The Office of Communications and Marketing is responsible for supporting the quality and consistency of the University of Delaware’s image and reputation, in direct consultation with the Office of the President. We appreciate your cooperation in using these guidelines. The style guide will continue to evolve as AP and other standards change. If you have questions about any listings, or suggestions for additions, please contact ocm@udel.edu.
For 275 years, the University of Delaware has been committed to providing excellence in undergraduate and graduate education, research and service. The rich learning experiences we provide our students empower them to be successful in a multitude of fields from the arts and humanities, to science and business, to athletics, and the list goes on.

As the First State’s flagship university with a history of pioneering achievements, UD maintains a constant emphasis on fostering both innovation and discovery, and we are eager to build upon our greatness as we look forward. And, as a University, we have our sights set high. We are ready for the world to see us as a leader in higher education, a strong research institution and one that provides excellence across the student experience and all areas of study with an inclusive environment.

The most effective way we can realize our goals is to communicate through one voice and one cohesive institutional brand. By doing so we showcase our amazing activities and achievements happening throughout the University; we elevate the University of Delaware’s reputation and build its brand equity. This resource is meant to help anyone authorized to use these elements in accordance with the style guidelines. If you have any questions or need clarity about this guide, please contact the Office of Communications and Marketing.

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UNIQUE SELLING PROPOSITION

A USP is a single phrase that captures the essence of a brand and helps to guide the messaging and creative, and it should serve as an internal guide for all marketing communications. It is not a tagline.

Our USP is derived from the fact that the University of Delaware is uniquely poised to take on some of the world’s greatest challenges and take ideas from spark to fruition with ease. We are a community of big thinkers with an inherent desire to make the world a better place.

We see this phrase as an apt description of the University of Delaware’s identity, which embraces possibility every day:

IDEA GIANTS
BRAND PILLARS

The USP is supported by three strategic pillars, which act as proof points for this positioning statement. These three pillars are not to be directly used when writing copy, but rather as guidance for messaging.

LEGACY OF INNOVATORS

The University of Delaware has a rich history of success and innovation, which provides a strong foundation upon which to build the future.

BUILT FOR CONNECTIVITY

Due to the size, location, strong alumni network and vast opportunities available to students, the University of Delaware is uniquely poised to make a positive impact on the world.

EMPOWERING WORLD CHANGERS

The University of Delaware, with its expertise in education, research and service, provides a strategic environment where world changers connect and flourish.

TONE WORDS

The USP and pillars are supported by tone words that reflect the personality of the institution. Depending on the audience, these tone words can be dialed up or down and can inform copy, design and strategies. The messaging strategy is complemented with tone words that reflect the brand’s personality. These words should be used as a guide when drafting marketing copy or ideas, but do not need to be explicitly used within the copy.

INTREPID
Bold spirit that inspires innovative action

DRIVEN
Focused determination to move forward

CREATIVE
New ideas and fresh perspectives

AGILE
Proven ability to seize opportunity and move quickly

GENUINE
Authenticity that traverses time and industry

LOYAL
Steadfast allegiance connected through pride, spirit and compassion
BRAND RATIONALE

Our brand rationale explains who we are as a university. It may be helpful to read through it a few times. The more familiar you are with it, the easier it will be to create meaningful, relevant messages about UD.

For almost three centuries, the University of Delaware has been calibrating the ideal environment for students and faculty to thrive and work toward breaking barriers and discovering what’s possible. We’ve created a nimble institution that’s able to take ideas from spark to fruition with ease. Even if you don’t know that much about us, we’re all around you: in life-saving medicines, in cleaner energy, in your phone’s touch-screen technology, in the workforce across Delaware and beyond.

Our biggest frontier is the unknown; our size and unique talent pool allow us to rapidly take on the world’s challenges that prove impossible for other places to tackle. Building upon our rich legacy of innovators, we are poised to show the world what it means to be

IDEA GIANTS.
The “Idea Giants” voice is determined and straightforward. The voice has a confidence that comes with being grounded in history yet forward-looking—we are excited to share all the great things we’ve already accomplished and our plans for the future. Using our tone words as a guide, the copy we develop should reflect our optimism and pioneering spirit.

