

Identity Guide 2018



The University of Rochester makes the exceptional ever better.

Identity Guide 2018

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Identity Guide

2018 Edition

Introduction

This document contains the official graphic identity guidelines for the University of Rochester logo and the unit marks for its primary academic divisions: Eastman School of Music, Simon Business School, Warner School of Education, School of Arts & Sciences, Hajim School of Engineering & Applied Sciences, and the College.

UR Medicine and all its affiliates, University of Rochester Medical Center, School of Medicine and Dentistry, and School of Nursing have their own graphic identity guidelines, which are subsets of the University's brand identity.

The Memorial Art Gallery also has its own logo but remains a component of the University's overall brand.

Get Help

If you have questions about the University of Rochester brand guidelines, logo application, trademark, or available resources, please contact Creative Services at creativeservices@ur.rochester.edu.

University of Rochester logo files are available for download at www.rochester.edu/creativeservices/logo.html.

University of Rochester unit mark files are available for download at www.rochester.edu/creativeservices/marks.html.

Presentation templates and web items featuring University branding are available for download at www.rochester.edu/creativeservices/logo-templates.html.

To learn more about stationery or other standard items, turn to [page 24](#) of this guide.

Digital letterhead templates carrying the University of Rochester logo or the unit marks are available free of charge from Creative Services at creativeservices@ur.rochester.edu.

Brand guidelines and templates for URM and UR Medicine and affiliates are available. For more information, contact Marketing@urm.rochester.edu for more information.

For the complete history of the University's colors and symbols, please visit www.rochester.edu/aboutus/symbols.html.

Motto

Meliora is the official motto of the University of Rochester. The Latin noun or adjective is interpreted to mean “ever better.” The faculty approved the motto in 1851, with the board adopting it officially on April 9, 1852. It continues to be used in the official logo and seal of the University.

Note: *Meliora* is pronounced “MEH-lee-OR-ah.”



MOTTO AS IT APPEARS ON THE BASE OF THE EASTMAN QUADRANGLE FLAGPOLES

LEARN, DISCOVER, HEAL, CREATE— AND MAKE THE WORLD EVER BETTER

MISSION STATEMENT T-SHIRTS

"*Meliora*" has been the University's motto for generations of students, alumni, and faculty members. Now, for the first time ever, it is being complemented by a carefully developed and enthusiastically received mission statement. Created under the leadership of Provost Ralph Kuncel and Associate Provost Kathleen Moore, the 10-word statement, "Learn, Discover, Heal, Create—and Make the World Ever Better," was revealed to the campus community and trustees in the days just before commencement, to the rousing approval of both groups.

"A mission statement is not a statement about the future but rather about what is enduring," Kuncel says. "It encapsulates and articulates the purposes, characteristics, and values of an institution, the core purposes and the actions that derive from them. It should explain what drives us, and what it is we are trying to create."

MISSION STATEMENT IN PROSE

Mission Statement

The University's 10-word mission statement, *Learn, Discover, Heal, Create—and Make the World Ever Better* was adopted by the Board of Trustees in 2011. The mission statement is not to be used as a replacement for *Meliora*, the University's motto.

The proper format for writing the mission statement in prose is to have all the words except "and" and "the" capitalized. The dash must be written as an em dash, not a hyphen.

When used as a display element, the guidelines are more relaxed, but there are a few that must always be followed.

- The order of the words in the statement may not be changed.
- None of the words in the statement should be changed or omitted.
- No other verbs should be added to Learn, Discover, Heal, Create, Make.
- There is no period at the end of the statement.
- When used for display, and room allows, it is preferred that the statement be placed on two lines, centered and broken after the em dash.

Official Seal

This is the official seal of the University of Rochester (the corporation). It is the emblem of authenticity. The seal has limited use. It is used for events and materials of a ceremonial nature or official activity by the president and the Board of Trustees.

Visit www.rochester.edu/creativeservices/seal.html for more information or contact Creative Services at creativeservices@ur.rochester.edu with questions.



COMMENCEMENT MATERIALS FEATURING THE OFFICIAL SEAL



UNIVERSITY OF ROCHESTER STANDARD LOGO—VERSION 1

University Logo

The official University logo is the standard graphic representing the University of Rochester. The official University logo consists of two components: the wordmark “University of Rochester” and the shield graphic.

These two components are arranged in one of three ways. For each arrangement, the wordmark and shield are locked: the logo’s two elements are always together as a unit. Further, the size of the wordmark, the size of the shield, and the space between the two components always increase and decrease together.

The three arrangements should not be altered in any way. If none of the three options fits your application, or if a vendor suggests that you alter an arrangement, please contact Creative Services to work with you and the vendor to find a solution.

Usage

The University of Rochester logo should be used when representing the entire University.

