UNIVERSITY OF DELAWARE®

BRAND STYLE GUIDE
11.12.20

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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.

BRAND POSITIONING

For more than 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.

302-831-2791
ocm@udel.edu
udel.edu/ocm

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	DRIVEN	CREATIVE
Bold spirit that inspires innovative action	Focused determination to move forward	New ideas and fresh perspectives

AGILE	GENUINE	LOYAL
Proven ability to seize opportunity and move quickly	Authenticity that traverses time and industry	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.

BRAND VOICE

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.

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. Please adhere to our **editorial style guide found here**.

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.

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

USAGE RESTRICTIONS ON OFFICIAL UD LOGOS

Who may use the UD logos and the ways they may be used are guided by certain restrictions.

1. **Non-varsity sports clubs** may use the UD logo(s) and athletic names only if they have been officially sponsored by UD Recreation Services. Any sponsored club sport that is also a varsity sport must use the word "club" before the sport name (e.g., "Women's Club Soccer Club"). All club sports have official logos for their use. **See page 21**.

2. **Registered Student Organizations** may not use any official UD logos within their organization's logos or marks. Such organizations must then identify themselves in the following manner: "XXXX is a Registered Student Organization at the University of Delaware" or simply "XXXX at the University of Delaware." Note: Registered Student Organizations are not permitted to raise funds by reselling licensed products (clothing, mugs, etc.) featuring the UD logo or any licensed UD images. They may, however, resell licensed products that contain their organization's name only. **See page 23**.

3. **UD employees and students** are not permitted to use the University name, trademark or logo in the promotion or endorsement of any political/social movement or candidate for public office, or for any activity not officially sponsored by the University.

4. **Companies** that do business with the University are not permitted to promote their products or advertise their services using UD logos and/or trademarks unless specifically granted permission to do so by the University. Such permission is typically granted for a limited time, and all materials must be approved by OCM. Please see page 19 in reference to co-branding.

MAIN LOGO CASE USES

	NATIONAL	LOCAL	DIGITAL	PRINT	MOBILE	COLLEGES	ATHLETICS	ACADEMIC
UNIVERSITY OF DELAWARE	●	●	●	●	●	●	●	●
UD		●	●	●	●	●		●
Blue Hen (*Athletics Only)	●	●	●	●	●		●	●*

*in cases of student spirit engagement or athletics partnership

OTHER USAGE RESTRICTIONS

- The University seal is permitted on high-end products for resale and with pre-approval. (i.e. engraving, glass, awards, etching, etc.)

- The University licenses health and beauty products.

- Mascot caricatures are NOT permitted—the mascot may be featured only in those ways shown in this guide.

- Cross-licensing with other marks is permitted.

- The University permits numbers on products for resale, provided they follow NCAA guidelines. NO USE of any current University athlete's name, image or likeness is permitted on commercial products. It is a violation of NCAA rules.

- NO REFERENCES to alcohol, drugs or tobacco-related products may be used in conjunction with University marks.

- NO degrading, offensive or vulgar language may be used in conjunction with University marks.

- The University will approve fashion colors. However, when using blue and yellow, only garments closest to PMS 2945 C (royal) and PMS 109 C (yellow) will be approved. When combining blue and yellow, ONLY the official UD blue and UD yellow can be used. No other color combinations of blue and yellow will be approved (i.e. navy and yellow, yellow and light blue, etc.) Navy and athletic gold are not permissible garment colors.

- When printing on a colored background, a white base must be used.

NOTE: The marks of the University of Delaware are controlled under a licensing program administered by CLC Licensing. Any commercial use of these marks on merchandise or apparel will require written approval from CLC Licensing.

Before ordering any apparel or giveaway items bearing UD marks, logos or names, please see the section on page 17 or visit the OCM website: **www.udel.edu/giveaways**

For questions on contests, see Digital and Multimedia policies here: **https://sites.udel.edu/generalcounsel/policies/use-of-digital-and-multimedia**

Other UD Trademarked verbiage includes: University of Delaware®, Delaware™, Fightin' Blue Hens™, UD™, Blue Hens®, Blue Hen®, YoUDee™, Fear the Bird™, Hens™, Hen Tracks™, D™, UDelaware™, DelaWear™

PRIMARY LOGO

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

- **No custom logos of any kind should be created without prior approval of OCM.**The primary logo is preferred for all uses, especially on nationally distributed collateral.

- The primary logo should only be used as UD primary blue, white or black. **See page 13.**

- Names of colleges, programs, units, etc. are not to be placed under the "ELAWARE" with the primary logo as seen on page 16. Any text should abide by the "clear space" requirements. **See page 13.**

- The primary logo must be proportionate to the size of the piece, minimum horizontal width to be no smaller that 1 inch.

Single color

Single color on photo

Busy photo (use full color on white background)

When using the primary logo, and any other official logo from the University of Delaware, keep these prohibited treatment guidelines in mind.

The primary logo should never appear in an unapproved lockup.

The primary logo should never be rotated.

Do not add 3D or other visual effects to the primary logo.

Refrain from using primary logo on top of patterned or busy background.

The primary logo should never appear in an unapproved color, sewed or altered. It should adhere to color standards and correct proportions. **See page 27.**

No part of the primary logo, especially the interlocking "UD", should be used within a word or statement.


Do not combine logos.
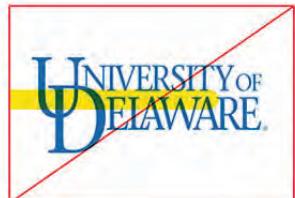
Do not combine primary logo with graphic elements.

In general, the blue primary logo should be used on light colored backgrounds, and the white version should be used over dark color or photography to provide ample contrast.
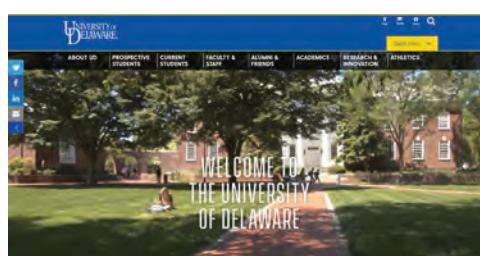
Website header
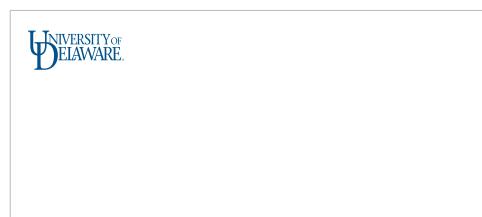
Envelope
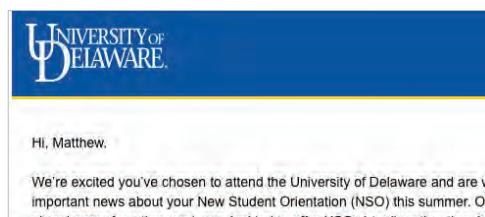
Email header

RETIRED MARKS

Please use only current official marks ether through the download section of the OCM website or contact appropriate designated unit (i.e. OCM, Athletics, College Communicators) for specific requests. **DO NOT USE GOOGLE IMAGES!**

When reproducing the logo, it is essential to observe the clear space requirements, leaving space equivalent to the height of "elaware" on all sides.

COLOR STANDARDS

The colors used in the University's logo treatments contribute to a distinguishable element of UD's identity. It is important to be consistent in the use of color.

Whenever possible, the primary logo should be used in PMS Blue 2945 C. When using uncoated stock, use PMS Blue 3005 U. In instances where this is not possible, e.g., black-and-white print ads, the primary logo may be used in black. The primary logo may be used as white on blue **OR** silver/gold metallic foil on blue as well as the standard blue on light color. This mark can **NEVER** be used in yellow or tan.

