entities.

A strong brand strategy—paired with clear, concise and focused communications—helps UNC stay recognizable, relevant and attractive in an increasingly cluttered and noisy market.

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**Strategy First** – Our brand positioning, ecosystem and assets directly support UNC's Rowing, Not Drifting 2030 strategic vision and plan.



# Intro Positioning Messaging Logos Color Typography Imagery Examples Resources

# Bigger than a slogan. More than a logo.

In the simplest terms, our brand is our reputation. The gut feeling people have when they see, hear or interact with us. It lives in the minds of our constituents, formed over time through countless experiences across a variety of platforms and channels.

Our brand strategy reflects our vision: how we strive to positively shape our reputation to deliver a competitive advantage. It speaks to the myriad ways we strive to make a profound impact—in our own lives and communities, and in the lives of others.

### **SECTION CONTENTS**

Who we are05	Core values06
What we do05	Differentiators07
Our vision	Personality08

UNIVERSITY OF NORTHERN COLORADO

### **WHO WE ARE**

As UNC Bears, we are part of something bigger. A global community of thinkers and doers, innovators and artists, educators and difference-makers.

A students-first university, we are united in the power of education to spark passions, transform lives and strengthen communities for the good of everyone.

### WHAT WE DO

We are champions for the pursuit, discovery and sharing of knowledge—by anyone and for everyone.

Since 1889, we've united passionate learners with leaders in academics and research, in an environment that both supports and challenges students to achieve their full potential.

### **OUR VISION**

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

— Rowing, Not Drifting 2030 Strategic Plan

## Core values

What does UNC stand for? What are the fundamental beliefs and shared ideals that guide how we operate, interact with others and make decisions?

The University of Northern Colorado is committed to promoting an environment in which:

- » Academic integrity is valued and expected
- » Excellence is sought and rewarded
- » Teaching and learning flourish
- » Diversity of thought and culture is respected
- » Intellectual freedom is preserved
- » Equal opportunity is afforded

We believe our 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**.

-UNC's Mission and Values

## Differentiators

What makes our university unique? How are we different from other universities? Why should anyone care?

It isn't just one thing that sets us apart, it's many. Our brand differentiators — or unique value propositions — serve as foundations for the creation of deeper, more engaging storytelling and relationships with our many audiences.

### **BELONGING**

We transform the lives of our students by cultivating an environment that encourages and celebrates diverse backgrounds, ideas and identities. A place where everyone belongs, where people know your name and are invested in supporting your journey.

### **EXCELLENCE**

Teaching is (literally) in our DNA. From our first days as Colorado's 'educator of educators' in 1889, UNC has always taken on big challenges. Our faculty are outstanding teachers, committed to helping our students learn, explore and contribute to their lifelong growth and success.

### **COMMUNITY**

Framed against the backdrop of a vibrant Greeley and Northern Colorado community, our students develop deep connections and tight-knit relationships with faculty, alumni and supporters. And nestled in one of the fastest-growing regions in the country, UNC offers students access to a robust network of employers, industries and alumni-owned businesses to prepare them for meaningful lives and careers.

### **ACCESS**

Through signature initiatives—including UNC's Tuition Promise and First Year Admissions Guarantee—as well as robust student support programs, we ensure that every student is provided an opportunity to learn, grow and thrive.

### **VALUE**

The value of a UNC degree can't be measured by the numbers on a page or the words on a diploma. By the time students graduate, they will possess the experience, skills, connections and confidence to improve their lives and transform communities. A UNC degree can open doors and take students further.

### **RIGHT-SIZED**

Just like <u>Goldilocks and the Three Bears</u> (a tale we're rather fond of), UNC is custom-tailored for students looking to explore their passions without getting lost in the crowd. Our 'just-right' size ensures students receive the benefits of a large university experience, while receiving the personalized attention and support common to smaller colleges.

# Personality

If UNC were a person, these are the characteristics we'd use to describe them.

Our brand personality traits define how we show up in the world. When used strategically and consistently, they help us stand out—in communications, designs, in-person interactions and everywhere in between.

### **FRIENDLY**

We enthusiastically welcome people from across the state and around the world, forging meaningful relationships that nurture, enrich and stand the test of time.

### **DOWN-TO-EARTH**

We say what we mean and mean what we say. Rarely standing on ceremony, striving for transparency and clarity in everything we do.

### UNCONVENTIONAL

We view the world through our own, unique lens. Dancing to the beat of our own drum, crafting solutions and delivering experiences you can't find anywhere else.

### **SUPPORTIVE**

We champion the pursuit, discovery and sharing of knowledge—by anyone and for everyone. We actively support and empower our students, striving to shape their futures, lives and careers.

### **RESILIENT**

We face the real-world challenges of today—and tomorrow—with confidence and optimism, leveraging the strength of our community to succeed and thrive.

### **HOLISTIC**

We take an interconnected approach to learning across diverse and unexpected disciplines. Our students gain valuable skills, helping them adapt to changing markets and economies, and making them nimble and flexible throughout their careers.

# Our audiences

UNC's myriad communications are rarely intended for everyone. Yet as a community, our audiences are deeply interconnected.

Clearly understanding **who** you're trying to reach—and what drives them—will help sharpen your message and create deeper, more engaging connections with our audience.

### **Explorers**

Those who are interested in what UNC has to offer, but have yet to make a decision.

### **Makers**

Those who bring our brand to life and share our stories with the outside world.

### **Advocates**

Ambassadors and champions who believe strongly in UNC and proudly show their pride.

### **Patrons**

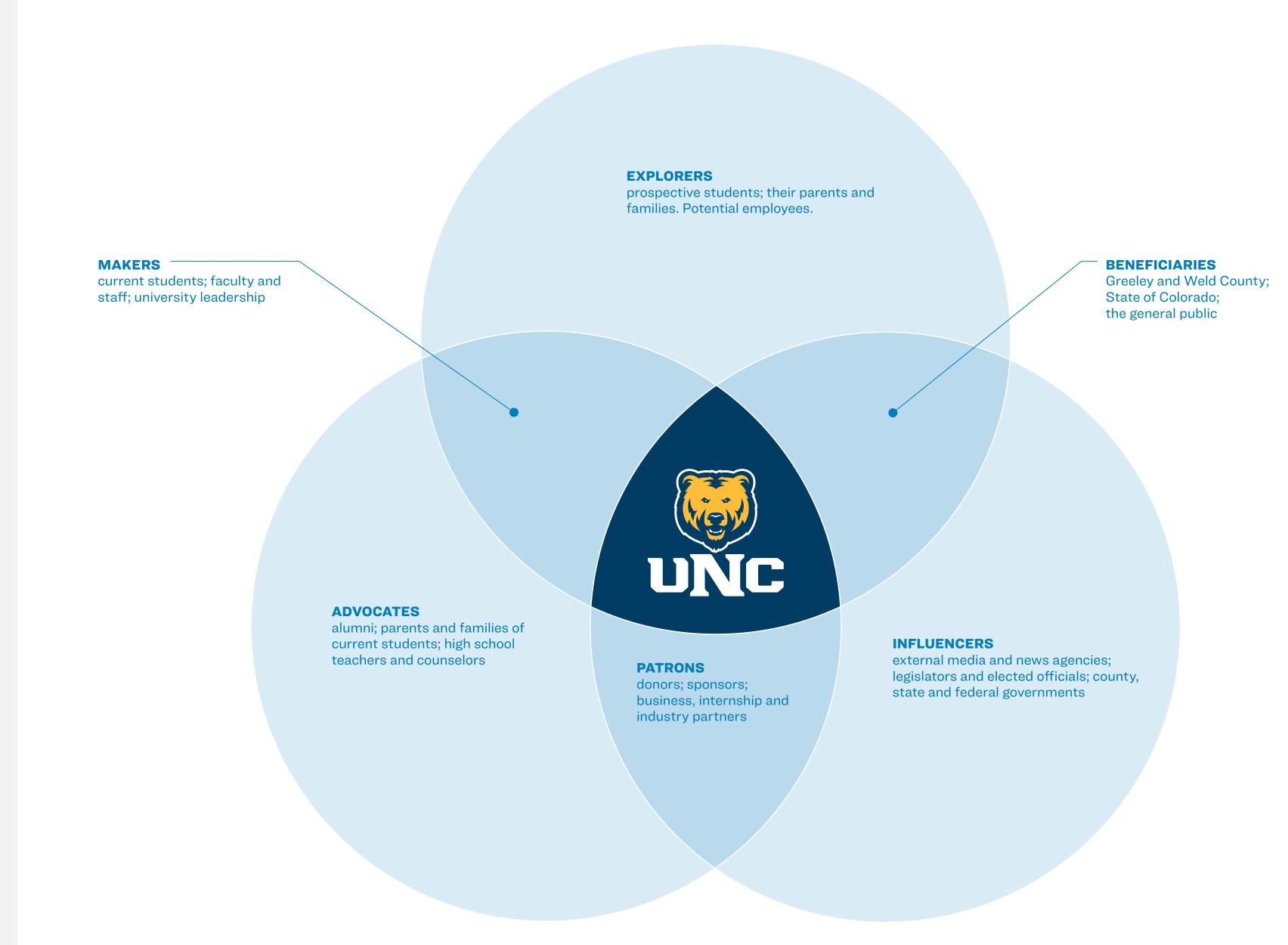
Those who believe in the work we are doing, and seek to be part of our ongoing success.