Version 1

This is the “standard” logo. Version 1 of the logo should always be the first choice.

Alternate Versions

To accommodate a variety of uses and spaces, two other versions of the University logo and each of the unit marks are available.

Version 2

Designed specifically to be used inside square or circular spaces such as a pin or on vertically oriented pages, like the back of a trifold brochure

Version 3

Designed specifically to be used in wide spaces like web headers or footers or slide presentations

Note: all of the logo files presented here are available for download at <http://www.rochester.edu/creativeservices/logo.html>.



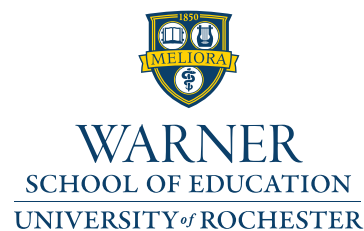
UNIVERSITY *of*
ROCHESTER

UNIVERSITY OF ROCHESTER LOGO—VERSION 2



UNIVERSITY *of* ROCHESTER

UNIVERSITY OF ROCHESTER LOGO—VERSION 3



Unit Marks

A limited number of second-tier treatments have been developed to provide the University's major academic units with marks specific to them but still graphically consistent with the University logo. Each of these unit marks features the shield plus the wordmark specific to the school or major unit, using the same type style as the University logo.

Just as with the University's logo, there are a standard version and two alternates for use when the standard version will not fit in the available space. All of the usage guidelines from the previous pages apply to these marks as well.

Logos or unit marks for lower tiers in the academic hierarchy are not permitted.

Usage

A unit mark should be used when representing a single unit of the University. If an initiative is formed by two or more of these units, the University logo should be used to identify that initiative.

Note: The rules for applying unit marks are the same as those for applying the University logo.



SCHOOL OF
ARTS & SCIENCES
UNIVERSITY of ROCHESTER



HAJIM
SCHOOL OF ENGINEERING
& APPLIED SCIENCES
UNIVERSITY of ROCHESTER



THE COLLEGE
UNIVERSITY of ROCHESTER



SCHOOL OF
**ARTS &
SCIENCES**
UNIVERSITY of ROCHESTER



HAJIM
SCHOOL OF ENGINEERING
& APPLIED SCIENCES
UNIVERSITY of ROCHESTER



THE COLLEGE
UNIVERSITY of ROCHESTER



SCHOOL OF ARTS & SCIENCES
UNIVERSITY of ROCHESTER



HAJIM SCHOOL OF ENGINEERING & APPLIED SCIENCES
UNIVERSITY of ROCHESTER



THE COLLEGE
UNIVERSITY of ROCHESTER



MINIMUM PRINTED SIZE



CLEAR SPACE AREA IN GRAY



DARK BACKGROUND

Using the Marks

Minimum sizes for print

In order to retain the clarity of the shield and the readability of the wordmark, the shield portion of the logo must be more than 0.25" high (when embroidered, the height of the shield portion of the logo must be 2" or more).

Clear space

For all three versions, a margin of free space must be maintained around the logo. No other type or graphic symbol may appear any closer to the logo than one-half the height of the shield in the logo (see diagram at left).

Print backgrounds

Although the logo exists in a limited number of colors, it may be printed on almost any color background. Any of the versions may be printed on any solid color and on a textured, illustrative, or photographic background that is simple or uniform enough to provide sufficient contrast to the logo to maintain clarity and legibility.

Note: The logo may be reproduced on dark fabrics, in which case the white areas must be reproduced with white ink, making the logo a three-color graphic. Your vendor or Creative Services can help you make sure the item is reproduced correctly.

Misusing the Marks

The six most common violations of the logo and unit marks are

- using the shield or wordmark alone
- treating the wordmark or shield as separate elements that can be altered or repositioned independently
- combining either element of the logo or unit marks or the complete logo or unit marks with other words or graphics
- using a logo or unit mark meant for light backgrounds on a dark background simply by reversing it (this happens most often with the one-color version)
- reconstructing the shield or wordmarks
- distorting the logo or unit marks

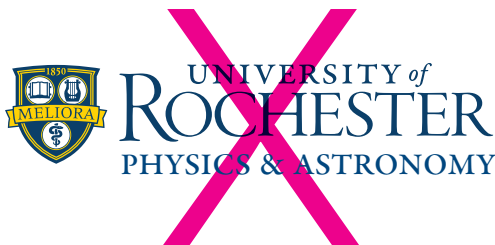
All University logos and unit marks are composed of the shield and a wordmark, and their relative proportions and positions are locked. They are integral parts of ONE mark. See pages 7–10 for the correct versions of the marks.



