Spirit Logos

IDENTITY GUIDE

UNIVERSITY *of* ROCHESTER

Spirit Logo Guidelines

There are two spirit logos in the University of Rochester's graphic identity system: the Spirit R logo and the Rocky logo.

The spirit logos are designed to be used on the following items:
· Athletic uniforms and equipment
· Athletic venues: walls, scoreboards, floor/field markings, flags, etc.
· Athletic printed materials: schedules, programs, ads, etc.
· Sportswear
· Alumni merchandise
· Fan/spirit-oriented paraphernalia: foam fingers, thunder sticks, towels, etc.
· Mascot costume

Note: Spirit logos are not for use on official office stationery or business cards.

Standard colors

Spot colors
Blue: PMS 541C; Yellow: PMS 109C; White: PMS WhiteC

CMYK (4-color process)
Blue: 100C-78M-32Y-28K; Yellow: 0C-16M-100Y-0K

RGB (Web)
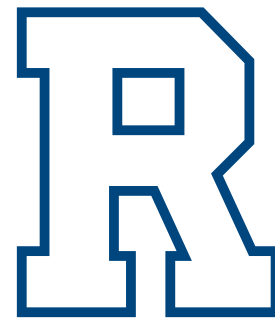Blue: 0R-59G-113B; Yellow: 255R-209G-0B

Standard label configurations

Both the Spirit R logo and the Rocky logo have a variety of standard treatments using one of these labels. See pages 4–9 and pages 14–15.
1. UNIVERSITY OF ROCHESTER
2. ROCHESTER
3. ROCHESTER YELLOWJACKETS (Yellowjackets is one word.)

When a standard label appears with either of the spirit logos, the size relationship between the label and the "R" or Rocky is locked and should not be altered.
· Any treatment of the letters "UR" is not an acceptable label to use for athletic/spirit items.
· Other descriptive words can be added to the standard labels. These additional descriptive words such as "Alumni," Specific sport names, "Coaching Staff," "Coach," etc., can be added to the Spirit R logo or Rocky logo, in any compatible typestyle and case treatment.

SPIRIT R

ROCKY

· Additional descriptive type may not overprint or touch the Spirit R logo or Rocky logo.

Alternate versions
Like all the other logos in the University's graphic identity system, both spirit logos have several versions to accommodate the logo appearing on dark backgrounds or a use that is limited to one ink color. A usage guide appears on page 3. If you have questions about which version to use given the production method and materials, please contact Creative Services at creativeservices@ur.rochester.edu for help.

Spirit R Logo

Spirit R logo

The Spirit R is the Department of Athletics and Recreation's logo. This mini identity system was created to provide consistency and coherence for all of the department's public-facing applications. It is used on athletic uniforms, equipment, venues, and spirit merchandise. It is not interchangeable with the University logo.

The official Spirit R logo is a custom-designed capital R and deviating from this design in any way is not permitted.

The official Spirit R logo has a yellow body (fill) with a blue outline of specific proportions. Square-serif Rs or even the Spirit R logo without its border or with a modified border is a violation of the trademark. Several versions of the Spirit R logo are provided for print, web, and merchandise applications.

The official colors are University Yellow (PMS 109C) and University Blue (PMS 541C) with corresponding process color (CMYK) and RGB equivalents (see page 2). When exact matches are not possible, aim on the redder side for the yellow and the darker side for the blue.

Non-Fabric Applications

ONE- AND TWO-COLOR PRINTING

One ink color: Black on white or Blue (PMS 541C) on yellow		
USE FILE	**VERSION**	**EXAMPLE**
C_SpiritR_1color.eps	C	
D_SpiritR_1color_blue.eps	D	
E_SpiritR_1color_whiteoutline.eps	E	
F_SpiritR_1color_yellow.eps	F	

Two ink colors: Yellow (PMS 109C) and Blue (PMS 541C) on white or any light to medium color		
USE FILE	**VERSION**	**EXAMPLE**
A_SpiritR_CMYK.eps	A	
B_SpiritR_CMYKwhiteoutline.eps	B	

