



Brand Style Guide

The members of the University of Delaware community, including our outside partners, are stewards and storytellers of this great University. Our task is to articulate and herald its unique identity to the world. The *University of Delaware Brand Style Guide* is designed to help all those working at and with UD to be the best ambassadors of its image, reputation and story throughout the world.

With roots reaching back to 1743, the University of Delaware is now a community of more than 16,000 undergraduates, 3,500 graduate students, 4,000 faculty and staff and 145,000 living alumni, who excel in diverse fields and hail from all corners of the world. When we look and sound like a single great institution and are recognized by our audiences as one, the breadth, depth and impact of everything we do is even more impressive.

This style guide details the University of Delaware's thematic and visual brand DNA. Included here are key messages and a graphic identity system rooted in extensive research and developed, vetted and embraced by our community. This cohesive and uniform guide to the UD brand offers a powerful and efficient way for the University to communicate with key audiences. The guide ensures that—as UD's fight song says—“Delaware will shine.”

As I said when the University embarked on its Path to Prominence™, we're setting out on a new path designed to engage closely with the critical issues of our day, to increase the global impact of the University and to raise its prominence in the world. Our destination remains constant: to fulfill the mission of the University and to be recognized around the world as one of the great public institutions of higher education.

The development of the *University of Delaware Brand Style Guide* is another important marker on our Path to Prominence. Your use of these guidelines will help us work together to advance our great University.



Patrick T. Harker
President, University of Delaware

August 1, 2010

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Section One: The University of Delaware Brand Platform

Each University of Delaware college, center, department and program has a unique role to play in the overall UD brand story and in moving the University to even greater prominence.

Our brand platform helps each of the University of Delaware's communications and marketing efforts work in concert with one another. A brand platform is a set of guidelines that serves as a common foundation for brand development and governs all aspects of a brand's visual elements, messages and implementation. To be successful, every entity in the UD community needs to deliver the UD brand identity and message through its programs and activities.

The University of Delaware Office of Communications and Marketing is available to help you do that. Questions may be directed to:

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Aims and Audiences of the University of Delaware Brand

Marketing and Communications Objectives

- To promote the University of Delaware brand in ways that are meaningful, compelling and motivating to all constituencies.
- To create visual consistency in the way the University of Delaware brand is presented to the world and to increase UD's brand value in the higher education marketplace.
- To fuel and grow shared affinity, enthusiasm and passion for the University of Delaware among its constituencies and audiences.

Who Needs to Know the UD Story

Current and prospective undergraduate students and their parents; current and prospective graduate students; faculty and staff; alumni; current and prospective donors and funding agencies; business, government and professional leaders; comparator institution leaders; Delawareans; local, national and global partners; and relevant local, state, national and international media.

Foundation of the University of Delaware Brand

Mission

The University of Delaware exists to cultivate learning, develop knowledge and foster the free exchange of ideas. State-assisted yet privately governed, the University has a strong tradition of distinguished scholarship, research, teaching and service that is grounded in a commitment to increasing and disseminating scientific, humanistic and social knowledge for the benefit of the larger society. Founded in 1743 and chartered by the state in 1833, the University of Delaware today is a land-grant, sea-grant and space-grant university.

The University of Delaware is a major research university with extensive graduate programs that is also dedicated to outstanding undergraduate and professional education. University faculty are committed to the intellectual, cultural and ethical development of students as citizens, scholars and professionals. University graduates are prepared to contribute to a global society that requires leaders with creativity, integrity and a dedication to service.

The University of Delaware promotes an environment in which all people are inspired to learn, and encourages intellectual curiosity, critical thinking, free inquiry and respect for the views and values of an increasingly diverse population.

An institution engaged in addressing the critical needs of the state, nation and global community, the University of Delaware carries out its mission with the support of alumni around the globe and in partnership with public, private and nonprofit institutions in Delaware and beyond.

Core Values

Five principles form UD's commitments to the world and serve as the foundation for our strategic goals:

- **Delaware First:** Serving as the flagship of higher education in Delaware—both by ensuring that every Delawarean has access to a top-quality education and by applying the strengths and resources of the University to benefit the greater Delaware community.
- **Diversity:** Offering a robust educational environment in which all people are welcome and feel welcome—one that supports critical thinking, free inquiry and respect for diverse views and values.

- **Partnership:** Creating innovative partnerships for economic and community development; building knowledge and promoting ideas that serve the critical needs of the state, the nation and the world.
- **Engagement:** Engaging students, faculty, staff and alumni in the most compelling social, cultural, artistic and scientific challenges of our age.
- **Impact:** Making a difference in the world and assuring that UD's innovation, excitement and accomplishments are publicly known throughout Delaware and academia, and across the nation and the world.

Strategic Milestones

Six milestones guide UD on its Path to Prominence:

- A Diverse and Stimulating Undergraduate Academic Environment
- A Premier Research and Graduate University
- Excellence in Professional Education
- The Initiative for the Planet
- The Global Initiative
- An Engaged University

Distinguishing Characteristics

- Active educational experiences based on real-world learning and research and frequent student-faculty interaction (problem-based learning)
- Central location within the Mid-Atlantic region
- Connections to government, to the corporate world and to international learning and research opportunities
- Commitment to an educational experience that is sensitive to issues facing our global society
- Outstanding faculty with valuable connections to business, industry and government
- Traditional campus with a relatively small enrollment for a public institution

Based on qualitative and quantitative market research, September 2009

Telling the Brand Story

Brand Personality

UD is daring, ambitious, energetic, humble, proud, innovative, honest, entrepreneurial, egalitarian, independent, global, environmental, civic, scholarly, historical, beautiful, classic and friendly.

Key Messages

The following are chapters in the UD brand story. While other institutions may have similar individual attributes, it is the way these attributes connect with and enhance one another that sets the University apart. These chapters or pillars comprise the unique UD brand package:

- **Idea Leadership**

Mix human ingenuity, abundant resources and a location in a state known as an incubator of global, entrepreneurial R&D, and you have idea leadership. UD's scholarship shapes and challenges prevailing thought, our research redefines what's possible and our entrepreneurial tradition exploits those possibilities. We connect with the future and the past, with tradition, with the world, with the arts, with the technologies of tomorrow and with a vast community of creative minds. At UD, discovery, invention and innovation matter. We're thinking big.

- **Discovery Learning**

UD is known for its problem-based, hands-on learning in every college, in every major. In the National Survey of Student Engagement, the University outperforms every one of its peers in real-world, authentic scholarship, enriching *what* and *how* students learn. At UD, students are exposed to diversity of thought, diversity of people and diversity of culture, and learning happens everywhere—inside the classroom and out of it. Plus, a relatively small enrollment means engaged students connect with interested, accessible faculty for tailored mentorship that makes a difference.

- **Smart Money**

Kiplinger's Personal Finance calls UD a top 25 best-value university, and *Smart Money* magazine ranks us 16th in the nation for graduates' earning power versus tuition—higher than every single Ivy League school. But the University isn't just a good investment for students alone. Every state dollar invested in UD yields a nearly tenfold return for Delaware, and every year, the UD community spends \$2.9 billion in the First State. This annual expenditure supports more than 26,000 jobs—5 percent of all the jobs in Delaware.

- **East Coast Classic**

UD is in the middle of it all: New York, Philadelphia, Baltimore, D.C., the Atlantic Ocean and the Delaware and Chesapeake bays. The campus, considered one of the country's most beautiful, features open, green space and traditional Georgian architecture—16 campus buildings make the National Register of Historic Places. Plus, there's the vibrant town and the involved community. For the quintessential college experience—with easy access to everything the East Coast has to offer—there's simply no other option like it.

- **Citizen University**

Global, green, engaged. Our job isn't finished until our ideas, our expertise and our people make a real and significant difference in the world. And in every discipline, they're doing just that. The University of Delaware is working on the most compelling social, civic, artistic and scientific challenges of our age. There's an energy here—a positive restlessness. We're eager to have an impact, close to home and around the globe—to apply our ideas and effort to improving the human condition and the world in which we live.

- **Talent Magnet**

From the inventor of vehicle-to-grid technology to top political strategists to National Players of the Year, talent attracts talent. The University of Delaware boasts some of the world's most dynamic people—people who dare to their capabilities and then go even higher. Among our faculty, students and alumni are Guggenheim and Fulbright fellows, Nobel laureates, Pulitzer Prize winners, Rhodes and Goldwater scholars and members of the National Academies. UD alumni, faculty, staff and students connect for life to an ever deeper and wider talent network—because talent goes where talent already is.

Tagline

A tagline is an expressive phrase or sentence used to dramatize a brand's benefits. The University of Delaware's tagline is rooted in words and ideas that this University "owns" in a way no other institution can.

From the UD Fight Song

And then we'll fight, fight, fight for Delaware
Fight for the Blue and Gold,
And when we hit that line, our team is there

With a daring spirit bold

And when we strike with might, let foes beware
Our glorious name we'll uphold

—George F. Kelly, Class of 1915

DARE. Courage. Fearlessness. Pride. Confidence. Integrity. Willing to take a chance. Energy. Urgency. Power. Ambition. Challenge.

From Our State's History and Heritage

Delaware has a special connection to the birth of this nation. Three signers of the Declaration of Independence—Thomas McKean, George Read and James Smith—were among the Rev. Francis Alison's first class at the academy that would later become the University of Delaware. George Read would go on to sign yet another founding document, the U.S. Constitution.

On December 7, 1787, Delaware became the first of the original 13 states to ratify the Constitution, the document that continues to secure this nation's justice, strength and liberty. With this unanimous ratification in Dover, Delaware became the "First State" of the new Federal Union.

The University of Delaware, as the flagship university in the first state of the union, has a special claim to the word "first."

FIRST. Persistence. Discovery. Success. Original. Exploration. Best. Leading. Top of Your Game. Start. Prestige.

As the descriptions of "Dare" and "First" show, both these words not only hold a special place in UD history, they capture the personality, ambition, vision and reality of the University today. The big idea at the heart of UD—the line that dramatizes the benefits of the UD brand—is this: Dare to be first.

Dare to Be First

"Dare to be first" invites prospective students, donors, faculty, staff and University partners onto the University's Path to Prominence. In the process, it shows how such prominence is possible: We dare to be first. It also does what great brands do best—it invites target audiences to make the UD brand story their own. "Dare to be first" is an institutional story, but it is also a personal story lived as students, faculty, staff, alumni and others reach to fulfill their own ambitions.

Sample UD Brand Narrative for Print and Web

UD dares itself to be first.

First in new energy technologies. First in global study. First in political leadership. First in interdisciplinary engineering. First in educating teachers. First in design innovation. First in championship athletics. First in translational medicine. We strive to lead in ways that matter.

It's a dare that never ends. It's a dare we want you to be part of.

Come with us. Challenge yourself to be first in what matters to you.

We dare you.

Section Two: The University of Delaware Editorial Style

The “University of Delaware Editorial Style” augments the *2010 Associated Press Stylebook*. For notes on style not addressed here, please refer to that manual. Where notes on style, usage and punctuation differ, adhere to the *UD Brand Style Guide*.

The University of Delaware

The official title is the University of Delaware. On second reference and in headlines, “UD” is preferred. “University of Delaware” does NOT require a call-out—“(UD)”—following first reference to be abbreviated in subsequent references.

Such constructions as “U of D,” “UofD,” “the U of D” and “UDel” are not used. Do not use periods in “UD.”

When referring to the University as “UD,” do not use “the”—e.g., “Officials at UD confirmed ...” However, use “the” in instances where “UD” is merely a modifier—e.g., “The UD sophomore has won two awards.”

When “University of Delaware” is followed by a college name, “University of Delaware” may or may not take the possessive form. For instance, “The University of Delaware College of Arts and Sciences” or “The University of Delaware’s College of Arts and Sciences.”

When “University of Delaware” is followed by the name of a center, institute or program, “University of Delaware” is possessive—e.g., “The University of Delaware’s Center for Energy and Environmental Policy.”

Capitalize “University” standing alone when referring to the University of Delaware.

UD Text Marks

The University of Delaware’s strategic plan is the Path to Prominence™. It is not italicized; “the” is not part of the title and is, therefore, not capitalized. On first reference, “Path to Prominence” takes a trademark symbol (™). On subsequent references, it does not. The trademark symbol appears directly after “Prominence,” before any punctuation that follows.

The University’s brand tagline is “Dare to be first.” In copy, it is written in sentence form. When standing alone or ending a sentence, it takes a period. When occurring at the beginning or in the middle of a sentence, it does not. For example:

- It’s a sentiment in keeping with the University’s core imperative: “Dare to be first.”
- “Dare to be first” reflects our mission to excel, invent and innovate.

“Dare to be first” is trademarked, but the University does not use the mark in print, as the tagline is often used in conjunction with the UD word print.

UD employees and students may customize the “Dare to be first” tagline in the promotion of various University units, programs, initiatives and events—e.g., “Dare to be fit”; “Dare to be a Blue Hen”—but must first secure approval from the Office of Communications and Marketing. If approved, the customized tagline must be capitalized and punctuated according to the “Dare to be first” guidelines—e.g., Please join us as we “Dare to be fit.”

The University does not use other institutions’ register marks, service marks or trademarks (®, SM, ™), but capitalizes the marked text according to AP style.

Colleges

When identifying UD’s colleges, observe the following style:

- College of Agriculture and Natural Resources (not “College of Ag” or “Ag”);
- College of Arts and Sciences (not “Science”);
- Alfred Lerner College of Business and Economics;
- College of Earth, Ocean, and Environment;
- College of Education and Human Development;
- College of Engineering; and
- College of Health Sciences.

Note: While UD style does not, in general, permit the serial comma, an exception is made for “College of Earth, Ocean, and Environment,” as this is the college’s official name.

On second reference, an informal construction of the college name may be used—e.g., “the engineering college.”