DO NOT USE THE SHIELD OR THE WORDMARK ALONE



DO NOT CHANGE THE RELATIVE PROPORTIONS, SPACING, OR POSITIONING OF THE ELEMENTS



DO NOT ADD OTHER WORDS TO THE LOGO

Other Things to Avoid

Here are other ways the University logo should not be used:

- Do not create your own version of the logo or unit marks.
- Do not change or rearrange any elements in the shield or wordmark.
- Do not reproduce the logos or unit marks in colors other than those specified.
- Unless the logo or unit mark is alone on a note card, invitation, banner, presentation slide, or merchandise it should not be a prominent design element. Its primary purpose is to identify where the item it appears on is coming from. Think of it as a subordinate signature element, appearing more discreetly than the main title of the piece. The logos or unit marks should not take the place of words spelled out in a subtitle.



DO NOT REVERSE THE 1-COLOR "LIGHT BACKGROUND" VERSION FOR USE ON DARK BACKGROUNDS



DO NOT RECONSTRUCT THE SHIELD OR WORDMARK



DO NOT DISTORT THE LOGO

Official Colors

The official University colors are “Rochester” blue and “dandelion” yellow.

They were officially adopted by the Board of Trustees in 1954, although dandelion yellow was chosen by the Alumni Association in June 1893. Previously, the University colors were magenta and white (1867–76); light blue and gray (June 1876–92); goldenrod yellow (June 1892–93). The choice of dandelion yellow is thought to have been made in honor of the dandelions found on the first University campus, which was located on Prince Street.

Note: For technical information on specifying University colors, see [page 15](#).





ONE-COLOR LOGO



TWO- AND FOUR-COLOR LOGOS

Specifying University Colors for Print and Web

Background Color determines Logo File Use

All versions of the University logo and all unit marks have separate files for reproducing the logo on light or dark backgrounds.

One-color

On a light background, the color used for one-color versions of the logo should be black or PANTONE 541 C ("University blue"). On a dark background, the color used should be white or PANTONE 109 C ("dandelion yellow"). Contact Creative Services for help getting the best color matches.

Two-color printing

Print the following PMS (Pantone Matching System) colors.

PANTONE 109 C

PANTONE 541 C

Four-color process printing

Print the following CMYK values.

C: 0, M: 16, Y: 100, K: 0

C: 100, M: 78, Y: 32, K: 22

Web (RGB)

Specify the following RGB values and Hex numbers.

R: 255, G: 209, B: 0
Hex: #FFD100

R: 0, G: 59, B: 113
Hex: #003B71

Specifying University Colors for Other Applications

These guidelines apply to all University logo and unit mark versions in the Graphic Identity System, including the Spirit R logo and the Rocky logo.

All logos within the system have versions for reproducing them on light- to medium-colored backgrounds and alternate versions for reproducing them on dark-colored backgrounds. All the versions provided to use on dark backgrounds include a white hairline around the outside of the shield to clearly separate the dark blue outside border of the shield from the dark background the logo appears on. The wordmarks of the logos and unit marks or any text attached to the Spirit R or Rocky logos print dandelion yellow or white.

In all black-and-white reproductions of the University logo, the background of the shield is always black. The banner background color and the background of the three medallions is always white. (See example on previous page.)

Web pages and presentations

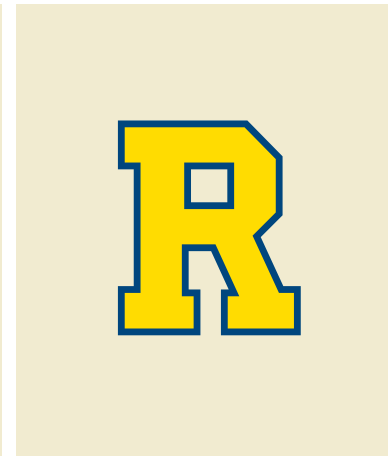
RGB versions of all logos needed to create graphics for the web, presentations, or broadcast media are included in the logo zip files available on the Creative Services website.

For other elements on a web page or in a presentation that need to appear in the University's official colors, use the RGB color values (see page 15).

There are presentation templates available on the Graphic Identity website that already incorporate the correct logos and colors.

Embroidery

Version 2 of the University logo should be used for embroidery. The logo should be no less than 2" tall. White, dandelion yellow, and University blue are all needed to embroider the full-color University logo correctly.



