
To my UChicago colleagues,

After more than a year’s worth of work and development with partners in our community and University leadership, I’m pleased to announce the launch of our new Brand Identity Guidelines.

The University of Chicago brand is the sum total of all the people—students, academics, staff, and alumni—all the scholarship—and all the impact—the University has brought to the world since 1890. Suffice it to say, the value of our global brand is immeasurable.

Which is why we need to take the utmost care in protecting it. These guidelines were created to help you communicate our brand in a consistent manner that makes sure it endures.

This guide will show you the way with clear direction, dos and don’ts, and a plethora of examples. Of course, you may have questions from time to time, and when you do, please don’t hesitate to contact the brand team at identity@uchicago.edu. They will be happy to assist you.

As we look toward the future, it is my sincere belief that these guidelines will provide a solid foundation for protecting, enhancing, and growing the preeminence of the University brand.

Paul M. Rand
Vice President for Communications
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Our Brand Identity

Our brand identity is composed of visual elements drawn from both our history and the present moment. From the colors that surround our campus to the neighborhoods and city we call home, these elements bring our brand to life visually. When applied consistently across all communication touchpoints, they increase recognition of our brand, while further enhancing our reputation as a preeminent educational and research institution.
Our Brand Identity

UNIVERSITY MOTTO
Let knowledge grow from more to more; and so be human life enriched.

PHOENIX
The symbol of the Phoenix bridges our heritage to our future—one that is constantly unfolding. For an institution that embraces rigorous inquiry, believes in determined questioning, and continually seeks to advance human knowledge, the symbol of the Phoenix is particularly apt. Because each day, members of our community work to recreate the University in thought and action. It’s how we live our motto—advancing human knowledge that changes the world.
Our Identity Elements

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Our Identity Elements

**SHIELD**
The Shield contains the Phoenix and University Motto. It should not be cropped, obscured, or modified in any way. It can be reproduced in Maroon, Black, and Dark Greystone. Combining colors within the Shield is not allowed.

*Note:* The Phoenix in the Shield must always be lighter than the background color on which it sits. Use the Outlined Shield on dark-colored backgrounds. See page 6.

To download, go to creative.uchicago.edu/resources.
The University of Chicago Brand Identity Guidelines

8.2021
Our Identity Elements

OUTLINED SHIELD
The Outlined Shield is for use on dark-colored backgrounds. It should be reproduced in White only. Combining colors within the Outlined Shield is not allowed.

White on Maroon
White with Maroon fill on Light Greystone
White on Black
White with Black fill on Light Greystone
White on Dark Greystone
White with Dark Greystone fill on Light Greystone

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The University of Chicago Brand Identity Guidelines
Our Identity Elements

OUTLINED SHIELD USAGE
The Phoenix in the Outlined Shield must always be lighter than the background color on which it sits. Use the correct Shield on dark colors or dark photographic backgrounds. See page 8. A common reproduction error is shown below right.

Correct

Incorrect

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Our Identity Elements

**INCORRECT SHIELD USAGE**

- **Do not** crop.
- **Do not** reproduce in more than one color.
- **Do not** change the color.
- **Do not** use the Outlined Shield in any other color than White. See page 6 for correct usage.

- **Do not** angle.
- **Do not** alter or distort.
- **Do not** use the Maroon Shield on a dark background like black.
- **Do not** put the Outlined Shield on a complicated photographic background.

- **Do not** remove elements.
- **Do not** use in a custom design.
- **Do not** replace the Phoenix with another icon.
- **Do not** change the proportions of the Phoenix or the Motto/Book.

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The University of Chicago Brand Identity Guidelines

8.2021
Our Identity Elements

**SHIELD APPLICATION OVER PHOTOGRAPHY**

- **Maroon 100% opacity**
- **Maroon with White fill 100% opacity**
- **White with Maroon fill 100% opacity**
- **White 100% opacity**

- **Black 100% opacity**
- **Black with White fill 100% opacity**
- **White with Black fill 100% opacity**
- **White 65% opacity**
  *Note: Screen the Shield to the percentage that works best on your image and put over an uncomplicated area.*

- **Dark Greystone 100% opacity**
- **Dark Greystone with White fill 100% opacity**
- **White with Dark Greystone fill 100% opacity**
- **White 45% opacity**
  *Note: Screen the Shield to the percentage that works best on your image and put over an uncomplicated area.*

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The University of Chicago Brand Identity Guidelines

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Our Identity Elements

SEAL
The Seal should always be used at full opacity and should not be cropped, obscured, or modified in any way. It can be reproduced in Maroon, Black, and Dark Greystone. Combining colors within the Seal is not allowed.

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The University of Chicago Brand Identity Guidelines

8.2021
Our Identity Elements

REVERSE SEAL
The Reverse Seal is for use on dark-colored backgrounds. It can be reproduced in White only.

Note: The Phoenix in the Shield must always be lighter than the background color on which it sits. Use the Reverse Seal on dark-colored backgrounds. See page 11.

To download, go to creative.uchicago.edu/resources.
Our Identity Elements

REVERSE SEAL USAGE
The Phoenix in the Outlined Shield must always be lighter than the background color on which it sits. Use the correct Reverse Seal on dark colors or dark photographic backgrounds. See page 13. A common reproduction error is shown below right.

Correct

Incorrect

To download, go to creative.uchicago.edu/resources.
Our Identity Elements

INCORRECT SEAL USAGE

Do not crop.

Do not reproduce in more than one color.

Do not change the color.

Do not use this Seal on a dark color. Use the Reverse Seal. See page 11.

Do not angle.

Do not alter or distort.

Do not use the Maroon Seal on a dark background like black.

Do not put the Reverse Seal on a complicated photographic background.

Do not remove elements.

Do not use in a custom design.

Do not replace the Phoenix with another icon.

Do not change the font.

To download, go to creative.uchicago.edu/resources.

The University of Chicago Brand Identity Guidelines

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Our Identity Elements

SEAL APPLICATION OVER PHOTOGRAPHY

Maroon 100% opacity

Maroon with White fill 100% opacity

White 100% opacity

Black 100% opacity

Black with White fill 100% opacity

Dark Greystone 100% opacity

Dark Greystone with White fill 100% opacity

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The University of Chicago Brand Identity Guidelines
Our Identity Elements

CLASSIC PHOENIX
The Classic Phoenix can be used in full color or screened back to add visual interest and texture to a design. For example, the Classic Phoenix may be screened back as a watermark treatment or cropped. See page 19 for guidelines on how to crop the Classic Phoenix. The shape of the Classic Phoenix should not be modified, recreated, or altered in any way. The Classic Phoenix can be reproduced in Maroon, Black, Dark Greystone, and White. It may be used on colors from the University’s primary and secondary palettes. See page 31.

To download, go to creative.uchicago.edu/resources.
Our Identity Elements

OUTLINED PHOENIX
The Outlined Phoenix can be used in full color or screened back to add visual interest and texture to a design. For example, the Outlined Phoenix may be screened back as a watermark treatment or cropped. See page 20 for guidelines on how to crop the Outlined Phoenix. The shape of the Outlined Phoenix should not be modified, recreated, or altered in any way. It can be reproduced in Maroon, Dark Greystone, and Black. It should be used on a light background (White or Light Greystone). It should not be used over colors from the secondary palette.
Our Identity Elements

**SOLID PHOENIX**
The Solid Phoenix can be used in full color or screened back to add visual interest and texture to a design. For example, the Solid Phoenix may be screened back as a watermark treatment or cropped. See page 21. It must always appear in White or lighter than its background and may be reproduced only in Light Greystone and White. This version works well for small applications. The Solid Phoenix should not be modified, recreated, or altered in any way. It may be used on colors from the University’s primary and secondary palettes. See page 31.
Our Identity Elements

**INCORRECT PHOENIX USAGE**

- Do not change the color.
- Do not reproduce in more than one color.
- Do not alter or distort.
- Do not use the Maroon Phoenix on a dark background like black.
- Do not add elements.
- Do not use in a custom design.
- Do not put on a complicated photographic background.
- Do not isolate the head.

- Do not use the Solid Phoenix in colors other than White or Light Greystone.
- Do not use the Classic Phoenix on a black background.
- Do not make the Solid Phoenix darker than its background color.
- Do not use the Classic Phoenix in small applications.

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The University of Chicago Brand Identity Guidelines 8.2021
Our Identity Elements

PHOENIX APPLICATION OVER PHOTOGRAPHY

Maroon 100% opacity
Maroon with White fill 100% opacity
Maroon 100% opacity

White watermark*

*Note: Watermark applications of the Solid Phoenix at less than 100% opacity should only be used over photography.

Black 100% opacity
Black with White fill 100% opacity
Black 100% opacity

White 100% opacity or less
Note: Screen the Phoenix to the percentage that works best on your image and put over an uncomplicated area.

Dark Greystone 100% opacity
Dark Greystone with White fill 100% opacity
Dark Greystone 100% opacity

White 100% opacity or less
Note: Screen the Phoenix to the percentage that works best on your image and put over an uncomplicated area.

To download, go to creative.uchicago.edu/resources.

