

# The University of Northern Colorado Signature Standards

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# Introduction to graphic standards at the University of Northern Colorado

This manual defines parameters for the visual identification of the University of Northern Colorado to all its audiences. Adherence to these guidelines will enable all university employees, students, and vendors to present a cohesive and unified identity. The consistent application of these guidelines will ensure the establishment of a strong and memorable graphic identity.

## **The University of Northern Colorado visual identity system**

The University's visual identity system consists of the University of Northern Colorado's signature (the logotype and mark) as well as critical elements such as typography, the approved color palette, fonts, and appropriate usage requirements. This manual provides a cohesive overview of visual identity standards and corresponding applications. Examples are included within each section to illustrate proper and improper usage. If you have any questions regarding this manual or any of its applications, please contact University Publications, 970-351-2331.

The University of Northern Colorado's mark and the alternative initials mark are trademarks of the University. It is prudent for the University to establish a code of standards regarding usage to ensure appropriate representation, protect against overcommercialization or unauthorized use, and to secure adequate compensation through authorized use by various suppliers and vendors of the University of Northern Colorado.

This standards manual supplants any previous graphic standards guidelines for the University of Northern Colorado's visual identity.

*All printed, interactive, or visual materials produced by or for the University of Northern Colorado must contain proper identification of the University, using the approved signature. Please submit mock-up materials or comps to University Publications for review before production. This will enable University Publications to maintain a clear understanding of campus materials and ensure adherence to graphic guidelines.*



The preferred University of Northern Colorado logotype and mark.

*Effective logo application is the core of identity for a given institution. Consistent repetition of an approved signature (the logotype and mark) ensures proper brand identity.*



The alternative University of Northern Colorado initials mark.

UNIVERSITY of  
NORTHERN COLORADO



*Office of the President*

June, 2000

Dear University of Northern Colorado Faculty, Staff and Students:

Since its inception more than 110 years ago as the State Normal School, the University of Northern Colorado has established and maintained a commitment to the highest-quality education for all qualified students. Through the years, and name and course iterations, we have made great strides in maintaining the history and integrity of tradition and programs and in augmenting course offerings and campus environments to keep pace with today's student. To better meet the needs of our many populations and audiences, we have determined to update our identity and consolidate our message.

It is with great pride that I introduce to you the new official University of Northern Colorado Graphic Identity. I encourage all faculty and staff members to review and incorporate these established guidelines to ensure that we project a coherent and consistent identity through all visual communications. We firmly believe that this new logo provides an encapsulation of the current and future University of Northern Colorado, represents a stronger and better university, and provides us with a distinct and memorable presence across academia.

This standards manual is the culmination of many months of hard work by our University communications staff. I enthusiastically endorse the new visual identity and ask that all individuals and entities who utilize campus visual communication pieces produced by or for the University of Northern Colorado follow these guidelines. Adherence to practices will ensure proper usage and enhance its value as an identifier of the University.

Please keep this manual readily accessible for those who might need to reference it. You also will find these standards on the University of Northern Colorado Web site. As standards evolve, you will be informed, and you will be directed to the Internet for additional Web standards. If you have any questions, feel free to contact University Publications. Thank you for your cooperation and enthusiastic participation.

Yours truly,

A handwritten signature in black ink, appearing to read "Paul Brown", written in a cursive style.

*President*

*University of Northern Colorado*

*This section covers the proper usage of the University of Northern Colorado signature to project a consistent image.*

## 3.0 Signature standards

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## The University of Northern Colorado logo

The official logo of the University of Northern Colorado is the endorsed visual mark that represents the University to its various publics. This impression serves as the visual identifier and provides the basis for the entire visual identity system of the University of Northern Colorado.

**The logotype and mark that comprise this signature (shown below) are referred to for the purposes of discussion in this manual as the logo.**



The University of Northern Colorado logotype and mark.

*The University of Northern Colorado's logo must appear as shown on all visual communications produced by or for the University.*

*Any special circumstance that would necessitate a deviation from the format shown must be approved in advance in writing by University Publications.*

*Electronic files and templates can be found on the Web site at <http://www.unco.edu/templates>.*

The logo integrates the University of Northern Colorado's mark (silhouette graphic of a profiled bear shown right profile within an open oval) with serif typeface emphasizing the words "Northern Colorado" set in cap/small caps as a single logotype.

The elements of the logo have been designed as complementary. They should never be redrawn, re-typeset, or recreated. When used as the University's logo, they should not be separated, repositioned, or otherwise altered by the use of additional spaces or other elements.

### Use of the bear ovoid separately

The bear ovoid may be used as a separate design element, such as a ghosted image, background screen, step-and-repeated pattern, or other design element. **However, this usage does not take the place of the requirement to include signature (logotype and mark) as the identifier for the University on all materials.** This can only be modified by a specific licensing agreement.

**The ovoid should not be closed by a combination of color or background.**



**Do not complete the ovoid shape with another color, background pattern, or reverse.**



**Be sure that the bear ovoid has half the mark's width, as well as half its height, between the mark and its container.**

## Helpful guidelines for logo usage



Do not scale the logo disproportionately.



Do not separate the mark from the logotype.



The logo must always appear in a horizontal format.



Do not screen the logo.



Do not contain the bear mark within a shape other than the open oval.



Do not rearrange elements of the official identifying logo. The logo is treated always as one single element.



Do not reproduce the logo with a drop shadow or other background graphics.



If the logo must appear on a colored surface, always use one with sufficient contrast.

### Size of logo

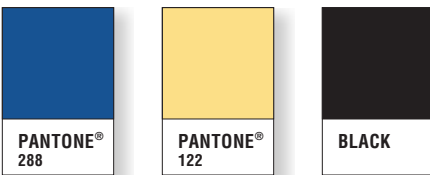
The University of Northern Colorado's logo has been designed in exact proportions within a horizontal framework. Do not scale the logo disproportionately. It must be reproduced at a size equal to or larger than 1" in width.



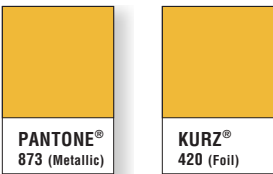
## Color palette and color usage

The logo may be represented in three (3) formats (shown below): all black, all UNC Blue, or a combination of UNC Blue and UNC Gold, UNC Gold Metallic or UNC Gold Foil.

Each color corresponds to a specific Pantone®\* color. Four-color equivalents may be used for offset printing, and hexadecimal codes are provided for Web-safe color equivalents.



Color	Process Equivalent	Hexadecimal
UNC Blue is Pantone 288.	C: 100 M: 65 Y: 0 K: 31	#000066
UNC Gold is Pantone 122.	C: 0 M: 18 Y: 83 K: 0	#FFCC33
UNC Gold Metallic is Pantone 873.		
UNC Gold Foil is Kurz 420.		



University of Northern Colorado's logotype and mark and initials mark in black.



University of Northern Colorado's logotype and mark and initials mark in UNC Blue (PMS 288).



University of Northern Colorado's logotype and mark and initials mark in UNC Blue (PMS 288) and UNC Gold (PMS 122).

*Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials*  
© Pantone, Inc. 2000

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## Fonts and typography

The logo font and typography have been carefully chosen to accurately and distinctly reflect and represent the University of Northern Colorado. As created, these elements reproduce easily on any given application. The unified appearance of the logo (logotype and mark) will ensure a consistent presentation, flexibility, and maximum exposure across all media.

