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Introduction

This Brand Identity Guide, Version 1.0, provides a resource for future implementation of the University of Hartford brand. The guidelines contained in this document describe the fundamental elements of the brand along with basic instruction for how to use them.

Adherence to these guidelines will ensure consistency and recognition of the brand. Recognition of the greater University brand is something that will benefit each of its schools, colleges, programs, and key segments independently moving forward.

It should be noted that the elements and uses in this initial guide are open to change; however, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.
University Wordmark

The sans serif font 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.
University Wordmark

UNIVERSITY OF HARTFORD
Wordmark Color Variations

- **KNOCKOUT**: UNIVERSITY OF HARTFORD
- **PANTONE 485**: UNIVERSITY OF HARTFORD
- **BLACK & WHITE**: UNIVERSITY OF HARTFORD
Usage

KNOCKOUT WORDMARK

The knockout version of the logo should be used against darker backgrounds. As with the primary mark, its location should be centered at the bottom of the piece. In some instances, such as over lighter photography and color backgrounds, the knockout version won’t provide enough contrast. In those instances, the primary mark using the Hartford Red and black colors should be used.
Usage
KNOCKOUT WORDMARK

TO FIND THE RIGHT SCHOOL START WITH WHAT YOU LOVE
UNIVERSITY OF HARTFORD

START BY LEARNING MORE
ABOUT THE UNIVERSITY OF HARTFORD.

Take a virtual tour of campus and request more information at Hartford.edu.

UNIVERSITY OF HARTFORD
University Wordmark
STACKED ALTERNATIVE
University Wordmark

STACKED ALTERNATIVE
## Wordmark Lockups

**STACKED ALTERNATIVE COLOR VARIATIONS**

<table>
<thead>
<tr>
<th>KNOCKOUT</th>
<th>UNIVERSITY OF HARTFORD</th>
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</thead>
<tbody>
<tr>
<td><strong>PANTONE 485</strong></td>
<td>UNIVERSITY OF HARTFORD</td>
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</table>

| BLACK & WHITE | UNIVERSITY OF HARTFORD |
Wordmark Lockups

INDIVIDUAL COLLEGES AND SCHOOLS

Choosing to have “University of Hartford” appear prominently on top of the anchor line, supported by the individual colleges and schools listed below, is symbolic of the way each individual entity makes up the greater institution.
Wordmark Lockups