FULL-COLOR PRINTING

Four ink colors: on white or any light to medium color		
USE FILE	**VERSION**	**EXAMPLE**
A_SpiritR_CMYK.eps	A	
A_SpiritR_CMYK.eps	A	
A_SpiritR_CMYK.eps	A	

Four ink colors: on any dark color		
USE FILE	**VERSION**	**EXAMPLE**
B_SpiritR_CMYKwhiteoutline.eps	B	

Fabric Applications

One ink or thread color: Black on white fabric or Blue (PMS 541C) on yellow fabric.		
USE FILE	**VERSION**	**EXAMPLE**
C_SpiritR_1color.eps	C	
D_SpiritR_1color_blue.eps	D	

One ink or thread color: Yellow (PMS 109C) on dark blue fabric or on any dark fabric		
USE FILE	**VERSION**	**EXAMPLE**
F_SpiritR_1color_yellow.eps	F	
F_SpiritR_1color_yellow.eps	F	

Two ink or thread colors: Yellow (PMS 109C) and Blue (PMS 541C) on white or any light- to medium-colored fabric		
USE FILE	**VERSION**	**EXAMPLE**
A_SpiritR_CMYK.eps	A	
A_SpiritR_CMYK.eps	A	
A_SpiritR_CMYK.eps	A	

Two ink or thread colors: Yellow (PMS 109C) and White (PMS WhiteC) on any dark blue fabric		
USE FILE	**VERSION**	**EXAMPLE**
B_SpiritR_CMYKwhiteoutline.eps	B	

Three ink or thread colors: Yellow (PMS 109C), Blue (PMS 541C), and White (PMS WhiteC) on any dark fabric		
USE FILE	**VERSION**	**EXAMPLE**
B_SpiritR_CMYKwhiteoutline.eps	B	
B_SpiritR_CMYKwhiteoutline.eps	B	
B_SpiritR_CMYKwhiteoutline.eps	B	

Spirit R Logo

SPIRITR+URCIRCLE_2COLOR.EPS

SPIRITR+URCIRCLE_2COLOR_WHITEOUTLINE.EPS

SPIRITR+URCIRCLE_1COLOR_BLUE.EPS

SPIRITR+URCIRCLE_1COLOR_YELLOW.EPS

SPIRITR+URCIRCLE_1COLOR_BLACK.EPS

SPIRITR+URCIRCLE_1COLOR_WHITE.EPS
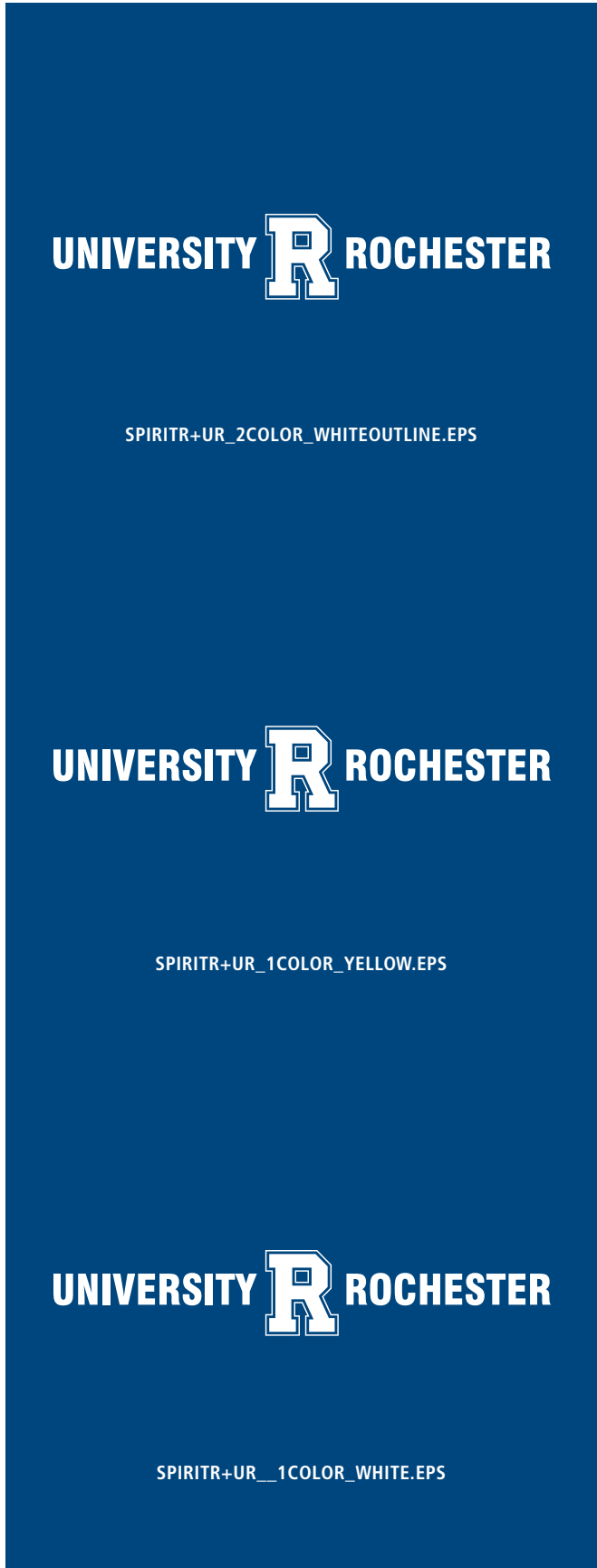
Spirit R Logo

