



UNC BRAND IDENTITY

# Style Guide

*University of Northern Colorado  
Updated March 2018  
Version 1.8*

# UNC Style Guide Usage

People face a storm of messages and visual images every day—on an ever-growing array of devices and mediums. That can make it challenging to be heard, seen and remembered. The University of Northern Colorado’s visual identity communicates our brand concisely and reflects our unique Colorado location.

Adhering to these graphic standards help us connect with target audiences and strengthens credibility locally and globally. Used consistently, it communicates a message and becomes recognized quickly.

This style guide is a reference tool for campus communicators. These guidelines are in place to help all departments apply a consistent brand look to all UNC print and web communications.

Graphic standards outline the correct usage for UNC brand elements such as the UNC logos, color palette and typefaces.

In addition to providing guidance for consistent application of the university’s brand standards, this style guide provides flexibility to ensure your communication is appropriate for the intended audience.

The UNC Brand Identity Style Guide, which is effective May 2015 and replaces previous editions of the Style Guides, is university policy and full compliance aligns all university departments for a cohesive branding effort.

## What’s inside:

<b>Introduction</b>	<b>2</b>
<b>UNC Logo System</b>	<b>3</b>
Logo Use	3
Logo Color Options	4
Single Elements	5
Academic Logo Lockups	7
Collegiate Logo Lockups	11
Logo Quick Reference Guide	13
Unit Identifiers	14
Using the Logos	15
Minimum Size Guidelines	15
Clear Space Guidelines	16
Scaling the Logo	17
Background Considerations	17
Unacceptable Uses	18
<b>University Seal</b>	<b>20</b>
<b>Diversity Statement</b>	<b>20</b>
<b>Social Media Graphics</b>	<b>21</b>
<b>Color Palette</b>	<b>22</b>
Web Color Palette	24
Print and Electronic Media Palette	25
Color Family Suggestions	26
<b>Typography</b>	<b>27</b>
Print	27
Web/electronic Media	29
<b>Email Signatures</b>	<b>30</b>
<b>Name Tags</b>	<b>30</b>

# UNC Logo System

## Logo Use

Our logo is one of the most visually recognizable identifiers to our students, faculty and staff, as well as the local and global community. Consistent and correct usage of our logo and companion elements is the key to reinforcing this message and making our identity powerful and unmistakable.

Included in this guide, and available for download from [unco.edu/universityrelations](http://unco.edu/universityrelations) are the approved logo elements and lockups available for use. These are the *only* acceptable iterations of our logo, and absolutely no alterations, changes or alternate lockups will be permitted. If you have any questions about the use of the logo or its elements, please don't hesitate to call Creative Services in University Relations at 970-351-2331. We're happy to help with any graphic or web design questions or assistance you may need.

We've worked hard to provide a large array of logo lockup options to fit every need, as well as college and departmental identifiers. These identifiers must be provided to you from Creative Services. To receive yours please fill out a UR Request Form at [unco.edu/universityrelations](http://unco.edu/universityrelations).

We've also included examples of unacceptable logo uses. Our goal is to create a strong, unified visual identity for UNC and this is best achieved when all university departments follow the logo and branding guidelines closely and accurately.



**The official University of Northern Colorado Bear mascot logo, “University of Northern Colorado” wordmark and “UNC” acronym mark, and any lockups of these elements, are protected trademarks by the university and are never allowed to be customized or altered in any way.**

## Logo Lingo

Our new logo system is a comprehensive menu of many different parts. Use this glossary to help clarify usage and application.

### UNC Brand Identity Package

Refers to all elements of our brand, including the logo system, typography, color palette, etc.

### Logo System

The entirety of our logo marks and lockups.

### Wordmark Logo

Refers to “University of Northern Colorado” logo wordmark.

### Acronym Logo

The “UNC” logo mark.

### Mascot Logo

Our Bear graphic logo. While past Bear heads have been reserved for athletic use only, our refreshed Bear mascot is used for both athletics and academics.

### Logo Lockups

Refers to the approved combinations of these separate logo elements.

## UNC Logo System: Logo Color Options

Multiple logo lockups and color versions are available for download at [unco.edu/universityrelations](http://unco.edu/universityrelations). We have provided files in many different color variations, so you can find the one that works best for your needs. Be sure to use the provided correct color version of the logo. Do not simply change the colors of a logo, as subtle spacing adjustments have been made to ensure each logo is correct for the intended background.



UNIVERSITY OF  
NORTHERN  
COLORADO

### A: Full Color Logos

example shown:  
09\_UNC\_WM+bear\_block

Full color logo, no color indicator is added to these logos. (“\_blue” is indicated where the only color used in the logo is blue).



### B: White Type Logos

example shown:  
10\_UNC\_WM+bear\_block\_wh

Full color Bear, with white type. For use on dark colored backgrounds. “\_wh” is indicated as the color in the file name. In the Style Guide, this option is shown with a blue background, for demonstrative purposes only, file has no background.

\*Available in .eps and .png only



UNIVERSITY OF  
NORTHERN  
COLORADO

### C: Black/white Logos

example shown:  
45\_UNC\_WM+bear\_block\_k

Black logo with white background behind the Bear head for ease of recognition. For use on white backgrounds. Best logo when “one color/black” logo is needed. Color indicator is “\_k”.



### D: Reversed Logos

example shown:  
46\_UNC\_WM+bear\_block\_rev

White logo with no background is referred to as “reversed” and indicated with a “\_rev” in the file name. Best for 1-color use on solid dark backgrounds, such as water bottles or dark t-shirts.

\*Available in .eps and .png only

# UNC Logo System: Single Elements

## Logo Elements

Logos are available in the colors shown as well as black and white, and reversed (all-white) versions where a one-color logo is needed. See page 4 for explanations on when to use each logo.