The tone can flex depending on the audience and subject matter. For instance, messaging targeted toward undergraduate recruitment would take a different tone than messaging aimed toward prompting alumni engagement. Use the tone words to guide you when making these decisions. As we grow in numbers, expertise and impact, we want to ensure that our message accurately and consistency reflects the excellence we value and pursue.
HEADLINES

Headlines are our readers’ first encounter with our message and that first impression is important. Strong headlines intrigue the reader with words that prompt them to read further. Headlines are meant to send a clear message with an economy of words. We look for ways to add an interesting twist of phrase or alliteration along with a sense of forward progression.

If our idea is: WE BECAME GREAT BY SOLVING DIFFICULT PROBLEMS

We could write: FROM UNCHARTED TO UNMATCHED

If our idea is: COME HERE AND HONE YOUR TALENTS

We could write: YOUR NEXT INSPIRATION IS OUR NEXT INNOVATION

If our idea is: ONLY THE BEST IDEAS ARE REMEMBERED

We could write: DYNAMIC IDEAS DRIVE THE WORLD
COPY WRITING

Our writing should support and extend the theme of our headlines. Vary sentence lengths to establish an energetic cadence that guides the reader along. Our copy can serve as a compelling and informative tool that shares in-depth information in a way that inspires and invites the reader to join this endeavor.

Here’s an example of a headline and copy working together:

SETTING OUR WHEELS IN MOTION

Mobility is a human right. That’s the philosophy behind GoBabyGo, an initiative designed to give children with mobility issues the chance to move around and play. The program aids in designing customized “power wheels” that are modified to be operated by children with disabilities. Professor and program designer Cole Galloway was inspired by watching toddlers in physical therapy and wondering when they were allowed to play. Facilitated by our pediatric physical therapy lab, he was able to take this idea and not only develop mobility devices that kids love, but generate worldwide interest in his pursuit.

Exploring the world is crucial to child development—a world that’s made bigger and bolder by the University of Delaware.
PRIMARY LOGO

The primary logo is the University word mark. To elevate the mark to be more prestigious and overarching, it is used as the representative mark of the University as a whole.

- The primary logo is preferred for all uses, especially on nationally distributed collateral.
- Names of colleges, programs, units, etc. are not to be used in conjunction (lock up) with the primary logo.
- The primary logo must be proportionate to the size of the piece, minimum horizontal width to be no smaller that 1.5 inches.
When using the primary mark, and any other official logo from the University of Delaware, keep these prohibited treatment guidelines in mind.

The primary mark should never appear in an unapproved lockup.

The primary mark should never be rotated.

The primary mark should never appear in an unapproved color.

The letters in the primary mark should never be skewed or altered.

In general, the primary mark should be used on white backgrounds, and the white version should be used over color or photography.
MONOGRAM LOGO

- The UD monogram logo is utilized for the lockups with colleges, executive-level administrative units, named and campus-wide centers and institutes.
- This logo is also used for all social media uses as per best practices for each channel (i.e. Facebook, Twitter, Instagram).
- The monogram can also be used as an alternate to the primary logo for materials limited to local distribution.

MONOGRAM LOGO + COLLEGE LOCK-UPS

All monogram lockups must be created by OCM. The stacked/vertical versions are special case only and only upon approval by OCM. Please note that although the “college of” title is removed from the identity mark, “college of” will remain in use for all copy and positioning.

HORIZONTAL LOCK-UPS

- University of Delaware Arts & Sciences
- University of Delaware Lerner Business & Economics

VERTICAL LOCK-UPS

- University of Delaware Engineering
- University of Delaware Agriculture & Natural Resources

EXECUTIVE-LEVEL ADMINISTRATIVE UNITS

- University of Delaware Facilities, Real Estate & Auxiliary Services

NAMED AND CAMPUS-WIDE CENTERS

- University of Delaware Horn Entrepreneurship
ATHLETIC LOGO SYSTEM

The primary mark is composed of two elements: the YoUDee icon and the Delaware Blue Hens wordmark. The primary athletic lock up should use the same colors as the primary brand color palette.