UNIVERSITY R ROCHESTER

SPIRITR+UR_2COLOR.EPS

UNIVERSITY R ROCHESTER

SPIRITR+UR_2COLOR_WHITEOUTLINE.EPS

UNIVERSITY R ROCHESTER

SPIRITR+UR_1COLOR_BLUE.EPS

UNIVERSITY R ROCHESTER

SPIRITR+UR_1COLOR_YELLOW.EPS

UNIVERSITY R ROCHESTER

SPIRITR+UR_1COLOR_BLACK.EPS

UNIVERSITY R ROCHESTER

SPIRITR+UR__1COLOR_WHITE.EPS

Spirit R Logo

SPIRITR+ROCHESTERYELLOWJACKETSCIRCLE_2COLOR.EPS

SPIRITR+ROCHESTERYELLOWJACKETSCIRCLE_2COLOR_WHITEOUTLINE.EPS

SPIRITR+ROCHESTERYELLOWJACKETSCIRCLE_1COLOR_BLUE.EPS

SPIRITR+ROCHESTERYELLOWJACKETSCIRCLE_1COLOR_YELLOW.EPS

SPIRITR+ROCHESTERYELLOWJACKETSCIRCLE_1COLOR_BLACK.EPS

SPIRITR+ROCHESTERYELLOWJACKETSCIRCLE__1COLOR_WHITE.EPS

ROCHESTER R YELLOWJACKETS

SPIRITR+ROCHESTERYELLOWJACKETS_2COLOR.EPS

ROCHESTER R YELLOWJACKETS

SPIRITR+ROCHESTERYELLOWJACKETS_2COLOR_WHITEOUTLINE.EPS

ROCHESTER R YELLOWJACKETS

SPIRITR+ROCHESTERYELLOWJACKETS_1COLOR_BLUE.EPS

ROCHESTER R YELLOWJACKETS

SPIRITR+ROCHESTERYELLOWJACKETS_1COLOR_YELLOW.EPS

ROCHESTER R YELLOWJACKETS

SPIRITR+ROCHESTERYELLOWJACKETS_1COLOR_BLACK.EPS

ROCHESTER R YELLOWJACKETS

SPIRITR+ROCHESTERYELLOWJACKETS__1COLOR_WHITE.EPS

SPIRITR+ROCHESTER_2COLOR.EPS

SPIRITR+ROCHESTER_2COLOR_WHITEOUTLINE.EPS

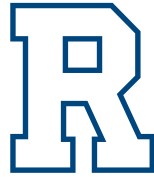SPIRITR+ROCHESTER_1COLOR_BLUE.EPS

SPIRITR+ROCHESTER_1COLOR_YELLOW.EPS

SPIRITR+ROCHESTER_1COLOR_BLACK.EPS

SPIRITR+ROCHESTER__1COLOR_WHITE.EPS

Spirit R Logo

SPIRITR+ROCHESTERTOP_2COLOR.EPS

SPIRITR+ROCHESTERTOP_2COLOR_WHITEOUTLINE.EPS

SPIRITR+ROCHESTERTOP_1COLOR_BLUE.EPS

SPIRITR+ROCHESTERTOP_1COLOR_YELLOW.EPS

SPIRITR+ROCHESTERTOP_1COLOR_BLACK.EPS

SPIRITR+ROCHESTERTOP__1COLOR_WHITE.EPS

Spirit R Logo

FORALOGO_2COLOR.EPS
FORALOGO_CMYK.EPS

FORALOGO_2COLOR_WHITEOUTLINE.EPS
FORALOGO_CMYK_WHITEOUTLINE.EPS

FORALOGO_1COLOR_BLUE.EPS

FORALOGO_1COLOR_YELLOW.EPS

FORALOGO_1COLOR_BLACK.EPS

FORALOGO_1COLOR_WHITE.EPS

Unacceptable treatments of the Spirit R logo

Below is a list of examples and guidelines for how the
Spirit R logo should not be manipulated or modified.