The University of Chicago Brand Identity Guidelines

8.2021
Our Identity Elements

CLASSIC PHOENIX CROPPING
When cropping, preserve this mark’s integrity by following the guidelines below.
- Crop only one wing at a time.
- A portion of the wing should always be shown.
- The Classic Phoenix may be cropped from the bottom up into the torso.
- Leave at least half of the width of the head visible from the edge of a graphic or page border.
- The Classic Phoenix may be cropped from the bottom and side at the same time.
Our Identity Elements

OUTLINED PHOENIX CROPPING
When cropping, preserve this mark’s integrity by following the guidelines below.
• Crop only one wing at a time.
• A portion of the wing should always be shown.
• The Outlined Phoenix may be cropped from the bottom up into the torso.
• Leave at least half of the width of the head visible from the edge of a graphic or page border.
• The Outlined Phoenix may be cropped from the bottom and side at the same time.
Our Identity Elements

SOLID PHOENIX CROPPING
When cropping, preserve this mark's integrity by following the guidelines below.

• Crop only one wing at a time.
• A portion of the wing should always be shown.
• The Solid Phoenix may be cropped from the bottom up into the torso.
• Leave at least half of the width of the head visible from the edge of a graphic or page border.
• The Solid Phoenix may be cropped from the bottom and side at the same time.

To download, go to creative.uchicago.edu/resources.
Our Identity Elements

INCORRECT PHOENIX CROPPING

Do not crop both wings vertically at the same time.

Do not crop too closely to the Phoenix’s head from the bottom.

Do not crop any Phoenix horizontally from the top.

Do not crop too closely to or into the Phoenix’s head from the side.

Do not isolate the Phoenix’s head.

Do not place the head of a Phoenix too close to the top edge of a graphic or page border.

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The University of Chicago Brand Identity Guidelines
Our Identity Elements

GOTHIC UCHICAGO WORDMARK—LIMITED USE
The Gothic UChicago Wordmark graphically reflects the University’s Gothic architecture and provides a nostalgic link to those familiar with the University’s Hyde Park campus. It can be used on merchandise and apparel or as a design element in print and digital communications.

The Wordmark should be treated as artwork. Do not recreate or modify it in any way. It can be reproduced in Maroon, Black, Dark Greystone, Light Greystone, and White.

To download, go to creative.uchicago.edu/resources.
GOTHIC UCHICAGO WORDMARK—LIMITED USE
In limited instances when customization is appropriate for a specific audience, a single word or acronym set in only all lowercase Fette Fraktur font can be combined with the Gothic UChicago Wordmark. This treatment should be used in combination with your entity’s logo or the University Logo.

Note: this treatment should never be used as a primary logo that replaces the UChicago Logo from the Brand Identity Logo System. Examples below are for illustration purposes only.

To download, go to creative.uchicago.edu/resources.
Our Identity Elements

**GOTHIC UCHICAGO WORDMARK—LIMITED USE**
Examples below are for illustration purposes only.

- **Maroon on Maroon**
  Multiplied, shown at 75% opacity
  Wordmark is rotated 90 degrees and may be cropped tightly on the sides

- **Dark Greystone on White**
  Shown at 10% opacity

- **White on Dark Greystone**
  Shown at 20% opacity

- **White watermark**
  100% opacity or less
  Wordmark may be cropped tightly to a page edge from the top

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Our Color System

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Our Color System

OVERVIEW
The University uses a primary and a secondary color palette drawn from our history, architecture, and campus environment.

The primary palette should be used in all digital and print communications, with Maroon as the dominant color. The secondary palette is to be used sparingly, providing subtle accents in layouts that feature the primary color palette.

To download color libraries, go to creative.uchicago.edu/resources.
Our Color System

**PRIMARY PALETTE**
The primary color palette should be used in all digital and print communications to assure brand consistency. Within the primary palette itself, Maroon should always be the dominant color, with Greys used as accents. For specific color ratios and layout examples, see the following page. Always use these colors at 100 percent. Tints should never be used.

---

**MAROON**
Pantone 202C  
C:0 M:100 Y:70 K:50  
R:128 G:0 B:0  
HEX:#800000

**Light Greystone**
Pantone Cool Gray 3C  
C:4 M:3 Y:5 K:16  
R:217 G:217 B:217  
HEX:#D9D9D9

**Greystone**
Pantone Warm Gray 7C  
C:16 M:23 Y:23 K:44  
R:166 G:166 B:166  
HEX:#A6A6A6

**Dark Greystone**
Pantone Warm Gray 11C  
C:26 M:30 Y:34 K:62  
R:115 G:115 B:115  
HEX:#737373

To download color libraries, go to creative.uchicago.edu/resources.
Our Color System

PRIMARY PALETTE COLOR RATIO EXAMPLES
These examples illustrate the Maroon-to-Grey ratios to be used in all print and digital communications. Maroon should be the dominant color to ensure consistency, with the Greys serving as accents. If the Greys are dominant, Maroon should be present. The use of white space is encouraged as shown below and on the following page.

![Primary palette with white space](image1)

![Maroon and Greystone with white space](image2)

![Maroon and Light Greystone with white space](image3)

To download color libraries, go to creative.uchicago.edu/resources.

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Our Color System

PRIMARY PALETTE COLOR RATIO EXAMPLES

These examples illustrate the Maroon-to-Grey ratios to be used in all print and digital communications. Maroon should be the dominant color to ensure consistency, with the Greys serving as accents. If the Greys are dominant, Maroon should be present.

Note: When white space is the background color, Maroon should be used for the dominant typography, as shown above.

To download color libraries, go to creative.uchicago.edu/resources.
Our Color System

SECONDARY PALETTE

The secondary palette is to be used sparingly and always in conjunction with the primary palette. In other words, all print and digital communications will utilize the primary palette as the dominant color scheme, with the secondary color palette providing subtle accent color options. For specific ratios and layout examples, see the following page. Always use these colors at 100 percent. Tints should never be used.

Goldenrod
Pantone 124C
C:0 M:25 Y:100 K:4
R:234 G:170 B:0
HEX:#EAAA00

Terracotta
Pantone 138C
C:0 M:46 Y:100 K:6
R:222 G:124 B:0
HEX:#DE7C00

Ivy
Pantone 576C
C:44 M:4 Y:88 K:22
R:120 G:157 B:74
HEX:#78D4A

Forest
Pantone 7483C
C:82 M:15 Y:85 K:50
R:39 G:93 B:56
HEX:#78D4A

Lake
Pantone 633C
C:100 M:7 Y:10 K:31
R:0 G:115 B:150
HEX:#007396

Violet
Pantone 519C
C:63 M:90 Y:9 K:50
R:89 G:49 B:95
HEX:#59315F

Brick*
Pantone 1807C
C:6 M:85 Y:71 K:30
R:164 G:52 B:58
HEX:#A43A5A

Light Goldenrod
Pantone 129C
C:0 M:32 Y:90 K:0
R:243 G:208 B:62
HEX:#F3D03E

Light Terracotta
Pantone 157C
C:0 M:37 Y:74 K:0
R:236 G:161 B:84
HEX:#ECA154

Light Ivy
Pantone 577C
C:29 M:2 Y:58 K:2
R:169 G:196 B:127
HEX:#A9C47F

Light Forest
Pantone 7494C
C:31 M:6 Y:42 K:16
R:156 G:175 B:136
HEX:#9CAF88

Light Lake
Pantone 631C
C:70 M:0 Y:15 K:2
R:180 G:106 B:85
HEX:#B46A55

Light Violet
Pantone 5205C
C:25 M:42 Y:13 K:43
R:134 G:100 B:122
HEX:#86647A

Light Brick
Pantone 7522C
C:10 M:58 Y:54 K:18
R:180 G:106 B:85
HEX:#B46A55

Dark Goldenrod
Pantone 131C
C:3 M:36 Y:100 K:11
R:204 G:138 B:0
HEX:#CC8A00

Dark Terracotta
Pantone 1675C
C:5 M:71 Y:100 K:27
R:169 G:67 B:30
HEX:#A9431E

Dark Ivy
Pantone 574C
C:52 M:20 Y:98 K:66
R:19 G:48 B:28
HEX:#13301C

Dark Forest
Pantone 303C
C:100 M:55 Y:18 K:76
R:40 G:71 B:52
HEX:#002A3A

Dark Lake
Pantone 7449C
C:63 M:96 Y:21 K:83
R:65 G:39 B:59
HEX:#41273B

Dark Violet
Pantone 7449C
C:63 M:96 Y:21 K:83
R:65 G:39 B:59
HEX:#41273B

*Note: When Maroon will not provide enough contrast in a layout—for example, when shown over Black—Brick may be used as an alternative. Never substitute Brick for Maroon as a primary color or use it in the University’s brand identity elements.

To download color libraries, go to creative.uchicago.edu/resources.
Our Color System

SECONDARY PALETTE COLOR RATIO EXAMPLES
Used sparingly and in the ratios represented here, the secondary palette can be used to create visual depth or highlights.

Primary Palette with a secondary color and white space

Maroon with two secondary colors and white space

Maroon with two secondary colors and white space

Lorem Ipsum Dolor Amet

Lorem Ipsum Dolor Amet

Lorem Ipsum Dolor Amet

Lorem Ipsum Dolor Amet

To download color libraries, go to creative.uchicago.edu/resources.
Our Color System

INCORRECT COLOR RATIO EXAMPLES
The examples here represent ways you should not utilize the secondary palette.