The colleges may be abbreviated as follows:

- College of Agriculture and Natural Resources (CANR);
- College of Arts and Sciences (CAS);
- College of Earth, Ocean, and Environment (CEOE);
- College of Education and Human Development (CEHD);
- College of Engineering (COE); and
- College of Health Sciences (CHS).

Note: The Alfred Lerner College of Business and Economics does not abbreviate its name; however, on second reference, it is “the Lerner College.”

In copy, college names are not written with an ampersand (&); however, in graphic applications—e.g., logos, banners, marketing and collateral materials—an ampersand should replace “and.”

Do not capitalize “college” when standing alone.

Departments

Capitalize the proper names of departments and offices—e.g., “Department of History,” “University of Delaware Honors Program,” “Office of Communications and Marketing.” However, in informal use, departments and offices are lowercased: “the history department,” “the honors program.”

Courses of study, such as “biological sciences” and “sociology,” are lowercased.

In copy, department and office names do not take ampersands; write out “and.” However, in graphic applications—e.g., logos, banners, marketing and collateral materials—an ampersand should replace “and.”

UD’s academic departments/schools, by college, follow.

College of Agriculture and Natural Resources

- Animal and Food Sciences
- Bioresources Engineering
- Entomology and Wildlife Ecology
- Food and Resource Economics
- Plant and Soil Sciences

College of Arts and Sciences

- Anthropology
- Art
- Art Conservation
- Art History
- Biological Sciences
- Black American Studies
- Chemistry and Biochemistry
- Communication
- English
- Fashion and Apparel Studies
- Foreign Languages and Literatures
- History
- Linguistics and Cognitive Science
- Mathematical Sciences

- Music
- Philosophy
- Physics and Astronomy
- Political Science and International Relations
- Psychology
- School of Urban Affairs and Public Policy
- Sociology and Criminal Justice
- Theatre
- Women’s Studies

Alfred Lerner College of Business and Economics

- Accounting and MIS
- Business Administration
- Economics
- Finance
- Hotel, Restaurant and Institutional Management

College of Earth, Ocean, and Environment

- Geography
- Geological Sciences
- School of Marine Science and Policy

College of Education and Human Development

- Human Development and Family Studies
- School of Education

College of Engineering

- Chemical Engineering
- Civil and Environmental Engineering
- Computer and Information Sciences
- Electrical and Computer Engineering
- Materials Science and Engineering
- Mechanical Engineering

College of Health Sciences

- Behavioral Health and Nutrition
- Kinesiology and Applied Physiology
- Medical Technology
- Physical Therapy
- School of Nursing

Research Centers and Institutes

The University of Delaware has more than 60 research centers and institutes. For a list, go to <http://www.udel.edu/research/centers/>.

Buildings

Capitalize the names of University structures when using their full titles—e.g., “General Services Building.” Following are campus buildings and locations that are frequently misidentified.

ACCESS Center is, in most instances, preferred over the center’s full name (Adult Center for Continuing Education Student Services).

Acierno Arena is located in the Bob Carpenter Sports/Convocation Center.

Alfred Lerner Hall houses classrooms of the Alfred Lerner College of Business and Economics.

Arsht Hall is located in Wilmington, Del.

Bayard Sharp Hall is the former St. Thomas Church located at Elkton Road and Delaware Avenue (Note: There is also a Sharp Hall, which is a residence hall, and Sharp Laboratory on The Green.)

the **Bob Carpenter Center** is formally the Bob Carpenter Sports/Convocation Center. It is located on Rte. 896, south of Delaware Stadium. Use its full name for formal events and ceremonies. Informally, it is known as “the Bob.” Its abbreviation is “BCC.”

Brown Hall is a residence hall on The Green, next to Main Street.

Brown Laboratory houses the Department of Chemistry and Biochemistry.

the **Carpenter Sports Building** is located north of Main Street. Informally, it is known as “the Little Bob.” Its abbreviation is “CSB.”

the **Carvel Center** in Georgetown, Del., is formally the Elbert N. and Ann V. Carvel Research and Education Center.

Central Campus, in Newark, is bounded by Cleveland Avenue, Chapel Street, Park Place and Elkton Road. It houses the majority of University buildings.

Clayton Hall is formally John M. Clayton Hall, located on the Laird Campus.

The **Colonnade** uses a capital “t” in “The.”

Courtyard Newark at the University of Delaware is the official hotel of the University of Delaware and a Marriott franchise. The hotel, located on the Laird Campus, is owned by the University of Delaware and managed by the Shaner Hotel Group.

the **Delaware Biotechnology Institute** is part of the University of Delaware, and is supported by public and private sources. It is located in the Delaware Technology Park in Newark.

Delaware Stadium is located on the South Campus and houses Tubby Raymond Field.

Du Pont Hall is formally P.S. du Pont Hall. It houses the College of Engineering. The Amy E. du Pont Music Building is the home of the Department of Music. The Lammot du Pont Laboratory is the chemistry/biochemistry/marine biochemistry laboratory. (Note the spelling of “Lammot.”)

du Pont is used when referring to family members (e.g., former Gov. Pierre S. du Pont IV) and the hotel (Hotel du Pont). The company is DuPont. (Note: There is no space between “Du” and “Pont.”) The hospital is the Alfred I. duPont Hospital for Children.

the **Exelon Trading Center** is located in Purnell Hall.

Frazer Field is located behind the Carpenter Sports Building (the Little Bob). There is no “i” in “Frazer.”

the **Goodstay Center** is a conference center in Wilmington, Del.

The Green used to be “The Mall.” (Note: “The” is capitalized.)

Ice Arenas

There are two ice arenas—the **Fred Rust Ice Arena** (“Rust Arena” on second reference) and the **Gold Ice Arena**—both located on the South Campus. Public skating sessions and skating exhibitions are held in the Rust Arena.

James Smith Hall is a residence hall on the Laird Campus.

the **Jefferson Campus for Healthcare Education**, a component of Thomas Jefferson University, will be a part of UD’s science and technology campus, adjacent to South Campus. (Note: “Healthcare” is one word.)

Laird Campus, in Newark, is north of the Central Campus and houses Clayton Hall, the Courtyard Newark at the University of Delaware, the Ray Street Complex, Christiana Towers Apartments, Pencader Dining Hall and the James Smith, Thomas McKean, George Read and Independence Hall residence halls.

University of Delaware Library

“The University of Delaware Library” refers to the entire library system—i.e., the main Hugh M. Morris Library; four branch libraries (the Agriculture Library in Newark, the Chemistry Library in Newark, the Physics Library in Newark and the Marine Studies Library in Lewes); and the Library Annex in Newark.

Morris Library is formally the Hugh M. Morris Library. The building is only part of the University of Delaware Library.

Osher Lifelong Learning Institutes at the University of Delaware are located in Wilmington, Dover and Lewes.

Raymond Field is formally Tubby Raymond Field and is located in Delaware Stadium.

Sharp Campus is formally the Hugh R. Sharp Campus in Lewes, Del.

Sharp Hall is a residence hall. (Note: There is also Bayard Sharp Hall, which is the former St. Thomas Church.)

Sharp Laboratory is a classroom and office building.

Smith Hall is a classroom and office building.

Smith Lab is formally the Otis H. Smith Laboratory in Lewes, Del.

Smyth Hall is a residence hall on the Central Campus.

South Campus, in Newark, is south of the Central Campus and houses the College of Agriculture and Natural Resources and the David M. Nelson Athletic Complex.

Theatre, not “theater,” is used consistently—e.g., “Department of Theatre,” “Professional Theatre Training Program,” “400-seat theatre.”

UDairy Creamery is an ice cream processing facility and storefront operated by the College of Agriculture and Natural Resources.

the **Virden Center** is formally the Virden Retreat Center and is located in Lewes, Del.

West Campus, in Newark, is west of the Central Campus and houses the Rodney Complex, the Dickinson Complex and the English Language Institute.

the **Willard Hall Education Building** is named for U.S. Rep. Willard Hall (1780–1875). Therefore, do NOT refer to the building as Willard Hall.

Note: All University buildings located in Newark, Wilmington, Lewes, Georgetown and Dover may be found at <http://www.udel.edu/maps/campuses/>.

Board of Trustees

The Board of Trustees (capitalized) is the governing body of the University. For the Board of Trustees, “chair” is used—not “chairperson,” “chairman” or “chairwoman.”

The formal names of the standing trustee committees follow:

- Trustee Committee on Academic Affairs
- Trustee Committee on Finance
- Trustee Committee on Grounds and Buildings
- Trustee Committee on Honorary Degrees and Awards
- Trustee Committee on Public Affairs and Advancement
- Trustee Committee on Student Life and Athletics

There are two visiting committees: the Audit Visiting Committee and the Investment Visiting Committee. (Note: “Visiting board” is incorrect.)

Do not capitalize “board” standing alone when referring to the Board of Trustees. Do not capitalize “trustee” or “trustees” standing alone.

Student Groups

University policy does not permit a registered student organization (RSO) to use the term “University of Delaware” before its title, as student groups are independent, autonomous organizations over which the University has no direct control. A student group may use the term “University of Delaware” only after its name—e.g., “E-52 Student Theatre at the University of Delaware” or “Hillel Center at the University of Delaware.”

In print, RSOs should use “registered student organization of the University of Delaware” to identify their association with UD.

Mascot

The University’s varsity teams—men’s and women’s—are, formally, the “Blue Hens” and, informally, the “Fightin’ Blue Hens” (not “Fighting”). The Fightin’ Blue Hen is the University’s mascot. Its name is “YoUDee.” The “U” and “D” are capitalized. YoUDee’s sibling is “Baby Blue.” The mascot is sexless and, therefore, should not be referred to as “he” or “she.”

Names & Titles

Capitalize a title immediately preceding a name, but lowercase the title if it follows the name or stands by itself.

For example:

President Patrick T. Harker	BUT	Patrick T. Harker, president of the University
Sen. Tom Carper	BUT	Tom Carper, U.S. senator
Gen. W. A. Black	BUT	the general said

Courtesy titles, such as Mr., Mrs., Ms., Miss and Dr., are not used—even on first reference—except when referring to the deceased. (“Dr.” may be used when referring to a doctor of medicine if the connection is integral to the piece of writing.)

Honorifics, such as Sen., Rep., Hon. and Gen., are used on first reference. On second reference, use the last name only.

If two or more people share a last name, use their full names on all references in formal writing. In informal writing, first name only on second reference is acceptable.

The titles of named professors are always capitalized: “Harry Angstrom, H. Fletcher Brown Professor of Mineralogy.”

Consult <http://www.udel.edu/provost/named.html> for a list of named professors.

Use “of” after “professor,” “associate professor,” “assistant professor” and “adjunct professor.” Example: “Elizabeth Bennett, associate professor of communication, led the discussion.”

Use “in” after “instructor” and “lecturer.” Example: “Uriah Heep, instructor in finance, guided the tour.”

If identifying faculty by department, it is “Elizabeth Bennett, associate professor in the Department of Communication” or “Uriah Heep, instructor in the Department of Finance.”

“Emeritus” (male) or “emerita” (female) is added after a title to denote that the individual has retired but retains his or her rank or status. However, the title is not automatically conferred upon retirement. Therefore, be sure retired professors, deans, presidents, etc., are so recognized before using the word. Capitalize “emeritus/emerita” when it precedes the name in a title—e.g., “Dean Emerita Emma Bovary.” Lowercase the word when it is used after the name—e.g., “Tom Joad, professor emeritus of physics.” Do not italicize either word. “Emeriti” is the plural form: “Willa Cather and Saul Bellow, professors emeriti . . .”

Alumni

“Alumni” is plural and refers to male attendees or graduates, as well as groups of male and female attendees/graduates; “alumnae” is plural and refers to female attendees/graduates. “Alumnus” is singular and refers to a male attendee/graduate; “alumna” is singular and refers to a female attendee/graduate.

Students who have completed more than 30 credit hours are considered alumni, so be aware that the term “alumnus” is not necessarily synonymous with “graduate.”

Students who graduate at Winter Commencement are officially members of the class of the year before the ceremony, when they completed degree work—e.g., Winter Commencement in January 2010 honored students who completed their requirements in 2009, so they are members of the Class of 2009.

When identifying alumni, use college and class year. Use an apostrophe when abbreviating class year—e.g., “Class of ’44.” Note: The apostrophe faces the missing numbers.

If the college name has changed, the current name is used. For example, an alumna of the former College of Marine and Earth Studies would be: “Molly Bloom, a 2006 graduate of the College of Earth, Ocean, and Environment ...”

Similarly, if a department or program has moved from one college to another, the new college name is used to identify alumni. For instance, a 2010 graduate with a degree in sport management would be identified as an alumnus of the Alfred Lerner College of Business and Economics, even though the program was housed in the College of Health Sciences at the time of graduation.

Note: The *UD Messenger* uses a two-letter abbreviation to indicate the college from which an alumnus graduated—e.g., “John Brown, EG ’84, is now president of the Smith Group.” The abbreviations are as follows:

- College of Agriculture and Natural Resources: AG
- College of Arts and Sciences: AS
- Alfred Lerner College of Business and Economics: BE
- College of Earth, Ocean, and Environment: EO
- College of Education and Human Development: EH
- College of Engineering: EG
- College of Health Sciences: HS

“Alma mater” refers to a school one has attended or from which one has graduated. The term is lowercased. Do not italicize “alma mater,” unless referring to the University’s hymn.

Degrees

College degrees are lowercased when spelled out—e.g., “associate in arts,” “bachelor of science,” “master of arts.”

Degree programs are also lowercased—e.g., “bachelor of science in mathematics,” “bachelor of arts in East Asian studies,” “master of science in electrical and computer engineering.”