### **Influencers**

Those with the power to shape perceptions and create opportunities for UNC.

### **Beneficiaries**

Those who benefit from our work, whether they realize it or not.



# Intro Positioning Messaging Logos Color Typography Imagery Examples Resources

# **Every** UNC college, unit and group has a compelling story to tell.

The messages we convey, and the language we use to communicate them, deeply affects our audience's perception of UNC, impacting their choices, behaviors and overall engagement.

There are many kinds of writing—and writers—at UNC. And while our messaging is often crafted to inform or persuade, our overarching goal is to inspire.

### **SECTION CONTENTS**

Our name11	Tone 14	Vision statement 18
Mascot naming 12	Editorial style15	Boilerplate19
Voice	Key messages 16	Writing Tips 21

## Our name

Our name serves to identify us clearly and consistently. It helps us stand out from the crowd, providing information, reliability and direction for all who experience it.

### **FULL NAME**

University of Northern Colorado

### **SHORTHAND**

UNC

### NAMES TO AVOID

**W** UNCO

Though it appears in our website URL and most social media handles, "unco" is not an official method of referring to our university. Avoid using it whenever possible.

- State Normal School of Colorado
  Our original name, used from 1889—1935.
- Colorado State College
  A former name, used from 1935—1970.

### **SPECIFIC TO UNC ATHLETICS**

- ✓ Northern Colorado
- ✓ Northern Colorado Bears

# We are the University of Northern Colorado

To our friends, we are **UNC** 

# Mascot naming

UNC's bear mascot is a beloved and recognizable element of our university's identity.

Ensuring our mascot's name and likeness actively support and strengthen UNC's brand is vital to its ongoing success.

UNC's mascot, as well as all mascot-themed naming opportunities, are managed via a joint partnership between UNC Athletics and University Advancement.

As such, **all uses** of our mascot name or identity (Bear, Bears, Klawz) to identify non-athletic university entities, groups, events or initiatives must receive prior approval.

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Submit your mascot-themed naming proposals for review and approval to brand@unco.edu. Please allow 2-4 weeks for review and follow-up.



## Voice

If our <u>personality</u> defines our brand's character, then voice is the way we express that character in words, pictures and in-person experiences.

### **BENEFITS**

- Builds emotional connections
- O Differentiates UNC from its competitors
- Builds long-term engagement and brand equity
- i

When creating communications about UNC, consider your desired audience. Who are they? What are they interested in? And how do you want your message to be perceived?

# Our message is **what** we say. Our voice is **how** we say it.

We're **welcoming**, but not gullible.

We're **practical**, but not boring.

We're **humble**, but not self-deprecating.

We're unconventional, but not bizarre.

We're **supportive**, but not indulgent.

We're **resilient**, but not elastic.

We're confident, but not arrogant.

We're **honest**, but not brazen.

We're proud, but not smug.

We're **serious** but not stuffy.

We're **passionate** but not fanatical.

We're **inquisitive**, but not contrary.

## Tone

While our voice remains consistent, our tone can be more flexible to better support the intended audience and type of communication.

Tone is reflected in our messaging, as well as our imagery, designs and music. Using the appropriate tone at the right time shows we both understand and respect our audience.

For example, official announcements and administrative updates may adopt a more formal and businesslike tone. While admission acceptance letters and event reminders may exhibit a more celebratory and playful quality.

### Inquisitive, inspirational



their future success.

Directed at prospective As a story headline, it establishes UNC as a students, it prompts them trusted source, informs the to dream big, imagine their future and (subtly) how reader and persuades them UNC might contribute to to learn more.

### Informative, engaging

"Incorporating Climate Change Across the Curriculum"

> A clear and powerful reminder of the strength of our alumni community, this slogan serves as a rallying cry to alums old and new alike, and a reminder of

to its students.

UNC's lifelong commitment

Welcoming, empowering

**ONCE A BEAR** J A BEAR

> As part of an official announcement, this message from university leadership delivers a clear and powerful statement for our internal and external community.

### **Authoritative, dependable**

"Now more than ever, we must stay committed to supporting the research and creative works produced by the hardworking members of our university community."

Playful Serious Passive Aggressive **Timid** Brazen Unremarkable Eccentric Dull Witty Predictable Dynamic

Examples of how tone can be tailored to fit the message, audience or occasion.

BRAND GUIDE | 14 UNIVERSITY OF NORTHERN COLORADO

# **Editorial style**

Effective brand storytelling is equal parts what you say, and how you say it.

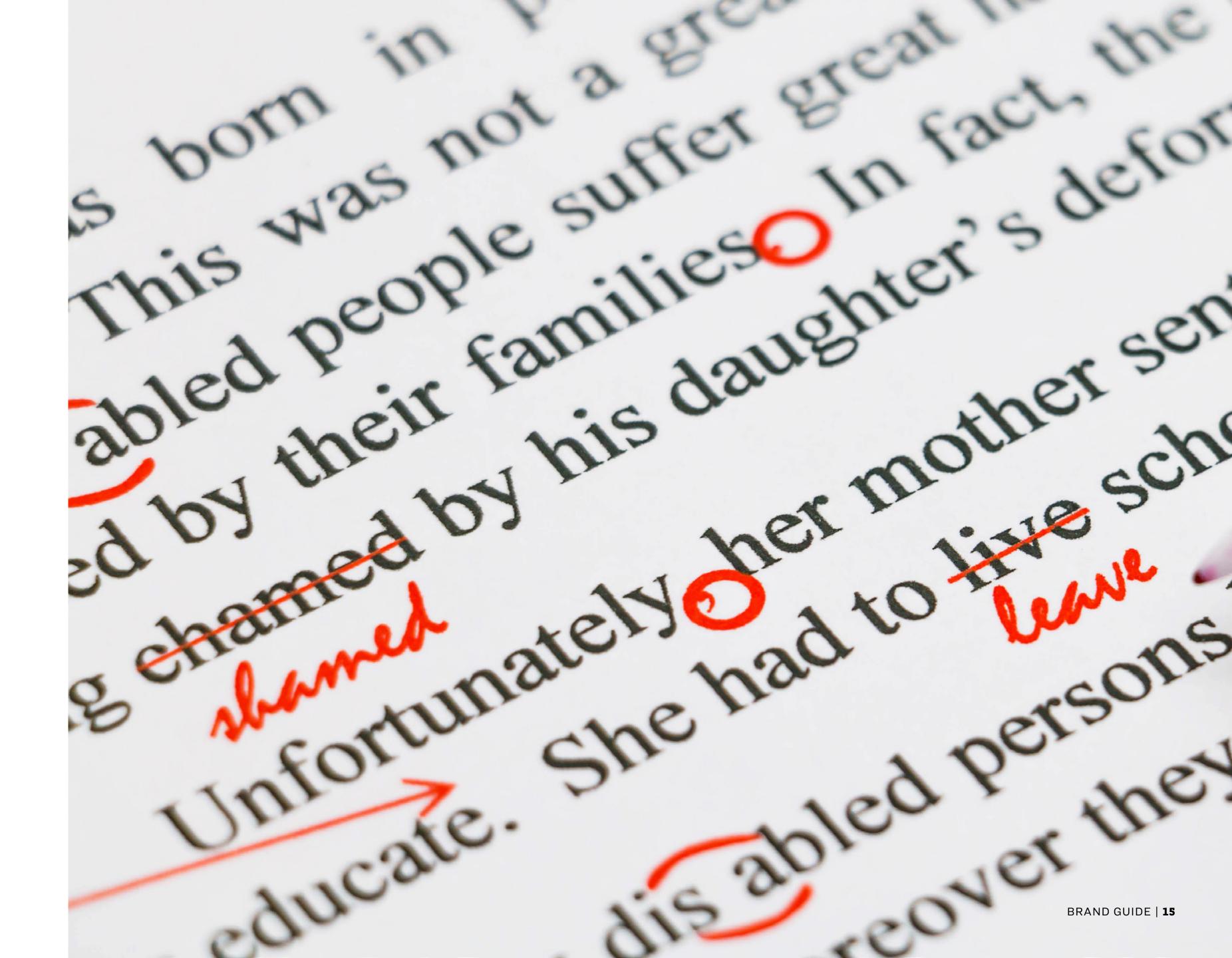
Maintaining a consistent editorial style—a baseline for writing quality, spelling and grammar—ensures UNC's storytelling effectiveness, regardless of author or medium.

