

BRAND GUIDFIINES

2023

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

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.





University Logo

Approved versions of the logo include:

















Logo with location:





SECTION 2 | APPROVED IMAGES

Logo with departments:

































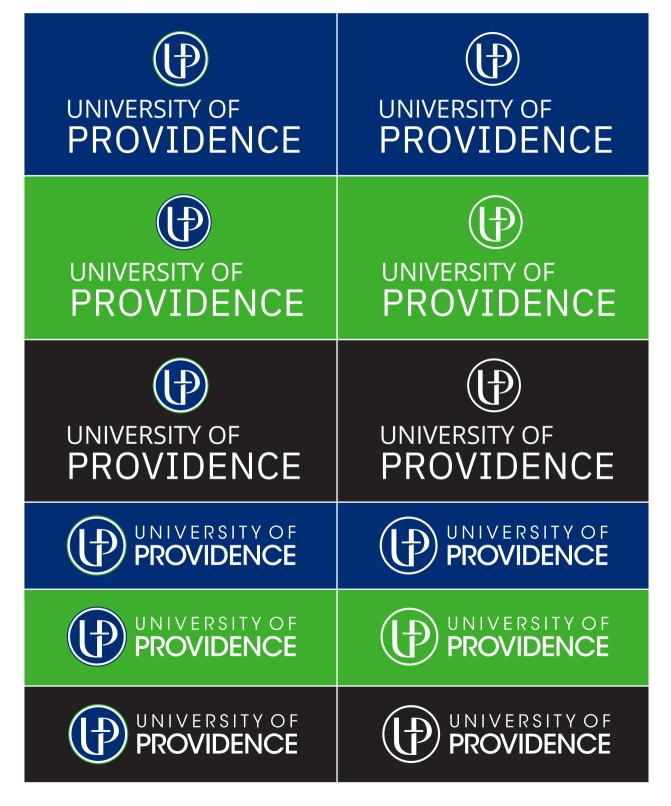








Approved backgrounds and logo use:



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 361



Argo Helmet Logo

Approved versions of the logo include:



Approved backgrounds and logo use:



Logo Usage Specifications

Approved Colors

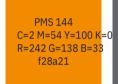
Logo Colors







Primary Accent Colors



PMS Cool Grey 10 C=61 M=53 Y=48 K R=101 G=101 B=10 656569

PMS Cool Grey 4 C=26 M=22 Y=22 K=0 R=190 G=187 B=186 **BEBBBA**

Secondary Accent Colors



PMS 1797 C=12 M=95 Y=84 K R=209 G=50 B=57

PMS 2593 C=56 M=94 Y=0 K= R=135 G=50 B=15 873299

PMS 550 C=44 M=16 Y=15 K=0 R=142 G=184 B=201 8db7c9

Color Tints

10% PMS 288 C=10 M=9 Y=3 K=2 R=220 G=219 B=228 dbdae4

20% PMS 361 C=15 M=1 Y=20 K=0 R=216 G=233 B=211 d8e9d2

20% PMS 7406 C=1 M=4 Y=20 K=0 R=252 G=239 B=208 fbeecf

10% Black

R=212 G=208 B=209 D4D0D1

20% PMS Cool Grey 10 20% PMS Cool Grey 4 R=239 G=238 B=237 **EFEEED**

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.



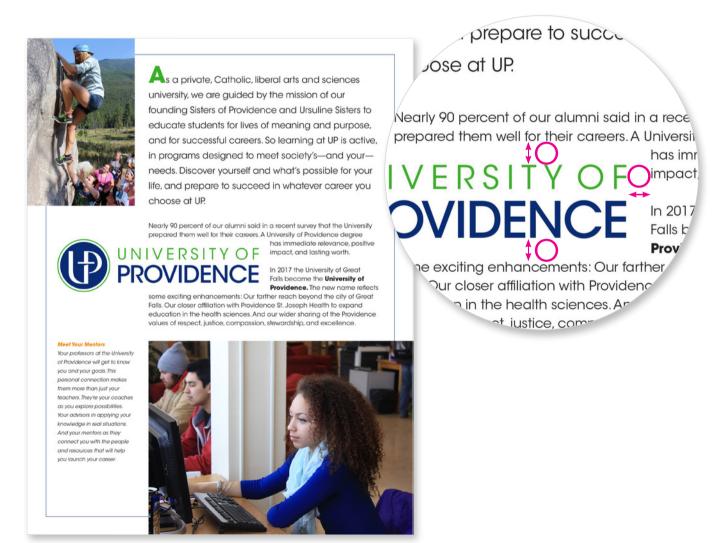
For larger-scale printed items, please consider the publication type, viewing distance, and audience when determining logo size.

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 word "OF" 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.





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 san 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 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

ITC Avant Garde Gothic Std Book Oblique A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

ITC Avant Garde Gothic
Std Bold
ABCDEFGHIJKL
MNOPQRSTUVW
XYZabcdefghijkl
m
nopqrstuvwxyz

ITC Avant Garde Gothic Std Bold Oblique ABCDEFGHIJKLM NOPQRSTUVWXY Zabcdefghijklm nopqrstuvwxyz

SECONDARY SAN SERIF

ITC Avant Garde Gothic Std Extra Light A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Extra Light Oblique
ABCDEFGHIJKLM
NOPQRSTUVWXY
Zabcdefghijklm
nopqrstuvwxyz

ITC Avant Garde Gothic Std Medium A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z ITC Avant Garde Gothic Std Medium Oblique A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

ITC Avant Garde Gothic Std Demi
A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z a b c d e f g h i j k l m
n o p q r s t u v w x y z

ITC Avant Garde Gothic Std Demi Oblique ABCDEFGHIJKLM NOPQRSTUVWXY Zabcdefghijklm nopqrstuvwxyz