The primary typeface is Stone Serif; however, the “of” is set in Berkeley Italic. Through consistent presentation, these fonts will become widely associated with all university materials. Stone Serif is uniquely legible, providing an excellent choice for copy and is the preferred typeface for body copy.

All art has been provided as outlines, so no special fonts will be needed for successful reproduction.

Campus entities are responsible for the purchase of fonts and applications through authorized Adobe® vendors. For assistance, please call University Publications, 970-351-2331.

Recommended fonts	Equivalent
Stone Serif	None
Stone Serif Italic	None
Stone Serif Bold	None
Stone Serif Bold Italic	None
Berkeley Italic	None
Helvetica Neue Roman 55	Helvetica
Helvetica Neue Medium 65	Helvetica Medium
Helvetica Neue Bold 75	Helvetica Bold

**Stone Serif**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

**Stone Serif Italic**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

**Stone Serif Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**Stone Serif Bold Italic**  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

**Berkeley Italic**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

*All visual communications that are targeted for off-campus readership should be typeset.*

*Desktop publishing with dot resolutions less than 400 dpi should be limited to on-campus publications.*

**Stone Serif**  
 Aa

**Stone Serif Bold**  
 Aa

**Berkeley Italic**  
 Aa

**Helvetica Neue Roman 55**  
 Aa

Adobe® is a registered trademark of Adobe Systems Inc.

Unless advanced printing techniques are available, avoid using dark-colored papers for publications where the logo must appear. Please consult University Publications with questions about the suitability of colors and colored stock.

All logo artwork is available through University Publications.

When using the logo for embroidery, make sure the total logo height is at least 2½". At this minimum size, the total "stitch count" should be between 4,000 and 5,000.

The fabric must be tightly knit. Neither pique nor jersey fabric is recommended because small details of the logo will not be reproduced properly.

## Logo alternative applications

Some instances may require approved alteration to the logo due to specific printing and manufacturing techniques, less than optimal printing circumstances, or specialized visual media. Following are several endorsed options that are available as alternatives in specialized circumstances.



**All Black:** Print the logo as all black when printing is limited to black-only as a cost-savings measure. [Other Dark Colors: Occasionally one-color printing other than black may be used. The ink color selected must be dark enough to reproduce the logo with satisfactory legibility. Please consult University Publications with questions about color legibility.]



**All White or Reverse:** This University of Northern Colorado logo is used when the logo appears as a reverse from a color field. The approved reverse [note the modifications to the logo] is shown here. No other means of reversing the logo is acceptable. Do not use this logo for any purpose other than reverses.



**Other Printing Techniques:** Some printing techniques and limitations require specialized artwork to reproduce the logo with consistency. These logos are suitable for silkscreening, embroidery, and vinyl stenciling processes. Do not use these logos for any purpose except their intended, specific applications.

## University seal

The University seal was developed for use on official university documents including diplomas, formal invitations, and formal publications such as the commencement program. The seal should not be used for any other purpose. Permission must be secured in advance from University Publications, with the President's Office providing final authority.



*This section covers the proper usage of the University of Northern Colorado signature to project a consistent image.*

## 4.0 Design standards

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## Nomenclature

### For the University and its various schools

The official name of the University is the University of Northern Colorado. For purposes of the logo, “Northern Colorado” is highlighted; while included, the words “University of” are treated with lesser weight to emphasize the University by location. Refer to “the University of Northern Colorado” in textual documents.

The five colleges at the University of Northern Colorado are:

- College of Arts and Sciences
- College of Education
- College of Health and Human Sciences
- College of Performing and Visual Arts
- Kenneth W. Monfort College of Business

Individual colleges do not use unique or separate identifying marks. The University logo will be supplemented with the college name set in the same typeface as the logotype.

In addition, each college may have a graphic or photo design element created for and adopted for use on the Web, print collateral, and in other media. **The use of this graphic does not eliminate the requirement to include the signature (logotype and mark) as the identifier for the University on all materials.**



Sample of college graphic design element (College of Performing and Visual Arts)

*(See the standards for college business papers and cards on page 4.16.)*

## General logo usage

### Advertisements

All advertisements placed in a print or multimedia format must contain an acceptable version of the logo.

### World Wide Web

Internet-applicable logo files and templates are available for use on the Web. All Web publishers and designers of the University of Northern Colorado must follow design standards. These standards are available at [www.unco.edu/websupport/uncredsrc1.htm](http://www.unco.edu/websupport/uncredsrc1.htm). You also may receive an electronic copy of these elements by contacting the University Web Manager.

### Video and motion picture graphics

The University of Northern Colorado's logo must appear in all credits, and as applicable within the piece. Please adapt the print specification supplied in this manual to the media used. Use the UNC Blue/UNC Gold logo version.

### Exhibits and displays

All exhibits and displays created by or on behalf of the University of Northern Colorado must use the appropriate logo.

### Signage

All campus signage must display the University of Northern Colorado's logo or the UNC bear mark per established guidelines.

## Logo placement

The identifying logo must appear on all printed materials. To ensure recognition and effectiveness, the University of Northern Colorado's logo must be surrounded by open spacing. A minimum distance equal to one half of the height of the logo (see diagram below) must separate the logo from text, information, or graphics that appear above or below it. A minimum distance equal to the width of the bear ovoid must separate elements to the right or left of the logo. Minimum and consistent clear space will enable the logo to stand alone in applications and serve as the sole identifier. Inconsistent spacing will result in the logo being inadvertently linked with an improper element.

*Do not move elements of the official identifying logo. The logo is treated always as one single element.*

The logo centers on the bottom-most point of the bear mark.



### Posters and flyers

Design standards are not meant to serve as limitations to design. On the contrary, consistent and proper placement of the University of Northern Colorado's logo on all posters and flyers produced by and for the University is critical to uniform identity and enhances the effectiveness of the design. A consistently placed logo places more emphasis on the actual design and message of the piece, as the reader does not need to search for the logo.



### Brochures

The University of Northern Colorado's logo should be provided a prominent place on all brochures. However, this presentation should not dominate the piece visually or obscure its message. As usual, the logo should be allowed the minimum space required on all sides.



back cover (off-centered)

front cover (centered)

### Logo representation

When using graphics on a cover of a brochure or other University-sponsored promotional item, never place the logo with any other graphics. This will avoid ambiguity regarding the elements that comprise the logo with the University's various publics. Carefully arrange all elements so that the logo stands alone—furthering the consistent and singular presentation of the University identity.



### Taglines

Occasionally, the University of Northern Colorado may endorse the use of taglines for a specialized purpose. If a tagline is required, typeset it just below the logo as Berkeley Italic at a type size approximately the width of the top line of the logotype. It must be large enough to remain legible; exceed the top line of the logotype if necessary to ensure legibility.

- *General specifications for the tagline call for italicization.*
- *Some taglines are titles and would be italicized in regular copy; set them, as all taglines, as italic.*



This section outlines the design system for all the University of Northern Colorado business papers. Detailed specifications are provided for grid, logo, typography, and color usage for stationery and ancillary business applications.

