University of the District of Columbia
Branding & Style Guide
The Purpose of this Guide

The University of the District of Columbia (UDC) brand starts with you. It is steeped in stories of your trials and triumphs and of what this University has accomplished and how it will continue to build pathways of success well into the future.

The purpose of this brand & style guide is to ensure that the strategic messaging and brand attributes of the University of the District of Columbia is implemented cohesively across all collateral and marketing communications produced by the University, its partners, affiliates, vendors and disseminated properly to all stakeholders.

Together we can use these best practices, templates and communication tools to incorporate our brand into the collateral materials that you produce throughout the year. The consistent and effective use of our brand and not solely logo guidelines will increase exposure of the University’s mission, vision and key attributes to the general public and among school faculty, staff and alumni.

These brand guidelines:
- Provide clear direction on how to appropriately use the branded logo system and support all constituents in the communications efforts
- Make available university sanctioned branded logo system downloads (to come)
- Provide a list of licensed vendors from which you can order branded products (to come)
- Offer useful style guide links and template downloads (to come)
About the University

Mission
The University of the District of Columbia is a pace-setter in urban education that offers affordable and effective undergraduate, graduate, professional, and workplace learning opportunities. The institution is the premier gateway to postsecondary education and research for all residents of the District of Columbia. As a public, historically black, and land-grant institution, the University’s responsibility is to build a diverse generation of competitive, civically engaged scholars and leaders.

Vision
To be a University System that is student centered and demand driven that empowers its graduates to be critical and creative thinkers, problem solvers, effective communicators, and engaged, service-driven leaders in the workforce and beyond.

Core Values
- Excellence
- Collaboration
- Sustainability
- Innovation
- Integrity
Our Brand Identity

Why It Matters
At its core, our brand identity is our reputation. It represents who we are as a university and stands for our aspirational goals and ideals. It embodies our values as perceived by the general public, our students, faculty and staff, alumni and our friends.

So what about brand marketing? Brand marketing is when we demonstrate UDC’s ideals and values in a compelling way to achieve specific objectives. It is a unified strategy that informs all levels of organizational planning and communications by compelling the organization to achieve at the highest level and to meet our own universally understood standards.

Through our integrated brand marketing strategy, we seek to systematically engage our audiences with a cohesive message about who we are and what we represent.

By presenting our brand consistently and cohesively, we can positively influence how people think and feel about the UDC. And that means we can amplify our potential impact, whether by raising more money to support student scholarships and programs, recruiting more high-achieving students and faculty or securing new research dollars.

The History & Guiding Principles
The University of the District of Columbia branded logos, images and service marks are governed by a unilateral university resolution drafted and approved nearly 40 years ago in 1978 by the Board of Trustees.

These resolutions signed by the late Board Chairman Ronald H. Brown, integrate UDC’s illustrious history and detail the intended use by all for all university images, logos and colors and each brand component.

The University of the District of Columbia branded logo system is the graphic representation of the university to all internal and external audiences. It embodies the university’s values, goals and pride. The Office of Communications and Marketing is responsible for establishing and monitoring appropriate brand mark use for both the institutional branded logo system and the athletic brand mark systems. Consistent use of the branded logo system is important to maintaining UDCs image. These standards have been developed to help provide a framework for consistent use of the brand mark.

While our branded logo system will continue to evolve, the Office of Communications and Marketing, will continue to explore opportunities to integrate, the historic core components as key features and preferred representation of the University of the District of Columbia well into the future.

To review the resolutions in detail, please click on the following link www.UDC.edu/communications
Who We Are?

Brand Pillars

Quality
- #1 community college in the region
- 11:1 Student teacher ratio
- 10 year accreditation from Middle States Commission on Higher Education
- CAUSES School is ranked as one of the top 4 in the country
- Law school ranked #7 in the US by US News & World Report in clinical training

Affordability
- Leads the Washington D.C. Region in tuition affordability with the Community College having an open admissions policy.
- Only public university in the nation’s capital
- 70% of all students receive financial aid
- Workforce programs are tuition free, and costs for associate’s and bachelor’s degree programs are among the lowest in the region.

Diversity
- 10% of student body are international students
- Student population ranges for young adults and workforce employees to JD candidates
Our Logo Guideline Policies

A distinct and consistent core signature logo system will help the University of District of Columbia build its reputation and gain greater recognition in all manners of communication. The power of a strong visual identity can only be realized through consistent application over time.