### UNC Wordmark



UNIVERSITY OF  
**NORTHERN COLORADO**

01\_UNC\_Wordmark\_blue  
Black: 39\_UNC\_Wordmark\_k



UNIVERSITY OF  
**NORTHERN COLORADO**

02\_UNC\_Wordmark\_wh

### UNC Bear Mascot



03\_UNC\_BearMascot



04\_UNC\_BearMascot\_blue  
Black: 40\_UNC\_BearMascot\_k  
Reversed: 41\_UNC\_BearMascot\_rev

## File Types

Several file types are available for your use for each logo element and lockup. Use the guidelines below to help you choose the correct file for your needs. File names appear next to each logo mark, and are available with .eps, .jpg and .png extensions.

### .eps files

Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. Background is transparent, color formula is CMYK. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed. See page 17 for advice on how to properly scale the logos without distortion.

### .jpg files

Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print.

### .png files

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

*For more explanation of the CMYK/RGB color formulas and their uses, please see page 22 in the color section.*

# UNC Logo System: Single Elements

## UNC Acronym Logo



05\_UNC\_UNCacronym\_blue  
Black: 42\_UNC\_UNCacronym\_k



06\_UNC\_UNCacronym\_wh



### A note about logo color options

We have provided files in many different color variations, so you can find the one that works best for your needs. Be sure to use the provided correct color version of the logo. Do not simply change the colors of a logo, as subtle spacing adjustments have been made to ensure each logo is correct for the intended background. See page 4 for full explanations of color options.

## Logo File Name Guide



- 1 Each file is numbered for easy identification and reference. A Quick Reference Guide is provided on page 13 for easily finding the file you need.
- 2 After the number, you'll see UNC.
- 3 Next section is the elements that make up the lockup, in this example, wordmark (WM) and the Bear mascot.
- 4 Next comes the lockup arrangement: horizontal, vertical or block (*not applicable on all files*).
- 5 Next up is the color: wh (white type), k (black) or rev (all white). See page 4 for further explanation of the color options.
- 6 Last will be the file extension, .eps, .png or .jpg. See page 5 for file use explanation.



## Logo Color Usage Tips

When placing the logo on a white- or light-colored background, use the UNC blue logo versions. On darker backgrounds, the white versions will work best.

Careful consideration of logo placement on a photo or other busy background is essential. Color manipulation of the photograph may be necessary to create an appropriate background so the logo doesn't get lost or fade into the background.

# UNC Logo System: Academic Logo Lockups

UNC Wordmark + Bear Lockups



07\_UNC\_WM+bear\_vert  
Black: 43\_UNC\_WM+bear\_vert\_k  
Reversed: 44\_UNC\_WM+bear\_vert\_rev



09\_UNC\_WM+bear\_block  
Black: 45\_UNC\_WM+bear\_block\_k  
Reversed: 46\_UNC\_WM+bear\_block\_rev



11\_UNC\_WM+bear\_horiz  
Black: 47\_UNC\_WM+bear\_horiz\_k  
Reversed: 48\_UNC\_WM+bear\_horiz\_rev



08\_UNC\_WM+bear\_vert\_wh

10\_UNC\_WM+bear\_block\_wh

12\_UNC\_WM+bear\_horiz\_wh



**A note about logo color options**

We have provided files in many different color variations, so you can find the one that works best for your needs. Be sure to use the provided correct color version of the logo. Do not simply change the colors of a logo, as subtle spacing adjustments have been made to ensure each logo is correct for the intended background. See page 4 for full explanations of color options.

# UNC Logo System: Academic Logo Lockups

UNC Wordmark + UNC Acronym Lockups



13 UNC\_WM+UNC\_block  
Black: 49 UNC\_WM+UNC\_block\_k  
Reversed: 50 UNC\_WM+UNC\_block\_rev



15 UNC\_WM+UNC\_horiz  
Black: 51 UNC\_WM+UNC\_horiz\_k  
Reversed: 52 UNC\_WM+UNC\_horiz\_rev



17 UNC\_WM+UNC\_vert  
Black: 53 UNC\_WM+UNC\_vert\_k  
Reversed: 54 UNC\_WM+UNC\_vert\_rev



14 UNC\_WM+UNC\_block\_wh



16 UNC\_WM+UNC\_horiz\_wh



18 UNC\_WM+UNC\_vert\_wh



### A note about logo color options

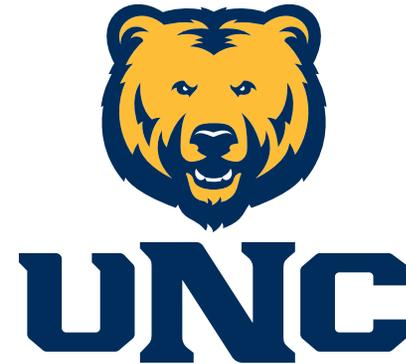
We have provided files in many different color variations, so you can find the one that works best for your needs. Be sure to use the provided correct color version of the logo. Do not simply change the colors of a logo, as subtle spacing adjustments have been made to ensure each logo is correct for the intended background. See page 4 for full explanations of color options.

# UNC Logo System: Logo Lockups

UNC Bear Mascot + UNC Acronym Lockups



19 UNC\_bear+UNC\_horiz  
Black: 55 UNC\_bear+UNC\_horiz\_k  
Reversed: 56 UNC\_bear+UNC\_horiz\_rev



21 UNC\_bear+UNC\_vert  
Black: 57 UNC\_bear+UNC\_vert\_k  
Reversed: 58 UNC\_bear+UNC\_vert\_rev



20 UNC\_bear+UNC\_horiz\_wh

22 UNC\_bear+UNC\_vert\_wh



### A note about logo color options

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## UNC Logo System: Special-Use Lockup

The special-use lockup contains all three elements, the Bear mascot logo, UNC acronym logo and the full wordmark. Due to the size variance between elements, and to keep this lockup readable, it is never to be used any smaller than four inches wide. This is a great logo option for bumper stickers, car decals or t-shirt graphics.

