

THE UNIVERSITY OF CHICAGO

IDENTITY GUIDELINES

# Communicating UChicago

A resource for communicators

## COMMUNICATING UCHICAGO

Introduction	1
Core Values	2
Core Attributes	4
How We Communicate	6
▪ Our Voice	6
▪ Our Visual Language	8
Photography	10
Videography	12
Nomenclature	14
<b>GRAPHIC IDENTITY</b>	<b>17</b>
Logo	18
Logo Usage	20
Logo Application	22
Logo Signature System	24
Custom Marks	26
Co-branding	28
Logo Alternative	30
Seals	32
Wordmarks and Athletics “C”	34
Graphic Elements	36
Typefaces	38
Color Palette	40
<b>ADDITIONAL RESOURCES</b>	<b>43</b>
Links	43
Editorial Style	44
Facts and Figures	46
University Tartan	47



THE UNIVERSITY OF  
CHICAGO



# Communicating UChicago

Implementing the University of Chicago's identity and messaging for maximum impact

This document was created as a hands-on resource to help your communications reflect and harness the reputation of the University of Chicago.

Correct and consistent use of these guidelines will help strengthen the connection and recognition between the University and its audiences.

For additional information, visit [identity.uchicago.edu](https://identity.uchicago.edu).

Questions? Contact [identity@uchicago.edu](mailto:identity@uchicago.edu).

An organization's identity, or "brand," is a reflection of its enduring values. The University of Chicago's identity is based on our commitment to rigorous inquiry, a challenging and rewarding intellectual environment, a distinctive and empowering education, and partnerships in innovation and impact. These values contribute in a meaningful way to the lives of all who are affiliated with the University—current and prospective students, faculty, staff, alumni, patients, and civic partners.

An identity is how an organization defines itself as well as how it is defined by others. Our identity is the enduring perceptions of the University of Chicago that live in people's minds—an accumulation of information, experiences, emotions, and memories. It sums up what makes us great and what sets us apart. It is who we are and how we are perceived in the world.

Our brand as an institution was not created as much as it was mined. The University of Chicago has had the same enduring values for more than a century. Our goal is to articulate that brand and help you communicate it clearly.

What we stand for is communicated in every way that we represent the University. Everything communicates, from the words we choose to the typefaces we use; from the style of our photography to the types of events we hold; from the way we respond to an email to the way we answer the phone.

This guide is intended to make those communications clearer, easier to create, more impactful, and, above all, clearly recognizable as the University of Chicago.

The more unified we are in our communications, the more we reinforce the brand. The more we reinforce the brand, the more successful we will be at recruiting students and faculty, cultivating donors, soliciting funding, and forging civic partnerships—in short, at having a real and lasting impact on our neighborhood, our city, our nation, our world.

## COMMUNICATING UCHICAGO

# Core Values

Our core values are what differentiate us as an institution and serve as underlying themes for all our communications.

### **We believe in the power of inquiry.**

Our dedication to academic freedom and rigorous inquiry has defined the character of the University from its inception, trumping social conventions and preconceptions, and valuing the inclusion of all voices and viewpoints, both within the University and across society. Our belief in the power of inquiry, more than any other, shapes this environment and leads to world-changing insights and discoveries.

### **We are an intellectual destination.**

This environment of vigorous discourse and debate draws scholars from around the world who seek out an intellectual environment that encourages risk-taking and passion, that rewards those with the ambition to take their ideas from good to great. The University is a beacon for thinkers who choose data over dogma, who push an idea into the path of doubt to reveal its weaknesses, and who recognize the value of discontent with the status quo and the potency of unexpected collaborations.

**We provide a distinctive and empowering education.** We teach students how to think, not what to think, in an independent, flexible, and creative way. We foster a skeptical approach and a demand for data balanced by optimistic belief that the greatest challenges provide the richest rewards. This combination of an evidence-based approach to problem-solving with an ability to envision possibilities provides alumni with the basis for success in any field or industry and the means to tread the uncharted course.

**We are a partner in innovation and impact.** From the University's first days, its leaders viewed urban engagement as a priority and the City of Chicago as a partner in developing innovative solutions to society's most pressing needs. Today we are focused on creating scalable solutions for cities around the world. It is our insistence on understanding underlying causes, our persistence in pursuing the data that creates new knowledge and better solutions, and our productive civic collaborations that make us a leader in addressing urban issues.

**We are the University of Chicago.** We are one university. Every individual school, department, and unit—from Chicago Booth to the Smart Museum of Art to the Urban Education Institute—contributes to the eminence of the University of Chicago, and every school, department, and unit is made greater by being part of the intellectual fabric of the University.

COMMUNICATING UCHICAGO

# Core Attributes

The core attributes of the University of Chicago reflect the characteristics most shared by its faculty, students, alumni, and staff: An uncommon intelligence that embraces risk and is driven by restless curiosity, tenacious exploration of ideas, and unwillingness to accept impossibilities, tempered by a measure of humility and sharp wit.

# Curious,

Creative, Open, Diligent, Committed, Restless, Intelligent, Inclusive, Engaged,

# Rigorous,

Fearless, Direct, Discerning, Ambitious, Empowering, Evidence-Based,

# Innovative,

Authentic, Visionary, Distinctive, Humorous, Humble,

# Collaborative.

# How We Communicate: Our Voice

**Our voice is confident and direct, unvarnished yet eloquent.** To achieve this, think about the idea you're trying to convey and strive to communicate it as clearly as possible. Write from your heart (or gut), then wordsmith. Start with the essential idea, then find the right words to express it.

**The tone is both intelligent and accessible.**

Use concise sentences to convey complex ideas, making every word count. Use verbs instead of adjectives or adverbs. Be visual and physical; choose words with action and impact.

**Convey the University's eminence through facts, not superlatives.**

Provide evidence with examples.

**Demonstrate impact.** Why does a University of Chicago education matter? Why is this an ideal environment for research? Tell the whole story; show us where an experience leads.

**Use the present tense.** Create the sense of being in the midst of ongoing insights and discoveries. Reference history, but create a continuum, carrying that reference through to the present and future.

**Be specific.** Use examples that are uniquely University of Chicago and evoke a sense of place or pride.

**Be clear about why us, why now.** Ask these questions when making a case for applying, choosing, participating, donating, volunteering, caring:

- Why are we doing this? What is the need and context?
- Why UChicago? Why and how are we uniquely suited to this endeavor?
- What is the impact? How will this make a difference?

**Be engaging.** Speak directly to the reader and use inclusive language (“you,” “us”) when the goal of the communication is to prompt action (donate, participate in an event, apply for admission, join the faculty). Recognize the reader as part of our community.

**Be creative.** Consider how best to tell a story. Draw an unexpected comparison, consider information from multiple viewpoints, and consider multiple mediums for storytelling.

**Be authentic.** Above all, our communications must be true to the University of Chicago—in fact, in tone, and in spirit.



Questions about communicating via social media? Visit [communications.uchicago.edu/social-media/guide](https://communications.uchicago.edu/social-media/guide).





Use the present tense to create the sense of being a part of the narrative

It's when you're admiring the grandeur of Rockefeller Chapel, surrounded by new classmates, listening to the Aims of Education address. Or during a late-night debate over the origins of American football while playing foosball with your housemates.

It's when you're walking across the Quads and spy carved faces peeking from ivy-covered buildings. Or when you vote with your tip for Thor in the Divinity School coffee shop's "battle of the gods."

It's when you find yourself digging through original documents in Regenstein Library's Special Collections, uncovering the city's colorful political past for your Chicago Studies research. Or biking with friends along the lakefront, admiring the downtown skyline of this great city.



Excerpt from College Admissions brochure sent to accepted applicants.