The secondary palette should not be used in equal proportion to Maroon.

Maroon should always be present, and the dominant color, within the layout.

The secondary palette should never be used in larger proportion to Maroon and the primary palette.

To download color libraries, go to creative.uchicago.edu/resources.
The University of Chicago Brand Identity Guidelines
## Our Typography

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Our Typography

**PRIMARY FONTS**
Gotham and Adobe Garamond Pro represent our brand’s dynamic blend of tradition and modernity. They can be used together or individually. Carefully consider context and legibility when applying them.

**Gotham**
- Gotham Light
- Gotham Light Italic
- Gotham Book
- Gotham Book Italic
- Gotham Medium
- Gotham Medium Italic
- Gotham Bold
- Gotham Bold Italic

Note: When Gotham is not available, use Helvetica. If Helvetica is not available, use Arial.

Note: All typography used on signage needs to be approved by Facilities Services. Gotham should not be used for ADA compliant signage or wayfinding. Contact Facilities Services before starting a signage or wayfinding project. See page 118 for contact information.

**Garamond**
- Garamond Regular
- Garamond Regular Italic
- Garamond Semibold
- Garamond Semibold Italic
- Garamond Bold
- Garamond Bold Italic

Note: When Garamond is not available, use Times New Roman.

Adobe Garamond Pro embodies the traditional tone of the University. It is often used for headlines or accent copy. It is available on Adobe Fonts via Adobe Creative Cloud, or licenses may be purchased through MyFonts.com. EB Garamond is acceptable for digital use (websites, apps, etc.). It is available through Google Fonts.
**Our Typography**

**LIMITED-USE FONTS**
Gotham Narrow, Gotham Black, and Fette Fraktur should be used in limited instances noted in the guidance below. Carefully consider context and legibility when applying them.

<table>
<thead>
<tr>
<th>font style</th>
<th>notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gotham Narrow</strong> Light</td>
<td>can be used for captions, call-outs, copy-heavy documents, and body copy where space is limited. Licenses for the recommended package, Gotham Narrow 1, may be purchased through typography.com.</td>
</tr>
<tr>
<td><strong>Gotham Narrow</strong> Book</td>
<td></td>
</tr>
<tr>
<td><strong>Gotham Narrow</strong> Medium</td>
<td></td>
</tr>
<tr>
<td><strong>Gotham Narrow</strong> Bold</td>
<td><strong>Note:</strong> When Gotham Narrow is not available, use Helvetica Condensed. If Helvetica Condensed is not available, use Arial Narrow.</td>
</tr>
<tr>
<td><strong>Gotham Black</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Gotham Black Italic</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Gotham Black** is an exception only to be used when extra visual impact is needed. Licenses may be purchased through typography.com.

**Fette Fraktur**

**Fette Fraktur** reflects the University’s Gothic architecture and provides a nostalgic link to those familiar with the University’s Hyde Park campus. It should only be used in relationship with the Gothic UChicago Wordmark (see page 24 for details) or by College Admissions in recruitment communications when spelling out the name of a prospective student. It should always be set in lowercase letters only. Licenses may be purchased through linotype.com.
Our Brand Identity Logo System

- Anatomy of the University of Chicago
- Brand identity Logo System: 38
- University Logo: 39
- University Logotype: 44
- Signature Logo: 45
- School Logo: 47
- Custom Mark Logo: 49
- UChicago Logo: 51
- Collaborator Logotype: 53
Our Brand Identity Logo System

ANATOMY OF THE UNIVERSITY OF CHICAGO BRAND IDENTITY LOGO SYSTEM
Representing the University of Chicago’s name consistently in all logos builds brand consistency, further showcases our collective eminence, and increases the total value of our brand. The Brand Identity Logo System provides visual consistency as well as flexibility for customization, when appropriate. The following pages illustrate various applications and proper usage of the University Logo and our Brand Identity Logo System.

University Logo
The official logo of the University of Chicago

THE UNIVERSITY OF CHICAGO

University Logotype
For use in the Brand Identity Logo System and when the University Logo will not legibly reproduce due to space or production constraints.

Signature Logo
For those entities most closely connected to the University operationally and those wanting to leverage the full value of the University Logo.

School Logo
For schools only. Leverages the University’s Shield and provides increased emphasis on the school name for additional distinction within a school’s peer set.

Custom Mark Logo
When a custom logo is necessary for marketing purposes—by, for example, institutes, centers, and labs—a custom mark may be used.

UChicago Logo
Used when “UChicago” is part of the entity’s name. Primarily for use by internal entities or those with external audiences already familiar with the University.

Collaborator Logotype
Used in limited instances, for close collaborators of the University with their own unique brand identities. University Leadership approval is required for use of the Collaborator Logotype.

To request a new logo, go to creativeportal.uchicago.edu.

The University of Chicago Brand Identity Guidelines 8.2021
**UNIVERSITY LOGO**

This logo is our official identifying mark and the primary logo for the University of Chicago. Many variables will determine how the University Logo is applied to a piece of communication. In most instances, the University Logo should appear as a “badge of authenticity.” In all cases it should be treated as artwork. It should be seen clearly, but does not need to be the focal point. Headlines, text, photography, and media platform should be taken into consideration when determining how and where the University Logo is placed.

---

**Minimum Clear Space**

Note: The minimum clear space required around the University Logo must be equal to or exceed “X.” Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.

---

**Minimum Size**

The minimum reproducible size for the University Logo is:

1.125” / 29mm / 81px
Our Brand Identity Logo System

REVERSE UNIVERSITY LOGO
For use on dark-colored backgrounds. The Phoenix in the Outlined Shield must always be lighter than the background color on which it sits. It should only be reproduced in White.

Minimum Size
The minimum reproducible size for the University Logo is:

1.125” / 29mm / 81px

Minimum Clear Space

Note: The minimum clear space required around the University Logo must be equal to or exceed “X.” Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.

To download, go to creative.uchicago.edu/resources.
Our Brand Identity Logo System

REVERSE UNIVERSITY LOGO USAGE
The Phoenix in the Outlined Shield must always be lighter than the background color on which it sits. Use the correct Reverse University Logo on dark colors or dark photographic backgrounds. See page 42. A common reproduction error is shown below right.

Correct

Incorrect
Our Brand Identity Logo System

UNIVERSITY LOGO APPLICATION

Maroon
Maroon on Light Greystone
White on Maroon
Maroon with White fill

Black
Black on Light Greystone
White on Black
Black with White fill

Dark Greystone
Dark Greystone on Light Greystone
White on Dark Greystone
Dark Greystone with White fill

To download, go to creative.uchicago.edu/resources.
The University of Chicago Brand Identity Guidelines
Our Brand Identity Logo System

**INCORRECT UNIVERSITY LOGO USAGE**
The University Logo is our most important brand asset. **Do not** recreate the University Logo. Please be respectful and refrain from altering it in any way.

- **Do not** reproduce the logo in colors other than Maroon, Black or Dark Greystone. See page 42.

- **Do not** reproduce the logo in two colors.

- **Do not** make the Phoenix in the Shield darker than the background color on which it sits. See page 41.

- **Do not** make the Phoenix in the Shield darker than the background color. The Phoenix in the Shield must always be lighter than the background color on which it sits. The Reverse University Logo should not be reproduced in any color other than White.

- **Do not** angle the logo.

- **Do not** alter or distort the logo.

- **Do not** print the Maroon University Logo on a dark background like black. The Reverse University Logo should not be reproduced in any color other than White.

- **Do not** put the logo on a complicated photographic background.

- **Do not** reproduce the logo without the Shield.

- **Do not** replace the Shield with a different graphic.

- **Do not** replace the Phoenix with a different graphic.

- **Do not** alter the size or position of the Shield or the letters in the logo.
UNIVERSITY LOGOTYPE
When the space available is too small for the University Logo, the University Logotype should be used. In all instances, the University Logotype should be treated as artwork. Do not recreate or modify the University Logotype in any way. It can be reproduced in Maroon, Black, and White. See page 91 for examples of usage on branded merchandise and apparel.

THE UNIVERSITY OF CHICAGO

Minimum Clear Space

Note: The minimum clear space required around the University Logotype must be equal to or exceed “X.” Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.
Our Brand Identity Logo System

SIGNATURE LOGO
For those entities most closely connected to the University operationally and those wanting to leverage the full value of the University Logo.

Horizontal Format

Minimum Size
The minimum reproducible size for the Signature Logo is:

1.125" / 29mm / 81px

Vertical Format

To request a new logo, go to creativeportal.uchicago.edu.
Our Brand Identity Logo System

**SIGNATURE LOGO WITH TERTIARY INFORMATION**

When needed, tertiary information, such as a department name or descriptor line, can be added to the Signature Logo.

---

**Horizontal Format with Tertiary Information**

---

**Vertical Format with Tertiary Information**

---

**Minimum Size**

The minimum reproducible size for the Signature Logo with Tertiary Information is:

- 1.125" / 29mm / 81px

---

To request a new logo, go to creativeportal.uchicago.edu.
Our Brand Identity Logo System

**SCHOOL LOGO**
For schools only. Leverages the University’s Shield and provides increased emphasis on the school name for additional distinction within a school’s peer set.

