



UNIVERSITY OF
PROVIDENCE

BRAND GUIDELINES

2023

C O N T E N T S

SECTION 1 | WHY OUR VISUAL IDENTITY MATTERS

3

SECTION 2 | APPROVED IMAGES

4

SECTION 3 | LOGO USAGE SPECIFICATIONS

13

SECTION 4 | UNACCEPTABLE VARIATIONS

16

SECTION 5 | EXAMPLES OF APPLIED USE

18

SECTION 6 | RESOURCES

24

Why Our Visual Identity Matters

The visual identity for the University of Providence is a powerful symbol of who we are. When our visual identity is portrayed deliberately, it reinforces UP's distinction and strength. When it is portrayed consistently, it helps make UP memorable in the minds of those we reach.

It is important to use the same graphic elements to deliberately and consistently represent the University of Providence. This booklet provides guidelines for use of the University of Providence logos whether offline (in print collateral, on logo wear, on signage, on incentives and giveaways, etc.) or online (on web pages, on digital communications, in social media, etc.), answering questions such as:

- How should I use the logo?
- What specific colors can I use to match the logo in publications?
- What can't I do with the logo?
- How do I obtain the logo?
- Where can I go for design help?

For more information on any of these guidelines, please contact the Office of Marketing and Communications at (406) 791.5306.

Approved Images

- All of the elements of each logo are designed to be used as one unit.
- The proportions of each logo should not be distorted or modified in any way.
- No part of the wordmark should be typeset.
- Each logo should appear only in its official colors. Other color requests must be approved by the marketing office.
- Each logo should always be reproduced from official jpeg or eps/ai (Adobe Illustrator) vector files provided.

The University of Providence logo consists of an icon and a wordmark.



HORIZONTAL VERSION



VERTICAL VERSION

University Logo

Approved versions of the logo include:



Logo with location:



UNIVERSITY OF
PROVIDENCE
G R E A T F A L L S



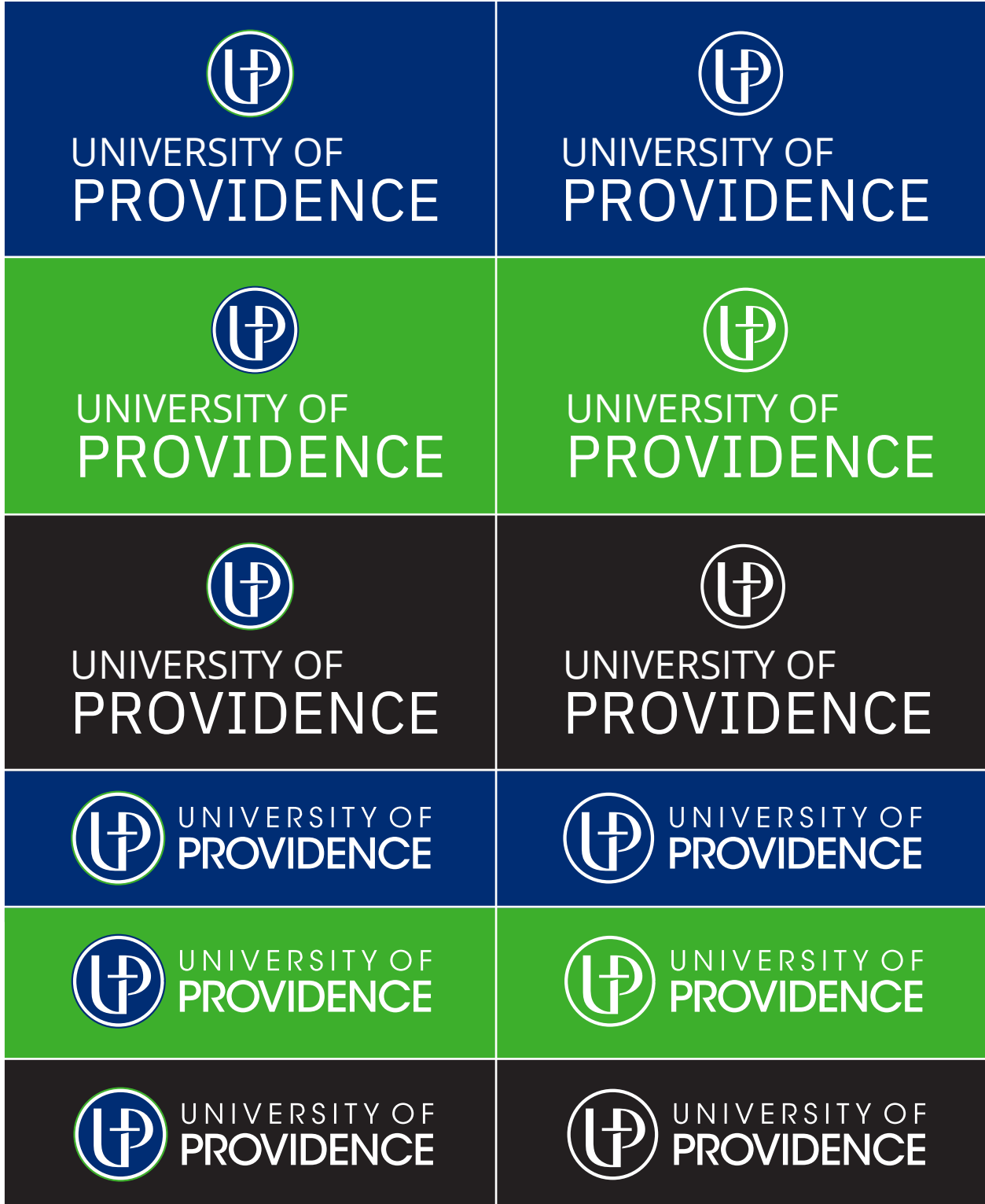
UNIVERSITY OF
PROVIDENCE
G R E A T F A L L S