## Design specifications

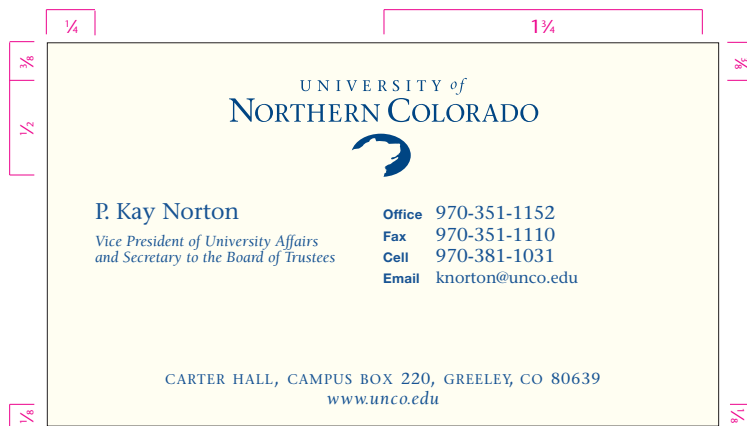
### Business cards

Business cards are available in one size [3.5" x 2"] and layout [horizontal]. Business cards can be ordered from University Publications.

Business Card Specifications		
<b>Size</b>	Business Card	3½" x 2"
<b>Logo</b>	Standard	½" in height
		Position: centered, ⅜" from top
<b>Color</b>	Logo	UNC Blue [PMS 288]
	Departmental ID Lines	UNC Blue [PMS 288]
	Address Block	UNC Blue [PMS 288]
<b>Typography</b>		Font: Stone Serif, Berkeley Italic, and 75 Helvetica Bold
	Individual Name	Stone Serif, 8.5/7, flush left, upper- and lowercase Letterspacing: 0 tracking
	Individual Title	Berkeley Italic, 6/8, flush left, upper- and lowercase
	Departmental ID Lines	Letterspacing: 0 tracking
	Address Block	Letters: Stone Serif, 7/8, centered, small caps
		Numbers: Stone Serif, 6/8
		Letterspacing: +10 tracking Scaling: small caps are 75% of large caps
	Phone & Fax Numbers	Title bar: Helvetica Bold, 5/8, flush left, ragged right, upper- and lowercase Letterspacing: 0 tracking
		Numbers: Stone Serif, 7/8, flush left, ragged right,
Email: Helvetica Bold, 6/8, flush left, ragged right, lowercase Letterspacing: 0 tracking		
www		Berkeley Italic, 7/8, centered, lowercase Letterspacing: +10 tracking
<b>Paper Stock</b>		VIA by Hammermill
		80 lb. cover, smooth finish
		"Natural"
<b>Printing</b>		Offset lithography



These are the approved designs for the standard University of Northern Colorado business cards.



#### **Business Card Format**

- Dimensions are in inches.
- The University of Northern Colorado's logo appears centered.
- The individual's name and title center below the logo.
- The address block, telephone number, fax number, and email address are set flush left, ragged right in the right column.
- Telephone and fax numbers are formatted with dashes.
- Avoid the use of parentheses, colons, or slashes.
- Abbreviations of names, titles, and department names should be avoided, when possible.
- Continue text without indentation on the next line.
- The word "email" should not be hyphenated.
- Identifiers such as "tel" and "fax" should always be set in 75 Helvetica Bold.
- Contact information lines should not exceed six.
- Make sure your small caps are scaled vertically to 75 percent of the large caps.
- Kern the period after the middle initial to -10.

## Letterhead

To ensure consistent quality and low cost, orders for administrative and departmental stationery should be placed through University Publications.


The standard letterhead should be used with No. 10 standard envelopes.

Typing formats: Suggested typing formats for each stationery item are shown in layouts. Electronic templates are available from University Publications.

Letterhead Specifications		
<b>Size</b>	Letterhead	8½" x 11"
<b>Logo</b>	Standard	7/8" in height
		Position: centered, 3/4" from top
<b>Color</b>	Logo	UNC Blue [PMS 288]
	Departmental ID Lines	UNC Blue [PMS 288]
	Address Block	UNC Blue [PMS 288]
<b>Typography</b>		Font: Stone Serif, Berkeley Italic, Universal News
	Departmental ID Lines	Berkeley Italic, 10/13, centered, upper- and lowercase Letterspacing: 0 tracking
	Address Block	Stone Serif, 8/10, centered, small caps Scaling: small caps are 75% of large caps Numbers in street address are set at 7/10 Letterspacing: 0 tracking
	"of", "office" & "fax"	Berkeley Italic, 8/10, centered, upper- and lowercase Letterspacing: 0 tracking
	●	Universal News Comm, 8/10, 100% vertical scale and 120% horizontal scale
	Phone & Fax Numbers	Stone Serif, 8/10, centered Letterspacing: 0 tracking
	www	Berkeley Italic, 8/10, centered, lowercase Letterspacing: +10 tracking
<b>Paper Stock</b>		VIA by Hammermill 24 lb. writing, smooth finish "Natural"
<b>Printing</b>		Offset lithography

This is the approved design for the standard University of Northern Colorado letterhead.

UNIVERSITY of  
NORTHERN COLORADO

  
Office of the President

Month XX, 20XX

Addressee's Name  
Addressee's Title  
Street Address  
City, State, ZIP Code

Addressee Greeting:

This sample letter illustrates the suggested typing format to be used for external University of Northern Colorado correspondence. Consistent use of this format will maintain the efficiency and distinctive appearance of all University of Northern Colorado external correspondence within the college's design system.

The name and address of the addressee is flush to the left margin. If needed, a "cc:" list can be placed directly below the Sender's Name and/or title at the closing of the letter, but should be preceded by a double return. There should be two double returns after the Date, Addressee information, end of the body text, and closing.

The body of the letter begins at 2" from the top. The content is typed in upper- and lowercase, single spaced or 10/12, with a double space between paragraphs. Stone Serif is the preferred font for body copy. However, other fonts, such as Times New Roman or Arial, are acceptable.

Margin setting are as follows:

Top margin	2"
Left margin	1-1/4"
Right margin	1-1/4"
Bottom margin	1-1/4"

Closing

Sender's Name  
Sender's Title

cc: This information should tab over 1/4"

UNIVERSITY of NORTHERN COLORADO  
CARTER HALL, CAMPUS BOX 220, GREELEY, CO 80639 • Office 970-351-2121 Fax 970-351-1110 www.unco.edu

- Dimensions are in inches.
- This example is not shown at full scale.
- This example shows the suggested typing format.
- If the Stone family of typefaces is not available for use, a similar typeface such as Times New Roman or a sans-serif typeface such as Arial may be used for the body of letters, faxes, memos, and similar internal and external communications.

- "of", "office", "fax" and "www" should always be Berkeley Italic.
- Make sure your small caps are scaled vertically to 75 percent of the large caps.

All examples show the suggested typing format.  
However, they are not shown at full scale.

## Envelopes

Use the standard No. 10 envelope issued with the standard letterhead. Guidelines, typing formats, and production specs are noted below.

### Address typography

A maximum of two lines is available for return address information. The first line should briefly identify department of origin (Office of the President), while the second provides the physical address.

No. 10 Envelope Specifications		
<b>Size</b>		No. 10 and No. 10 window
<b>Logo</b>	Horizontal	$\frac{7}{8}$ " in height
		Position: upper left corner, $\frac{1}{2}$ " from left, $\frac{1}{2}$ " from top
<b>Color</b>	Logo	UNC Blue [PMS 288]
	Departmental ID Lines	UNC Blue [PMS 288]
	Address Block	UNC Blue [PMS 288]
<b>Typography</b>		Font: Stone Serif and Berkeley Italic
	Address Block	Stone Serif, 8/10, centered, small caps, no large caps
	Address Numbers	Stone Serif, 6/10, centered Tracking= +10
<b>Paper Stock</b>		VIA by Hammermill
		24 lb. writing, smooth finish
		"Natural"
<b>Printing</b>		Offset lithography, print before converting.