**Horizontal and Vertical Format**

THE UNIVERSITY OF CHICAGO

SCHOOL NAME
SECOND LINE

**Minimum Size**
The minimum reproducible size for the School Logo is:

1.125" / 29mm / 81px

To request a new logo, go to creativeportal.uchicago.edu.
Our Brand Identity Logo System

**SCHOOL LOGO WITH TERTIARY INFORMATION**
When needed, tertiary information, such as a department name or descriptor line, can be added to the School Logo.

**Horizontal Format with Tertiary Information**

**THE UNIVERSITY OF CHICAGO**

SCHOOL NAME
SECOND LINE

Tertiary Information
Second Line

**Vertical Format with Tertiary Information**

**THE UNIVERSITY OF CHICAGO**

SCHOOL NAME
SECOND LINE

Tertiary Information
Second Line

**Minimum Size**
The minimum reproducible size for the School Logo with Tertiary Information is:

1.125" / 29mm / 81px

To request a new logo, go to creativeportal.uchicago.edu.
Our Brand Identity Logo System

CUSTOM MARK LOGO
When a custom logo is necessary for marketing purposes—by, for example, institutes, centers, and labs—a custom mark may be used. The size and shape of the mark should generally fit within the indicated area.

Horizontal and Vertical Format

THE UNIVERSITY OF CHICAGO

ENTITY NAME
SECOND LINE

Minimum Size
The minimum reproducible size for the Custom Mark Logo is:

1.125" / 29mm / 81px

To request a new logo, go to creativeportal.uchicago.edu.
Our Brand Identity Logo System

CUSTOM MARK LOGO WITH TERTIARY INFORMATION
When needed, tertiary information, such as a department name or descriptor line, can be added to the Custom Mark Logo.

Horizontal Format with Tertiary Information

<table>
<thead>
<tr>
<th>CUSTOM MARK HERE</th>
<th>THE UNIVERSITY OF CHICAGO</th>
<th>ENTITY NAME</th>
<th>SECOND LINE</th>
<th>TERTIARY INFORMATION</th>
<th>SECOND LINE</th>
</tr>
</thead>
</table>

Vertical Format with Tertiary Information

<table>
<thead>
<tr>
<th>CUSTOM MARK HERE</th>
<th>THE UNIVERSITY OF CHICAGO</th>
<th>ENTITY NAME</th>
<th>SECOND LINE</th>
<th>TERTIARY INFORMATION</th>
<th>SECOND LINE</th>
</tr>
</thead>
</table>

To request a new logo, go to creativeportal.uchicago.edu.
Our Brand Identity Logo System

**UCHICAGO LOGO**
Used when “UChicago” is part of the entity’s name. Primarily for use by internal entities or those with external audiences already familiar with the University.

**Horizontal Format**

![UChicago Logo - Horizontal Format](image)

**Vertical Format**

![UChicago Logo - Vertical Format](image)

**Minimum Size**
The minimum reproducible size for the UChicago Logo is:

- .825” / 21mm / 60px
- .775” / 19mm / 56px

*To request a new logo, go to creativeportal.uchicago.edu.*

The University of Chicago Brand Identity Guidelines
Our Brand Identity Logo System

UCHICAGO LOGO WITH TERTIARY INFORMATION
When needed, tertiary information, such as a descriptor line, can be added to the UChicago Logo.

Horizontal Format with Tertiary Information

Vertical Format with Tertiary Information

Minimum Size
The minimum reproducible size for the UChicago Logo with Tertiary Information is:

- .825" / 21mm / 60px
- .775" / 19mm / 56px

To request a new logo, go to creativeportal.uchicago.edu.

The University of Chicago Brand Identity Guidelines
Our Brand Identity Logo System

COLLABORATOR LOGOTYPE
Used in limited instances, for close collaborators of the University with their own unique brand identities. University Leadership approval is required for use of the Collaborator Logotype.

Collaborator Logotype

Reverse Collaborator Logotype

Note: The minimum clear space required between the Collaborator Logotype and a collaborator logo must be equal to or exceed “X.” Logo art, typography, or other visual elements should not violate the minimum clear space area.

Minimum Size
The minimum reproducible size for the Collaborator Logotype is:

1.25” / 32mm / 90px

To download, go to creative.uchicago.edu/resources.
Our Icons

Font Awesome

The University of Chicago Brand Identity Guidelines
Our Icons

**FONT AWESOME**
Currently, the University does not provide a unified icon system for use across all communications. Units should maintain icon consistency across their individual communications. If a unit does not have access to custom icons, free icons can be found at [fontawesome.com](http://fontawesome.com).
# Our Photography Style

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>57</td>
</tr>
<tr>
<td>At Work</td>
<td>58</td>
</tr>
<tr>
<td>At Play</td>
<td>59</td>
</tr>
<tr>
<td>Campus Life</td>
<td>60</td>
</tr>
<tr>
<td>Events and Ceremonies</td>
<td>61</td>
</tr>
<tr>
<td>Portraits</td>
<td>63</td>
</tr>
<tr>
<td>Legacy</td>
<td>64</td>
</tr>
</tbody>
</table>
Our Photography Style

Photography brings the distinct personality of our brand to life—capturing authentic UChicago moments and artfully illustrating our constantly advancing story.

When selecting or creating new photos, use the following criteria:

• Compositions are photojournalistic and contain a single point of focus from a distinct point of view. They are dynamic, not overly posed, and use natural lighting whenever possible.

• The colors of our campus and diverse community are showcased.

• Use actual UChicagoans and University scenes as much possible.

• Environments are clutter-free and do not contain product branding or logos of other universities. Corporate logos are acceptable if an event depicted is co-hosted by the corporate entity with the University.

• The timeliness of a photo appropriately reflects the purpose of the communication in which it appears. Photos are current unless used for a specific historical reference.

• Architectural details highlight our unique blend of Gothic and contemporary buildings.

See the following pages for some examples and inspiration.

Note:
Use of stock photography, while not preferred, is sometimes necessary for up-close details and subject matter that isn’t available in PhotoStore or individual unit photo libraries.

For all photography—whether from a custom photo shoot, PhotoStore, or a stock photography service—ensure proper usage rights have been secured. Usage rights will vary depending on audience, media, and duration of use. For more usage guideline information, please contact the University’s Office of Legal Counsel. See page 118 for contact information.

Visit PhotoStore at ps.uchicago.edu.
The University of Chicago Brand Identity Guidelines
Our Photography Style

AT WORK

Visit PhotoStore at ps.uchicago.edu.
The University of Chicago Brand Identity Guidelines
Our Photography Style

AT PLAY

Visit PhotoStore at ps.uchicago.edu.

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CAMPUS LIFE

Visit PhotoStore at ps.uchicago.edu.

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EVENTS AND CEREMONIES

Visit PhotoStore at ps.uchicago.edu.
The University of Chicago Brand Identity Guidelines
Our Photography Style

EVENTS AND CEREMONIES

Visit PhotoStore at ps.uchicago.edu.
Our Photography Style

PORTRAITS

Visit PhotoStore at ps.uchicago.edu.

The University of Chicago Brand Identity Guidelines

8.2021
Our Photography Style
Our Digital Presence

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| Social Avatars     | 78 |
| Social Media Voice | 79 |
| Websites           | 80 |
| Apps               | 81 |
VIDEO OPENINGS
There are two video opening options: the static slide and the animated flythrough bumper. The static slide should be used for lecture, event, and explainer videos. The dynamic, animated flythrough bumper should be used for messaging videos and short- and long-form video narratives. An animated flythrough bumper is not required on narrative videos when it is necessary to immediately capture the viewer’s attention.

Static opening slide

Animated flythrough opening bumper

Note: To download the opening animated flythrough bumper, go to creative.uchicago.edu/resources. The bumper is available in a 1080p version and a 4K version, both with an alpha layer to allow for overlays.
Our Digital Presence

VIDEO CLOSINGS
There are two video closing options: the static slide and the animated flythrough bumper. The static slide should be used for lecture, event, and explainer videos. The dynamic, animated flythrough bumper should be used for messaging videos and short- and long-form video narratives. A “produced by” credit on the closing screen should only be used for videos produced by UChicago Creative. Units may include URLs and a call to action on a separate screen before the closing slide. No URLs, additional information, or additional logos should be placed on the closing screen.

Static closing slide

Produced by UChicago Creative
©2021 The University of Chicago

Animated flythrough closing bumper

Produced by UChicago Creative
©2021 The University of Chicago

Note: To download the closing animated flythrough bumper, go to creative.uchicago.edu/resources. The bumper is available in a 1080p version and a 4K version, both with an alpha layer to allow for overlays.

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.
Our Digital Presence

VIDEO CUSTOM OPENINGS, CLOSINGS, AND GRAPHICS
Custom video openings, closings, motion graphics, and text can be created to match the unique identity of an individual initiative. Custom graphics should always be clean and legible. The University Logo and identity elements should not be modified in any way. When creating custom opening and closing graphics, please consult with UChicago Creative. The examples below are for illustration purposes only.