Minimum size 4" wide



23 UNC\_bear+UNC+WM\_horiz  
Black: 59 UNC\_bear+UNC+WM\_horiz\_k  
Reversed: 60 UNC\_bear+UNC+WM\_horiz\_rev



24 UNC\_bear+UNC+WM\_horiz\_wh

## UNC Logo System: Collegiate Lockups

Collegiate lockups shown on this page contain our Bear mascot logo or our UNC acronym logo along with UNC's very own Greeley typeface. These lockups may be used on promotional items, athletics, clubs and Rec Center uses, but should never be used when any academic department or program is identified.



25\_UNC\_Collegiate\_WM+Bear\_vert  
 Black: 61\_UNC\_Collegiate\_WM+Bear\_vert\_k  
 Reversed: 62\_UNC\_Collegiate\_WM+Bear\_vert\_rev



27\_UNC\_Collegiate\_WM+Bear\_block  
 Black: 63\_UNC\_Collegiate\_WM+Bear\_block\_k  
 Reversed: 64\_UNC\_Collegiate\_WM+Bear\_block\_rev



29\_UNC\_Collegiate\_WM+Bear\_horiz  
 Black: 65\_UNC\_Collegiate\_WM+Bear\_horiz\_k  
 Reversed: 66\_UNC\_Collegiate\_WM+Bear\_horiz\_rev



26\_UNC\_Collegiate\_WM+Bear\_vert\_wh



28\_UNC\_Collegiate\_WM+Bear\_block\_wh



30\_UNC\_Collegiate\_WM+Bear\_horiz\_wh



### A note about logo color options

We have provided files in many different color variations, so you can find the one that works best for your needs. Be sure to use the provided correct color version of the logo. Do not simply change the colors of a logo, as subtle spacing adjustments have been made to ensure each logo is correct for the intended background. See page 4 for full explanations of color options.

## UNC Logo System: Collegiate Lockups

Collegiate lockups shown on this page contain our Bear mascot logo or our UNC acronym logo along with UNC's very own Greeley typeface. These lockups may be used on promotional items, athletics, clubs and Rec Center uses, but should never be used when any academic department or program is identified.



31 UNC Collegiate UNC+WM\_block  
 Black: 67 UNC Collegiate UNC+WM\_block\_k  
 Reversed: 68 UNC Collegiate UNC+WM\_block\_rev



33 UNC Collegiate UNC+WM\_horiz  
 Black: 69 UNC Collegiate UNC+WM\_horiz\_k  
 Reversed: 70 UNC Collegiate UNC+WM\_horiz\_rev



35 UNC Collegiate UNCbears  
 Black: 71 UNC Collegiate UNCbears\_k



32 UNC Collegiate UNC+WM\_block\_wh

34 UNC Collegiate UNC+WM\_horiz\_wh

36 UNC Collegiate UNCbears\_wh

38 UNC Collegiate BearsWM\_wh



37 UNC Collegiate BearsWM  
 Black: 72 UNC Collegiate BearsWM\_k



### A note about logo color options

We have provided files in many different color variations, so you can find the one that works best for your needs. Be sure to use the provided correct color version of the logo. Do not simply change the colors of a logo, as subtle spacing adjustments have been made to ensure each logo is correct for the intended background. See page 4 for full explanations of color options.

# Logo Quick Reference Guide

Print or save this page for a quick reference guide to UNC logo file names and numbers. All color variations for each logo are listed.

 <p><b>01_UNC_Wordmark_blue</b>  <b>02_UNC_Wordmark_wh</b>  <i>Black: 39_UNC_Wordmark_k</i></p>	 <p><b>03_UNC_BearMascot</b>  <b>04_UNC_BearMascot_blue</b>  <i>Black: 40_UNC_BearMascot_k</i>  <i>Reversed: 41_UNC_BearMascot_rev</i></p>	 <p><b>05_UNC_UNCACronym_blue</b>  <b>06_UNC_UNCACronym_wh</b>  <i>Black: 42_UNC_UNCACronym_k</i></p>	 <p><b>07_UNC_WM+bear_vert</b>  <b>08_UNC_WM+bear_vert_wh</b>  <i>Black: 43_UNC_WM+bear_vert_k</i>  <i>Reversed: 44_UNC_WM+bear_vert_rev</i></p>	 <p><b>09_UNC_WM+bear_block</b>  <b>10_UNC_WM+bear_block_wh</b>  <i>Black: 45_UNC_WM+bear_block_k</i>  <i>Reversed: 46_UNC_WM+bear_block_rev</i></p>
 <p><b>11_UNC_WM+bear_horiz</b>  <b>12_UNC_WM+bear_horiz_wh</b>  <i>Black: 47_UNC_WM+bear_horiz_k</i>  <i>Reversed: 48_UNC_WM+bear_horiz_rev</i></p>	 <p><b>13_UNC_WM+UNC_block</b>  <b>14_UNC_WM+UNC_block_wh</b>  <i>Black: 49_UNC_WM+UNC_block_k</i>  <i>Reversed: 50_UNC_WM+UNC_block_rev</i></p>	 <p><b>15_UNC_WM+UNC_horiz</b>  <b>16_UNC_WM+UNC_horiz_wh</b>  <i>Black: 51_UNC_WM+UNC_horiz_k</i>  <i>Reversed: 52_UNC_WM+UNC_horiz_rev</i></p>	 <p><b>17_UNC_WM+UNC_vert</b>  <b>18_UNC_WM+UNC_vert_wh</b>  <i>Black: 53_UNC_WM+UNC_vert_k</i>  <i>Reversed: 54_UNC_WM+UNC_vert_rev</i></p>	 <p><b>19_UNC_bear+UNC_horiz</b>  <b>20_UNC_bear+UNC_horiz_wh</b>  <i>Black: 55_UNC_bear+UNC_horiz_k</i>  <i>Reversed: 56_UNC_bear+UNC_horiz_rev</i></p>
 <p><b>21_UNC_bear+UNC_vert</b>  <b>22_UNC_bear+UNC_vert_wh</b>  <i>Black: 57_UNC_bear+UNC_vert_k</i>  <i>Reversed: 58_UNC_bear+UNC_vert_rev</i></p>	 <p><b>23_UNC_bear+UNC+WM_horiz</b>  <b>24_UNC_bear+UNC+WM_horiz_wh</b>  <i>Black: 59_UNC_bear+UNC+WM_horiz_k</i>  <i>Reversed: 60_UNC_bear+UNC+WM_horiz_rev</i></p>	 <p><b>25_UNC_Collegiate_WM+Bear_vert</b>  <b>26_UNC_Collegiate_WM+Bear_vert_wh</b>  <i>Black: 61_UNC_Collegiate_WM+Bear_vert_k</i>  <i>Reversed: 62_UNC_Collegiate_WM+Bear_vert_rev</i></p>	 <p><b>27_UNC_Collegiate_WM+Bear_block</b>  <b>28_UNC_Collegiate_WM+Bear_block_wh</b>  <i>Black: 63_UNC_Collegiate_WM+Bear_block_k</i>  <i>Reversed: 64_UNC_Collegiate_WM+Bear_block_rev</i></p>	 <p><b>29_UNC_Collegiate_WM+Bear_horiz</b>  <b>30_UNC_Collegiate_WM+Bear_horiz_wh</b>  <i>Black: 65_UNC_Collegiate_WM+Bear_horiz_k</i>  <i>Reversed: 66_UNC_Collegiate_WM+Bear_horiz_rev</i></p>
 <p><b>31_UNC_Collegiate_UNC+WM_block</b>  <b>32_UNC_Collegiate_UNC+WM_block_wh</b>  <i>Black: 67_UNC_Collegiate_UNC+WM_block_k</i>  <i>Reversed: 68_UNC_Collegiate_UNC+WM_block_rev</i></p>	 <p><b>33_UNC_Collegiate_UNC+WM_horiz</b>  <b>34_UNC_Collegiate_UNC+WM_horiz_wh</b>  <i>Black: 69_UNC_Collegiate_UNC+WM_horiz_k</i>  <i>Reversed: 70_UNC_Collegiate_UNC+WM_horiz_rev</i></p>	 <p><b>35_UNC_Collegiate_UNCbears</b>  <b>36_UNC_Collegiate_UNCbears_wh</b>  <i>Black: 71_UNC_Collegiate_UNCbears_k</i></p>	 <p><b>37_UNC_Collegiate_BearsWM</b>  <b>38_UNC_Collegiate_BearsWM_wh</b>  <i>Black: 72_UNC_Collegiate_BearsWM_k</i></p>	