### **RESOURCES**

- » English Editorial Style Guide
- » Spanish Editorial Style Guide

Our editorial style is based on the principles found in the <u>Associated Press</u>

Stylebook and Libel Manual. It applies to all nonacademic, promotional written communications including marketing materials and collateral, news releases, newsletters, web pages, emails, publications and other materials featuring content, narrative or text/copy.



# Key messages

Key messages help UNC communicators of all types find common themes to ensure a consistent, unified and strong brand.

Some themes may speak more strongly to one audience than another, but they can be adapted or interpreted to fit diverse needs.

- We offer a **high-quality comprehensive education** that enables students from diverse backgrounds to achieve success.
- We have always been **committed to making a quality education accessible** to students of all backgrounds and to supporting them to shape their futures.
- Our **faculty research**, **scholarship** and **creative works** address pressing issues facing Colorado and the Rocky Mountain region with global implications. They mentor students who benefit from **hands-on experiences** they would not have at larger universities.
- True to our 135-year tradition, we serve Colorado communities by responding to the changing needs of students and the world by providing an affordable, personalized education.
- Our **exceptional teachers** are committed to our students, mentoring and guiding them every step of the way. We have an extensive array of programs, tools and support services to **ensure you succeed** in and out of the classroom.

# Key messages

As a member of the UNC community, you have a special role to play in helping students, alumni, donors, elected officials, business leaders and others understand what makes our university unique and important.

The examples at right show how our key messages can be incorporated into different types of communications, designs and conversations.

KEY MESSAGE	ACADEMICS	ADMISSIONS & AID	STUDENT LIFE
High-quality, comprehensive education	Program Opportunities, career outcomes, student and alumni testimonials	Financial aid and scholarship info	Students from diverse backgrounds, cultural and resources centers, student organizations
Committed to making a quality education accessible	Standout programs, career outcomes, testimonials, support services, internships, career preparation	Standout initiatives (Colorado Admissions Guarantee, Tuition Promise)	Opportunities for engagement, student organizations and clubs
Faculty research and hands-on experiences	Research opportunities, creative experiences, testimonials, photos of students and faculty together, faculty expertise, hands-on experiences, facilities	Research stories, hands on experience stories and testimonials and photos/ videos	Photos showing warm community interactions, photos and videos showing happy students having fun, student testimonials
Affordable, personalized education	Innovative programs, student learning and support programs	Financial aid and scholarship info, especially guidance around processes and connection with contacts	Students as leaders, doers, new spaces, community service
Exceptional teachers, committed to student success	Dozens of programs, tools and support services to ensure you succeed in and out of the classroom.	Scholarships and financial aid, work-study jobs, internships, research opportunities	Students and faculty interacting, welcoming photos of students and faculty, student groups engaging, internship photos

# Vision statement

Pop-quiz: you're introducing yourself to someone new. A prospective student, parent, potential donor or business partner. After sharing your name and title, they respond with:

"So, what can you tell me about the University of Northern Colorado?"

How would you respond?

This vision statement captures the essence of UNC's brand. It answers the defining questions of who we are, what we do and what we stand for.

Located in Greeley, the fourth fastest-growing region in the country, the University of Northern Colorado provides students an exceptional return on investment. On a campus where everyone belongs, UNC faculty provide a personalized, outstanding educational experience to every student in a warm and welcoming environment.

A leader in upward mobility, UNC is the future of higher education, allowing students of all backgrounds to expand their horizons, pursue successful careers and change their lives, their families and communities.

# Boilerplate

UNC's official description and summary for formal communications and documentation.

### WHEN TO USE

- Press releases and media advisories
- Job postings and position descriptions
- Legal documents and contracts
- Edited or altered versions of our boilerplate messaging

### **LONG FORMAT**

Nestled between the Rocky Mountains and Colorado's stunning high plains, the University of Northern Colorado is a public, doctoral research and educational institution that is home to about 9,000 students and more than 200 undergraduate and graduate programs, many of which are nationally recognized.

Founded as a teacher's college in 1889, we have graduated generations of educators, more than any other Colorado university. Our culture is marked by academic excellence in education, health sciences, business, the humanities and the performing and visual arts.

Recognized as a top university for social mobility, UNC is proud to be a Hispanic Serving Institution and to serve more than 40% of our undergraduates who are the first in their family to attend college.

The university has over 144,000 alumni living and working in 50 states and 80 countries who build communities that save and transform lives. Get to know us at unco.edu.

# Boilerplate

UNC's official description and summary for formal communications and documentation.

### WHEN TO USE

- Job postings and position descriptions
- Formal communications
- Legal documents and contracts
- Any of the above, where there isn't room for the long-format boilerplate
- Edited or altered versions of our boilerplate messaging

### **CONDENSED FORMAT**

The University of Northern Colorado is a public, doctoral research and educational institution that is home to about 9,000 students and more than 200 undergraduate and graduate programs, many of which are nationally recognized. Our culture is marked by academic excellence in education, health sciences, business, the humanities and the performing and visual arts. We are proud to be a Hispanic Serving Institution and to serve more than 40% of our undergraduates who are the first in their family to attend college. Get to know us at unco.edu.

# Writing Tips

No matter what you may have heard, there is no magic wand to improve your writing. Good writing takes skill, patience and a deep understanding of your audience, delivery method and goals.

And while there may be no true shortcuts, the following tips will help you craft UNC messaging with confidence, clarity and impact.

### **WRITE LIKE YOU SPEAK**

How can you tell if your writing is engaging? Read it out loud. If a sentence sounds stiff or awkward, try rewriting it in a more natural and conversational way.

### **KNOW YOUR AUDIENCE**

Who are you trying to reach? What are their interests, fears and dreams? Where and when will they read your message? Why is your message important to them?

### **ASSUME NOTHING**

Don't assume your audience knows everything you know. Avoid using insider-biased information — for example, acronyms, jargon and internal shorthand — to minimize reader confusion and skepticism.

### **CONSIDER THE CONTEXT**

From class updates to alumni stories to presidential announcements, our messaging needs are incredibly diverse. Adapt the tone of your messaging to fit your audience, channel and goal.

### **LESS IS MORE**

People are busy. When attempting to grab their attention, it's important to also respect their time. If you can say the same thing in fewer words, do so.

### **PLAN AHEAD**

Strong messaging doesn't happen overnight. Identify a strategy, allocate resources and keep an editorial calendar to help maximize your time and impact.

### **CLEAR > CLEVER**

We all love to wordsmith. But wordplay should never sacrifice clarity. Always keep your audience in mind, and whether an acronym, idiom or turn of phrase might be misinterpreted or confusing.

### FORTUNE FAVORS THE BOLD

Good messaging informs. Great messaging inspires. Make your messaging — especially headings and calls-to-action — personable, emotional and impossible to ignore.

# Intro Positioning Messaging Logos Color Typography Imagery Examples Resources

# A logo is the period at the end of the sentence. Not the sentence itself.

Sagi Haviv

The single most recognizable visual element in our brand ecosystem, our logos ensure our university is immediately recognizable, anywhere and everywhere.

Applied intentionally and consistently over time, our logos visually unite and strengthen UNC's myriad communications, interactions and audience experiences.

### **SECTION CONTENTS**

Condensed logo......27

Terminology23	Unit logos30	Seal36
Full logo	Brandmark32	Athletics

Monogram ......34

# Terminology

To minimize confusion, we utilize specific terminology for our logo system, detailed at right.

### TRADEMARK PROTECTION

UNC's brandmark, monogram, wordmark and seal—along with all official logo signatures created using these elements—are protected trademarks.



As such, UNC's identifying logos and marks are never allowed to be customized or altered in any way, shape or form.

### BRANDMARK

An immediately-recognizable visual symbol or icon used to represent the brand.



### WORDMARK

A stylized, text-only treatment of the brand's full name, used for identification.

## NORTHER NORTHERN COLORADO

### LOGO

An intentionally designed arrangement that combines the brandmark and wordmark (or monogram).



### MONOGRAM

A stylized visual symbol that incorporates the brand's initials.