It is the UDC policy that the official Logos, themes and signatures are the only sanctioned marks for use across the campuses to represent UDC in marketing communications, tools and collateral materials. No other marks or symbols may be used in conjunction with or to replace the official University of the District of Columbia brand logo system.

There are four types of brand logo systems:

■ University logo
■ School/College logo
■ Department logo
■ Athletic logo

These guidelines will continue to be updated as our branding efforts evolve. All marketing collateral materials and related content are approved representations of the University and its brand. Your cooperation in maintaining brand continuity with all of its logos, marks and identifications in your communication outreach to internal and external stakeholders is critical. We will continue to rely on your participation in properly introducing our brand images and logos to the internal and external audiences successfully.

Note: Creating customized versions of any UDC branded materials in whole or in part without the express written consent of the Office of Communications and Marketing is strictly prohibited.
The Official Seal

Introduction
By governing resolution the University of the District of Columbia Seal shall incorporate into its design, the three dates which mark stages of development of The University from 1851 the beginning date of the oldest predecessor institution, to 1966 and 1976, the dates which mark the legal establishment of the predecessor institutions and their termination.

Usage
The Office of Communications and Marketing sanctioned events, outreach and collateral material distributed to key stakeholders.

Key high profile public facing and campus targeted events that are attended by government officials, the media, Board of trustees, Funders, public influencers and thought leaders.

Size and Scaling Requirements
ALL logos (UDC, Seal and Firebird) must ALWAYS be placed with a fixed proportion of height to width. Do NOT stretch them wider/horizontally or taller/vertically. Scale each logo proportionally ONLY, i.e., with height and width percentages of the original logo size being equal (e.g., 90% width and 90% height).

Minimum size of the official university Seal:
Ideally, 2.5” wide, but it depends on the situation/layout. 1” wide for promotional premiums (e.g., pens, sticky notes, small items). The logo should not span the whole width of the page, but it should stand out predominantly over the other elements. Most importantly, ALWAYS ensure that all text in the logo is legible at actual size.
The Official Text Logo

Introduction
By a recent amendment to the governing resolution the University of the District of Columbia Seal shall incorporate a text only modification to its logo design, which denotes the founding of The University in 1851 with bold vibrant stacked text that can be duplicated in institutional Red color or industry standard Black color.

Usage
For general University purposes these logo options replaces the previously used University logo of similar font accompanied by tilted wings (the flame).

Size and Scaling Requirements
ALL logos (UDC and Firebird) must ALWAYS be placed with a fixed proportion of height to width. Do NOT stretch them wider/horizontally or taller/vertically. Scale each logo proportionally ONLY, i.e., with height and width percentages of the original logo size being equal (e.g., 90% width and 90% height).

Minimum requirement for open space around the official UDC logo: Depth of open space around the logo should be equal to or greater than the X-height, which is the height of the capital D in District. A diagram will be provided soon showing the amount of white space around the logo.

Minimum size of the official UDC logo: Ideally, 2.5” wide, but it depends on the situation/layout. 1” wide for promotional premiums (e.g., pens, sticky notes, small items). The logo should not span the whole width of the page, but it should stand out predominantly over the other elements. Most importantly, ALWAYS ensure that all text in the logo is legible at actual size.
The University Descriptor

**Introduction**

Used as a general branding moniker when describing key university attributes and the desired public education model that the UDC seeks to become. The phrase is taken from the President’s Vision 20-20 Plan and is often referenced in a scope of branded communication collateral distributed to a scope of internal and external stakeholders.

**Usage**

**As a Descriptor:** Used in conjunction and positioned directly beneath the bottom of the logo with the official seal - All Caps, No commas, punctuation or periods.

**As part of a sentence:** The University is poised to become An Advanced Public System of Higher Learning. Also used in conjunction with the sub-phrase’ Where Dreams Begin.’ No comma. Insert a period at the end of sentence

**Specifications**

**FONT:**
BigNoodle Titling, Size: 30

**COLOR:**
Solid Black (subject to change)

**WHEN USING IN THE BLACK FONT:**
Hue: 160 (subject to change)
Sat: 0, Lum: 0, R: 0, G: 0, B: 0

**AN ADVANCED PUBLIC SYSTEM OF HIGHER LEARNING**

Introduction
Recently adapted tagline that was introduced with the grand opening of the LEED Platinum certified Student Center in the winter of 2015. The tagline has become the UDC “call to action” for students and faculty while becoming the official sign-off in communication tools, and all branded collateral.

