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VISUAL IDENTITY: Why the guidelines?

Visual identity has become a powerful positioning tool. Successful identity programs get to the heart of an organization’s uniqueness and express it across the full range of visual communications. As the University of Charleston grows in enrollment and in academic prowess, a consistent visual identity will reinforce its growing reputation.

The University of Charleston’s identity on brochures, web pages, advertisements, and other materials reflects our values, purpose and vision. A cohesive identity program conveys an image of distinction and strength, building awareness and pride among those connected to the University.

In addition to its image-enhancing value, a carefully-managed visual identity program ensures that the University invests its resources in communications that work toward strategic goals. Consistently applying these guidelines enables UC to make decisions quickly, efficiently and cost-effectively.

USING THE BRANDING MANUAL

With the introduction of this broad-based identity program, all previous marks are obsolete. Stationery, brochures, etc. bearing outdated logos should be replaced as items are updated.

The manual is intended to be current at all times, and as such will be maintained on the UC website. To assist you in producing print and electronic communications, identity components are available for downloading. Visit www.ucwv.edu/brand/toolbox.aspx and choose the items you want to use. File formats are provided for use in commercial printing, desktop publishing, electronic presentations, and internet communication. For more information about the identity guidelines or use of the components, contact:

Office of Communications • 304.357.4716 • communications@ucwv.edu

IDENTITY TERMINOLOGY

Logo
A graphic identifier that reflects the organization’s spirit and philosophy, promoting immediate identification by the public.

Wordmark
The institution’s name, designed in a unique and individual style.

Signature
The official graphic arrangement of the logo and wordmark.

Compatible typography
Typefaces that complement the signature used for supplementary copy, such as address blocks, signage, and advertisements.

Brand steward
A person authorized by the University to approve the use of all elements of the visual identity.
UC identity

• primary logos & wordmark
• secondary logos
• colors
• typography
LOGO

The elements of the visual identity program are shown in this section. It is vital to copyright protection that guidelines for use are strictly followed. All elements shown here are available for download at www.ucwv.edu/brand/toolbox.aspx

The tower logo was designed by Steve Gray in connection with the academic transformation of the University’s curriculum around 1995. The tower logo replaces the UC star logo, which is now used for athletic teams only (see page 31).

The tower symbolizes both a philosophical retreat (the “ivory tower” of academia) and the school’s aspiration to the heights of teaching and learning. When the Clay Tower Building was built in 1997, the tower logo was incorporated into the design of the decorative finish of a seven-story tower that is easily visible throughout the city of Charleston. This physical reflection of the University’s graphic identity cemented the tower logo as the primary logo of the institution.
Signatures (logo and wordmarks)

The signatures consists of two parts: the tower logo and the wordmark. The primary tower signature is preferred in most instances.

The secondary signature may be used as an alternative where a vertical or centered design is preferable. As the size of the signature is reduced, the proportions of the logo and wordmark shift to maintain clarity. Only the tower logo should be reproduced smaller than 1” in width.

The creation of new secondary logos is forbidden.

Reversed Signatures
(printing on color backgrounds)

When printing the signature on light backgrounds, use the standard artwork in black or maroon. When reversing out on dark backgrounds, the signature should appear in white.

All-black logos
(printing in B/W)
UNIT IDENTITY

Consistency is important to the success of the identity program. The guidelines in this material should be used by all departments, schools and units to identify their programs and services. Using the official University letterhead for all correspondence and including the signature in printed and electronic communications will enhance both individual and collective efforts to improve the University’s image and reputation.

A complementary system of unit identification has been designed for each of the divisions and schools. Under no circumstances should the unit’s name replace the University’s wordmark at the right of the logo. These designs may be used in signs, banners, publications, websites and other materials.

The names of individual schools appear below the wordmark in all caps; other units of the University appear in small caps below the line on the official signature.

School identity:

samples:

Department identity:

sample:
COLORS

Strategic use of color creates powerful visual impact and is an immediate signal of quality. The University encourages use of the two primary official colors in the identity program whenever possible.

Official colors

The official colors of the University of Charleston are Pantone 208 (maroon) and Pantone 109 (yellow gold) for most print publications.