# Full logo

Features the bear brandmark paired with a stylized wordmark of the university's full name, set in our proprietary Greeley typeface.

### **CONFIGURATIONS**

Available in horizontal and vertical formats in color, reverse color, black and white variants.

### **BEST PRACTICES**

Communications to unfamiliar or first-time audiences, as well as messages requiring a more formal tone.

- External communications and marketing, especially those aimed at first-time audiences
- ⊙ Official / formal communications and announcements
- ⊙ Official / licensed merchandise and apparel
- Signage and displays (on or off campus)
- Small-format / small imprint areas



UNC employees may download brand assets from <u>Brand Central</u>, using your university login. External users and approved vendors should contact <u>brand@unco.edu</u> to request access.



**HORIZONTAL** (preferred)



**VERTICAL** 

# Full logo

When placing our full logo, always ensure it is both legible and visually distinct from other elements on the page, design or layout.

### **CLEAR SPACE**

Clear space equal to or greater than the height of the "Northern Colorado" wordmark, around all four sides.

### **MINIMUM SIZE**

To ensure its legibility and integrity, never place the full logo smaller than the sizes listed below.

0.625" tall (print, merchandise)

60 pixels tall (digital)

© 0.75" tall (apparel)



**CLEAR SPACE** 



**MINIMUM SIZE** 







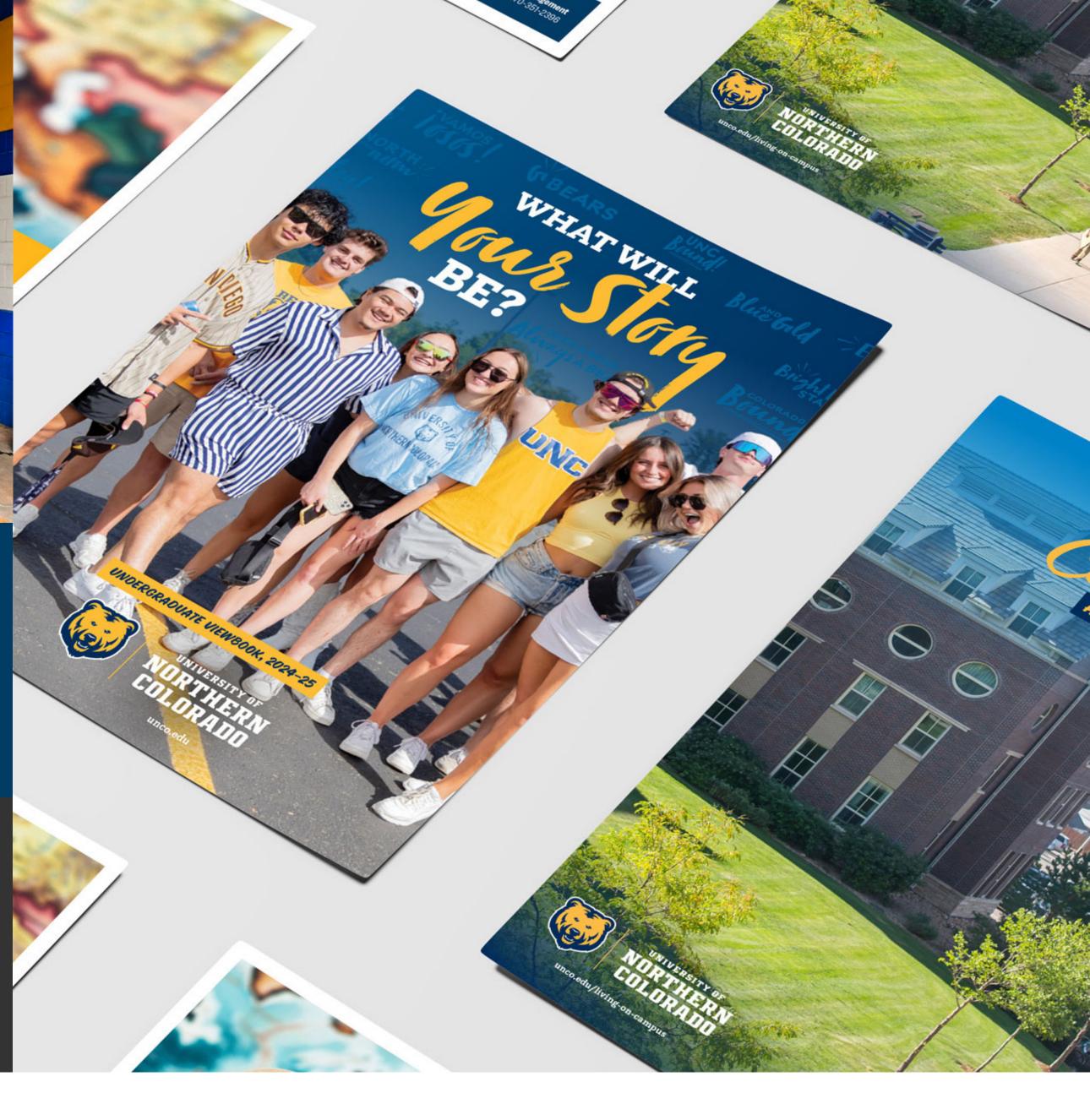
COLOR BLACK





UNIVERSITY OF

NORTHERN COLORADO



# Condensed logo

A streamlined version of our full logo, featuring the bear brandmark paired with the UNC monogram.

### **CONFIGURATIONS**

Available in horizontal and vertical formats in color, reverse color, black and white variants.

### **BEST PRACTICES**

Communications to audiences who already know and love us, as well as imprint areas where the university's full name may not be feasible or recommended.

- ✓ Internal communications and marketing

- Official / licensed merchandise and apparel
- Signage and displays



UNC employees may download brand assets from <u>Brand Central</u>, using your university login. External users and approved vendors should contact <u>brand@unco.edu</u> to request access.



HORIZONTAL (preferred)



**VERTICAL** 

# Condensed logo

When placing our condensed logo, always ensure it is both legible and visually distinct from other elements on the page, design or layout.

### **CLEAR SPACE**

For both horizontal and vertical configurations, maintain a clear space around all sides, equal to or greater than the height of the "U" and/or "C" of the UNC monogram.

### **MINIMUM SIZE**

To ensure its legibility and integrity, never place the condensed logo smaller than the sizes listed below.

0.5" tall (print, merchandise)

\$\mathref{H}\$ 42 pixels tall (digital)

© 0.75" tall (apparel)



**CLEAR SPACE** 



MINIMUM SIZE











COLOR

BLACK





WHITE





UNIVERSITY OF NORTHERN COLORADO BRAND GUIDE | 29

# Unit logos

Our unit-level logo system provides a contemporary and brand-aligned means for UNC's academic and administrative groups to identify themselves.



As part of our unified brand strategy, custom-designed and/or non-standard logos are **not permitted** for the identification of UNC's colleges, schools, divisions, departments, centers, institutes or offices.

### **ELIGIBILITY**

- UNC colleges, schools, divisions, departments, centers, institutes and offices
- Programs, initiatives or committees
- Fraternities, sororities, clubs and organizations
- ✓ Joint partnerships with other universities or external entities

### **USE CASES**

- Unit-specific internal communications (e.g., to unit faculty, staff and/or students)
- Select, unit-specific external communications, where the unit's name is more recognizable than that of the university
- UNC business stationery (e.g., letterhead, business cards, envelopes)







### **STANDARD**

For situations where the full name of the unit, as well as the university's name, is needed.



### CONDENSED

For smaller placements, and/or opportunities where a more marketing-friendly "short name" is ideal.

# Unit logos

When placing unit logos, always ensure they are both legible and visually distinct from other elements on the page, design or layout.

### **CLEAR SPACE**

For both horizontal and vertical configurations, maintain a clear space around all sides, equal to or greater than the height of the wordmark.

### **MINIMUM SIZE**

To ensure its legibility and integrity, never place unit logos smaller than the sizes listed below.

### **Standard unit logos**

0.625" tall (print, merchandise)

₱ 60 pixels tall (digital)

© 0.75" tall (apparel)

### **Condensed unit logos**

O.5" tall (print, merchandise)

\$\mathref{H}\$ 42 pixels tall (digital)

0.75" tall (apparel)



**CLEAR SPACE** 





**MINIMUM SIZE** 

# Brandmark

An iconic representation of our mascot, our brandmark—AKA, the "bear head" illustration—is a featured element in UNC's full and condensed logos. It is also used as a graphic element in select designs and layouts.

### **CONFIGURATIONS**

Available in color, black and white variants.