Usage
As the Tagline: In conjunction with any aspirational call to action, campaign based strategic messaging as a stand-alone phrase.

With the logo: To accompany the general purpose logo and (when approved) the official seal logo. All caps with a period after each word.

In a sentence: We want all of our students to aspire, accomplish, and take on the world. Insert the appropriate commas.

Specifications
FONT: BigNoodle Titling, Size: 30
COLOR: Solid Black (subject to change)
WHEN USING IN THE BLACK FONT:
Hue: 160 (subject to change)
Sat: 0, Lum: 0, R: 0, G: 0, B: 0
The Firebird Mascot Logo

Introduction
The Firebird logo can also be used as a secondary graphic element on marketing materials. In those cases, it should be used in addition to the UDC logo and always at a secondary size and position.

Usage
As a Descriptor: Used in conjunction and positioned directly beneath the bottom of the logo with the official seal - All Caps, No commas, punctuation or periods.

Size and Scaling Requirements
ALL logos (UDC and Firebird) must ALWAYS be placed with a fixed proportion of height to width. Do NOT stretch them wider/horizontally or taller/vertically. Scale each logo proportionally ONLY, i.e., with height and width percentages of the original logo size being equal (e.g., 90% width and 90% height).

Minimum size of the official UDC logo: Ideally, 2.5” wide, but it depends on the situation/layout. 1” wide for promotional premiums (e.g., pens, sticky notes, small items). The logo should not span the whole width of the page, but it should stand out predominantly over the other elements. Most importantly, ALWAYS ensure that all text in the logo is legible at actual size.
Brand Fonts

Printed marketing materials: Helvetica Neue or Sabon (in all of their variations—Roman, bold, italic, etc.). Trajan Pro is the new display font for headlines or decorative elements like quotes; it will replace the previous fonts: AUBauer and Schniedler Initials. It is used for The Flame products in the masthead and headlines.

On-screen presentations: Arial or Times Roman (in all their variations—Roman, bold, italic—EXCEPT condensed). These fonts may also be used for the body of letters and for internal communications.

*Please refer to page 21 for UDC web brand fonts.

NOTE: Most marketing materials will be created and produced by external vendors, and it is their individual responsibility, by copyright law, to purchase these fonts.

**Helvetica Neue**
- Helvetica Neue Light
- Helvetica Neue Light Italic
- Helvetica Neue Regular
- Helvetica Neue Italic
- Helvetica Neue Bold
- Helvetica Neue Bold Italic

**Sabon**
- Sabon Roman
- Sabon Roman Italic
- Sabon Bold
- Sabon Bold Italic

**Trajan Pro**
- Trajan Pro
- Trajan Pro Bold
The Official Logo Colors

**Introduction**

By governing resolution, the University of the District of Columbia colors as determined by the interim SGA and student body, desire to use colors with a linkage to the predecessor institutions. As a method of fostering continuity, it is recommended to use the Red from the District of Columbia Teachers College and the use of the Gold from the Washington Technical Institute and Federal City College.

(The use of Black is an industry accepted neutral color that is used when duplicating logos in B&W)

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**Printing Color Specs**

**RED (Primary Color)**
- PMS 7620
- RGB: R-183 G-49 B-44
- CMYK: 0, 95, 94, 28
- Web/Hex: B7312C

**GOLD (Secondary Color)**
- PMS 142
- RGB: R-239 G-189 B-71
- CMYK: 0, 25, 76, 0
- Web/Hex: EFBD47

**GRAY (Secondary Color)**
- PMS 742
- R-162 G-164 B-163
- CMYK: 0, 25, 76, 0
- Web/Hex: A2A4A3
Introduction
The guidelines for integrating UDC branded logo system for usage on university stationery, in print and in e-mail transmissions is still under review. Until otherwise notified by the Office of Communications and Marketing, these guidelines are still in effect and should be followed accordingly. For more information on business card creation and orders, please click the link (insert) for more detailed instructions.

