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Our brand is flexible and can adapt to various needs. The elements in this guide are reviewed and assessed periodically to ensure that the visual and editorial style of the brand represents the University positively to its constituents, is easy to implement, and grows as we do.

THE UHART BRAND PROMISE

We perpetually create an inclusive, high-touch, nurturing learning environment that challenges, empowers, and propels people to leave their mark on the world.

The way we speak, write, and visualize the University of Hartford—as well as the way we act—communicates this promise to prospective and current students, alumni, donors, community members, faculty, staff, and partners.

A brand is more than a set of rules. It demonstrates the values of our institution. It’s a thought process that guides the visual and written (or verbal) choices you make when you produce any promotional or informational communication—whether in print or on the web, through video, multimedia, or speech.

This brand guide will help you create promotional and informational materials that communicate our values. By following these guidelines, you will ensure consistency and recognition of the University of Hartford brand. Recognition of the University brand by all constituencies is something that will benefit each of its schools, colleges, programs, and key segments moving forward.

These guidelines apply to all of the University of Hartford communications. Use them as you bring our brand to life.
Successful brands communicate a strong vision through words and visuals that are consistent with the organization’s image and relevant to its audience. Brand standards reinforce deeper personalities, culture, and behaviors of our academic institution. Keeping our message consistent helps us communicate our values.

**OUR BRAND BACKGROUND**

After a lengthy qualitative and quantitative research effort led by SimpsonScarborough, a brand promise message was distilled to help guide not only our marketing and communication, but how we approach the very core of our business—educating students. The University of Hartford brand is built on the truth that our University is designed and committed to developing distinctive students into distinguished alumni.

**OUR BRAND PROMISE**

Our brand promise is what we—uniquely—offer to our audience.

*We promise to perpetually create an inclusive, high-touch, nurturing learning environment that challenges, empowers, and propels people to leave their mark on the world.*

**OUR BRAND VALUES**

Distinctive, inclusive, high-touch, nurturing, challenging, empowering

**OUR BRAND PERSONALITY**

Bold, confident, creative, engaging, energetic, forward-thinking, quirky, supportive

**OUR BRAND VOICE**

A mentor, a person who promotes, advocates, and is a resource for those with less experience. Mentors are faculty, staff, alumni, and even other students.

**OUR BRAND HIERARCHY**

“University of Hartford” appears prominently on top of the anchor bar in our word mark, supported by the individual colleges and schools. This is symbolic of the way each individual entity makes up the greater institution. It communicates that each college, school, and unit works to fulfill the brand promise and to demonstrate our values. It signals that the institution equally supports each college and school and their departments and programs. “University of Hartford” should precede all first references to a school, college, department, program, club, etc.
Our messaging reinforces the brand’s voice of a mentor. To establish this voice, our copy headlines are most often what we refer to as a “mentor phrase.” The copy should come across as direct and straightforward. To present the institution as personable and approachable, yet supportive and trusted, we keep the copy conversational, choosing “we” and “you” over “the University” and “students.”

We also convey a sense of both the rigorous challenge and the supportive attention our students receive. Our copy takes on a motivational tone for speaking to these aspects demonstrating how our University helps students reach within themselves to find a greater strength and resolve. To reflect how we help them tap into their potential, our copy is optimistic while always remaining real and honest.
MAIN MESSAGE POINTS

OUR DEGREES ARE NOT GIVEN, THEY ARE EARNED.
» Our academics and campus life challenge students within a dynamic, interdisciplinary learning environment.
» There are no cookie-cutter students here. We see a greater inner strength in our students, a strength that they probably have yet to see in themselves.
» Individualized access to professors and mentors pushes students to discover and/or further develop their passions.
» Many avenues are available to enable students to find and pursue their passion. You can be uniquely you here—study music and engineering, psychology and art, be an athlete and study physical therapy, or put together any other combination.