Engage readers by speaking directly to them when appropriate

Use examples that are specific to UChicago



Excerpt from College Admissions brochure sent to prospective students. View a pdf at [https://collegeadmissions.uchicago.edu/sites/default/files/uploads/pdfs/uchicago\\_tattoo\\_2013.pdf](https://collegeadmissions.uchicago.edu/sites/default/files/uploads/pdfs/uchicago_tattoo_2013.pdf)

Be creative by drawing an unexpected comparison

**Chicago: Our city, our laboratory, our playground, our muse, our home.**

Students come to the University of Chicago expecting a world-class education and discover a world-class city as well. Our Chicago Studies program creates unlimited opportunities to connect with the city, from curriculum on Chicago film history to faculty researching urban issues, from events with metropolitan leaders to the chance to publish original research. Chicago is home to the blues and the Bulls; deep-dish pizza and the Picasso; the Chicago Symphony and The Second City; and 77 neighborhood communities with an ethnic—and culinary—diversity unmatched almost anywhere in the world. Our historic Hyde Park neighborhood has been home to residents ranging from Saul Bellow to Muhammad Ali. And of course, there's Lake Michigan, with swimming, sailing, and sandy beaches. It's like having a water park bigger than Belgium in your front yard.

# How We Communicate: Our Visual Language

**Our visual language reflects our voice; bold, clear, direct, yet innovative and distinguished.** Our design and photography should clarify our message and illustrate our unique attributes.

**Take inspiration from and celebrate our surroundings.** Our typography, color palette, and design draw from the University's Gothic-inspired architecture and groundbreaking contemporary architecture; natural, lush, park-like setting, nestled within the vibrant neighborhood of Hyde Park along Lake Michigan; and location within the city of Chicago.

**Embrace the brand.** Use our brand elements consistently. This assures recognition with all audiences.

**It's not about you, it's about UChicago.** Although the desire can be strong to stand apart from other University of Chicago communications, it is crucial, for external audiences in particular, that all of our communications appear to be from the same institution and that they reinforce the brand.

**Be intentional.** Coordinate design and photography to illustrate content.

**Keep it clean.** Avoid unnecessary elements or embellishments. Don't confuse or clutter the design.

**Keep it real.** Don't stage or fabricate experiences.

**Be unique.** Avoid copying other institutions. We are unique—our communications should look that way.

**Be surprising.** While consistency and adherence to brand are crucial, be creative within these guidelines to keep communications fresh and interesting.

EXAMPLES



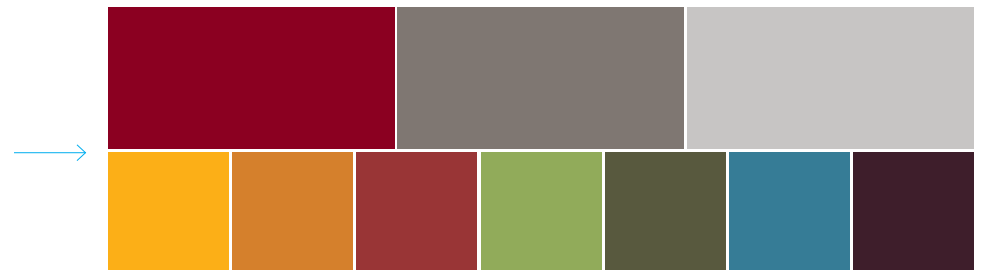
→ **uchicago**

Our iconic Gothic architecture informed and inspired our selection and use of the typeface Fette Fraktur (see page 34).



→ **REVA AND DAVID  
LOGAN  
CENTER FOR THE ARTS**

The Logan Center's physical profile, contemporary architecture, and intended use informed and inspired the creation of the Logan Center's logo.



Our surroundings—from our tile roofs to Lake Michigan—informed and inspired our color palette.

## COMMUNICATING UCHICAGO

# Photography

Our imagery reflects the identity of the University. It is striking, truthful, and distinguished.

Use photography that is engaging and authentic. Always consider the diversity of race, religion, and gender of our campus community. Choose images that show energy and life in the subjects we portray.

Take inspiration from our surroundings and regularly give the viewer a sense of place in our photography. Make unique, deliberate choices. Images don't always have to be a literal interpretation of the story or subject. Sometimes a smart way to use a photograph is to pick a compelling image that acts as an umbrella for the message and support it with images that are more literal, explaining the story or presentation in detail. Consider images that bring new information to the presentation. Visit [communications.uchicago.edu/photography/guide](https://communications.uchicago.edu/photography/guide) for more photography best practices and guidelines.

An extensive and expanding collection of University photography can be found online at [photostore.uchicago.edu](https://photostore.uchicago.edu).



**ABOVE** Feature your subject in a unique and relevant setting. In this image, Metaknowledge Network Director James Evans poses in the underground automated storage and retrieval system at the Joe and Rika Mansueto Library.

**?** Need advice on photography for social media imagery? Visit [communications.uchicago.edu/social-media/guide](https://communications.uchicago.edu/social-media/guide).



**ABOVE** Authentic people and settings tell an authentic story. Dean Margaret Mitchell of the Divinity School meets with PhD students in her office at the start of the academic year.



**ABOVE** Choose an unexpected perspective. From a low vantage point, the photographer captures two people engaged in a discussion while sitting on a bench on the quads on a warm spring day. A strong sense of time and place are established by showing tulips in bloom in the foreground, with campus architecture framing the image in the background.



**ABOVE** Choose elements that guide the viewer's eye through the story. The student in the center provides a focal point and from there the viewer's eye is directed to sweep along and look at the other recent graduates. Rain jackets and the pink umbrella in the background are details unique to this particular convocation.



**ABOVE** Use images to tell stories. This image acts as a visual metaphor, showing how UChicago offers students opportunities for close collaboration with peers within a world-class city. These first-year College students are seen interacting at a Discover Chicago event in the observation deck of the John Hancock Building during orientation week.

# Videography

As with photography, our videography about the University, its scholarship, and initiatives, strives for a documentary approach of thoughtful, engaging, and honest representation of the topic at hand.

Video should focus first on communication intentions, which inform approach, content, and style. Video should visually be clean, modern, and vibrant in look and embody the personality of the University.

Images of campus, experiments, and activity should show the story in addition to telling it. These images serve as engaging material that creates a sense of place and provides visual evidence for messages.

To view an extensive selection of University-related videos, visit [youtube.com/UChicago](https://youtube.com/UChicago).

## BASIC GUIDELINES

### For features:

- Drive story through authentic remarks from interview subjects.
- Create intimacy by showing people and through close proximity to subjects.
- Use shallow depth of field and peer-to-peer gaze on interviews.
- Connect with audiences through strong visuals that back up statements with visual evidence.
- Convey a sense of place (for example, locating the class of 2017 at Hull Gate)
- Exhibit the textures, details, and iconic elements of UChicago's campus, including footage from the city of Chicago

### For events and lectures:

- Make the message clear through sharp focus on the speaker to set him or her apart from the background.
- Make sure audio is easy to understand and hear.
- Engage the viewer by drawing attention to the speaker.
- Place the speaker in the main part of the frame.
- Reduce empty space between the speaker's head and the top of the frame.
- Find lines in the environment that frame the speaker.

## EXAMPLES



### FEATURE

#### Welcoming the Class of 2017 to UChicago

[youtu.be/44nTmBxw5Jg](https://youtu.be/44nTmBxw5Jg)

Utilize evocative imagery that gives a sense of energy, movement, environment, and experience that re-enforce the story. Connect with your audience by focusing on people and expressions.



### FEATURE

#### Discover Master's Programs at the University of Chicago

[youtu.be/50EOGIPoTwY](https://youtu.be/50EOGIPoTwY)

Establish the environment with well framed interviews that provide a sense of intimacy and authenticity. Make your subject stand out from the background by employing shallow depth of field.



### EVENT/LECTURE

#### Behind the Scenes with Soledad O'Brien

[youtu.be/V3HX069FbXk](https://youtu.be/V3HX069FbXk)

Create candid documentation of important people and events, with clear, direct, uncluttered framing.

## COMMUNICATING UCHICAGO

# Nomenclature: The University of Chicago and UChicago

### **Our official full name: The University of Chicago**

Wherever possible we prefer to use the full name of the University: The University of Chicago.

“The” is capitalized when the phrase stands alone, but not if it appears in the middle of a sentence. (e.g., “Students attending the University of Chicago participate in more than 350 student organizations.”)

University with a capital “U” is an acceptable second reference for internal documents and documents in which the context is clear, i.e., the content is entirely about the University of Chicago. If the document is long, it is good to go back and reference the full name (the University of Chicago) from time to time.

### **Our official informal name: UChicago**

UChicago, which derives from the University’s URL, [uchicago.edu](http://uchicago.edu), is the preferred second reference. One should, however, keep in mind the tone and formality of the material in which it appears. If the material is very formal, it may be better to use the full name of the University. UChicago can be the first reference or can stand alone in some usages, such as in social media, admissions recruitment materials, and T-shirts.