When using a solid-color background, the signature colors should be reversed (white). Please note: The UD logo should be as prominent as possible. It is important that background colors provide sufficient contrast with the logo for ADA compliance as well.

If it is necessary that the logo be reversed out of a multi-colored background or a photograph, it is important that the logo stands out clearly. Avoid the placement of the UD logo against backgrounds from which it cannot be clearly distinguished.

Contact OCM if you are unsure about logo size, background or placement.

The blue box is NOT part of the logo design. It is to show background color only.

OFFICIAL UD SEAL

This mark has limited use and only for high-end events (e.g., Commencement, inauguration, diploma, official letterhead). Use of the seal on **all official documents** requires prior approval by the University Secretary.

The official UD seal should not be used or seen on T-shirts, giveaways, posters, handouts, etc. It can be used on high-end engraving, glass etching and awards with prior OCM approval.

UD 1743 LEGACY LOGO

The 1743 legacy logo is used for high-end gifts (e.g., donor gifts or anniversary awards, high-quality giftware, engraving, medallions). Use of this logo should be approved by OCM.

The legacy mark may be used as white on blue **OR** silver/gold metallic foil on blue as well as the standard blue on light color. This mark can **NEVER** be used in yellow or tan.

ACCEPTED USE MARKS

MONOGRAM MARK

- The UD monogram mark is utilized for the lockups (next page) with colleges, executive-level administrative units, named and campus-wide centers and institutes.

- This mark 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 and campus distribution.

- The monogram mark may be used as white on blue OR silver metallic foil on blue as well as the standard blue on light color. This mark can **NEVER** be used in yellow, tan or gold.

Blue background not part of the mark.

OFFICIAL MONOGRAM LOCKUPS

All monogram lockups must be created by OCM. Please note that for this graphic treatment the "college of, division of, department of, office of" title is removed to elevate the university and name, but "college of" will remain in use for all copy and positioning. These monogram lockups may be used as white on blue OR silver metallic foil on blue as well as the standard blue on light color. This mark can **NEVER** be used in yellow, tan or gold. Please contact OCM to obtain official monogram lockup file.

Lockups are limited to colleges only and department names should be included in content or with a creative typographic treatment but not in close proximity to the primary logo or lockup.

HORIZONTAL VERSIONS

UNIVERSITY OF DELAWARE
ARTS & SCIENCES

UNIVERSITY OF DELAWARE
LERNER BUSINESS & ECONOMICS

VERTICAL VERSIONS

JNIVERSITY OF DELAWARE
LERNER BUSINESS & ECONOMICS

UNIVERSITY OF DELAWARE
ARTS & SCIENCES

EXECUTIVE-LEVEL ADMINISTRATIVE UNITS

UNIVERSITY OF DELAWARE
FACILITIES, REAL ESTATE & AUXILIARY SERVICES

NAMED AND CAMPUS-WIDE CENTERS, INSTITUTES OR UNITS

UNIVERSITY OF DELAWARE
HORN ENTREPRENEURSHIP

MONOGRAM LOCKUP VS. UNIT IDENTITY

Monogram lockups are limited to colleges, executive-level administrative units and named entities. Non-academic units would include those that reside within President's Cabinet. These official monogram lockups are to be used on all official collateral and communications. Units would be identified within copy content or creative design type treatments. See next page.

UNIT IDENTITY USE EXAMPLES

Each of the colleges at UD have their own Communications Teams associated with OCM. Some other administrative units have Communications Teams as well. For any branding questions or to initiate a creative communications request, please contact your communications team. For a list of communications team contacts, please visit: **https://www.udel.edu/home/ocm/about/#college**

Primary logo should always be the first to consider on printed materials, especially when the target audience is external regional, national or international.

A monogram lockup can be considered when the target audience for printed material is internal to UD or with a target audience that is already familiar with the University of Delaware.

The vertical treatment (below) can ONLY be used on apparel, giveaways and promotional items (pens, T-shirts, blankets, etc.) and **NEVER** on any printed marketing or communications collateral. Where space permits, the University of Delaware primary logo should be used, however, in cases where space is limited and print is small, the monogram may be used.

EXAMPLES OF USE ON GIVEAWAYS OR OTHER ITEMS

When representing departments, units, centers, institutes, etc. on giveaways/garments logo and type treatments should be used as follows: Name of unit in upper and lower case and centered under logo. Not to be used on collateral.

When ordering giveaways items containing official UD logos and marks you must use a CLC licensed vendor for UD. For a step-by-step process on ordering, please go to **www.udel.edu/giveaways**.

For questions on contests, see Digital and Multimedia policies here: **sites.udel.edu/generalcounsel/policies/use-of-digital-and-multimedia**

CORRECT WAY TO IDENTIFY UNITS
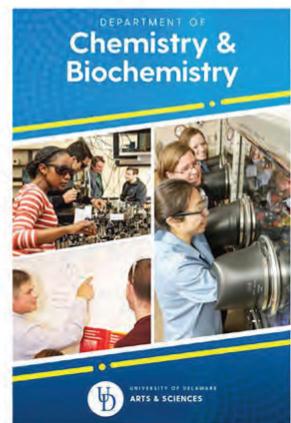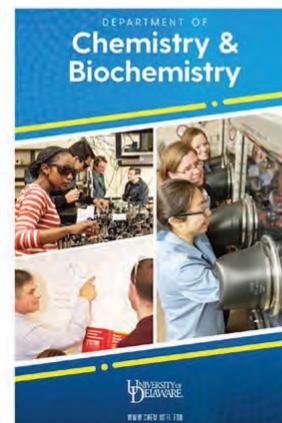
For additional use case examples, please refer to the carousel of images at **www.udel.edu/home/ocm/creative-services**.

ANNIVERSARY LOCKUPS

- All units that meet the requirements for an official UD monogram lock-up (colleges, executive-level administrative units and named/campus-wide centers/institutes) would qualify for an anniversary version of their official UD monogram lock-up.

- All other units that do not qualify for one of these official anniversary lockups would use a typographic treatment to signify their anniversary within the content of the collateral.

- Anniversary lockups are determined by milestone years 5, 10, 15, 20, 25, as aligned with the Office of Development and Alumni Relations reunion years, then at 25 year increments.

- Do not attempt to create these anniversary lockups. Please contact OCM to obtain official anniversary monogram lockup file.

UNIVERSITY OF DELAWARE
AGRICULTURE & NATURAL RESOURCES
Celebrating 150 Years

UNIVERSITY OF DELAWARE
FACULTY SENATE
Celebrating 50 Years

UNIVERSITY OF DELAWARE
WEINBERG CENTER FOR CORPORATE GOVERNANCE
Celebrating 20 Years
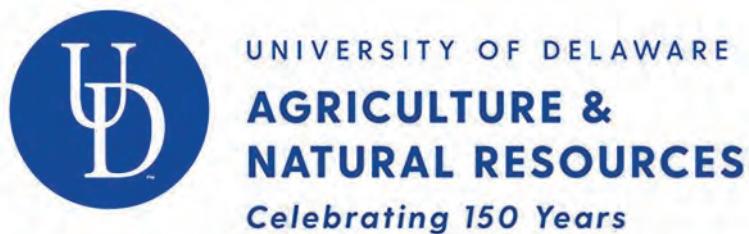
CO-BRANDING LOGOS

When we collaborate with other entities

University entities may operate in conjunction with external entities such as businesses, nonprofits or agencies of the federal government. Those that do may be granted use of the external entity's logo in conjunction with the University logo, as approved by OCM.

