

UF Graphic Identity and Trademark Guide

Graphic Identity System

Guidelines

The success of an identity program lies in its consistent use. Adherence to the following guidelines will enhance the effectiveness of the University's image for the institution as a whole.

The University of Findlay wordmark should appear prominently on all University publications, advertising, web pages and other materials produced by the University or any of its centers, institutes or organizations within the University.

Wordmark

The wordmark is a single element. The two parts, "Findlay" and "The University of Findlay," should not be separated or one used without the other.

The logo must be reproduced from original artwork obtained from the Office of Public Information. Camera-ready logos or an electronic logo file for use either in Macintosh or PC format can be obtained by contacting the Office of Public Information at 419-434-4520.

The wordmark may not be modified in any way. It may be reduced or enlarged proportionally, but the elements may not be altered.

When placing the wordmark in a document created on a desktop publishing system, be sure to hold down the shift key while resizing to prevent distortion.

Do not try to duplicate the wordmark by simply typing "Findlay," with "The University of Findlay" centered underneath it.

Size

When sizing the wordmark, make sure it remains legible. The minimum is 1.5 inches wide.

Color

The official color of the wordmark is PMS 3025 blue (C100 M0 Y0 K51) for the word "Findlay," with the companion color of PMS 431 gray (C11.5 M0 Y0 K65) for "The University of Findlay." When not able to use these colors, print in black or reverse in white from a black or colored background. If printed material is only one color of ink, the logo may be printed in that color.

The University of Findlay's school colors are orange and black. The official orange is PMS 1655 (Co M65 Y87 K0) and FF6600 on the Web. When using the logo on the website, in publications or for promotional items featuring the school colors, the logo

should be rendered in black or reversed in white from a black or colored background, but it should not be printed in orange.

Placement

The University's wordmark must appear on all publications and the UF website.

Its placement on the outside front/back cover must be prominent and uncluttered. Placement on the front cover of a publication is preferred, where it may serve to replace the name "The University of Findlay." If the wordmark is not present on the front cover, then it must appear prominently on the back cover.

The wordmark should never be positioned close to distracting design or typographic elements and should have a minimum clear space of 1/4 inch. More clear space around the logo results in better readability.

Do not place type on or behind the wordmark.

Do not approximate the wordmark by printing "Findlay" large and adding "The University of Findlay" under it.

Do not alter the wordmark by outlining it.

The wordmark may never be used on a slant in any application.

Do not use the wordmark as recurring design element or as a design pattern.

All publications intended for off-campus audiences must be approved through the Office of Public Information.

Stationery and Other Items

All offices and academic areas must follow the standard formats for stationery items, which can be ordered from the University Print Shop. Business cards are ordered through the Office of Public Information.

When the wordmark is applied to items other than publications or the website (e.g., apparel, merchandising items, etc.), the Business Manager must be consulted for procurement of such items.

Logo items designed for sale, including athletic items, also must be submitted for procurement by the Business Manager.

University Seal

The use of the University seal is limited to certain official University documents such as diplomas, transcripts, contracts, President's stationery, Board of Trustees stationery, awards, honors and official catalogs.

When the seal is applied to items other than publications (e.g., decals, desk items, signs, t-shirts, etc.) the University Stores must be consulted for procurement of such items.

Athletic Logo

The University of Findlay has a general logo representing all athletics, which consists of the initials UF, an oil derrick and the word “Oilers” underneath. The athletic logo is used on stationery items, publications such as sports media guides, the UF athletic website, athletic uniforms, sports equipment and various forms of apparel and merchandise.

The athletic logo may be rendered in black or orange. The official orange is PMS 1655 (Co M65 Y87 K0) and FF6600 on the Web. Also, the logo may be used without the word “Oilers” at the bottom.

When the athletic logo is applied to items other than publications (e.g., decals, desk items, signs, t-shirts, etc.) the University Stores must be consulted for procurement of such items.

Trademark Policy

The University of Findlay controls the use of its name and identifying marks, logos, seal, designs and symbols.

Examples include:

- Wordmark
- Seal
- Athletic logos
- Old Main
- Old Main tower
- Griffith Memorial Arch

Benefits of The University of Findlay trademark policy to protect the University’s image and visual identity are:

- Preserve the integrity of The University of Findlay’s trademarks, wordmark and logos;
- Ensure that products/publications bearing UF’s marks are of good quality;
- Generate revenues/cost savings for the University;
- Stimulate public awareness and support for UF, and
- Promote and enhance the University’s image through the use of its name and wordmark/logos.

Any individual, organization or company wishing to use The University of Findlay’s trademarks must obtain the right to do so from the University. All commercial and non-commercial uses of UF’s trademarks must be authorized and will be regulated by the University Stores.

This policy statement provides guidance on restrictions and permissible use of the University's name and identifying marks and symbols. Permission for use of these graphics by any on- or off-campus entity must be obtained in writing from the University Stores.

Advertising containing direct or indirect, implied or inferred institutional endorsement by The University of Findlay is prohibited, and includes use of any name, picture, landmark building or other identifier. A personal endorsement with an identification of the person's relationship to The University of Findlay is permissible providing there is no way to construe the testimonial as an institutional endorsement.

Internal Use

UF offices, academic areas and official student organizations may use the University's wordmark and athletic logos for internal publications, so long as they follow the guidelines listed in the Graphic Identity Guide. Use of--including but not limited to--the wordmark, seal, the words "Findlay" or "Oiler/s," the Oiler mascot or the athletic logo on other items (t-shirts, mugs, key chains, etc.) meant for on- or off-campus distribution, must receive approval from the University Stores. Publications/printed materials meant for distribution off campus must be approved through the Office of Public Information.

Users of the University's marks must obtain approval for each use of the trademark(s) on a per product, per design basis.

Commercial Use

Items used for promotional purposes such as giveaways, premiums, etc., are considered commercial. All requests will be reviewed by the University Stores and will be subject to standard quality control terms and conditions.

Unacceptable products or services

The University of Findlay will not allow the use of its name or marks to promote products or services associated with alcohol, tobacco, controlled substances, sexually oriented products, religious products or games of chance. Nor will the University approve the use of its name or marks with text or graphics that are judged to be sexually suggestive, denigrate any group or infringe on the rights of other trademark owners. The University will not allow products that do not meet minimum standards of quality and/or good taste and are judged to be dangerous or carry high product liability risks.

Advertising in Publications

The University of Findlay and affiliated organizations that accept commercial advertising for their publications and programs will screen all advertisers for compliance with the University's policies.