Capitalize the full name of any degree program that is unique to UD—e.g., “Longwood Graduate Program in Public Horticulture”—but lowercase the degree conferred: “master of public horticulture.”

Degrees are capitalized and take periods when abbreviated—e.g., “B.A. in anthropology,” “M.S. in education.” The associate in arts degree (note: “in,” not “of”) is never abbreviated. In general, avoid using abbreviations for all degrees.

Use an apostrophe in “bachelor’s degree” and “master’s degree.” DO NOT use an apostrophe (or an “s”) in “associate degree.”

A doctorate is a “Ph.D.” “Ph.D.s” is its plural form. When possible, use “doctorate” over “Ph.D.”—e.g., “She holds a doctorate in biomechanics.”

A “doctoral student” is any student enrolled in a Ph.D. program. A “doctoral candidate” is a doctoral student who has finished all degree requirements excluding the thesis/dissertation.

Do not capitalize “degree,” as in “doctor of divinity degree.”

Do not capitalize “honors degree” or “honors degree with distinction.” Honors degree recipients satisfy all the coursework and GPA requirements of UD’s honors program; honors degree with distinction recipients satisfy those requirements and complete and defend an honors thesis.

Graduating “with honors” is not the same as graduating with an honors degree. “With honors” indicates that the student has graduated summa cum laude, magna cum laude or cum laude. The Latin terms are not italicized or capitalized. Criteria governing the conferring of the honors appear in the *UD Catalog*.

For a list of UD's undergraduate programs, go to <http://www.udel.edu/admissions/findamajor/>.

For a list of UD's graduate programs, go to <http://www.udel.edu/gradoffice/academics/>.

Capitalization

If in doubt, use lowercase rather than capital letters.

Lowercase the names of the classes: "graduate" (not "postgraduate"), "senior," "junior," "sophomore" and "freshman." Note: "Freshman" is the adjective form even in plural usages—e.g., "freshman courses."

Lowercase "fraternity," "sorority" and "chapter"—e.g., "Alpha Tau Omega fraternity"; "Gamma chapter."

Lowercase "state" when not used as part of a title, even when referring to the state of Delaware or one of its agencies—e.g., "state support of UD," but "Delaware Department of State," "Delaware State Senate."

Lowercase "city" in "city of Newark" and when standing alone.

Capitalize the names of schools and colleges of other universities.

Capitalize "Class" when joined with a year—e.g., "The Class of 2009 announced its gift," or "The Class of '44 will hold its reunion."

Capitalize "Homecoming," "Convocation," "Honors Day," "Newark Community Day" (not "Days") and other major, annual campus events.

Capitalize "Commencement"—and "Spring" and "Winter" when used before it.

Capitalize "Summer Session" and "Winter Session," but lowercase "spring semester" and "fall semester."

Capitalize each letter in "ARAMARK."

Race & Ethnicity

Race and ethnicity are used only when essential to the piece of writing.

When identifying race/ethnicity, the following descriptions apply:

- Asian: A person having origins in any of the original peoples of the Far East, Southeast Asia or the Indian subcontinent
- Black or African American: A person having origins in any of the Black racial groups of Africa
- Hispanic or Latino: A person having origins in Mexico, Puerto Rico, Cuba, Central or South America or Spain
- Native American or American Indian: A person having origins in any of the original peoples of North and South America and who maintain tribal affiliation or community attachment—includes Alaskan Natives
- Pacific Islander and/or Native Hawaiian: A person having origins in any of the original peoples of Hawaii, Guam, Samoa or other Pacific Islands
- White: A person having origins in any of the original peoples of Europe, the Middle East or North Africa

Abbreviations

An organization's name is written out on first reference and may be abbreviated on all subsequent references. For example, on second reference, the "Delaware Biotechnology Institute" may be abbreviated "DBI." On the first reference, the abbreviation, encased in parentheses, follows the name: "The Delaware Biotechnology Institute (DBI) is a partnership . . ."

Only well-known abbreviations may be used on first reference—e.g., AFL-CIO, PTA, YMCA, YWCA, FBI, ROTC, U.S., U.N.

Technology Terms

"Email" is lowercased and does not take a hyphen.

"Fax" is lowercased; it is not an acronym.

"Home page" is two words.

"Internet" is capitalized.

"Online" is one word, not hyphenated.

“Web,” “website” and “web page” are lowercased. (Note: “Website” is one word.)

Use “www.” in front of “udel.edu.”

A return, placed at an appropriate break, may be added in a long URL or email address to make the text flow more uniformly, but care needs to be taken should a layout change cause text to reflow.

Punctuation & Usage

One space follows all punctuation, including periods and colons.

Periods and commas are always placed inside quotation marks; all other punctuation is placed outside quotation marks, unless part of the material being quoted.

Italicize the titles of books, plays, long poems, collections of shorter works (e.g., anthologies, albums), newspapers, magazines, films and television programs. Enclose in quotation marks the titles of articles, essays, short stories and poems, book chapters and television episodes.

The University does not use the serial comma (the comma following the second-to-last item in a series), in accordance with AP guidelines. When the absence of a serial comma compromises clarity, use the comma—even though it has not been used throughout.

Place a comma after all dates that include the year: “According to your April 15, 2009, letter ...” However, commas do not separate seasons and months (without dates) from their years: “The report will be released in spring 2009.” “She expected the letter in May 2010.” (Note: Seasons—fall, winter, spring and summer—are lowercased.)

Place a comma after all cities when followed by their states: “She talked to the Portland, Maine, reporter,” or “He found the release had a Wilmington, Del., dateline.” (Note: AP style is used in abbreviating state names.)

Use an em dash (—) to convey an abrupt change in thought or an emphatic pause: For example, “Dean Humbert noticed some students—quite a few, in fact—were not paying attention.” In print, do not insert a space on either side of the em dash. Online, a space may be inserted on both sides to alleviate awkward text wraps.

If you know em dashes to be corrupted online, double hyphens with a space on either side may be used in their place: “Dean Humbert noticed some students -- quite a few, in fact -- were not paying attention.”

The em dash is longer than the en dash (–), which is used to show range: for example, “6–10 years,” “3–9 p.m.,” “April–September.” Do not insert a space on either side of the en dash.

Use a hyphen (shorter than the em dash and the en dash) to join two or more words expressing a single concept—e.g., “first-quarter touchdown,” “full-time professor,” “fall-semester grade,” “high-and-mighty attitude.” Do NOT use a hyphen to join “very” with another word modifying the same concept—e.g., “a very good time.” Also, do NOT use a hyphen to join adverbs ending in “-ly” with modifiers following them—e.g., “the slow-moving train” BUT “the slowly moving train.”

“i.e.” means “that is”; “e.g.” means “for example.” The two abbreviations are not interchangeable. Both are lowercased; neither is italicized.

Capitalize the first word following a colon when it begins a new sentence—e.g., “He was right about one thing: The University was thriving.”

Collective nouns such as “faculty” and “staff” may take singular or plural verbs and pronouns. If, in context, the group functions as a unit, treat the noun as singular; if its members function individually, treat the noun as plural—e.g., “Faculty in the College of Health Sciences are working on ...” BUT “The faculty has been appraised of ...”

Resources

For writing and style resources in addition to the *2010 AP Stylebook* (www.apstylebook.com/), visit the University of Delaware Writing Center (www.english.udel.edu/wc/) or the University of Delaware Library (www.lib.udel.edu/db/).

Section Three: The University of Delaware Identity System

Primary Logo

The logo represents a strong visual element within the University's overall identity system. Consistent use of UD's logo builds awareness of the University in the academic community and beyond. For communications to be effective, the logo must be used correctly at all times. The University of Delaware's logo is the appropriate symbol to be used in all forms of visual communications, including but not limited to:

- Stationery
- Publications
- Presentations/displays
- Promotional items and advertisements
- Signage on buildings/vehicles

The UD logo should be clearly displayed on all visual communications, may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark and should be used only with the registration symbol (appearing next to the "E" in "Delaware").

The logo should be used only for approved purposes and cannot be altered in any way, with the exception of adjusting its size (while maintaining its proportions). As a registered trademark, the logo may be used only according to the guidelines described within this guide, or through permission of the University's Office of Communications and Marketing (OCM).

It is important to note that the creation of additional logos for colleges, departments, centers, units, etc., within the University of Delaware is permitted under special circumstances and will be evaluated on a case-by-case basis by OCM.



Usage Restrictions

Who may use the UD logo and the ways it may be used are guided by certain restrictions.

1. Non-varsity sports clubs may use the UD logo(s) and athletic names only if they have been officially sponsored by UD Recreation Services. Any sponsored club sport that is also a varsity sport must use the word “club” after the sport name (e.g., “UD Soccer Club”).
2. Registered Student Organizations may use the UD logo only after obtaining approval from OCM. Such organizations must then identify themselves in the following manner: “XXXX is a Registered Student Organization of the University of Delaware.” Note: Registered Student Organizations are not permitted to raise funds by reselling licensed products (clothing, mugs, etc.) featuring their name and the UD logo. They may, however, resell licensed products that do not contain their organization’s name.
3. Student groups conducting fundraisers or promoting a specific event (e.g., “Blue Hen Run”) may use the UD name and logo only after obtaining permission from OCM. Permission is granted on a case-by-case basis.
4. UD employees and students are not permitted to use the University name, trademark or logo in the promotion or endorsement of any political/social movement or candidate for public office, or for any activity not officially sponsored by the University.
5. Companies that do business with the University are not permitted to promote their products or advertise their services using UD logos and/or trademarks unless specifically granted permission to do so by the University. Such permission is typically granted for a limited time, and all materials must be approved by OCM.

Primary Logo With Tagline Lockup

UD's tagline, "Dare to be first," as described on page 7 of this guide, is a vital part of the University's brand story, and as such, should be paired with the institution's name as often as possible.

The tagline may be used in a "lockup" version of the official University logo, as seen here. The tagline, locked up with the primary logo, should never be altered, aside from making adjustments to its size as one unit (while maintaining its proportions).

The tagline is featured in the University's approved sans serif font, Myriad Pro Regular, with kerning of -30. No other variation of Myriad Pro or any other font may be used for the tagline.

Tagline As Brand Reinforcement

UD's tagline, "Dare to be first," may be used separately from the primary logo in instances where it serves to reinforce UD's strategic brand platform. Examples include publications, print ads and banners. When used apart from the primary logo, the tagline should not be retypeset. It should remain Myriad Pro Regular, with kerning of -30.

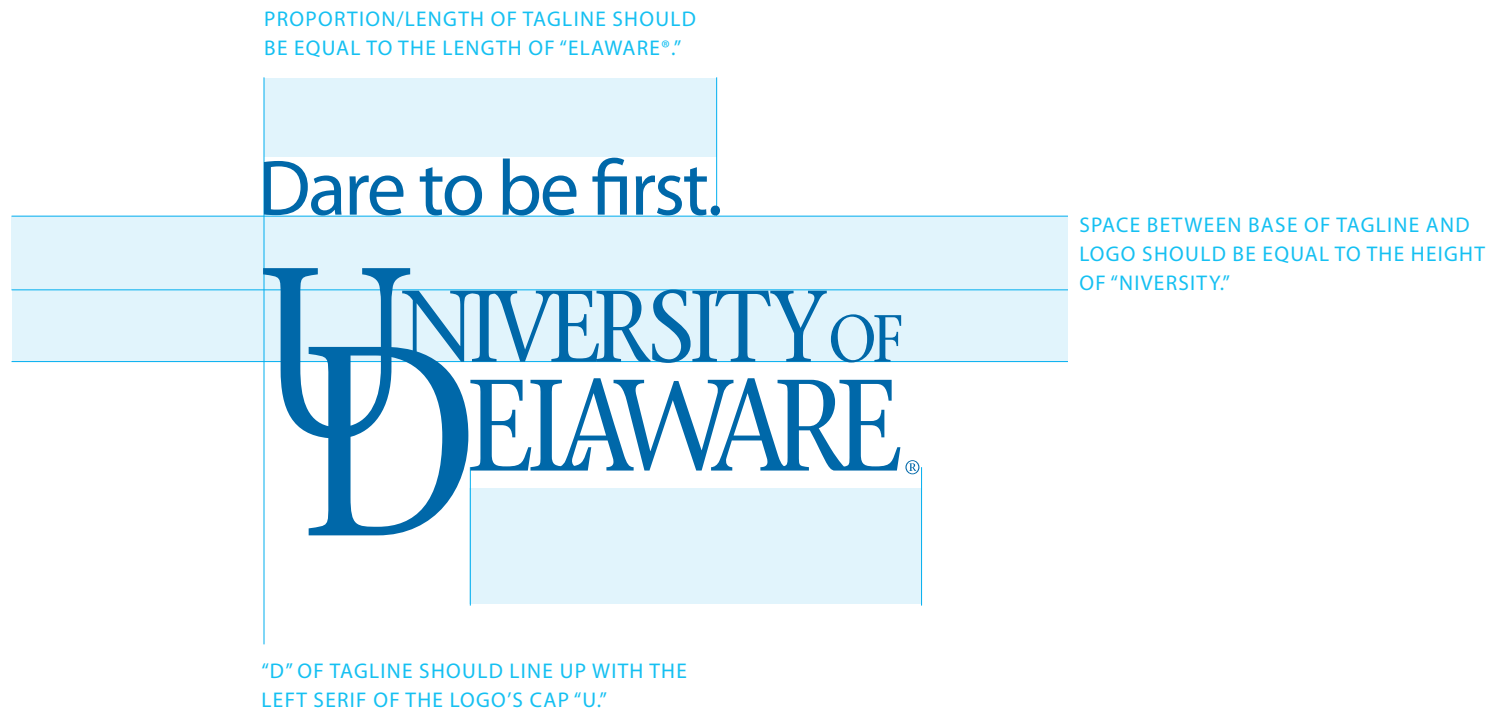
Uses of the tagline separate from the primary logo require approval from OCM.