SECTION 2 | APPROVED IMAGES

Logo with departments:



Approved backgrounds and logo use:



UP Icon



University Seal

The university seal is reserved for special academic use (such as on degree diplomas) by permission of the Office of Marketing and Communications. Use of this logo on other materials requires permission from the Office of Marketing and Communications.



Argo Logo

The Argo is the official mascot of University of Providence athletic teams. The Argo logo may be used to promote university events and programs. Approval to use the Argo name and visual marks should be requested in writing one-two weeks in advance; contact the Office of Marketing and Communications or the Sports Information Director for details.

Approved versions of the logo include:



PMS 288 PMS 361



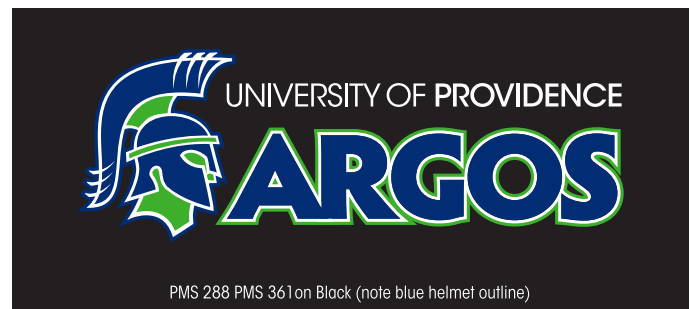
PMS 288



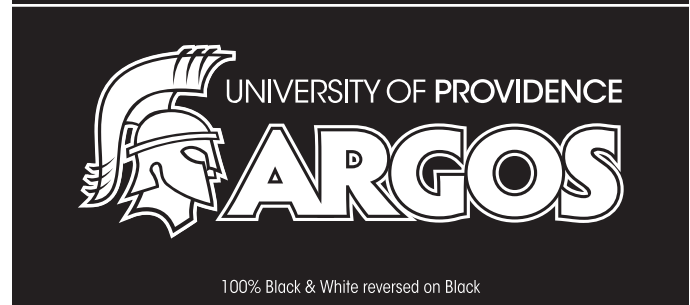
100% Black



PMS 361



PMS 288 PMS 361 on Black (note blue helmet outline)



100% Black & White reversed on Black

Argo Helmet Logo

Approved versions of the logo include:



PMS 288 PMS 361



PMS 288



PMS 361



100% Black

Approved backgrounds and logo use:



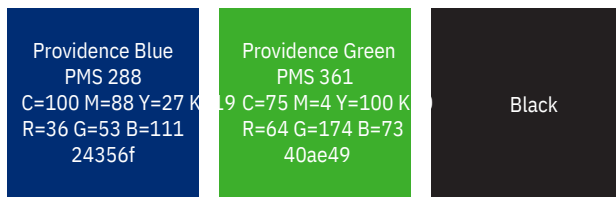
PMS 288 PMS 361 on Black
(note blue helmet outline)

100% White

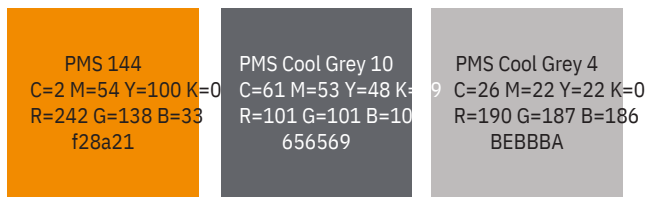
Logo Usage Specifications

Approved Colors

Logo Colors



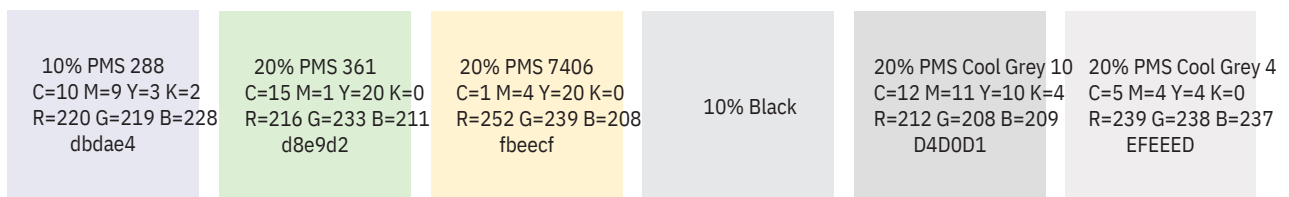
Primary Accent Colors



Secondary Accent Colors



Color Tints



Placement

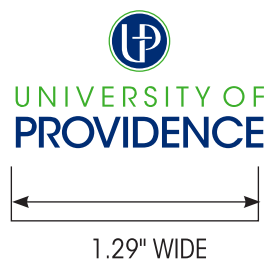
The logo must appear on all of the University of Providence’s marketing and communication materials produced campus wide. This includes internal communications of mass distribution, such as employee newsletters and blast emails.

Placement of the logo on the cover of publications is preferred, though the logo may also appear on the back of all publications as a signature.

Size

When used on the cover of publications and/or as a signature on the back of publications, the logo should be sized as follows:

- On items that are 9" x 12" and smaller, the width of the wordmark is no less than 1.29 in wide so that the words “UNIVERSITY OF” equals no less than 10-pt. type.



