



# Official Brand Identity

Graphic Standards  
Usage and Style Guide





# Meeting a Higher Standard

As Utica College 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 College's image and reputation.

For this reason it is important that we maintain a high standard of consistency as we use the College'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 UC's visual identity in promoting the College's image and reputation worldwide. The guidelines and standards within it reflect the official policy of Utica College 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 College's visual identity. Please bear in mind that any exceptions to the standards outlined in this manual must receive prior approval from the Office of Marketing and Communications.

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

Sincerely,

A handwritten signature in black ink that reads "Laura M. Casamento". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Laura Casamento, Ed.D.  
President



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# Introduction

## **ABOUT UTICA COLLEGE**

Utica College 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 College 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 College 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 College 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 College is a leader among educational institutions: a progressive, creative, and adaptive enterprise fully committed to the exploration of pedagogical and structural innovation. The College 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 College is visually represented by a series of closely related logos including institutional and athletic marks. The sum of these marks comprise the Utica College brand identity.

This guide is intended as a resource for both internal departments and external vendors who apply any of the College'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 College as it pertains to the reproduction of its brand identity.

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

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

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

# Licensing the Utica Brand

The Utica trademark licensing program strives to promote, enhance, and elevate the image of the College by authorizing the use of our marks on high-quality, socially-responsible, tasteful merchandise and apparel. The program is administered by the College 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 College, 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](mailto:rickm@lrgusa.com)

# Official Colors

## PANTONE 289



### PROCESS:

C: 98%  
M: 84%  
Y: 46%  
K: 51%

### RGB:

R: 13  
G: 44  
B: 64

### HTML:

Oc223f

### MADEIRA:

1368

## PANTONE 166



### PROCESS:

C: 4%  
M: 82%  
Y: 100%  
K: 0%

### RGB:

R: 231  
G: 83  
B: 0

### HTML:

e75200

### MADEIRA:

1278

## PANTONE 180 (ATHLETICS ONLY)



### PROCESS:

C: 16%  
M: 90%  
Y: 89%  
K: 6%

### RGB:

R: 195  
G: 58  
B: 50

### HTML:

c33a32

### MADEIRA:

1179

## PANTONE 429



### PROCESS:

C: 21%  
M: 11%  
Y: 9%  
K: 23%

### RGB:

R: 161  
G: 171  
B: 178

### HTML:

a0aab2

### MADEIRA:

1012

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

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

PANTONE® is a registered trademark of PANTONE Inc.

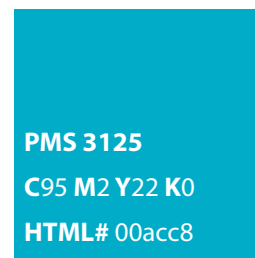
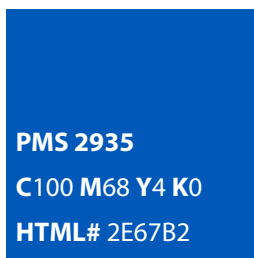
MADEIRA® is a registered trademark of MADEIRA USA LTD.



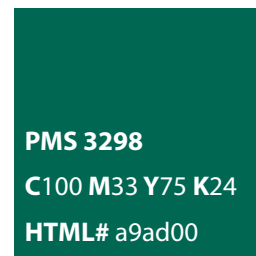
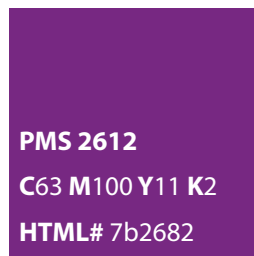
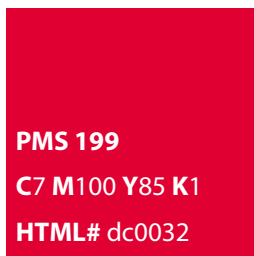
# Accent Colors

