As we continue to work together to raise the profile of the arts at the University, please consider incorporating the UChicagoArts logo(s) into your communications efforts.

The arts are a vibrant part of the University of Chicago and a cohesive visual identity will help reinforce this concept with the campus community and general public.

The following guidelines outline the brand elements: logo, typeface, and color, and they provide application suggestions through examples.

Please review this document in its entirety before downloading, forwarding, or using the logo(s). The logo(s) are custom and not reproducible through typesetting. Please use the logo files that have been provided with this document.

If you have any questions about the broader arts strategy please contact Nora Semel at norasemel@uchicago.edu.

If you have any questions regarding the branding and creative services, please contact UChicago Creative (grants@uchicago.edu).

Contents
Brand positioning statement 2
Logo(s) 3
1. Primary logo (signature) 3
   2A. Horizontal logo 7
   2B. Stacked logo 10
Color palette 13
Typography 14
Media alert and press release application 16
Print application 17
Report cover application 18
PowerPoint application 19
Social media application 20
Email templates application 21
Video slate templates application 22
Items application 23
Create your own 24
Brand positioning statement

Through creative expression, research, teaching, and collaboration across our campus, city, and global community, UChicago Arts are defined by—and help to define—the open, rigorous, and intense inquiry that has been distinctive to the University since its inception.

**Open**
- Span University and city
- Multidirectional dialogue
- All audiences
- All affiliations

**Rigorous**
- Excellence and quality
- Grapple with important questions
- From humanities to sciences

**Intense**
- All encompassing: campus and community
- Devotion, commitment, and passion
- All can share—“full-court press”

**Distinctive**
- Commitment to inquiry
- City of Chicago
- Unlikely collaborations
- New forms, voices
1. Primary logo (signature)

This version most accurately positions the arts as an integral part of the University and reinforces the arts brand as part of the University brand. It replicates the standard University signature system (see http://identity.uchicago.edu/guidelines/logo.shtml — scroll down to “Signature System”).

Examples of incorrect formatting/usage:

Stretching or distorting the logo:

Adjusting the relationship of the University logo and the Arts type:
# 1. Primary logo (signature) COLOR VERSIONS

**FULL-COLOR VERSION**
Preferred version
- Use CMYK version for print
- RGB for online
- Pantone/Spot for accurate color matching and/or custom printing

---

**REVERSED VERSION**
For use on dark backgrounds

---

**GRAYSCALE VERSION**
For use in 1-color printing (e.g., newspaper ads)

---

**SINGLE COLOR VERSION**
(The phoenix is dropped.)
For use on premium/promotional items or any instance in which one color printing or small scale reproduction are required (e.g., ink pens/pencils, flash drives, disks).
1. Primary logo (signature)—PLACEMENT

Place logo at bottom left, University logo should be roughly 1/3 the width of your document.
1. Primary logo (signature)—INCORRECT placement/sizing

Do not use the logo as headline, full width of document or layout, or centered, EXCEPT when the logo is the only element used (as on table drapes, banners, and items—see page 23).
2A. Horizontal logo

Use this version when the University logo is already used in conjunction with another entity.

Examples of incorrect formatting/usage:

Stretching or distorting the logo:  
Adjusting the relationship of UChicago and Arts
## 2A. Horizontal logo COLOR VERSIONS

Use this version when the University logo is already used in conjunction with another entity.

<table>
<thead>
<tr>
<th>FULL-COLOR VERSION</th>
<th>REVERSED VERSION</th>
<th>GRAYSCALE VERSION</th>
<th>SINGLE COLOR VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred version</td>
<td>For use on dark backgrounds</td>
<td>For use in 1-color printing (e.g., newspaper ads)</td>
<td>For use on premium/promotional items or any instance in which one color printing or small scale reproduction are required (e.g., ink pens/pencils, flash drives, disks).</td>
</tr>
<tr>
<td>- Use CMYK version for print</td>
<td>- Pantone/Spot for accurate color matching and/or custom printing</td>
<td>- Use CMYK version for print</td>
<td>- Use CMYK version for print</td>
</tr>
</tbody>
</table>
2A. Horizontal logo PLACEMENT

Use this version when the University logo is already used in conjunction with another entity.
2B. Stacked logo

Use this logo for narrow or compact spaces and as an avatar for social media.

Examples of incorrect formatting/usage:

Stretching or distorting the logo:

Adjusting the relationship of UChicago and Arts
## 2B. Stacked logo COLOR VERSION

Use this logo for narrow or compact spaces and as an avatar for social media.

**FULL-COLOR VERSION**  
Preferred version  
- Use CMYK version for print  
- RGB for online  
- Pantone/Spot for accurate color matching and/or custom printing

![FULL-COLOR VERSION](image1)

**2-COLOR VERSION**  
- Use CMYK version for print  
- RGB for online  
- Pantone/Spot for accurate color matching and/or custom printing

![2-COLOR VERSION](image2)

**REVERSED VERSION**  
For use on dark backgrounds

![REVERSED VERSION](image3)

**AVATAR**

![AVATAR](image4)
2B. Stacked logo PLACEMENT
# UChicago Arts Color Palette

UChicago Arts uses the University color palette. The information here is taken from the University’s identity guidelines and can also be referenced at [http://identity.uchicago.edu/guidelines/palette.shtml](http://identity.uchicago.edu/guidelines/palette.shtml).