GREAT SUCCESS STORIES START HERE, WHERE GIVING UP ENDS
» For students, finding and believing in your potential is how all good stories start. Your story starts here.
» You can learn so much here—about yourself, your major, other people, the world. The only limits to what you’re capable of are self-imposed.
» We know this to be true because we’ve seen it proven again and again—in the classroom, on the stage, on the playing field, and in the community.
» By surrounding yourself with people who believe in your potential, it becomes impossible to fail as long as you refuse to.

OUR DISTINCTIVE STUDENTS BECOME DISTINGUISHED ALUMNI
» Along with their degrees, our students earn résumés.
» Students are pushed to tap into an inner strength they haven’t used before.
» This ultimately is what distinguishes our graduates. Once we help them realize what they’re truly capable of, there’s no limit to how far they can go.

TO WHOM WE COMMUNICATE
We have several audiences, and our brand story should be communicated consistently across these groups.

PRIMARY AUDIENCES
» Prospective Students: Undergraduate and Graduate
» Current Students: Undergraduate and Graduate

SECONDARY AUDIENCES
» Alumni
» Community
» Donors
» Faculty and Staff
» Parents
MENTOR PHRASES
As the voice for the University of Hartford brand is one of a mentor, “mentor phrases” (or “brand phrases”) are a big component of the marketing materials we create here, whether in print, online, in video, or other graphics.

Here are some of the mentor phrases that came out during the research and development phase of the branding initiative, through talking with faculty, staff, and administrators.

SAMPLE MENTOR VOICE PHRASES
Your story starts here.  
What you stand for can be who you become.  
There’s more to you than a major.  
Great success starts where giving up ends.  
Meet interesting people including yourself.  
The most inspired view looks within.  
Making a difference is our common thread.  
Our degrees are not given—they are earned.  
We see a greater strength in you.  
Push out past your past.  
It is impossible to fail as long as you refuse to.  
Failure is not an excuse. It’s an option.  
Find yourself here. Your talent will follow.  
When words fail use pictures.  
There’s more to you than the surface shows.  
Find someone who believes in you. Listen to that someone.

Make art that makes a statement.  
Education strengthens talent.  
Make your life a masterpiece.  
What’s inside sets us apart.  
The characters you surround yourself with determine yours.  
Welcome to your proving ground.  
Some of your most memorable lessons will start when class ends.  
We see you today as the success you’ll be tomorrow.  
There’s more to you than scores will ever show.  
Meet more interesting people, including yourself.  
Our lessons fill résumés.  
Before the world knows your name, we will.  
Along with their degrees, our students earn résumés.  
You are as great as you believe you can be.  
Dream big; do great things.  
The direction you choose decides more than where you go.
EDITORIAL STYLE GUIDE
The Office of Marketing and Communication oversees the University’s editorial style to help communicators across campus write for and about the University of Hartford—in both print and electronic communications—in a style that is both consistent and appropriate. The term “style,” in this context, refers to editorial rules and UHart-specific conventions related to spelling, punctuation, grammar, and word usage.

In order of priority, please refer to the following tiered list of resources:

1. University of Hartford Editorial Style Guide: This resource details many frequently encountered questions surrounding editorial style, and also addresses terms and situations specific to UHart. It is the primary resource to consult and can be accessed at hartford.edu/styleguide.

2. The Associated Press Stylebook: The AP Stylebook is widely used as a writing and editing reference tool in newsrooms, classrooms, and offices worldwide. Please follow AP style—and its companion Webster’s New World College Dictionary—for any topics and words not addressed in the University of Hartford Editorial Style Guide. Online subscriptions can be ordered at apstylebook.com.

3. The Chicago Manual of Style: This is a third resource to be consulted only when specific questions have not been addressed by either UHart or AP style guidelines. Learn more at chicagomanualofstyle.org.
SOCIAL MEDIA

Social media is an effective way to share the University of Hartford’s stories, photos, and videos. Before creating a social media presence for your office or department, please keep the following guidelines in mind.

GETTING STARTED

» Consider whether your office or department needs a social media presence or if you would be better served working with the Office of Marketing and Communication to share content on its established platforms.

» If you decide to move forward, please contact Meagan Fazio, director of content strategy, at 860.768.4330 or mfazio@hartford.edu to ensure your site coordinates with the other University sites and their content.

