

UTICA



UNIVERSITY

Official Brand Identity

Graphic Standards
Usage and Style Guide



Meeting a Higher Standard

As Utica University has grown as an institution, so too has its need to present a consistent image of itself as an innovative center of learning in a global society. A cornerstone of this effort is the deployment of a powerful visual identity – a memorable and consistent graphic representation that will serve as a visual shorthand, if you will, for Utica University’s image and reputation.

For this reason it is important that we maintain a high standard of consistency as we use the University’s visual identity. This manual is intended to be an indispensable tool in support of that goal.

Developed by the Office of Marketing and Communications and approved by my office and the Board of Trustees, this manual provides comprehensive guidance on the use of Utica’s visual identity in promoting the University’s image and reputation worldwide. The guidelines and standards within it reflect the official policy of Utica University with respect to branding and communications in all media.

I encourage you to refer to this manual whenever you have questions as to the proper use of the University’s visual identity. Please bear in mind that any exceptions to the standards outlined in this manual must receive prior approval from the Office of Marketing and Communications.

Working together, we can ensure that, in an increasingly complex educational marketplace, our marketing will project a consistently strong and recognizable image – one that accurately reflects the enduring strengths and values of this institution.

Sincerely,

A handwritten signature in black ink, appearing to read 'Todd Pfannestiel', with a long horizontal line extending to the right.

Todd Pfannestiel, Ph.D.
President

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Introduction

ABOUT UTICA UNIVERSITY

Utica University is the best choice for motivated people who seek a formal education in order that it may expand the possibilities of their lives. Every member of the Utica University community contributes to furthering the accessibility, relevance, and excellence of higher education.

Founded in service to the families of the Mohawk Valley and their World War II veterans, Utica University has never veered from its original purpose. Since the first faculty member stood before the first student in the first class on Oneida Square, generations of Utica University faculty, staff, and administrators have distinguished themselves by the depth of their commitment to engaging students where they find them; reaching their imaginations, intellects, and hearts, and challenging their sense of what's possible.

Today's Utica University is a leader among educational institutions: a progressive, creative, and adaptive enterprise fully committed to the exploration of pedagogical and structural innovation. The University graduates fundamentally well-educated men and women, able to surely guide the course of their own lives, and shape the contributions they will make to the world in which they live.

ABOUT THIS GUIDE

Utica University is visually represented by a series of closely related logos including institutional and athletic marks. The sum of these marks comprise the Utica University brand identity.

This guide is intended as a resource for both internal departments and external vendors who apply any of the University's logos. It was created to ensure consistent use of the institution's logos across a wide variety of applications. The following pages are official policy of Utica University as it pertains to the reproduction of its brand identity.

All logos and artwork depicted within this guide are trademarks of Utica University. Any use without consent of the University, or its licensing agent is strictly prohibited.

For additional information regarding the Utica University brand identity or for specific questions regarding its use please contact:

Utica University
Office of Marketing and Communications
(315) 792-3047

Licensing the Utica Brand

The Utica trademark licensing program strives to promote, enhance, and elevate the image of the University by authorizing the use of our marks on high-quality, socially-responsible, tasteful merchandise and apparel. The program is administered by the University in partnership with the Licensing Resource Group (LRG).

Any person, organization, or corporation wishing to manufacture a product bearing or containing any of the marks of the University, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Examples of products include giveaways, apparel, uniforms, sports equipment, et cetera.

Only officially licensed, approved vendors (licensees) may produce items bearing Utica's trademarks or name. Those wishing to become licensed can obtain an application at <http://lrgusa.com/licensing/>. Along with a completed application, vendors will be required to submit product samples, proof of insurance, and a nominal fee. All vendor questions regarding the application and approval process should be directed to LRG.

In addition to the application and license renewal processes, LRG manages royalty reporting, artwork approvals, enforcement, promotions, and general administration of Utica's licensees.

Once vendors are licensed, they can access current, accurate Utica logos and marks from Trademarx Online, LRG's web-based artwork database. Product designs must be submitted into Trademarx Online for review and approval prior to being produced. Items bearing Utica's trademarks without a license may be considered counterfeit and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for pre-production approval may have their license revoked.

A list of Utica licensees is available by visiting <http://lrgusa.com/licensing/vendor-list/>. Type in "Utica" in the search bar at the top of the page.