- The athletics primary mark is ONLY permitted for athletics collateral.
- It can be used on both national and local materials.
- The athletics primary mark can also be used in conjunction with the “Delaware” wordmark.

Primary mark

Stacked Delaware Blue Hens mark

Horizontal Blue Hens mark

Delaware wordmark on white

Delaware Blue Hens wordmark on white

Delaware wordmark on color

Delaware Blue Hens wordmark on color
The Fightin’ Blue Hen mascot is currently incarnated in the characters of “YoUDee” (one word, capital “U” and “D”), and “Baby Blue,” whose appearance at athletic events helps spark UD school spirit.

YoUDee and Baby Blue are neither male nor female and should be referred to by name, not as “he” or “she.” Both characters are licensed by the University and cannot be used by outside parties without permission.

- There are only two acceptable versions of YoUDee: Struttin’ YoUDee and Fightin’ YoUDee. Any other mascot marks should no longer be used.
- For on-campus approvals and waivers regarding the use of UD mascot marks, please contact OCM.
- For licensing approvals, please contact IMG College Licensing at www.CLC.com or through the OCM website at www.udel.edu/ocm.
OFFICIAL UD SEAL

This mark is used sparingly and only for high-end events (e.g., Commencement, inauguration, diploma, official letterhead).

The official UD seal will no longer be used or seen on T-shirts, giveaways, posters, handouts, etc.

UD 1743 LEGACY MARK

The 1743 legacy mark is used for high-end gifts (e.g., donor gifts or anniversary awards, high-quality giftware, engraving, medallions).
FILE TYPES

Logos are available in EPS, JPG and PNG formats. Each file has unique characteristics that make it ideal for certain applications.

**EPS**
- Vector file (can be enlarged to any size)
- Larger file size
- Required by most imprinting vendors

Use For:
- Banners
- Signage
- Large printed materials
- Publications
- Embroidery
- Video

**JPG**
- Raster file (cannot be enlarged)
- Smaller file size, fast upload/download

Use For:
- Microsoft Office
- Web applications
- Low-resolution previews

**PNG**
- Raster file (cannot be enlarged)
- Transparent background

Use For:
- Microsoft Office
- Web applications with colored backgrounds
UNIVERSITY LETTERHEAD AND STATIONERY SYSTEM

The University of Delaware letterhead is 8.5 inches wide by 11 inches tall.

The recommended typing format is shown here. Please follow this style for consistency. The recommended typeface for body copy on letterhead is Garamond Premier Pro, with a type size of 12 point and a line spacing of 14 points. If Garamond Premier Pro is unavailable, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Letterhead and stationery can only be obtained through University Printing and are subject to the approval of OCM. Visit www.udel.edu/printing.

July 24, 2018

Dear Friend,


Sincerely,

Beaunce Ann Example
Professor

COMMUNICATIONS & MARKETING
www.udel.edu/cam
ENVELOPE

The envelope size is #10. The logo is to be positioned as shown produced in one color, PMS Blue 3005 U. (PMS 2945C equivalent for uncoated stock only.)

BUSINESS CARD

The standard University of Delaware business card is 3.5 inches wide by 2 inches tall.

The logo is to be positioned as shown and printed in PMS 3005 U. (PMS 2945C equivalent for uncoated stock only.)

Business cards may be one- or two-sided. The back of the card may be used to print standard contact information in languages other than English, in conjunction with customs of specific countries. The reverse side may contain social media links. Text must be in blue on a white background and must be approved by OCM.

Business card templates have been created for graduate and postgraduate students, and are available through University Printing: 302-831-2153 or www.udel.edu/printing.
The University of Delaware brand has three typefaces. Vanguard is a compressed modular display typeface, ideal for headlines as it maximizes vertical space. Adobe Garamond Premier Pro is a modernized classical roman serif, ideally used to accent and contrast the two other typefaces in headlines, subheads, introductions, captions, etc. Adobe Garamond Premier Pro should never be used independently, it should only be used as a secondary typeface in support of Vanguard or Greycliff, with the exception of long-form journalism where it is acceptable as body copy. Greycliff is a geometric sans serif, ideal for body copy. All typefaces have webfonts available and are available to download with permission from the Office of Communications and Marketing.