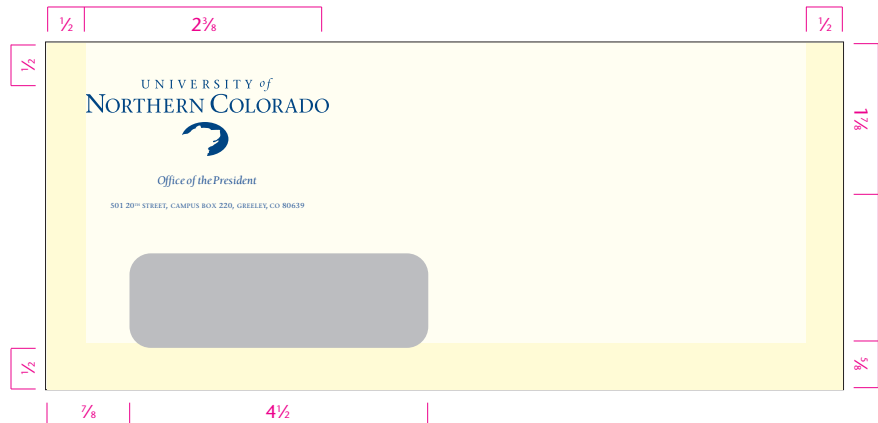
### Format A

- Dimensions are in inches.
- Standard address labels may be used.
- Darker yellow areas must be devoid of graphics or typography to avoid additional postage charges.



### Format B

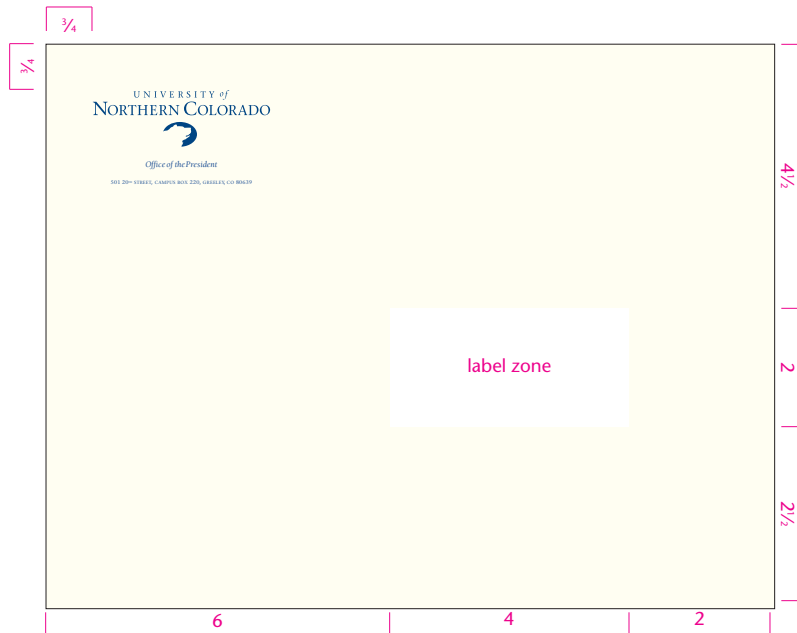
- Dimensions are in inches.
- This is the standard format for window envelopes.
- Your printing company should "convert" these after imprinting the logo and return address.
- Darker yellow areas must be devoid of graphics or typography to avoid additional postage charges.



## Oversized mailing envelopes

Oversized mailing envelopes are available when a standard mailing envelope is inconvenient. Specifications for a standard 9" x 12" envelope follow. Adapt these specifications for other similar envelope sizes.

Oversized Mailing Envelope Specifications		
<b>Size</b>		9" x 12"
<b>Logo</b>	Horizontal	$\frac{7}{8}$ " in height
		Position: upper left corner, $\frac{3}{4}$ " from left, $\frac{3}{4}$ " from top
<b>Color</b>	Logo	UNC Blue [PMS 288]
	Address Block	UNC Blue [PMS 288]
<b>Typography</b>		Font: Stone Serif and Berkeley Italic
	Address Block	Stone Serif, 8/10, centered, small caps, no large caps
	Address Numbers	Stone Serif, 6/10, centered Tracking= +10
<b>Paper Stock</b>		"White" catalog stock provided by printer.
		Available with or without clasp
<b>Printing</b>		Offset lithography




## Memorandum

Memorandum forms are available for all internal employee communications. Address typography should follow letterhead guidelines.

Memorandum Specifications			
<b>Size</b>	Letter	8½" x 11"	
<b>Logo</b>	Standard	⅞" in height	
		Position: centered, ¼" from top	
<b>Color</b>	Logo	Black halftone	
	Departmental ID Lines	Black	
	Address Block	Black	
<b>Typography</b>		Font: Stone Serif, Berkeley Italic, and 75 Helvetica Bold	
	Departmental ID Lines	Berkeley Italic, 10/13, centered, upper- and lowercase Letterspacing: 0 tracking	
	"MEMORANDUM"	Stone Serif, 36/40, centered, all caps Color: black, screened to 30 percent Letterspacing: +20 tracking Scaling: small caps are 75% of large caps Position: centered, 2.25" from top	
	Info Block Prompt	75 Helvetica Bold, 7/18, flush right, ragged left, all caps Letterspacing: +10 tracking Position: flush right, 2" and 5¼" from left	
	Address Block	Stone Serif, 8/10, centered, small caps Scaling: small caps are 75% of large caps Numbers in street address are set at 7/10 Letterspacing: 0 tracking	
	"o", "office" & "fax"	Berkeley Italic, 8/10, centered, upper- and lowercase Letterspacing: 0 tracking	
	●	Universal News Comm, 8/10, 100% vertical scale and 120% horizontal scale	
	Phone & Fax Numbers	Stone Serif, 8/10, centered Letterspacing: 0 tracking	
	www	Berkeley Italic, 8/10, centered, lowercase Letterspacing: +10 tracking	
	<b>Paper Stock</b>		"White" stock provided by printer
			60 lb. offset
<b>Printing</b>		Laser prints, photocopier	

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Office of the President

## MEMORANDUM

---

<b>Attn</b>	Addressee's Name	<b>Fax</b>	XXX-XXX-XXXX
<b>Re</b>	Subject	<b>Phone</b>	XXX-XXX-XXXX
<b>From</b>	Sender's Name	<b>Fax</b>	XXX-XXX-XXXX
<b>Date</b>	Month XX, 20XX	<b>Phone</b>	XXX-XXX-XXXX

---

Addressee Greeting:

This sample memorandum illustrates the suggested typing format to be used for internal the University of Northern Colorado correspondence. Consistent use of this format will maintain the efficiency and distinctive appearance of all University of Northern Colorado correspondence within the college's design system.

The Addressee's Name, Subject, Sender's Name, and date align flush left at 2-1/8" and the Fax and Phone numbers align flush left at 5-5/8" from the left edge of the paper. Their baselines begin at 3", with lines spaced exactly 1/4" apart. The information should correspond to the baselines of the existing type.