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

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

ITC Avant Garde Gothic Std Book Condensed

ABCDEFGHIJKLM NOPQRSTUVWXY Zabcdefghijklm nopqrstuvwxyz

ITC Avant Garde Gothic Std Book Condensed Obsique F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

ITC Avant Garde Gothic Std Medium Condensed ABCDEFGHIJKLM NOPQRSTUVWXY Zabcdefghijklm nopqrstuvwxyz

ITC Avant Garde Gothic Std Medium Condensed Oblique ABCDEFGHIJKLM NOPQRSTUVWXY Zabcdefghijklm nopqrstuvwxyz

ITC Avant Garde Gothic Std Demi Condensed ABCDEFGHIJKLM NOPQRSTUVWXY Zabcdefghijklm nopqrstuvwxyz

ITC Avant Garde Gothic Std Demi Condensed Oblique F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklm nopgrstuvwxyz

ITC Avant Garde Gothic Std Bold Condensed A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

ITC Avant Garde Gothic Att C Doldf Godndensed Odnigoep Q R S T U V W X Y Z a b c d e f g h i j k i m n o p q r s t u v w x y z

PRIMARY SERIF

Granjon Roman A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Granjo
n Italic
A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z a b c d e f g h i j k l m
n o p q r s t u v w x y z

Granjo n Bold A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

SECONDARY SERIF

Granjon
Small Caps & Oldstyle Figures
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Granjon Italic Oldstyle Figures A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

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.

PROVIDENCE

PROVIDENCE

ANTHONYAGES IN OFFICE

ANTHONYAGES IN PROVIDENCE

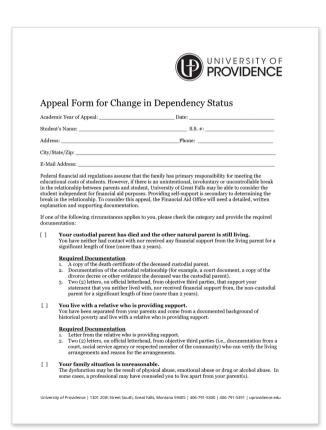
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Correspondence should be typed in Calibri. Font size should be no smaller than 11 points. Left and right margins should equal .75 inches. Start the letter 2.25 inches from the top.

Forms

Shown here is a sample form (created using InDesign software). Headline is in Granjon. Body text is in Calibri.

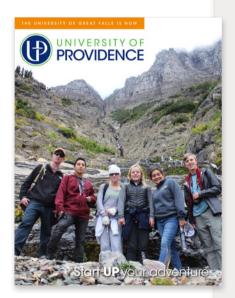


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Name					Adviso	or						
	planning sheet serves as your p s your responsibility to keep cle graduation.											
			cr gr	r grd sem Transfer Equivalent cr grd sem school								
PHL 105 SOC 101	Humanities Introductory Sociology	OR	3									
ART 110	introduction to Visual Arts	OR	-									
ART 150	Studio Art Fundaments R Sem Drama Perf /Crew	OR										
DRM 121-123 MUS 101 MUS 111-160	B Sem Drama Perf /Crew Music Appreciation B Sem of Music Performance	OR OR	3									
HST 101	History of Civilization I											
HST 101 HST 102	History of Civilization I History of Civilization II	_	+	_	_					_		
HST 203		&	3									
HST 204	United States History I United States History II	OR										
MTH 110		&	3									
PHL 201 101 & 102	Precalculus I		3									
	Fhinking Logically Foreign Language (2 semesters)	OB										
ENG 200		OR	3-8									
BIO 102	Literary Appreciation								_			
BIO 103	rund of Life Science		_		_				_	_		
CHM 101	Structure and Function of		3									
GSC 121	Essen Of Inorganic Chem	OR										
GSC 158	Earth and Space Science	OR										
ENG 111	History of Science		4									
ENG 117 ENG 300-319	Writing Sentences & Paragraph Writing Essays	OR OR										
	Upper level writing course	OK										
MTH 100	ESSENTIAL MATH SKILLS		_	\perp					_			
MTH 106 MTH 205	Contemporary Mathematics		3						_			
COM 101	Elem Probability and Stats		3									
COM 101	Fund of Speech Comm		1 -									
CPS 100			3									
EDU 244	intro to the Microcomputer	OR	3						_			
CPS 101 CPS 102	Instructional Technology Intro to UGFNet		1									
HPE 188	intro to PowerPoint		13							\rightarrow	\rightarrow	
HPE 100-180	Personal Health		١.									
TRL 200	Performance Courses Fund of Christian Theology		2									
TRL 210 TRL 240	Catholicism	OR	1									
TRL 250	Reading the Old Testament	&	1 1									
TRL 303	Reading the New Testament											
TRL 120		OB										
TRL 220	Basic Christian Ethics	- Un	3									
TRL 224	Christian Voc to Justice Found of Christian Con.		_							_	_	
		OR OR										
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	_	OR OR	\vdash							-		
		UK	3									
For Official Us	Doly Transfer Credit Evaluation			Inoffi dal	-Initials/Date		OfficialJe	tials/Date		Total	Credits Acce	nted

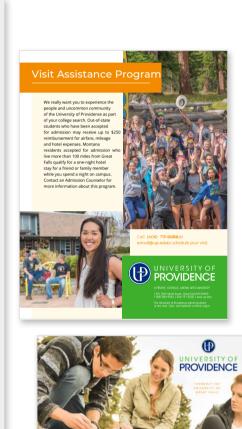
Shown here is a sample form created using Microsoft Word software.
Headline is in Granjon Bold. Body text is in Granjon Roman and Italic.

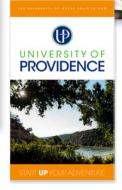
Communication Materials













Office Of

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