» Have a plan. Consider your audience and your departmental goals when determining what to post. Have a strategy for keeping the platforms up-to-date. Each platform should have an employee who is identified as being responsible for content. Meagan Fazio can help you formulate a plan.

USING SOCIAL MEDIA

» Represent the University of Hartford properly. Everything you post can, and probably will, be attributed to the University and/or your department. Don’t share your personal opinion.

» Remember that written words do not convey tone of voice or facial expressions. Be careful about using sarcasm or being tongue-in-cheek.

» It’s a conversation. Talk to your readers like you would talk to real people in professional situations, but don’t be afraid to bring in your own personality. Consider content that’s open-ended and invites response. Encourage comments and respond where appropriate.

» Be transparent: Be honest about your identity. Clearly state your role at the University.

» Be accurate. But if you do make a mistake, admit it. Be upfront and quick with your correction.

» Commit to keeping the site updated.

» Do not post confidential or proprietary information about the University of Hartford, students, employees, or alumni. Make sure to follow all applicable federal requirements such as FERPA and HIPAA, as well as NCAA regulations.

» Be mindful of the copyright and intellectual property rights of others and of the University of Hartford. For guidance, please refer to the University’s copyright guidelines.

» All content is subject to review in accordance with the University of Hartford’s employee policies and editorial guidelines.

» Obey the terms of service of any social media platform.
BRAND GUIDE 1.5

BRAND VISUAL STYLE

TOP 5 TAKEAWAYS

» Use only approved files for the word mark, it cannot be redrawn or reproportioned in any way.

» UHart Scarlet Red should always be the dominant color.

» Keep type legible, using appropriate sizing and consistent leading.

» Use only authentic photography, stock images of people are not permitted.

» The design should be accessible and easy to understand.

BRAND DESIGN STYLE

The University of Hartford’s visual brand style was designed to create a distinctive look and feel that communicates our brand values. By using it consistently, we establish a recognizable identity for the University of Hartford.

WHAT ARE THE RULES?

Simply put, anything using the University word mark (or variation) that is meant to be seen by the general public needs to be reviewed by the Office of Marketing and Communication. This includes print materials, web, video, digital media, merchandise, and environmental media.

Please give ample time for review and any revisions that might be needed, at least seven working days.

DESIGN PRINCIPLES

Design principles are a set of guidelines that influence how designers approach and solve problems. Our design principles serve as a foundation to develop marketing and informational communications.

» The design should be accessible, easy to navigate and understand.

» The design should reflect our brand values, communicating to our audience what we stand for.

» The design should create atmosphere, mood, and experience.

» These brand elements are integral to our visual design style:
  • University word mark must be present on all outward-facing materials, whether in print, on the web, in video, multimedia, or other visuals.
  • UHart Scarlet Red communicates our bold, confident, creative, and energetic nature.
  • A centered layout demonstrates our commitment to focus on the student.
  • In-the-moment photography displays authentic images of our students, faculty, staff, and community in action, demonstrating how we fulfill our brand promise.

Use your best judgment in creating legible, clean designs for your communications. Seek help when you need it. The Office of Marketing and Communication has resources to help you create materials that will represent the brand well.
BRAND ELEMENTS

UNIVERSITY WORD MARK
The official word mark and trademark of the University of Hartford is comprised of two parts: the words “University of Hartford” and the “anchor” bar in a certain configuration. This trademark represents the University and must be used in all instances of marketing and identification of the University.

The sans serif typeface provides a modern, forward-looking tone that is part of the University of Hartford’s overall identity. The anchor line that grounds the two elements together is accented with a centered, directional arrow to tie back to the theme of a mentor providing direction.

There are two formats, stacked and linear. Though the stacked version is preferred, use the format that fits best in the space, making sure that the word mark is prominent and readable.