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

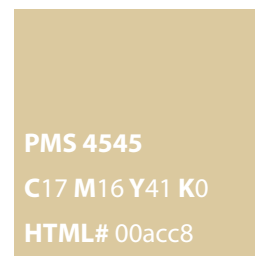
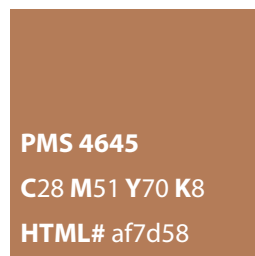
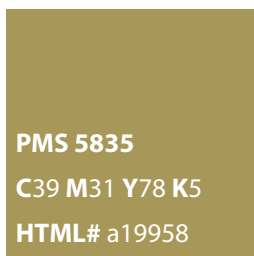
## Spirit Colors



## Annalagous Colors



## Muted Colors







## Chapter 1

### Institutional Identity

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

## Institutional Logo - Vertical



*Full Color on Light or White Backgrounds*



*One Color on Light or White 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. See page 6 for detailed color information*

## Institutional Logo - Horizontal



*Full Color on Light or White Backgrounds*



*Full Color on Dark or Patterned Backgrounds*



*One Color on Light or White Backgrounds*



*One Color on Dark or Patterned Backgrounds*

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



*Full Color on Light or White Backgrounds*



*One Color on Light or White Backgrounds*



*Full Color on Dark or Patterned Backgrounds*

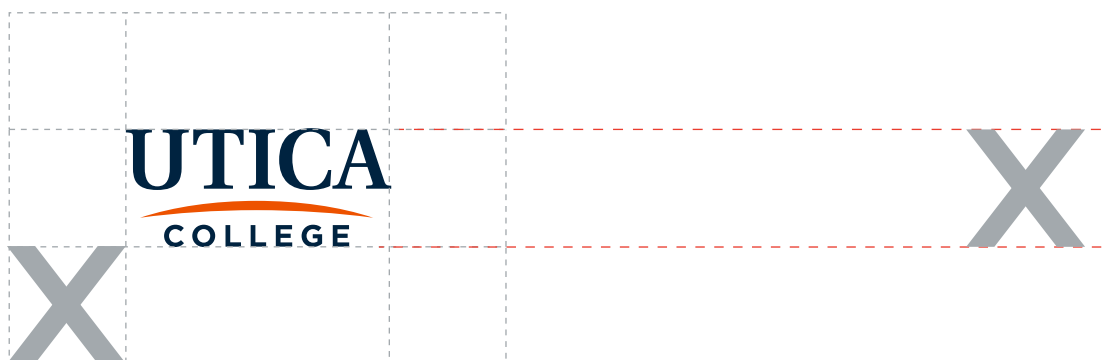


*One Color on Dark or Patterned Backgrounds*

*NOTE: One color logos may appear in any color in the approved palette or black and white. 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 library icon. 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 these logos should never be altered under any circumstance.

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





# Typography

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

## UTOPIA SEMI BOLD

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

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

## UTOPIA REGULAR

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

For subheadlines secondary communications and sub-branding, the preferred font is Gotham Bold. See page 11-12 for sub-branding metrics.

## GOTHAM BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

## Sub-Branding - Logo - Vertical

It is acceptable to customize the logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color (see page 4 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 47 of this guide.