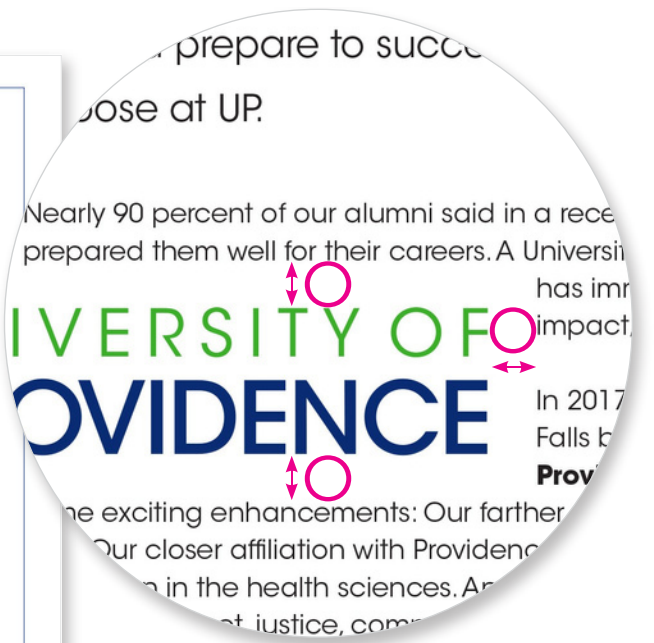
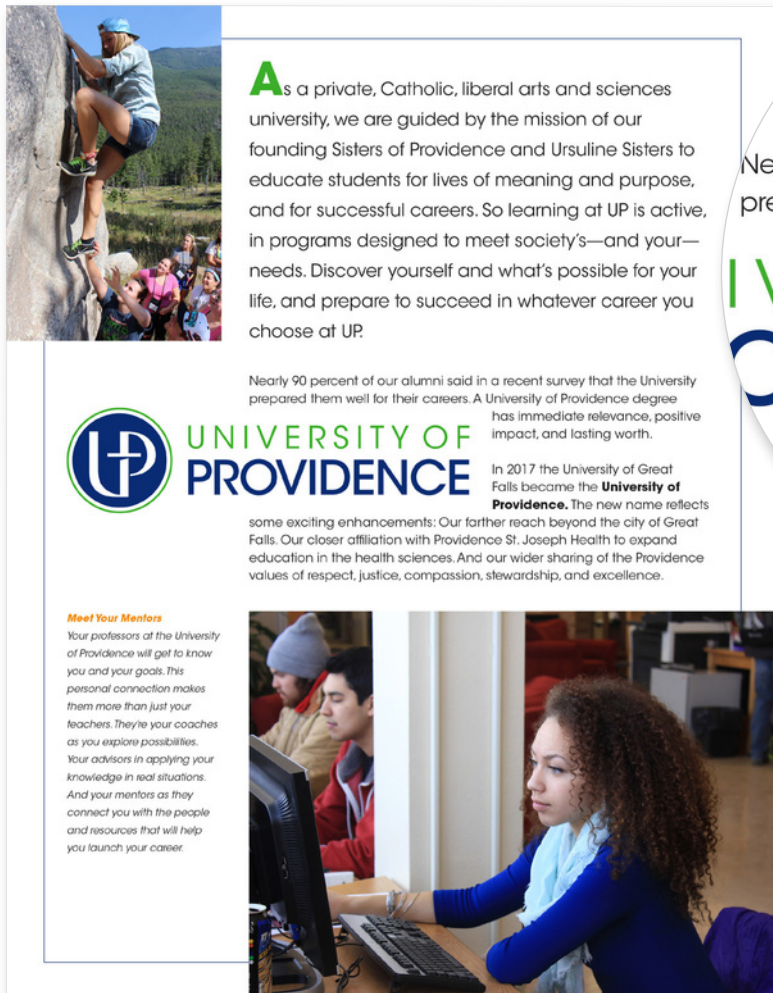
- For larger-scale printed items, please consider the publication type, viewing distance, and audience when determining logo size.

Clear Fields

Our logo must have clear space surrounding it (called a “clear field”).

This space helps establish the prominence of the logo relative to other elements on the page and preserves its integrity. No graphic element may appear in the clear field surrounding the logo.

The size of the clear field varies with the size of the logo to equal the height and width of the letter “O” in the wordmark.



Unacceptable Variations

The logo should not be modified in any way. The following unacceptable variations of the logo are not meant to be a complete list, but rather a sampling, of what is prohibited.

Parts of the logo should never be separated or rearranged.



The logo should never be enclosed within a shape that suggests it is part of the logo.



The logo should never be stretched.



The logo should never be condensed.

