



**BRAND  
STANDARDS  
MANUAL**

2020



V

UNOH<sup>®</sup>

# WELCOME

The University of Northwestern Ohio is a private, not-for-profit institution unlike any other. Founded in 1920 as a business school, UNOH has grown to educate thousands of students in more than 60 different degree programs.

UNOH is located in Lima, Ohio, and the campus is situated on approximately 200 acres. There are five colleges that make up the university: College of Applied Technologies, College of Business, College of Health Professions, College of Occupational Professions, and the Graduate College. Nationally renowned as one of the best schools to attend for Automotive, High Performance Motorsports, and Diesel Technology, UNOH also offers major in fields from Accounting to Sport Marketing, Finance, Business Administration, Health Information Technology, Legal Assisting, and so much more. UNOH is a co-ed campus and has taught students from all 50 states and more than 61 countries granting Associate, Bachelor, and Master degrees. The University of Northwestern Ohio also offers a variety of collegiate athletics including Men's & Women's Basketball, Tennis, Golf, Bowling, Soccer, Women's Volleyball, Men's Baseball, Women's Softball, Esports, and six Co-Ed Motorsports teams.

UNOH's vision is to be recognized as a trusted educational institution providing a developmental opportunity for aspiring students in all colleges within the University platform. Throughout this document, you will learn why the UNOH brand is important and how the UNOH brand and image reflects the culture and values of the university and its constituents.

## *QUESTIONS?*

Contact the UNOH Marketing Department at [branding@unoh.edu](mailto:branding@unoh.edu)

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# **PURPOSE OF STANDARDS**

When you say “brand,” most immediately think about logos or an identity system. But a brand of an organization is much more - it’s an entire structure, the images, primary messaging, and way of thinking for any organization. A brand is about reputation, and the UNOH brand should reflect that reputation.

Do we give students a unique and all-encompassing experience? Our publications should reflect that. Do we have faculty who have years of experience in their fields? Our website should reflect that. Do we have a university that is known worldwide to be at the forefront of Applied Technologies degrees? Everything we say and do should reflect that.

## **SO, WHY DO WE HAVE BRAND STANDARDS?**

UNOH has continued to update its identity brand standards to ensure a consistent “look” and style for references in the marketplace. Consistency among all segments of the University of Northwestern Ohio ensures a solid brand and emphasizes name recognition, a fundamental element of institutional positioning. We strive to uphold this brand, or image perception of UNOH, and continually inform and engage our audiences about the advantages of a UNOH education in an increasingly diverse and competitive higher-education marketplace.

# ADHERENCE POLICY

It is important that UNOH project an image of excellence and cohesiveness to all of its many audiences. This manual addresses the proper use of the University standards for the design and text in visual communication.

Visual communication includes but is not limited to:

- publications and collateral materials  
(posters, postcards, flyers)
- stationery
- advertisements
- signage
- Websites and other forms of digital media  
(television, video, social media)

The logo and official university names have registered trademark protection, and any use of the logo or official university names other than those prescribed in this manual is prohibited, regardless of funding sources.

Alterations to the specifications outlined in this manual are prohibited without the prior written consent of the UNOH Marketing Department and University President.

Adhering to these standards will help ensure that communications from every college, department, and office speak with a clear and uniform voice that best represents the image and brand of UNOH.

All documents, publications, clothing, promotional items, signage and any other items that contain the UNOH logo or brand must be approved by the UNOH Marketing Department.

# IDENTITY COLORS

## PRIMARY COLORS

The official University of Northwestern Ohio colors are maroon, white, and black. The use of these colors together creates a strong visual impact that reinforces the UNOH brand identity. Primarily, White and Black should always be used to underscore the maroon accent color.



Pantone 7427C  
CMYK: 33, 99, 97, 51  
RGB: 102, 13, 14  
HEX: #680001



Pantone White  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff



Pantone Black  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000

## SECONDARY COLORS

These colors may be used to complement our primary colors.