# UNC Logo System: Unit Identifiers

Unit identifiers are available for any college or department on campus.

ID1



ID2



ID3



ID4



ID5



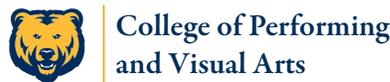
ID6



ID7



ID8



## Unit Identifier Usage

We are happy to provide your campus unit or department with your own identifiers. To request one, fill out a UR Request Form at [unco.edu/universityrelations](http://unco.edu/universityrelations), and let us know the ID numbers you'd like.

Use the full identifier including "University of Northern Colorado" in any print publications, and on promotional items when it fits.

The horizontal identifiers (ID7 and ID8) are to be used on promotional items only when the full identifier will not fit, such as on a pen or other small item.

ALL departments, units, clubs, activities and institutes should use their new UNC identifier as their official logo. For clarification please contact Creative Services.

For questions on which identifier should be used in certain instances, feel free to contact Creative Services at 351-2331.

# UNC Logo System: Using the Logos

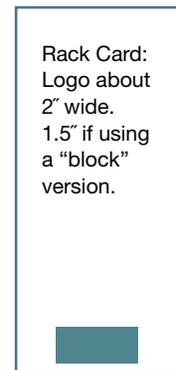
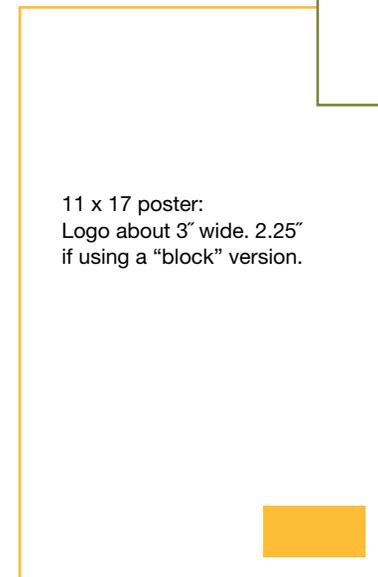
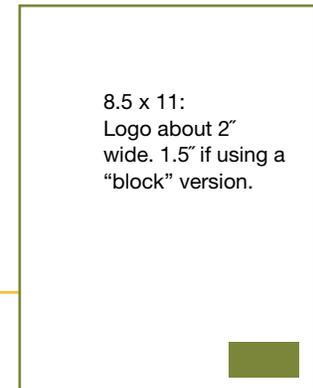
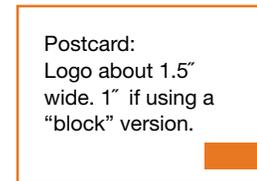
## Minimum Logo Size

To make sure our logo is always readable, we have recommended minimum sizes that will maintain logo integrity.



## Sizing Logos

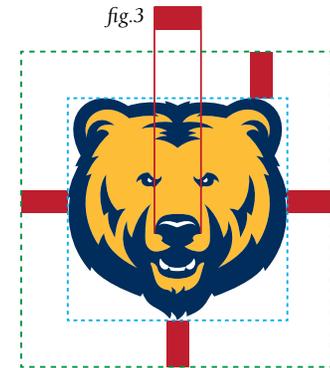
There is no exact formula to use when choosing what size the logo should be on your piece, just strive for a visual balance between the logo and the overall piece. Below are a few general guidelines to help you determine approximate logo sizes.



# UNC Logo System: Using the Logos

## Maintain Clear Space Around Logo

Maintaining a clear area around the extreme points of the logo (free from other text, imagery or logos) helps ensure our logo's visibility and clarity. We use a relative measuring system, meaning the clear space measurement is always based off of the exact logo size you are working with, so an appropriate amount of clear space can be determined regardless of the size of logo. Use the guidelines below to calculate the *minimum* clear space that must surround the UNC logos.