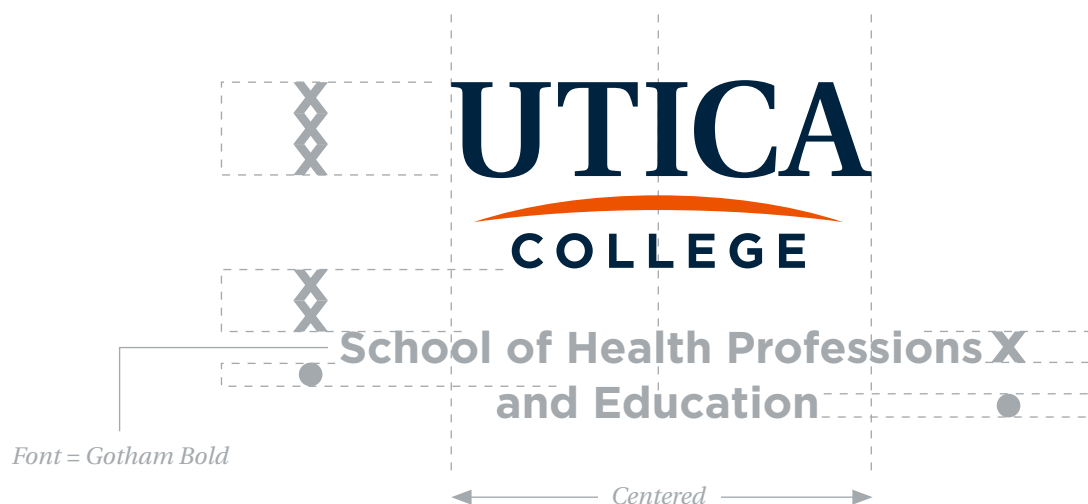
## Sub-Branding - Logo - Horizontal

It is acceptable to customize the logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color (see page 4 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 47 of this guide.



## Sub-Branding - Word Mark

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 4 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 47 of this guide.



# Incorporating the Brand Signature

Metrics for incorporating the brand signature, *Never stand still* are detailed here. These metrics are identical to the sub-brands with the exception of the font, which changes to Gotham Bold Italic, tracking set to 100.



## Common Misuse



*Never distort the logo*



*Never alter the proportions*



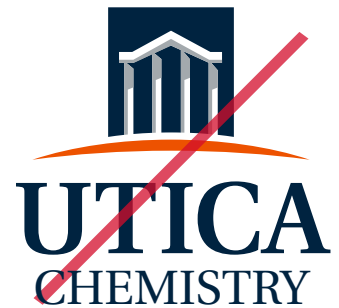
*Never alter color placement*



*Be mindful of isolation area  
see pages 9 and 10 of this guide*



*Never use unapproved colors*



*Never alter the typography*



*Never alter placement of components*



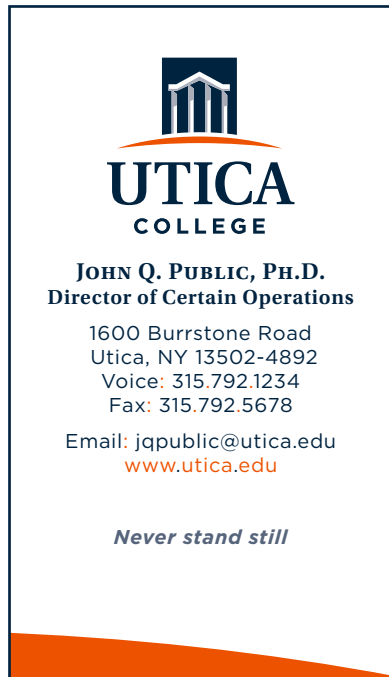
*Never alter the typography*



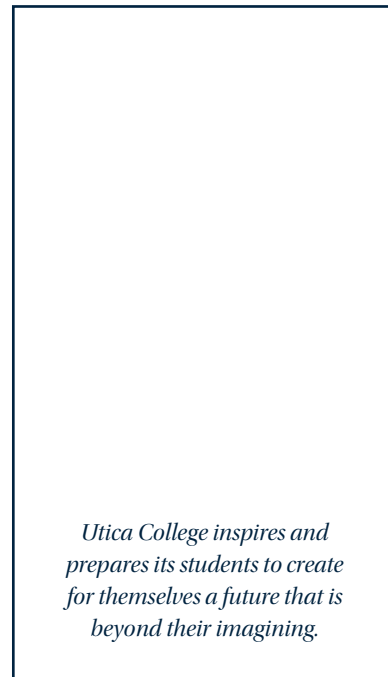
*Never angle or skew the logo*

# Institutional Stationery - Business Card

All business cards must be ordered through the online portal at [duplionline.com](http://duplionline.com). Each office or department has a designated member of staff for submitting orders.



*Front*



*Back*

# Institutional Stationery - Envelope

All envelopes must be ordered through the online portal at [duplionline.com](http://duplionline.com). Each office or department has a designated member of staff for submitting orders.