## Using “Chicago”

“Chicago” is an acceptable second reference in limited situations where the context makes it clear we are talking about the University and not the city. Examples include “Chicago Booth” and the “Chicago School of Economics.” We may also refer to the University as “Chicago” when used in a list of peer institutions, since it’s clear the context is higher education: Harvard, Stanford, Chicago, Penn. “Chicago” as a reference for the University should never stand alone, such as on a T-shirt.

## Social media abbreviation: UChi

In social media platforms, UChi is an acceptable abbreviation when UChicago won’t fit due to character constraints. Example: The Twitter handle for the Neubauer Collegium for Culture and Society is @UChiCollegium.

## Incorrect: “U of C” AND “UC”

“U of C” or “UC” are not acceptable abbreviations in University communications. Both are used by other institutions, and as a global university it is important that we be clear and distinctive in our nomenclature. We recognize that habits change slowly and some people may continue using these abbreviations in conversation. However, we should not reinforce those habits by using these abbreviations in our official communications.



THE U  
CH

## GRAPHIC IDENTITY

Our graphic identity is our visual language for communicating UChicago—the style of our photography and videography, selection of imagery, and approach to design. It is our logo and our color palette. A key component of our brand, it unifies our many parts and amplifies our impact.

Consistency in logo, fonts, color palette, imagery, and design convey one of our core values: We are one university. Every individual school, department, and unit contributes to the eminence of the University of Chicago, and every school, department, and unit is made greater by its association with the intellectual fabric of the University.

## GRAPHIC IDENTITY

# Logo

Logo



The University logo is the University’s official visual identifier. It should appear on all print and digital communications and signage. It is important to apply this logo consistently and properly across all collateral to maintain a unified identity.

### COMPONENTS

The University logo consists of two components: the University shield and wordmark (“The University of Chicago” in Adobe Garamond all caps, with “The University of” justified with and above “Chicago”).

If desired, the University shield may be used on its own as a graphic element. The words “The University of Chicago” must always appear in conjunction with it.

The wordmark, as it appears in the logo, should never be used without the shield.

## ABOUT OUR SHIELD



### HISTORY

The shield was originally designed by Pierre de Chaignon la Rose, a heraldic specialist in Boston working under contract to the board of trustees. No surviving documents make clear precisely why the phoenix was adopted as the central element, although several possibilities have been suggested. The phoenix can be seen as a symbol of the city of Chicago, which was seriously damaged by the great Chicago Fire of 1871 and then was successfully rebuilt, or reborn, within just a few years. A more probable suggestion is that the phoenix represents the “rebirth” of the University of Chicago; an earlier University of Chicago was founded in 1857 and closed due to bankruptcy in 1886, and the current University of Chicago was incorporated in 1890, so in an important sense the University was reborn as the current institution.



UPDATED FALL 2012

### TODAY

The University shield is a primary identifier of the University of Chicago. Together with the wordmark it creates the University logo. It can also be used as a stand-alone graphic element. The University shield has been updated to meet today’s standards for print and digital applications. The shield should not be cropped or altered in any way. *Always use approved artwork.*

## GRAPHIC IDENTITY

# Logo Usage

### COLOR

The logo should appear in the following colors only:

- maroon (preferred)
- gray
- black
- white when over dark backgrounds

Do not mix colors (i.e., maroon shield and gray wordmark).



THE UNIVERSITY OF  
CHICAGO

maroon (preferred)



THE UNIVERSITY OF  
CHICAGO

white (for use on dark, colored, or photographic backgrounds)



THE UNIVERSITY OF  
CHICAGO

gray



THE UNIVERSITY OF  
CHICAGO

black

## INCORRECT USAGE

To establish and maintain the strength of the University of Chicago logo, correct and consistent use must be followed:

**Do not** alter the logo.

**Do not** distort the logo.

**Do not** recreate the logo. The official logo can be accessed at [identity.uchicago.edu](http://identity.uchicago.edu).

**Do not** replace the shield with different symbols or other visual items.

**Do not** reproduce the logo in colors other than our primary color palette: maroon, gray, black, and white (see page 40).



BELOW: Phoenix must appear white or lighter than the background.



## GRAPHIC IDENTITY

# Logo Application

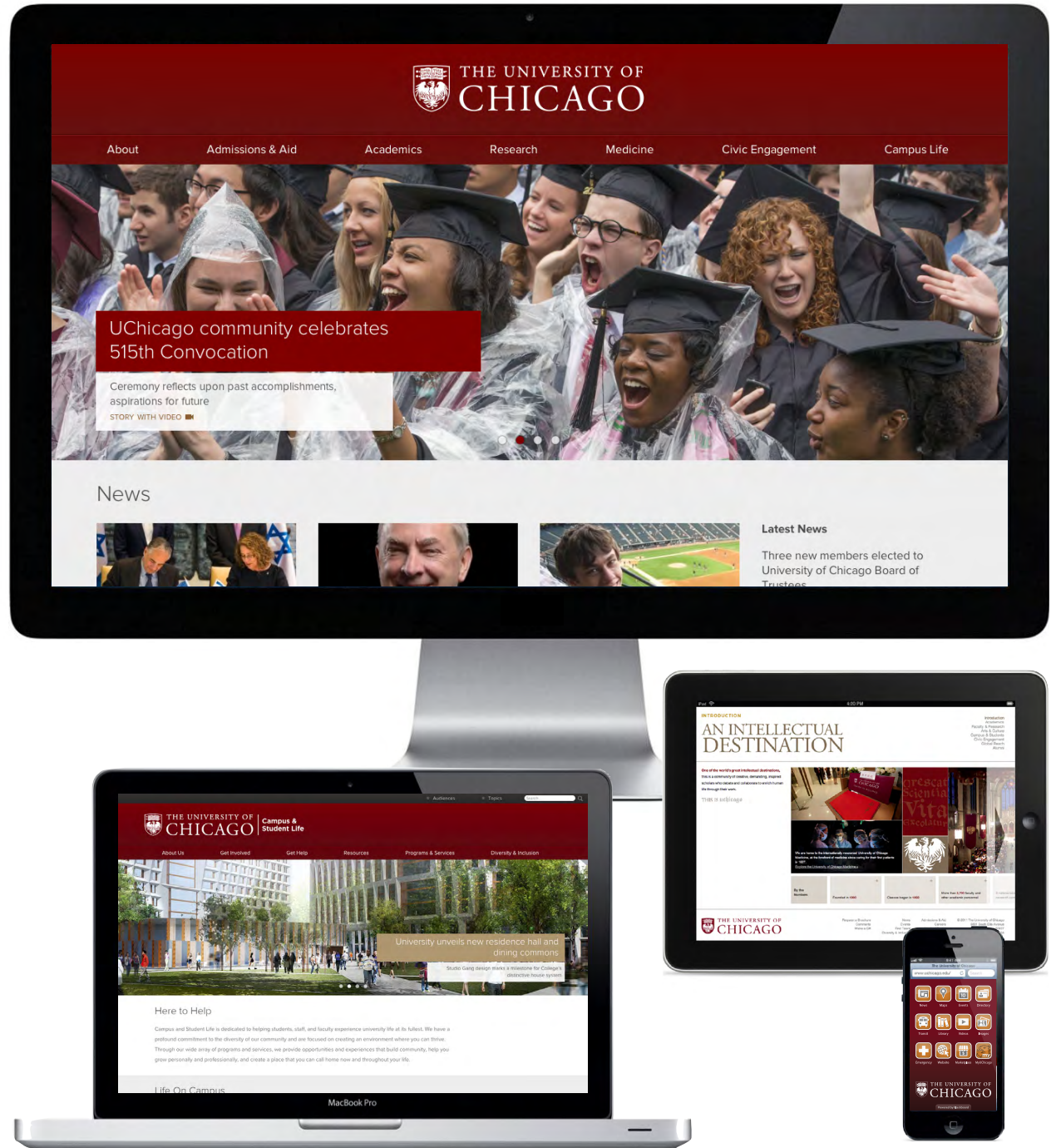
Sizing and placement suggestions for the University logo provide guidance on how to use the logo once you've added it to your communications. Many variables will determine how one uses the logo. In most instances the logo should appear as a "badge of authenticity" or an "approved signature." It should also be seen clearly but does not need to be the focal point. Headlines, text, photography, and media platform all play a factor in how and where the logo will appear.