### Step 1

Determine the extreme points of the logo mark (shown here with a blue dotted box).

### Step 2

Use the appropriate measurement and calculate your clear space, starting from the edge of those extreme points and measuring outwards.

- Lockups containing the wordmark, or the wordmark on its own: Use the measurement of the height of the N in Northern Colorado (fig.1)
- Lockups containing UNC or the UNC acronym logo on it's own: Use the measurement of the width of the first stroke of the U (fig.2)
- The Bear mascot logo: Use the measurement of the width of the Bear's nose (fig.3)

The examples above demonstrate the appropriate amount of clear space with a green dotted box.

### NOTE

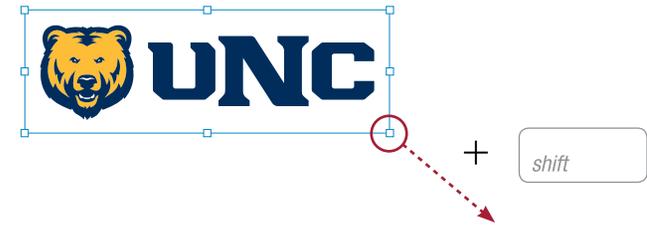
- To achieve proper clear space, use these guidelines as a *minimum* amount of space. More is fine.
- When you are trying to determine clear space for a lockup that contains a logo or combination of elements not pictured here (ex. UNC + wordmark), use the measurement that will give the *maximum* amount of clearspace, as the example below demonstrates. In this example, the "U" measurement is larger than the "N" measurement, so we used the "U" clear space measurement.



# UNC Logo System: Using the Logos

## Scaling Logo Up or Down

To change the logo size (or any art or photo element), be sure to size it proportionally so as not to stretch it out of its original shape. To do so, hold the shift key as you drag the bounding box corner to the size you need.



## Placing the Logo Over a Photo or Background Element

When placing the logo over a background photo or other element, make sure the logo is clearly visible and doesn't get overpowered by the background. This may mean choosing a different photo, using the white-type version of the logo or repositioning the logo so it rests on a less busy area of the photo. Also be aware of not covering up a critical area of the photo. Below are examples of placing the logo over a non-critical photo area, on an area that highlights the logo well.



# UNC Logo System: Unacceptable Uses

## Incorrect Logo Use

Logo marks and lockups have been carefully designed as unified elements to be visually balanced and represent our brand appropriately. They're the correct color builds, and include the right elements. No alteration or customization of these marks is allowed. Included are some examples of incorrect logo usage. Some other examples of unacceptable alterations include:

- Substituting fonts
- Outlining or inlining
- Distorting or applying special effects
- Changing the relative size or positioning of the elements
- Combining elements other than the approved lockups
- Filling the logo with a pattern or photo element
- Using the logo as a watermark
- Using the logo as part of a sentence or phrase
- Reproducing the logo in colors other than the official approved colors
- Placing the logo on a background that distracts or overpowers the logo

## Logo phase-out

The logos below are being phased out of use by UNC. Please do not use any of the logo marks (in any color) or combination of any of the marks below on your materials or websites. Replace old graphics with the new logo system through attrition as you order new materials.



# UNC Logo System: Unacceptable Uses

The rules shown below apply to every UNC logo mark and logo lockup, even if not explicitly illustrated here.



Do not change the color of any logo elements.



Do not reverse the color of the bear. If reverse image is desired, use proper reversed logo file.



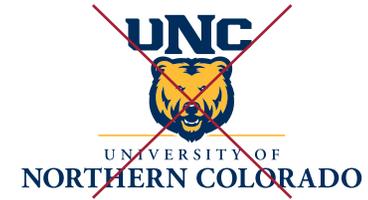
Never stretch the logo out of proportion  
*For tips on how to scale the logo appropriately to retain the correct proportions, see page 17.*



Do not change the typeface.



Do not add an outline to any part of the logo.



Do not combine the logo elements in any way.



Do not change the relative size relationships of the logo elements.



Do not create a unit or departmental identifier or club logo out of official UNC logos. Request your unit identifier at [unco.edu/universityrelations](http://unco.edu/universityrelations).

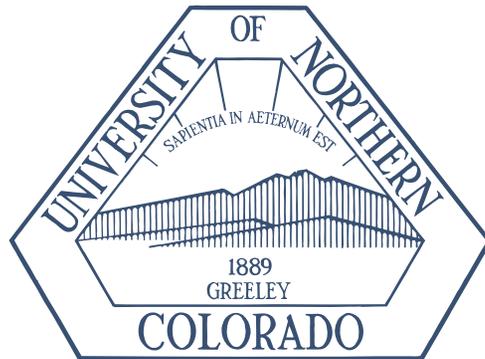


Do not rearrange any part of the lockups provided.

## UNC University Seal

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The University seal was developed for use on official university documents including diplomas, formal invitations, and formal publications such as the commencement program. The seal should not be used for any other purpose. Permission must be secured in advance from University Relations, with the President's Office providing final authority.



## UNC Diversity Statement

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The University of Northern Colorado is an equal opportunity/affirmative action institution that does not discriminate on the basis of race, color, national origin, sex, age, disability, creed, religion, sexual preference or veteran status. For more information or issues of equity or fairness or claims of discrimination contact the UNC AA/ EEO/ Title IX Officer at UNC Human Resource Services, Carter Hall 2002, Greeley, CO 80639 or call 970-351-2718.

## Graphics for Social Media Use

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The following profile picture icons are available, each sized for use on:

Facebook (fb) 180 x 180

Twitter (tw) 400 x 400

Instagram (ig) 180 x 180

Flickr (fl) 300 x 300

LinkedIn (li) 200 x 200

YouTube (yt) 800 x 800



UNC\_SocialBear\_fb.png

For social media icon questions, please contact  
Allison Williams, [allison.williams@unco.edu](mailto:allison.williams@unco.edu).