**Vanguard**

<table>
<thead>
<tr>
<th>Bold</th>
<th>The quick brown fox jumps over the lazy dog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
<td>The quick brown fox jumps over the lazy dog</td>
</tr>
<tr>
<td>Light</td>
<td>The quick brown fox jumps over the lazy dog</td>
</tr>
</tbody>
</table>

**Adobe Garamond Premier Pro**

<table>
<thead>
<tr>
<th>Bold</th>
<th>The quick brown fox jumps over the lazy dog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roman</td>
<td>The quick brown fox jumps over the lazy dog</td>
</tr>
</tbody>
</table>

**Greycliff**

<table>
<thead>
<tr>
<th>Extra Bold</th>
<th>The quick brown fox jumps over the lazy dog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold</td>
<td>The quick brown fox jumps over the lazy dog</td>
</tr>
<tr>
<td>Regular Oblique</td>
<td>The quick brown fox jumps over the lazy dog</td>
</tr>
</tbody>
</table>
FONT USAGE

VANGUARD - HEADLINES

Vanguard is a display sans font family ideal for headline and display sizes. Its tall, compressed form allows it to be scaled up to create a giant presence in contrast to body copy. Vanguard’s eight weights span an elegant thin to an arresting heavy, with accompanying obliques. Vanguard makes a strong impression in print, headlines, video and social media—whether paired with a contrasting typeface or on its own. It should not be used under 14 pt.

As seen below, the versatility of the Vanguard font family allows for a variation that creates a robust visual narrative.
FONT USAGE

ADOBE GARAMOND PREMIER PRO - SUB-HEADLINES & COPY

Adobe Garamond Premier Pro is the selected serif typeface. It is recommended that only regular weight be used for body text and that the body text remain un kerned (no extra character space).

Although the use of Garamond Premier Pro is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient. In these instances, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.
Greycliff CF is a versatile sans serif font family ideal for ease of reading in body copy. Strong capitals and a smooth, open lowercase are effective in a variety of applications. The geometric, near-monolinear construction lends Greycliff a classic durability, tempered by softened edges and vibrant shapes.
TYPOGRAPHY TREATMENT

After reading through the typeface descriptions, here are some things to consider when designing within this brand.

HEADLINE TREATMENT - BASIC

• Headlines should ideally be set in Vanguard.
• When possible, Vanguard should be kerned optically for ideal letter spacing to aid in readability.

DO NOT:
• Hyphenate headlines.
• Create your own modifications to the font. Use only the typefaces provided.
• Place the headline over a photo in such a way that the legibility is compromised.
• Vary the size of a specific weight or style within a headline treatment.
• Add drop shadow behind typography
• Use colors other than brand colors.
Our color palette is both restrained yet sophisticated, complementing one another and creating continuity for a more easily recognizable brand. Together, this toolkit allows the user to create layouts with more depth and intensity without providing a plethora of color options. The primary colors should always be dominant within any design, while the secondary palette should only be used sparingly, never alone, and by advanced users only.
PARTICLE TEXTURES

These particle textures are inspired by the University of Delaware’s focus on solutions that impact both individuals and the world at large. By taking these soft, graphic elements and half-toning them, we create entirely new forms made up from many individual shapes that contribute to the larger whole. When layered within compositions, these elements add texture and provide an opportunity to highlight images, headlines, etc.

ORB TEXTURES

These textures work as overlays or backgrounds to create rich, layered environments. They build on the idea of shifting perspectives, zooming in/out from the individual to global, and can work as a framing device.

In addition to typography and color, these custom graphic tools create a unique look and feel when applied to designs. Uses can be limited for a simple composition, or many elements can be incorporated for a more dynamic environment.
This custom set of glyphs was created on a grid. Within this grid there are endless combinations. These graphic elements can be broken down to be used as individual pieces, or multiplied to be used as a gridded pattern. This glyph system is inspired by the University of Delaware’s unique and nimble environment, wherein each individual student can create his or her own experience and find infinite solutions to global issues.