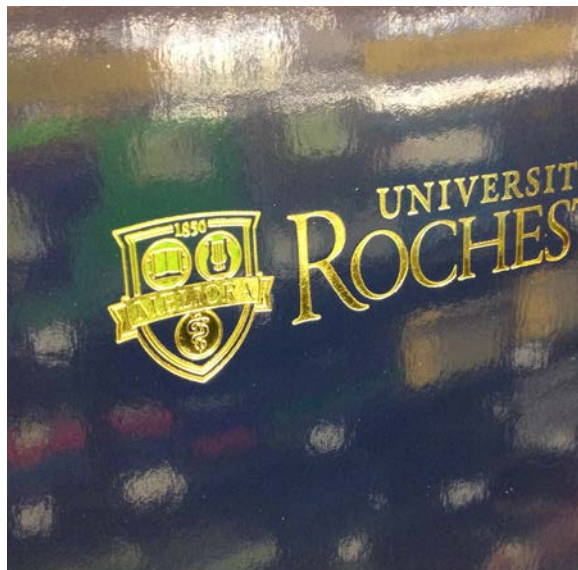
LIGHT- TO MEDIUM-COLORED BACKGROUNDS



DARK-COLORED BACKGROUNDS



EMBROIDERY



FOIL STAMPING



ONE-COLOR DECAL OR ENGRAVING ON GLASS



FABRIC APPLIQUÉ

You should always request a prototype of the artwork on the actual material you've ordered to confirm the logo is being embroidered at a high enough quality. University Purchasing has an up-to-date list of quality embroidery vendors for you to choose from.

Foil stamping

When foil stamping the University logo in metallic foil on a medium- to dark-colored background, it should be a gold foil. Creative Services has specific files available to ensure the proper reproduction of the logos when foil stamping.

Engraving on glass or acrylic or making decals for glass

Creative Services has created specific logo files for these purposes. Contact Creative Services for more information.

Choosing University colors for nonprinted materials, e.g., fabric, thread, plastics, paint, etc.

When reproducing any of the University logos in full color, the University's official colors should be specified. The finished product(s) should match PANTONE 109 C (yellow), PANTONE 541 C (blue), and white. We strive to reproduce the University's official colors as accurately and consistently as possible regardless of the medium, material, or methods of production.

When it has been determined that exact matches are not possible, we recommend erring on the side of a blue darker than PANTONE 541 C, such as navy blue rather than a lighter royal blue, and a yellow with more red in the formula than PANTONE 109 C, rather than a lemon yellow.

If you have questions about how to achieve or specify the University colors for mediums, materials, or methods of production other than offset/digital printing or web, please contact Creative Services for help.

Typography

There are two typefaces specified in the University's graphic identity system: Garamond Premier Pro Opticals and Frutiger Condensed LT. These two typefaces, in various weights, are used for all stationery items and many other items.

It is important to establish a continuity of appearance that supports the University's brand while promoting a cohesive, professional look among printed communications products. While these two typefaces are not required for all printed pieces, it is important to select typefaces that complement them to further the impression of the University as a distinguished and quality institution. Therefore, the use of novelty and script typefaces is discouraged in most cases. Contact Creative Services at creativeservices@ur.rochester.edu if you have a question about the use of typefaces.

Signage

Creative Services and the Office of Planning and Construction Management work together to maintain signage standards. Contact either office for more information.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GARAMOND PREMIER PRO OPTICALS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FRUTIGER CONDENSED LT



SPIRIT R LOGO

Spirit R Logo

The Spirit R logo is the primary graphic element for the Department of Athletics and Recreation. This identity system was created to provide consistency and coherence within the department. It is used on athletic uniforms, equipment, venues, and spirit merchandise. It is not interchangeable with the University logo.

If you are interested in using the Spirit R logo for athletic purposes, contact Dennis O'Donnell at dennis.odonnell@rochester.edu. If you are interested in using the Spirit R logo for nonathletic purposes, contact Creative Services at creativeservices@ur.rochester.edu.

For more information about the Spirit R logo and its uses, consult the Spirit Logos Identity Guide Supplement: www.rochester.edu/creativeservices/SpiritLogos-Supplement.pdf.

Alternate versions

Like the other logos, the Spirit R logo has alternate versions to accommodate the logo appearing on dark backgrounds or a use that is limited to one ink color. Please contact Creative Services for advice on which version to use given the material it needs to appear on.

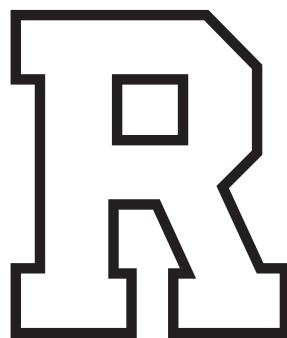
Usage

- The Spirit R logo is dandelion yellow, and every effort should be made to represent it that way.
- The Spirit R logo may be reproduced on dark fabrics, in which case the thin white outline must be reproduced with white ink, making the logo a three-color graphic.