Non-Fabric Applications

ONE- AND TWO-COLOR PRINTING

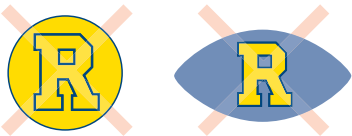| USERS MAY NOT	EXAMPLE
Substitute a capital letter R from a square serif typeface. Although the Spirit R logo was derived from a square serif capital R, many changes were made to the letter shape and proportions to accommodate adding the outline and to make it a distinctive graphic mark.	
Reproduce the Spirit R logo without its outline	
Change the proportions of the outline to the main body of the Spirit R logo	
Skew the Spirit R logo	
Tilt the Spirit R logo	
Use the Spirit R logo in words or acronyms	
Change the typeface of standard words in the standard configurations	
Use any colors except yellow or white for the body of the Spirit R logo or decorate the main body or outline of the Spirit R logo, including any patterns, multiple colors, gradations, camouflage, flag or patriotic motifs, distressed effects	

Spirit R Logo

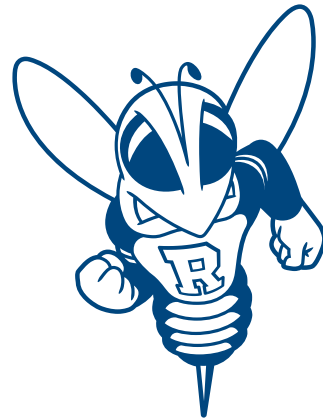| USERS MAY NOT	EXAMPLE
Place any type or image under or over the Spirit R logo	
Ghost the Spirit R logo or any of the standard spirit R type arrangements	
Change the proportions of the Spirit R logo for any reason	
Enclose the Spirit R logo or standard type arrangements in any graphic shape	
Combine the Spirit R logo with any other graphics or logo. In case of dual or cobranding situations, there should be ample space between the Spirit R logo and other logos to avoid the appearance of attachment or combination.	City of Rochester, NY

Rocky

Of all the graphic marks within the University's graphic identity system, the Rocky logo has the most flexibility. The basic Rocky logo cannot be changed, but can be modified by adding accessories.
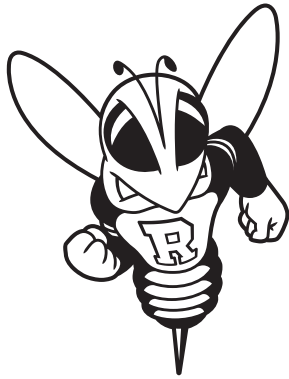
There is an archive of different Rockys and Creative Services can create new authorized versions for a nominal charge. If you elect to alter Rocky on your own, there are basic guidelines that must be followed.