The word mark must be used according to the University’s approved graphic standards. It must not be rekeyed, redrawn, reproportioned, added to, or modified in any way. It is the official trademark of the University of Hartford and must be reproduced from original artwork. Only the official, approved version(s) of the word mark are appropriate for use. The Office of Marketing and Communication is responsible for establishing and maintaining these graphic standards.
INDIVIDUAL SCHOOLS AND COLLEGES
Choosing to have “University of Hartford” appear prominently on top of the anchor bar, supported by the individual schools and colleges is symbolic of the way each individual entity makes up the greater institution.

Each school and college has a designated word mark lock-up. No other mark should be used to represent the individual schools and colleges, departments, or programs.

Similarly, departments have sub-unit identities which follow the same rules as the institution’s schools and colleges. No other mark should be used to represent individual departments or programs. The broad university word mark is always appropriate to use to represent any school, college, department, or program.

Please contact the Office of Marketing and Communication for the appropriate word mark for your office.
OTHER MARKS

UNIVERSITY SEAL
The University of Hartford seal represents the official business of the college. It symbolizes a sense of tradition and quality. However, it should not be used as the university’s “logo.” Appropriate uses of the seal are limited to commencement activities and official documents, such as student transcripts, diplomas, certificates, and formal awards with inscriptions. The Office of Marketing and Communication oversees the use of the University seal.

What to use, and when:
- Pen handed out at event—word mark
- Marketing brochure for a degree program—word mark
- Award with plaque presented at ceremony—seal
- Certificate—seal
- Tote bag handed out as host gift—word mark
- Commencement program—seal

BLOCK H
A shorthand symbol for the University is the block H. It follows the same protections and guidelines as the University word mark, and should only be used from original artwork obtained by the Office of Marketing and Communication. Only use it in instances where size would prohibit the use of the official University mark, or in special instances where the official mark is not appropriate. As always, its use must be approved by the Office of Marketing and Communication.

HARTFORD HAWKS
The University of Hartford is a member of the NCAA Division I America East Conference. Our 17 intercollegiate teams are known as the Hartford Hawks.

The Hartford Hawks logo may only be used by those authorized—in writing—by the University of Hartford and in accordance with the guidelines set forth in the Hartford Hawks Brand + Identity Guide document. The Hartford Hawks logo, or any of its supporting marks, may not be used for academic or institutional purposes other than to identify the Athletics department and the varsity athletic teams.

Contact the Department of Athletics Office of Communication for a copy of the Hartford Hawks Brand + Identity Guide.
WORD MARK USAGE GUIDELINES

GUIDELINES FOR USING THE UNIVERSITY OF HARTFORD TRADEMARK

» The word mark is the official trademark of the University. It must be used in all instances of marketing and identification of the University.

» The word mark includes both the anchor bar and the name of the University, in the correct typeface and specified colors.

» The two elements are inseparable and unalterable.

» No additional elements may be added.

» Use the word mark when you create printed material, web pages, or other communication meant for an external audience.

» Use the black and red version of the word mark whenever possible; one-color versions are available for instances where the red and black version will not be legible.

Check with the Office of Marketing and Communication if you have questions.

It is not permissible to change the typeface of the word mark or alter the proportion or composition of the word mark in any way. The anchor bar from the configuration of the word mark should never be used on its own; nor should the name of the University be shown in the typeface and configuration of the word mark without the anchor bar.

SIZE

The linear version of the word mark should not be used smaller than 2" wide, and the stacked version should not be used smaller than 1" wide.

PROPORTION

The word mark must always be resized in proportion. To do this, hold the shift key down when resizing. If the word mark looks squished or stretched, it is incorrect.
CLEAR SPACE AND STAGING
The University of Hartford word mark looks best with ample clear space around it. The cap height of the letter “O” in the word mark should determine the clear space around the word mark.

When another logo is used with the word mark, the University of Hartford mark should appear larger, be positioned first, and should keep space that is at least 2x the length of the word “OF” (in the word mark) between it and any other logo.

PLACEMENT AND SCALE
As a graphic element, the word mark should be part of the overall design of a page, to readily identify the University. It should be proportionately large enough to “anchor” the design.

Two lengths of the word “OF” side-by-side is the minimum size of the space that other logos should be in proximity of the University’s word mark.