Openings

Closings

Questions? Contact UChicago Creative Multimedia at identity@uchicago.edu.
Our Digital Presence

**VIDEO INCORRECT OPENING SLIDE EXAMPLES**

*Do not* use the University Logo on Maroon for opening slides. See page 66 for the correct opening design.

*Do not* use a speaker title slide. A lower third should be created for each person who appears on screen.

*Do not* use a main title slide. Video context goes in the online video description.

**Questions? Contact UChicago Creative Multimedia at [identity@uchicago.edu](mailto:identity@uchicago.edu).**

The University of Chicago Brand Identity Guidelines
Our Digital Presence

VIDEO LOWER THIRDS GRAPHICS AND PLACEMENT
Lower thirds graphics are used to identify the name and title of each person speaking in a video. There are two versions of lower third graphics—one for lecture, event, and explainer videos, and one for message and short- and long-form videos. See the following pages for guidelines on each version.

Placement
Placement of lower thirds can be flush with the Action Safe or Title Safe areas and should not intrude into faces or other text on screen. If a video is for broadcast use, lower thirds should be flush with the Title Safe area.

Online

Broadcast

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.
Our Digital Presence

VIDEO LOWER THIRDS FOR LECTURE, EVENT, AND EXPLAINER VIDEOS
The preferred format for lecture, event, and explainer videos is a two-color horizontal shape with a vertical maroon bar. Versions are available for regular-length names and longer-length names. Left- and right-aligned lower thirds are available to complement the speaker’s position within the shot.

A Motions graphics template for use in Motion and/or Final Cut Pro can be downloaded at creative.uchicago.edu/resources. For editing systems that don’t support Motions customizable templates, an alpha-layered image template for overlaying text is also available. Please see the guidelines on the following page.

Left format (subject on right)

Right format (subject on left)

Note: An option for long names/titles is available.

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.
VIDEO LOWER THIRDS FOR LECTURE, EVENT, AND EXPLAINER VIDEOS
The default color of the vertical bar is the University of Chicago Maroon. See page 71. Crop the bottom of the lower third in your editing program of choice to allow 18px of space between the bottom of the grey box and the baseline of the last line of text.

Animation
An animated build for the first appearance of the lower third is available for download. It should have a simple dissolve off screen. The lower third should stay on screen for as long as needed to read the text within the graphic.

Color and typography specs

Font: Gotham Bold
Size: 53pt
Color: #000000

Font: Gotham Book
Size: 40pt
Leading: 48pt
Color: FFFFFF

Note: The color of the vertical bar can be changed from Maroon to match a unit-specific or special initiative branding color when appropriate. Please contact UChicago Creative Multimedia for consultation and review of variations.

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.
Our Digital Presence

**VIDEO LOWER THIRDS FOR MESSAGE AND SHORT- AND LONG-FORM VIDEOS**
The preferred format for message and short- and long-form video lower thirds is minimal Black or White text with a detached vertical Maroon bar. The Black or White text should be chosen based on contrast and readability against the overlayed background imagery. A subtle drop shadow can be used as a means of differentiating the text from the background, ensuring legibility and providing more contrast.

---

**Left format (subject on right)**

![Image of Ashley Deckert, AM'19](image1)

**Right format (subject on left)**

![Image of Ka Yee C. Lee](image2)

---

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.
Our Digital Presence

VIDEO LOWER THIRDS FOR MESSAGE AND SHORT- AND LONG-FORM VIDEOS
The default color of the vertical bar is Maroon.

Animation
The lower thirds for message and short- and long-form videos should contain initial and closing dissolves that last no longer than 13 seconds. The lower third should stay on screen for as long as needed to read the text within the graphic.

Color and typography specs

Note: The color of the vertical bar can be changed from Maroon to match a unit-specific or special initiative branding color when appropriate. Please contact UChicago Creative Multimedia for consultation and review of variations.

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.
Our Digital Presence

VIDEO INCORRECT LOWER THIRD EXAMPLES

Do not place lower thirds over the faces/bodies of people or change the font.

Do not extend the colored bars of the lower thirds longer than what has been provided.

Do not place lower thirds above the center of the frame.

Do not add more than four lines in the info section of your lower thirds. Work with partners to create simplified titles.

Questions? Contact UChicago Creative Multimedia at identity@uchicago.edu.
Our Digital Presence

VIDEO TEXT AND MOTION GRAPHICS
Text and motion graphics can have a wide variety of creative approaches and should:

• Enhance visual storytelling by showing and not telling
• Make complex information easy to understand
• Highlight important information
• Bring dense content like data visualizations to life
• Clarify and give context to abstract content
• Utilize the University color and typography palettes

Please contact UChicago Creative Multimedia for consultation and review of motion and text graphics.

Font: Gotham embodies the contemporary tone of the University. It is the preferred font for video. See page 35 for more information.

Color: Our secondary color palette complements our primary palette and can be used in graphics and to highlight key information.

Overlays: When text or logos overlay video, make sure they are legible. These examples have a subtle drop shadow to increase contrast between text and image.

Questions? Contact UChicago Creative Multimedia at identity@uchicago.edu.
Our Digital Presence

SOCIAL CHANNELS

It is important to maintain Avatar and nomenclature consistency across all your social channels. Avatars should be selected from the options shown on page 78. Careful consideration should be used when creating a name for your social media channel. In some cases, such as Facebook Pages or Groups, the name of the channel may not be changed once it has been created. For a helpful online social media guide, visit communications.uchicago.edu/social-media-guidelines.
# Our Digital Presence

**SOCIAL AVATARS**

There are three main University Avatars for you to choose from, which are shown below in the first column. Use the University Avatar option, or add a word or acronym based on your logo’s place within the Brand Identity Logo System. Use the same Avatar across all your social media channels. The University Logo Avatars* in the first column are available for download at creative.uchicago.edu/resources.

*Note: This application of the Solid Phoenix is for use in digital Avatars only. It should not be used on apparel or in other communications.

Note: Avatars are included in all new Brand Identity Logo Toolkits.

<table>
<thead>
<tr>
<th>University Logo Avatars</th>
<th>Signature Logo Avatars</th>
<th>School Logo Avatars</th>
<th>Custom Mark Logo Avatars</th>
<th>UChicago Logo Avatars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Available to all partners</td>
<td>Custom, up to six uppercase letters per line</td>
<td>Custom, up to six uppercase letters per line</td>
<td>Utilize your unique mark</td>
<td>Custom, up to six sentence-case letters per line</td>
</tr>
</tbody>
</table>

*To request a personalized Avatar, go to creativeportal.uchicago.edu.*
Our Digital Presence

SOCIAL MEDIA VOICE

Social Media abbreviation and hashtag
#UChicago

On social media platforms, #UChicago is the official hashtag of the University of Chicago and should be employed across communications to create consistency. “UChi” is an acceptable abbreviation when “UChicago” won’t fit due to space constraints.

Brand Voice in Social Media
For a helpful online guide to brand voice in social media, go to communications.uchicago.edu/social-media-guidelines.
Our Digital Presence

**WEBSITES**
The University utilizes an integrated, responsive system for all UChicago websites. A pre-designed UChicago template provides a consistent look for the Maroon brand bar, website header and navigation, and footer. Visit [websites.uchicago.edu](http://websites.uchicago.edu) for comprehensive website development guidelines that should be adhered to on all sites.

For templates and support, contact [webhelp@uchicago.edu](mailto:webhelp@uchicago.edu).

The University of Chicago Brand Identity Guidelines

8.2021
Our Digital Presence

**APPS**

When developing apps, please refer to the University of Chicago Brand Identity Guidelines for proper usage of our brand identity. Maroon is our primary color and should always be featured prominently, with complements of Grey. Colors from our secondary palette can be used as accents. Gotham is the preferred font for all digital executions. If Gotham is not available, Helvetica or Arial is an acceptable substitute. Contact [identity@uchicago.edu](mailto:identity@uchicago.edu) for brand identity application guidance when creating applications. For development services support, visit [mobile.uchicago.edu/sample-page/dev-services](http://mobile.uchicago.edu/sample-page/dev-services) or email [mobile@uchicago.edu](mailto:mobile@uchicago.edu).
Our Communications Tools

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- PowerPoint Templates 86
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Our Communications Tools

LETTERHEADS
Items can be ordered and customized through University-approved vendors. See page 118.

General, 8.5” x 11”

Personalized, 8.5” x 11”
Monarch, 7.25” x 10.5”
also available (not shown)

*Note: See page 38 to reference our Brand Identity Logo System.

To request a new logo, go to creativeportal.uchicago.edu.

The University of Chicago Brand Identity Guidelines
Our Communications Tools

BUSINESS CARDS
Items can be ordered and customized through University-approved vendors. See page 118.