The University of Chicago name must appear on all websites and other digital communications and must be visible upon opening the site or document. In cases where a department or unit has its own identity, the footer is an acceptable location for the logo, but the University's name should be visible in the header or, at minimum, in running text.

## SIZE

The logo should appear at roughly 1/3 of the width of the page/space on which it appears. For narrow widths, 1/2 of the width is acceptable. For extended widths, 1/4 of the width is acceptable. Exceptions to this occur when the logo is the only artwork used, such as on the University website header, table drapes, banners, premiums, or projections.

**?** Questions about mobile applications?  
Visit [mobile.uchicago.edu](http://mobile.uchicago.edu).







Division  
Department  
Office

Edelstone Building  
6030 South Ellis Avenue  
Chicago, Illinois 60637



Division, Department,  
or Office Name

Name O. Person  
Job title line 1

Address line 1  
Address line 2  
Address line 3

name@person@uchicago.edu  
T 123.456.7890  
F 123.456.7890

# TheCore.



A University of Chicago education is more than a set of skills, a rite of passage, or even the ability to think critically. **It is a lifelong experience**—being part of a dialogue that encourages conversation across cultures and disciplines.

The Core brings undergraduates and faculty members together in this wide-ranging conversation. Small, discussion-based classes and an emphasis on primary texts evoke the debates that have shaped the world we live in. This approach is traditional in that we examine—and reexamine—questions that philosophers, psychologists, economists, biologists, writers, and social theorists have been struggling with for centuries, questions like:

- What defines the human experience?
- Are humans molded by genetics, culture, and history or by an underlying human nature?
- How should we understand rational thought? Is it independent of context?

The Core's primary texts engage a set of shared concerns and issues, but this material evolves as faculty members reframe fundamental questions and principles across high and low cultures, in and out of Western traditions, and from the perspective of both past and present. Students may discuss Thucydides' account of the Peloponnesian War as a product of Greek culture but also as a lens for current events in the Middle East.

A vital tenet of the Core is that interdisciplinary collaboration can illuminate complex problems—and that this exploration is best achieved when students are well-versed in multiple disciplines.

The Core offers broad exposure to the arts and sciences so that all students gain >



"Education is not to reform students or amuse them or to make them expert technicians. It is to unsettle their minds, widen their horizons, inflame their intellects, teach them to think straight, if possible."

**Robert Maynard Hutchins**  
President of the University of Chicago, 1929–51



For more information, visit: [collegeadmissions.uchicago.edu](http://collegeadmissions.uchicago.edu)

*creseat scientia; vita excolatur*



By using the University logo (along with other graphic elements), communications representing many different areas are easily recognized as from the University of Chicago. This allows entities to leverage the reputation of the University and strengthens UChicago's reputation and awareness among many audiences.

## GRAPHIC IDENTITY

# Logo Signature System

Created for divisions, departments, and offices, the logo signature is a simple, readable, visual device that identifies these areas as integral units of the University.

The logo system retains the integrity of the University logo while clearly communicating the identity of divisions, departments, and offices.

The unit name is typeset in Gotham, our sans serif typeface, for added contrast with our logo's typography, which is a serif typeface.

**The logo signature is provided free of charge to all units through UChicago Creative, [communications.uchicago.edu/request/signature-system](https://communications.uchicago.edu/request/signature-system).**

### Horizontal application (preferred)

Light gray vertical line maintains better organization and prevents unit name from being read as part of logo (without line example below could be read as "The University of Division").

Unit name type size (cap height) is equal in height to "THE UNIVERSITY OF."

Unit name centers vertically with height of logo.

**Campus and Student Life  
Physical Education  
and Athletics**

When a division or department name is parent to an office/section, it may be desirable to use both names, highlighting the office/section name: in this example, Physical Education and Athletics, which is a subset of Campus and Student Life.

**News  
Office**

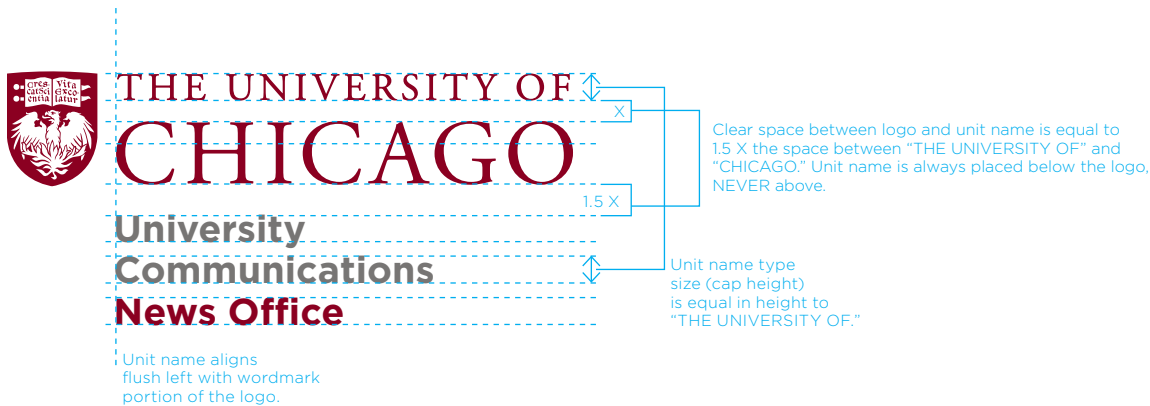
When name is less than three lines long, name centers vertically with height of logo.

Unit name does not align with top or baseline with bottom of logo.

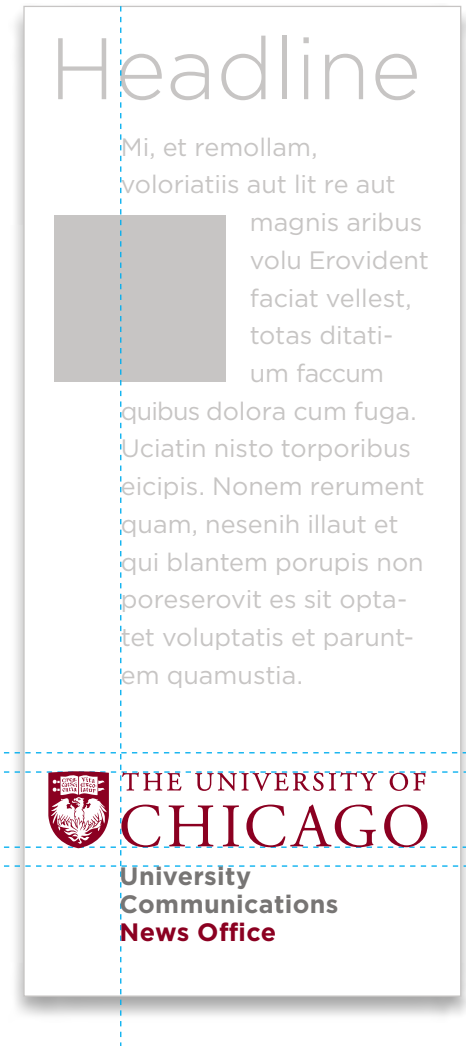
~~**News  
Office**~~

~~**News  
Office**~~

**Vertical application** (for very narrow spaces)



Example



## GRAPHIC IDENTITY

# Custom Marks

Certain areas of the University may benefit from customized identifiers. Examples include centers and institutes (Logan Center for the Arts, Becker Friedman Institute), initiatives (Chicago Innovation Exchange) and schools (Chicago Booth).

These areas, while integral to the University, also serve additional audiences outside of the University and/or academia. The Logan Center serves as an arts destination for the community, city, and world; the Chicago Innovation Exchange serves as a hub for Chicago startups; and Chicago Booth competes with other business schools that have exclusive branding of their own. However, all of these utilize aspects of the University identity—either typeface, color, or graphic elements like the shield (see page 36).

Exclusively internal communications also benefit from clear departmental identification, such as UChicago Dining.

For all external communication, including websites, custom marks should always be considered as supplemental identifiers and used in conjunction with the University logo.

For internal communications, such as signage, identifiers can stand alone.