CMYK: 19, 100, 100, 13  
RGB: 180, 0, 0  
HEX: #840000



CMYK: 0, 41, 100, 0  
RGB: 250, 164, 26  
HEX: #FAA41A



CMYK: 0, 13, 100, 0  
RGB: 255, 216, 0  
HEX: #FED800



Gradient  
Orange to Yellow



The array of percentage of black.

*The yellow, orange, and gradient are ONLY to be used in reference to the College of Applied Technologies and the UNOH Motorsports Team.*

### Exact Color Matching

Note that the Pantone Matching System (PMS) is designed for printing inks. Screen printing inks and textile, paint, and plastic colors might not accurately match the university logo colors. Obtain color samples for approval from the UNOH Marketing Department prior to production of items when using these materials.

## OUR LOGO



### PRIMARY MARK

The UNOH logo is the primary identifier for our university. It's the most immediate and recognizable way for our audience to know that the publication they are seeing is from UNOH. Our icon - featuring the spiked 'N' pointing in a northwestern direction - is iconic to the university.



### SECONDARY MARK

There are two secondary marks that are used depending on the design and purpose of the logo placement - the UNOH logo only and the UNOH side text logo.

#### UNOH LOGO VIOLATIONS

- Never typeset or attempt to recreate this logo on your own. It has unique letter spacing and character weights.
- When using the UNOH logo, it should never be used in color combination other than the primary and secondary colors.
- It should never be expanded, condensed, or altered in any way.

See page 17 for all permitted color variations and combinations.



## **OTHER UNIVERSITY LOGOS**



### **UNIVERSITY SEAL**

The use of the University seal for any application requires prior approval from the Marketing Department.



### **ATHLETIC LOGOS**

The exclusive marks that represent the UNOH Racers. The stand alone spiked 'N' cannot be used as a singular element. The application needs to be used in conjunction with the words 'University of Northwestern Ohio,' or the standard UNOH logo.

# TYPOGRAPHY

University of Northwestern Ohio communications are most effective when the words are both consistent in content and in appearance. The following typeface families were specifically chosen for UNOH communications.

## PRIMARY

Isidora Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Thin • *Thin It* • Light • *Light It* • Regular • *Regular It* • Medium • *Medium It*

SemiBold • *SemiBold It* • **Bold** • **Bold It** • **Black** • **Black It**

Isidora Sans Alt

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Thin • *Thin It* • Light • *Light It* • Regular • *Regular It* • Medium • *Medium It*

SemiBold • *SemiBold It* • **Bold** • **Bold It** • **Black** • **Black It**

Kozuka Gothic Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

EL • L • R • M • B • H

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## SECONDARY

Myriad Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular • *Italic* • Semibold • *Semibold Italic* • **Bold** • **Bold Italic**

League Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular • *Italic*

Times New Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular • *Italic* • **Bold** • **Bold Italic**

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## PRIMARY WEB TYPEFACES

Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Thin • *Thin Italic* • Light • *Light Italic* • Regular • *Italic* • Medium • *Medium Italic*

**Bold** • **Bold Italic** • **Black** • **Black Italic**

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Light • *Light Italic* • Regular • *Italic* • SemiBold • *SemiBold Italic*

**Bold** • **Bold Italic** • **ExtraBold** • **ExtraBold Italic**

# OUR LINGO

Strong emotional words can tell the UNOH story with just a few letters. And those words are even more effective when included in concise, purposeful sentences. Keep the following words and phrases in mind when writing about the University of Northwestern Ohio.

<b>POWER</b>	<b>MOTION</b>
<b>BUILD</b>	<b>PRIDE</b>
<b>COMPETITIVE</b>	<b>ENTREPRENEURIAL</b>
<b>DRIVEN</b>	<b>CLIMB</b>
<b>FORCE</b>	<b>MOVING FORWARD</b>
<b>ENHANCE</b>	<b>PROGRESS</b>
<b>STRENGTHEN</b>	<b>UNSTOPPABLE</b>
<b>CHANGE</b>	<b>FUTURE</b>
<b>DYNAMIC</b>	<b>PASSION</b>
<b>INSPIRE</b>	<b>CAREERS</b>
<b>SPARK</b>	<b>EXCELLENCE</b>
<b>TORQUE</b>	<b>ASPIRATIONS</b>
<b>MOTIVATION</b>	<b>POSSIBILITY</b>
<b>CREATIVE</b>	<b>SPIRIT</b>
<b>EXPLORE</b>	<b>RACERS</b>
<b>IMAGINE</b>	<b>LEADERSHIP</b>
<b>RESULTS</b>	<b>WELCOME</b>
<b>DISCOVERY</b>	<b>FAMILY</b>
<b>OPPORTUNITY</b>	<b>STATE-OF-THE-ART</b>
<b>POTENTIAL</b>	<b>HANDS-ON</b>