Option 1: Add a vertical rule to separate other logos from the University’s word mark, either on the left side or right side.

Option 2: Add a space without a vertical rule to separate other logos.
COLOR PALETTE
The primary brand color is “UHart Scarlet Red.” It may be used as a solid color or as a transparent overlay, using a multiply effect. The primary color may be used in combination with the secondary brand colors, though red should be the dominant color. The PMS (Pantone Matching System®) number for UHart Scarlet Red is 485C, where the “C” stands for “coated.”

COMBINING COLORS AND USING THE “MULTIPLY” EFFECT
UHart Scarlet Red and the colors in our secondary palette may be used as transparent multiplied overlays. Keep in mind that some colors do not combine well, like yellow with the blue or teal from the palette.

COLOR FOR MERCHANDISE AND APPAREL
Due to various printing and embroidery methods, there are guidelines on getting the best color to match UHart Scarlet Red when producing merchandise and apparel. The University’s approved merchandise vendor knows the correct red to use for the various items you might want to produce. Contact the Office of Marketing and Communication if you have questions.
TYPOGRAPHY

There are five approved typefaces used in the University of Hartford brand: Gotham, Gotham Condensed, Memphis, New Caledonia, and Arbor Brush.

**GOTHAM**

**GOTHAM BOOK**
**GOTHAM BOOK ITALIC**
**GOTHAM MEDIUM**
**GOTHAM MEDIUM ITALIC**
**GOTHAM BOLD**
**GOTHAM BOLD ITALIC**
**GOTHAM BLACK**
**GOTHAM BLACK ITALIC**
**GOTHAM ULTRA**
**GOTHAM ULTRA ITALIC**

Best used in headers and subheads. Gotham Book should be used in body copy 9pt./12pt.

Use Gotham Medium in body copy when reversed out 9pt./12pt.

Track out Gotham CAPS. In your design application, the numeric value should be between 30–60 depending on headline size.

**GOTHAM CONDENSED**

**GOTHAM CONDENSED BOOK**
**GOTHAM CONDENSED BOOK ITALIC**
**GOTHAM CONDENSED MEDIUM**
**GOTHAM CONDENSED MEDIUM ITALIC**
**GOTHAM CONDENSED BOLD**
**GOTHAM CONDENSED BOLD ITALIC**
**GOTHAM CONDENSED BLACK**
**GOTHAM CONDENSED BLACK ITALIC**
**GOTHAM CONDENSED ULTRA**
**GOTHAM CONDENSED ULTRA ITALIC**

Use Gotham Condensed sparingly.

Good for narrow condensed areas and disclosures.

**MEMPHIS**

**MEMPHIS LIGHT**
**MEMPHIS LIGHT ITALIC**
**MEMPHIS MEDIUM**
**MEMPHIS MEDIUM ITALIC**
**MEMPHIS BOLD**
**MEMPHIS BOLD ITALIC**
**MEMPHIS EXTRA BOLD**

Track out Memphis caps 30–60 depending on headline size.

Memphis needs more attention to kerning than Gotham typeface.

**NEW CALEDONIA**

**NEW CALEDONIA SEMIBOLD ITALIC**

**ARBOR BRUSH**

*Arbor Brush Regular*

Use Arbor Brush sparingly.

One or two words only.

Do not use as a title.

Do not use all caps.
TEXT COLOR

While most type should be black, white, or UHart Scarlet Red, it’s okay to use the secondary palette colors as accents. Avoid using white type over lighter colors or on top of photos, as it could become hard to read.

HEADLINES

When styling headlines, use a combination of the approved typefaces, but never more than three in one piece. Make sure that the selected typefaces complement each other. Think about the cadence you would use when speaking, and try to let the typeface choices help emphasize that. Or let the hierarchy of the typefaces emphasize certain words, so the phrase almost has two meanings. Use different typefaces in your headline deliberately and with meaning, not randomly.

SUBHEADLINES

Subheadlines use Gotham Bold ALL CAPS. For emphasis, you may want to call out one part of the subheadline into the graphic arrow, or inside of a framed box. Set the tracking to between 40–60 (thousandths of an em).