Co-branding usage guidelines

- Those groups that meet requirements and have received OCM approval may only use approved co-branded logos, obtained only from OCM.

- Approved co-branded logos may be used for marketing, communications and promotional purposes. In some cases, use may extend to official University stationery.

- In all other aspects, UD logos used with co-brand logos must follow UD guidelines.

- In cases where UD is the lead partner, UD primary logo should be placed on the left (as shown in examples).

- In cases where UD is an equal partner, size UD logo equal to a partner logo (as shown in examples).

Co-branding eligibility requirements

If your unit has a co-branding relationship and seeks to use outside entity logos on your communications, you must meet these requirements:

- Unit must have a contractual connection establishing them as a joint entity between the University and an outside entity or be an official University institute.

- Unit must detail why the inclusion or utilization of a custom logo or mark will benefit their business objectives more than using the standard UD identity system.

- Unit must receive a recommendation from its director.

- OCM must approve co-branding and will provide guidance on execution and creation of mark.

- OCM must approve all communications prior to use.

MULTIPLE CO-SPONSOR GUIDELINES

When two or more UD colleges, departments, programs, units, etc. are co-sponsoring an event, the University's Primary logo should be used **one time** and the other entities listed in alphabetical or order of prominence as a list and no multiple lockups should be used on the same piece. (i.e. primary logo in bottom left of piece with other entities listed to the right of the logo.) The bottom example illustrates the appropriate case usage.

Wednesday, January 30
Registration: 9:30 a.m. | Conference sessions: 10 a.m. - 6 p.m.
Trabant University Center | 17 E. Main Street, Newark, DE 19716

UNIVERSITY OF DELAWARE

UNIVERSITY OF DELAWARE
ENGLISH LANGUAGE INSTITUTE

UNIVERSITY OF DELAWARE
EDUCATION & HUMAN DEVELOPMENT

Wednesday, January 30
Registration: 9:30 a.m. | Conference sessions: 10 a.m. - 6 p.m.
Trabant University Center | 17 E. Main Street, Newark, DE 19716

UNIVERSITY OF DELAWARE

COLLEGE OF EDUCATION & HUMAN DEVELOPMENT
ENGLISH LANGUAGE INSTITUTE

Primary athletic mark

ATHLETIC LOGO SYSTEM

The Athletic logo system is composed of five marks: the primary athletic mark, the DELAWARE wordmark, the DELAWARE Blue Hens wordmark or the combination marks. These marks use the same colors as the primary brand colors palette.

- The athletics primary mark is ONLY permitted for athletics collateral or centrally approved spirit usage.

- It can be used on both national and local materials.

- Sport-specific marks for all varsity sports are available through CLC licensed vendor download portal or by email: **trademark-licensing@udel.edu**. All sport mark use must be approved by Athletics. See next page.

Horizontal DELAWARE Blue Hens logo

Stacked DELAWARE Blue Hens logo

DELAWARE wordmark on white

DELAWARE wordmark on these specific four colors

DELAWARE Blue Hens wordmark on white

DELAWARE Blue Hens wordmark on these specific four colors

RECREATION/CLUB SPORT MARKS

Club sports horizontal

DELAWARE
WOMEN'S CLUB ICE HOCKEY

Club sports primary mark

EQUESTRIAN

EQUESTRIAN

Club sports DELAWARE wordmark

DELAWARE
CLUB BASEBALL

DELAWARE
CLUB BASEBALL

All UD club sports have three official marks to choose from. Use of the marks must be approved by the Club Sports Coordinator at 302-831-6712.

Any club sport that shares a name with an NCAA varsity sport equivalent must use the word "club" before the sport name (e.g., Men's Club Lacrosse). Any club sport without a varsity counterpart may use the name of the sport alone (e.g., Roller Hockey). This rule applies to all printed and broadcast materials, web pages, uniforms and merchandise.

- All athletics and club sport marks must be reproduced from official artwork provided by OCM or through the Club Sports Coordinator.
- UD athletics and club sport marks must be displayed using UD's official colors (Pantone 2945C and Pantone 109C).
- No other official logos can be used. The primary athletics mark and the DELAWARE wordmark can be used on uniforms by itself without the club name.

All orders for uniforms, accessories and all other items using the University of Delaware name and/or logos/ marks need to be ordered through a CLC University of Delaware licensed vendor with the pre-approval from the Club Sports Coordinator.

Please see current list of licensed vendors at: **www.udel.edu/home/ocm/brand/licensing-trademark/approved-vendors**

Struttin' YoUDee

MASCOTS

The Fightin' Blue Hen mascot is currently incarnated in the characters of "YoUDee" (one word, capital "U" and "D"), and "Baby Blue", (YoUDee's younger sibling) 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, even if previously grandfathered.

- For on-campus approvals and waivers regarding the use of UD mascot marks, please contact OCM.

- For licensing approvals, please contact CLC Licensing at **www.CLC.com** or through the OCM website at **www.udel.edu/ocm/brand**.

Fightin' YoUDee

Baby Blue

RSO YoUDee

Greek YoUDee

REGISTERED STUDENT ORGANIZATIONS (RSOs)
www.udel.edu/rso

- Registered Student Organizations may not use any official UD logos within their organization's logos, marks or on merchandise. Such organizations must identify themselves in the following manner: "XXXX at UD" or "XXXX at the University of Delaware." Note: Registered Student Organizations are not permitted to raise funds by reselling licensed products (clothing, mugs, etc.) featuring the UD logo or any licensed UD images. They may, however, resell licensed products that contain their organization's name only.

- Student groups conducting fundraisers or promoting a specific event (i.e., "Blue Hen Run") can do fundraising by starting a crowdfunding site. Contact the Assistant Director, Web Fundraising. Full information is available at **www.udel.edu/crowdfunding**. Any sales of items by groups or individuals at UD must read the policies here: **sites.udel.edu/usc/rsopolicy**.

- RSOs are welcome to use a specialized "RSO YoUDee" mascot mark (see left) with their organization's name in logos, print, social media and on giveaway items if they choose. Mascot art cannot be altered.

  - NO REFERENCES to alcohol, drugs or tobacco-related products may be used in conjunction with University marks.

  - NO degrading, offensive or vulgar language may be used in conjunction with University marks. RSOs looking to make shirts, etc. including the UD name, logos, and more must fill out the **Apparel Review Form**. RSOs are informed of this in the Start of the Year Packet and in President's Training. **www.studentcentral.udel.edu/form/start/101181**

GREEK ORGANIZATIONS – FRATERNITIES AND SORORITIES
www.udel.edu/greek

- Registered Fraternities and Sororities at the University of Delaware fall under similar guidelines as Registered Student Organizations (RSOs). See above.

- They also have the opportunity to use a specialized "Go Greek YoUDee" mascot mark (see left) with their fraternity or sorority name or greek letters (mascot art cannot be altered) in print, social media and on giveaway items. Please obtain official mascot art files from OCM.

UNIVERSITY OF DELAWARE ALUMNI GROUPS

udconnection.com/Get-Involved/Alumni-Affinity-Groups

Formal branding guidelines for Alumni groups:

- All Alumni groups may have a logo created specifically for them based on the guidelines below.

- No official UD logos are allowed to be used in the alumni group logo, (to avoid confusion with other official units on campus).

- The correct statement/name for the alumni group should be as follows, "XXXX **of** the University of Delaware" (i.e. Nursing Alumni Network of the University of Delaware -or- Nursing Alumni Network of UD; Black Alumni Organization of the University of Delaware). Example of an approved logo below.

- In order to be considered an official alumni group, you must contact the Office of Alumni Engagement and Annual Giving at 302-831-2341.


