



Urbana University Graphic Identity Standards

For the Use of the University Logo, Seal, and Other Marks

Message from Dr. Jones



Identity and brand tell our story and imprint our University in the eyes and mind of everyone we touch and hope to touch. The purpose of the Urbana University Graphic Image Guide is to assist the University's colleges, departments, and offices in presenting a unified graphic consistency in all external publications, letters, signs and advertisements.

The Office of Communication developed this manual which was then approved by the Administrative Council in June 2009. Sometime this fall, a style guide will be created to complement the Image Guide. These two important tools will enable us to communicate our message clearly and consistently.

The three components of our brand are: the logos, the school colors, and the presidential seal. This guide outlines how each is to be used. Allow me to emphasize that these are not suggested guidelines--these are mandated standards from this date forward. However, knowing that we will learn as we implement these standards, they are subject to ongoing review. We may change a logo, tagline or font from time to time, but we now have a standard to follow. We also recognize that every rule begs exception. The Communications team will consider requests for variance.

Thank you for taking our brand and identity seriously. Our future will track in parallel with how effectively we develop our brand, reputation, and identity. I am grateful for your commitment to Urbana University and to all who pass through the hallowed classrooms.

Thank you,

Dr. Stephen B. Jones
President

Introduction

A strong, attractive and flexible visual identify program is an asset to the University. It creates a unified, easily recognizable image for Urbana University which enhances the institution's public visibility. Urbana University's visual identity program was strengthened in 2002 when the current logos were developed. Now in 2009, the use of the logo, seal, and other marks are being more clearly defined with this guide. Members of Urbana University's community now have information about how to use the components of the visual identity program appropriately.

If you need help or have questions about Urbana's visual identity program, please contact the Office of Communications through Christina Bruun-Horrigan.

The University Logo

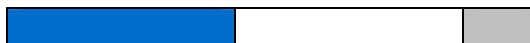
Urbana University's primary graphic identity is the arches logo. It must be used on all materials and information representing Urbana University to external audiences.

The term "logo" refers to the graphic element and set of words shows below. The logo has two parts: the *logotype*, which is the name of the University, and the *graphic element*, which is the stylized representation of the arches. The logotype appears in both the Times and TW Cen MT fonts. The two parts are combined in specific alignment and proportions to form the logo. The logo is available in electronic form from the Office of Communications web site, (www.urbana.edu/ > About Us).



Colors

The University colors—royal blue and white—are some of its most obvious visual identifiers. Silver/gray is used as a secondary accent color. For publication purposes, Urbana's official ink colors are blue (PMS 300; RGB 0, 109, 202; web 0066cc) and silver/gray (PMS 421; 25% Black screen).



The institutional logo is printed in Urbana's ink colors: gray for the graphic element and royal blue for the logotype. Official publications must use Urbana's ink colors. The only appropriate two color use of the logo is shown in the example above. If only one color is available, the logo should be shown in black only or black with the grey arches.

In some publications or other printed materials, the University logo may appear in white on a dark background color of the material being imprinted. This is termed "reversing out" or a "reverse." A reverse image may also appear in metallic silver, if approved by the Director of University Relations.

You are required to use Urbana's ink colors on all publications designed for the University's external audiences. A black and gray version of the logo is acceptable on materials to be printed in black/white only. An all black logo may be used only on newsprint material.

Logo Guidelines

The logo represents Urbana University

The logo represents all departments and offices. Individual units should be represented in such a way as to avoid developing competing logos to external audiences.

The graphic element and logotype must remain in the same proportion

Avoid resizing only in one direction



Too wide



Too narrow

The graphic element and logotype have been specifically created to form an integral logo

The graphic element of the logo is not to be redrawn or the logotype re-typeset into a different form or type style.



Altered Arch



Altered Text

The graphic element and logotype must remain in the same relationship as designed

The logo elements should not be split apart and rearranged or resized.

Other design elements should not visually compete with the logo

Graphic elements that intrude upon the space of the logo or compromise its integrity as a visual unit should be avoided.



The graphic element may not be separated from the logotype unless being used as a visual element in a full color brochure.

The graphic element is not intended to be used in place of the logo, since by itself it in no way identifies the University.