In all cases, the University's color palette should be used. All external-facing marks should use maroon and/or gray as their primary colors. Internal-facing marks have more leeway but should reflect the color palette.

In all cases, Web Services should be consulted to make sure custom marks are web compatible.

If you have a need, or think you may have a need, for an identifier other than the University logo and/or logo signature system, please contact the University's creative director and identity manager at [identity@uchicago.edu](mailto:identity@uchicago.edu) for consultation and advice.

## EXAMPLES

**External Custom Marks** for areas seen and used by broader audiences (visiting scholars, media, and general public)



The Reva and David Logan Center for the Arts serves as an arts destination for the community, city, and world.



The Chicago Innovation Exchange is a hub for Chicago startups.



Chicago Booth competes with other business schools that have unique branding of their own.

**Internal Custom Marks** for areas used mainly by internal audiences (faculty, students, and staff) that are umbrella organizations containing multiple individual entities.



The University of Chicago Library is the umbrella for all the libraries on campus.



UChicago Dining encompasses dining halls and other campus eateries.



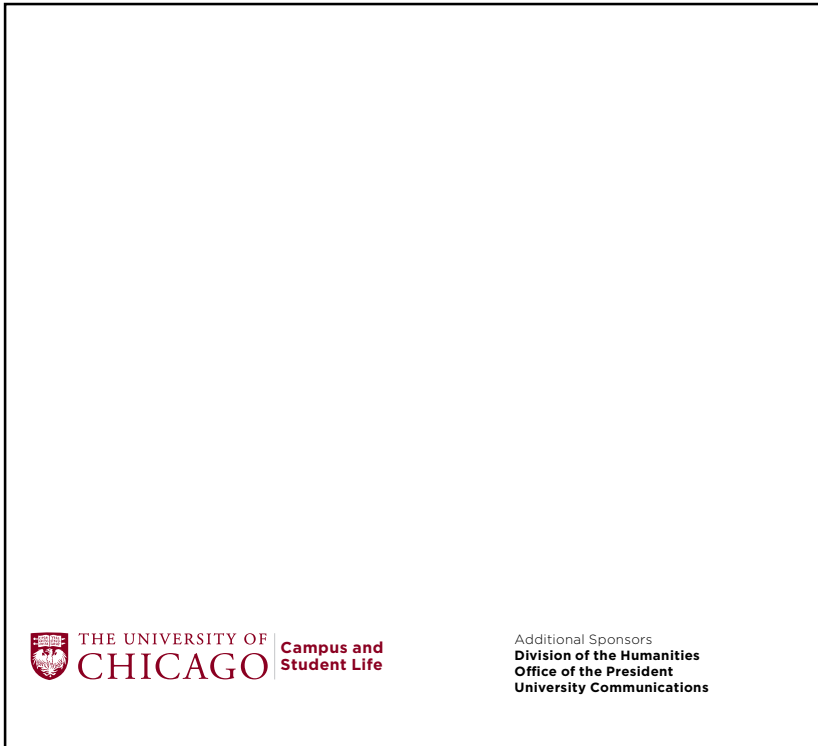
College Housing contains 11 residence halls and 38 Houses.

## GRAPHIC IDENTITY

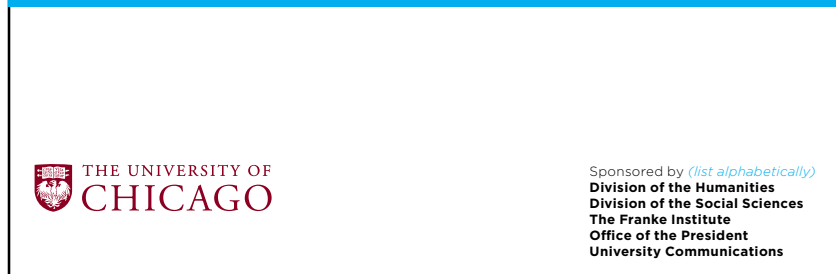
# Co-branding

When two or more units who use the logo signature as their main identifier sponsor events, the University logo should not be repeated. The logo signature of the main sponsor appears. All other sponsors are listed alphabetically under “Additional Sponsors.” When all sponsors are equal, the University logo stands alone with sponsors listed alphabetically.

### Multiple University sponsors with a single major sponsor (with units that have logo signatures)



### Multiple University sponsors equal in sponsorship (with units that have logo signatures)



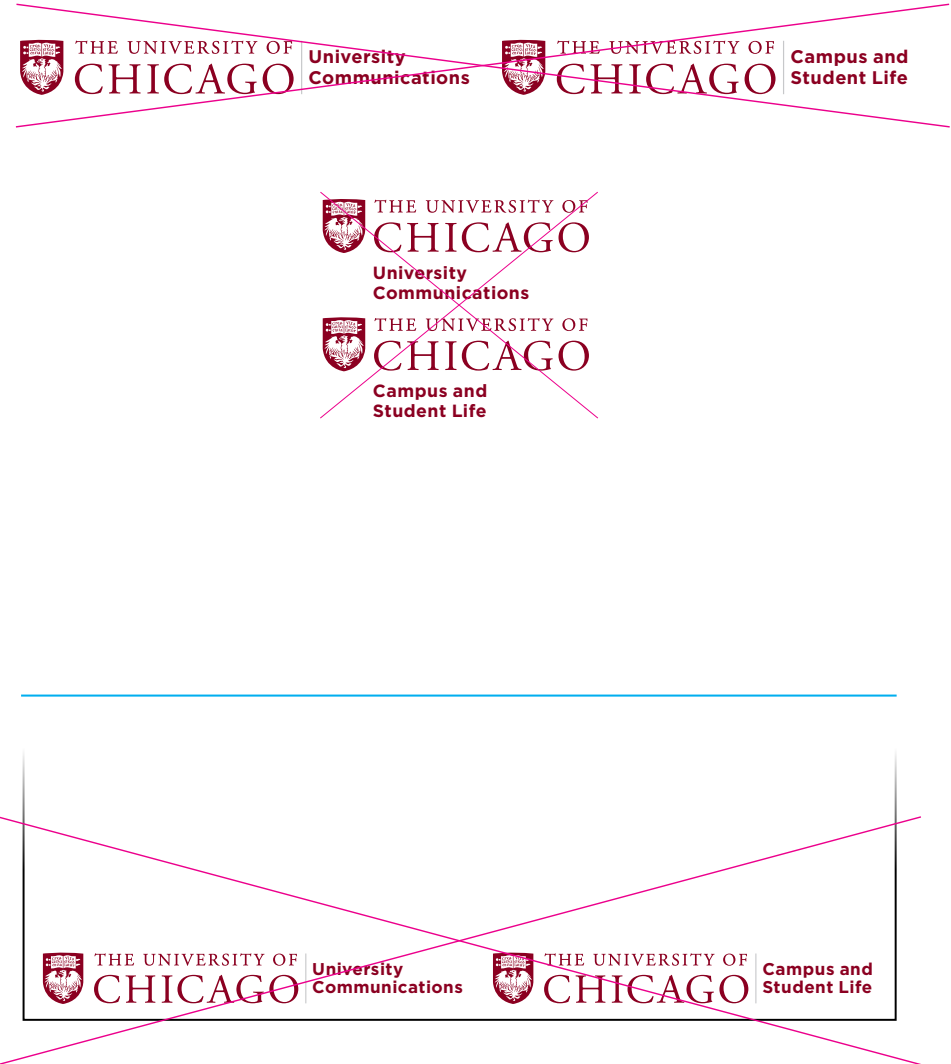
## Co-branding

(with units that have custom marks and/or non-University)



## Incorrect

(for units that use the logo signature as their main identifier)



## GRAPHIC IDENTITY

# Logo Alternative

In instances where the logo simply will not work, due to extreme horizontal or vertical spaces, or very small spaces, the full name of the University may be substituted. Examples are such products as pens, pencils, or clips. In these instances, the name must be typeset in one of our approved typefaces (see pages 38–39).





## GRAPHIC IDENTITY

# Seals

### THE PRESIDENTIAL SEAL

The presidential seal began life as the original University seal. Derived from the coat of arms, this circular emblem was easier to use with an embossing tool for marking diplomas, proclamations, and other documents. According to the University archives, the seal was designed in 1912 by the Boston firm of John Evans & Co., architectural sculptors for Shepley, Rutan & Coolidge of Boston, the firm then serving as the architects for the University of Chicago. The presidential seal is used for official documents of the University, such as diplomas.