Modifications to the tagline, such as "Dare to be you," require the approval of OCM. If permitted, the modification should never appear with the UD logo as a lockup, should never violate the clear space established for the logo (page 24) and should appear in either Myriad Pro or Garamond Premier Pro. (See pages 40–41 for acceptable alternative typefaces.) When a modification of the tagline is used, a primary logo with tagline lockup should appear on the piece as well.

Dare to be first.



The primary logo with tagline lockup is not to be altered or recreated. This diagram defines the specifications for spacing and alignment.



Dare to be first.

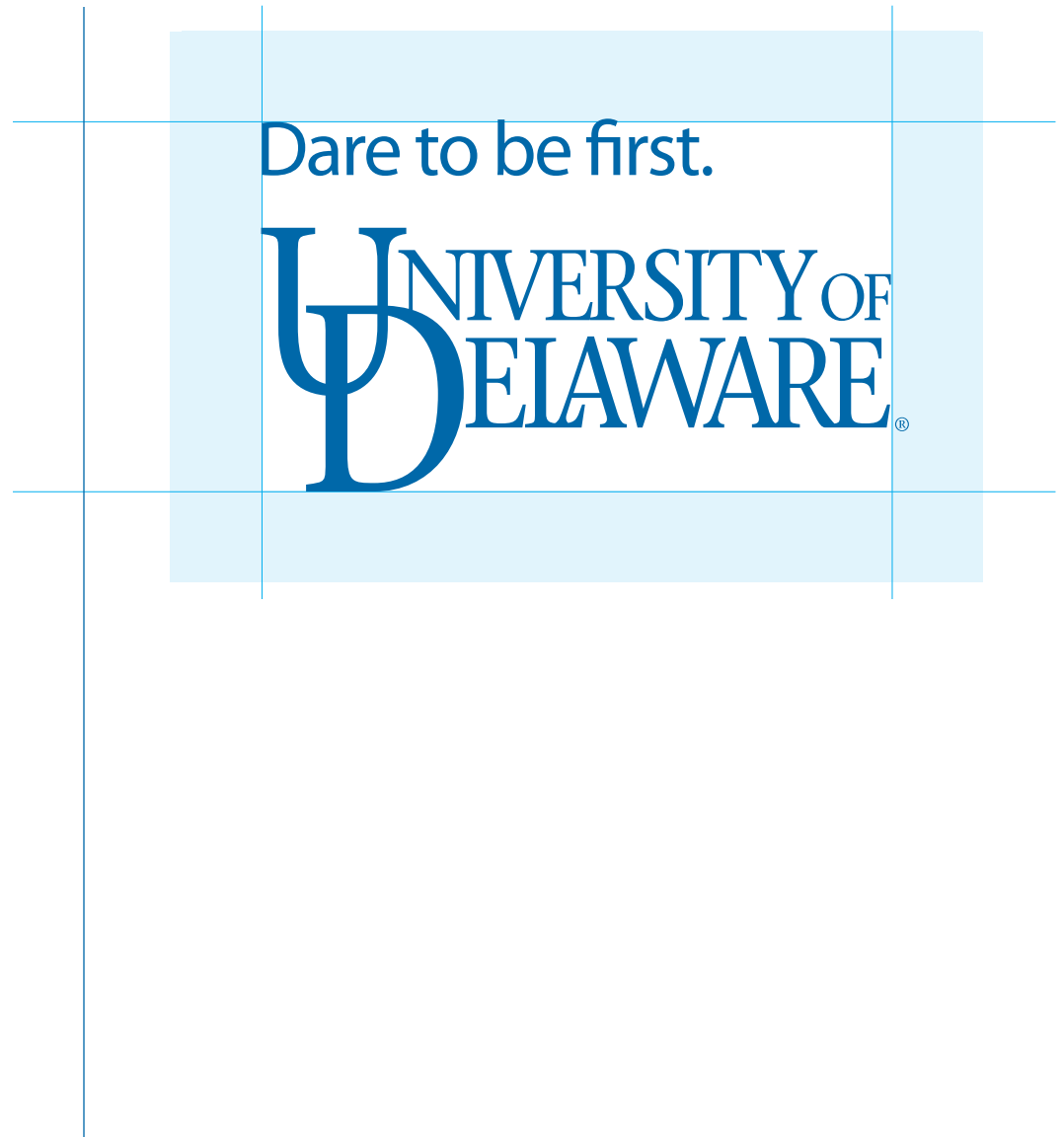


INFORMATION LINING UP HORIZONTALLY
SHOULD LINE UP WITH THE TOP HORIZON LINE
OF "NIVERSITY."

INFORMATION LINING UP VERTICALLY
SHOULD LINE UP FLUSH WITH THE STROKE OF
THE LOGO'S CAP "D."

Clear Space

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



Minimum Size

To ensure that the University's primary logo and primary logo with tagline lockup maintain readability, the minimum sizes for each are indicated here.



Three-quarter (.75) inch is the minimum width for the UD primary logo, shown here in actual size.



One inch is the minimum width for the UD logo with tagline lockup, shown here in actual size.

Color Standards

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

Whenever possible, the primary logo should be used in PMS Blue 2945 C. In instances where this is not possible, e.g., black-and-white print ads, the primary logo may be used in black.

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

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

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



Improper Usage

Using the logo correctly will maintain consistency and strengthen the University of Delaware brand and identity.

The UD logo becomes more valuable and recognizable through consistent use in a variety of contexts. Unauthorized alterations to the primary logo or primary logo with tagline lockup dilute the integrity of the logo and, in effect, the University's brand power.

Shown at right are examples of logo misuse.

Please note: When using the interlocking U and D, featured on the next page, it is important to keep in mind that these letters stand for "University" and "Delaware" and, as such, may not be used to create other words or phrases. **This is considered improper use of the University's identity and is not permitted.**

For example:



Do not scale disproportionately.

Dare to be first.



Do not alter or recreate any elements.



Do not rotate.



Do not recreate from a font.



Do not change the colors.



Do not use on a patterned background.



Do not abstract or distort in any way.



Do not combine different logos.

Secondary Institutional Marks

Secondary logos are an essential part of an institution's graphic identity system, in that they offer additional options to convey the University's identity in applications that require a different treatment for visual appeal, emphasis or differentiation. The following secondary logos are approved for use by colleges, departments or units, based on the guidelines established in this Style Guide.

The two most commonly used secondary logos are the interlocking UD and the circle UD. The interlocking "UD" in both treatments is pulled directly from the University's primary logo, clearly and strongly enforcing the institution's visual brand identity. The interlocking UD should not be used within a statement or expression—this logo represents the University of Delaware and should be interpreted as such.

A more classic treatment, used less frequently, is the circle UD 1743. This version features the interlocking UD with the University's name and founding date appearing in a circle around it.

The University seal is the most restricted of all secondary logos and is not used in daily or routine communications. See the next page for more information on use of the seal.

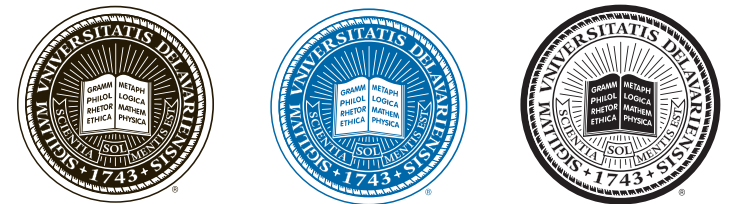
Interlocking UD,
Circle UD



Circle UD 1743



University Seal



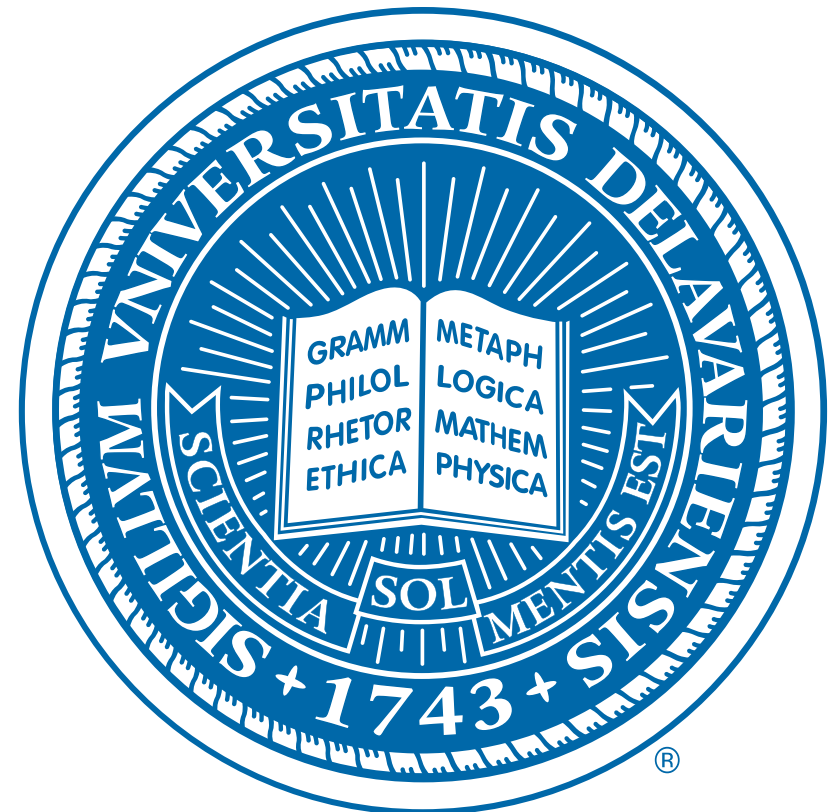
Use only for engraving, etching or foil-stamping.

The University Seal

The University Seal is produced in one color (PMS Blue 2945 C).

The University Seal may be watermarked on letterhead; printed, embossed or foil-stamped on certificates, diplomas and diploma cases; and—through the Office of the President—embossed on other official documents. Use of the seal on **all official documents** requires prior approval by the University Secretary.

The University Seal should not be used in daily communications by colleges, departments or programs, but it may be used in selected significant communications and marketing materials. Use of the seal on **all non-official documents** requires prior approval by OCM.



Unofficial or New Secondary Marks

Some University centers or units have a mission or purpose that extends beyond the standard academic, degree-granting functions of the University or the support of those standard functions—e.g., the John L. Weinberg Center for Corporate Governance, the Office of Economic Innovation and Partnerships. These units may have a need to communicate their identity and function beyond the campus community.

Units that have such a distinct mission/purpose and that operate somewhat independently of the University may be authorized to establish their own graphic mark. However, it is important to note that this mark must always be secondary to the University's primary identity and must not violate the University's graphic identity standards as described in this document.

Permission to create and/or use such a mark/logo must be obtained through OCM. If the mark/logo is being designed by an outside agency, approval from OCM must be obtained prior to design.

Marks/logos created prior to the development of these guidelines will be evaluated on a case-by-case basis.

Usage Restrictions

- The University seal is permitted on products for resale.
- Alterations to the University coat of arms is NOT permitted.
- Overlaying/intersecting graphics are permitted with the coat of arms.
- The University licenses consumables.
- The University licenses health and beauty products.
- The University permits numbers on products for resale.
- Mascot caricatures are NOT permitted—the mascot may be featured only in those ways shown in this guide.
- Cross-licensing with other marks is permitted.
- NO USE of any current University athlete's name, image or likeness is permitted on commercial products. It is a violation of NCAA rules.
- NO REFERENCES to alcohol, drugs or tobacco-related products may be used in conjunction with University marks.
- The University will approve fashion colors. However, when using blue and yellow, only garments closest to PMS 2945 C (royal) and PMS 109 C (yellow) will be approved. Navy and athletic gold are not permissible garment colors.
- Heat-seal appliqués are NOT permitted. Embroidery appliqués must be tackle twill.
- When printing on a colored background, a white base must be used.

IMPORTANT: Please review the "Mandatory Art Detail and Color Spec Requirements" document, which is available for download on the University's Logos on Demand page, before submitting products for approval.

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

Brand Architecture—Secondary Signature Systems

It is important for UD's identity system to help establish and express important relationships within the University system. The University of Delaware has created a hierarchical information system to allow for the appropriate identification and prominence of colleges, departments, centers, etc., while maintaining the overall integrity of the University's logo system.

Please note the role that typography plays in identifying brand hierarchy. When identifying a college with the UD logo, Myriad Pro Regular (cap and lowercase) is used. When identifying the department within the college, it is displayed beneath the college's name using Myriad Pro Regular (caps).

The tagline may not be used within the secondary signature system structure. The primary logo is separated by a vertical line from the secondary tier of information on the right. Please note guidelines for spacing and alignment.

In an effort to maintain a consistent appearance among the individual University units, the logo uses an ampersand rather than "and." For example, "Alfred Lerner College of Business & Economics" NOT "Alfred Lerner College of Business and Economics." The same holds true of centers or departments: "Department of Hotel, Restaurant & Institutional Management."



Alfred Lerner College
of Business & Economics



Alfred Lerner College
of Business & Economics

DEPARTMENT OF HOTEL, RESTAURANT
& INSTITUTIONAL MANAGEMENT



College of Education
& Human Development

SCHOOL OF EDUCATION



Museums

OLD COLLEGE GALLERY



Delaware
Environmental Institute


	X X	
		Alfred Lerner College of Business & Economics
		DEPARTMENT OF HOTEL, RESTAURANT & INSTITUTIONAL MANAGEMENT

MYRIAD PRO REGULAR
KERNING: -5

MYRIAD PRO REGULAR CAPS
KERNING: +20

SPACE OF "X" EQUAL TO WIDTH OF "OF" IN LOGO.

SPACE OF "Y" EQUAL TO HEIGHT OF "ELAWARE" IN LOGO.