Logo Usage

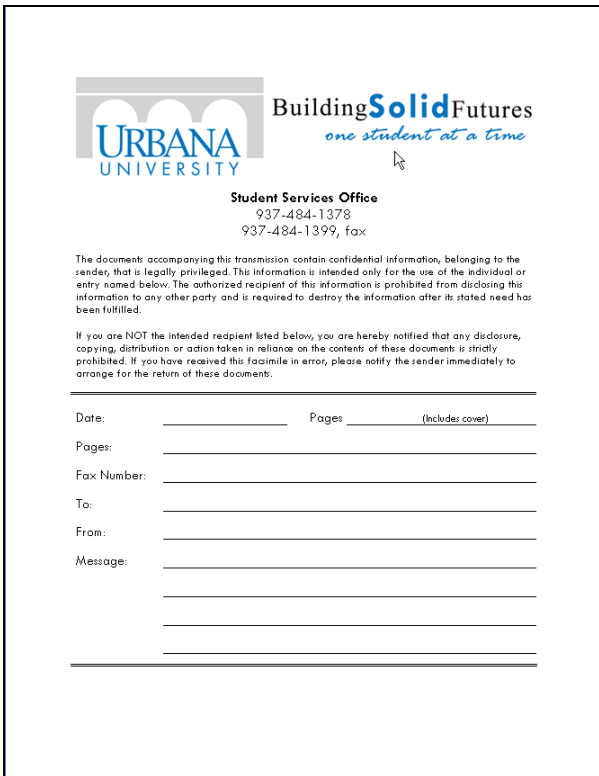
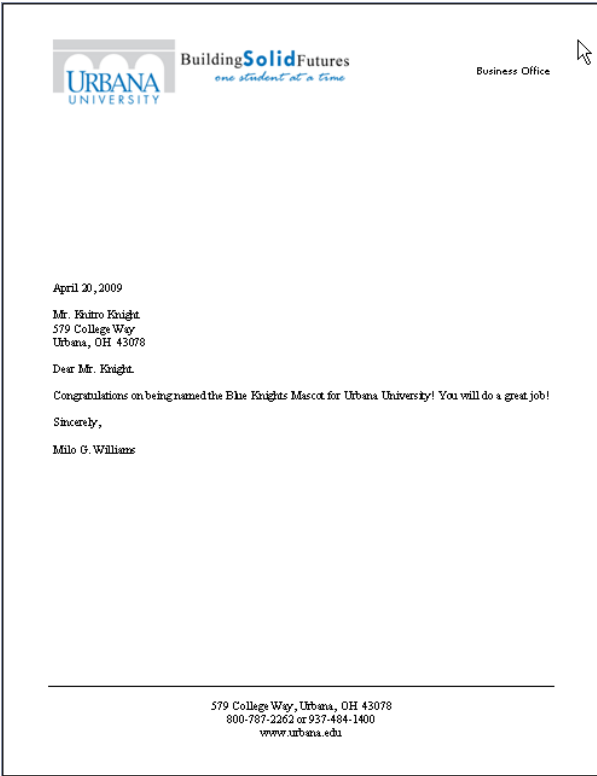
The University logo is used on publications and other materials to visually promote a cohesive identity for Urbana University to all audiences. Some examples of appropriate uses of the logo include:

- University envelopes, letterhead and business cards
- Publications and documents that contain official information
- University advertisements
- Affirmation of the connection between a project or program and the University

The examples on the two following graphics show the use of the logo and the official layout of University stationary and business cards. There are general letterhead and department/program layouts.

Memos and faxes are also designed in keeping with the University's graphic identity (see examples on the following pages). You may acquire these templates through the Office of Communication's website.

Envelopes and general letterhead may be purchased through the Business Office. Business cards, letterhead and envelopes imprinted with a department or office name are ordered through the Business office as well.



More Visual Identity Information

Referring to Urbana University

In situations where the graphic element of the logo conflicts with a major design, the words “Urbana University” may be used instead of the logo. The use of “UU” is only appropriate following an initial reference to Urbana University.

Font

The University has an official typographic identity which calls for the use of a specific type face or “font.” The University fonts are available in both serif (Times) or sans serif (TW Cen MT) forms. The logotype in the logo is a combination of these fonts and use of either on official documentation is acceptable. When these fonts are unavailable, Times New Roman or Arial are also acceptable.

These fonts should be used in all official University publications, including anything produced on University letterhead or in conjunction with the logo.

Other University Images

The University Seal

The University Seal, shown below, is the legal mark of the University and is to be used only for diplomas, transcripts, certificates and other legal documents as designated by the President's Office. As the official legal Seal of the institution, its usage must be limited to formal applications.

The University Seal is not to be used as an alternative to the University logo. If you have questions about the appropriateness of using the Seal, please contact the Office of Communications.