### **USAGE**

- ⊙ Official / licensed merchandise and apparel
- Select on-campus signage and displays
- As an accent / design element in select layouts
- As an avatar or icon for official UNC mobile apps and social media channels
- As a stand-alone identifier or logo in communications and marketing aimed at internal or external audiences

### **MINIMUM SIZE**

- 0.5" tall (print, merchandise)
- \$\mathref{H}\$ 42 pixels tall (digital)
- 0.75" tall (apparel)



The white border surrounding the brandmark is an intentional part of the design. **Do not remove it.** 



**MINIMUM SIZE** 







BLAC



WHI





# Monogram

An immediately-recognizable design set a customized version of the Greeley typeface.

### **CONFIGURATIONS**

Available in color, black and white variants.

### **USAGE**

Used in our condensed logo, and as a stand-alone visual element in select designs, merchandise and apparel.

- Official / licensed merchandise and apparel
- Select on-campus signage and displays
- As an avatar or icon for official UNC mobile apps and social media channels
- As a watermark on presentations, slide decks, as well as protected UNC imagery and video
- As a stand-alone identifier or logo in communications and marketing aimed at internal or external audiences

### **MINIMUM SIZE**

- © 0.375" tall (print, merchandise)
- 30 pixels tall (digital)
- 0.75" tall (apparel)





**MINIMUM SIZE** 





WHITE

UNC

COLOR

UNC





BRAND GUIDE | 35 UNIVERSITY OF NORTHERN COLORADO

# Seal

Our university's formal and legal stamp of authority, featuring our motto— "sapientia in aeternum est" (wisdom is eternal).

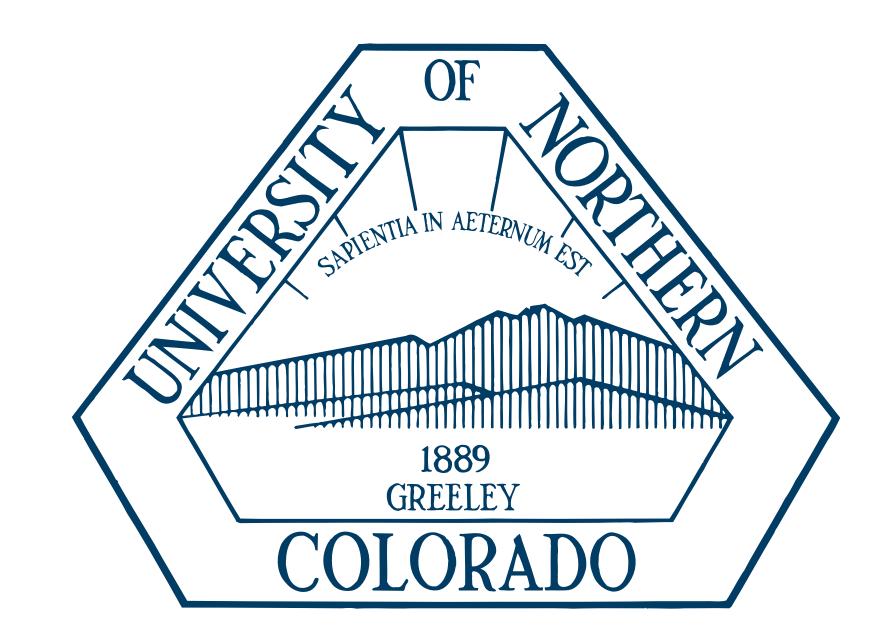
### **CONFIGURATIONS**

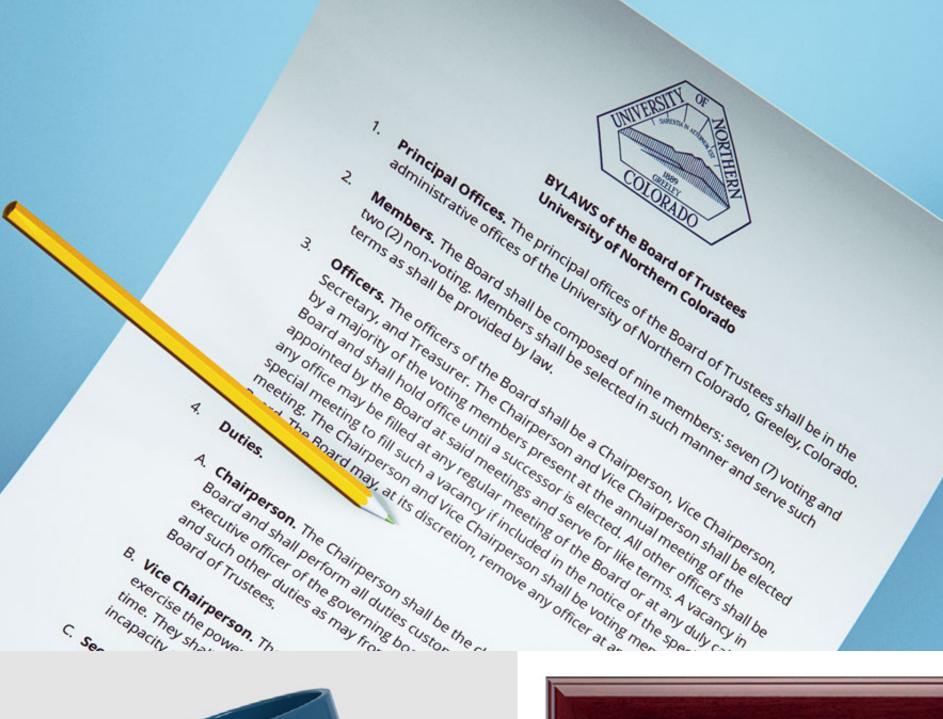
Available in blue, gold, black and white variants.

### **USAGE**

- Official university diplomas
- Board of Trustees identification
- ✓ Legal / official documents and contracts
- Select commencement-related communications, marketing and merchandise
- Apparel
- **(!)**

Prior approval from University Advancement and the President's Office is required for **all applications** of the university seal.



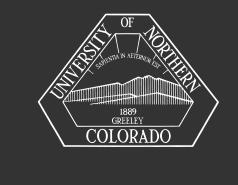




GOLD

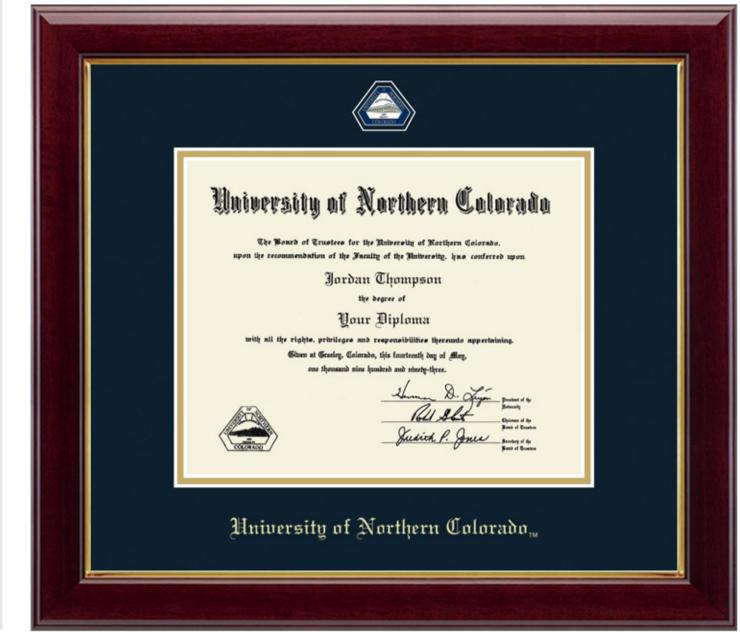


BLUE



WHITE







## **Athletics**

As a key element in Northern Colorado Bears uniforms and marketing, UNC Athletics is permitted certain exceptions when it comes to identity design, including a customized monogram, team / program logos and broad use of the Greeley typeface.

#### **USAGE**

- ✓ Identification, marketing and communications for UNC Athletics, individual teams and programs
- Licensed UNC merchandise and apparel
- Identification, marketing or communications for UNC academic or administrative areas
- Non-athletic clubs, organizations and groups
- For more information on the brand strategy and identity guidelines for UNC Athletics, please contact athletics@unco.edu









### Do's & Don'ts

When applied consistently over time, our logos boost brand awareness and strengthen UNC's myriad communications, interactions and experiences.