THREE COLORS ON DARK BACKGROUND
OR TWO COLORS (WHITE AND DANDELION YELLOW)
WHEN ON UNIVERSITY BLUE BACKGROUND

ONE COLOR (DANDELION YELLOW OR WHITE)
ON DARK BACKGROUND



ONE COLOR (BLACK OR UNIVERSITY BLUE)
ON WHITE BACKGROUND ONLY



ONE COLOR (UNIVERSITY BLUE) ON
DANDELION YELLOW BACKGROUND ONLY



ROCKY

Rocky Logo

Rocky is the official University Yellowjacket mascot. The Rocky logo replaced the previous Yellowjacket logo, URBeetle, in 2009. The Rocky logo is not interchangeable with the University logo. The Rocky logo is designed to be used on spirit products and other informal merchandise. If you are interested in using Rocky, contact Creative Services at creativeservices@ur.rochester.edu.

Usage

- The Rocky logo includes a white border on all versions so it can be used on dark as well as light backgrounds.
- The Rocky logo may be reproduced on dark fabrics, in which case the thin white outline and other white areas—like the wings and hands—must be reproduced with white ink, making the logo a three-color graphic.

For more information about the Rocky logo and its uses, consult the Spirit Logos Identity Guide Supplement: www.rochester.edu/creativeservices/SpiritLogos-Supplement.pdf.

Customization

Rocky is the only logo in the brand system that may be customized. Many versions of Rocky have been created for various University organizations and events.

While customization is possible, it is allowable only while maintaining the school colors and utilizing a “paper doll” approach to the customization; costumes and props can be added on top of the logo while maintaining Rocky’s pose and proportions. Creative Services can produce custom versions of the Rocky logo upon request.



CUSTOMIZED ROCKY EXAMPLES



ACCEPTABLE SECONDARY LOGO EXAMPLES

Authorized Program Marks

There are a very limited number of situations where a non-unit can have a logo. These include

- events with a clearly defined duration (ex.: Orientation or Meliora Weekend)
- fundraising initiatives (ex.: One Rochester)
- stores or campus dining services (ex.: UR Tech Store or Dining Services)
- collaborations with other universities or corporations (ex.: Futurity)

Other logos

Individual departments, centers, and groups may not have a logo. Contact Creative Services to review your identity options.

Official Stationery

Printed stationery

The University maintains a contract with Dupli Printing as the University's exclusive standard stationery printer. Dupli operates an online system to conveniently order all printed standard stationery. To be able to order stationery online you must first register at Purchasing with Laura Joanne at (585) 275-2010. Once registered an automated email is sent from Dupli with the link and log in instructions.

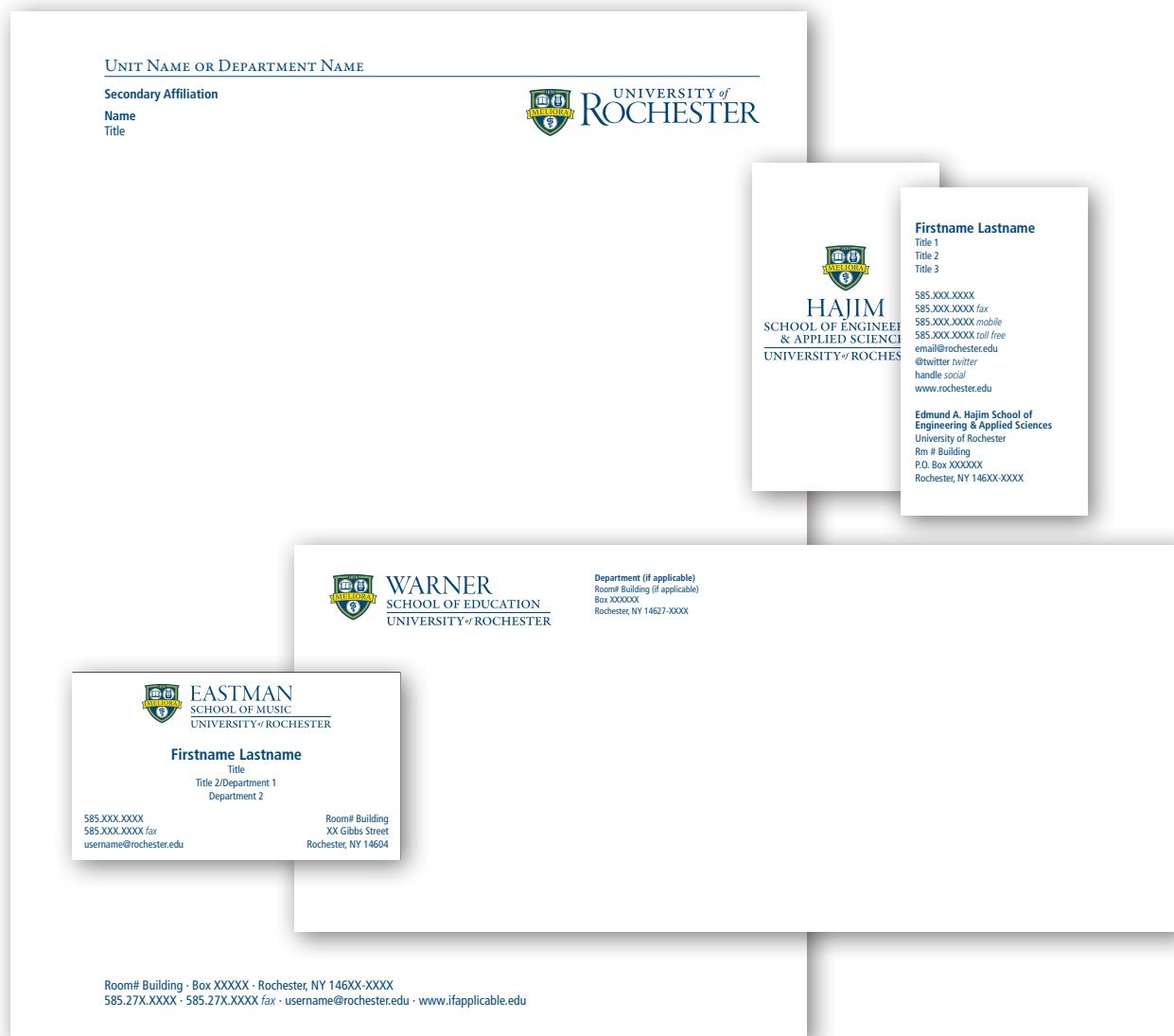
Do not order University official printed stationery from any other vendor or attempt to create your own University standard stationery.

