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,

Todd Pfannestiel, Ph.D.
President
Table of Contents

6. INTRODUCTION
7. LICENSING THE UTICA BRAND
8. OFFICIAL COLORS
9. ACCENT COLORS

Chapter 1 Institutional Identity

12. INSTITUTIONAL WORD MARK - FULL COLOR AND ONE COLOR
13. AREA OF ISOLATION
14. PROPORTIONS
15. INSTITUTIONAL TYPOGRAPHY
16. SUB-BRANDING
18. COMMON MISUSE
19. INSTITUTIONAL STATIONARY - BUSINESS CARD
20. INSTITUTIONAL STATIONARY - ENVELOPE
21. INSTITUTIONAL STATIONARY - LETTERHEAD

Chapter 2 University Seal

22. University SEAL

Chapter 3 Athletic Identity

25. PRIMARY LOGO
26. SECONDARY LOGO - STAND ALONE MOOSE
27. SECONDARY LOGO - U - FULL COLOR AND ONE COLOR
28. ATHLETIC WORD MARK - FULL COLOR AND ONE COLOR
29. SPORT SPECIFIC MARKS - FULL COLOR OPTION 1
30. SPORT SPECIFIC MARKS - TWO COLOR OPTION 2
31. SPORT SPECIFIC MARKS - TWO COLOR OPTION 3
32. TYPOGRAPHY
33. COMMON MISUSE
34. CONTACT INFORMATION
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
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
The 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 palletes should not be mixed.

Spirit Colors

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<th>CMYK Values</th>
<th>HTML#</th>
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<td>FFB700</td>
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<td>PMS 3125C</td>
<td>C95 M2 Y22 K0</td>
<td>00ACC8</td>
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<tr>
<td>PMS 383C</td>
<td>C39 M20 Y100 K1</td>
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Analogous Colors

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<td>C63 M100 Y11 K2</td>
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<td>C100 M33 Y75 K24</td>
<td>006853</td>
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Muted Colors

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<td>PMS 4545C</td>
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</tr>
<tr>
<td>PMS 105C</td>
<td>C44 M42 Y100 K16</td>
<td>8A7B29</td>
</tr>
</tbody>
</table>
Chapter 1
Institutional Identity

The use or creation of alternative logos or marks representing Utica University is prohibited.
Institutional Word Mark

**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.
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
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
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.

Laura M. Casamento, Ed.D.
President
1600 Burrstone Road
Utica, NY 13502-4892
Voice: 315.792.3222
Fax: 315.792.3360
Email: lcasamento@utica.edu

Utica University inspires and prepares its students to create for themselves a future that is beyond their imagining.
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.
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.
Chapter 2
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.
Chapter 3
Athletic Identification
Athletic Primary Logo

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
Full Color on Light or White Backgrounds

Full Color on Bright or Patterned 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.
Athletic Word Mark

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.
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
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