**NOTE:** The presidential seal can only be used with permission from the Secretary of the University.



Updated  
December 2012

## THE UNIVERSITY SEAL

With elements similar to those of the presidential seal, the University seal has been redrawn for broad application and digital use. It features the updated shield as well as the official founding date of the University. The University seal is used as a design element, particularly on merchandise. The University seal is NOT a replacement for the University logo.



## GRAPHIC IDENTITY

# Wordmarks and Athletics “C”

### UCHICAGO WORDMARKS

Our informal name often stands alone or serves as a visual element on print materials, websites, T-shirts, and other materials. Standardizing its presentation ensures its effectiveness in representing the University and aligning with our visual identity.

### USES

The wordmarks should be used either in informal contexts or in concert with official elements such as the logo or seal. As a visual element, the UChicago name can appear either in (A) Fette Fraktur, to evoke the University’s motto and Gothic architecture, or in (B) Gotham, to reflect the University’s urban environment.

These wordmarks may be reproduced in our signature colors (see page 40): maroon, dark gray, light gray, black, or reversed out to white.

#### (A) Gothic wordmark

---

**uchicago**

**uchicago**      **uchicago**      **uchicago**

#### (B) Contemporary wordmark

---

**UCHICAGO**

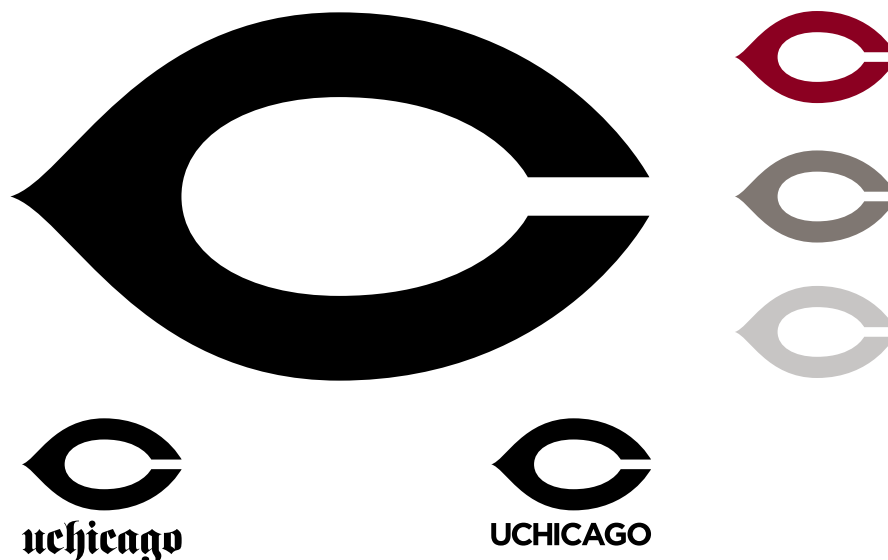
**UCHICAGO**      **UCHICAGO**      **UCHICAGO**

## ATHLETICS “C”

Adopted in 1898, the elongated athletics “C,” sometimes called the “wishbone C,” designates the University’s varsity athletics teams. In 1962, long after UChicago dropped its Big Ten football team (the original “Monsters of the Midway”), the Chicago Bears adopted a similar “C,” though they changed its color from maroon.

On apparel and merchandise other than team uniforms, it is preferred that the athletics “C” be used with either of the “UChicago” wordmarks (see page 34).

The “C” may be reproduced in our signature colors (see page 40); maroon, dark gray, light gray, black, or reversed out to white.



## HISTORY

The University of Chicago athletics emblem underwent several changes during the institution’s early years.



### 1892

The first football team in 1892 sported no recognizable emblem on its uniforms. In an effort to provide the team with an identity, the letters “UC” were cut out of brown paper and pasted on the players’ uniforms.



### 1893

In the spring of 1893, the emblem was modified into the form of a monogram that the baseball team incorporated on its uniforms.



### 1894–96

A single letter was used for the first time in 1894, when the football and track squads displayed an oblong “C” on their uniforms.



### 1897

In 1897, oblong “C” was replaced by a “C” in large, round type.



### 1898

In 1898, Maroon teams adopted the elongated “C” emblem, which is still worn today and is said to represent the arc of a perfect pass in football.

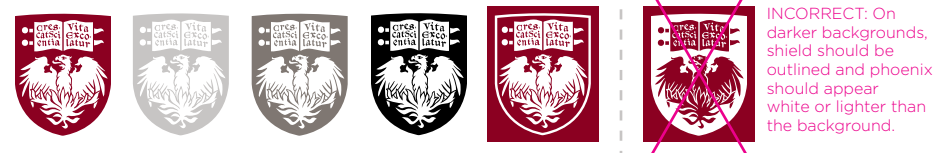
## GRAPHIC IDENTITY

# Graphic Elements

These elements, the shield and its components, can be used as artwork in various instances. They can be used for background texture and as additional visual elements. The shield and phoenix also serve as the University's social media avatars.

PLEASE NOTE: These elements are NOT substitutes for the logo and must be used in conjunction with the logo and/or full official name of the University or approved wordmark(s).

### SHIELD



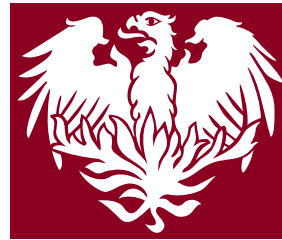
INCORRECT: On darker backgrounds, shield should be outlined and phoenix should appear white or lighter than the background.

BOOK AND MOTTO



PHOENIX

SOLID (on background; white or lighter than background)



INCORRECT: dark on light background



OUTLINE (maroon, gray, or black)



CLASSIC PHOENIX

This detailed version of the phoenix may be used at a larger size where detail can be maintained.



## GRAPHIC IDENTITY

# Typefaces

Our typefaces reflect our identity through their complementary differences. Typefaces do more than spell words. Used consistently, they can in themselves become images or symbols for our brand. Our three main typefaces are Gotham, Adobe Garamond, and Fette Fraktur.

## Gotham

Gotham is our main display font. Gotham's forms come from the urban environment. From the lettering that inspired it, Gotham inherited an honest and straightforward tone that is neutral without being clinical and authoritative without being impersonal. The result is a typeface that is friendly without being folksy, confident without being aloof. Gotham Rounded is used for web and screen applications. Gotham can be purchased through Hoefler & Frere-Jones ([typography.com](http://typography.com)).

---

*We also use the following variations:*

Gotham Light

*Gotham Light Italic*

**Gotham Bold**

***Gotham Bold Italic***

**Gotham Black**

1234567890

---

*Gotham alternatives:*

Proxima Nova

Arial

Helvetica



## Adobe Garamond

Adobe Garamond is our signature font. It is the font used for our wordmark. An Adobe Originals design and Adobe's first historical revival, Adobe Garamond is a digital interpretation of the roman types of Claude Garamond and the italic types of Robert Granjon. Since its release in 1989, Adobe Garamond has become a typographic staple throughout the world of desktop typography and design. Adobe type designer Robert Slimbach has captured the beauty and balance of the original Garamond typefaces while creating a typeface family that offers all the advantages of a contemporary digital type family. Adobe Garamond can be purchased through Adobe ([adobe.com/products/type.html](https://adobe.com/products/type.html)).

---

*We also use the following variations:*

*Adobe Garamond Italic*

1234567890

---

*Adobe Garamond alternative:*

Times New Roman

## fette fraktur

Fette Fraktur is our accent font. It should be used sparingly, lowercase only, and only for a single to a few words. Fette Fraktur can, when desired, inflect communications with a historical and/or nostalgic link to the University's Gothic architecture. It's also the font style in which the University motto is set on the open book that is part of the University shield. For hundreds of years, from the Renaissance until World War II, the principal German vernacular type was fraktur, a style of blackletter. It was originally used for books and newspapers. Fette Fraktur has also experienced a recent resurgence within contemporary popular culture. Fette Fraktur can be purchased through Adobe ([adobe.com/products/type.html](https://adobe.com/products/type.html)).

