



UNIVERSITY OF
THE DISTRICT
OF COLUMBIA



BRAND GUIDE

INTRODUCTION

PURPOSE OF THIS GUIDE

The purpose of this brand guide is to ensure that the message of the University of the District of Columbia is carried consistently throughout all collateral and marketing communications produced by the University and its partners. Consistent and proper use of the brand guidelines will assist in strengthening the public's perception and recognition of the University and its mission.



UNIVERSITY OF
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GENERAL INFORMATION

MISSION

The University of the District of Columbia was chartered in 1974 as an urban land grant institution and is the only public institution of higher education in the District of Columbia. The University is a comprehensive historically black university (HBCU), offering high quality and affordable postsecondary education at the certificate, associate, baccalaureate, graduate and professional levels. With an open admissions policy, the University prepares students for the next level of education, specialized employment opportunities and lifelong learning.

VISION

The University of the District of Columbia strives to prepare our students to be well-educated, skillful, autonomous, service oriented, culturally enlightened and technologically oriented citizens who are prepared to live and work in a multi-ethnic, global and technologically driven society. The University also strives to create an environment that will encourage the maximum development of its students.

MAILING ADDRESS

Insert Department Name Here
(i.e., Office of the President)
University of the District of Columbia
4200 Connecticut Avenue, NW
Washington, DC 20008

STREET ADDRESS

Insert Department Name Here
University of the District of Columbia
4200 Connecticut Avenue, NW
Washington, DC 20008

WEB ADDRESS

www.udc.edu

NOTES

- 1) Avoid using the acronym (UDC) for the University of the District of Columbia.
- 2) Always use lower case letters for the web site address.

LOGO USAGE

ABOUT THE LOGO

The University's new logo represents "a new day" for the University. It promotes a freshness and boldness that symbolizes success, leadership, and tradition. The capital dome is symbolic of the nation's capital which is recognized worldwide. The torch represents the University spirit and leadership as well as the passing of rich traditions and legacies. The three stars and bars are symbolic of the District of Columbia.

The official University of the District of Columbia logo is shown below in proper proportions. It is the **PRIMARY** logo and should be used whenever possible.

The PMS colors of the University logo are PMS 1955 (red) and PMS 143 (gold)



UNIVERSITY OF
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Minimum size

.65"

1.2"



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Acceptable color variations of the University logo

two-color (primary)



three-color (secondary)**



one-color (black)



reverse



one-color (PMS 1955)



NOTES

Versions: The primary two-color logo should be used whenever possible. Alternatively, the all black version is the second preferred option. The all white version of logo should only be used when it will be placed on a solid dark background.

**Usage of this logo requires special permission from the Office of University Relations & Communications except when used on the official letterhead.

Size: In order to ensure the integrity of the logo, the logo should be used at the proper size. The minimum size that the logo can be used on any document is 28% of the original size which measures approx. .65"(w)x1.2"(h).

File formats: The logo is available in two different file formats: EPS and JPG. EPS files should be used primarily for print collateral. JPG files are intended for digital media (web, PowerPoint, video).

LOGO USAGE

NOTES

DO NOT :

- a) distort the original shape of the logo;
- b) change the colors or the fonts used in the logo;
- c) place the logo over busy backgrounds or distracting images;
- d) use the logo in a shape;
- e) use the wrong resolution for print (always use EPS files for printing)

Below are some examples of incorrect logo usage.

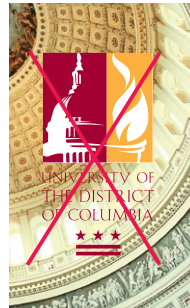
a)



b)



c)



d)



e)



THE SEAL

The official seal of the University of the District of Columbia is shown below.



Use of the seal is reserved for approved signage, formal and official documents such as diplomas, legal and official records, transcripts, programs for formal academic ceremonies, and any other legal agreements binding the University.