	Museums
	OLD COLLEGE GALLERY

FOR VERSIONS WHERE THERE IS ONLY ONE LINE OF "TIER 1," MOVE UP "TIER 2" TO ALIGN WITH BOTTOM OF "ELAWARE" IN LOGO.

VERTICAL LINE ALIGNS WITH BOTTOM OF "D" IN LOGO.

Graphic Treatment of University Name

In certain instances, and in particular with print applications, it may be more appropriate to feature a larger graphic treatment of the University's name, versus the primary logo or primary logo with tagline lockup. Such usages should be approved by OCM.

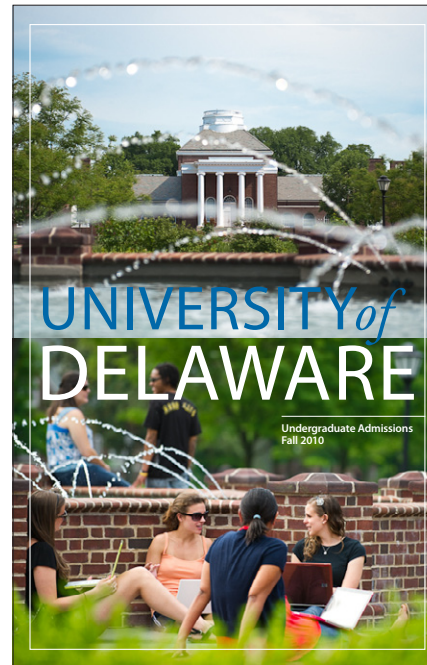
The University's primary logo or primary logo with tagline lockup **MUST** appear clearly on all communications. For instance, if not used on the front cover of a printed piece (see example), the primary logo or primary logo with tagline lockup must appear in another readily visible place, such as the back cover.

The approved graphic treatment of the institution's name is stacked. The words "University" and "Delaware" are set in Myriad Pro Semi-bold, all caps. The word "of" is set in lowercase Adobe Garamond Pro-Premier Italic.

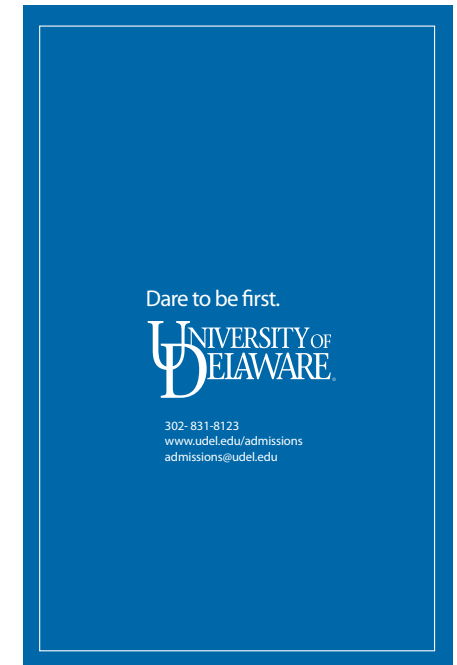
Graphic Treatment

UNIVERSITY *of*
DELAWARE

Example of Graphic Treatment on Publication Cover



Example of Primary Logo With Tagline Lockup on Back Cover



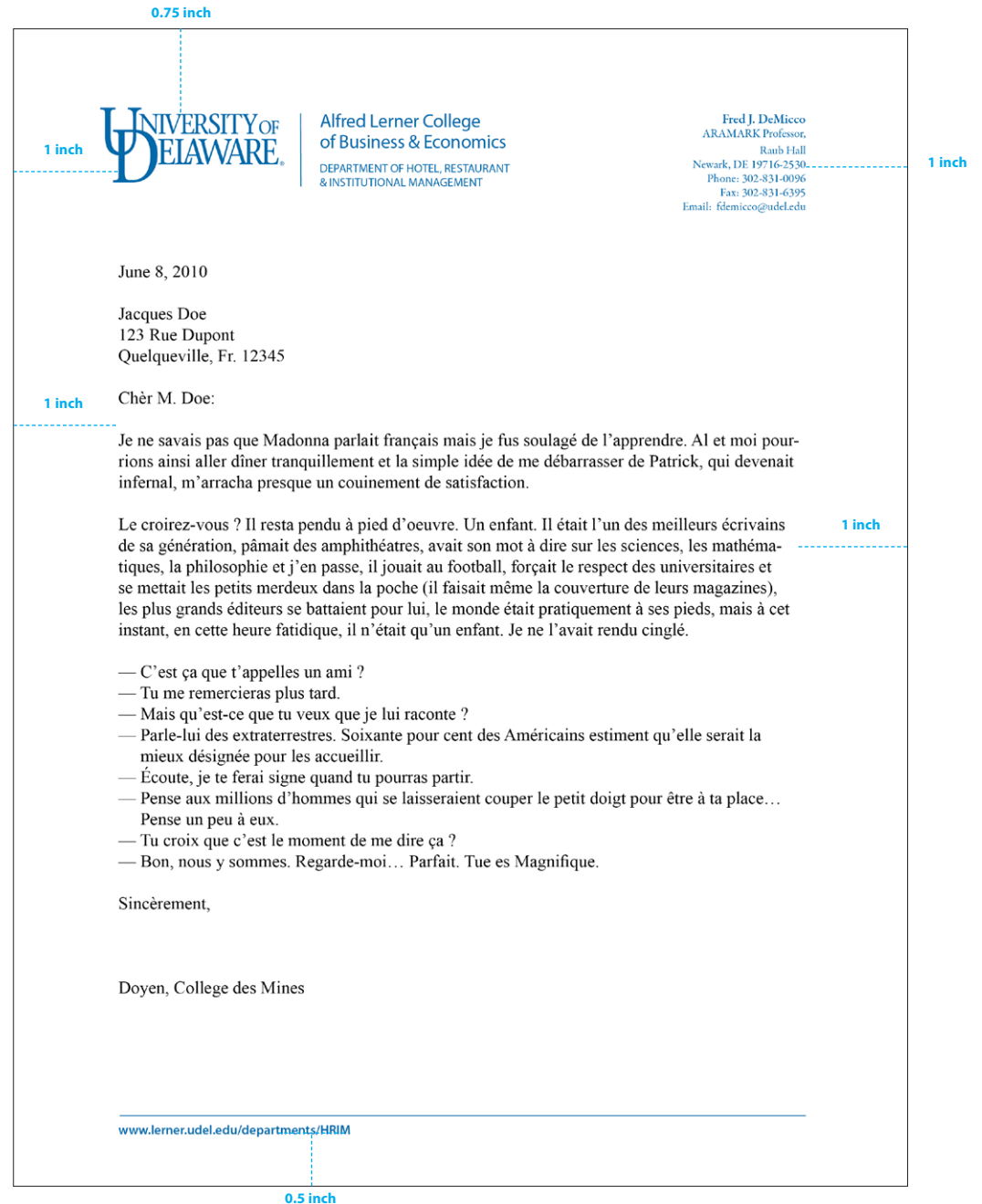
University Letterhead and Stationery System

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

The recommended typing format is shown here. Please follow this style for consistency.

The recommended typeface for body copy on letterhead is Garamond Premier Pro, with a type size of 12 point and a line spacing of 14 points. If Garamond Premier Pro is unavailable, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Letterhead and stationery can be obtained through University Printing and are subject to the approval of OCM.



Envelope

The envelope size is #10. The logo is to be positioned as shown and printed in PMS 2945 C.

Business Card

The standard University of Delaware business card is 3.5 inches wide by 2 inches tall.

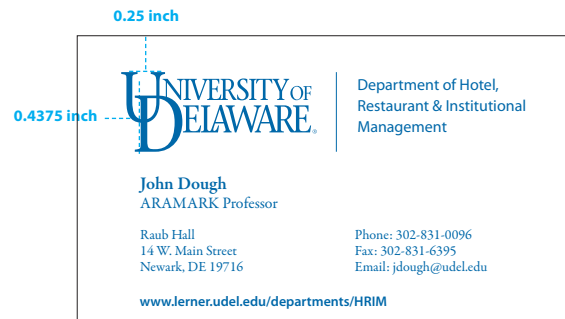
The logo is to be positioned as shown and printed in PMS 2945 C.

The back of the card may be used to print standard contact information in languages other than English, in conjunction with customs of specific countries.

#10 Envelope Front



Business Card Front



SECTION THREE: IDENTITY SYSTEM

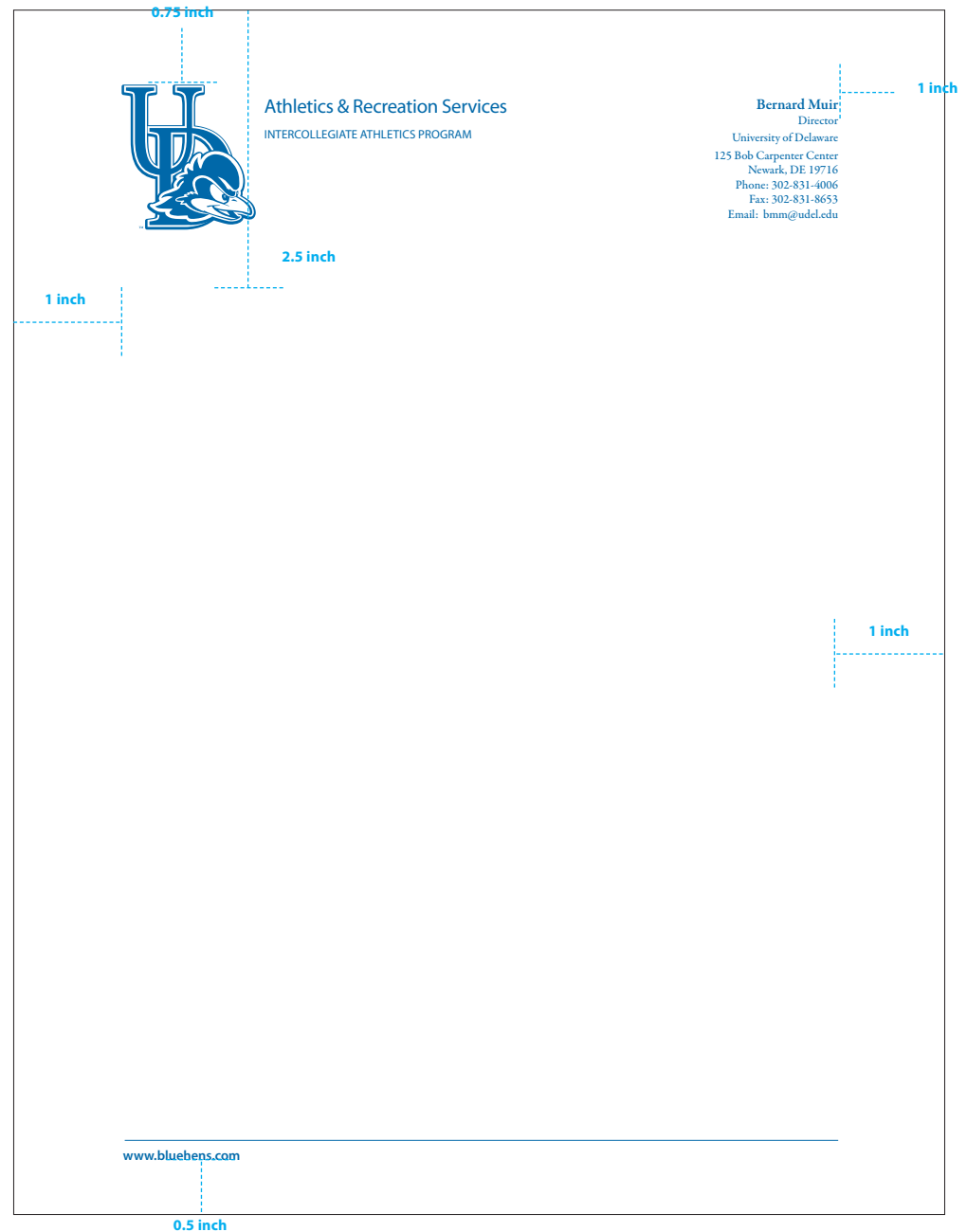
Athletics Letterhead

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

The recommended typing format is shown here. Please follow this style for consistency.

The recommended typeface for body copy on letterhead is Garamond Premier Pro, with a type size of 12 point and a line spacing of 14 points. If Garamond Premier Pro is unavailable, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Letterhead and stationery can be obtained through University Printing and are subject to the approval of OCM.



Color Palettes

Color plays a critical role in strengthening the overall impact of the University of Delaware identity. It is perhaps the most significant identifier that the University uses. The consistent use of color is a vital part of communicating the University's brand.

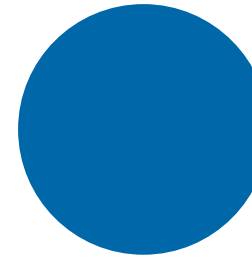
The official blue and yellow are the University of Delaware's primary colors for use in print and electronic communications. Accent or secondary colors are used to complement UD's blue and yellow, but should not be used as primary or stand-alone elements of the color palette.

The logo may appear in the approved primary colors, or reversed in white out of a field of primary color.

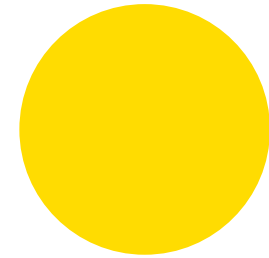
When printing one-, two- and three-color publications, spot colors (Pantone) should be used. When printing in full color (four-color process), the CMYK mix provided in the palette should be used. Automatic conversion of the spot color within an application can result in an incorrect mix.

The secondary colors (shown on the following page) are complementary colors that may be used in publications for headlines, pull-out type, quotes or solid color fields.