Digital stationery

For the highest-quality presentation, we strongly encourage the use of officially printed stationery. However, we understand that there are times when the only way to send an official correspondence is via email. In that case, contact Creative Services at (585) 275-4121 or by email at creativeservices@ur.rochester.edu. We will create a Word or Pages template for your needs that incorporates the University logo and the information from your standard printed letterhead or other contact information that you provide.

Unacceptable usage

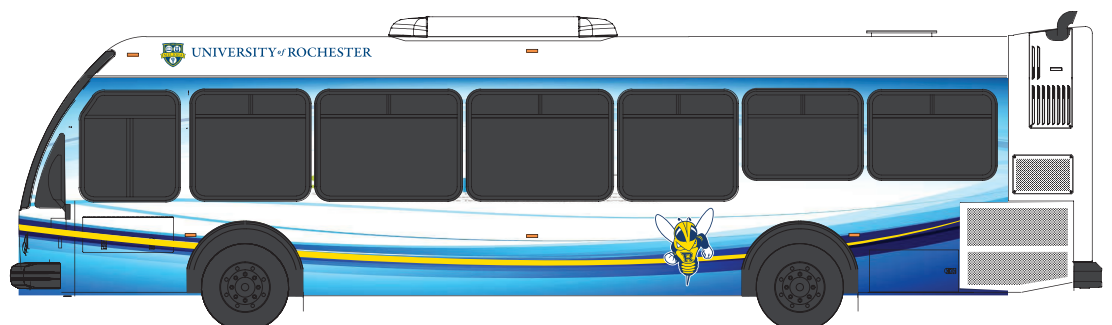
Do not attempt to create your own digital letterhead or other stationery products or to use a copier to duplicate the University's printed letterhead.



SAMPLES OF SOME STANDARD STATIONERY ITEMS

Vehicle Graphics

Official vehicles must be easily and quickly identified. They also are a highly visible representation of the University's brand in many public areas. If you are planning new vehicle graphics, contact Creative Services at creativeservices@ur.rochester.edu as early in the process as possible to ensure that your design meets brand guidelines.