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

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

Email Signatures
Name, Degrees
Position Department/School
University of the District of Columbia
4200 Connecticut Ave. NW,
Office Address (Bldg, Floor, Rm)

Washington DC, 20008
Phone: xxx-xxxx-xxxx
Work Cell: xxx-xxxx-xxx
Email: xxxxx.xxxx@udc.edu
How to Use the
Branded Logo System
Proper Usage of the Branded Logo System

Web Banner Sample

Letterhead Sample

Flyer Sample

Marketing Collateral Sample
Improper Usage examples

- Do not put the logo in a box. The old “boxy” style of the logo is no longer acceptable.
- The bars and stars are no longer part of the UDC brand identity and should not be used as graphic elements. The star may be used as a small bullet only (font: Zapf Dingbats, key H).
- Do not place the logo over a busy illustration or photo. All parts of the logo must be clear and legible.
- Do not make additional color variations of the logo.
- Do not stretch out or the udc logo as shown in the memo.
Website Workflow

Workflow for Website Updates
Each Department will assign the task of Web Liaison who will work directly with the Webmaster to ensure each department website is current and all information is relevant for marketing purposes.

This Web Liaison will coordinate with members of their department to gather all updates to current webpages where they own the content on those pages. With final approval of all updates coming from the Department Chairperson or Communications/Marketing person. Once all content has been developed, edited and formatted according to the UDC web style guide standard and approved, these will be sent to the Webmaster. All updates will be submitted via an online form to webmaster@udc.edu. Also a trackit ticket will be submitted by the web liaison.

Each department is to review their site every month for any updates that may be needed. Updates include image changes (rotate), content updates, adding content, etc. The major goal is to create an experience that the user is fully engaged in all content being provided via visual and textual elements. This is critical to make the site constantly evolving, interactive and provide information that will attract customers to their site. Customers including internal (students, faculty and staff) and external (prospective students, community partners). This will also improve Google (SEO) * ranking for their pages. (SEO is a three letter acronym short for Search Engine Optimization.)

The Web Services Manager will address all main front page issues for all sites including all updates (image changes, updating of all major marketing graphics). With the direction of the Communications Director this page will be updated weekly. Graphics will be created to reflect all current Communication Plan marketing materials and mission of the university. The website will become user friendly utilizing current trends in web development. The Web Services Manager will also reach out to all Web Liaisons twice monthly to check on web updates and make sure they are being turned in a timely fashion and on a rotating schedule.

Each school Dean or Communication/Marketing person should work with the Web Liaison to make sure the front page for each school is appealing, interactive and provides critical information for prospective students and current students as needed. Any additional information for current students should be put in myUDC.
Website Workflow (Continued)

Web Content Updates

Turnaround Time

Turnaround times are typically three days for basic web content updates, if all requirements are confirmed. For bigger projects, the turnaround time varies, based on complexity and resourcing, so please contact us as soon as possible in order to schedule your project. Also, be sure to check out our How to Create Web Content guide as well as our web page on Requesting a Web Update. http://www.udc.edu/web/web_services

Request a Web Update

Easiest

The easiest way to update content for simple changes is to just send an email to webmaster@udc.edu describing what you want changed. Please include the links that need to be updated.

Easier

The next-easiest way to make minor content changes is to:

- Print out the web page
- Write your changes on the printout
- Send us (email or in person) the marked-up printout.

Easy

For more complex and larger changes, we recommend making the changes using Microsoft Word:

- Turn on the Track Changes feature (so we can identify what you have changed)
- Copy the URL of the original web page to the top of the document (so we know what page to change)
- Copy the text of the web page into MS-Word
- Make your changes
- Save your word document (as a .DOC or a .DOCX file)
- Email the file to us webmaster@udc.edu

After receiving your changes, we will go through the rest of The Content Process with your changes and notify you when it is ready for review.

***For all request please submit a track-it request***
Website Graphics

Web Site Graphics Guidelines
All graphics should be pre-sized prior to placing in the webpages. All files must be in either .png or .jpg format.