Minimal Content, 3.5" x 2"

<table>
<thead>
<tr>
<th>Firstname Lastname</th>
<th>Title Line 1</th>
<th>Title Line 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>T 000.000.0000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C 000.000.0000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="mailto:emailaddress@uchicago.edu">emailaddress@uchicago.edu</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Medium Content, 3.5" x 2"

<table>
<thead>
<tr>
<th>Firstname Lastname</th>
<th>Title Line 1</th>
<th>Title Line 2</th>
<th>Title Line 3</th>
<th>Title Line 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>T 000.000.0000</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>C 000.000.0000</td>
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<td></td>
<td></td>
</tr>
<tr>
<td><a href="mailto:emailaddress@uchicago.edu">emailaddress@uchicago.edu</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Maximum Content, 3.5" x 2"

<table>
<thead>
<tr>
<th>Firstname Lastname</th>
<th>Title Line 1</th>
<th>Title Line 2</th>
<th>Title Line 3</th>
<th>Title Line 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>T 000.000.0000</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>C 000.000.0000</td>
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<td></td>
</tr>
<tr>
<td><a href="mailto:emailaddress@uchicago.edu">emailaddress@uchicago.edu</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Optional Backs, 3.5" x 2"

*Note: See page 38 to reference our Brand Identity Logo System.

To request a new logo, go to creativeportal.uchicago.edu.

The University of Chicago Brand Identity Guidelines
Our Communications Tools

ENVELOPES, NOTEPADS, AND LABELS
Items can be ordered and customized through University-approved vendors. See page 118.

**Note:** See page 38 to reference our Brand Identity Logo System.

To request a new logo, go to creativeportal.uchicago.edu.
Our Communications Tools

POWERPOINT TEMPLATES
University PowerPoint Templates are available in widescreen (16:9) and standard (4:3) formats for download. Cover and divider options from the widescreen PowerPoint Template are shown below. Interior slide examples are shown on the following pages.

Titles

Dividers

To download, go to creative.uchicago.edu/resources.
Our Communications Tools

POWERPOINT TEMPLATES

Images

Copy

*Note: The Maroon branded bar is on all slides. The placeholder logos are to be updated by units as needed. Multiple logos may be used in one presentation. See page 94 for additional details on our Brand Identity Logo System Co-Branding.

To download, go to creative.uchicago.edu/resources.

The University of Chicago Brand Identity Guidelines

8.2021
Our Communications Tools

POWERPOINT TEMPLATES

Charts and Graphs

To download, go to creative.uchicago.edu/resources.

The University of Chicago Brand Identity Guidelines

8.2021
Our Communications Tools

**EMAIL SIGNATURES**
Email signatures should be kept clear and concise. Logos, graphics, or personal elements should not be included.

**Specifications**
Font: Helvetica (If Helvetica is not available, use Arial.)
Font Size: Gmail—Large, Outlook—11pt

**STANDARD EMAIL SIGNATURE**

Firstname Lastname
Title Line 1
Title Line 2

Division or Department
The University of Chicago
BuildingName
XXXX S. StreetName Ave. Room/Suite XXX
Chicago, IL 60637
United States of America

T XXX.XXX.XXXX C XXX.XXX.XXXX
CNet@uchicago.edu

Pronouns: they/their/them What is this?
url.uchicago.edu | additional info

**ABBREVIATED EMAIL SIGNATURE**

Firstname Lastname
Title Line 1
Title Line 2

Division or Department
The University of Chicago
BuildingName
XXXX S. StreetName Ave. Chicago, IL 60637

T XXX.XXX.XXXX C XXX.XXX.XXXX
CNet@uchicago.edu

**MINIMUM EMAIL SIGNATURE**

Firstname Lastname
Title Line 1

Division or Department
The University of Chicago

T XXX.XXX.XXXX C XXX.XXX.XXXX
CNet@uchicago.edu

Pronouns: they/their/them What is this?

To download, go to creative.uchicago.edu/resources.
Our Branded Merchandise

Promotions and Apparel
Our Branded Merchandise

PROMOTIONS AND APPAREL
Branded merchandise unites the University community of students, staff, alumni, parents, and friends. It extends across borders and strengthens bonds between people. It’s a display of school pride and our brand identity. When creating branded apparel and promotions, utilize the information in the Our Identity Elements section (pages 3–25) to maintain brand identity consistency. Production-ready artwork with appropriate trademarks is available and should not be recreated. For licensing or trademark questions, contact brandlicensing@lists.uchicago.edu.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Partnerships</td>
<td>93</td>
</tr>
<tr>
<td>Co-Branding</td>
<td>96</td>
</tr>
<tr>
<td>Programs and Events</td>
<td>98</td>
</tr>
<tr>
<td>Recognized Student Organizations (RSOs)</td>
<td>100</td>
</tr>
<tr>
<td>Use of the University’s Name: Statute 19</td>
<td>102</td>
</tr>
</tbody>
</table>
Our Collaborations

UNIVERSITY PARTNERSHIPS: SIGNATURE LOGOS
When multiple Signature Logos* appear together, for example at the bottom of a poster, the University Logo should be shown once. Follow the specifications below for horizontal and vertical space arrangements.

Horizontal Space Arrangement

Vertical Space Arrangement

*Note: See page 45 for the Signature Logo.
Our Collaborations

UNIVERSITY PARTNERSHIPS: VARIOUS LOGOS IN HORIZONTAL FORMAT
In this format, logos can be aligned from the top or centered on the horizontal axis, depending on the variety of logos being shown together. The arrangement should aim to achieve optical balance.

Horizontal Space Arrangements

Measurements
These measurements apply to all horizontal University partnership arrangements. Use the tallest Shield in the arrangement.
Our Collaborations

UNIVERSITY PARTNERSHIPS: VARIOUS LOGOS IN VERTICAL FORMAT
In vertical arrangements, logos should always be centered on the vertical axis.

Vertical Space Arrangement

Measurements
These measurements apply to all vertical University partnership arrangements. Use the tallest Shield in the arrangement.
Our Collaborations

CO-BRANDING: HORIZONTAL FORMAT
These examples apply to co-branding between the University or University entities and external entities (e.g., Argonne National Laboratory, Fermilab, other universities, or corporations). In this format, logos can be aligned from the top or centered on the horizontal axis, depending on the variety of logos shown together. The arrangement should aim to achieve optical balance. The University Logo should only appear once. Examples are for illustration purposes only.

Horizontal Space Arrangements

Logo Spacing in Co-Branding
Refer to the guidelines on clear space for all entities to determine appropriate spacing between the logos.
Our Collaborations

CO-BRANDING: VERTICAL FORMAT
In vertical arrangements, logos should always be centered on the vertical axis. The University Logo should only appear once. Examples are for illustration purposes only.

Vertical Space Arrangement

Logo Spacing in Co-Branding
Refer to the guidelines on clear space for all entities to determine appropriate spacing between the logos.
Our Collaborations

PROGRAMS AND EVENTS
For programs and events for units with their own brand identities, the University Logo or University Logotype with Rule should be present. The University Logo may be shown directly below a program or event logo that does not use the logotype, or elsewhere on a communication piece.

University Logotype with Rule

Note: The minimum clear space required between the University Logotype with Rule and a program/event logo must be equal to or exceed "X." Logo art, typography, or other visual elements should not violate the minimum clear space area.

Minimum Size
The minimum reproducible size for the University Logotype with Rule is:

1.125" / 29mm / 81px

Reverse University Logotype with Rule

University Logo

To download, go to creative.uchicago.edu/resources.
The University of Chicago Brand Identity Guidelines
Our Collaborations

PROGRAMS AND EVENTS EXAMPLES
Examples are for illustration purposes only.

THE UNIVERSITY OF CHICAGO
RECOGNIZED STUDENT ORGANIZATIONS (RSOS)
For RSOs with their own brand identities (either independently or through a parent, national, or international organization), the University Logotype with Rule should be used. All RSO logos should be approved by UChicago Creative by submitting to identity@uchicago.edu.

University Logotype with Rule

RSO Logo Here

Note: The minimum clear space required between the University Logotype with Rule and an RSO logo must be equal to or exceed “X.” Logo art, typography, or other visual elements should not violate the minimum clear space area.

Reverse University Logotype with Rule

RSO Logo Here

Minimum Size
The minimum reproducible size for the University Logotype with Rule is:

1.125” / 29mm / 81px

To download, go to creative.uchicago.edu/resources.
Our Collaborations

RECOGNIZED STUDENT ORGANIZATIONS EXAMPLES
An RSO logo paired with the University Logotype with Rule may stretch the full width of the text and rule or be centered within the space. Examples are for illustration purposes only.

---

LAM  
LATIN AMERICAN MATTERS
THE UNIVERSITY OF CHICAGO

SFSI  
STUDENTS FOR SOCIAL IMPACT
THE UNIVERSITY OF CHICAGO

active minds
THE UNIVERSITY OF CHICAGO

PHOENIX DEVELOPMENT FUND
THE UNIVERSITY OF CHICAGO

To download, go to creative.uchicago.edu/resources.

The University of Chicago Brand Identity Guidelines
Our Collaborations

USE OF THE UNIVERSITY’S NAME: STATUTE 19

I. Introduction

Under this University Statute, the University’s name and trademarks may not be used for commercial endorsement. Permissible and impermissible uses of the University’s name and trademarks are addressed on this and the following page.

II. Discussion

The Governing Documents of the University include Statutes adopted by the University’s Board of Trustees. Statute 19 states:

“The University will not permit its name or other trademarks to be used to endorse or support a commercial firm, product or service. Any uses of the University’s name or other trademarks not precluded by the preceding sentence require the approval of the President or his or her designee.”