The process color (CMYK) formulas are:

Primary colors - CMYK breakdown:
PMS 208: cyan 0, magenta 100, yellow 37, black 37
PMS 109: cyan 0, magenta 10, yellow 100, black 0

Secondary colors:
The official secondary colors of the University of Charleston are Pantone 871 (gold), Pantone 288C (purple) and Pantone 513C (blue) and are to be used to accentuate the primary colors in designs.

PMS 871: cyan 40, magenta 44, yellow 78, black 14
PMS 288C: cyan 100, magenta 90, yellow 10, black 0
PMS 513C: cyan 46, magenta 93, yellow 0, black 0

Web colors

For electronic-based communication (Web pages, email distributions, and screen presentations), maroon HEX #992244 and gold HEX #a39161 should be used. The yellow gold HEX #fffd200 should only be used as a secondary accent color.
TYPOGRAPHY

Typefaces have unique characteristics that help communicate specific messages. The typeface used in the UC signature is Trajan Pro. For this reason, Trajan Pro is not acceptable as a text font. **Goudy Old Style** (Times New Roman if Goudy isn’t available), **Helvetica Neue** (Arial if Helvetica is not available), and **Calibri** are acceptable. You are allowed to use any variation of these typeface families: regular, bold, or italics. See examples below:

Examples

<table>
<thead>
<tr>
<th>HelveticaNeue</th>
<th>Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold: abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>Italic: 1234567890,.;':&quot;&amp;!?$</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goudy Old Style</th>
<th>Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold: abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>Italic: 1234567890,.;':&quot;&amp;!?$</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trajan Pro</th>
<th>Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold: abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>1234567890,.;':&quot;&amp;!?$</td>
<td></td>
</tr>
</tbody>
</table>

UC employees using UC computers should use these fonts in all correspondence, email signatures and documents.

TAGLINES

The official tagline of the University is *Learning Your Way*. Please use the approved fonts when writing the tagline, capitalize all three words and italicize the phrase or download the primary use file from the toolbox [www.ucwv.edu/brand/toolbox.aspx](http://www.ucwv.edu/brand/toolbox.aspx)

**primary usage:**

Learning Your Way (HelveticaNeue, italicized)

Learning Your Way (Goudy Old Style, italicized)
REPRODUCING THE SIGNATURE, LOGO OR WORDMARK

Whenever possible, the signature, logo or wordmark should be downloaded from www.ucwv.edu/brand/toolbox.aspx by clicking on the digital or photographic image of the desired logo. Using artwork provided by the Communications Office, you should be able to keep the optimal resolution for each logo. The colors will be set for you. The wordmark and logo have been hand-styled and should never be reproduced with typesetting or keyboarding.

When using the signature or logo there should be a safety margin surrounding the logo. Nothing should be set too close to the UC signature. A margin of at least .25" should be maintained around all four sides.

Incorrect signature usage

When using the logo or wordmark, do not stretch or distort the image. Do not use out-of-date configurations.

- Logo has been stretched/distorted
- Unapproved wordmarks
- Text set too close to the wordmark
THE UNIVERSITY SEAL

The formal seal is reserved for ceremonies, presidential communications, diplomas and certificates, and/or other uses at the discretion of the University President.

Prior permission from the Office of Communications is required before using this seal.

The seal depicts Riggleman Hall, the primary academic building on campus, surrounded by “University of Charleston 1888,” reflecting the year in which the school was founded. Riggleman Hall was built in 1950 and named in honor of Dr. Leonard Riggleman, who served as president of Morris Harvey College from 1931 to 1964. The Latin phrase, “Vos veritas liberabit” means “The truth shall set you free.”

Incorrect Usage

The seal should not be colored, reconfigured or combined with other marks.

adding color
adding wrong colors
adding words

HERITAGE LOGOS

The Morris Harvey College logo is an important part of the University brand, used to remember our roots and all those alumni who came before us. This logo is associated with the alumni of Morris Harvey College and the events that are held in their honor.

The official colors are Pantone 208 (maroon) and 109 (gold).
official UC printing

• letterhead
• envelope
• business card
• mailing label
USE OF THE UC SIGNATURE IN PUBLICATIONS

The signature should be applied with the return address on the back of a brochure or other publication. To accommodate various formats and layouts, two versions have been developed. All envelopes needs/requests should be handled through the Communications Office.