UNC\_SocialUNC\_fb.png



UNC\_SocialUNCblue\_fb.png

# Color Palette

## Official UNC Color Palette

Color is an important part of our identity. Using our UNC color palette throughout web and printed materials will retain our visual consistency which is essential to a strong brand identity.

We have a color palette specifically for web use, as well as a separate palette for print or electronic media (any on-screen application other than the website). These palettes were created to maintain UNC's strong visual consistency, while providing secondary accent colors to allow for visual interest, color-matching to your subject matter, and allowing for the use of color hierarchy.

Use the guidelines on the next pages to help you determine the appropriate color proportions for your materials.



## Tips on using color in your UNC materials

Our primary colors are UNC Bears Blue and UNC Bears Gold, so start with one or both of these colors when you are choosing your palette.

Use support (secondary) colors sparingly, to accent your design. Choose only one, two or three support colors as to not overwhelm and create color confusion.

Think about your subject matter when deciding on support colors, and choose colors that link your content subject matter to the visual look of the piece.

Avoid color combinations that bring other regional universities or colleges to mind.

### A note about color

Colors will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas presented on the following pages. For web color consistency, use the RGB or HEX formulas.

## Color Lingo

We specify colors in several different ways, depending on the intended use. Use the definitions below to help you navigate the color vernacular so you can choose the correct color formulas for your materials.

### PMS

An acronym for *Pantone Matching System*®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match of our blue or gold is necessary.

### CMYK

CMYK (or “process”) refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

### RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

### HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

# Color Palette

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Choosing the correct color palette for your needs



UNC website



Use the “*Color Palette for Web*” on page 24. Web colors are stated in Hex values.



Other electronic media

Email blasts  
PowerPoint  
Digital newsletters



Use the “*Color Palette for Print and Electronic Media*” on page 25. Choose the RGB or Hex formulas for any digital media you are producing.



Printed materials



Use the “*Color Palette for Print and Electronic Media*” on page 25. Choose the CMYK or PMS (spot color only) formulas for any materials that will be printed.

## Color Palette for Web

UNC Web colors were chosen to be easy on the eye when viewed on-screen, while maintaining brand identity. These are the only colors allowed to be used on the website templates provided.

### Primary Palette: UNC Blue and Gold

UNC Bears Blue



Hex #013c65

UNC Bears Gold



Hex #f6b000

Blue Gray



Hex #60697a

Light Gray



Hex #ebebeb

Honeycomb



Hex #c7ac67

Butter



Hex #f5e3b1

### Secondary Palette: Accent Colors

These colors are primarily for type, or when a darker shade of one of the above colors is needed.

Ash



Hex #666

Antique Gold



Hex #837543

Dark Gray



Hex #333

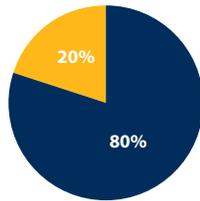
Smoke



Hex #999

# Color Palette for Print and Electronic Media

**Primary Palette: UNC Blue and Gold**  
 Blue and gold are University of Northern Colorado's main colors, and the colors that should be used most of the time. For a nice visual color balance, we like designs to use the proportion of 80 percent blue to 20 percent gold.



**UNC Bears Blue**

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

**UNC Bears Gold**

	PMS	1235 C 122 U
	CMYK	0/28/89/0
	RGB	254/189/54
	HEX	#f6b000

**NOTE:**  
 New Gold as of  
 May, 2015

 **A note about color conversion**  
 These formulas have been designed for optimal color use in each of the intended mediums. Therefore, some of these color formulas will not translate to stated color from CMYK to RGB to Hex in your computer program. Please use the formulas above to achieve the correct color.

## Secondary Palette: Accent Colors

Limit the number of secondary colors to no more than three per layout/design. Remember to pair them with UNC Bears Blue. On the following page are some color combination suggestions. Tints of the colors can be used when needed, and examples are shown below.