Examples of impermissible uses of the University’s name or trademarks under Statute 19 include:

- a supplier provides free or discounted products to the University in exchange for being able to state that its products are the preferred products of the University;
- a consulting firm retained by the University develops a promotional “case study” about the success of its work for the University, featuring quotes from University faculty or staff praising the company;
- a faculty member appears in a promotional advertisement for the faculty member’s start-up company while wearing a University lab coat; and
- a company that sponsored a research study at the University involving the company’s product runs advertisements stating that the product has been endorsed, developed, or tested by the University.

Examples of permissible uses of the University’s name or trademarks include:

- the University’s name (but not its other trademarks or logos, and not its name in stylized form) is included in a list of a commercial firm’s clients or customers, provided the University’s name is featured no more prominently than any other customer;
- the University approves the use of its name or trademarks in association with a commercial third-party with which it is collaborating, such as for purposes of co-branding promotional materials for a co-sponsored event; and
Our Collaborations

USE OF THE UNIVERSITY’S NAME: STATUTE 19

- the University’s name appears in the text of a factual description of a firm’s work at or for the University, provided the description does not otherwise appear to be an endorsement of the firm or its products or services; the description’s text and quotes should be objective and not promotional, including quotes attributed to the outside firm as well as any quotes attributed to University personnel.

In these circumstances, it is important that: (1) the use of the University's name and the nature of the association between the University and the commercial third-party is factually accurate; (2) there be no statement or implication that the University supports or endorses the firm, product, or service; and (3) the University reviews and approves the use of its name in advance.

III. Conclusion

Recognizing when a proposed use of the University’s name or trademarks constitutes an impermissible endorsement under Statute 19 sometimes can be difficult. If questions arise concerning the appropriate use of the University’s name or trademarks, please feel free to contact University Communications or the Office of Legal Counsel for guidance.

See page 118 for contact information.
Our Language

**NOMENCLATURE**

**Formal name, first mention**

**The University of Chicago**

This is the preferred name to be used in communications, especially those of a more formal nature. The University of Chicago should be the first mention in written text wherever possible. “The” is capitalized when the name stands alone, but “the” is lowercase when the name appears in body copy.

**Second mention**

**UChicago**

UChicago can be used as a second mention in text, unless the communication is highly formal in nature, in which case we recommend using “the University” instead. In body copy, the “U” of University is capitalized.

In cases where the entity’s name begins with “UChicago,” the entity name may be used on first mention as long as the connection to the University is clear and contextualized. This is most easily achieved by the presence of the University of Chicago Logo or the mention of the full name of the University of Chicago within the text.

**UChicago naming convention**

UChicago can be utilized as a naming convention for internal groups, such as UChicago Athletics and UChicago Student Wellness, as well as sub-brands that bring together common interest groups (e.g., UChicago Arts, UChicago Biosciences). Any entity using UChicago as part of its naming convention must demonstrate a clear connection to the University through use of the University of Chicago Logo or the University’s full name on communications.

**Additional UChicago usage**

UChicago can also be employed as an informal name on internal communications of a less formal nature. In all communications where UChicago is used, a clear and direct link to the University of Chicago should be evident. UChicago can also be used as a first mention where space is prohibitive, such as in social media copy.
Our Language

**VOICE**
Our tone of voice is a key component of how we express ourselves and maintain the eminence of the University brand. In order to ensure our brand is enduring, it is important to maintain a consistent tone of voice across the entire institution. This is accomplished by establishing a style of writing—or tone of voice. One that is recognizable in all our public-facing communications and present at every brand touchpoint.

The University of Chicago voice is:

Intelligent, yet accessible.
Eloquent, yet simple and clear.
Confident, but never boastful.
Proud, but not hyperbolic.

Two ways to employ the University of Chicago voice are:

The Formal Tone
The Familiar Tone

The University voice should remain consistent, but will differ slightly depending on the audience and the channel. It’s no different from the way you communicate on a daily basis.

You may use one tone of voice for conversations with colleagues, while you choose a slightly different tone when addressing friends or family. In much the same way, the University has both a formal and a familiar style.
Our Language

VOICE

The Formal Tone

We use this tone in communications of a more formal or serious nature, such as thought leadership pieces, press releases, news articles, or Convocation materials. The Formal Tone is not conversational and does not speak in the first person when referring to the University.

CORRECT
The University of Chicago is steeped in tradition.

INCORRECT
We are steeped in tradition.

WHEN TO USE

As with anything of this nature, there is a degree of nuance. But if your communication ticks one of the boxes below, it will likely use the Formal Tone.

- Thought leadership
- News articles
- Press releases
- Formal occasions (i.e., Convocation, event invitation, etc.)

COMMUNICATIONS BEST PRACTICES

Remain neutral
The University should never take an official stance on issues of the day. Opinions may be voiced by individuals in our community, but not by the institution itself. For more detailed background and guidance on this practice, please review the Report on the University’s Role in Political and Social Action (Kalven Report).

Practice equity
When it comes to making announcements about visiting dignitaries or recent appointments of faculty or alumni, ensure your communications put each subject on an equal footing. Refrain from being overly effusive or derogatory in any way. A good rule of thumb is to stick to the facts and always remain respectful.

CORRECT
Jane Doe has a long and distinguished career.

INCORRECT
Jane Doe’s extraordinary career has made her a role model for women the world over.
Our Language

VOICE

The Formal Tone

USAGE EXAMPLES

Free Expression Website
Type of content: Thought leadership
Audience: Academic external and internal audiences
Objective: To express the University's official position on freedom of expression and the free exchange of ideas.

Sample text:
*Freedom of expression is a core element of the history and culture of the University of Chicago. A commitment to the principles of free speech and academic freedom, and their importance to rigorous and open scholarly inquiry, can be traced back to the earliest days of the University.*

Telling the Story of the University of Chicago: A Guide
Type of content: Brochure defining the University's brand pillars
Audience: Internal stakeholders
Objective: To provide a wide range of stakeholders with talking points that explain the University's field-defining research, transformative education, and global impact.

Sample text:
*Rigorous inquiry permeates every aspect of academic life at the University of Chicago. It creates a community that is courageous, a place of determined questioning, ceaseless learning, and open discourse. The University is a place where ideas are judged on their merit—and not their source. Where assumptions are continually challenged and breakthroughs are expected.*
Our Language

VOICE

The Formal Tone

USAGE EXAMPLES

UChicago News Story

Type of content: Donor announcement

Audience: Internal and external audiences (students, faculty, staff, alumni, donors, leadership, local community, etc.)

Objective: To announce a significant donation to the University and its potential impact

Sample text:
A $35 million commitment to the University of Chicago from an anonymous donor will support undergraduate financial aid for international students, expanding the University’s comprehensive approach to educational access.

The new gift will increase global access to the undergraduate College by building on the success of the Odyssey Scholarship Program, the University’s flagship financial aid program that supports undergraduate education. By enabling a meaningful expansion of international financial aid, the gift will strengthen the University’s commitment to include more students of high academic ability from around the world regardless of financial means.
Our Language

VOICE

The Familiar Tone

This tone is used in communications where we need to speak person to person. Our voice is still the same—intelligent and accessible, but it brings the reader into the conversation. Here, you can speak directly to someone, as in, “Turn your passion for doing good into social impact.” Or, “At the University of Chicago, we believe that diversity and inclusion are central to rigorous inquiry.”

CORRECT
We are an urban research university that drives new ways of thinking.

INCORRECT
The University of Chicago is an urban research university that has driven new ways of thinking since 1890.

WHEN TO USE

The checklist below provides guidance for deciding whether or not it’s appropriate to use the Familiar Tone. By and large, if you need to speak person to person, then the Familiar Tone is likely the way to go.

☐ Marketing communications
☐ Admissions materials
☐ Video content (applies to scripted voiceovers)
☐ Web content (except for thought leadership/official announcements)
☐ Paid media
☐ Social content (except for thought leadership/official announcements)
Our Language

VOICE

The Familiar Tone

USAGE EXAMPLES

**Harris School of Public Policy Website**

*Type of content:* About Us section  
*Audience:* A broad audience, from potential students and donors to colleagues, policymakers, and government officials  
*Objective:* To explain to site visitors what Harris stands for

*Sample text:*  
We conduct rigorous inquiry in an environment of innovation and risk taking, fearlessly questioning the status quo. We collaborate across the private, public, and nonprofit sectors, adopting new methodologies to drive better solutions.

**Biological Sciences Division Graduate Programs Messaging**

*Type of content:* Copy content  
*Audience:* Prospective graduate students  
*Objective:* To recruit prospective graduate students to apply to the PhD programs within the Biological Sciences Division

*Sample text:*  
Breakthrough discoveries are made when we blur the lines between disciplines and actively work together to solve problems. As a community of scholars, clinicians, teachers, researchers, students, and fellows, the work you do here will push the boundaries of biological and medical discovery.
The Familiar Tone

**Usage Examples**

**Innovation Fest Wrap Anthem Video**

**Type of content:** Voiceover script

**Audience:** Entrepreneurs, scientists, business leaders, academics, government officials

**Objective:** To showcase the culture of innovation at the University, from our field-defining research to our business development expertise

**Sample video script voiceover:**

*We are a community of innovators.*

*We are scientists, engineers, researchers, and policy leaders.*

*We are entrepreneurs and industry experts.*

*All united by a common purpose—to develop innovative solutions that address the most critical issues facing our world today.*
Our Language

UNIVERSITY-SPECIFIC USAGE

Academic degrees
Use degrees for University of Chicago alumni only. List degrees in chronological order, with no periods and no space between the degree and apostrophe. Make sure the apostrophe is curled away from the year.