GRADUATE STUDENT ORGANIZATIONS

Such organizations must identify themselves in the following manner: "XXXX **at** the University of Delaware." Example of an approved logo below.

FILE TYPES

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

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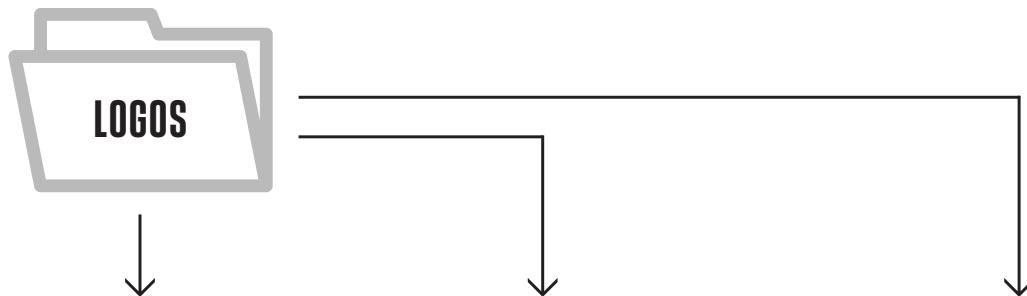
EPS
- **Vector file (can be enlarged to any size)**
- **Larger file size**
- **Required by most imprinting vendors**

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

COLOR

Our official color palette is both restrained yet sophisticated. The colors complement one another creating continuity for a more easily recognizable brand. The limited UD palette 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, as a design element and **NEVER** alone, by advanced users only.

PRIMARY
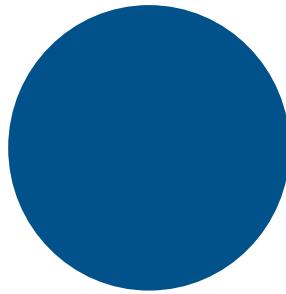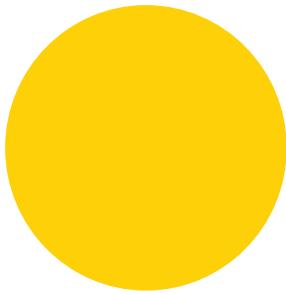
Printing Purposes
Pantone 109 C
C 0 M 9 Y 94 K 0
Digital/Web Purposes
R 255 G 210 B 0
HEX ffd200

Printing Purposes
Pantone 2945 C
C 100 M 38 Y 0 K 15
Digital/Web Purposes
R 0 G 83 B 159
HEX 00539f

SECONDARY
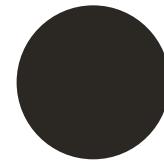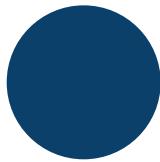
Printing Purposes
Pantone 541 C
C 100 M 58 Y 9 K 46
Digital/Web Purposes
R 0 G 60 B 113
HEX 003c71

Printing Purposes
Pantone Cool Gray 4 C
C 0 M 0 Y 0 K 28
Digital/Web Purposes
R 189 G 189 B 189
HEX bdbdbd

Printing Purposes
Pantone Black C 6
C 0 M 0 Y 0 K 100
**Digital/Web Purposes**
R 0 G 0 B 0
HEX 000000
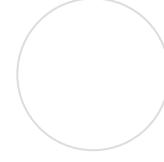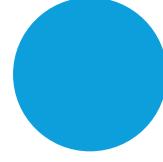
Printing Purposes
Pantone 7499 C
C 0 M 2 Y 15 K 0
Digital/Web Purposes
R 238 G 232 B 197
HEX eee8c5

Printing Purposes
Pantone 299 C
C 87 M 19 Y 0 K 0
Digital/Web Purposes
R 0 G 160 B 223
HEX 00a0df

Printing Purposes
White
C 0 M 0 Y 0 K 0
Digital/Web Purposes
R 255 G 255 B 255
HEX ffffff

FONTS

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 webfont versions and are available to download with permission from the Office of Communications and Marketing website at **udel.edu/home/ocm/brand**. For web font usage, please refer to page 35.

Official UD brand fonts should only be downloaded and used by those doing creative assets and/or collateral materials, such as college communications teams and unit designers. The alternate Google fonts are available for download via the Google Fonts Library at fonts.google.com.

FONT USAGE

VANGUARD - HEADLINES

BOLD
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

MEDIUM
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

LIGHT
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

DEMI BOLD
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

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 in both upper and lower case, utilizing Vanguard CF (version 2). 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. If the Vanguard typeface is unavailable, Oswald is an acceptable alternative for digital applications, i.e. cross-platform use, Google slides or PowerPoint presentations. Availble for download at fonts.google.com.

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

Additionally, as the weight of this font increases, demi bold, bold, heavy, etc. the amount of kerning needs to be adjusted appropriately. Be advised that this font is not ideal for large amounts of block text and should **not** be used for body copy.

Inspiration. IMPACT.

96%
LOREST
LABORES LORIAS

GREYCLIFF - SUB-HEADLINES, COPY & WEB

EXTRA BOLD
AaBbCcFDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

BOLD
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

EXTRA BOLD OBLIQUE
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&()*

BOLD OBLIQUE
*AaBbCcDdEeFfGgHhIiJjKkLl*
1234567890 !@#$%^&()*

REGULAR OBLIQUE
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&()*

Greycliff 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. If the Greycliff typeface is unavailable, Open Sans is an acceptable alternative for digital applications, i.e. cross-platform use, Google slides or PowerPoint presentations.

Official UD brand fonts should only be downloaded and used by those doing creative assets and/ or collateral materials, such as college communications teams and unit designers. The alternate Google fonts are available for download via the Google Fonts Library at fonts.google.com.

The perfectly round shape of some of the letterforms mimics the UD monogram, complementing it nicely.
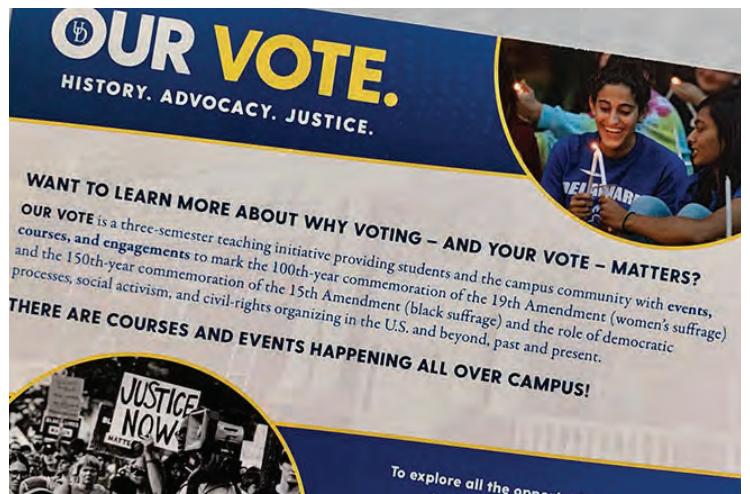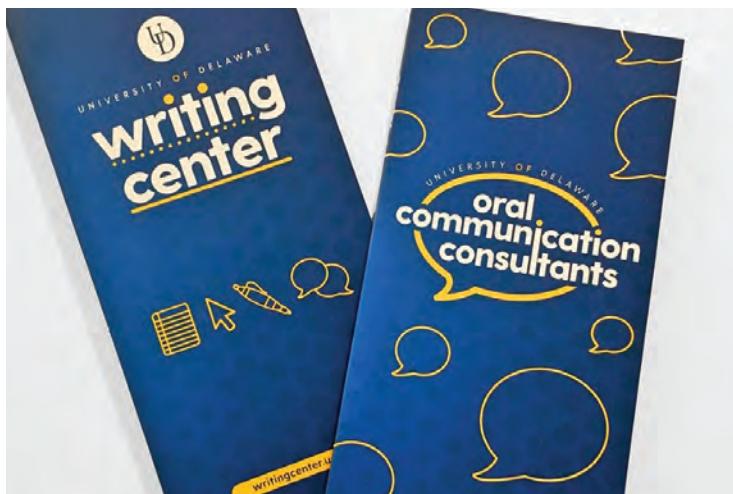
ADOBE GARAMOND PREMIER PRO - SUB-HEADLINES & COPY

BOLD
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

ROMAN
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&*()

BOLD ITALIC
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&()*

ITALIC
AaBbCcDdEeFfGgHhIiJjKkLl
1234567890 !@#$%^&()*

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 unkerned (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 for digital applications, i.e. cross-platform use, Google slides or PowerPoint presentations.