**UNC Mountain Blue**

	PMS	5405	
	CMYK	74/47/33/7	
75%	50%	RGB	79/116/139
		HEX	#4f748b

**UNC Ocean Blue**

	PMS	5483	
	CMYK	72/35/39/5	
75%	50%	RGB	79/133/142
		HEX	#4f858e

**UNC Smoky Blue**

	PMS	5503	
	CMYK	43/17/24/0	
75%	50%	RGB	148/183/186
		HEX	#94b7ba

**UNC Sky Blue**

	PMS	2204*	
	CMYK	31/13/11/0	
75%	50%	RGB	175/199/212
		HEX	#afc7d4

**UNC Olive Green**

	PMS	7491	
	CMYK	54/33/96/12	
75%	50%	RGB	123/134/58
		HEX	#7b863a

**UNC Sap Green**

	PMS	2305*	
	CMYK	44/23/100/2	
75%	50%	RGB	154/164/57
		HEX	#9aa439

**UNC Walnut**

	PMS	732	
	CMYK	39/74/99/48	
75%	50%	RGB	100/54/21
		HEX	#643615

**UNC Boysenberry**

	PMS	7642	
	CMYK	43/89/50/31	
75%	50%	RGB	132/53/83
		HEX	#843553

**UNC Aqua**

	PMS	7472	
	CMYK	63/7/34/0	
75%	50%	RGB	89/183/177
		HEX	#59b7b1

**UNC Persimmon**

	PMS	7598	
	CMYK	17/86/99/6	
75%	50%	RGB	195/70/40
		HEX	#c34628

**UNC Pumpkin**

	PMS	716	
	CMYK	3/64/100/1	
75%	50%	RGB	233/120/34
		HEX	#e97822

**UNC Slate Gray**

	PMS	Cool Gray 8	
	CMYK	48/40/38/4	
75%	50%	RGB	138/138/141
		HEX	#8a8a8d

**UNC Butter Yellow**

	PMS	7403	
	CMYK	5/15/57/0	
75%	50%	RGB	242/211/131
		HEX	#f2d383

**UNC Sand**

	PMS	7562	
	CMYK	25/37/73/3	
75%	50%	RGB	190/153/92
		HEX	#be995c

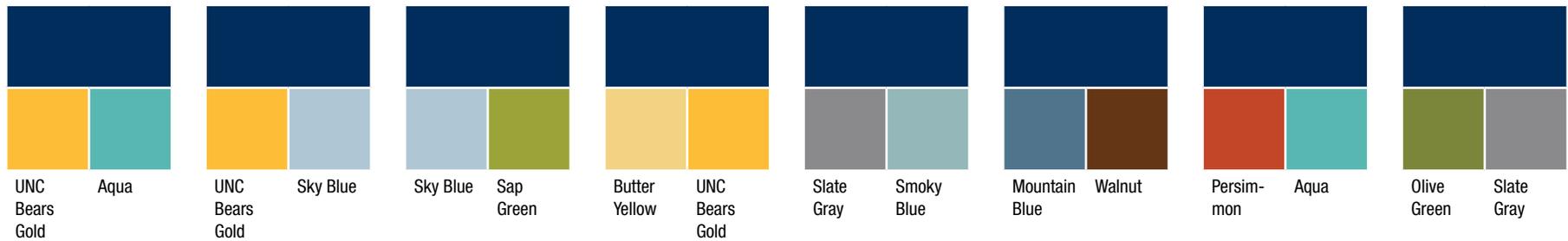
\*As of April, 2015, these PMS colors are not available in the Pantone® palette in Adobe CC software. Use the CMYK (print) or RGB (electronic media) formulas instead.

# Color Family Suggestions

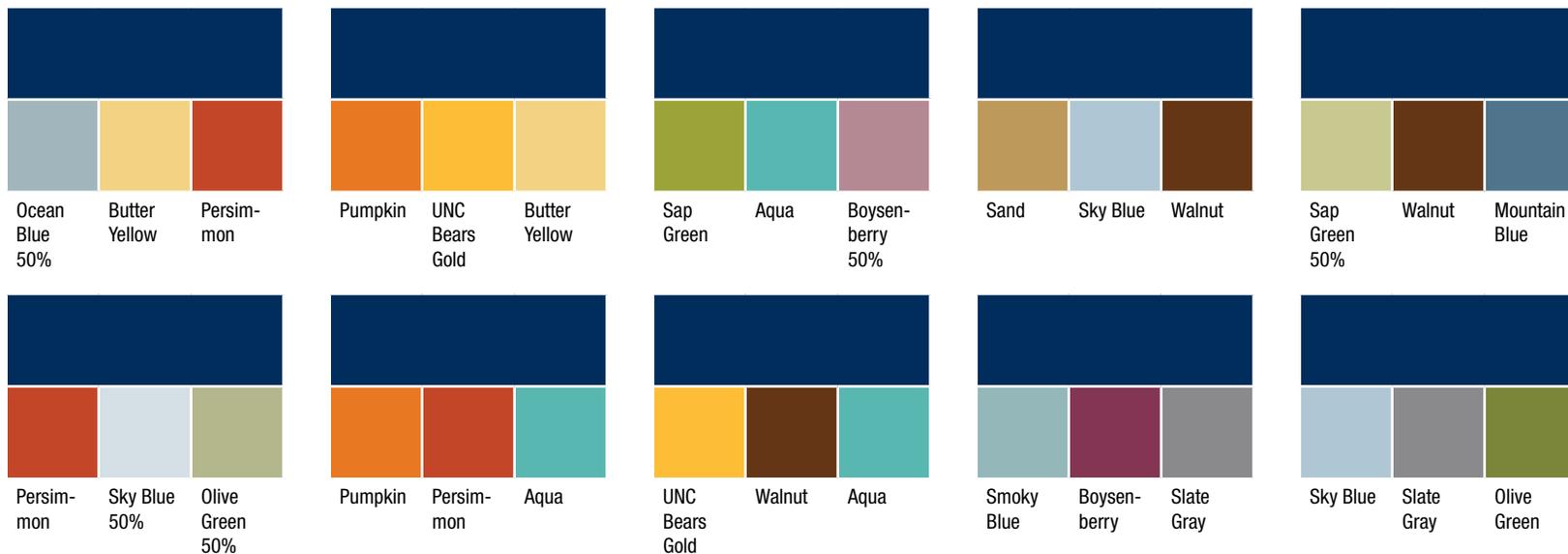
## Combining Primary and Secondary Colors

Below are some examples of color families built from UNC primary and secondary color palettes. Remember to use secondary colors sparingly, and avoid any color combinations that strongly reference other colleges or universities. UNC Bears Blue is the primary color anchor in each of these palettes, as it should be in any UNC materials produced.

### 3-color groupings



### 4-color groupings



# Typography for Print

University of Northern Colorado’s typographic identity consists of two main typefaces for print materials, as well as a separate family of typefaces for use on the web.

## UNC’s Main Typefaces: Print

### Berkeley

Berkeley is a traditional and classic serifed typeface, used primarily for body copy and some subheads, captions and footnotes. This typeface’s design makes it an ideal type for reading large amounts of copy. Ideal body copy sizes of Berkeley range from 10 pt/13 pt of leading, to 12 pt/15 pt of leading. University style is to not break words at the end of lines. Do not force justify body copy. Paragraphs may be started with a small indent *or* space between each paragraph, but not both.

As Berkeley is best at smaller sizes, we suggest not using it larger than 18 pt.

Berkeley is available as book, **medium**, **bold** and **black**, with *italic* versions of each. Book and **medium** are the recommended weights used.

#### Substitution

If Berkeley is not available on the computer you are using, consider substituting Adobe Garamond, Baskerville or Times New Roman.

### Helvetica Neue LT Std

Helvetica Neue is a sans serif type family with a large variety of weight and width options. These different weights (light, **medium**, **heavy**, etc.) as well as widths (condensed, regular or extended) provide a vast library of type options to help match type to design. Helvetica and other sans serif typefaces work well as headlines, callouts or captions, and other smaller amounts of copy.