- The glyph system should only be used to provide a background or foreground pattern.
- The grid allows you to build up to four lines to create a square glyph, or elements can be broken apart to be used individually.
- The glyph elements can interact with headlines or images, as long as they do not compromise the readability or main subject matter.
- The glyphs can be filled with solid color, a stroke, can be masked to interact with photography or used with a transparency overlay.
Visitors to udel.edu experience content across many web pages. In order to maintain a level of consistency in appearance and functionality, it is recommended that the core elements of a header and footer be implemented on every web page. These core elements support the overall University brand platform.
HEADER

A required element on every University website, the header makes use of the primary logo reversed on our primary, solid blue background with a solid, yellow bottom border. The header files are available as a package from the UD IT Header/Footer Repository (https://bitbucket.org/itcssdev/ud-branded-header-and-footer/src/master/) and should not be altered in any way that would affect the overall provided design/elements.

- The supplied files should be self-hosted on your respective platforms and file paths adjusted as necessary to ensure all required assets (images, CSS and JS) are properly referenced from your site.
- This system is designed to be flexible to work with existing frameworks on established sites using responsive architecture.
- Sites are permitted to display their name in the secondary bar, left aligned beneath the primary University of Delaware logo.
- A navigational element, such as a hamburger menu icon, is permissible within this bar, but all other customizations (e.g., art, icons, text or links) must happen at least 15px below the secondary title text. No other alterations or additions to any part of the header should be made.
- The provided search utilizes the University Google Custom Search Engine (CSE) which is configured to search all of udel.edu. This is not required and a version of the “search-free” header is also included in the header file package.
FOOTER

A required element on every University website, the footer makes use of the Monogram UD logo, UD main (@UDelaware) social media accounts, legal and accessibility notices, general contact and copyright information. The footer files are available as a package from the UD IT Header/Footer Repository (https://bitbucket.org/itcssdev/ud-branded-header-and-footer/src/master/) and should not be altered in any way that would affect the overall provided design.

- The supplied files should be self-hosted on your respective platforms and file paths adjusted as necessary to ensure all required assets (images, CSS and JS) are properly referenced from your site.
- This system is designed to be flexible to work with existing designs on established sites using responsive architecture.
- Any information specific to department or unit, such as contact info, department/unit name and social media accounts, should be displayed within a localized footer, above the UD footer.
WEB STYLING/Fonts

All creative guidelines, per this style guide, generally apply to web (e.g. colors, photography and typography).

The UD brand fonts, Greycliff and Vanguard, are included as a part of the UD brand header package, available from the UD IT Header/Footer Repository, and can be implemented on your site by simply calling, in your site CSS, their respective font-family names:

- greycliff-bold
- greycliff-light
- vanguard-regular

```
ex p { font-family: 'greycliff-light'; }
```

If additional font weights are required, please contact digitalteam@udel.edu.

For cases where a serif font is appropriate, “EB Garamond” may be used through the Google Font API to approximate Garamond Premiere Pro.
PHOTOGRAPHY

Photography and videos created to communicate about the University will be most effective when they reflect the variety of ways the University—through its people—makes a positive impact on the lives of everyone it touches: students, alumni, donors, citizens, etc.

The most compelling images will be those that show people, larger than life, in action, involved in hands-on activities such as conducting research, studying and participating in campus and community activities. Images of this nature support UD’s brand message platform.

To accentuate the positive impact of UD, still and video images should feature close up, bold and colorful images. In order to maintain visual consistency in presentation of the brand, it is recommended that only high quality imagery be incorporated into electronic and print communications.

Complex, busy or lower-quality photo images should be cropped to highlight the area of interest or by using them smaller.

**NOTE:** Model releases are **required** for identifiable subjects in photo shoots and there are two types of model releases: **adult releases** for subjects over the age of 18 and **minor releases** for subjects younger than 18. **Minor releases** require the signature of a subject’s parent or legal guardian to be valid.

When requested by OCM, it will be the responsibility of the campus partner submitting the request to obtain model releases in advance of photo shoot.
These example compositions illustrate how all of these elements can be used together to create dynamic and interesting designs. These illustrate how using only a few elements or many still feel unique to the University of Delaware.
CONTACT

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