#### **LOGO BEST PRACTICES**

- Always use our logos exactly as designed
- Always give our logos adequate clear space
- Non't alter or redesign our logos
- Non't warp, stretch or squeeze our logos
- Don't rearrange or reposition logo elements
- Don't recolor our logos
- Don't use B&W logos in color environments
- Don't add design embellishments
- Non't combine our logos with additional text
- Don't crowd our logos (give them space)
- Don't create your own logos



Don't alter or redesign our logos, wordmarks or symbols



Don't warp, stretch or squeeze our logos



Don't rearrange or reposition logo elements



Don't recolor our logos



Uga. Nequiandi debit vit rest, il et et maximil lectis eat voluptatia quoditas et aut maximus volorpor similla ntiame volupta tustemos ento quodita velessi nctur, inciam autecte mporit, officae eius, sum laceris eum quatiasit dolut odition serunti assundam ut quibus aute is di volla qui et em qui tem qui tem or i a t e m non cum do l l e n do re pe dit venditibus debiatam as at deluntas acc atur. pobita pas aum inicia

venditibus debistem es et doluptas eos etur, nobita nos sum ipic totatur, toriandit eosandita quundantisin cus ipsunt accum, et del imusdam consedio quid quis dolorum fugiae et quae. Sundaere molupti umquia dolorer upienderum sequaep tatur, simenim agnate

Don't crowd our logos



Don't add design embellishments (drop shadows, etc.)



Don't create your own logos



Don't add additional text or design elements to our logos

UNIVERSITY OF NORTHERN COLORADO

BRAND GUIDE | 39

## Intro Positioning Messaging Logos Color Typography Imagery Examples Resources

# I found I could say things with color and shapes that I couldn't say any other way."

-Georgia O'Keeffe

Aside from our logo, our colors are the most identifiable visual element of our university. Applied thoughtfully and consistently, our color system boosts recognition, evokes emotion and creates immediate and long-lasting awareness in the minds of viewers old and new.


#### **SECTION CONTENTS**

Brand colors	/11	Accent color	12	Color pairing	1
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## **Brand colors**

#### UNC's official colors are Bears Blue and Bears Gold.

Established in 1976, they provide an immediate and powerful emotional connection to our university, and to our long history of service to the community we call home.



Our brand colors should be the **dominant color** in any graphic, design or visual element representing our university.

#### **COLOR MODES**

- » **HEX** preferred for most digital mediums (websites, social media, online ads, mobile apps, digital displays, etc.)
- » **RGB** alternate values for digital applications
- » **CMYK** used for most print applications
- » **PMS** for specialized, spot-color print applications, use the available PMS (Pantone Matching System®) values



#### **BEARS BLUE**

#013c65 1 45 91

CMYK 100 69 8 54

PMS 295

#### **BEARS GOLD**

#ffb71b

254 189 54

CMYK 0 28 89 0

PMS 1235

BRAND GUIDE | 41 UNIVERSITY OF NORTHERN COLORADO

## Accent color

Specific accent colors have been created to complement UNC's primary color palette and expand the range of visual expression. Use these colors strategically to add energy, highlight important information, and create visual hierarchy while staying true to UNC's brand identity.

#### **RESPONSIBLE USE**

- The primary colors should always be dominant within any design, while the accent colors should always be used sparingly and never alone.
- No more than three accent colors should be used per layout/design.
- In general, UNC primary colors should take up a minimum of 50% of the color design.

  Multiple accent color ratios should be around 35% and no more than 15%.

#### **RESPONSIBLE USE**

- Highlight crucial content drawing attention to specific elements like warnings, calls-to-action or important content.
- ✓ Improve usability accent colors help create clear visual hierarchies and improve legibility, making it easier for users to understand and navigate the content.
- Enhance interest accent colors can help add depth and appeal to otherwise monotone designs.
- ✓ Inject personality used strategically, accent colors can help reinforce our brand personality traits [LINK]
- Symbolic connection when applicable, accent colors can be used to create tie-ins with cultural observances, causes and occasions that have their own symbolic or awareness color

#### **PRIMARY ACCENTS**

#### **BLUEBIRD**

HEX #007dba RGB 0 125 186 CMYK 100 33 0 27

#### **TEAL**

HEX #00778b RGB 0 119 139 CMYK 100 0 24 30

#### **AQUA**

HEX #59b7b1 RGB 89 183 177 CMYK 63 7 34 0

#### **BUTTER**

HEX #ffd67d RGB 256 214 54 CMYK 0 16 51 0

#### **SECONDARY ACCENTS**

#### SKY

HEX #90c342 RGB 144 195 66 CMYK 51 2 97 0

#### **SEAFOAM**

HEX #8f57c7 RGB 143 87 199 CMYK 56 74 0 0

#### **NEUTRALS**

#### **DARK GRAY**

HEX #333333 RGB 51 51 51 CMYK 0 0 0 80

#### **MEDIUM GRAY**

HEX #666666 RGB 102 102 102 CMYK 0 0 0 60

#### **LIGHT GRAY**

HEX #ebebeb RGB 235 235 235 CMYK 0 0 0 10

**Usage Guidelines:** this ratio ensures your designs feel distinctly UNC while leveraging the full creative potential of our expanded palette.

PRIMARY COLOR – 50%

PRIMARY ACCENT – 35%

SECONDARY
ACCENT – 15%

## Accent color

Used strategically and sparingly, accent colors can add depth and visual interest, supporting a cohesive and memorable viewer experience.

#### **INCORRECT USE**

- Replacement using accent colors in place of Bears Blue or Gold creates audience confusion and weakens UNC's identity.
- Overuse including too many accent colors dilutes their impact, making it harder to draw attention to truly critical elements.
- Accessibility color pairings with insufficient contrast make text difficult to read, especially for viewers with low vision or colorblindness.
- Harmony using accent colors that clash with our brand colors can create jarring or unsettling visual experiences.

#### **COLORS TO AVOID**

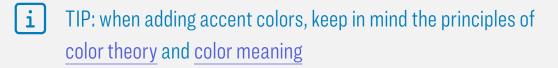
As with any brand, certain colors or color combinations should be avoided altogether, to maintain distinctiveness compared to similar organizations and/or competitors.

Single colors: forest green, burnt orange, carolina blue



Color pairings: navy blue over carolina blue; green & gold; black & gold; red & blue; brown & gold







Acceptable accent color use

Unacceptable accent color use



## Color pairing

It's vital to consider all types of audiences when combining colors—especially when using text. Some color combinations are particularly hard to read, even more so for people who are visually impaired or colorblind.

UNC is committed to providing equitable access to UNC services to all students, faculty, staff and visitors. This includes using colors that pass WCAG version 2.1 AA level criteria for accessibility.

The examples at right will help ensure your content is visually legible and accessible for users with sensory limitations—while remaining brand-compliant.

#### **TIP: DON'T RELY ON COLOR ALONE**

Make sure your communications are legible, even if colors are altered by user or software settings. This can be accomplished by ensuring high contrast, or adding other visual cues—such as an underlines or icons—to identify key elements and reinforce meaning.

This text is visually accessible.	This text is not.		
This text is visually accessible.	This text is not.		
This text is visually accessible.	This text is not.		
This text is visually accessible.	This text is not.		
This text is visually accessible.	This text is not.		
This text is visually accessible.	This text is not.		
This text is visually accessible.	This text is not.		

## Intro Positioning Messaging Logos Color Typography Imagery Examples Resources

## Typography is an art. Good typography **is** Art.

- Paul Rand

While our words determine what we say, our choice of typography helps us choose how we say it. Consistent use of brand typography fosters reliability, reinforces our personality and ensures the clarity and legibility of our communications.

\_\_\_\_\_\_

#### **SECTION CONTENTS**

## Questa Slab

Questa Slab is a versatile and visually-distinctive slab serif typeface, created by Martin Majoor and Jos Buivenga as part of the Questa Project.

#### **USAGE**

- Headings, subheads and callouts
- ⊗ Body copy

#### **AVAILABILITY**

Available via Adobe Fonts.

#### **BACKUP: ARVO**

In cases where Questa Slab is unavailable, **Arvo** (available via <u>Adobe Fonts</u> and <u>Google Fonts</u>) may be used as an acceptable substitute.

Questa Slab Light
Questa Slab Regular
Questa Slab Medium
Questa Slab Bold
Questa Slab Black

The quick brown fox jumps over a lazy dog. 1234567890!@#\$%&?



## Ringside

Known for its legibility and distinctiveness, as well as its wide variety of available weights and styles, Ringside is a robust typeface, equally suitable for headings and body copy of all sizes.

Ringside is most commonly seen in UNC's external marketing materials, aimed at prospective students, alumni and donors.

#### **USAGE**

- External marketing materials and advertising
- Headings, subheads and callouts

#### **AVAILABILITY**

Ringside is a commercial typeface, available for purchase via typography.com.