The body of the memorandum begins at 4-1/4" from the top of the page and is flush left. The memorandum is typed in upper- and lowercase, single spaced or 10/12, with a double space between paragraphs. Stone Serif is the preferred font for body copy. However, other fonts, such as Times New Roman or Arial, are acceptable.

Margin settings are as follows:

Top margin	4-1/2"
Left margin	1-1/4"
Right margin	1-1/4"
Bottom margin	1-1/4"

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- Dimensions are in inches.
- This example is not shown at full scale.
- This example shows the suggested typing format.
- If the Stone family of typefaces is not available for use, a similar typeface such as Times New Roman or a sans-serif typeface such as Arial may be used for the body of letters, faxes, memos, and similar internal and external communications.

- "of," "office," "fax," and "www" should always be Berkeley Italic.
- Make sure your small caps are scaled vertically to 75 percent of the large caps.


## Fax cover sheet

Fax cover sheets may be customized and generated on a laser printer, provided that the following guidelines are observed. Electronic versions are available at University Publications.

Memorandum Specifications		
<b>Size</b>	Letter	8½" x 11"
<b>Logo</b>	Standard	¾" in height
		Position: centered, ¾" from top
<b>Color</b>	Logo	Black halftone
	Departmental ID Lines	Black
	Address Block	Black
<b>Typography</b>		Font: Stone Serif, Berkeley Italic, and 75 Helvetica Bold
	Departmental ID Lines	Berkeley Italic, 10/13, centered, upper- and lowercase Letterspacing: 0 tracking
	"FAX TRANSMITTAL"	Stone Serif, 36/40, centered, all caps Color: black, screened to 30 percent Letterspacing: +20 tracking Scaling: small caps are 75% of large caps Position: centered, 2.25" from top
	Info Block Prompt	75 Helvetica Bold, 7/18, flush right, ragged left, all caps Letterspacing: +10 tracking Position: flush right, 2" and 5¼" from left
	Address Block	Stone Serif, 8/10, centered, small caps Scaling: small caps are 75% of large caps Numbers in street address are set at 7/10 Letterspacing: 0 tracking
	"of", "office" & "fax"	Berkeley Italic, 8/10, centered, upper- and lowercase Letterspacing: 0 tracking
	●	Universal News Comm, 8/10, 100% vertical scale and 120% horizontal scale
	Phone & Fax Numbers	Stone Serif, 8/10, centered Letterspacing: 0 tracking
	www	Berkeley Italic, 8/10, centered, lowercase Letterspacing: +10 tracking
	<b>Paper Stock</b>	"White" standard copier, laser, fax paper
<b>Printing</b>	Laser prints, photocopier	



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Office of the President

## FAX TRANSMITTAL

---

<b>Attn</b>	Addressee's Name	<b>Fax</b>	XXX-XXX-XXXX
<b>Re</b>	Subject	<b>Phone</b>	XXX-XXX-XXXX
<b>From</b>	Sender's Name	<b>Note</b>	for your review
<b>Date</b>	Month XX, 20XX	<b>Pages</b>	(including cover sheet)

---

Addressee Greeting:

This sample memorandum illustrates the suggested typing format to be used for internal the University of Northern Colorado correspondence. Consistent use of this format will maintain the efficiency and distinctive appearance of all University of Northern Colorado correspondence within the college's design system.

The Addressee's Name, Subject, Sender's Name, and date align flush left at 2-1/8" and the Fax and Phone numbers align flush left at 5-5/8" from the left edge of the paper. Their baselines begin at 3", with lines spaced exactly 1/4" apart. The information should correspond to the baselines of the existing type.

The body of the memorandum begins at 4-1/4" from the top of the page and is flush left. The memorandum is typed in upper- and lowercase, single spaced or 10/12, with a double space between paragraphs. Stone Serif is the preferred font for body copy. However, other fonts, such as Times New Roman or Arial, are acceptable.

Margin settings are as follows:

Top margin	4-1/2"
Left margin	1-1/4"
Right margin	1-1/4"
Bottom margin	1-1/4"

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- Dimensions are in inches.
- This example is not shown at full scale.

- “of,” “office,” “fax,” and “www” should always be Berkeley Italic.
- Make sure your small caps are scaled vertically to 75 percent of the large caps.

## College business papers


Colleges use the same design specifications for business papers and business cards.

(See the standards for letterhead on page 4.8 and for #10 envelopes on page 4.10.)

### Letterhead format

- Dimensions are in inches.
- This example is not shown at full scale.
- This example shows the suggested typing format.
- If the Stone family of typefaces is not available for use, a similar typeface such as Times New Roman or a sans-serif typeface such as Arial may be used for the body of letters, faxes, memos, and similar internal and external communications.

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Kenneth W. Monfort College of Business

Month XX, 20XX

Addressee's Name  
Addressee's Title  
Street Address  
City, State, ZIP Code

Addressee Greeting:

This sample letter illustrates the suggested typing format to be used for external University of Northern Colorado correspondence. Consistent use of this format will maintain the efficiency and distinctive appearance of all University of Northern Colorado external correspondence within the college's design system.

The name and address of the addressee is flush to the left margin. If needed, a "cc:" list can be placed directly below the Sender's Name and/or title at the closing of the letter, but should be preceded by a double return. There should be two double returns after the Date, Addressee information, end of the body text, and closing.

The body of the letter begins at 2" from the top. The content is typed in upper- and lowercase, single spaced or 10/12, with a double space between paragraphs. Stone Serif is the preferred font for body copy. However, other fonts, such as Times New Roman or Arial, are acceptable.

Margin setting are as follows:

Top margin	2"
Left margin	1-1/4"
Right margin	1-1/4"
Bottom margin	1-1/4"

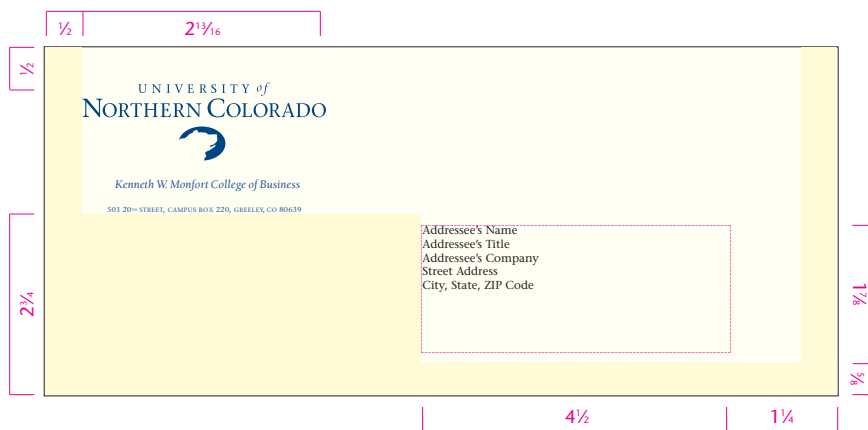
Closing

Sender's Name  
Sender's Title

cc: This information should tab over 1/4"

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- "of", "office", "fax" and "www" should always be Berkeley Italic.
- Make sure your small caps are scaled vertically to 75 percent of the large caps.