Official UD brand fonts should only be downloaded and used by those doing creative assets and/or collateral complementing, such as college communications teams and unit designers. The alternate Google fonts are available for download via the Google Fonts Library at fonts.google.com.

This typeface provides a nice contrast
when paired with a sans serif.

LOREST LABORES

90%

EDINE KOESK

UDAE NET VOLENISQUAM, INCIA ET FUGA. ARIAECULPA NIS EATUSANTI VOLORPOR ASPITEM HICIPSUM VOLORIA CUPITATEM QUAE PROREM ET FACCUSAME NISTIBUS, SINCIT IME NIS DELLIT REPERIT IORATIB USTIO.

comnimetus voles doluptaquo con con culliqu aturisit occulpa comnitatur sitectame iunt. Ibersped quias dolorem fugiamet eum acepre voluptatus exeria soloritae illest quatius ea pra cone inis

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 (Active Reactions/Healthy Societies) or Greycliff (from/to). When possible, Vanguard should be kerned out 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.
- Use colors other than brand colors.

GRAPHIC ELEMENTS

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 slightly more complex for a more dynamic environment. Official UD brand graphic elements should only downloaded and used by those doing creative assets and/or collateral materials, such as college communications teams and unit designers.

PARTICLE TEXTURES

Using these soft, graphic elements as solid color or with transparency, 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, edges, etc. These tiny circles mimic the UD monogram mark as well.
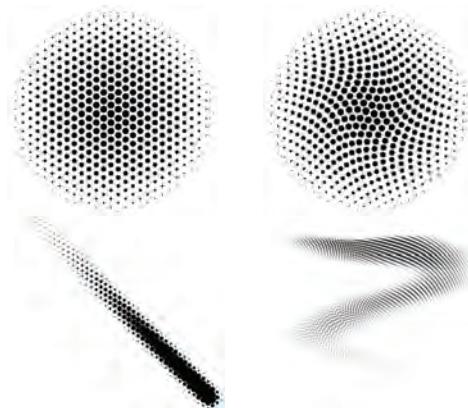
LENS FLARE ORB EFFECT

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.
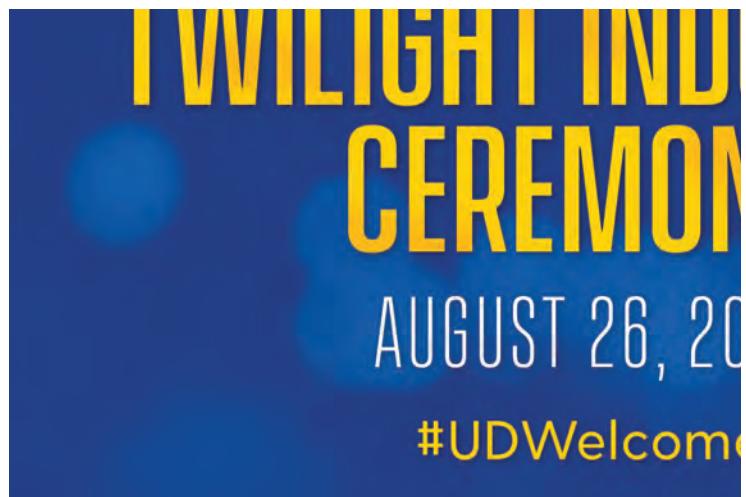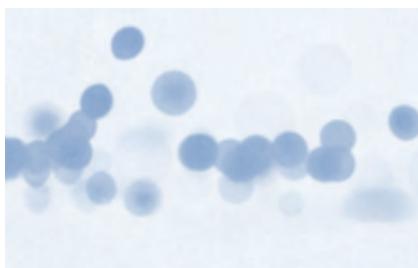
GLYPH SYSTEM - <u>LIMITED USE</u>

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.
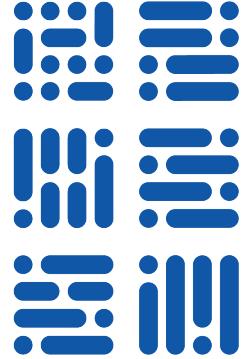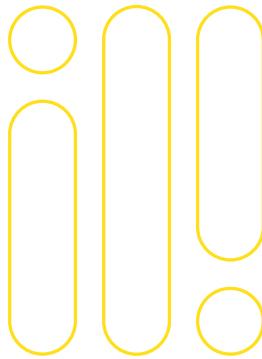
- The glyph elements should only be used in designs when appropriate with the content.

- 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 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.

Overall background pattern

Individual graphic element

GLYPH ICONOGRAPHY

To strengthen visual identity without the use of stylized logo, graphic iconography can be featured on all pieces of collateral. Graphic iconography should not interfere or alter text and typography nor should they be used as logos. Additional glyph iconography should only be created by communications team designers. Any newly created glyph iconography should be approved by OCM before use.

Using these as a watermark or icon can create consistency across marketing and communication materials as well as provide a visual design style to aid text-heavy publications.

Correct ways to use glyph iconography elements
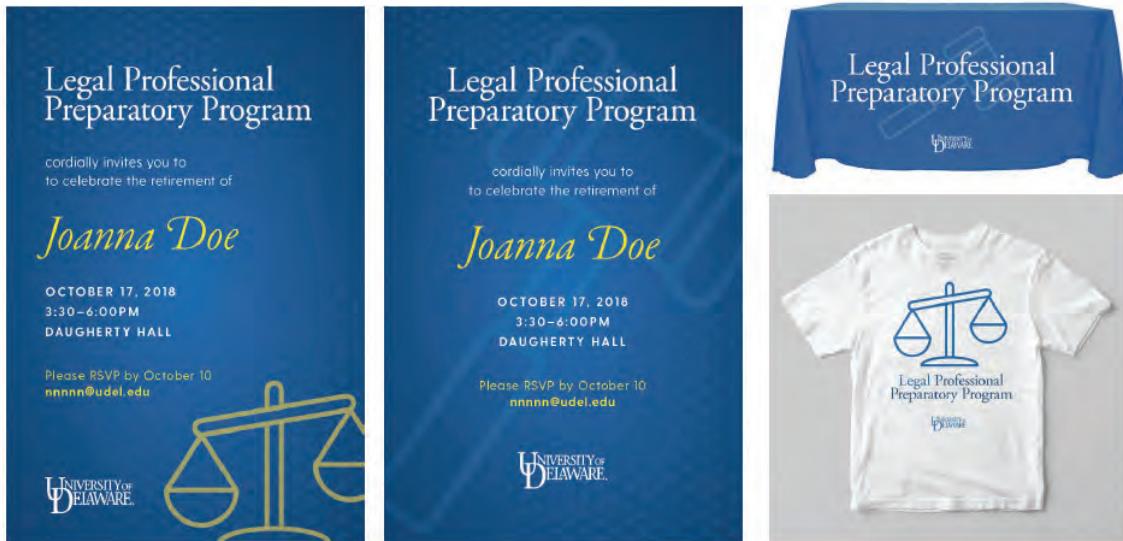
Incorrect ways to use glyph iconography elements

UNIVERSITY STATIONERY SYSTEM

UNIVERSITY LETTERHEAD AND STATIONERY SYSTEM

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

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.