---

abcdefghijklmnopqrstuvwxyz

## GRAPHIC IDENTITY

# Color Palette

One of the most important recognition factors is our color palette. Incorporating colors outside of this palette can confuse our audiences and weaken our objectives for visual recognition of the brand.

Our signature color is a maroon that matches Pantone® 202. It is supported by two grays—a dark gray (Pantone® Warm Gray 11) and a light gray (Pantone® Cool Gray 3).

We also have a secondary color palette consisting of six spectral hues that complement our signature colors. This family of secondary colors skews towards a warm, nature-based palette rather than excessively bright and artificial colors or overly dark or muddy colors. The secondary palette reflects the University's immediate, park-like setting and its broader geographic location in a Midwestern city on the shores of Lake Michigan.

Use of a color outside of the secondary color palette is strongly discouraged. If it becomes necessary, however, please keep in mind the intentions stated above.

## LOCAL COLOR

It is sometimes preferable to use colors that relate to specific artwork (photographs). In these instances, colors selected should still preferably reflect our color palette.

## PRIMARY COLOR PALETTE

### Maroon

#### PRINT

Pantone® 202  
CMYK: C-0 / M-100 / Y-70 / K-50

#### DIGITAL

RGB: R-128 / G-0 / B-0  
HEX: #800000

### Dark Gray

#### PRINT

Pantone® Warm Gray 11  
CMYK: C-0 / M-5 / Y-10 / K-60

#### DIGITAL

RGB: R-118 / G-118 / B-118  
HEX: #767676

### Light Gray

#### PRINT

Pantone® Cool Gray 3  
CMYK: C-0 / M-0 / Y-5 / K-20

#### DIGITAL

RGB: R-214 / G-214 / B-206  
HEX: #D6D6CE

\* Pantone® is a registered trademark of Pantone, Inc.

# SECONDARY COLOR PALETTE

Tints	<p><b>PRINT</b> Pantone® 7405 CMYK: C-0 / M-30 / Y-80 / K-0</p> <p><b>DIGITAL</b> RGB: R-249 / G-182 / B-78 HEX: #FFB547</p>	<p><b>PRINT</b> Pantone® 7412 CMYK: C-16 / M-45 / Y-67 / K-0</p> <p><b>DIGITAL</b> RGB: R-211 / G-147 / B-99 HEX: #D49464</p>	<p><b>PRINT</b> Pantone® 7523 CMYK: C-29 / M-59 / Y-50 / K-0</p> <p><b>DIGITAL</b> RGB: R-186 / G-123 / B-118 HEX: #B1746F</p>	<p><b>PRINT</b> Pantone® 5845 CMYK: C-35 / M-22 / Y-60 / K-0</p> <p><b>DIGITAL</b> RGB: R-174 / G-177 / B-126 HEX: #ADB17D</p>	<p><b>PRINT</b> Pantone® 417 CMYK: C-47 / M-35 / Y-50 / K-5</p> <p><b>DIGITAL</b> RGB: R-140 / G-144 / B-127 HEX: #8A8B79</p>	<p><b>PRINT</b> Pantone® 549 CMYK: C-67 / M-30 / Y-25 / K-0</p> <p><b>DIGITAL</b> RGB: R-91 / G-150 / B-173 HEX: #5B8FA8</p>	<p><b>PRINT</b> Pantone® 5205 CMYK: C-50 / M-65 / Y-45 / K-20</p> <p><b>DIGITAL</b> RGB: R-114 / G-86 / B-99 HEX: #725663</p>		
	Core Hues	<p><b>Yellow</b></p> <p><b>PRINT</b> Pantone® 124 CMYK: C-0 / M-40 / Y-100 / K-0 Pantone® Metallic: 8962</p> <p><b>DIGITAL</b> RGB: R-248 / G-164 / B-41 HEX: #FFA319</p>	<p><b>Orange</b></p> <p><b>PRINT</b> Pantone® 138 CMYK: C-10 / M-55 / Y-95 / K-5 Pantone® Metallic: 8961</p> <p><b>DIGITAL</b> RGB: R-193 / G-102 / B-34 HEX: #C16622</p>	<p><b>Red</b></p> <p><b>PRINT</b> Pantone® 174 CMYK: C-30 / M-90 / Y-80 / K-20 Pantone® Metallic: 876</p> <p><b>DIGITAL</b> RGB: R-143 / G-57 / B-49 HEX: #8F3931</p>	<p><b>Light Green</b></p> <p><b>PRINT</b> Pantone® 577 CMYK: C-45 / M-15 / Y-80 / K-5 Pantone® Metallic: 8700</p> <p><b>DIGITAL</b> RGB: R-145 / G-171 / B-90 HEX: #8A9045</p>	<p><b>Dark Green</b></p> <p><b>PRINT</b> Pantone® 5743 CMYK: C-50 / M-40 / Y-70 / K-45 Pantone® Metallic: 8522</p> <p><b>DIGITAL</b> RGB: R-88 / G-89 / B-63 HEX: #58593F</p>	<p><b>Blue</b></p> <p><b>PRINT</b> Pantone® 633 CMYK: C-80 / M-40 / Y-30 / K-5 Pantone® Metallic: 8763</p> <p><b>DIGITAL</b> RGB: R-21 / G-95 / B-131 HEX: #155F83</p>	<p><b>Violet</b></p> <p><b>PRINT</b> Pantone® 7449 CMYK: C-55 / M-80 / Y-55 / K-65 Pantone® Metallic: 8780</p> <p><b>DIGITAL</b> RGB: R-53 / G-14 / B-32 HEX: #350E20</p>	
	Shades	<p><b>PRINT</b> Pantone® 153 CMYK: C-15 / M-50 / Y-100 / K-9</p> <p><b>DIGITAL</b> RGB: R-198 / G-130 / B-32 HEX: #C68220</p>	<p><b>PRINT</b> Pantone® 1675 CMYK: C-29 / M-72 / Y-100 / K-21</p> <p><b>DIGITAL</b> RGB: R-154 / G-83 / B-36 HEX: #9A5324</p>	<p><b>PRINT</b> Pantone® 1817 CMYK: C-35 / M-80 / Y-80 / K-45</p> <p><b>DIGITAL</b> RGB: R-109 / G-50 / B-39 HEX: #642822</p>	<p><b>PRINT</b> Pantone® 574 CMYK: C-58 / M-40 / Y-95 / K-25</p> <p><b>DIGITAL</b> RGB: R-101 / G-109 / B-51 HEX: #616530</p>	<p><b>PRINT</b> Pantone® 553 CMYK: C-60 / M-50 / Y-75 / K-50</p> <p><b>DIGITAL</b> RGB: R-70 / G-72 / B-51 HEX: #3E3E23</p>	<p><b>PRINT</b> Pantone® 303 CMYK: C-95 / M-70 / Y-40 / K-30</p> <p><b>DIGITAL</b> RGB: R-21 / G-67 / B-95 HEX: #0F425C</p>	<p><b>Violator Colors</b> We also use the following two colors to highlight certain information, such as warnings, URLs, or notations.</p> <table border="1"> <tr> <td> <p><b>Cyan</b> <b>PRINT</b> CMYK: C-100 <b>DIGITAL</b> RGB: R-44 / G-170 / B-226 HEX: #47B5FF</p> </td> <td> <p><b>Magenta</b> <b>PRINT</b> CMYK: M-100 <b>DIGITAL</b> RGB: R-236 / G-0 / B-140 HEX: #FF3399</p> </td> </tr> </table>	<p><b>Cyan</b> <b>PRINT</b> CMYK: C-100 <b>DIGITAL</b> RGB: R-44 / G-170 / B-226 HEX: #47B5FF</p>
<p><b>Cyan</b> <b>PRINT</b> CMYK: C-100 <b>DIGITAL</b> RGB: R-44 / G-170 / B-226 HEX: #47B5FF</p>	<p><b>Magenta</b> <b>PRINT</b> CMYK: M-100 <b>DIGITAL</b> RGB: R-236 / G-0 / B-140 HEX: #FF3399</p>								

Mehicongo™

Mehi



Mehicongo



uchicago™

uchicago™

uchicago™

## ADDITIONAL RESOURCES

**Communicating UChicago:  
A Resource for Communicators**

[identity.uchicago.edu](http://identity.uchicago.edu)  
[identity@uchicago.edu](mailto:identity@uchicago.edu)