**UTICA**  
COLLEGE

OFFICE OF MULTIPLE RESPONSIBILITIES  
1600 BURRSTONE ROAD  
UTICA, NY 13502-4892



# Institutional Stationery - Letterhead

All letterhead must be ordered through the online portal at [duplionline.com](http://duplionline.com). Each office or department has a designated member of staff for submitting orders.



Office of the President

1600 Burrstone Road | Utica, NY 13502-4892  
Voice: 315.792.3075 | Fax: 315.792.3248  
[www.utica.edu](http://www.utica.edu)





## Chapter 2

College Seal



## College Seal

Use of the College Seal is reserved for formal communications, restrictions apply. For more information regarding acceptable applications, please contact the Office of Marketing and Communications. See page 47 of this guide for contact information.







## Chapter 3

Athletic Identity

## Athletic Primary Logo



*Full Color on Light or White Backgrounds*



*Full Color on Dark or Patterned Backgrounds*



*Two Color on Light or White Backgrounds*



*Two Color on Dark or Patterned Backgrounds*



*One Color on Light or White Backgrounds*



*One Color on Dark or Patterned Backgrounds*

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



## Athletic Secondary Logo - UC



TM



TM

*Full Color on Light or White Backgrounds*



TM

*Two Color on Light or White Backgrounds*



TM

*One Color on Light or White Backgrounds*



TM



TM

*Full Color on Dark or Patterned Backgrounds*



TM

*Two Color on Dark or Patterned Backgrounds*



TM

*One Color on Dark or Patterned Backgrounds*

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

## Athletic Secondary Logo - UC Moose



*Full Color on Light or White Backgrounds*



*Full Color on Dark or Patterned Backgrounds*



*Two Color on Light or White Backgrounds*



*Two Color on Dark or Patterned Backgrounds*



*One Color on Light or White Backgrounds*



*One Color on Dark or Patterned Backgrounds*

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

## Athletic Secondary Logo - Stand Alone Moose



*Full Color on Light or White Backgrounds*



*Two Color on Light or White Backgrounds*



*One Color on Light or White Backgrounds*



*Full Color on Dark or Patterned Backgrounds*



*Two 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. See page 6 for detailed color information  
TM reverses to white*

## Athletic Word Mark



*Full Color on Light or White Backgrounds*



*Two Color on Light or White Backgrounds*



*One Color on Light or White Backgrounds*



*Full Color on Dark or Patterned Backgrounds*



*Two 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. See page 6 for detailed color information  
TM reverses to white

## Sport Specific Marks - Full Color



### Full Color on Light or White Backgrounds



### Full Color on Dark or Patterned Backgrounds

# Sport Specific Marks - Two Color Option 1



Two Color on Light or White Backgrounds



Two Color on Dark or Patterned Backgrounds



## Sport Specific Marks - Two Color Option 2



Two Color on Light or White Backgrounds



Two Color on Dark or Patterned Backgrounds

## Sport Specific Marks - One Color



One Color on Light or White Backgrounds



One Color on Dark or Patterned Backgrounds

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

TM reverses to white



## Sport Specific Word Marks - Full Color



Full Color on Light or White Backgrounds



Full Color on Dark or Patterned Backgrounds

# Sport Specific Word Marks - Two Color Option 1



Two Color on Light or White Backgrounds



Two Color on Dark or Patterned Backgrounds

## Sport Specific Word Marks - Two Color Option 2



Two Color on Light or White Backgrounds



Two Color on Dark or Patterned Backgrounds

## Sport Specific Word Marks - One Color



One Color on Light or White Backgrounds



One Color on Dark or Patterned Backgrounds

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

# Typography

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

## BUREAU AGENCY BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789

To mimic the secondary typography within the logo stretch Bureau Agency Bold 285% and skew -151%

***PIONEERS***

## Common Misuse



*Never distort the logo*



*Never skew the logo*



*Never alter color placement*



*Never alter the typography*



*Never used unapproved colors*



*Never rotate the logo*



*Never add graphic devices*



*Never combine logos*



*Never flip the logo*



*Never insert "College" into athletic logos*



*Never use athletic logos outside  
of athletic context*



*Never use containing shapes*

# Contact Information

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

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