UD items (letterhead, envelopes and business card) can only be obtained through University Printing and follow pre-set formats shown here: Exceptions are subject to the approval of OCM. Visit **www.udel.edu/printing.** Athletics stationery is administered by Athletics and Recreation Services: For more information, please contact trademark-licensing at trademark-licensing@udel.edu.
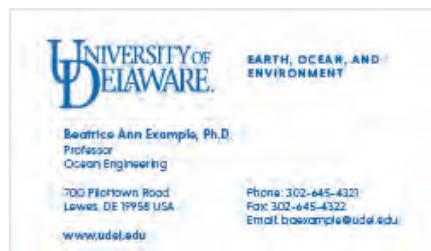
BUSINESS CARD

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 are also available for **graduate** and **postgraduate** students, as well as **postdoc** and are available through University Printing: 302-831-2153 or **www.udel.edu/printing**.

DIGITAL

Visitors to **udel.edu** experience content across many web pages. In order to maintain a level of experience continuity, it is required that the core elements of a header and footer be implemented on every web page. These core elements support the overall University brand platform.

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 name:

    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 Google Fonts to approximate Garamond Premier Pro. In special cases where UD fonts are unavailable, Oswald and Open Sans are acceptable alternatives for Vanguard and Greycliff, respectively.

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. 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.

- 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.
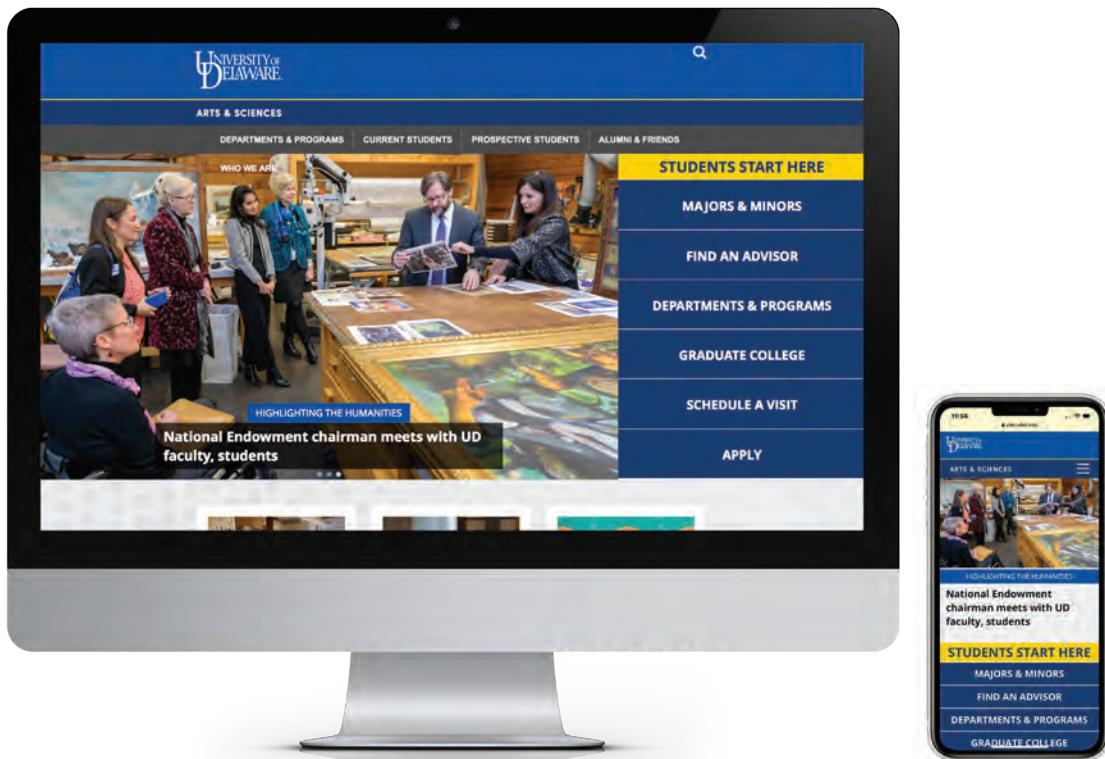
FOOTER

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.
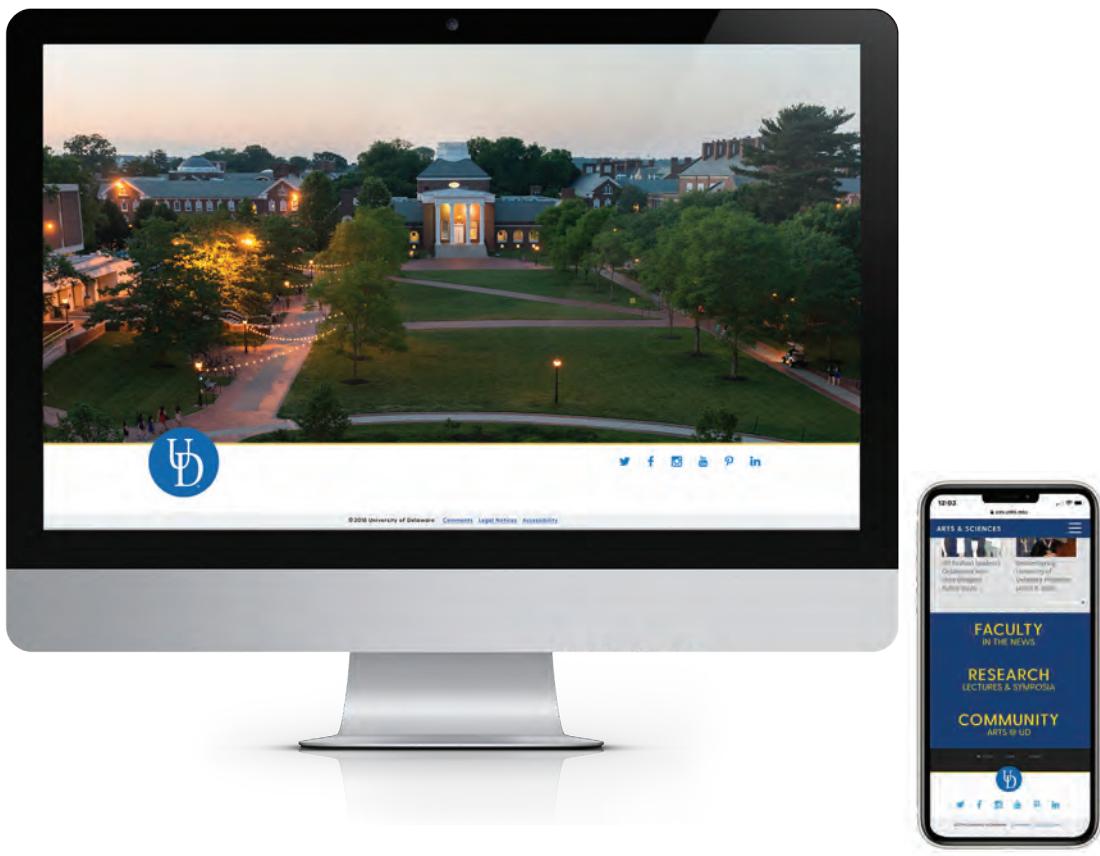
EMAIL BRANDING

The UD brand elements for HTML emails are designed for a maximum email body width of 800px, though a maximum width of 600px is recommended. In cases where your email cannot adhere to these specs, please consult with **digitalteam@udel.edu**.