The flush left version should appear in the upper left corner of the page.

The centered version should be used at the bottom of the page.

For stationery, letterhead and envelopes - see page 16
The Signature in Advertisements

The signature should be displayed in all public advertisements promoting university-sponsored programs and events. Care should be taken to leave adequate blank space surrounding the signature. The Communications Office has specifications for employment ads that represent the University and its identity in a consistent format.

The Signature in Electronic Communications/Web Pages

Every page on the UC website should be identified with the University mark and should utilize the official colors in order to maintain a consistent look and feel.

The standards and specifications contained in this guide apply to electronic as well as print applications. Design or color alterations on the web are prohibited by copyright and trademark.

WORK EMAIL SIGNATURE

Email sent from university computers should be in black type on a white background and utilize an approved typeface. The email signature is designed to provide recipients of official university electronic communication with appropriate contact information, while projecting consistent imagery for the University. Below is the suggested format for email signatures. The email signature should include the sender’s name, department and title, mailing address, telephone number (and fax number if applicable), the University’s homepage, and the University’s tagline. The font size used should be no smaller than 10 point.

Example:

Janice Doe, MS
Instructor, Radiologic Sciences
Office or School Name

University of Charleston
2300 MacCorkle Avenue SE (specific room location can be added if applicable, ex. Riggleman 103B) Charleston, West Virginia 25304
TEL: 304.357.4800
FAX: 304.357.4810
www.ucwv.edu

Learning Your Way

To set up your email signature in Microsoft Outlook:
1. From the main Microsoft Outlook window, on the Tools menu, click Options, and then click the Mail Format tab.
2. In the Compose in this message format list, click the message format that you want to use the signature with.
STATIONERY

Letterhead

University letterhead (shown at right) is to be used by all departments, institutes, centers, colleges and schools for all official university communication. All letterhead/stationery needs/requests should be handled through the Communications Office. The signature and unit names appear at the top left as shown. Postal address, telephone and Website address are placed at the bottom of the letterhead. Suggested formats for letters are described in the body of the sample letter.

There are some instances when personalization of stationery is appropriate. Such cases include correspondence by the president, vice presidents, deans, department heads, and others authorized by unit heads. A line of personalization appearing under the unit name is acceptable in such cases. Since smaller quantities of personalized letterhead are more costly to produce than standard departmental stationery, discretion by unit heads is encouraged.

Business Card

The UC business cards are double-sided. The first side features the University signature and UC Website. The reverse side includes: name, position title, department or school and contact information.

Although this revised business card design has been created all current business cards are still acceptable. Please do not reorder until your current supply has been depleted.

To place an order for business cards please visit our Website and fill out our online order form at www.ucwv.edu/faculty/businesscardrequest.aspx.
Envelopes

Envelope designs include the University signature and can include customized office information when necessary. As with the letterhead, these smaller quantities are more costly to produce so discretion by unit heads is encouraged.

Graduate schools have personalized envelopes designed to coordinate with their letterhead (see below).

Set the top margin at 1½” and the left margin is 3½”.

---

No. 10 envelope

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Smaller envelopes
Set the top margin at 1¾” and the left margin at 1”.

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For stationery orders please complete a project request form available online or in the Communications Office. For stationery questions, contact the Office of Communications at 304.357.4716 or at communications@ucwv.edu
other templates

• name tag
• note card
• pocket folder
• general invitation
• powerpoint slide
• banners
• table skirts
• pins
Name tags, certificates, pocket folders, invitations, note cards and other items may be ordered from the Communications Office. You may also consult the website for more applications: www.ucwv.edu/brand/toolbox.aspx
University Invitation

The University of Charleston
Department of Education
cordially invites you to a

HOMECOMING BRUNCH
HONORING ALL ALUMNI FROM
THE UNIVERSITY OF CHARLESTON

Date
Time

Riggleman Hall Rotunda
2300 MacCorkle Avenue SE
Charleston, West Virginia

RSVP by Date
Name to contact and phone number

Powerpoint presentations

These powerpoint templates are available online http://www.ucwv.edu/marketing/Branding_Toolbox.aspx
Banners

large format banner

Gold

White

Maroon
Other Frequently Used Items

Table skirts should be used at functions where UC has a chance to set up a display and interact with potential students. Skirts should be kept clean and not have any obstructions in front that prevent the logo signature from being easily read. If you have an opportunity to use chairs please set them up behind the table or to the side of the display.