BODY COPY

Use the typeface Gotham Book or Gotham Medium for all body copy.

» Body copy should be left-aligned or center-aligned—use your best judgment for maximum legibility.
» Never use forced justified, it creates awkward spacing in the copy.
» Avoid ending a line of body copy with a hyphen.

LEADING

The leading, or space between the lines of type, should be consistent. In headlines and display copy, open the leading up to let the type breathe. In body copy, keep the leading 2–4 points above the text size.

HYPHENS AND DASHES

Try to avoid breaking words between lines of copy. Use em- and en-dashes properly (see AP Style Guide for information). Do not horizontally or vertically scale these glyphs.

ALTERNATIVES

If the primary brand typefaces are not available in the software you use, these alternatives are acceptable:

» Helvetica may be substituted for Gotham.
» Rockwell may be substituted for Memphis.
GRAPHIC ELEMENTS
These graphic elements add personality to your print and digital designs. Use these principles to guide you in designing with these elements to convey meaning. Less is more, it’s better to use fewer with more impact than all with no meaning.

UHART SCARLET RED
To communicate our bold, confident, creative, and energetic nature.

UHart Scarlet Red should be the dominant color in our materials. A centered vertical band of red may overlay images to hold copy.

CENTERED LAYOUT
To demonstrate our commitment to focus on the student.

Center-align your composition to create emphasis for a headline or display text. A centered layout generally should not be used for large areas of body copy.
ANCHOR BARS AND IMPACT BARS
Demonstrate our commitment to support, stability, and security.

Use it to anchor your designs, to separate distinct ideas, or to emphasize a particular point. It’s better to use only one in any layout. Arrows (see below) and impact bars can use the distressed treatment. Impact bars should only be used horizontally.

ARROWS
Signal a point from which one would start, give a sense of flow and direction.

Arrows can be used create emphasis in a headline, or act as a directional cue.

DISTRESS TREATMENT
Appearing to be unfinished or with rough edges, like the in-progress nature of our students as they strive to reach their fullest potential.

Only use in materials directed to undergraduate students and very minimally in materials directed to graduate students. The distress treatment should be subtle, so it does not overpower the text or other elements on the page.

A package of graphic elements can be obtained from the Office of Marketing and Communication for those skilled in InDesign and Adobe Illustrator. Always use the original artwork provided by the Office of Marketing and Communication; do not increase the width or stretch the elements out of proportion.

THE BRAND IN ACTION

Anchor bars can point up or down.

Impact bars designate emphasis.

Arrows generally point down or to either side.

Distress treatment should be used in subtle ways, like inside an arrow shape, or softly in the background.
CAMPUS PHOTOGRAPHY
Photography that depicts the University of Hartford campus—and all of the activity that happens on it—must be authentic images of our students, faculty, staff, and community in action. The images should feel warm, vibrant, dynamic, and most importantly—natural. Viewers should feel as if they are immersed in the scene, looking at it with their own eyes.

» Use natural light whenever possible, and avoid using a direct, harsh flash.
» Take photos of people interacting, particularly those mentoring moments.
» Look for candid, in-the-moment shots rather than posed photos.
» Get close to your subject, and maintain a shallow depth-of-field to focus selectively on the subject while the background blurs away.
» Do not use a fisheye lens, or impose unnatural effects on the photos.
» Think about what your audience would feel compelled by, how could they imagine themselves in the scene or here on campus?
» A red band may be placed over images.

PORTRAIT PHOTOGRAPHY
Like the campus and action photography, photography featuring portraits of members of the University of Hartford community should look natural and comfortable. To achieve this natural look and feel, portraits should be shot in real environments, not a studio. A red overlay may be used minimally, in the form of vertical red bands.