Primary colors:

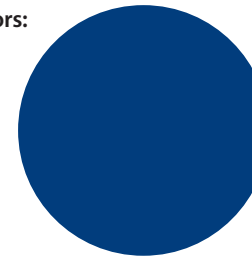


PMS 2945 C
C 100 + M 38 + Y 0 + K 15
R 0 + G 83 + B 159
HEX: 00539f

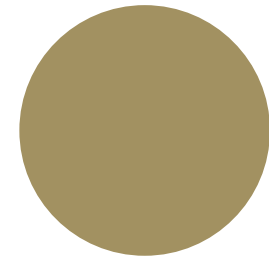


PMS 109 C
C 0 + M 9 + Y 94 + K 0
R 255 + G 210 + B 0
HEX: ffd200

Secondary colors:



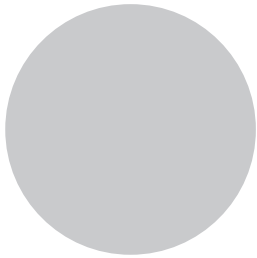
PMS 281 C
C 100 + M 72 + Y 0 + K 38
R 0 + G 38 + B 99
HEX: 002663



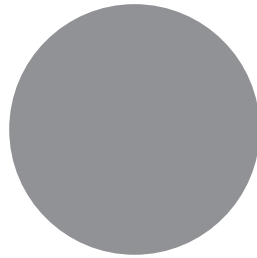
PMS 872 C
METALLIC SPOT COLOR

Complementary Palettes

Neutrals:



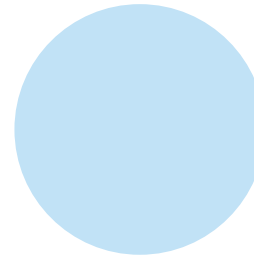
PMS Cool Gray 4 C
C 0 + M 0 + Y 0 + K 28
R 189 + G 189 + B 189
HEX: bdbdbd



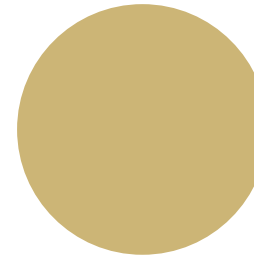
PMS Cool Gray 9 C
C 0 + M 0 + Y 0 + K 65
R 116 + G 118 + B 121
HEX: 747679



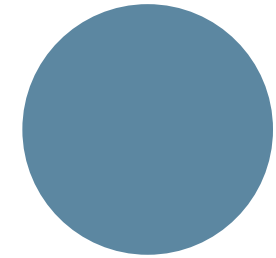
PMS 7499 C
C 0 + M 2 + Y 15 + K 0
R 238 + G 232 + B 197
HEX: eee8c5



PMS 545 C
C 31 + M 6 + Y 0 + K 0
R 196 + G 216 + B 229
HEX: c4d8e5

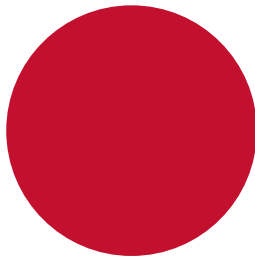


PMS 4515 C
C 0 + M 9 + Y 47 + K 24
R 183 + G 166 + B 109
HEX: b7a66d

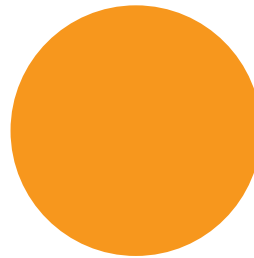


PMS 5415 C
C 56 + M 12 + Y 0 + K 43
R 90 + G 126 + B 146
HEX: 5a7e92

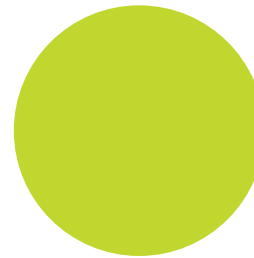
Brights:



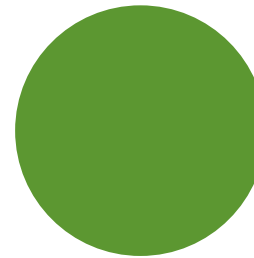
PMS 187 C
C 0 + M 91 + Y 72 + K 24
R 172 + G 26 + B 47
HEX: ac1a2f



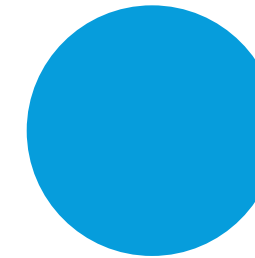
PMS 144 C
C 0 + M 47 + Y 100 + K 0
R 239 + G 130 + B 0
HEX: ef8200



PMS 382 C
C 31 + M 0 + Y 94 + K 0
R 190 + G 214 + B 0
HEX: bed600



PMS 370 C
C 60 + M 0 + Y 100 + K 28
R 90 + G 142 + B 34
HEX: 5a8e22








PMS 299 C
C 87 + M 19 + Y 0 + K 0
R 0 + G 160 + B 223
HEX: 00a0df

SECTION THREE: IDENTITY SYSTEM

Official Color Charts

Below is a list of the official color selections for the University of Delaware's logos, by acceptable color model.

Pantone Coated Color Equivalents:

COLOR NAME	COLOR	PANTONE	Process/CMYK	RGB	HEXADECIMAL
Delaware Blue		2945C	100-38-0-15	0-62-140	#003e8c
Delaware Yellow-Gold		109C	0-9-94-0	249-214-22	#f9d616
YoUDee Blue		299C	87-19-0-0	0-141-214	#008dd6
Delaware Red		187C	0-91-72-24	175-30-45	#af1e2d
Delaware Gray		Cool Gray 4C	0-0-0-28	189-189-189	#bdbdbd

Trademarks of the University of Delaware may appear in full-color or one-color versions, as shown throughout The Collegiate Licensing Company (CLC) site. They should appear only as shown or otherwise permitted by the CLC.

Thread Colors:

COLOR NAME	PANTONE	Madeira	RA	GS/SULKY
Delaware Blue	2945C	1076	2220	1535
Delaware Yellow-Gold	109C	1124	2462	1187
YoUDee Blue	299C	1297	2730	861
Delaware Red	187C	1147	2263	1147
Delaware Gray	Cool Gray 4C	1011	2592	1327

Opaque Vinyl Colors:

COLOR NAME	PANTONE	3M Opaque	ORACAL Premium 851	ORACAL HP 751	AVERY A6 Opaque	AVERY A9 Opaque HP
Delaware Blue	2945C	Vivid Blue 180C-17	509 Sea Blue	057 Traffic Blue	Vivid Blue A6570-0	Vivid Blue A9570-0
Delaware Yellow-Gold	109C	Bright Yellow (109C) 180C-15	209 Maize Yellow	209 Maize Yellow	Primrose Yellow A6110-0	Lemon Zest (109C) A9113-0
YoUDee Blue	299C	Olympic Blue 180C-47	547 Fjord Blue	517 Euro Blue	Olympic Blue A6530-0	Olympic Blue A9530-0
Delaware Red	187C	Geranium 180C-63	031 Red	031 Red	True Red A6332-0	Fire Red A9345-0
Delaware Gray	Cool Gray 4C	Medium Gray 180C-31	730 Simple Grey	074 Middle Grey	Medium Gray A6035-0	Medium Gray A9035-0

Reflective Vinyl Colors:

COLOR NAME	PANTONE	3M Scotchlite Reflective	ORACAL Series 550 Reflective	AVERY Reflective
Delaware Blue	2945C	Blue 680-75, 680CR-75	Blue 050	Blue A7822-R
Delaware Yellow-Gold	109C	Yellow 680-71, 680CR-71	Yellow 020	Yellow A7812-R
Delaware White	White	White 680-10, 680CR-10	White 010	White A7801-R
Delaware Gold [Vehicles Only]	872C	Gold 680-64, 680CR-64	Gold 091	Gold A7807-R

Use of all marks requires written approval prior to production. The name and marks of the University of Delaware are controlled under a licensing program administered through the CLC.

Typography: San Serif

Consistent use of typography, as with other graphic elements, helps to maintain a strong brand identity.

Myriad Pro is the selected sans serif typeface. It is the typeface for the tagline and secondary signature systems. It is recommended that the regular weight be used for body text and that the body text remain unkered (no extra character space).

Although the use of Myriad Pro is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient. In these instances, Helvetica or Arial may be used.

Please contact OCM for assistance with access to the official fonts.

Myriad Pro Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Myriad Pro Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Myriad Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Myriad Pro Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Typography: Serif

Adobe Garamond Premier Pro is the selected serif typeface. It is recommended that only regular weight be used for body text and that the body text remain unkered (no extra character space).

Although the use of Garamond Premier Pro is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient. In these instances, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Please contact OCM for assistance with access to the official fonts.

Adobe Garamond
Premier Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Adobe Garamond
Premier Pro Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789

Adobe Garamond
Premier Pro Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789

Adobe Garamond
Premier Pro
Semibold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Adobe Garamond
Premier Pro Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789

Adobe Garamond
Premier Pro Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

Photography

Photographs, whether used alone or in combination with logos and text, are an indispensable means of telling the UD brand story. Photographs contribute to the first and lasting impressions that readers, viewers and web visitors form of an institution.

When choosing photographs for use in University publications or on the website, editors should strive to include images that illustrate one or more of the six “pillars” of the UD brand identity:

- Talent Magnet (A)
- Idea Leadership (B)
- Discovery Learning (C)
- Smart Money (D)
- Citizen University (E)
- East Coast Classic (F)

On this page are examples of images chosen to illustrate each of the brand pillars. Examples will be updated periodically and will be available through Photo Services in OCM.

For information on the meaning of the six pillars, see “Telling the Brand Story” on page 5.



Graphic Icons

Graphic icons, as they become recognizable, can be a visually concise tool for telling the brand story. On this page are icons developed to illustrate each of the six pillars of the UD brand identity:

- Talent Magnet (A)
- Idea Leadership (B)
- Discovery Learning (C)
- Smart Money (D)
- Citizen University (E)
- East Coast Classic (F)

The icons may be used in various graphic applications and are especially useful when photographic illustration is not possible.

It is recommended that the graphic icons be used as they appear on this page, in PMS 2945 C (or CMYK, RGB or HEX equivalent) and white. Use of the graphic icons in the approved complementary palettes (page 38) is also permitted.

A



D



B



E



C



F



Section Four: University of Delaware Athletics

Athletics Marks

UD Athletics is a vital and highly visible aspect of the University's brand identity.

The University of Delaware has a primary athletics mark and a secondary mark.

The University's athletics logos should never be used in place of the UD primary logo or primary logo with tagline lockup in any academic application. The following guidelines will help to ensure consistent, strong and effective messaging:

- All official athletics material should display the primary or secondary athletics mark.
- All athletics marks must be reproduced from official artwork provided through OCM.
- All athletics marks must be displayed using the official primary University colors (page 50). No other colors are permitted.

The "Split D" is a secondary "spirit" logo only and should not be used on athletic uniforms, competition warmups or print materials.

Please obtain approval from the Associate Director of Athletics for External Affairs at 302-831-2724 prior to producing correspondence, personal stationery, brochures, camp literature, websites, etc.

Primary Marks



Secondary Marks



Split D



The Split D mark may not be used on athletic uniforms, competition warm-ups or print materials.

Athletics All-sport and “Dare to be a Blue Hen” Marks

All UD varsity sports have a designated logo, featuring the word “Delaware” arched over an appropriate icon, and the words “Blue Hens” in a banner flanking the sport name. Use of this logo must be approved by the Associate Director of Athletics for External Affairs at 302-831-2724.

UD Athletics uses “Dare to be a Blue Hen” as its tagline. Use of the “Dare to be a Blue Hen” mark is encouraged among UD’s varsity athletic teams, but must be approved by the Associate Director of Athletics for External Affairs at 302-831-2724. The “Dare to be a Blue Hen” mark at right is customized for each varsity athletic team.

- All athletics marks must be reproduced from official artwork provided by OCM.
- All athletics marks must be displayed using UD’s official primary and mascot colors (page 50).

Athletics All-sport Mark



“Dare to be a Blue Hen” Mark



Mascots

The Fightin' Blue Hen mascot is currently incarnated in the characters of "YoUDEe" (one word, capital "U" and "D") and "Baby Blue," whose appearance at athletic events helps spark UD school spirit.

YoUDEe and Baby Blue are neither male nor female, and should be referred to by name, not as "he" or "she." Both characters are licensed by the University and cannot be used by outside parties without permission.

Acceptable Versions

There are two acceptable versions of YoUDEe: Struttin' YoUDEe and Fightin' YoUDEe.

There are two acceptable versions of Baby Blue: Baby Blue with hands up, and Baby Blue with a UD flag.

These mascot versions should not be used on athletic uniforms, competition warmups or print materials.

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

For licensing approvals of UD Athletics marks, please contact The Collegiate Licensing Company at www.CLC.com or through the OCM website.