**Primary color palette** (the only colors, including black and white, in which the logos can be reproduced):

<table>
<thead>
<tr>
<th>Pantone 202</th>
<th>Pantone Warm Gray 11</th>
<th>Cool Gray 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: C=0 / M=100 / Y=70 / K=50</td>
<td>CMYK: C=0 / M=15 / Y=30 / K=70</td>
<td>CMYK: C=15 / M=10 / Y=15 / K=0</td>
</tr>
<tr>
<td>RGB: R=139 / G=0 / B=33</td>
<td>RGB: R=118 / G=118 / B=118</td>
<td>RGB: R=214 / G=214 / B=206</td>
</tr>
</tbody>
</table>

**Secondary color palette**

![Secondary color palette](image-url)

---

[THE UNIVERSITY OF CHICAGO Arts](http://www.arts.uchicago.edu)
UChicago Arts Typography

The UChicago Arts identity was created to coordinate with the University of Chicago ID typefaces. The UChicago Arts signature typeface is Gotham Bold. Gotham Light, Book, and Medium can also be used in typesetting, layout, and design. Italic can be used as necessary. For web, use Proxima Nova. For more information on the University’s typefaces, including where to purchase, please visit http://identity.uchicago.edu/guidelines/typefaces.shtml

**PRIMARY USAGE**

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.!;,:@$%&()

**SECONDARY USAGE**

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.!;,:@$%&()

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.!;,:@$%&()

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.!;,:@$%&()

**WEB ONLY**

Proxima Nova
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.!;,:@$%&()
When the official typeface, Gotham, is unavailable or cost prohibitive, the following are acceptable substitutes.

**Helvetica Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890.!?;,::@$%&()
```

**Helvetica Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890.!?;,::@$%&()
```

**Arial Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890.!?;,::@$%&()
```

**Arial Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890.!?;,::@$%&()
```
Application examples: media alert and press release

Media Alert
TITLE IN ALL CAPS
For immediate release
February 16, 2012

Archil eturiaest, con re non restesequi essequi coribus et reic tem hilir mina sinvero vitat dipet ipsi exped et rem
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Press Release
TITLE IN ALL CAPS
For immediate release
February 16, 2012

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Logo application examples: print (poster, flyer, postcard, ad)

Mahler’s Symphony No. 2
Resurrection

Saturday
May 31
8pm

Sunday
June 14
4pm

Mandel Hall
1131 E 57 St

Suggested donations at the door: Students: $5

EVENT HIGHLIGHT
773-702-9009
Music with language has
inspired new and
innovative ideas at
the University of
Chicago.

University Symphony Orchestra
University Chorus
Moral Choir
James Kehr
Music Director
Barbara Schubert - conductor
Kimberly Jones - soprano
Stacy Eckert - mezzo-soprano

Through a weaving collage of paintings, photographic and fiber, ANPO: Art x War relates longstanding resistance to U.S. military bases in Japan from the perspective of its contemporary artists.

In 1945, millions of Japanese citizens found a voice of solidarity and hope in the music of contemporary artists. The process of re-imagining the future continues under the shadow of the atomic bomb.

7pm, Saturday, October 1, 2011

PHENOMENOLOGIES OF PROJECTION, AESTHETICS OF TRANSITION

Anthony McCall

1970-79, 2001-

THE UNIVERSITY OF CHICAGO Arts
Application example: report cover

Report Title Report
Subtitle subtitle subtitle subtitle
Subtitle subtitle subtitle
Date

< Suggested alignment of title with “Arts;” example shown without artwork

< Suggested alignment of title with wordmark portion of University logo; example shown with full bleed photo
Application example: PowerPoint
Application examples: Social media avatars

Facebook, Twitter, Flickr, iTunesU
Application example: Email templates

Design templates are available for use with Emma® email marketing (myemma.com)
Application example: Video slate

Beginning slide
Application example: table drape, banner, item
Creating your own communications

The diagram below demonstrates how to put all of our brand elements together to create effective communications with a strong tie to both the University and other arts-related communications.

- **OPTIONAL:**
  - Hosting organization's name
  - Gotham Medium justified

- Gray area for artwork (photography, illustration, etc.)
  - Artwork should extend to edges of layout

- **Headline in Gotham Bold**

- **Body text in Gotham**
  - (any mix of weights is allowed)

- **Host Name**

- **THE UNIVERSITY OF CHICAGO**

- **LOGO**

- Additional sponsor logos to right of arts logo

- Place logo at bottom left with the University logo approximately 1/3 the width of the layout
Example: creating your own

A Lens Brightly
Films of Gregory Markopoulos
Friday, November 18, 2011
7:00pm
Example: creating your own (using substitute typeface—Helvetica Bold; see pg. 15)
For any additional information or to discuss the contents of this document, please contact one of the following:

**Nora Semel**
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University Communications
The University of Chicago

**Grant Schexnider**
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Creative Director
UChicago Creative
University Communications
The University of Chicago

**Brian Ross**
bross@uchicago.edu
Assistant Creative Director
UChicago Creative
University Communications
The University of Chicago

For assistance with creating communications, please contact:

UChicago Creative
[creative.uchicago.edu](http://creative.uchicago.edu)

Submit a project request at:
[creative.uchicago.edu/project-request.shtml](http://creative.uchicago.edu/project-request.shtml)

Rates and Scheduling:
[creative.uchicago.edu/howwework](http://creative.uchicago.edu/howwework)