All other email creative should adhere to the general parameters established in the UD Brand Guide **www.udel.edu/brandguide**.

Header

- This graphic should appear as the top most element of your email body. It is designed to be a maximum of 600px wide, scaling down fluidly as a user's viewport does. In cases where an email body is wider than 600px, the graphic should be left aligned, but still no wider than 600px. The blue background (#00539f) should extend to the right through the use of HTML and/or CSS.

- The yellow rule should be implemented using HTML and/or CSS (solid #ffd200 and 2px) and span the full width of the header. This would most likely be accomplished by adding a solid bottom border to the containing element of the header graphic.

Footer

- This graphic should appear as the last element of your email body. It is designed to be a maximum of 800px wide (600px recommended), scaling down fluidly as a user's viewport does. In cases where an email body is wider than 600px, the graphic should be centered and no wider than 800px.

The Email branding files are available at: **https://udel.app.box.com/s/byqvkpf7sar3ckstid7ufsrzsl1lucej**
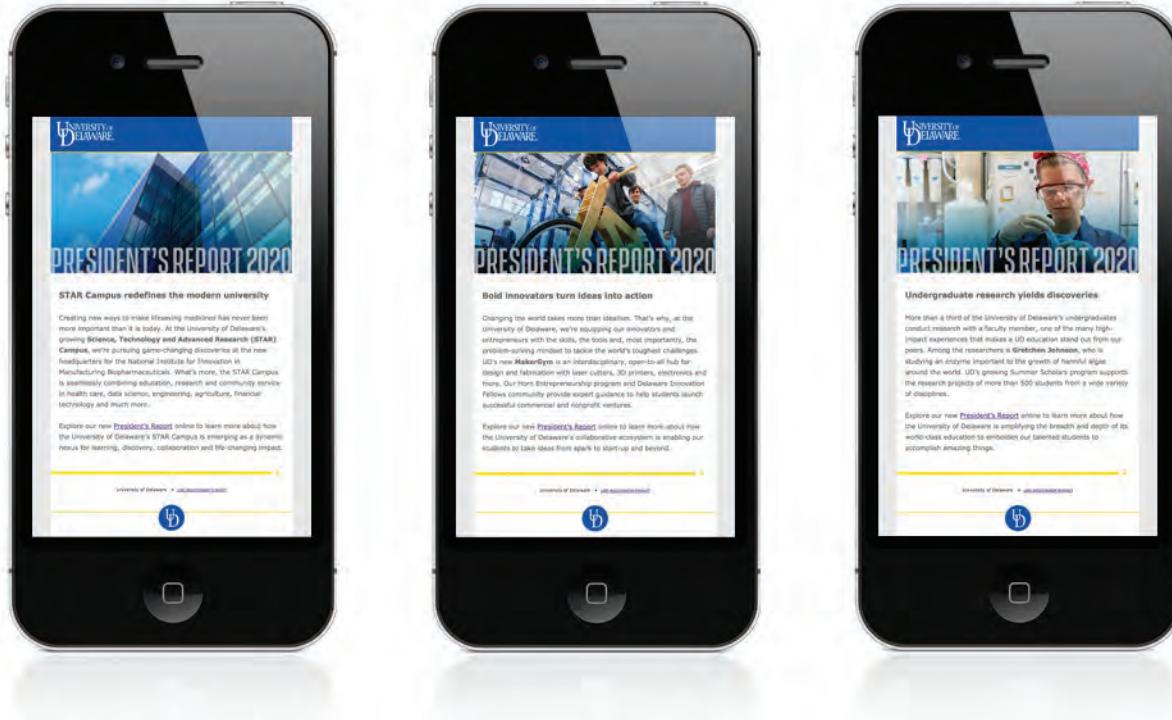
EMAIL SIGNATURES
udel.edu/signature

Email Signatures

Each day, your email is a connection to many individuals beyond the campus. By using this email signature, you are communicating your official connection to the University and also helping to strengthen the University of Delaware.

The full email signature should be used when communicating with external audiences, but it is not necessary for routine emails between coworkers.

Additions such as inspirational quotes and graphics are not permitted and should be reserved for personal email accounts.

Custom URLs or links to officially recognized accounts on the UD Social Media Directory may be listed. **udel.edu/home/ocm/digital/social-media/directory/**

Font Sizes and Colors

When building your own email signature directly in your email client, these font sizes should be adhered to for consistency of look across platforms.
Name (15pt, Arial, Open Sans or Sans Serif, bold, hex #00359f)
Title (13pt, Times New Roman or Serif, italic, hex #000000)
All other text (13pt, Times New Roman or Serif, hex #000000)

The samples above are generated by the email signature generator available at **www.udel.edu/signature.**

If you do not use the generator, then your signature file should look similar in design and style to these samples.

There are required fields, but flexibility to semi-customize your email signature, including the option of no graphic image.

Note for UD Students:
Official UD logo use is reserved for employees, departments, units, entities, etc. that represent the University. Students are allowed to use the name of the University or department as text in their email signatures, but no official UD logo use is allowed.

CAMPUS RESOURCES

For groups of people larger than (50) PO Box offers the University community a service for sending plain-text and HTML emails by attaching a .csv of email addresses or existing UD mailing lists. Access to sensitive official UD-lists (e.g., Residence Halls) is restricted. NO tracking data is provided with this service.

A University policy governs the sending of campuswide emails, which require approval from senior administration. See policy 1-21 on **www.udel.edu/ExecVP/policies**
For additional resources visit **www.udel.edu/ocm**.

WEB ACCESSIBILITY

The University of Delaware targets WCAG 2.0 and ARIA 1.0 in order to allow web content and assistive technologies to convey appropriate information to persons with disabilities.

Best practices tools and resources for developing accessible web pages and digital content are available on **www.udel.edu/ocm**.

COMMERCIAL PLATFORMS

The digital team recommends MailChimp, which is free for lists of up to 2,000 subscribers. MailChimp provides detailed data about subscriber profiles (engagement, website activity) as well as tools to view the impact of your campaigns

Branded - fun

Branded - photo

Branded - step and repeat

Branded - college and unit level

PRESENTATIONS

As students, faculty and staff communicate on and off campus, portable and online presentation software platforms like PowerPoint and Google Presentations/slides are commonly utilized. The digital team offers presentation themes with essential institutional branding. Use of these assets is encouraged so that our University of Delaware brand is represented.

These themes are offered in standard and 16:9 widescreen sizes on **www.udel.edu/home/ocm/digital**.

ZOOM CONFERENCING

Just like a real meeting or social event, Zoom can be a helpful application for teaching, meetings, sharing information or just in connecting in general. Zoom's virtual background feature is an easy way to eliminate background distractions when you have to meet in a messy or busy location. OCM has approved UD-branded Zoom backgrounds as well as a guidelines and use document, available here: **https://udel.box.com/s/o2gbkuqpzzocn03ifnnwaxrw4wxarli2** .

Here are some examples of types of backgrounds and where you should place yourself in the frame. Given the opportunity, you should always give any image or text in the background the most readability by shifting your location left-middle-right. In cases where the image or text runs through the entire background, then do your best to not obstruct the entire background and move around slightly to reveal the imagery. This usually does not apply to a step and repeat style background.

Additionally, you are able to acquire Official UD-branded step and repeat backgrounds for TV Monitor (interviews) as well as physical retractable and large step and repeat backgrounds from OCM (approximate sizing at 36", 48" and 10').