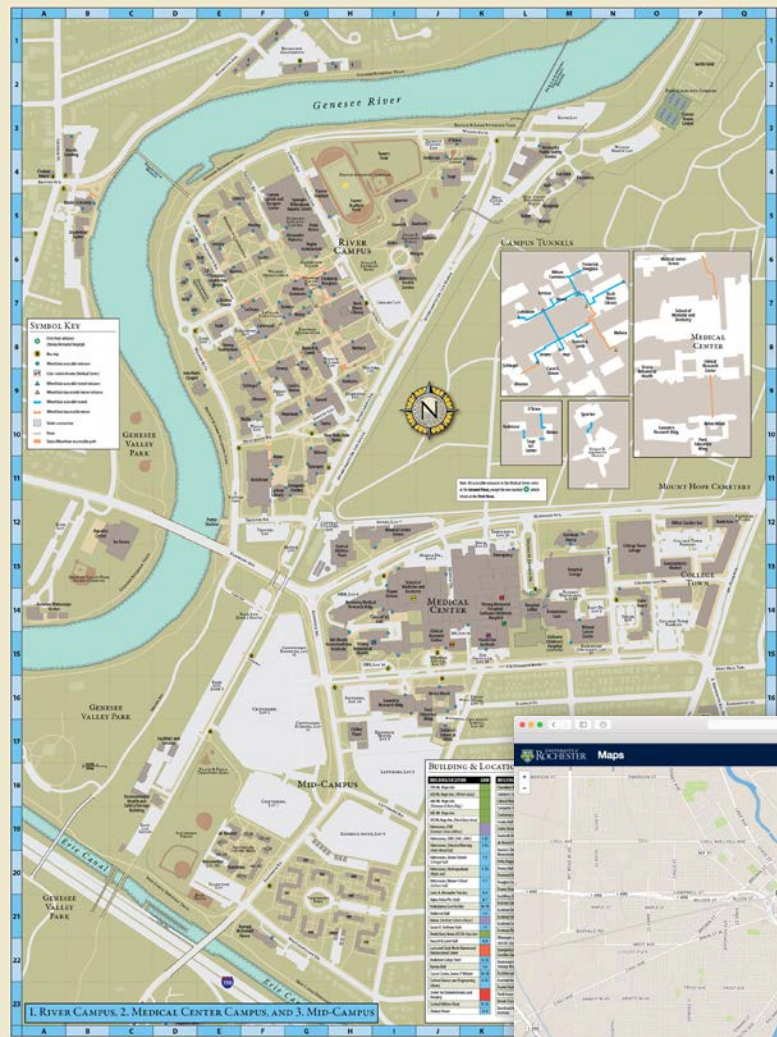


EXAMPLES OF OFFICIAL VEHICLES

Merchandise and Trademark Licensing

The University works with the Licensing Resource Group (LRG) that represents more than 220 universities, colleges, athletic conferences, and special properties nationwide to monitor and enforce our trademarks. Any vendor planning on reproducing any of the University's trademarks must be licensed with LRG. All of the University's logos, unit marks, and spirit marks detailed in this guide are trademarked. All products featuring the University's trademarks must be approved via LRG licensing management system. For more information, contact Creative Services at creativeservices@ur.rochester.edu.



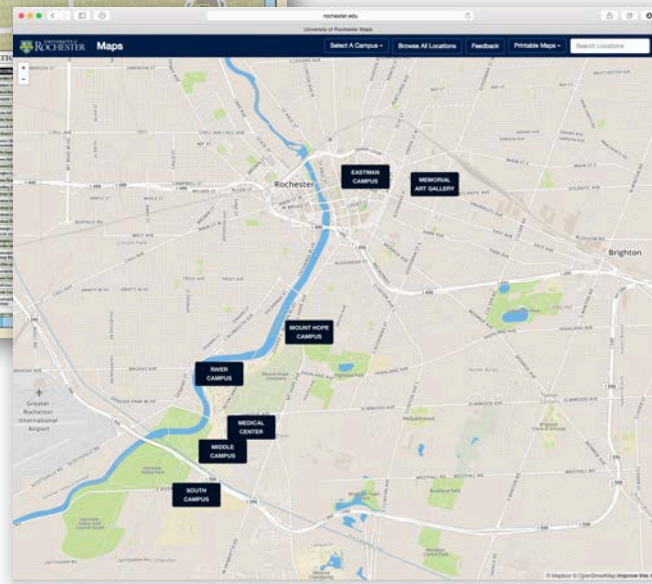


Maps

Creative Services maintains the official maps for all University campuses. Printed versions of this map are available. If a specialized map is needed (for example, directions to a specific building or parking lot), contact Creative Services at creativeservices@ur.rochester.edu.

Online

Online maps are available at www.rochester.edu/maps. There you can search for your destination or find information on particular places.



Helpful Resources

Editorial guidelines

University Communications adheres to an in-house writing and publishing style based primarily on *The Chicago Manual of Style* for print and web communications. *The Associated Press Stylebook* is a supplemental source. For any questions regarding official University naming conventions or University style please contact Creative Services.

Social media guidelines

Social media tools can be fun, exciting channels to connect with the people you care about and who share common interests—current students, prospective students, alumni, faculty, staff. The University of Rochester supports the use of these tools and has developed guidelines to help use them effectively. For more information, visit www.rochester.edu/social/guide/index.html.

Presentation templates

For your convenience and in the interest of brand consistency, Creative Services has Keynote and PowerPoint templates available for your use. These templates will help to save time and energy, help to elevate the professionalism of your materials, and unify the look and feel of all University of Rochester communications. To view the available templates, visit <http://www.rochester.edu/creativeservices/logo-templates.html>.

Identity FAQ

When do I need to use the University logo or unit marks?