We recommend *not* using Helvetica for large amounts of copy. Helvetica can work well at small sizes (no less than 8 pt for body copy) to large, display or headline type.

#### Substitution

If Helvetica is not available to you, consider using Arial.



## Type Tips

**Display typeface** refers to type that is specifically used for headlines or small amounts of non-body copy (such as a player’s name on the back of a sports jersey).

**Body copy** is defined as the main information on a page, usually found in paragraph form. Because of the amount of text and the detailed nature of information conveyed, a highly readable typeface is preferable.

#### Hyphenation and Justification

**Hyphenation** at the end of a line is to be avoided in body copy and headline copy whenever possible. If hyphenation cannot be avoided, do not have hyphens appear on consecutive lines of copy.

**Left justify** (left-align) body copy whenever possible. Left aligned copy is the easiest for our eyes to follow and will therefore make your copy easier to read.

**Centering** text is not a good practice when working with large amounts of copy, and should be reserved for small bits of information, such as date, time and location on an event poster. Body copy should not be centered.

**Fully justified** type (type that stretches from margin to margin to create an even block, often seen in newspaper columns) should never be used. This type of alignment creates uneven and gaping word spacing that makes reading copy cumbersome and difficult.

# Typography for Print

## UNC's Specialty Typefaces: Print

Specialty and accent typefaces are allowed for use in print materials when used sparingly, and only for display (i.e. headline) or similar graphic element usage.

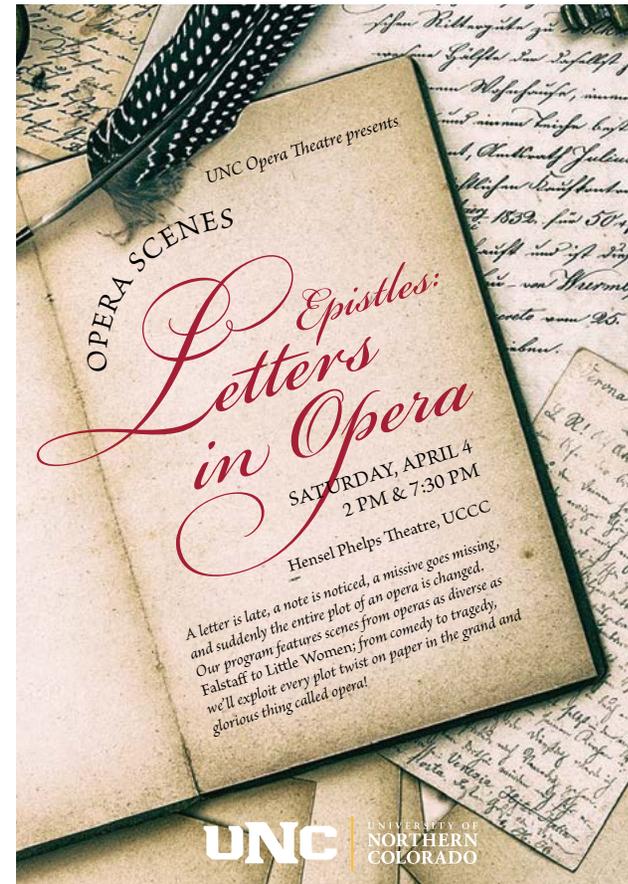
### **GREELEY**

Greeley is the new, custom designed UNC typeface. This typeface can be used for *headlines or display copy only* (use it sparingly) and should never appear smaller than 18 pt. Don't use Greeley for body copy.

### Other Accent Typefaces

The use of accent typefaces for print materials is acceptable if used very sparingly, and only as a headline or graphic element. If using an accent typeface in this manner, be thoughtful in the choice of typeface to assure it coordinates well with your subject matter and complements the piece's design.

Below is an example of an accent typeface used for just the poster title. This typeface was carefully chosen to enhance the subject matter of the event and visually tie the poster elements together.



# Typography for Web and Electronic Media

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## UNC Main Typefaces: Web

UNC has an established style sheet created and managed through University Relations. In order to ensure a global consistent brand identity for every page of our website, no modifications should be made to any elements on your page. If you need an element not provided in our master style sheet, contact University Relations.

## Open Sans

Open Sans is used for the majority of text and headers on the website. It's available in several different weights. Please adhere to the current established web type styles when adding text to your department website. Weights used are bold, regular and light.

### Substitution

If Open Sans is not available to you, consider using Arial or Helvetica.

## Aleo

Aleo is an accent only/headline typeface to be used sparingly and as suggested by established web style sheets. Currently it is only being used on UNC's and admissions' home pages.

## Accent Typefaces

Accent typefaces different from those stated above will not be acceptable for use on the web. Adhering to the current design standards will ensure a cohesive and readable website that reinforces the university's brand standards.

## Email Signature

Email signatures files are available for download at [unco.edu/universityrelations/brand-tools](http://unco.edu/universityrelations/brand-tools)

### Sender Name

Title  
Department



UNIVERSITY OF  
**NORTHERN  
COLORADO**

University of Northern Colorado  
Building  
Address  
Campus Box 00  
Greeley, CO 80639

O: 000-000-0000  
C: 000-000-0000  
F: 000-000-0000  
unco.edu

### Sender Name

Title  
Department

University of Northern Colorado  
Building  
Address  
Campus Box 00  
Greeley, CO 80639

O: 000-000-0000  
C: 000-000-0000  
F: 000-000-0000  
unco.edu

## Nametags

The name tag designs shown below are the approved designs to be used for any department on campus. Any deviation requested from the designs below will be sent to University Relations pending approval. *Updated March 2018.*

### Campus-wide designs



### Alumni and Development only designs



Nametags (along with deskplates and other engraved items) can be ordered from:

#### K&K Laser Creations

Knk-laser@awardsowonder.com  
970-330-2244

#### Award Alliance

orders@awardalliance.com  
970-351-6398

Plastic nametags for students are allowed. Both vendors have artwork for the student plastic nametags.