The seal is a registered mark of the University of the District of Columbia and:

- may not be altered or embellished in any way,
- may not be used as part of a larger mark, title or graphic, and
- must include the ® designation whenever it is used.

NOTES

1. Approval for use of the seal as an official imprint shall be determined by the nature of the document. In general, all publications issued under the supervision of University Relations and Communications shall be eligible to display the seal. Publications presented to the University Printing Department under any other sponsorship shall be reviewed by the Vice-President for University Relations and Communications before the seal is approved for such use.
2. Commercial use of the seal shall be limited and controlled by the University's standard licensing agreement administered by the Vice-President for University Relations and Communications.
3. The University seal may be used as an alternative to the University logo as determined by the Vice-President for University Relations and Communications.

FIREBIRD

NOTES

As with the University's official logo,
DO NOT :

- a) distort the original shape of the mascot;
- b) change the colors used in the mascot;
- c) place the mascot over busy backgrounds or distracting images;
- d) use the mascot in a shape;
- e) use the wrong resolution for print (always use EPS files for printing)



The official athletic mascot, the mythical Firebird, was redesigned and selected from numerous renditions by the student body in a contest Fall Semester 2006.

The University mascot is a registered mark of the University of the District of Columbia and:

- may not be redrawn, altered or embellished in any way,
- may not be used as part of a larger mark, title or graphic,
- must be in his official pose and approved colors in all uses, and,
- must include the ® designation whenever it is used.

Requests for special permission for varied use of the mascot may be directed to the Office of University Relations and Communications and the Athletics Department.

TYPE

AU BAUER

Helvetica Neue Light

Helvetica Neue Light Italic

Helvetica Neue Roman

Helvetica Neue Roman Italic

Helvetica Neue Medium

Helvetica Neue Medium Italic

Helvetica Neue Bold

Helvetica Neue Bold Italic

Adobe Garamond Regular

Adobe Garamond Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

NOTES


AuBauer, Helvetica Neue and Adobe Garamond are the only set of typefaces assigned for the development of any promotional or corporate materials. AuBauer is intended for use only as headline copy. Helvetica Neue and Adobe Garamond both have a range of weights suitable for any layout. They offer a great deal of flexibility suitable for the layout of headings, body copy and captions throughout a variety of media.

COLOR PALETTE

NOTES

In publications where secondary colors are used, PMS 1955 and PMS 143 should be dominant.

The official PMS colors of the University are:

PMS 1955  and PMS 143 

These are the colors used in the logo and these two colors should be used in every color document published by the University.

PRIMARY COLORS



PMS 1955
CMYK: 0, 100, 60, 37
RGB: 163, 2, 52
HEX: 92173B



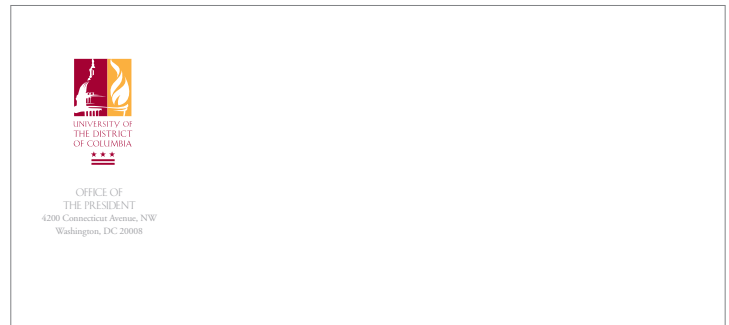
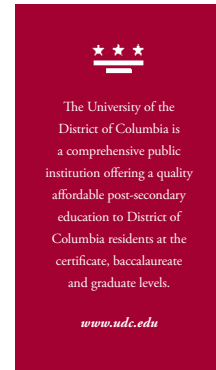
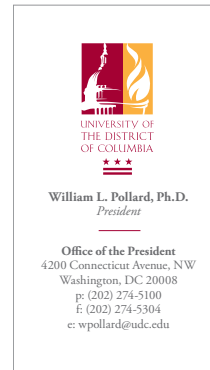
PMS 143
CMYK: 0, 35, 90, 0
RGB: 251, 176, 52
HEX: FF9F00