For more information, please contact:

Rick Merriam
Regional Brand Manager, LRG
495 Hope Street
Suite 5
Bristol, RI 02809
Phone: (401) 396-5588
Fax: (401) 396-5589
rickm@lrgusa.com

Official Colors

PANTONE 289



PROCESS:	RGB:	HTML:	MADERIA:
C: 98%	R: 12%	0c223f	1368
M: 84%	G: 35%		
Y: 46%	B: 64%		
K: 51%			

PANTONE 166



PROCESS:	RGB:	HTML:	MADERIA:
C: 4%	R: 231%	e75200	1278
M: 82%	G: 83%		
Y: 100%	B: 0%		
K: 0%			

Three color standards that apply to the Utica University identity are detailed above. The color placement and specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® or MADEIRA® number for accurate color reproduction.

PANTONE® is a registered trademark of PANTONE Inc.

MADEIRA® is a registered trademark of MADEIRA USA LTD.

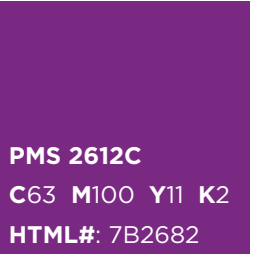
Accent Colors

Accent sets of colors have been selected to complement the primary color palette. The colors shown in these accent palettes are recommended for general use, but users are not limited to only these colors. These colors may only be applied to supporting design elements, never to the logo or wordmark. Colors from different color palettes should not be mixed.

Spirit Colors

 <p>PMS 2935C C100 M68 Y4 KO HTML#: 2E67B2</p>	 <p>PMS 7549C C0 M31 Y100 KO HTML#: FFB700</p>	 <p>PMS 3125C C95 M2 Y22 KO HTML#: 00ACC8</p>	 <p>PMS 383C C39 M20 Y100 K1 HTML#: A9AD00</p>
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Analogous Colors

 <p>PMS 199C C7 M100 Y85 K1 HTML#: DC0032</p>	 <p>PMS 2612C C63 M100 Y11 K2 HTML#: 7B2682</p>	 <p>PMS 3928C C100 M33 Y75 K24 HTML#: 006853</p>
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Muted Colors

 <p>PMS 5835C C39 M31 Y78 K5 WEB#: A09857</p>	 <p>PMS 4645C C28 M52 Y70 K8 WEB#: AE7C58</p>	 <p>PMS 4545C C18 M16 Y42 KO WEB#: D4CA9F</p>	 <p>PMS 105C C44 M42 Y100 K16 WEB#: 8A7B29</p>
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Chapter 1

Institutional Identity

*The use or creation of
alternative logos or
marks representing
Utica University is prohibited.*



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Light or White Backgrounds



One Color on Dark or Patterned Backgrounds

NOTE: One color logos may appear in any color in the approved palette or black and white. See page 6 for detailed color information

Area of Isolation

In the logo, the required area of isolation is equivalent to the vertical height of the wordmark. When used in application, this area must be clear of all graphics, typography, or imagery.



Proportions

The height and width proportions of the logos within the Institutional Identity are detailed here. Proportions of the logo should never be altered under any circumstance.

If you know the width, multiply it by the height percentage of X then divide by 100 to calculate the height. If you know the height, multiply it by 100 then divide it by the height percentage of X to calculate the width.



Typography

The typography used within the Utica University institutional identity are detailed here. The preferred typeface for headline and display applications within collateral and support materials is Utopia Semi-Bold.

Utopia Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

In body copy applications or smaller point sizes where a lighter weight is preferred, it is acceptable to substitute Utopia Regular.

Utopia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

For subheadlines secondary communications and sub-branding, the preferred font is Gotham Bold. See page 16 for sub-branding metrics.