Janet Rowley, LAB’42, PhB’45, SB’46, MD’48, received the Presidential Medal of Freedom.

Use four digits for years 100 or more years ago; use two digits for years less than 100 years ago.

Edwin Hubble, SB 1910, PhD 1917, found the first evidence for the big bang theory.

The University of Chicago refers to certain degrees by their Latin abbreviations.

AB, SB, AM, SM, PhD

Degrees can also be spelled out.

John has a master’s degree.
Jane has a master of arts degree.
Sally has an SB and a PhD.

Academic titles
When citing academic titles, the elements follow a certain order.

Example:
Melvyn Shochet is Elaine M. and Samuel D. Kersten Jr. Distinguished Service Professor, Department of Physics, Enrico Fermi Institute, and the College.

Breakdown:

<table>
<thead>
<tr>
<th>Melvyn Shochet</th>
<th>Individual name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elaine M. and Samuel D. Kersten Jr.</td>
<td>Named professorship</td>
</tr>
<tr>
<td>Distinguished Service</td>
<td>Distinguished service professorship</td>
</tr>
<tr>
<td>Professor</td>
<td>Rank</td>
</tr>
<tr>
<td>Department of Physics</td>
<td>Primary unit of appointment</td>
</tr>
<tr>
<td>Enrico Fermi Institute</td>
<td>Secondary unit of appointment</td>
</tr>
<tr>
<td>The College</td>
<td>Secondary unit of appointment</td>
</tr>
</tbody>
</table>

Note: Individual units can provide assistance in determining an academic title. The Provost’s Office holds the official records.
Our Language

UNIVERSITY-SPECIFIC USAGE

Academic ranks
The academic ranks are:

professor, associate professor, assistant professor, lecturer, instructor

Ranks are capitalized when associated with a person’s name. The rank may be followed by the person’s primary unit of appointment or all units of appointment. The units of appointment are not required.

John Doe, Assistant Professor, Department of Physics, Enrico Fermi Institute, and the College

Françoise Meltzer is Edward Carson Waller Distinguished Service Professor.

Jane Doe, Associate Professor, Department of History

Mark is a professor of mathematics at the University of Chicago.

Always include the full name, including any middle initial, of a named professorship; no part of the name is optional.

University Professor is the highest academic title the University of Chicago bestows. It may also include the name of a donor.

Haun Saussy is University Professor in the Department of Comparative Literature, Department of East Asian Languages and Civilizations, John U. Nef Committee on Social Thought, and the College.

Use the full name of a unit (Department of History) or the unique element of that name (History). Keep in mind that in this context you are referring to an academic unit, not a field of inquiry.

Jane Doe, Associate Professor, Department of History

Jane Doe, Associate Professor in History

Jane Doe does research in history.

You may use “the” before the name of a professorship provided you are certain it is a unique name. Do not use “the” when there are multiple chairs with the same name, e.g., Louis Block.

If you are listing all units of appointment, don’t forget the College, which will be last on the list.

John Doe, Assistant Professor, Department of Physics, Enrico Fermi Institute, and the College
Our Language

UNIVERSITY-SPECIFIC USAGE

Academic department names
Use “and” (not &) in compound names of academic units and other institutional names.

Department of Romance Languages and Literatures

Academic calendar
Autumn (not Fall) Quarter, Winter Quarter, Spring Quarter, Summer Quarter
The seasons are not capitalized: autumn/fall, winter, spring, summer

Students
Refer to undergraduates as:
first-, second-, third-, and fourth-year [College] students
Do not use freshman, sophomore, junior, senior.

University graduates
Alumna: singular/feminine
Alumnus: singular/masculine
Alumnae: plural/feminine
Alumni: plural—do not use to refer to an individual.
Avoid use of “alum” or “alums.”

Alternatives for inclusive gender usage:
graduate/graduates

Administrative titles
Administrative titles are capitalized when immediately preceding a personal name. They are lowercased when following a name or used in place of a name.

The moderator introduced Provost Lee.

Mary Jones is dean of Chicago Booth.

The vice president for communications spoke at the conference.

GENERAL USAGE

Non-University titles
Professional titles are lowercased in running text.

Marcia Watson is senior vice president of sales for XYZ Corporation.

Acronyms and initialisms
Avoid acronyms and initialisms except as an organization’s official or preferred name.

BBC, PBS

“Singular they”
According to the Chicago Manual of Style, “they” may be used to refer to an individual who identifies with it as a personal pronoun.

Avoid using “they” to refer to an individual in other contexts. See CMOS5.251ff for further information.

Jan put on their coat.
Our Language

GENERAL USAGE

Serial Comma
When there are three or more items in a series, put a comma before the conjunction that precedes the last item.

I like apples, pears, and oranges.
I do not like plums or peaches.

Dashes
Use no spaces around hyphens, en-dashes, em-dashes.

1989–2000
The samples were sent to two cities—Tulsa and Seattle—for testing.

Exception: Use a space after the first element of a “suspended” compound.
women- and minority-owned businesses

Numbers
Spell out single-digit numbers. Use Arabic numerals otherwise.

Exception: Always use a numeral with percent.
They drink milk that is 1 percent milkfat.

Time
Use noon, not 12 p.m. Use midnight, not 12 a.m.

Dates
July 7, 2013
July 2013
On November 11, 1918, World War I ended.

Addresses
When space is available, spell out directions, street names, and states. Use postal state abbreviations when followed by a zip code.

Phone numbers
Use periods to break up the sequence of numbers.

773.702.1234

URLs
In print, omit http://, www., and end slash. Use end punctuation if the URL is part of a sentence:
Find the undergraduate curriculum at collegecatalog.uchicago.edu.
If breaking a URL between lines is unavoidable, do not hyphenate.

For digital communications, follow the University’s Digital Accessibility Standards.

Non-discrimination statement
Find the full text at equalopportunity.uchicago.edu. Use this statement on all materials for current and prospective students, faculty, other academic appointees, postdoctoral scholars, and staff. It may also be appropriate for communications to the general public.

REFERENCES

Our style
The Chicago Manual of Style
(chicagomanualofstyle.org)

Our lexicon
Merriam Webster’s Collegiate Dictionary
merriam-webster.com
Contact Information and Links

**BRAND BUILDING**

University Communications
communications.uchicago.edu

UChicago Creative
creative.uchicago.edu
identity@uchicago.edu

**LEGAL COUNSEL**

Office of Legal Counsel
legalcounsel.uchicago.edu

Stefan Quick
quick@uchicago.edu

Russell Herron
rherron@uchicago.edu

**TELLING THE STORY OF THE UNIVERSITY OF CHICAGO: A GUIDE**

uchicago.edu/uchicagostory

**KALVEN REPORT**

news.uchicago.edu/releases/07/pdf/kalverpt.pdf

**GUIDELINES SUPPORT**

University Brand Identity Guidelines
UChicago Creative
creative.uchicago.edu/resources
identity@uchicago.edu

Website Guidelines
UChicago Website Resource Center
websites.uchicago.edu
webhelp@uchicago.edu

Digital Accessibility Guidelines
Center for Digital Accessibility
digitalaccessibility.uchicago.edu
digitalaccessibility@uchicago.edu

Social Media Guidelines
University Communications
communications.uchicago.edu/
social-media-guidelines
social@uchicago.edu

Signage Guidelines
Facilities Services
facilities.uchicago.edu/services/space-data
fssignage-request@uchicago.edu

App Development Guidelines
mobile.uchicago.edu/sample-page/
dev-services
mobile@uchicago.edu

**BRAND IDENTITY ASSETS**

University Brand Identity Assets
UChicago Creative
creative.uchicago.edu/resources
identity@uchicago.edu

Logo Asset Creation
UChicago Creative
creativeportal.uchicago.edu

**PRODUCTION RESOURCES**

Stationery and Promotions
BuySite
buysite.uchicago.edu
pps@uchicago.edu

Brand Identity Licensing
UChicago Creative
brandlicensing@lists.uchicago.edu

Photography Library
PhotoStore
ps.uchicago.edu
photostore@uchicago.edu

**ON-CAMPUS PRINTER**

Stationery and Collateral
PSD Graphic Arts
graphicarts.uchicago.edu
graphicarts@uchicago.edu
PHOTOGRAPHY CREDITS

Sarah Aarons: page 59
Brett Beyer: introduction, page 1
Charles Cherney: page 27
The Chicago Maroon: page 67
Drone Media Chicago: page 57
Rob Hart: pages 58, 59
Daris Jasper, Courtesy of Arts + Public Life: page 61
Nathan Keay: page 63
Robert Kozloff: pages 34, 37, 62, 90
Jean Lachat: pages 1, 3, 7, 12, 17, 25, 27, 42, 43, 54, 58, 59, 60, 61, 62, 63, 104
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