Struttin' YoUDEe



Fightin' YoUDEe



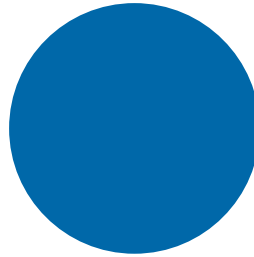
Baby Blue



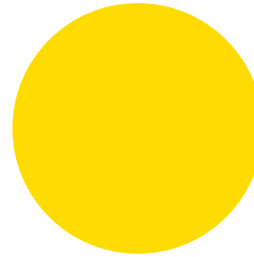
SECTION FOUR: ATHLETICS

Color Palettes

Primary Colors:

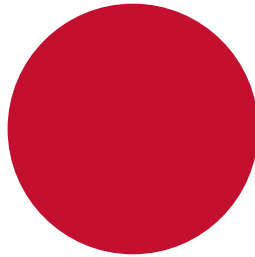


PMS 2945 C
C 100 + M 38 + Y 0 + K 15
R 0 + G 83 + B 159
HEX: 00539f

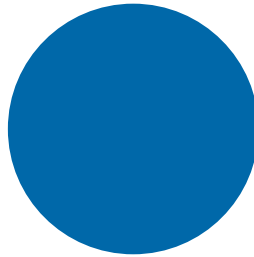


PMS 109 C
C 0 + M 9 + Y 94 + K 0
R 255 + G 210 + B 0
HEX: ffd200

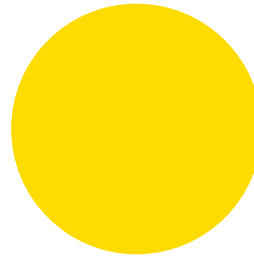
Mascot Colors:



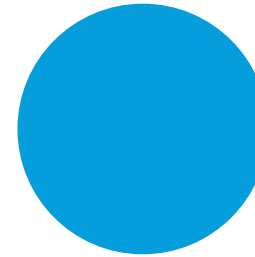
PMS 187 C
C 0 + M 91 + Y 72 + K 24
R 172 + G 26 + B 47
HEX: ac1a2f



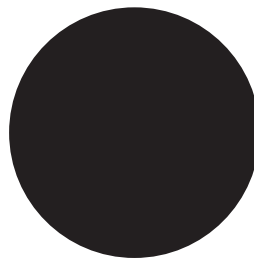
PMS 2945 C
C 100 + M 38 + Y 0 + K 15
R 0 + G 83 + B 159
HEX: 00539f



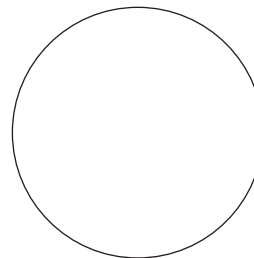
PMS 109 C
C 0 + M 9 + Y 94 + K 0
R 255 + G 210 + B 0
HEX: ffd200



PMS 299 C
C 87 + M 19 + Y 0 + K 0
R 0 + G 160 + B 223
HEX: 00a0df



PMS Process Black
C 0 + M 0 + Y 0 + K 100



White
C 0 + M 0 + Y 0 + K 0

Typography

The following are the approved fonts for UD Athletics. Please do not duplicate or alter the typeface in any way.

Please contact OCM for access to, and for use of, the athletics typeface.

Title Font:

Knockout 90 Ultimate Welterweight
(90% width, kerning +10)

Secondary Font:

Archer Semibold

Body Copy:

Futura Condensed

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789&

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789&

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789&

Section Five: Other Graphic Applications

Web Headers

In an effort to promote a consistent visual brand identity throughout the institution, the University has created a unifying web header design that will be featured on all University web pages.

The official web header features a graphic horizontal representation of the University's name that works well in the limited space available on a web page. Colleges and vice-president-level offices may use the one-line University of Delaware web header OR a two-line web header whose second line indicates the college or office. All other University units must use the one-line UD web header (see examples below).

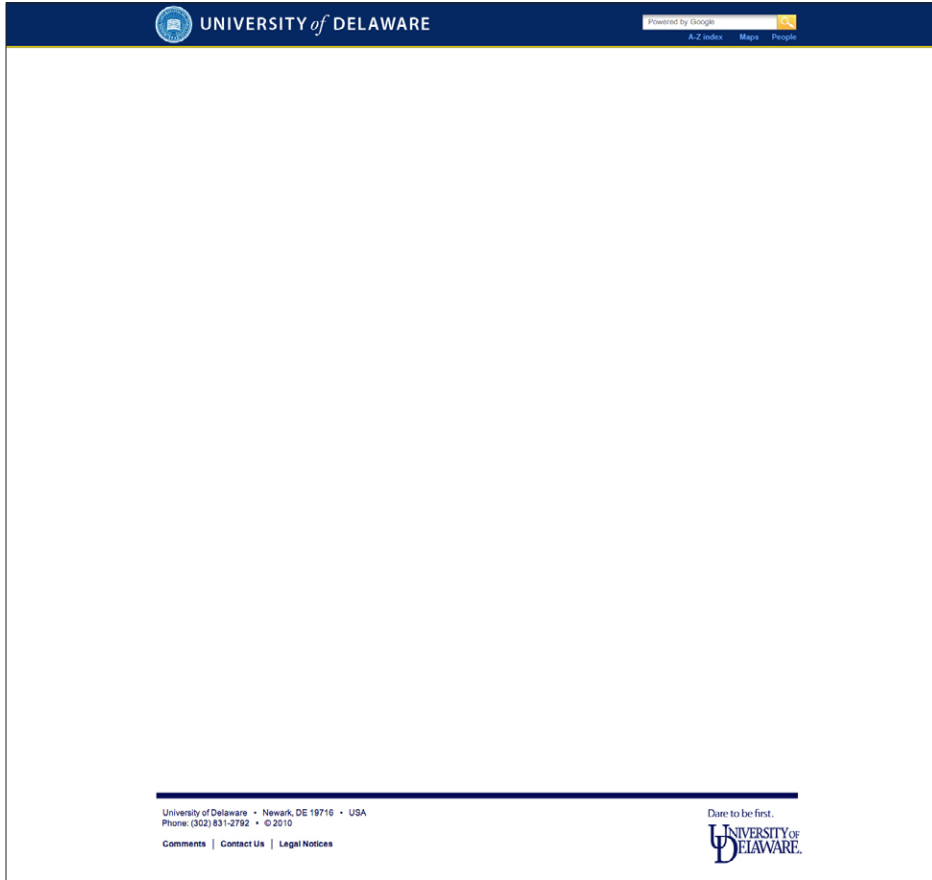
Please note that the University's primary logo must be placed, as per the standards set forth in this guide, in the lower right-hand corner of all University of Delaware web pages. (See examples on the following pages.)

On the following pages are three web header color options from which University colleges, departments, units, etc., may choose.

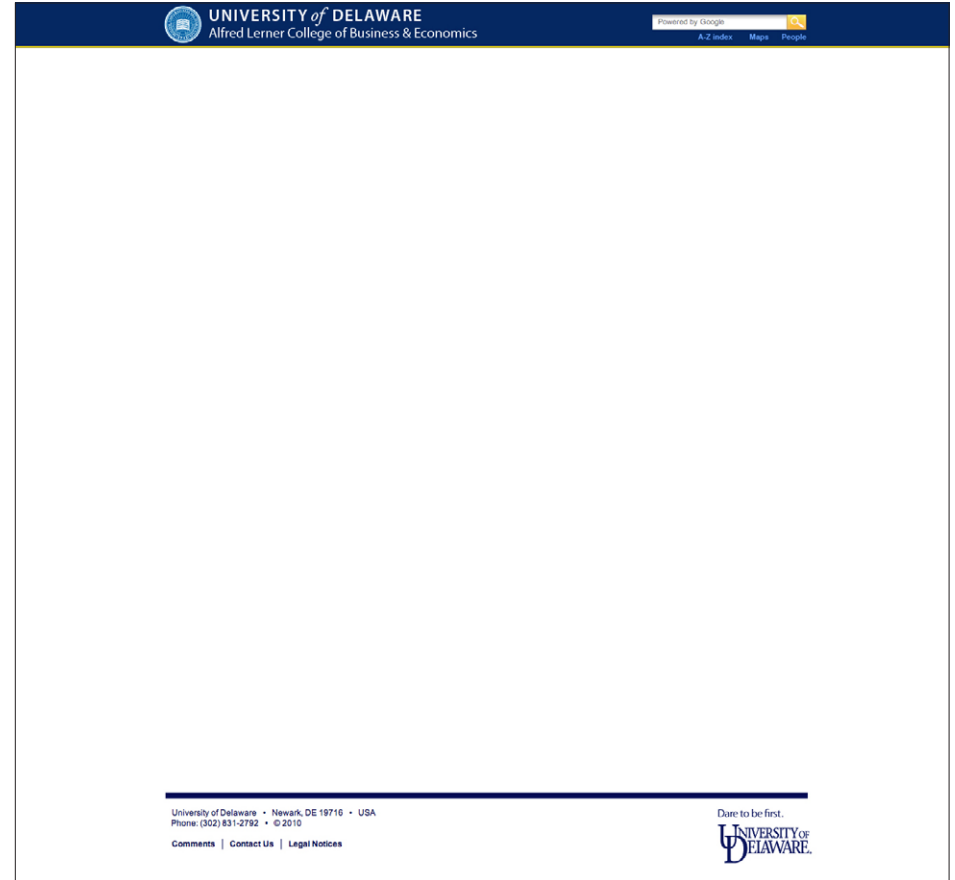
Web headers are available through the OCM website.