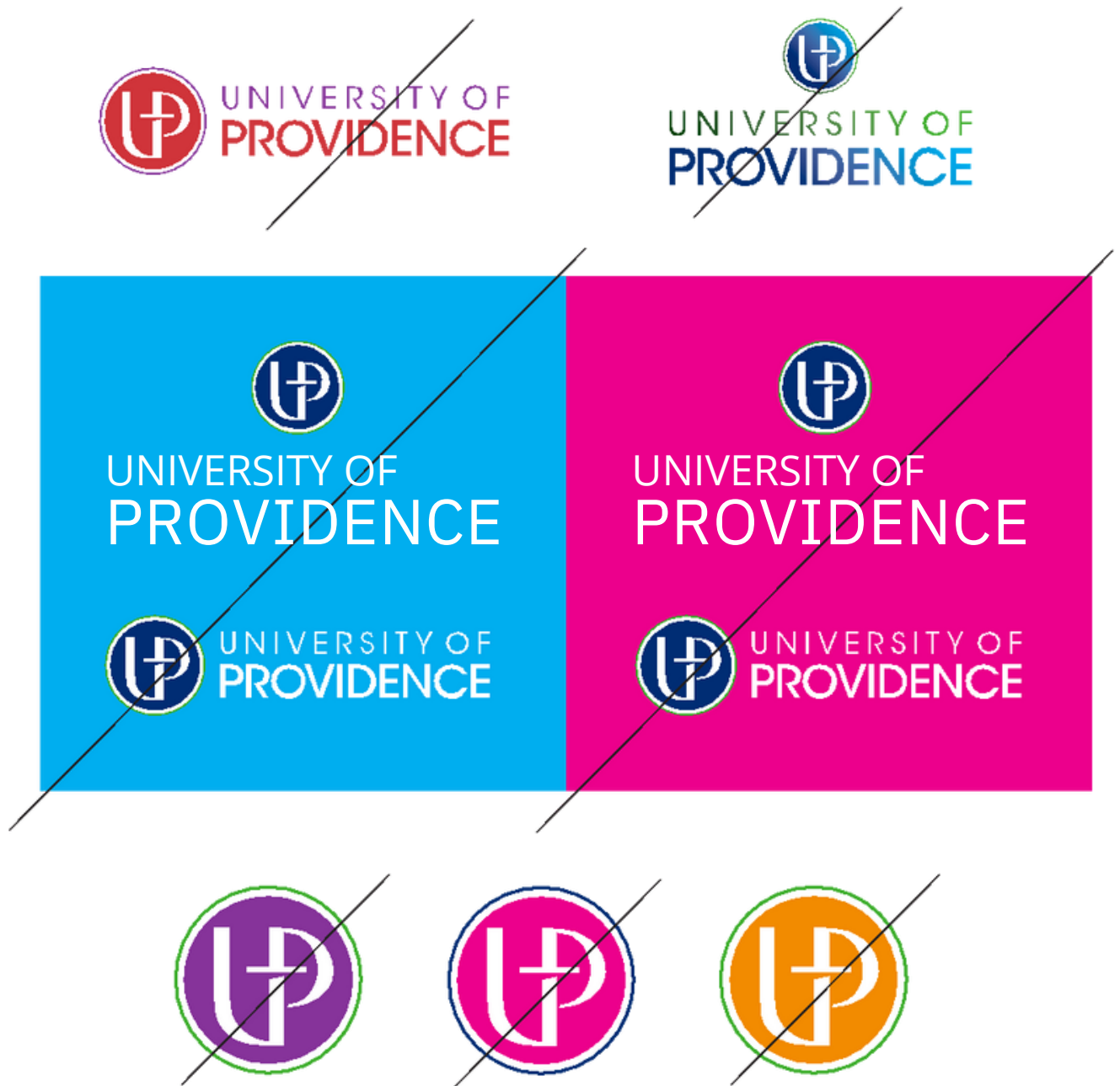


The logo should never be slanted.



SECTION 4 | UNACCEPTABLE VARIATIONS

The logo colors should not be modified in any way. The following unacceptable variations of the logo colors are not meant to be a complete list, but rather a sampling, of what is prohibited.



Unacceptable Variations

The Argo logo should not be modified in any way. The following unacceptable variations of the logo are not meant to be a complete list, but rather a sampling, of what is prohibited.

Parts of the logo should never be separated or rearranged.



The logo should never be enclosed within a shape that suggests it is part of the logo.



The logo should never be stretched.



The logo should never be condensed.



The logo should never be slanted.



SECTION 4 | UNACCEPTABLE VARIATIONS

The logo colors should not be modified in any way. The following unacceptable variations of the logo colors are not meant to be a complete list, but rather a sampling, of what is prohibited.



Examples of Applied Use

Typography

Acceptable publication fonts for headlines and body text include those listed below. Headlines and body copy primarily use the sans serif family of ITC Avant Garde Gothic Std. The serif family of Granjon may also be used for headlines and body copy.