?

As a commercial typeface, stakeholders interested in using Ringside will need to purchase their own user licenses. **UNC does not maintain a collection of "extra" licenses.** 

#### **ALTERNATE**

In cases where Ringside may not be available, Roboto is an acceptable substitute.

Ringside Condensed Light
Ringside Condensed Medium
Ringside Condensed Black

Ringside Regular Light Ringside Regular Medium Ringside Regular Black The quick brown fox jumps over a lazy dog. 1234567890!@#\$%&?

AaBbCC

### Roboto

Originally designed for Google's Android operating system, Roboto is a full-featured sans-serif typeface, featuring friendly and open curves.

Roboto is the featured typeface for UNC's website, as well as its branded design template system.

#### **USAGE**

- unco.edu website content
- Headings, subheads and callouts
- ⊗ Body copy

#### **AVAILABILITY**

Roboto is an open source typeface, available via Adobe Fonts and Google Fonts.

#### **ALTERNATES**

In cases where neither <u>Ringside</u> nor Roboto are available, Arial may be used as a substitute.

Roboto Condensed Light Roboto Condensed Regular Roboto Condensed Bold

Roboto Regular Light Roboto Regular Regular Roboto Regular Bold The quick brown fox jumps over a lazy dog. 1234567890!@#\$%&?

AaBbcc

## Zooja Pro

A hand-drawn, brush script typeface, known for its thick letterforms, stylistic alternates and decorative elements. Zooja Pro injects personality and whimsy to UNC headings, callouts and highlighted text.

#### **USAGE**

As an accent font, Zooja Pro should be used sparingly to highlight specific words or short phrases.

- ✓ Large, short (1-4 word) headlines and callouts.
- UNC brand marketing and communications
- Paragraph-length content and body copy
- Administrative / formal communications
- Small sizes

#### **AVAILABILITY**

Available via Adobe Fonts.

#### **ALTERNATE**

When Zooja Pro may not be available, Ed's Market may be used as an acceptable substitute.

Zooja Pro Light Zooja Pro Regular The quick brown fox jumps over a lazy dog.

1234567890!@#\$7,&?



## Ed's Market

Designed to evoke the feel of classic 20th-century sign painting and showcard lettering, Ed's Market imparts a natural, hand-painted look to UNC messaging and callouts.

#### **USAGE**

As an accent font, Ed's Market should be used sparingly to highlight specific headings, callouts and short phrases.

- ☑ UNC brand marketing and communications
- Paragraph-length content and body copy
- Administrative / formal communications
- Small sizes

#### **AVAILABILITY**

Available via Adobe Fonts.

#### **ALTERNATE: ZOOJA PRO**

When Ed's Market may not be available, Zooja Promay be used as an acceptable substitute.

Ed's Market Main Script
Ed's Market Upright Script

ED'S MARKET REGULAR SLANT

The quick brown fox jumps over a lazy dog.

1234567890!@#\$%&?



## Greeley

A bold, all-caps typeface designed specifically for UNC's logo system and UNC Athletics marketing.

#### **USAGE**

Due to its strong athletics connection and limited character set, Greeley is best suited for limited use in sports and recreation-related communications.

- ☑ UNC Athletics communications and marketing
- Sports and recreation-related communications
- Select signage and displays
- Academic or administrative communications
- Paragraph-length content and body copy
- Small sizes

#### **AVAILABILITY**

Available upon request. Please email <a href="mailto:brand@unco.">brand@unco.</a>
<a href="mailto:edu">edu</a> to request a copy.

#### **ALTERNATE**

For marketing and communications, <u>Questa Slab</u> may be used as an acceptable alternative to Greeley.

#### **GREELEY REGULAR**

1234567890!@#\$%&?

## THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.



## Intro Positioning Messaging Logos Color Typography lmagery Examples Resources

## Sometimes, a picture really is worth 1,000 words.

Imagery is one of UNC's most powerful storytelling tools. Our photography and video captures our unique perspective on the world—literally and figuratively. In every photo and frame, we celebrate community, the pursuit of knowledge and the authentic communities we serve.

## Style



#### **OPTIMISTIC**

We're excited about the future, and it shows. We present our subjects in a human and welcoming light, framed to place the viewer in the middle of the action.

- ⊙ Organic poses and movement
- Overly staged or posed scenes



#### **AUTHENTIC**

UNC is a real place, with real people. We celebrate this via candid moments and depictions of our strong, vibrant and welcoming community.

- Candid, unscripted moments
- Showcasing UNC's vibrant community, experiences, cultures and points of view
- Overly staged, posed, retouched or stylized



#### **DYNAMIC**

The boundless energy and creativity of our passionate and dedicated community. Powerful, aspirational and beautiful—but always genuine—moments that make UNC unique.

- ✓ Interesting and unexpected cropping
- Unique angles and points of focus
- Intrusive or confrontational
- Subjects positioned with their backs to the camera









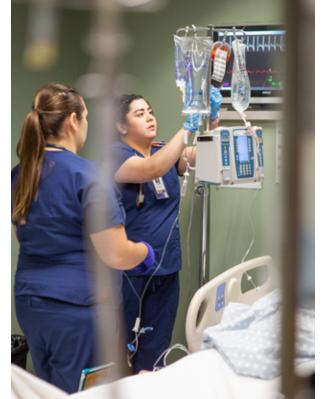














Intro Positioning Messaging Logos Color Typography Imagery Examples Resources

A brand is a living entity... enriched or undermined cumulatively over time, the product of a thousand small gestures.

- Michael Eisner

Business Cards . . . . . . . . . . . 57

Our brand is the product of thousands of stories, experiences and interactions. Ensuring our brand's vision and integrity is the job of each and every one of us. The following pages detail some of our more common brand applications.

Apparel ......60

## Stationery

Generally used in formal communications, business stationery—letterhead and envelopes—deliver a memorable first impression of our university.

Maintaining consistency in design, layout and materials ensures our business communications are clear, relevant and supportive of our overall brand strategy.



Stationery orders – UNC's approved stationery vendor is Pioneer Press. To order UNC stationery and more, contact your unit's designated procurement officer or communications specialist.



UNIVERSITY OF NORTHERN COLORADO BRAND GUIDE | 56

## **Business Cards**

Along with stationery, university business cards provide a valuable first impression of our university.

Maintaining consistency in design, layout and materials ensures our business communications are clear, relevant and supportive of our overall brand strategy.



As part of UNC's global brand strategy, custom-designed business cards are not permitted for colleges, units and entities.

#### **ORDERING BUSINESS CARDS**

UNC's approved stationery vendor is <u>Pioneer</u>
<u>Press</u>. To order UNC stationery and more, contact your unit's designated procurement officer or communications specialist.

#### **HORIZONTAL (FRONT)**



#### Your Name, M.A., '14

Position Title (or preferred pronouns)
College, Division or Unit Name

Building name, room # Street address Campus Box ## Greeley, CO 80639

o: 970-351-0000 your.name@unco.edu unco.edu/website-url m: 123-456-7890



HORIZONTAL (BACK)
A blank option is also available



#### Your Name, M.A., '14

(preferred pronouns - optional)
Position Title
College, Division or Unit Name

Building name, room # Street address Campus Box ## Greeley, CO 80639

o: 970-351-0000 m: 123-456-7890 your.name@unco.edu unco.edu/website-url **VERTICAL (FRONT)** 



VERTICAL (BACK)
A blank option is also available

## Website

As the university's virtual gateway, ensuring an accessible, engaging and user-friendly web experience is vital to our university's ongoing success.

The University of Northern Colorado's web presence is managed by Marketing and Communications, working alongside the university's Web Advisory Group.