The University logo and unit marks are the official graphic representations of the University and its major divisions—a visual shorthand of the University brand, so they should be used like you would use your signature to represent yourself on a document. The logo and unit marks should be applied to all forms of communication with the general public. In most cases, the logo or unit mark will appear small and unobtrusive. When they are the only image on a printed piece or merchandise, they could have a more prominent visual treatment and placement.

When does a logo require the registered trademark symbol?

It's not wrong to attach the registered mark, but it is only required on products that are to be sold to the public. Such products must be processed through the University's licensing partner, Learfield Licensing Partners, which can be accessed online at <http://college.trademarkonline.com/>.

Can I use the University's official seal as my logo?

The official seal is not the University of Rochester's logo. It is the official seal of the University of Rochester (the corporation). It is the emblem of authenticity. The seal has limited use. It is used for events and materials of a ceremonial nature or official activity by the president and the Board of Trustees. Visit www.rochester.edu/creativeservices/seal.html for more information or contact Creative Services at creativeservices@ur.rochester.edu with questions.

Can I use the University's official seal to identify the University on a product too small to use the logo?

Barnes & Noble Bookstore has been granted special permission to use the official seal on a very limited number of premium gift items. No other uses are permitted unless they meet the criteria of the preceding question.

Can my department/program/center have a logo?

Individual departments, centers, programs, and groups may not have logos. Contact Creative Services to review your branding options.

Can I use the initials "UR" or "U of R" in graphic applications?

We discourage the use of both treatments in formal writing and recommend spelling out "University of Rochester" or using the word "Rochester" to refer to the University when the meaning is clear. It is not recommended for graphic applications because "UR" is a prominent and integral element of the UR Medicine brand, and its use to represent groups not associated with UR Medicine is misleading.

Can I have a version of the logo in my email signature to make it look official?

This practice is discouraged because adding a logo to an email signature will not make it any more official; your University email address will do that. This kind of attachment also increases an email's file size and may not render properly on some devices. Thus, while this practice is discouraged, it is allowable as long as it is handled properly and reproduces accurately in your email.

Why can't I open the EPS logo files from the Creative Services website?

EPS files are high-resolution, scalable vector graphics and the standard for all design and print production software (e.g., Quark XPress, Adobe Illustrator, Adobe InDesign) and are meant to be *placed/imported* into layouts, not opened. There are many office software products that don't allow EPS files to be read or do a poor job reproducing them (specifically Microsoft Office for Windows). While the logo files can be converted to other file formats for use with other software products, it is discouraged, as they can easily and inadvertently be converted into a poor-quality format. Con-

tact Creative Services for help with this technical question. If the files are simply meant to go to a vendor for use, have the vendor download the files.

Is it permissible for my vendor to alter the logo or unit marks in any way to allow the vendor to fit their imprint area or to reproduce the logo well using their special production process?

The short answer is “No.” Creative Services has a lot of experience working with vendors to resolve such issues. Embroidering the marks well is a common difficulty, and we have developed embroidery-optimized versions for this use. Contact us for help.

Is it okay if the product I'm trying to apply the logo to isn't available in the exact University colors?

It is unlikely that you'll find a perfect match from any manufacturer, unless they can custom make the product to our specifications. Consider starting with a white, yellow, black, blue, silver, or gold-colored product. If an exact match to the University colors is not possible, we recommend erring on the side of a darker blue than PANTONE 541 C and a more orangish yellow—as opposed to a lemony yellow—than PANTONE 109 C. Creative Services can help you make the right decision.

I cannot get the logo to look good or fit on my project no matter what I do. Do I have to use it?

We recommend that you contact Creative Services to see if we have any advice on how to handle your unique situation. Our rule of thumb is, however, that *not* using the logo is preferable to using it where it will be reproduced poorly. Instead, use “University of Rochester.” Do not try to mimic the arrangement of the words or typeface of the logo.

I need to foil stamp the logo on something. Do I just use the version meant for a dark background?

No. We have a special version of the one-color logo file that is available for foil stamping or printing with a light-colored ink on a dark background. This also pertains when the logo is applied to a clear material like a glass door or an acrylic award. Please contact Creative Services for this file.

I want to put a logo on glass or something else that's transparent. What version should I use?

Treat any transparent object as a dark background and use the appropriate version. This applies to decals as well as to engraving.

What does “Pantone” mean?

Reproducing and displaying consistent colors across multiple media is a challenge, but there are tools available to assist the process. The Pantone Color Matching System (PMS) is the primary tool available to designers, printers, and other vendors for specifying color. This standardized color reproduction system uses numbers to identify specific colors. When specifying printing colors, the letters C, U, or M follow the number, indicating the type of paper being printed. While the letter C stands for coated paper, we recommend using the coated paper targets to achieve the desired result on all substrates.