Table Skirt Options

For other questions please contact the Communications Office at 304.357.4716 or at communications@ucwv.edu.
PINS

The UC pin depicts the Tower Logo in maroon and gold. By tradition, it is presented to employees either on their first day of work or at their first Opening Session. It should be worn on the lapel of a business suit, or in a similar location on other attire. UC pins are also given to members of the Board of Trustees when they begin their terms, and may be awarded to other close friends of the institution at the discretion of the University President.

The University also awards specific pins for certain milestones of service, including five-year anniversaries of employment.

Individual fields of study pins:
In addition, it is traditional and customary for individual schools to award pins commemorating significant milestones in a student’s entry into a professional career, particularly in the health sciences. This practice is confined to a physical pin, and the image used on the pin should not be reproduced in print or otherwise as a logo.

Any new pins must be approved by the Communications Office.
official UC apparel

• lab coats
• staff shirt
• t-shirt
• other
**UC APPAREL**

All logos can be reversed out to white on solid maroon apparel or have an outline of white. The UC logo, signature, or wordmark **should never be used on any black-colored apparel** unless approved by the Communications Office. Please refrain from using gold as your primary color on a white garment or metallic gold on a yellow shirt.

Any individualized designs for a department or event but must be approved by the Communications Office.
Other Apparel

- **Polo Color Options**
  - Polo

- **Dress Shirt Color Options**
  - Dress Shirt

- **Sweatshirt Color Options**
  - Sweatshirt

For other questions please contact the Communications Office at 304.357.4716 or communications@ucwv.edu.
Other Apparel

Hat Color Options

Hat

Toboggan Color Options

Toboggan

Shorts Color Options

Shorts

For other questions please contact the Communications Office at 304.357.4716 or communications@ucwv.edu.
athletic identity

• athletic identity
• uniforms
The UC star logo is an important part of the University brand. When appealing to an audience with an athletic message or purpose, the UC star should be used.

The athletic department is the primary user of these marks, but student use and occasional use by units working with alumni and other groups is permitted with permission from the Communications Office.

The typography is consistent with the University identity program, which will further enhance recognition. These images are licensed to selected vendors for use in retail products, such as apparel, gifts and other merchandise. No alterations of these graphics is permitted.

The official color in the UC star logo is Pantone 208 (maroon).

SECONDARY ATHLETIC LOGO
The University mascot, MoHarv, is an important part of our visual identity. The MoHarv logo pictured here is available for use, but please consult the Public Relations Director for approval of specific designs.

ATHLETIC UNIFORMS & PRACTICE GEAR
Colors
The official colors for UC uniforms are Pantone 208 (maroon), Pantone 109 (yellow). See pg. 9 for official color formulas.

When ordering uniforms, coaches may take into account practical considerations of cost and availability, while adhering to the official colors as much as possible.

Design
All uniforms and practice gear must be approved by either the branding committee of the University or the designated brand steward for the athletic department.

Background colors
The background colors white and gray (not black) may be used in concert with the official colors for uniforms and other logo wear.

Logos & Lettering
All athletic uniforms should display the athletic UC Star logo. Athletic teams may substitute “Charleston” for “University of Charleston” on uniforms.

Lettering/Typeface
Lettering on athletic apparel should be in an approved font (see page 10).
official UC vehicles

• identity for university-use cars, trucks, vans
UC VEHICLES

- Van
- SUV
- Truck
- Minivan
- Bus
guidelines for vendors
GUIDELINES FOR VENDORS

UC marks are protected by trademark. Design or color alterations to the specifications in this manual are prohibited without the consent of the UC Communications Office. The University reserves the right to reject delivery of materials containing unauthorized or incorrect use of logos or failure to adhere to these guidelines.

For copyright, trademark and licensing information, contact:

Office of Communications
304.357.4716
Communications@ucwv.edu