INDIVIDUAL COLLEGES AND SCHOOLS

UNIVERSITY OF HARTFORD
HILLYER COLLEGE

UNIVERSITY OF HARTFORD
THE HARTT SCHOOL

UNIVERSITY OF HARTFORD
BARNEY SCHOOL OF BUSINESS

UNIVERSITY OF HARTFORD
COLLEGE OF ARTS AND SCIENCES

UNIVERSITY OF HARTFORD
COLLEGE OF ENGINEERING, TECHNOLOGY, AND ARCHITECTURE

UNIVERSITY OF HARTFORD
COLLEGE OF EDUCATION, NURSING AND HEALTH PROFESSIONS

UNIVERSITY OF HARTFORD
HARTFORD ART SCHOOL
Wordmark Lockups

INDIVIDUAL COLLEGES AND SCHOOLS

UNIVERSITY OF HARTFORD
HILLYER COLLEGE

UNIVERSITY OF HARTFORD
THE HARTT SCHOOL

UNIVERSITY OF HARTFORD
BARNEY SCHOOL OF BUSINESS

UNIVERSITY OF HARTFORD
COLLEGE OF ARTS AND SCIENCES

UNIVERSITY OF HARTFORD
COLLEGE OF ENGINEERING, TECHNOLOGY, AND ARCHITECTURE

UNIVERSITY OF HARTFORD
COLLEGE OF EDUCATION, NURSING AND HEALTH PROFESSIONS

UNIVERSITY OF HARTFORD
HARTFORD ART SCHOOL
Usage

INDIVIDUAL COLLEGES AND SCHOOLS
Wordmark Lockups
STACKED ALTERNATE INDIVIDUAL COLLEGES AND SCHOOLS

UNIVERSITY OF HARTFORD
HILLYER COLLEGE

UNIVERSITY OF HARTFORD
THE HARTT SCHOOL

UNIVERSITY OF HARTFORD
BARNEY SCHOOL OF BUSINESS

UNIVERSITY OF HARTFORD
COLLEGE OF ARTS AND SCIENCES

UNIVERSITY OF HARTFORD
COLLEGE OF ENGINEERING, TECHNOLOGY, AND ARCHITECTURE

UNIVERSITY OF HARTFORD
COLLEGE OF EDUCATION, NURSING AND HEALTH PROFESSIONS

UNIVERSITY OF HARTFORD
HARTFORD ART SCHOOL
# Wordmark Lockups

**STACKED ALTERNATE INDIVIDUAL COLLEGES AND SCHOOLS**

<table>
<thead>
<tr>
<th>UNIVERSITY OF HARTFORD</th>
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<tbody>
<tr>
<td>HILLYER COLLEGE</td>
<td>THE HARTT SCHOOL</td>
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<td>UNIVERSITY OF HARTFORD</td>
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<tr>
<td>BARNEY SCHOOL OF BUSINESS</td>
<td>COLLEGE OF ARTS AND SCIENCES</td>
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<td>UNIVERSITY OF HARTFORD</td>
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<tr>
<td>COLLEGE OF ENGINEERING, TECHNOLOGY, AND ARCHITECTURE</td>
<td>COLLEGE OF EDUCATION, NURSING AND HEALTH PROFESSIONS</td>
</tr>
<tr>
<td>UNIVERSITY OF HARTFORD</td>
<td>UNIVERSITY OF HARTFORD</td>
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<tr>
<td>HARTFORD ART SCHOOL</td>
<td></td>
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</table>
University Wordmark

ATHLETICS

For Athletics, we use “Hartford Hawks” as the program name listed first, supported by “University of Hartford” underneath.

HARTFORD HAWKS

UNIVERSITY OF HARTFORD
Usage

ATHLETICS TEAMS

All teams use the same “Hartford Hawks, University of Hartford” wordmark lockup. When necessary for merchandise, the specific teams can appear below “Hartford Hawks.”
Wordmark Lockups

INSTITUTIONAL OFFICES

For any University programs, offices, or departments, the lockups follow the same rules as the institution’s colleges and schools. “University of Hartford” is listed above the anchor line with the individual programs or offices listed below.
Wordmark Lockups

INSTITUTIONAL OFFICES

UNIVERSITY OF HARTFORD
OFFICE OF THE PRESIDENT

UNIVERSITY OF HARTFORD
OFFICE OF THE PROVOST

UNIVERSITY OF HARTFORD
ADMISSION

UNIVERSITY OF HARTFORD
OFFICE OF STUDENT AFFAIRS

UNIVERSITY OF HARTFORD
INSTITUTIONAL ADVANCEMENT

UNIVERSITY OF HARTFORD
OFFICE OF MARKETING AND COMMUNICATION
Wordmark Lockups

INSTITUTIONAL OFFICES

UNIVERSITY OF HARTFORD
OFFICE OF THE PRESIDENT

UNIVERSITY OF HARTFORD
OFFICE OF THE PROVOST

UNIVERSITY OF HARTFORD
ADMISSION

UNIVERSITY OF HARTFORD
OFFICE OF STUDENT AFFAIRS

UNIVERSITY OF HARTFORD
INSTITUTIONAL ADVANCEMENT

UNIVERSITY OF HARTFORD
OFFICE OF MARKETING AND COMMUNICATION
Wordmark Lockups
STACKED ALTERNATIVE INSTITUTIONAL OFFICES

University of Hartford
Office of the President

University of Hartford
Office of the Provost

University of Hartford
Admission

University of Hartford
Office of Student Affairs

University of Hartford
Institutional Advancement

University of Hartford
Office of Marketing and Communication
Wordmark Lockups

INSTITUTIONAL OFFICES

UNIVERSITY OF HARTFORD
OFFICE OF THE PRESIDENT

UNIVERSITY OF HARTFORD
OFFICE OF THE PROVOST

UNIVERSITY OF HARTFORD
ADMISSION

UNIVERSITY OF HARTFORD
OFFICE OF STUDENT AFFAIRS

UNIVERSITY OF HARTFORD
INSTITUTIONAL ADVANCEMENT

UNIVERSITY OF HARTFORD
OFFICE OF MARKETING AND COMMUNICATION
Usage

LETTERHEAD

UNIVERSITY OF HARTFORD
BARNEY SCHOOL OF BUSINESS

OFFICE OF THE DEAN
Usage

ENVELOPE

UNIVERSITY OF HARTFORD
OFFICE OF MARKETING AND COMMUNICATION
200 Bloomfield Avenue
West Hartford, CT 06117