OUR DEGREES are not given
THEY ARE EARNED
A GREATER STRENGTH IN YOU, A STRENGTH YOU PROBABLY HAVEN'T SEEN IN YOURSELF
To get it, we challenge you in multiple ways—both physical and mental. And we aren’t just talking about the degree you get. A true education is more than just information, it’s about learning to think critically, solve problems, and communicate effectively. It’s about determining what you believe and making your mark in the world. And that’s what we inspire you to be. A true education is about developing the skills that make you unique, so you can make a difference. So get ready, because your future starts now.
PAPER STOCK CHOICES
Uncoated paper has a more organic and high-touch quality than coated—or glossy—paper. University of Hartford printed materials should be produced on an uncoated paper stock like Cougar Smooth from Domtar Corporation, or comparable. Below are specifications for our most common pieces.

For advice on choosing a paper stock, please contact the Office of Marketing and Communication.

**FORMAL INVITATION AND ENVELOPE**
Size: 8.5x5.5" | envelope: 6x9"
Paper stock: 100# cover

**RESPONSE CARD AND ENVELOPE**
Size: 5x 7” | envelope: 5.25x 7.25” or A7
Paper stock: 100# cover

**PANEL CARD AND ENVELOPE**
Size: 8.5x5.5” | envelope: 6x9”
Paper stock: 100# cover

**POSTCARD**
Size: 8.5x5.5”
Paper stock: 100# cover

**TRI-FOLD BROCHURE**
Size: 8.5 x 3.6” or 4x9” folded
Paper stock: 100# text
MERCHANDISE
There are special specifications for branded merchandise, such as ink and embroidery thread colors. UHart Scarlet Red, black, white, and grey are the primary colors permitted for merchandise; special exceptions such as merchandise promoting breast cancer awareness or celebrating holidays are permitted on a case-by-case basis. Merchandise must be ordered through the University’s Procurement Department.

Licensees must seek approval through our licensing agency, Learfield Licensing Partners. Only authorized licensees are permitted to resell University of Hartford branded merchandise.

STUDENT CLUBS AND ORGANIZATIONS
Currently, we do not have a process in place to let our trademarks be used by student clubs or organizations; it is not permitted for student clubs or organizations use the official University of Hartford word mark in their on-campus communications. The only exception to this is the Student Government Association, which has its own official word mark. This should be used when SGA members are officially representing the University to external partners. Use of any official University word mark must be approved by the Office of Marketing and Communication.

Here are some guidelines to keep in mind when creating logos for student clubs and organizations:

» Student clubs, promoting to their on-campus audience, should not use the University word mark or any Athletics logos on fliers or other promotional materials.

» Student clubs and groups are encouraged to use “University of Hartford” when promoting themselves, but can not use the word mark, in part or in full. It is OK to type it out in a typeface that does not try to mimic our word mark.

» Only official University marks should be used in materials meant for an external audience.

» Any use of the University’s trademark (whether the word mark or the Athletics logos) must be approved by our department prior to production. This applies to print, web, merchandise, video, etc. We generally take 3–5 days to review items, depending on the complexity and level of priority.

The University of Hartford word mark is a legally protected trademark, and can not be used without permission. The same is true for the Athletics logos.
STUDENT BUSINESS CARDS

Students may order small quantities of business cards from Print Services. A standard template must be used, and the following guidelines must be followed.

**UNIVERSITY OF HARTFORD**

Andrew Merck '16  
Candidate for Bachelor of Science in Engineering

University of Hartford  
200 Bloomfield Ave.  
West Hartford, CT 06117

P: 845.399.8550  
E: merck@hartford.edu

» Layout is restricted to this example.
» Only the official University of Hartford or University of Hartford school word mark may be used, no tagline or additional copy below it.
» Student names must include their class year, as shown.
» The “title” line must include “Candidate for...” plus the particular degree they seek.
» The address must be their on-campus address—the only exception being commuter students.
» They can list their phone number, but the email must be their official UHart email address.
» The only social media account that can be listed is their LinkedIn account.
» The Office of Marketing and Communication must approve before printing.
ANY QUESTIONS?

Please remember: this is a style guide meant to point you in the right direction, not impose unnecessary restrictions upon your creativity. Nevertheless, it is vitally important that we ensure a consistent and appropriate brand for the University of Hartford.

If you have any questions as you help craft our brand, please contact:

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