PMS 423
CMYK: 0, 0, 0, 44
RGB: 159, 161, 164
HEX: 939495

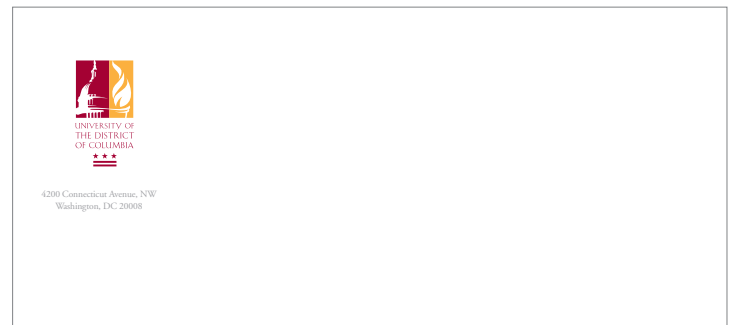
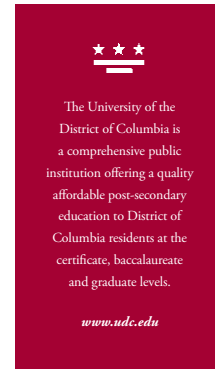
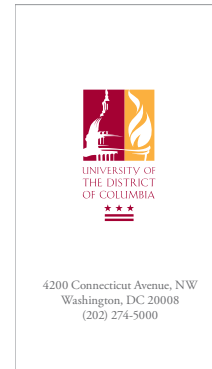
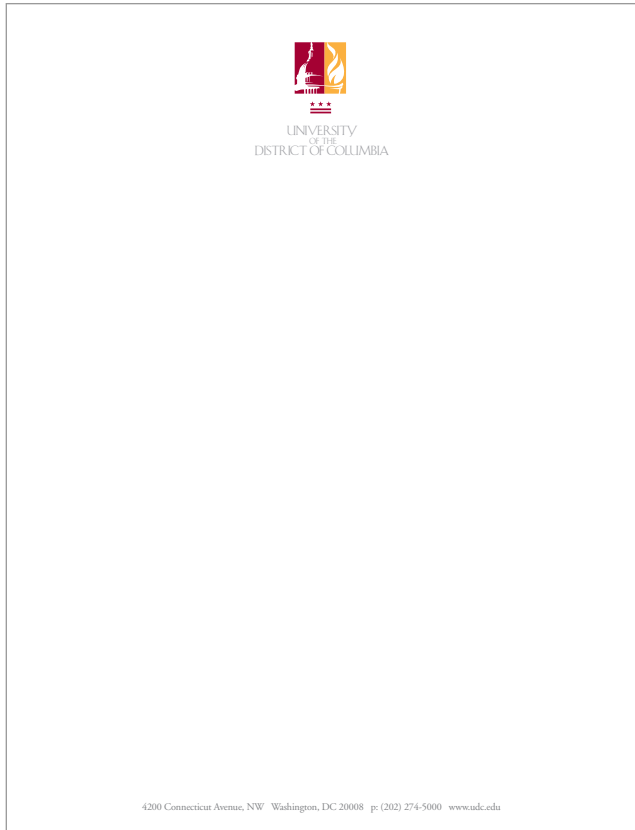
STATIONERY

The official University letterhead, envelope and business card is shown below (not to scale) and should always be produced as shown using the correct fonts and logo. The back of the business card contains an abridged version of the University's mission statement.



STATIONERY

Below is the general purpose version of the University's stationery.



For additional questions regarding
University branding guidelines,
contact the Office of University
Relations & Communications at
(202) 274-6246.



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