#### **WEB GOVERNANCE**

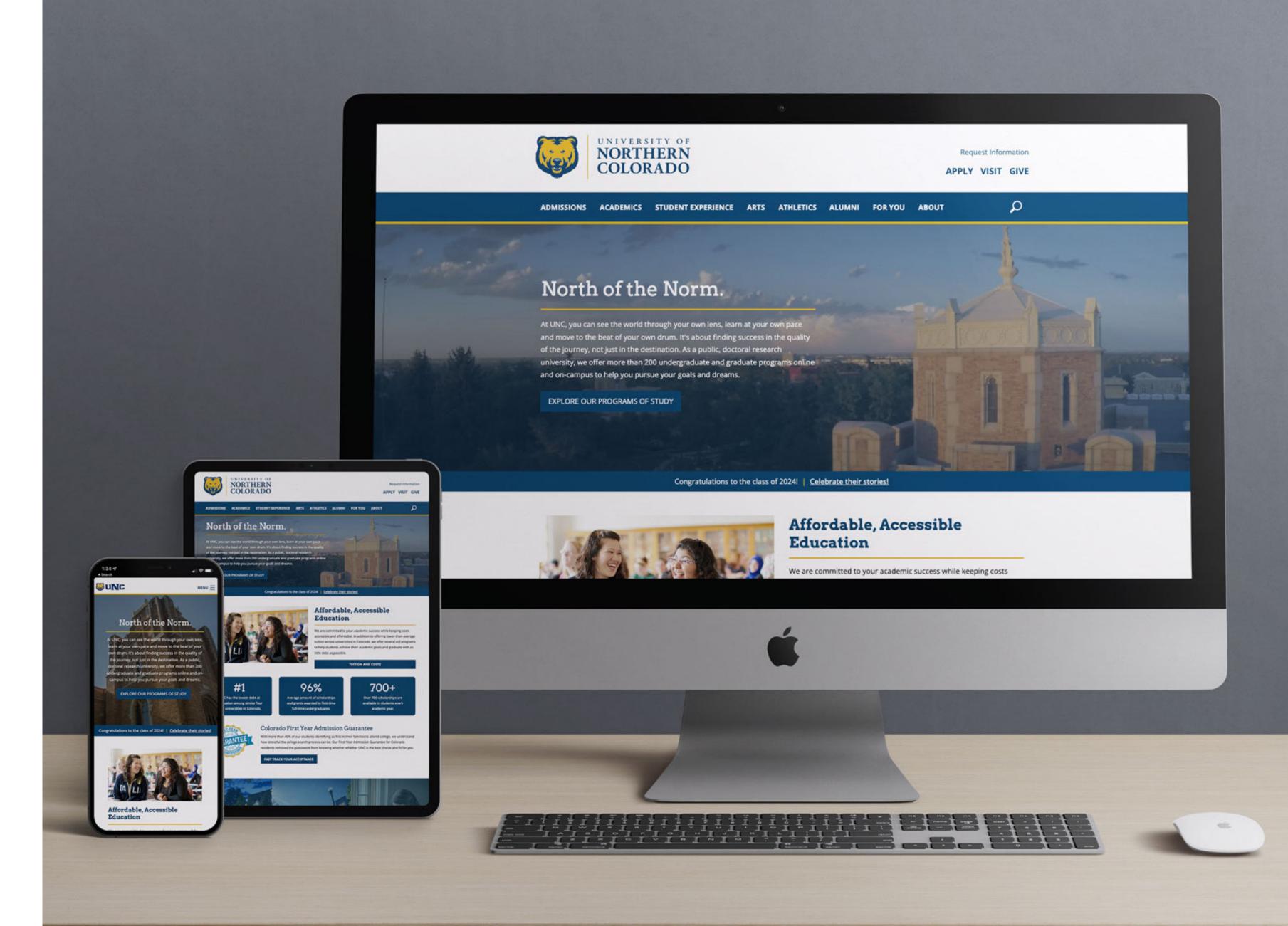
Learn more about UNC's <u>Web Governance Policy</u> and strategy.

#### **ACCESSIBILITY**

Learn more about UNC's <u>commitment to website</u> <u>accessibility</u>



Custom site designs, subdomains and other departures from the established university web standards are not permitted.



UNIVERSITY OF NORTHERN COLORADO

BRAND GUIDE | 58

## Social media

Social media is a vital tool allowing UNC communicators to connect directly with their audience, regardless of location.

To ensure your social media content supports UNC's brand and personality, consider the following tips.

#### **EMBRACE**

- Maintain a strategy and content calendar for social media content

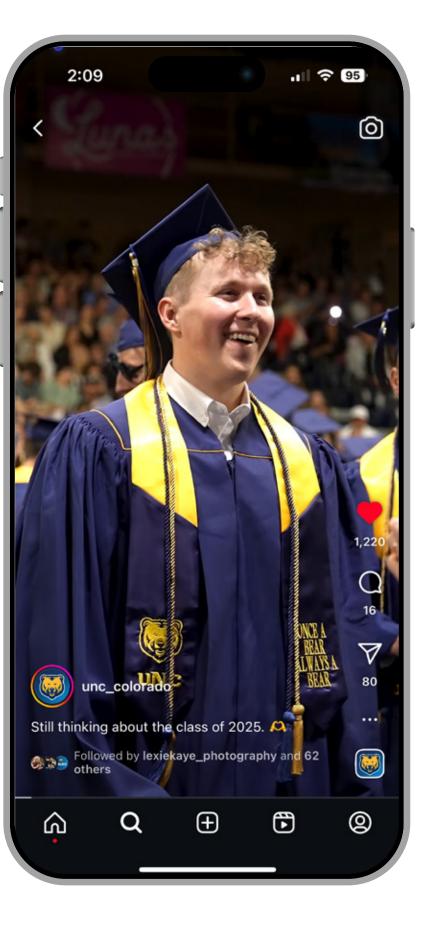
- When added to designs, use short, scannable, legible text

#### **AVOID**

- Creating social media accounts without a clear strategy or available resources
- Re-purposing designs intended for print
- Adding URLs and/or QR codes to social artwork
- Text-heavy and/or complex layouts
- Learn more about UNC's social media strategy and guidelines at unco.edu/social







UNIVERSITY OF NORTHERN COLORADO

BRAND GUIDE | 59

## Apparel

We love nothing more than when our fans show their UNC pride. Whether on hats, t-shirts or jackets, we strive to ensure our identity and marks are reproduced with the same passion, creativity and reliability that make us proud to be part of Bear Country.

#### **LICENSING PROGRAM**

UNC partners with the <u>Collegiate Licensing</u>
<u>Company</u> (CLC) to ensure all apparel, merchandise and promotional items featuring our name, logos and identity are produced in line with the university's standards for quality and ethical production.

#### **APPROVED VENDOR LIST**

- 1. Visit clc.com/license-search
- 2. In Step 1, select the product category you are interested (or, leave the field blank to view the full list of 100+ approved vendors).
- 3. In Step 2, under "pick a school" select **University of Northern Colorado**.
- 4. Select a vendor from the list, and visit their website or contact them directly to inquire about an order.









## Merchandise

Whether it is on buttons, pens, drinkware or collectibles, we strive to ensure UNC's name and marks are reproduced with the same consistency and quality that we put into every other aspect of our university experience.

#### **LICENSING PROGRAM**

UNC partners with the <u>Collegiate Licensing</u>
<u>Company</u> (CLC) to ensure all apparel, merchandise and promotional items featuring our name, logos and identity are produced in line with the university's standards for quality and ethical production.

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- 3. In Step 2, under "pick a school" select **University of Northern Colorado**.
- 4. Select a vendor from the list, and visit their website or contact them directly to inquire about an order.









## Livery

From passenger cars to food trucks—and everything in between. How we identify ourselves on university-managed vehicles and structures serves as a valuable tool for identification, awareness and brand perception.

#### **SERVICE VEHICLES**

Feature an approved UNC logo signature, along with an optional line identifying the owning unit or group.

#### **PROMOTIONAL VEHICLES**

Promotional vehicles (e.g., food trucks, portable trailers, etc.) feature engaging and visually-friendly designs, along with clearly-visible brand identity and affiliation.



All livery graphics must receive approval from Facilities and UNC Marketing and Communications prior to production and installation.





## Intro Positioning Messaging Logos Color Typography Imagery Examples Resources

## Congratulations! You've reached the end of this guide.

However, your journey to help advance UNC's image and reputation has only begun. Branding is a marathon, not a sprint. We're here to help.

Unless otherwise noted, access to the resources below are limited to current UNC faculty, staff and employees. External partners interested in access should contact brand@unco.edu.

#### **BRAND CENTRAL**

Your online destination for all things UNC brand. Available to current UNC employees, using your university login.

Bear with us (pun intended) as parts of Brand Central are still under construction.

#### **ASSETS & DOWNLOADS**

Download the latest logo files, design assets and brand templates. Access links to our color swatches, font families and more!

#### **DIGITAL STOREFRONT**

Order commonly-requested materials — business cards, letterhead, and more — from Pioneer Press.

Access currently limited to designated UNC procurement, HR and communications staff.

#### **BRAND TRAINING**

Coming soon!

#### **CONTACT**

- » Marketing & Communications website
- » Contact us at <a href="mailto:brand@unco.edu">brand@unco.edu</a> to share your feedback, questions and ideas on how to make this document even more useful.

This document — and UNC's brand ecosystem — are managed by UNC Marketing & Communications, as part of the Division of University Advancement.