**Resources and Best Practices**

[communications.uchicago.edu/  
resources](http://communications.uchicago.edu/resources)

**The University of Chicago Medicine  
brand guidelines**

[home.uchospitals.edu](http://home.uchospitals.edu)

**The University of Chicago  
Booth School of Business  
branding standards**

[staff.chicagobooth.edu/marketing](http://staff.chicagobooth.edu/marketing)

**UChicago Arts**

[arts.uchicago.edu/content/  
staff-information](http://arts.uchicago.edu/content/staff-information)

**Mobile application development**

[mobile.uchicago.edu/page/  
identity-considerations](http://mobile.uchicago.edu/page/identity-considerations)

**University stationery**

[communications.uchicago.edu/  
identity/stationery](http://communications.uchicago.edu/identity/stationery)

# Editorial Style

## Standard Reference Works

### University Style

*The Chicago Manual of Style*, 16th ed.  
[chicagomanualofstyle.org](http://chicagomanualofstyle.org)  
(free from University computers)

*Merriam Webster's Collegiate Dictionary*, 11th ed.  
[merriam-webster.com](http://merriam-webster.com)

For a downloadable pdf of the style guide, visit [communications.uchicago.edu/best-practices](http://communications.uchicago.edu/best-practices).

## UNIVERSITY-SPECIFIC USAGE

### Names and Titles

#### Academic Degrees

Use degrees for UChicago alumni only. List degrees in chronological order, with no periods and no space between the degree and apostrophe. Make sure the apostrophe is curled away from the year. Use four digits for years 100 or more years ago; use two digits for years less than 100 years ago. Use AB, SB, AM, SM after names, but use BA, BS, MA, MS in running text.

Janet Rowley, LAB'42, PhB'44, SB'46, MD'48, received the Presidential Medal of Freedom.

Edwin Hubble, SB 1910, PhD'17, found the first evidence for the big bang theory.

Jack has a master's degree. Jill has a bachelor of arts degree. Sean has a BS and two PhDs.

#### Faculty Academic Titles

Academic ranks (professor, associate professor, assistant professor, lecturer, instructor) are capitalized when associated with a person. They may be followed by the units in which the faculty member has appointment/s. Do not use "Professor of..." unless the "of" is part of the official name of the professorship. Use "the" when the professorship is the only one of its kind; if there is more than one, "the" is eliminated.

Françoise Meltzer is the Edward Carson Waller Distinguished Service Professor.

Gary Becker is University Professor in the Departments of Economics and Sociology and the University of Chicago Booth School of Business.

Jane Doe is Associate Professor, Departments of History and Political Science, and the College.

Jane Doe is Associate Professor in History. (Her primary appointment is in the History Department.)

John Doe, Assistant Professor in Physics, Enrico Fermi Institute, and the College

#### University Administrative Titles

These titles are capitalized when immediately preceding a personal name. They are lower-cased when following a name or used in place of a name.

President Zimmer described his vision for the University.

Sunil Kumar is dean of Chicago Booth.

The vice president for communications recently spoke at a conference.

Julie Peterson, vice president for communications, recently spoke at a conference.

#### Academic Department Names

Use "and" (not &) in compound names of academic units and other institutional names.

## Frequently Used Terms

### University graduates:

alumna = singular, feminine

alumnus = singular, masculine or non-specific gender

alumnae = plural, feminine

alumni = plural, masculine or mixed masculine and feminine

Avoid using “alum” or “alums.”

Graduate/graduates are good alternatives for non-specific gender uses.

**Autumn Quarter** (capitalize, not Fall)

**University of Chicago Booth School of Business** (first mention); Chicago Booth (second mention)

### The University of Chicago Medicine

(not Hospitals or Medical Center); “medical campus” or “medical center,” lowercase, can be used on second mention.

**The University of Chicago Medicine Comer Children’s Hospital**

**The University of Chicago Harris School of Public Policy** (first mention); Chicago Harris (second mention)

**The University of Chicago**, the University, UChicago. Do not capitalize “The” in running text. See page 14.

**UChicago has first-, second-, third-, and fourth-year College students**, not freshman, sophomore, junior, senior.

## COMMON USAGE

### Serial Comma

When there are three or more items in a series, put a comma before the “and” or “or” that precedes the last item. In case of a series within a series, use semicolons to separate the outer series.

[I belong to flag football, broomball, and swim meet intramural teams.](#)

[I belong to flag football, broomball, and swim meet intramural teams; participate in aikido, cricket, and figure skating sport clubs; and study ballet, cello, and painting.](#)

### Time

Use periods in a.m./p.m.; do not repeat in ranges.

Use noon, not 12 p.m. Use midnight, not 12 a.m.

Designate ranges with an en dash OR “from/to.” Do not combine methods.

Omit :00

[The morning session is 9–11:30 a.m. Lunch is at noon. Doors will be open from 11:45 a.m. to 1:30 p.m.](#)

### Dates

July 7, 2013; July 2013

### Numbers

Spell out single-digit numbers.

Use Arabic numerals otherwise.

Exception: Always use a numeral with percent.

### Addresses

Spell out directions, street names, and states, but use postal state abbreviations when followed by a zip code.

### Phone Numbers

773.702.1234

### Non-University Titles

Professional titles are lowercased in running text.

[Marcia Watson is senior vice president of sales for General Industry Corporation.](#)

### Acronyms and Initialisms

Avoid acronyms and initialisms except in an organization’s official or preferred name: NORC, BBC.

### URLs

Always omit “http://” and “www.” unless required for functionality. Use end punctuation if the URL is part of a sentence.

[You can find the College curriculum at collegecatalog.uchicago.edu.](#)

Avoid breaking a URL between lines.

If unavoidable, do not hyphenate; do break after a period, underscore, or slash.

### Frequently Used Terms

email; internet; online; password; username; website

fundraising

autumn, winter, spring, summer (seasons)

# UChicago Facts and Figures

For exact, up-to-date figures,  
visit [uchicago.edu/about](https://uchicago.edu/about)  
and [data.uchicago.edu](https://data.uchicago.edu).

## MOTTO

Crescat scientia; vita excolatur  
Let knowledge grow from more to more;  
and so be human life enriched.

## FOUNDED

1890

## FOUNDER

John D. Rockefeller

## PRESIDENT

Robert J. Zimmer

## STUDENTS

5,000+ undergraduate students  
9,000+ graduate, professional,  
and other students

## FACULTY

2,000+ full-time faculty

## ALUMNI

About 150,000 alumni worldwide

## ACADEMICS

50 majors and 32 minors in the  
undergraduate College  
4 graduate divisions  
6 graduate professional schools  
Graham School of Continuing Liberal  
and Professional Studies  
Institute for Molecular Engineering

## ATHLETICS TEAMS

Maroons

## AFFILIATED LABORATORIES

Argonne National Laboratory  
Fermi National Accelerator Laboratory  
(in partnership)  
Marine Biological Laboratory

## NOBEL PRIZE WINNERS

85+, including 8 current faculty

## MAIN CAMPUS

In Chicago's Hyde Park neighborhood  
on Lake Michigan

217 acres; designated a botanic garden in 1997

Blend of traditional English Gothic and  
award-winning modern buildings designed  
by renowned architects

## OTHER LOCATIONS

Gleacher Center, downtown Chicago  
Center in Beijing  
Center in Delhi (2014)  
Center in Hong Kong (2015)  
Center in Paris  
London (Chicago Booth)  
Singapore (Chicago Booth)  
Luxor House, Egypt (Oriental Institute)



The background of the entire page is a repeating tartan pattern. It features a grid of dark green and brown lines on a dark red background. The pattern is composed of vertical and horizontal bands of varying widths, creating a classic checkered or plaid design.

## University Tartan

A place of many traditions, the University of Chicago created an official tartan around 1990, in preparation for its centennial. The University of Chicago tartan recalls the Scottish heritage of Chicago's first president, William Rainey Harper. It was designed by Blair C. Macnaughton of Macnaughtons of Pitlochry and is now woven by the House of Edgar Perth.



THE UNIVERSITY OF  
**CHICAGO**

Edward H. Levi Hall  
5801 South Ellis Avenue  
Chicago, Illinois 60637  
**[uchicago.edu](http://uchicago.edu)**