SECTION FIVE: OTHER APPLICATIONS

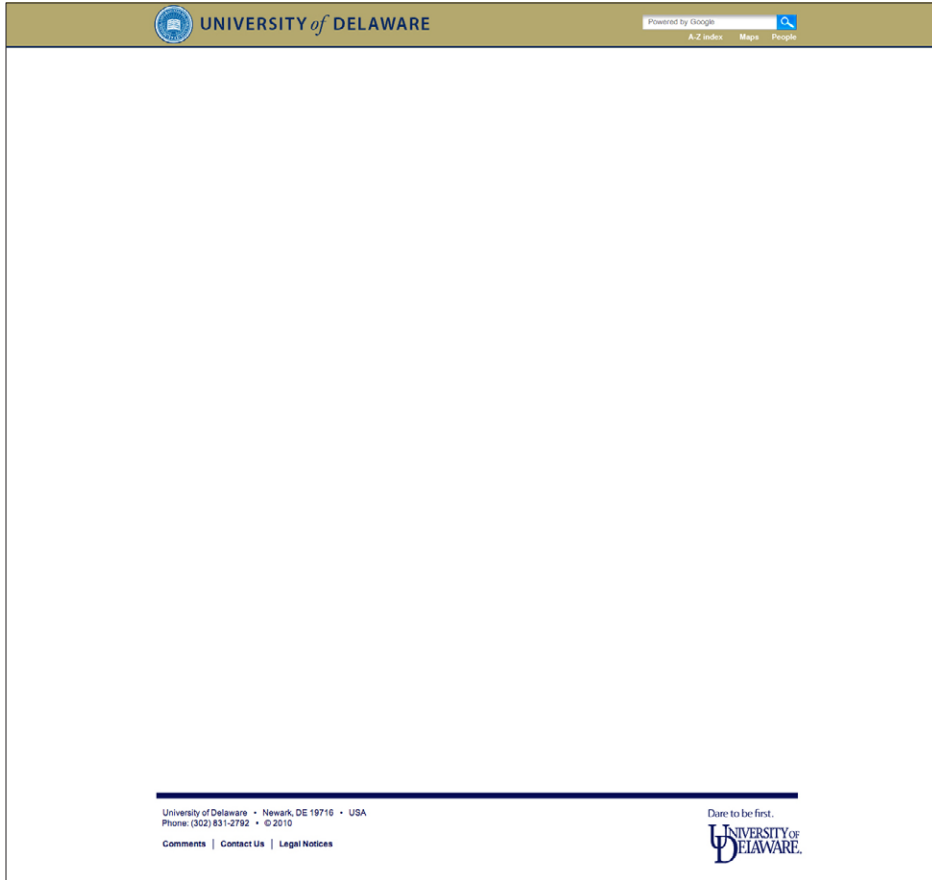


Primary Web Header: Blue, one line

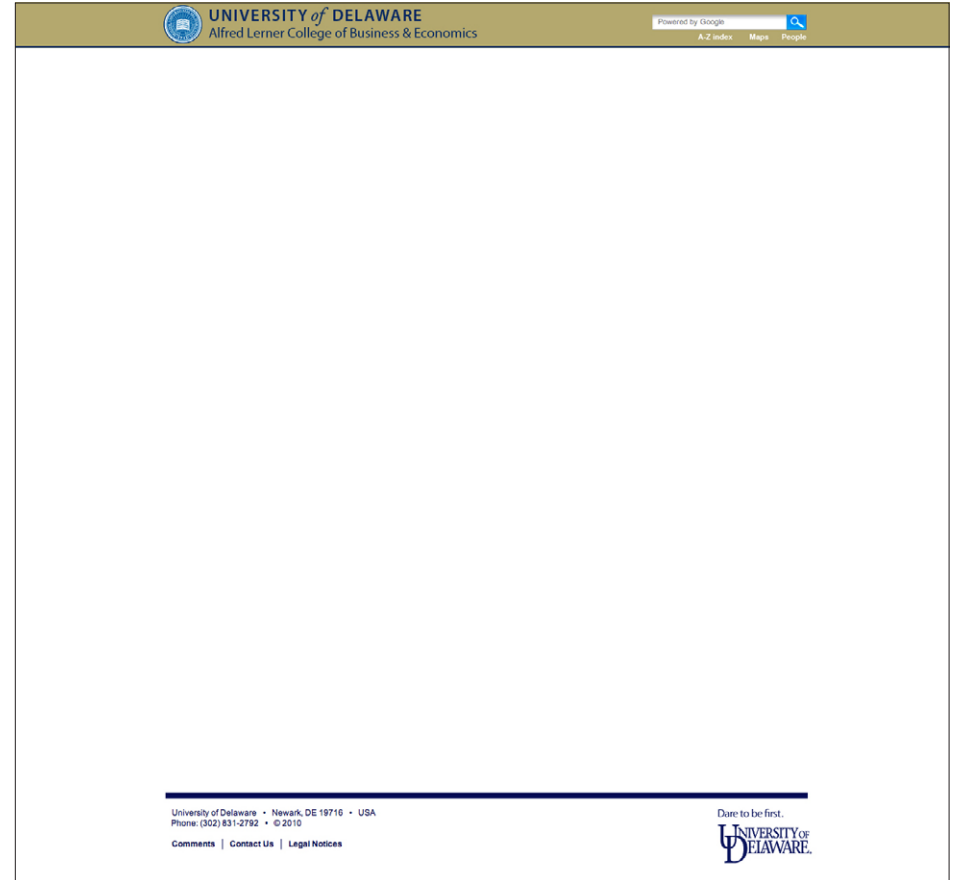


Primary Web Header: Blue, two lines

SECTION FIVE: OTHER APPLICATIONS

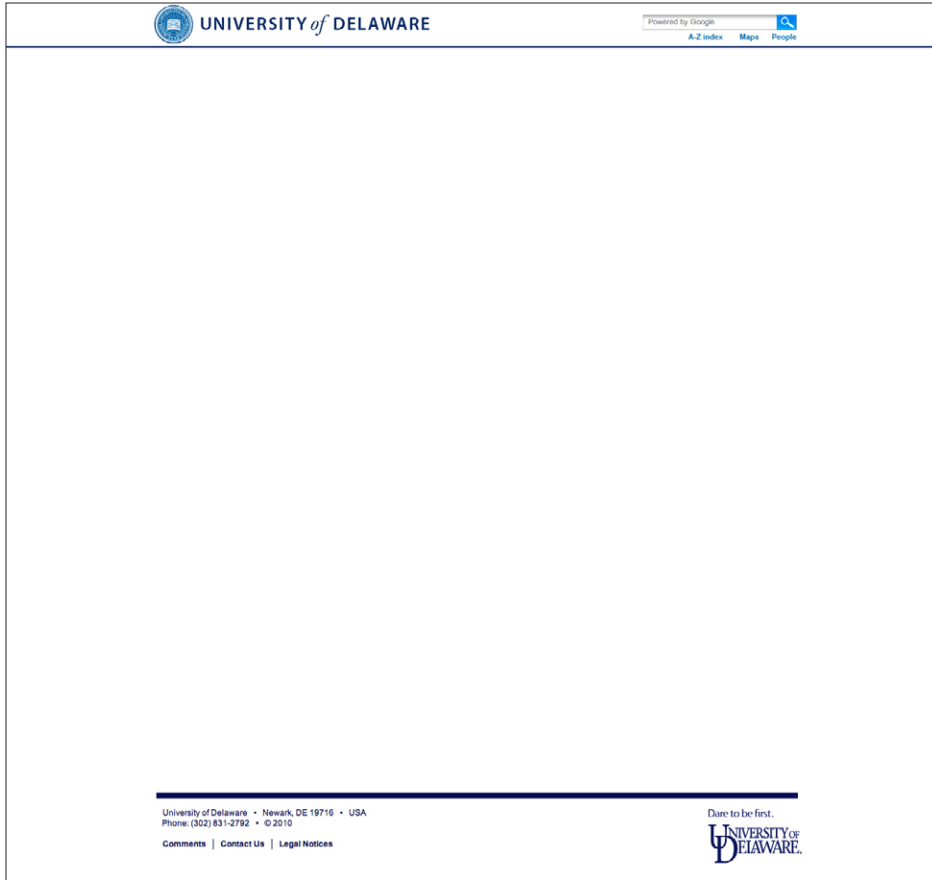


Optional Web Header: Tan, one line



Optional Web Header: Tan, two lines

SECTION FIVE: OTHER APPLICATIONS



Optional Web Header: White, one line



Optional Web Header: White, two lines

Social Media

Social media include such technologies as blogs, social networking sites, Internet forums, wikis, podcasts, instant messaging—even email. When you refer to the University of Delaware in a social media platform, you affect the UD brand. Therefore, use only official University logos and marks in your pages and messages.



Sample Applications

The following sample applications of the UD graphic treatment and primary logo with tagline lockup will not be appropriate for all situations. For consultation on specific graphic needs, please contact OCM. For additional samples, please consult the latest version of this guide, which will be updated periodically and available at www.udel.edu/ocm.

Sample Ad



**UNIVERSITY *of*
DELAWARE**

Come with us. Be the first in what matters to you.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nul-
 lam sit amet justo est. Maecenas tincidunt nunc sed lorem
 porta quis auctor vel it lobortis. Vestibulum vitae nisi mauris,
 a auctor arcu. Aliquam erat volutpat.

Phasellus vitae diam erat, id malesuada tellus. Quisque non
 urna felis, a commodo eros. Praesent in ante ipsum. Nulla
 fermentum commodo arcu, sit amet tempor erat ultricies at.
 Pellentesque fermentum, dolor quis.

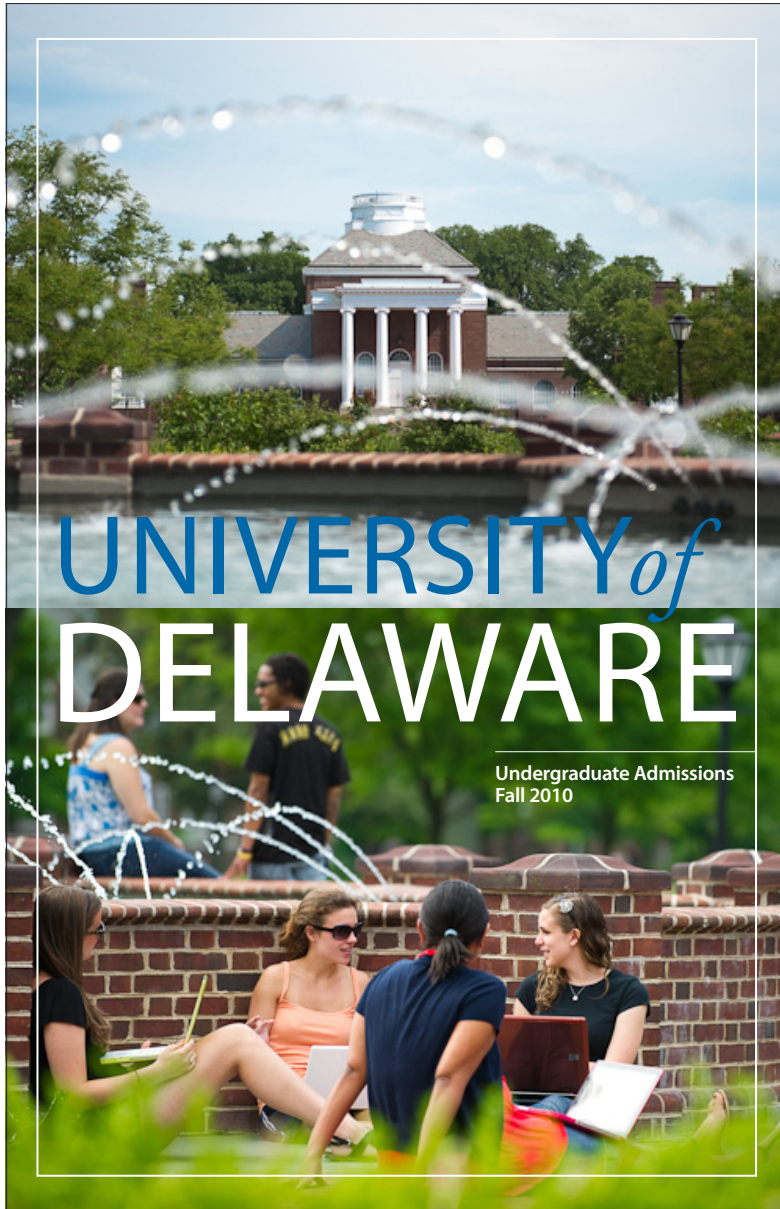
Fusce ante quam, ullamcorper eu tristique non, facilisis nec
 enim. Maecenas semper ultrices quam.

Suspendisse potenti. Sed leo eros, luctus et egestas fermen-
 tum, porta nec nisi. Cras at felis et tortor.

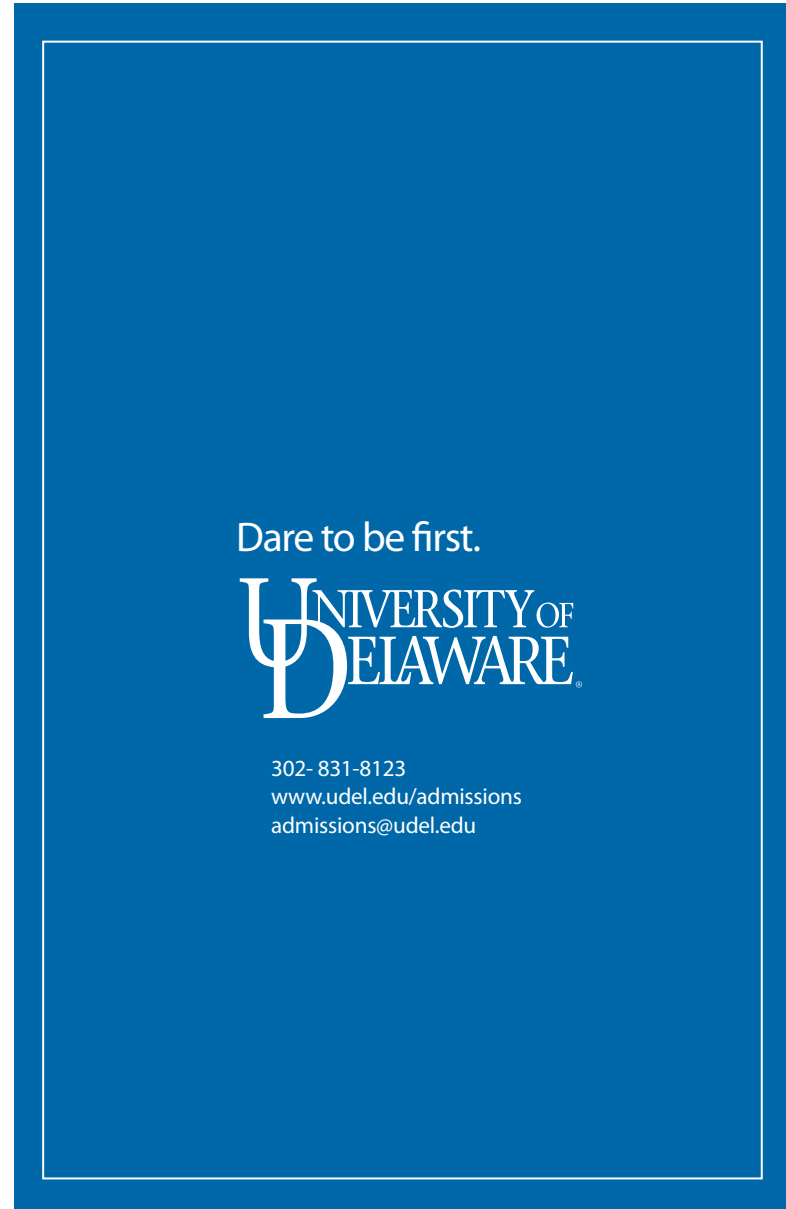
Dare to be first.

**UNIVERSITY OF
DELAWARE**

Sample Brochure Cover With Graphic Treatment



Sample Back Cover With Logo Lockup



Sample Series of Tri-fold Brochure Covers



SECTION FIVE: OTHER APPLICATIONS

PowerPoint Presentations

Several PowerPoint templates, as shown, are available at www.udel.edu/ocm.

Official UD typefaces—Garamond Premier Pro or Myriad Pro—should be used for PowerPoint text. Where these typefaces are unavailable or technical concerns limit their use, alternative typefaces may be substituted. Any typeface in the Garamond family may replace Garamond Premier Pro. (If the Garamond typeface is unavailable, Times New Roman is an acceptable substitute.) Helvetica or Arial may replace Myriad Pro.

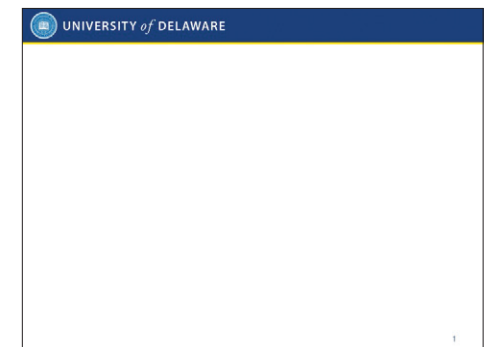
Sample 1: PowerPoint Title Slide



Sample 2: PowerPoint Title Slide and Page



Sample 3: PowerPoint Title Slide and Page



Sample Websites

The examples shown at right illustrate how content from a unit or department might be treated graphically using the two-line web header and standard footer.

Signage

All exterior building, directional and vehicular signage should be developed in cooperation with the University's Trademark Licensing Manager at 302-831-6053.

Section Six: The University of Delaware Trademark Licensing

UD Trademark Licensing

The University of Delaware owns and protects its identifying trademarks. The UD identity standards set forth in this Style Guide must be adhered to when University departments and offices use University trademarks on products that are part of their normal business operations. Items considered to be a part of normal business operations include, but are not limited to, office supplies, name badges and business cards. Please refer to the graphic identity standards for all questions related to departmental use of University trademarks on items such as stationery, business cards, print publications, advertising and printed promotional materials. Use of the University trademarks in standard business operations does not require prior approval.

The University of Delaware administers formal trademark and licensing practices through OCM (www.udel.edu/ocm/licensing). OCM must approve, prior to production, all commercial and non-University uses of University trademarks, as well as use of the trademarks for on-campus projects, including departmental and student group apparel. All items for commercial or non-University use must be produced by a CLC-licensed vendor of the University.

Why does UD maintain licensing standards?

- To protect all University trademarks that relate to UD, and to maintain their consistent use in a way that reflects favorably on the University.
- To promote the University in a uniform manner and protect its reputation, name and image.
- To protect consumers from deception or from inferior products and services bearing the University's trademarks.

Dare to be first.