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

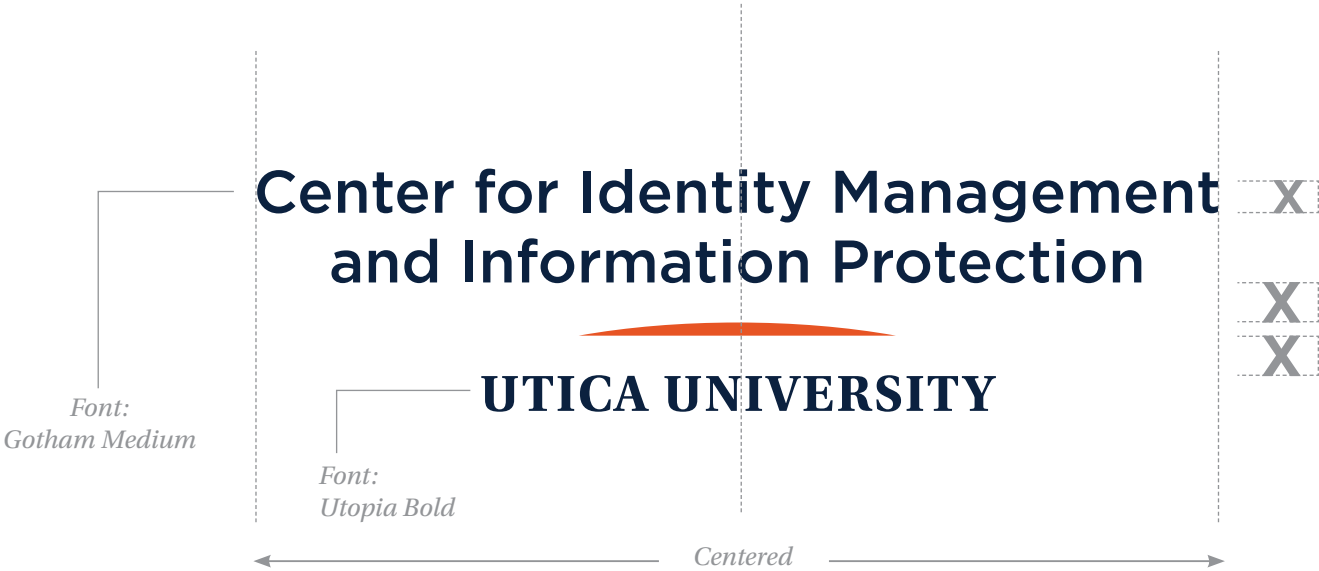
Sub-Branding

It is acceptable to customize the word mark for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color (see page 12 of this guide). Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications. For contact information, see page 34 of this guide.



Sub-Branding

It is acceptable to customize the word mark for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color (see page 12 of this guide). Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications. For contact information, see page 34 of this guide.



Common Misuse



Never distort the logo



Never alter the proportions



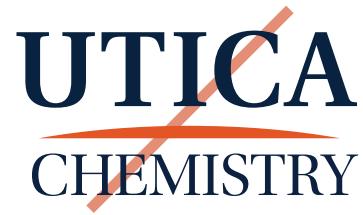
Never alter color placement



*Be mindful of isolation area
see page 13 of this guide*



Never use unapproved colors



Never alter the typography



*Never alter placement
of components*



Never alter the typography



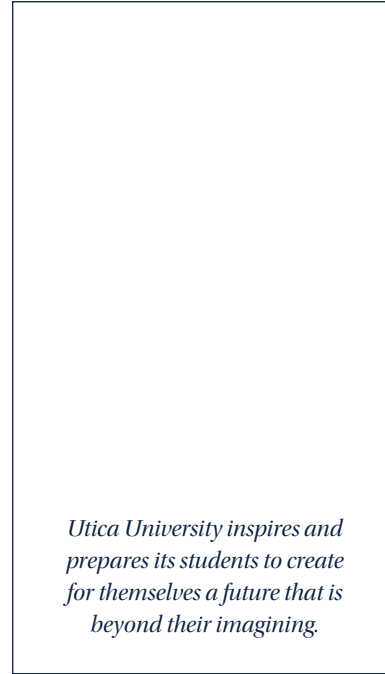
Never angle or skew the logo

Institutional Stationery - Business Card

All business cards must be ordered through the online portal at duplionline.com. Each office or department has a designated member of staff for submitting orders.