PRIMARY SAN SERIF

ITC Avant Garde Gothic Std Book
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Book Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Bold
 ABCDEFGHIJKLM
 MNOPQRSTUVWXYZ
 XYZabcdefghijklmnop
 m
 nopqrstuvwxyz
ITC Avant Garde Gothic Std Bold Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

SECONDARY SAN SERIF

ITC Avant Garde Gothic Std Extra Light
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

Extra Light Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Medium
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Medium Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Demi
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Demi Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Extra Light Condensed
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Extra Light Condensed Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Book Condensed
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Book Condensed Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Medium Condensed
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Medium Condensed Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Demi Condensed
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Demi Condensed Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Bold Condensed
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

ITC Avant Garde Gothic Std Bold Condensed Oblique
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 XYZabcdefghijklmnop
 lm
 nopqrstuvwxyz

PRIMARY SERIF

Granjon Roman
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

Granjon Italic
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

Granjon Bold
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

SECONDARY SERIF

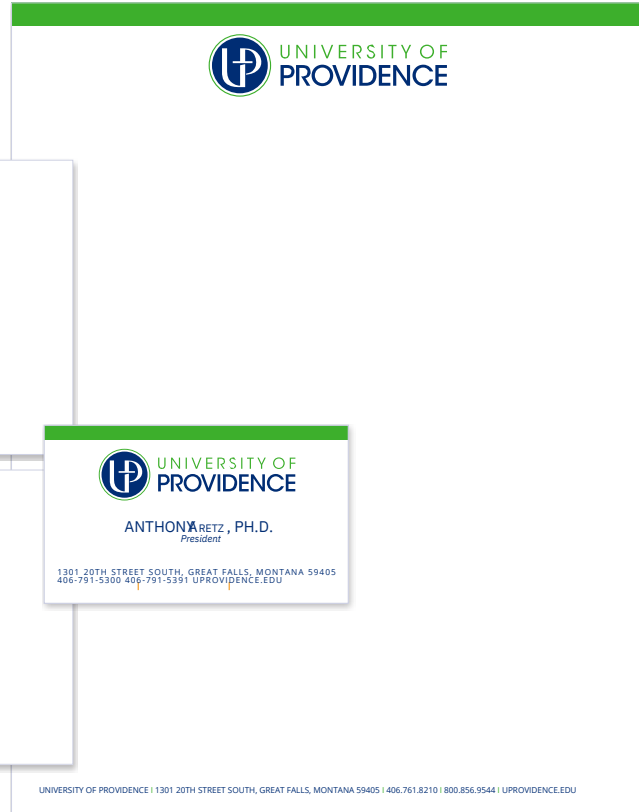
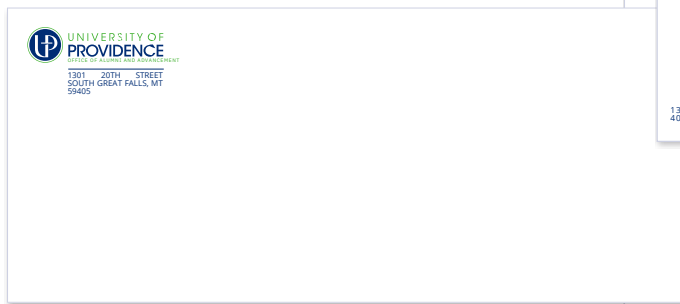
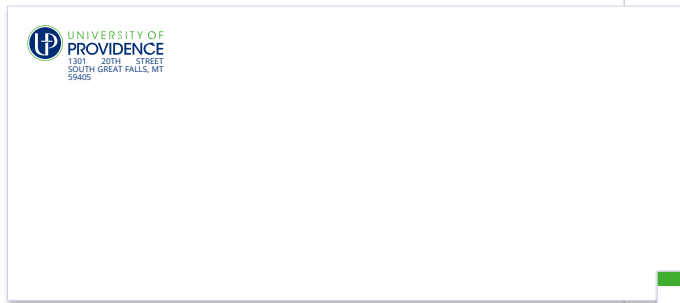
Granjon Small Caps & Oldstyle Figures
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

Granjon Italic Oldstyle Figures
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 Zabcdefghijklmnop
 nopqrstuvwxyz

Granjon Bold Oldstyle Figures
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

Stationery Graphics

Approved letterhead, #10 envelope, and business cards are illustrated here. Contact the Office of the Controller to order as needed.



Correspondence should be typed in Calibri. Font size should be no smaller than 11 points. Left and right margins should equal .75 inches. Start the letter 2.25 inches from the top.



UNIVERSITY OF
PROVIDENCE

Office of Marketing and Communications
1000 University Avenue
Providence, Montana