History of the Seal

Urbana University's seal was created around 1930 and contains much symbolism of the Swedenborgian Church. The Latin inscription "Adventus Domini" refers to the Second Coming of the Lord, one of the basic tenets of Emanuel Swedenborg's beliefs. He often signed the first pages of his books with this inscription: "Hic liber est adventus domini," or "This book is the coming of the Lord." The open Bible represents the Lord revealing Himself in his Word. The rays of light represent the dawning of wisdom through study of the Word and the crown represents the Lord Himself. Additionally, the New Church is said to be the "crown of all the churches."



Spirit Marks

Because Urbana University is an academic institution, the arches logo must be on every piece used for external audiences. This includes pieces produced for recruiting student-athletes. Spirit marks will not be used as the only identifying image on an Urbana University publication.

The Blue Knight and the Urbana U are known as spirit marks or logos and are to be used to promote school spirit and by Urbana University athletic teams. When used on letterhead or other printed material, spirit logos must be used in conjunction with the arches logo as the arches are Urbana University's primary identity. The spirit marks of the knight and U may be used on publications, signage, and brochures only if the University and the Blue Knight athletic teams have been clearly identified on the same page that the alternate logo appears.

History of The Blue Knights

The earliest mention of Urbana’s athletic teams is found to be the “Blue Streaks” basketball team of 1926-27. Most teams were designated as only The Urbana University or College teams. In 1965, the Urbana University school newspaper announced a contest for students to name the athletic teams, the newspaper and the yearbook. The winner of the contest would be treated to dinner by the basketball coach, Jerry Walke. In the January 25, 1966 edition, the newspaper announced that The Blue Knights was chosen for the team name, *The Lancer* for the newspaper and *The Oakleaf* for the yearbook.

Blue Knight

The Urbana Blue Knight logo is a secondary institution mark and the primary mark of the Urbana University Athletics Department. It shall appear in only the accepted and approved colors seen below.



Urbana U

The Urbana U is a secondary mark of the Urbana University athletics program. It shall appear in only the accepted and approved colors seen below.



The Knight

The knight without the logotype is an approved secondary spirit mark and shall appear in only the accepted and approved colors seen below.



How to Obtain the Logo

The Office of Communications can supply you with the University logo, via their website, in the appropriate format for your needs.

Other Materials

Advertisements

Advertising, including faculty and staff recruitment announcements and notices of special programs and events, is a highly visible communication tool that reinforces Urbana University's image as an institution of excellence. Ads must include the University logo and should be neatly and attractively designed. For help developing your ads, please contact the Director of Marketing in the Office of Communications.

Signage

Informal signage such as banners, placards, sandwich boards, and podium signage, may include the University logo as long as that usage conforms to the guidelines outlined in this manual. Permanent exterior and interior signs as well as building and off-campus vehicular signs used throughout the University are developed by the Office of Communications in conjunction with Facilities Management.

Outside Audiences

University publications include all forms of printed material produced by the University for students, faculty, alumni, parents, prospective students, friends, the media, and the general public. All publications and websites oriented to off-campus distribution *must* include the following two items:

- The Urbana University logo
- The University website or sub site (i.e., www.urbana.edu, sports.urbana.edu, appleseed.urbana.edu, chapmanschool.urbana.edu)

Approvals and Assistance

Publications project the image of Urbana University. It is essential that all publications be well designed, use the Urbana graphic elements correctly, and project an image of quality. Such publications would include (but not be limited to) promotional announcements, marketing materials, fund-raising brochures, newsletters, event promotions, student recruitment materials, continuing education promotions and other University communication.

All printed materials that represent the University or entities within the University to off-campus audiences must be developed in partnership with the Office of Communications:

Press Releases and mass communications: Director of University Relations

Marketing materials: Director of Marketing

Branding Tag Line

The **Building Solid Futures one student at a time** campaign began in earnest Summer 2008. All materials produced for external audiences during this campaign must include this tag line on the material in close proximity to the arches logo. There are a variety of ways to display the tag line as shown below. Additionally, when used by the Athletic Department, the tag line should be altered to read “student-athlete” in place of “student.” All graphics are available from the Office of Communications website.



Building**Solid**Futures
one student at a time

Building**Solid**Futures *one student at a time*

Building**Solid**Futures *one student-athlete at a time*

Office of Communications

The Office of Communications leads the efforts to maintain the institutional identity by coordinating institutional messages to the community and region. These include printed and electronic communications for student recruiting, general information, and internal and external communications. Likewise, the Office of Communications maintains the campus calendar and coordination of the president’s messages, directives, and presentations.

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Mary Anne Barr, Director of Marketing

Nick Christian, Web Manager

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