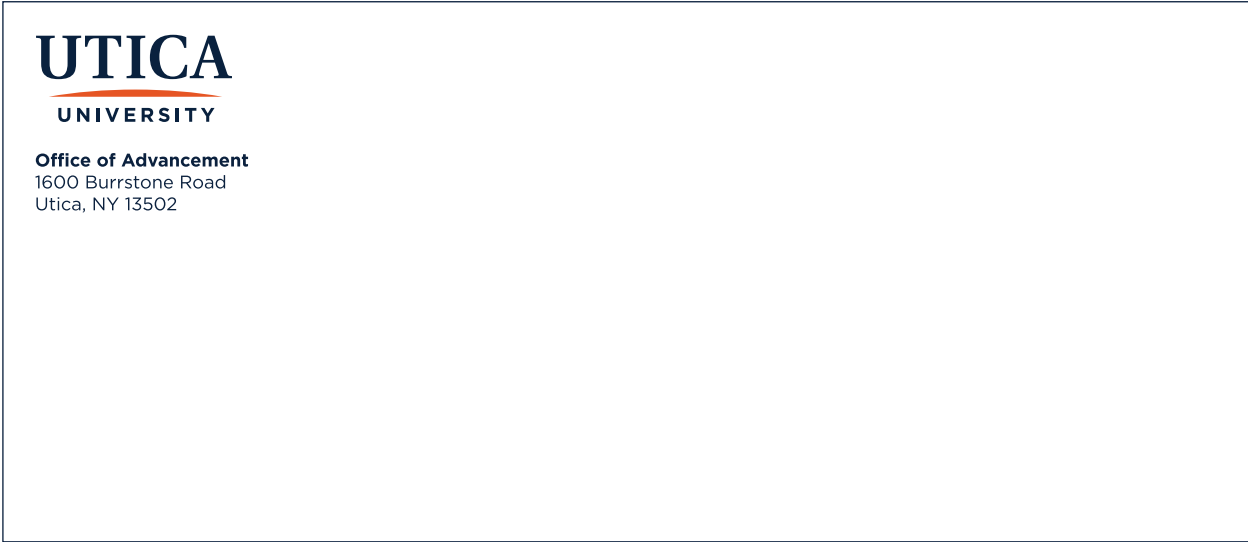
Front



Back

Institutional Stationery - Envelope

All envelopes must be ordered through the online portal at duplionline.com. Each office or department has a designated member of staff for submitting orders.



Institutional Stationery - Letterhead

All letterhead must be ordered through the online portal at duplionline.com. Each office or department has a designated member of staff for submitting orders.



Office of Marketing
and Communications

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Chapter 2

University Seal

University Seal

Use of the University Seal is reserved for formal communications, restrictions apply. For more information regarding acceptable applications, please contact the Office of Marketing and Communications. See page 34 of this guide for contact information.





UTICA
PIONEERS

Chapter 3

Athletic Identification

Athletic Primary Logo



UTICA
PIONEERS

Full Color on Light or White Backgrounds



Full Color on Bright or Patterned Backgrounds



Full Color on Dark or Patterned Backgrounds

Athletic Secondary Logo - Stand Alone Moose



Full Color on Light or White Backgrounds



Full Color on Bright or Patterned Backgrounds



Full Color on Dark or Patterned Backgrounds

Athletic Secondary Logo - U



Full Color on Light or White Backgrounds



One Color on Light or White Backgrounds



Full Color on Bright or Patterned Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Dark or Patterned Backgrounds

NOTE: One color logos may appear in any color in the approved palette or black and white.



Full Color on Light or White Backgrounds



One Color on Light or White Backgrounds



Full Color on Bright or Patterned Backgrounds



One Color on Bright or Patterned Backgrounds



Full Color on Dark or Patterned Backgrounds



One Color on Dark or Patterned Backgrounds

NOTE: One color logos may appear in any color in the approved palette or black and white.

Sport Specif Marks - Full Color Option 1

UTICA
BASEBALL

UTICA
FOOTBALL

UTICA
SOFTBALL

UTICA
BASKETBALL

UTICA
GOLF

UTICA
SWIMMING
& DIVING

UTICA
CROSS COUNTRY

UTICA
GYMNASTICS

UTICA
SWIMMING

UTICA
CHEERLEADING

UTICA
HOCKEY

UTICA
TENNIS

UTICA
DANCE TEAM

UTICA
INTRAMURALS

UTICA
TRACK & FIELD

UTICA
DIVING

UTICA
LACROSSE

UTICA
VOLLEYBALL

UTICA
FIELD HOCKEY

UTICA
SOCCER

UTICA
WATER POLO

Sport Specif Marks - Full Color Option 2

UTICA
BASEBALL

UTICA
FOOTBALL

UTICA
SOFTBALL

UTICA
BASKETBALL

UTICA
GOLF

UTICA
SWIMMING
& DIVING

UTICA
CROSS COUNTRY

UTICA
GYMNASTICS

UTICA
SWIMMING

UTICA
CHEERLEADING

UTICA
HOCKEY

UTICA
TENNIS

UTICA
DANCE TEAM

UTICA
INTRAMURALS

UTICA
TRACK & FIELD

UTICA
DIVING

UTICA
LACROSSE

UTICA
VOLLEYBALL

UTICA
FIELD HOCKEY

UTICA
SOCCER

UTICA
WATER POLO

Sport Specif Marks - Full Color Option 3



Typography

The typography used within the Utica University athletic identity is detailed here. The preferred typeface for headline and display applications within collateral and support materials is Gotham Bold.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Common Misuse



Never distort the logo



Never skew the logo



Never alter or use unapproved colors



Never alter the typography



Never rotate the logo



Never add graphic devices



Never combine logos



Never flip the logo



Never use containing shapes

Contact Information

For additional information regarding the Utica University brand identity or for specific questions regarding its use please contact:

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(315) 792-3047