· Accessories must be added without changing the Rocky logo beneath them. The position of his limbs, head, and body may not be changed. Think of a paper doll with clothes that can be draped over the form without changing the form.
· The Rocky logo must always be facing forward.
· University blue and yellow are the official (and only) colors that can be used in the Rocky logo.
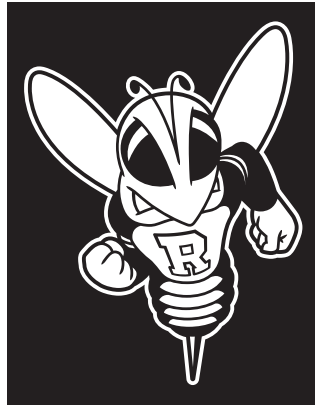· The spirit R must be visible and not changed in size, position, or angle.

Just like the Spirit R logo, there are file versions of the Rocky logo in both black and white and color for light or dark backgrounds.

For further information about what can and can't be done, to request an accessorized Rocky, or to get one of the authorized Rocky logo files from the archives, please contact Steve Reynolds at (585) 275-8151 or Steve Dow at (585) 275-8153 to assist you.

Rocky Logo
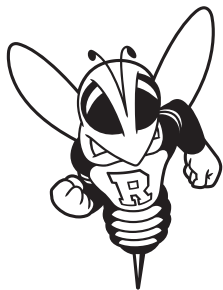
1 color for light background:
Rocky_1color_black.eps

1 color for dark background:
Rocky_1color_white.eps

2 or 4 colors for light background:
Rocky_2PMS.eps
Rocky_CMYK.eps

2 or 4 colors for dark background:
Rocky_2PMS.eps
Rocky_CMYK.eps

1 color for light background:
Rocky+Rochester_1color_black.eps
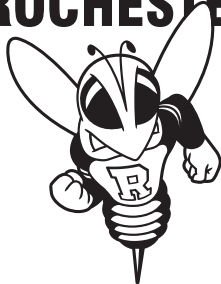

1 color for dark background:
Rocky+Rochester_1color_white.eps

2 or 4 colors for light background:
Rocky+Rochester_2color.eps

2 or 4 colors for dark background:
Rocky+Rochester_2color_whiteoutline.eps

1 color for light background:
Rocky+RochesterTop_1color_black.eps

1 color for dark background:
Rocky+RochesterTop_1color_white.eps

2 or 4 colors for light background:
Rocky+RochesterTop_2color.eps

2 or 4 colors for dark background:
Rocky+RochesterTop_2color_
whiteoutline.eps

Rocky Logo

1 color for light background:
Rocky+URCircle_1color_black.eps

1 color for dark background:
Rocky+URCircle_1color_white.eps

2 or 4 colors for light background:
Rocky+URCircle_2color.eps

2 or 4 colors for dark background:
Rocky+URCircle_2color_whiteoutline.eps

1 color for light background:
Rocky+RochesterYellowjackets
Circle_1color_black.eps

1 color for dark background:
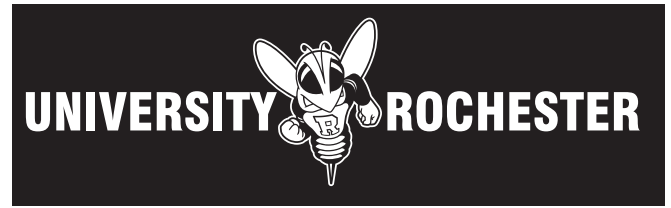Rocky+RochesterYellowjackets
Circle_1color_white.eps

2 or 4 colors for light background:
Rocky+RochesterYellowjackets
Circle_2color.eps

2 or 4 colors for dark background:
Rocky+RochesterYellowjacketsCircle_
2color_whiteoutline.eps

1 color for light background:
Rocky+UR_1color_black.eps

1 color for dark background:
Rocky+UR_1color_white.eps

2 or 4 colors for light background:
Rocky+UR_2color.eps

2 or 4 colors for dark background:
Rocky+UR_2color_whiteoutline.eps

1 color for light background:
Rocky+RochesterYellowjackets_1color_black.eps

1 color for dark background:
Rocky+RochesterYellowjackets_1color_white.eps

2 or 4 colors for light background:
Rocky+RochesterYellowjackets_2color.eps

2 or 4 colors for dark background:
Rocky+RochesterYellowjackets_2color_whiteoutline.eps