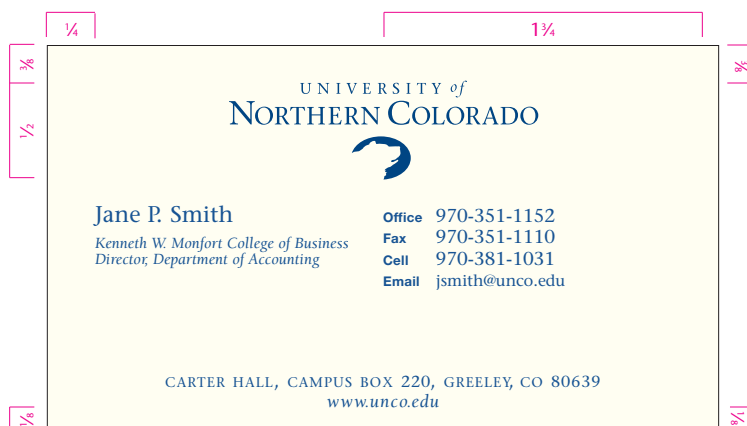


### #10 envelope

- Dimensions are in inches.
- Standard address labels may be used.
- Darker yellow areas must be devoid of graphics or typography to avoid additional postage charges.

### Business card format

- Dimensions are in inches.
- The University of Northern Colorado's logo appears centered.
- The individual's name and title center below the logo.
- The address block, telephone number, fax number, and email address are set flush left, ragged right in the right column.
- Telephone and fax numbers are formatted with dashes.
- Avoid the use of parentheses, colons, or slashes.
- Abbreviations of names, titles, and department names should be avoided, when possible.
- Continue text without indentation on the next line.
- The word "email" should not be hyphenated.
- Identifiers such as "tel" and "fax" should always be set in 75 Helvetica Bold.
- Contact information lines should not exceed six.
- Make sure your small caps are scaled vertically to 75 percent of the large caps.
- Kern the period after the middle initial to -10.

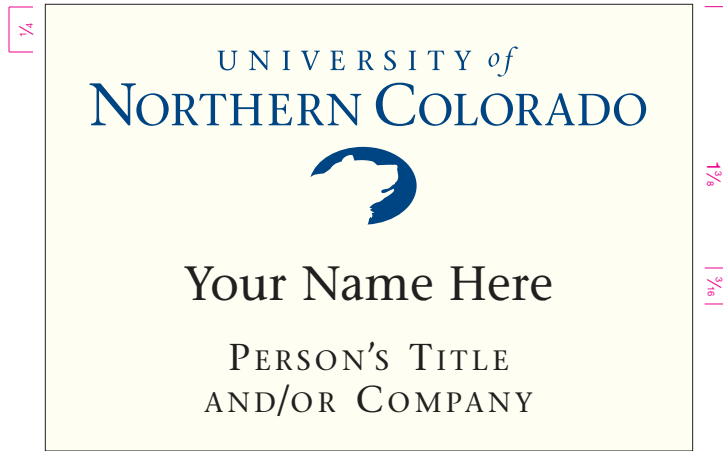


### Name badges

Each individual badge design enables the inclusion of one name line and two lines for title and department.

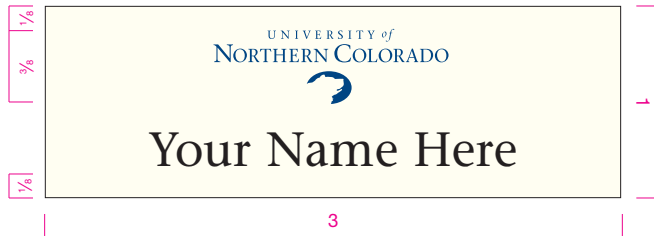
#### Format A

- Dimensions are in inches.
- This example is shown at full scale.
- This example shows the suggested typing format.
- Make sure your small caps are scaled vertically to 75 percent of the large caps.



#### Format B

- Dimensions are in inches.
- This example is shown at full scale.
- This example shows the suggested typing format.



#### Format C

- Dimensions are in inches.
- This example is shown at full scale.
- This example shows the suggested typing format.



## Business reply

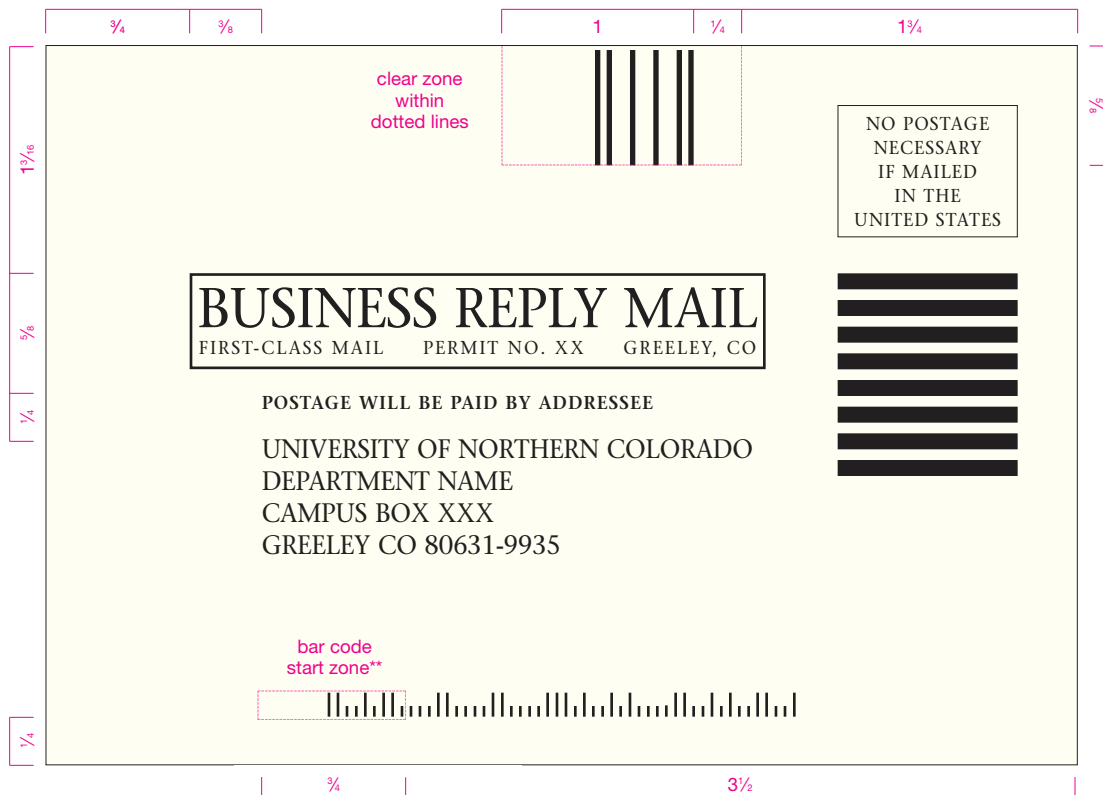
The following business reply mail template has been printed full size. Follow the template carefully to ensure proper delivery, postage rates, and reading by the post office. Check positioning of the bar code, P.O. Box, and Zip Code before printing. Contact University Publications for correct setup for Business Reply printing needs.