Any newly created backgrounds for official UD use must be approved by OCM.

Additional conferencing software that also uses these custom backgrounds are Skype and Teams.

SOCIAL MEDIA

SOCIAL MEDIA ACCOUNTS

All accounts that represent the University of Delaware, whether in name, as a program, group, entity, etc. must be officially requested and approved by the Office of Communications and Marketing through the social media account request form at **udel.edu/socialmedia**. Accounts that have been created prior to receiving approval may be pulled down for not complying with University branding and/or request procedures.

In the case of an account denial, OCM will work with the unit/organization to implement a social media strategy using existing UD social media channels.

Information relating to social media, such as social media ambassador program, content, account guidelines, design requirements, official hashtags and content and submission forms is available at this location: **udel.edu/socialmedia**

DESIGN

For avatars and thumbnails, the primary social media accounts use official University logos and marks; all secondary accounts should use the avatar template for their pages, which is completed as part of the account request process. Pictures are acceptable if they are appropriate and suit the topic of the page — and if UD owns the rights to them. The University has created sample templates for use on Facebook, Twitter and blogs. Units must adhere to these UD-created templates for all official accounts.

Once official avatars are established, they do not change, unless in the case of a previously approved photo-based avatar which can remain. Photo-based avatars are acceptable. Cover images may be changed to reflect seasons, initiatives or curation calls to action, but should adhere to most current dimensions.

PHOTO-BASED   OFFICIAL

PAGE/ACCOUNT NAMES

Every account representing UD in an official capacity must include "University of Delaware," "UD" or "Blue Hens" in its name. UDelaware is the social media handle trademarked for the University of Delaware.

UD SOCIAL MEDIA PORTAL AND GUIDE

For more information—including best practices for using UD's official platforms, generating more content and promoting posts—consult the UD Social Media website, specifically the guide and policies.

Official social media accounts must be registered with OCM. To register an account, complete and submit the registration form on the UD Social Media website. **www.udel.edu/socialmedia/registration-forms.html**.

VIDEO

There are three branding elements that all UD videos must include: UD Bug, End Slate, UD Lower Thirds

UD "BUG"

The UD Bug needs to remain on screen during the full duration of the video and is available in widescreen and square options.

END SLATE

Every video should end with a UD end slate. The main end slate is the Monogram Logo, but some of the colleges have their own lockups, and anything for broadcast requires the use of the Primary Logo Broadcast.

UD LOWER THIRDS

(for videos that require an identifier for on-camera talent/interviewee)

The UD Lower Thirds is used for identifying people speaking in the video (interview-style or on-camera talent), available in both widescreen and square ratios, and should be used once - the first time an individual is speaking in the video.

Editing tips can be found here
https://udel.app.box.com/s/bm759tf1vn9uyezdqwkh20afluoey9ij.

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 photo 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 photo releases in advance of photo shoot. Release forms are available for download at **udel.edu/home/ocm/creative-services/photography**.

Note on Photographer Credit: *Online photo credits for University of Delaware photographers are in the credits section near the top of the UDaily article, not next to the photos themselves. In print, photo credits are given as a credit line next to the photo. In many cases, UD photographers are credited as "University of Delaware" or "Photo Services" and not themselves, as they do not own the photos personally. External or freelance photographers are credited in the same way. In the case of UDaily and* UD Magazine, *photographers are credited by name. No credit lines are given near the photos when presented digitally, but only when in print form. No logos, watermarks or company marks are allowed on the photos themselves. Credits will be given as a text line with the photographer's name or permission or courtesy line ONLY.*

CREATIVE PHOTOGRAPHY USE
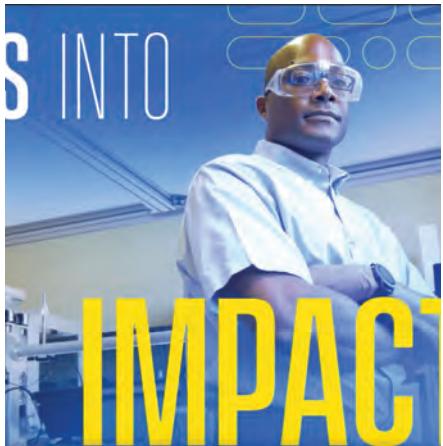
SIGNAGE

Campus signage, from building identification and directional signs to murals and banners, is another way in which UD maintains a consistent brand identity.

All exterior building, directional signage and banners should be developed in cooperation with the University of Delaware's Planning and Project Delivery and the UD Architect:

142 General Services Building
222 South Chapel St.
Newark, DE 19716-1744
Fax: 302-831-8294
Telephone: 302- 831-1744
Email: **ud-fpc@udel.edu**

To request a new sign or to have an approved banner installed, please submit a completed University of Delaware Request Signage form to Planning and Project Delivery.
https://udapps.nss.udel.edu/webforms/embtform?wf_id=1106&wf_ty=blank

All UD signage should comply with standards outlined in the **UD Signage and Vehicle Brand Style Guide**.

All exterior building, directional and vehicular signage should be developed in cooperation with the University's Architect, Planning and Project Delivery and/or the University's Branding Director. Prior approval must be obtained before ordering or installation.

To view samples of UD signage and vehicle markings, please see the UD Signage and Vehicle Brand Style Guide, available on the OCM website or at **www.udel.edu/signguide**.
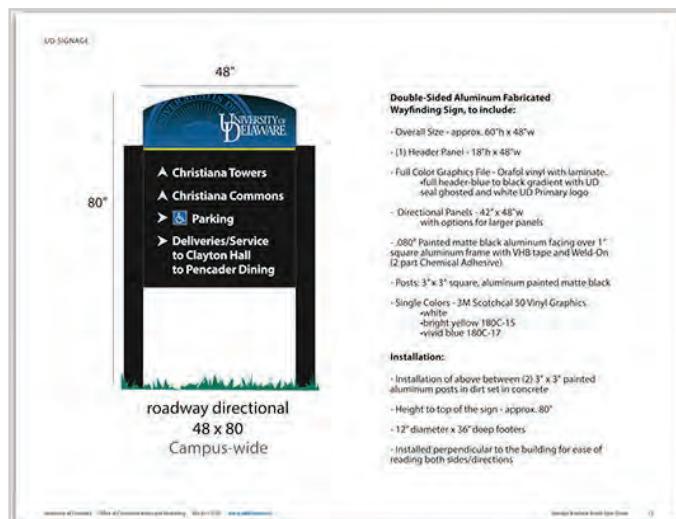
BRAND EXAMPLES

These example compositions illustrate how these brand elements can be used together to create dynamic and interesting designs. Additional brand examples are available on the OCM website at **www.udel.edu/home/ocm/creative-services**.

DELAWARE FIGHTIN' BLUE HEN TARTAN

In collaboration with Collegiate Tartan Apparel, this tartan is based on the college colors of blue and gold, officially adopted in 1889. These are also the colors of the State of Delaware and of Sweden, from which Delaware's first permanent colonists came.

A woven sample of this tartan has been received by the Scottish Register of Tartans for permanent preservation in the National Records of Scotland.

The Delaware Fightin' Blue Hen Tartan may not be woven or produced in any form without written permission from OCM.

The design right for the Delaware Fightin' Blue Hen Tartan is held by the University of Delaware under the U.S. Copyright Act, 17 U.S.C. November 25, 2011.

http://www.tartanregister.gov.uk/tartanDetails.aspx?ref=10518

This is for limited use only and any use for garments or merchandise would need to be approved through trademark-licensing@udel.edu.

CONTACT

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