UNIVERSITY OF HARTFORD
OFFICE OF STUDENT AFFAIRS
200 Bloomfield Avenue
West Hartford, CT 06117
Usage

BUSINESS CARDS

UNIVERSITY OF HARTFORD
OFFICE OF THE PROVOST

H. Frederick Sweitzer
Associate Provost and
Dean of Graduate Studies

Office of the Provost

200 Bloomfield Avenue
West Hartford, CT 06117

P 860.768.4504
F 000,000,0000
C 000,000,0000
E sweitzer@hartford.edu

hartford.edu

UNIVERSITY OF HARTFORD
BARNEY SCHOOL OF BUSINESS

Mary Smith
Chair and Associate Professor
Department of Management,
Marketing, and Entrepreneurship

Barney School of Business

200 Bloomfield Avenue
West Hartford, CT 06117

P 888.555.7676
F 000,000,0000
C 000,000,0000
E msmith@hartford.edu

hartford.edu
Copy Guidelines

INDIVIDUAL COLLEGES AND SCHOOLS

Naming conventions

University of Hartford’s Barney School of Business. . .
University of Hartford’s Hartford Art School. . .
University of Hartford’s The Hartt School. . .
University of Hartford’s College of Arts and Sciences. . .
University of Hartford’s College of Education, Nursing and Health Professions. . .
University of Hartford’s College of Engineering, Technology, and Architecture. . .
University of Hartford’s Hillyer College. . .

Copy guidelines

For colleges and schools with acronyms, the first mention should always be the full-name lockup, with the acronym parenthetically referenced only if it will be used in subsequent copy. For example, “University of Hartford’s College of Engineering, Technology, and Architecture (CETA). . . .”

This applies to the first use in body copy. Headlines should mention the school with the full University and college/school lockup as well. Subsequent mentions can then use the acronym.
Copy Guidelines

ATHLETICS TEAMS

Naming conventions
University of Hartford Baseball team...
University of Hartford Men's Basketball team...
University of Hartford Women's Basketball team...
University of Hartford Cross-Country team...
University of Hartford Men's Golf team...
University of Hartford Women's Golf team...
University of Hartford Men's Lacrosse team...
University of Hartford Men's Soccer team...
University of Hartford Women's Soccer team...
University of Hartford Softball team...
University of Hartford Men's Tennis team...
University of Hartford Women's Tennis team...

Copy guidelines
For the University’s athletics teams, the first mention in body copy should always be the full name of the team locked up with the full University name. For headlines, “Hartford Hawks” or simply “Hawks” is suitable as long as the full name of the University appears in the supporting copy.

First mention:
“University of Hartford Men’s Golf team...”

Second mention:
“Leading the Hartford Hawks in shots...”

Subsequent mentions:
“The Hawks played hard.”
Copy Guidelines

INSTITUTIONAL OFFICES

Naming conventions

University of Hartford’s Office of Institutional Advancement. . .
University of Hartford’s Office of Admission. . .
University of Hartford’s Office of Marketing and Communication. . .
University of Hartford’s Office of the President. . .
University of Hartford’s Office of the Provost. . .

Copy guidelines

For institutional offices, the first mention of the office in body copy should always feature the full University and office lockup. Subsequent mentions can simply mention the offices independently by their full office name or by any of the following shortened versions: “the Office of Marketing and Communication,” “the office,” or “Marketing and Communication.”
Brand Positioning

After a lengthy qualitative and quantitative research effort, the following brand-positioning statement was created for the University of Hartford. This statement, which encapsulates the essence of the institution, serves as an internal reference to guide marketing communications and should never appear on outward-facing materials.

POSITIONING STATEMENT: Distinctive by design.