Business Reply Mail	
<b>FIM Pattern</b>	Must be within 0" and $\frac{5}{8}$ " from the top of the envelope or card. A zone must be kept clear of any printing [not including the FIM pattern] between 3" and $1\frac{3}{4}$ " from the right side of the envelope or card.
<b>Lines Below</b>	Need to end below the first line of the Address Block Postal Indicia and must not approach the ZIP Code line.
<b>Typography</b>	Font: Stone Serif
"Business Reply Mail"	Stone Serif, 21/13, centered, all caps Position: $1\frac{3}{16}$ " from top, $\frac{3}{4}$ " from left Letterspacing: -2 tracking
"First-Class Mail, etc."	Stone Serif, 7/13, centered, all caps Letterspacing: +2 tracking
"Postage will be paid..."	Stone Serif, 7/13, flush left, ragged right, all caps Position: $1\frac{3}{16}$ " from top, $1\frac{1}{8}$ " from left Letterspacing: +10 tracking
Address Block	Stone Serif, 10/12, flush left, ragged right, all caps Position: $2\frac{1}{16}$ " from top, $1\frac{1}{8}$ " from left Letterspacing: -2 tracking

■ This example is shown at full scale.

■ Dimensions are in inches.

\*\* The left most bar of the barcode must start between 4.25" and 3.5" from the right edge of your envelope or card. There must be a vertical space of .25" between the barcode and the bottom edge of the envelope or card.

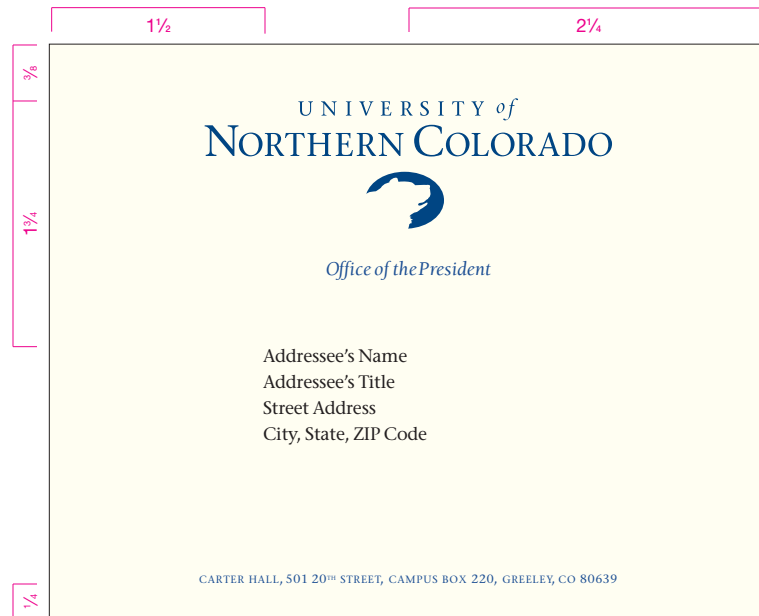


■ Representative sample only.  
Do not use this for all  
Business Reply mail.

## Mailing labels

Five-by-four-inch mailing labels are available through University Publications.

Mailing Label Specifications		
<b>Size</b>	Mailing Label	4" x 5"
<b>Logo</b>	Standard	$\frac{7}{8}$ " in height
		Position: centered, $\frac{3}{8}$ " from top
<b>Color</b>	Logo	UNC Blue [PMS 288]
	Departmental ID Lines	UNC Blue [PMS 288]
	Address Block	UNC Blue [PMS 288]
<b>Typography</b>		Font: Stone Serif and Berkeley Italic
	Departmental ID Lines	Berkeley Italic, 10/13, centered, upper- and lowercase Letterspacing: 0 tracking
	Address Block	Stone Serif, 8/10, centered, small caps, no large caps
	Address Numbers	Stone Serif, 6/10, centered Tracking= +10
<b>Paper Stock</b>		Crack N' Peel or Gummed paper stock
		"White"
<b>Printing</b>		Offset lithography




## Display advertising placement guidelines

Display advertising for campus openings provides a high profile vehicle for identification, branding, and messaging. For many professionals, these advertisements are the first interaction with the University of Northern Colorado, and must convey a positive, consistent impression. If you have additional questions about advertising guidelines, please contact University Publications.

Single Column Ads		
<b>Size</b>		2" x Y"
<b>Logo</b>	Horizontal	½" in height
		Position: centered, ⅜" from left and right, ⅜" from top
<b>Color</b>	Logo	Black
	Address Block	Black
<b>Typography</b>		Font: Stone Serif, Berkeley Italic, Helvetica Bold
	"Position Title"	Helvetica Bold, 9/10, flush left, upper- and lowercase
		Position: ⅛" from left
		Letterspacing: +5 tracking
	"Position Description"	Stone Serif, 8/10, flush left, ragged right
		Position: ⅛" from left
		Letterspacing: +5 tracking
	Address Block	Stone Serif, 8/10, centered, small caps
	Scaling: small caps are 75% of large caps	
	Numbers in street address are set at 7/10	
	Letterspacing: 0 tracking	
"of", "office" & "fax"	Berkeley Italic, 8/10, centered, upper- and lowercase	
	Letterspacing: 0 tracking	
Phone & Fax Numbers	Stone Serif, 8/10, centered	
	Letterspacing: 0 tracking	
www	Berkeley Italic, 8/10, centered, lowercase	
	Letterspacing: +10 tracking	

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**Assistant Director**  
Display advertising for campus openings provides a high profile vehicle for identification, branding, and messaging. For many professionals, these advertisements are the first interaction with the University of Northern Colorado.

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Multiple Column Ads		
<b>Size</b>		4.25" x Y"
<b>Logo</b>	Horizontal	$\frac{7}{8}$ " in height
		Position: centered, $\frac{29}{32}$ " from left, $\frac{1}{4}$ " from top
<b>Color</b>	Logo	Black
	Address Block	Black
<b>Typography</b>		Font: Stone Serif, Berkeley Italic, Universal News
	"Position Title"	Helvetica Bold, 8/10, flush left, upper- and lowercase Position: $\frac{3}{8}$ " from left Letterspacing: +5 tracking
	"Position Description"	Stone Serif, 8/10, flush left, ragged right Position: $\frac{3}{8}$ " from left Letterspacing: +5 tracking
	Address Block	Stone Serif, 8/10, centered, small caps Scaling: small caps are 75% of large caps Numbers in street address are set at 7/10 Letterspacing: 0 tracking
	"of", "office" & "fax"	Berkeley Italic, 8/10, centered, upper- and lowercase Letterspacing: 0 tracking
	●	Universal News Comm, 8/10, 100% vertical scale and 120% horizontal scale
	Phone & Fax Numbers	Stone Serif, 8/10, centered Letterspacing: 0 tracking
	www	Berkeley Italic, 8/10, centered, lowercase Letterspacing: +10 tracking

$\frac{3}{8}$ 
 $\frac{29}{32}$

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**Assistant Director**  
Display advertising for campus openings provides a high profile vehicle for identification, branding, and messaging. For many professionals, these advertisements are the first interaction with the University of Northern Colorado, and must convey a positive, consistent impression. Display advertising for campus openings provides a high profile vehicle for identification, branding, and messaging.

**Associate Director**  
Display advertising for campus openings provides a high profile vehicle for identification, branding, and messaging. For many professionals, these advertisements are the first interaction with the University of Northern Colorado, and must convey a positive, consistent impression. Display advertising for campus openings provides a high profile vehicle for identification, branding, and messaging.

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## Retail

The official logo of the University of Northern Colorado is the endorsed visual mark that represents the University to its various publics. This impression serves as the visual identifier and provides the basis for the entire visual identity system of the University of Northern Colorado.

The logo integrates the University of Northern Colorado's mark (silhouette graphic of a profiled bear shown right profile within an open oval) with a serif typeface emphasizing the words "Northern Colorado" set in cap/small caps as a single logotype.