# AFFILIATED LOGOS

The University of Northwestern Ohio is the owner of two separate entities that also have distinct logos and brands. These brands represent a departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to UNOH.



**LIMALAND MOTORSPORTS PARK**



**UNOH EVENT CENTER**

There are certain colors associated with the UNOH Event Center brand.

Maroon (PMS 188C)

White

Black

Tan (PMS 7501C)

These logos are to remain scaled when used electronically and should not be skewed, stretched, or separated. These logos are under the same restrictions as the UNOH logo.

# BACKGROUND APPLICATIONS

The UNOH logo configuration should not be modified or recreated in any way. This page illustrates some, but not all of the possible uses.

1. The UNOH logo should be shown without a drop shadow, stroke or glow.
2. UNOH logo should never appear in a white box that overlaps a photo or background color.
3. On dark backgrounds, the white UNOH logo should be used. Stroke should not be used on the logo.
4. The orange gradient UNOH logo should be used for College of Applied Technologies items only and on dark backgrounds. Strokes should not be used on the logo.
5. The maroon UNOH logo should only be used on light gray backgrounds that ensure its visibility. Backgrounds darker than 15% opacity black are not recommended for this logo.



# MANIPULATION & SPACING



## **PROPORTIONS**

The UNOH logo should remain contained at 1:2 dimension ratio as shown. The mark should never be stretched, skewed, or arched. As well as, the logo should never be separated and written vertically or diagonally.

The wording “University of Northwestern Ohio” should never be adjusted independently or appear in a different typeface.

Maintain the exact spatial relationship when scaling the logo.

## **SPACING**

The UNOH logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements, or other visual distractions.

No wording or additional logos should touch or interfere with the clear space around the primary or secondary marks.

Please ensure that a clear space of a one-tenth of the width of the logo is maintained around the logo. More than this amount of clear space is always acceptable. Also remember to leave at least this distance between the logo and the edge of the page, sign, or label where it appears.

Note: The registered trademark symbol is ignored for the purposes of measuring clear space in this example.

# LOGO CREATION

## **POLICY ON CREATING OTHER LOGOS**

The creation of new logos to designate the university, a college, a department, or a student club must be created by the UNOH Marketing Department. The logo will be linked with the UNOH logo. This allows individual identities for academic and administrative areas while maintaining consistency for all UNOH campus departments.

No name or logo or other branding element designed outside of the parameters identified in this manual will be endorsed and/or approved by the University of Northwestern Ohio.

Building brand-name recognition can be difficult and costly, therefore other logos created for university colleges, departments, or clubs may add to name confusion in the marketplace. A consistent visual element will resonate with the university's diverse audience and provide instant public recognition that an organization is part of the UNOH community.

**UNOH ALUMNI**

**UNOH**  
RESIDENT ADVISOR

**UNOH**  
SPORT MARKETING  
& MANAGEMENT

**UNOH**  
**100**  
1920  
2020  
CENTENNIAL

# LICENSING & TRADEMARKS

## LICENSING & TRADEMARKS

University of Northwestern Ohio departments and internal organizations wishing to use UNOH logos or trademarks on specialty products or products for resale must first obtain written permission from the UNOH Marketing Department. This includes, but is not limited to, pens, notebooks, caps, shirts, jackets, glassware, pins, key rings, etc.