- Marquee Banner – 1438 x 516 (Full Page width marquee banner)
- Banners – 720 x 420 (lower 1/3rd of page)
- News Articles – 650 x 410
- School/Programs Carousel Banner – 514 x 278
- General Images – best resolution possible < 1000px wide

Social Media Graphics
- Instagram – 640 x 640
- Monitor – 1136 x 807
- Facebook Cover Photo – 851 x 315
- Facebook Profile – 180 x 180
- Linked In Profile – 400 x 400
- Linked In Background Pic – 1000 x 425
- Youtube Channel Cover – 2560 x 1440
- Video Uploads – 1280 x 760
- Twitter Cover – 1500 x 500
- Twitter Profile – 400 x 400
- Pinterest Profile – 165 x 165
- Pinterest Board Display – 222 x 150
- Tumblr Profile – 128 x 128
- Tumblr Image Posts – 500 x 750
- Google + Profile – 250 x 250
- Google + Cover Image – 1080 x 608

Website Fonts
Headers / Text on images etc: Oswald in either 400 (normal) or 700 (bold) weights. Open source google font available here: https://fonts.google.com/specimen/Oswald

Main body copy: Roboto in either 400 (normal) or 700 (bold) weights. This font was developed by Google with cross device compatibility and consistency in mind. It is available here: https://fonts.google.com/specimen/Roboto

Website Templates (New Revamped Site)
#1 – 2 Columns 50/50 Pages
#2 – 2 Columns 2/3 & 1/3 for most internal subsections.
#3 – School Layout Pages (carried each individual color scheme)
#4 – Foundation Layout
#5 – Blog Template for news Item Posts
Social Media Guidelines

Use of Social Media
At the University of the District of Columbia (UDC), we recognize that social media sites like Facebook, Twitter, YouTube and Flickr have become important and influential communication channels for our community. To assist in posting content and managing these sites, the university has developed guidelines for official and personal use of social media. These guidelines apply to university faculty, staff, and registered student organization, and can be used in connection with social media accounts associated with schools, colleges, departments, programs and offices.

General Guidelines
University Business Use
- The purpose of using these communication channels on behalf of UDC is to support the university's mission, goals, programs, and sanctioned efforts, including university news, information, content and directives.
- Prior to engaging in any form of social media involving UDC, you must receive permission from the supervisor as appointed by your department head and notify Marketing and Communications.
- When using any officially recognized social media channel, assume at all times that you are representing UDC.
- Confidential or proprietary university information or similar information of third parties, who have shared such information with you on behalf of UDC, should not be shared publicly on these social media channels.
- UDC.edu main social media accounts will post university related social media content generated by faculty, staff and/or students. UDC's main social media accounts can be accessed through the www.udc.edu website, and include:
  - Facebook: http://www.facebook.com/UofDC
  - Twitter: http://twitter.com/udc_edu
  - Flickr: http://www.flickr.com/photos/udc_edu
  - YouTube: http://www.youtube.com/universityofdc
  - Presidential Blog: https://www.udc.edu/presidents-blog/
  - Instagram: http://instagram.com/universityofdc
  - Instagram Community College: http://instagram.com/udc_communitycollege
  - Snap Chat: http://snapchat.com/add/[udc_edu]
- Exercise discretion, thoughtfulness and respect for your colleagues, associates and the university's supporters/community (social media fans).
- Avoid discussing or speculating on internal policies or operations.
- A healthy dialog with constructive criticism can be useful but refrain from comments that could disparage colleagues, competitors, or critics. Avoid communications that “shifts the blame” to other individuals or departments. These communications should be handled constructively. Contact Marketing and Communications for assistance with framing these discussions.

Getting Started
If you are thinking of creating a new social media account that will be associated with the University of the District of Columbia, please contact marketing and communications for assistance with strategy, set-up, etc. For more information on getting started with social media, please download the full guidelines document at: http://docs.udc.edu/misc/UDC_Social_Media_Guidelines.pdf

Contact Information
If you have any doubt about posting content on these social media sites, please consult Jay Morrow, Web Services Manager at jmorrow@udc.edu or 202.274.6253 | 202.425.5379. Due to the evolving nature of social media, the policies and guidelines are subject to revision by the Marketing and Communications team. We also welcome feedback from the campus community.
Communications Contact & Requests

For approved marketing and media collateral:
Office of External Affairs, Communications Dept.
John Gordon, Jr.
Director of Communications
202.274.5998
john.gordon@udc.edu

For high resolution logo files or immediate branded content needs:
Communications Dept.
Jay Morrow
Web Services Manager
202.425.5379
jmorrow@udc.edu