The elements of the logo have been designed as complementary. They should never be redrawn, re-typeset, or recreated. When used as the University's logo, they should not be separated, repositioned, or otherwise altered by the use of additional spaces or other elements.

The new visual identity system of the University of Northern Colorado has been designed to easily accommodate items found in the bookstore, such as notebooks, tee-shirts, mugs, and tote bags. While no restrictions will be made on the display or sale of items containing other graphic representations, it is required that any representation of the official University of Northern Colorado logo be used in conjunction with established guidelines set forth in this manual. This can only be modified by a specific licensing agreement.



The University of Northern Colorado  
logotype and mark.

## Fleet graphics

Fleet graphics, in the form of truck and van signage, are a mobile representation of the University of Northern Colorado's visual identity. These vehicles arrive and depart the campus daily, providing many opportunities to deliver appropriate messaging to the community at large. Therefore, vehicles owned by the University should incorporate the logo as shown in the examples below. There are no exceptions to this standard.

### Format A (*public vehicles*)

- Public vehicles such as tour vans and shuttles may incorporate a screened bear graphic in conjunction with descriptive type.
- Standard logo is 24 inches wide \*
- Logo should be centered on door panel
- Logo color: Pantone 288 on white vehicles;  
Pantone 122 on dark blue vehicles;  
Black on other colored vehicles
- Logo should be at least 4 inches from molding
- Bear graphic color: Pantone Warm Gray 04
- Bear graphic is 36 inches wide
- Descriptive type color: same as logo
- Descriptive type size: caps are 5 inches tall
- Descriptive type aligns with logo type baseline



Format A

### Format B, C (*service vans and trucks*)

- Standard logo is 24 inches wide \*
- Logo should be centered on door panel
- Logo color: Pantone 288 on white vehicles;  
Pantone 122 on dark blue vehicles;  
Black on other colored vehicles
- Logo should be at least 4 inches from molding



Format B

\* If necessary, the width may be 16 inches



Format C

## Signage

Campus signage is one of the most important aspects of visual identity. Highly visible, campus signage serves a directional as well as branding purpose. As such, the importance of consistency in signage appearance and application cannot be understated. Type size, logo size and proportion, and signage orientation have been carefully selected to accommodate all campus applications. The following examples illustrate signage standards. It is imperative not to deviate from these guidelines to ensure a consistent, professional, and flexible appearance for every campus entity.



**Logo**

- Logo should be 4 inches from molding
- Type and symbol are not to be altered
- University of = 1 inch tall
- Northern Colorado = 2 inches tall
- Logo color: Pantone 122
- Logo should always be centered

**Building Name**

- Center type within this area
- Type may be one or two lines
- Lower caps are 3 inches tall
- Type color: Pantone 122
- Type should always be centered

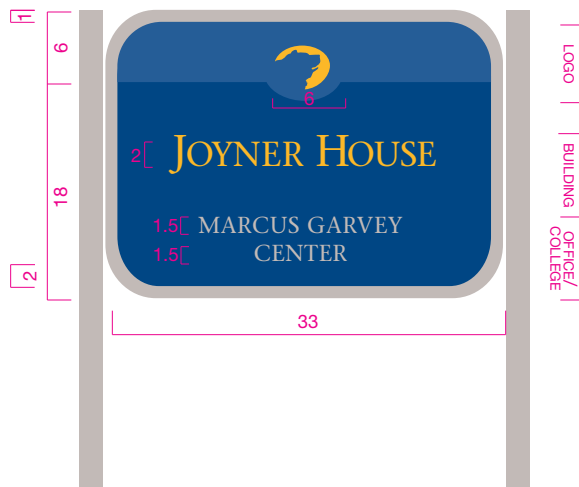
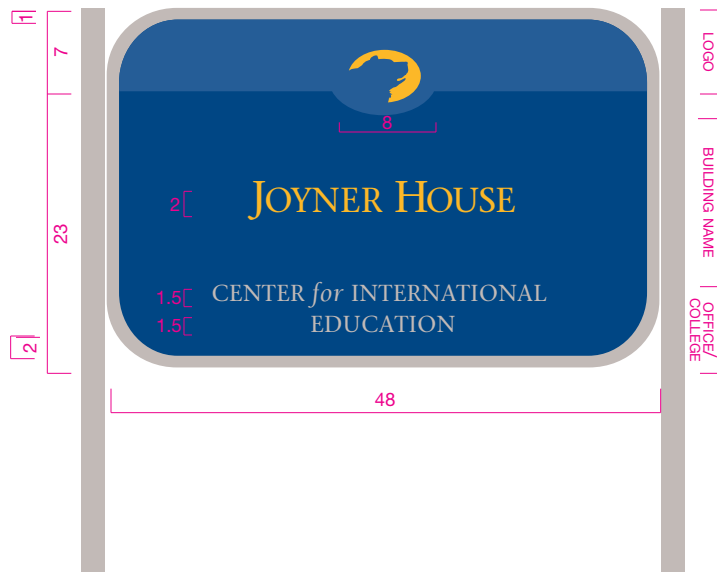
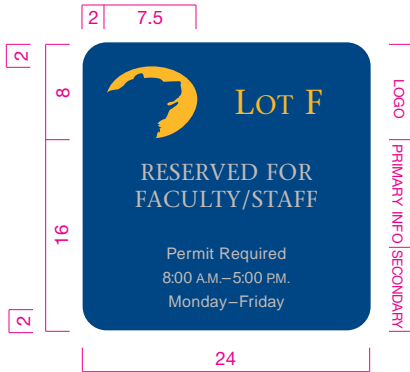
**Office College Name**

- Type baseline = 4 inches from molding
- Type may be one or two lines
- Caps are 2 inches tall
- Type color: Pantone Warm Gray 04
- Type should always be centered

**Molding**

- Color: Pantone Warm Gray 04





**Logo/Lot Number**

- Logo color: Pantone 122
- Logo position: x = 2", y = 2"
- Upper caps are 2" tall
- Type should be centered

**Primary Information**

- Center type within this area
- Type may be one, two or three lines
- Lower caps are 1.5 inches tall
- Type color: Pantone Warm Gray 04
- Type should always be centered

**Secondary Information**

- Type baseline = 2 inches from bottom
- Type may be one, two or three lines
- Caps are 1 inch tall
- Type color: Pantone Warm Gray 04
- Type should always be centered

**Logo**

- Logo color: Pantone 122
- Logo should always be centered

**Building Name**

- Center type within this area
- Type may be one or two lines
- Lower caps are 2 inches tall
- Type color: Pantone 122
- Type should always be centered

**Office/College Name**

- Type baseline = 2 inches from molding
- Type may be one or two lines
- Caps are 1.5 inches tall
- Type color: Pantone Warm Gray 04
- Type should always be centered

**Molding/Mounts**

- Color: Pantone Warm Gray 04

**Logo**

- Logo color: Pantone 122
- Logo should always be centered

**Building Name**

- Center type within this area
- Type may be one or two lines
- Lower caps are 2 inches tall
- Type color: Pantone 122
- Type should always be centered

**Office/College Name**

- Type baseline = 2 inches from molding
- Type may be one or two lines
- Caps are 1.5 inches tall
- Type color: Pantone Warm Gray 04
- Type should always be centered

**Molding/Mounts**

- Color: Pantone Warm Gray 04

### **Web Standards**

Web standards will follow.