Outside companies wishing to use UNOH logos or trademarks on products for resale must obtain written permission from the University Licensing partner - Collegiate Licensing Company (<https://clc.com>). CLC will submit an approval email to the vendor printing the item. This email will serve as the University's approval to produce UNOH marks and will inform the vendor of royalty requirements. Only licensed vendors may produce items bearing the UNOH logos or marks for sale.

The University logos all have a protected space area. No lines, words, or artwork may overlap or intersect the marks, and no changes may be made to the design unless approved by the UNOH Marketing Department.

Most, but not all, uses of these marks must bear the registered mark. Collegiate Licensing Company will communicate with the outside vendor whether the ® or ™ marks are required.

In addition to the marks in this guide, UNOH has registered the following verbiage:

- University of Northwestern Ohio
- UNOH
- Premier High Performance Motorsports University
- A Drive for Excellence

UNOH reserves the right to reject delivery of materials containing unauthorized or incorrect usage based on the guidelines in this document.

University of Northwestern Ohio marks may NOT be used in conjunction with references to alcohol or drugs. Nor will any use of university marks that are judged to be in poor taste be allowed.

Questions about the status of a mark for use with products meant for resale should be referred to Collegiate Licensing Company. All other questions about the use of university marks for non-resale items should be directed to the UNOH Marketing Department.



## **ENDORSEMENTS**

Although the Athletics Department and the university have entered into contractual endorsements of various businesses and services, no college or other unit of the university may endorse any product or service on behalf of the university.

## **STUDENTS**

Students wanting to produce t-shirts and other commercial-type items must submit designs to the UNOH Marketing Department or must email the artwork to [branding@unoh.edu](mailto:branding@unoh.edu) for approval before any items are ordered.

## **GUIDELINES FOR UNOH EMPLOYEES**

The design with official university logo being purchased must be submitted to the UNOH Marketing Department for approval before the order is placed (or requisition sent to Purchasing).

The name of the vendor producing the order should be submitted with the design.

The vendor must be licensed with the university or must sign a one-time limited agreement. If the vendor is not licensed, the Marketing Department will determine whether the vendor may be used.

If the design is approved, the Marketing Department will provide a letter or email approving the vendor to produce the design and giving the vendor royalty information, including whether or not royalties are waived. A copy of the approval should be attached to the requisition package and submitted to Purchasing.

Royalties are usually waived for items produced exclusively for a university-affiliated club, organization, or department when the design bears the name of the group and the products are being sold to the members at cost. Items bearing university trademarks that are being sold as fundraisers by Student Clubs are usually not subject to standard royalty rates.

## **LICENSES**

UNOH's licensing agent, Collegiate Licensing Company, protects and controls the use of University of Northwestern Ohio's identifying marks for purposes of resale. Companies and individuals wishing to use these marks are required to enter into a nonexclusive trademark license agreement with CLC, contact them at [applications@clc.com](mailto:applications@clc.com).

# CONTACT US

All members of the University community are responsible for promoting UNOH and maintaining our excellent reputation be it while developing publications, websites, and merchandise, or just talking with others about UNOH. If we are consistent in what we say and do while representing the UNOH brand, we make the University an even better place. To learn more about the UNOH Brand and effective use of the brand in communications of all types, contact the Marketing Department at [branding@unoh.edu](mailto:branding@unoh.edu).

## ***IMPORTANT CONTACTS WITH REGARDS TO THE UNOH BRAND***

### **UNOH MARKETING DEPARTMENT**

[branding@unoh.edu](mailto:branding@unoh.edu)

VP of PR & Marketing - Stephanie Malloy

(419) 998-8854

### **LICENSING CONCERNS**

Collegiate Licensing Company

Bryan Richter

(507) 450-0590

[bryan.richter@clc.com](mailto:bryan.richter@clc.com)

[applications@clc.com](mailto:applications@clc.com)

### **UNOH PRINT SHOP**

Faculty & Staff requests ONLY

[printshop@unoh.edu](mailto:printshop@unoh.edu)

(419) 998-4127

### **LOGO REQUEST FORM**

[www.unoh.edu/branding](http://www.unoh.edu/branding)

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