The University of Hartford brand is built on the truth that our University is designed to develop distinctive students. The University’s various programs and committed faculty create distinguished graduates. The brand reflects the in-progress nature that both our students and the greater University as a whole have in common as we all strive to reach our fullest potential.

TONE WORDS: The positioning statement is informed by the following tonal words that reflect the personality of the institution:

- Confident
- Forward-thinking
- Supportive
- Engaging
- Energetic
- Creative
- Quirky
Copy Tone

The copy reinforces the brand’s voice of a mentor. To establish this voice, the copy should come across as direct and straightforward. To present the institution as personable, approachable, and trusted, we keep the copy conversational.

We also seek to convey a sense of both the rigorous challenge and the supportive attention our students receive. The copy takes on a motivational tone for speaking to these aspects and how our University helps students reach within themselves to find their greater selves.

We help students achieve so much in their time here. To reflect how we help them tap into their potential, our copy is optimistic while always remaining real and honest.
Typefaces

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

**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

**MEMPHIS**
- Memphis Light
- Memphis Light Italic
- Memphis Medium
- Memphis Medium Italic
- Memphis Bold
- Memphis Bold Italic
- Memphis Extra Bold

**NEW CALEDONIA**
- New Caledonia
- New Caledonia Semibold Italic

**ARBOR BRUSH**
- Arbor Brush
- Arbor Brush Regular
Type Usage

HEADLINES
When writing headlines, use a combination of the approved typefaces, using no more than three in one piece, making sure that the selected fonts complement each other. The alignment of the type may vary. A distressed texture may also be applied to the headline typography.
Type Usage

SUBHEADLINES
When writing subheadlines, use the typeface Gotham Bold in ALL CAPS. Part of the subheadline may be called out and placed inside the distressed arrow graphic. Detailed information may also be called out inside a framed box.
**Type Usage**

**BODY COPY**
The typefaces Gotham Medium or Gotham Book should be used for all body copy in branded materials. Type may be either center-aligned or left-aligned.

We’ve partnered with Hartford’s public schools and Saint Francis Hospital and Medical Center so we can prepare our students in real-world settings. These partnerships provide relevant experience where students can put the theories we teach in the classroom into practice, firsthand. Experiences that help our graduates stand out to hiring managers. Employers know our programs prepare students to hit the ground running from day one, because for our students, day one actually comes long before they graduate.

**EVERY YEAR**, we give students the chance to think up and develop ideas for new businesses. To help guide them through this process, we bring in mentors who are experienced in creating and running companies of their own. Students go on to present their business plans to compete for cash prizes and to attract potential investors.

Last year’s winner, Melissa D’Souza, won for her plan to commercialize an alternate form of sauce that’s popular in many countries around the world.

Melissa’s winning plan earned her a cash award, but the advice she received from her mentors proved to be invaluable. Using their feedback, Melissa’s refining her plan with the hopes of generating more interest from investors.

Nothing teaches you how to run a business better than running a business. Let’s get started.
Color Palette

The primary brand color is “Hartford Red.” It may be used as a solid color or as a transparent overlay. The primary colors may be used in combination with the secondary brand colors. Though the secondary colors may be used at different percentages, use them at 100 percent whenever possible.
Graphic Elements

There are several graphic elements found throughout the University of Hartford brand. A centered vertical band of red may overlay images to hold copy. Distressed vector icons may be used to frame content and give materials a sense of flow and direction. Pertaining to the arrow, do not increase the width or decrease the font size to accommodate longer words. Arrows and impact bars should always appear distressed, with the impact bars being horizontal only.
Photography

CAMPUS AND ACTION PHOTOGRAPHY
Photography that depicts the University of Hartford campus—and all of the activity that happens on it—should feel warm, vibrant, and dynamic. It should also feel natural. Use natural light whenever possible, and avoid using a direct, harsh flash. In addition, do not use a fisheye lens.

The overall effect of the photography should make viewers feel as if they are immersed in the scene, looking at it with their own eyes. To achieve this effect, make sure the shots each have a first-person perspective. In addition, maintain a shallow depth of field to focus selectively on the subject.

A red overlay may be placed over images.
Photography

PORTRAITS
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.
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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