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CONTACT INFORMATION:

General branding questions
URI Communications and Marketing
401.874.2116

Brand voice in headlines and copy
Cindy Sabato, Coordinator of Marketing and Advertising
401.874.2411, csabato@advance.uri.edu

Logo and tagline graphic usage
URI Publications and Creative Services
401.874.2075, branding@uri.edu

Print and digital design
URI Publications and Creative Services
401.874.2075, branding@uri.edu

Web site development
Kerri Hicks, Senior Information Technologist
401.874.4890, khicks@advance.uri.edu

Revised: 12/22/2011
I am pleased to endorse this Branding Guide, which has helped the University of Rhode Island present a positive, unified visual image to the community.

Our brand is our promise to the public. It tells them what they can expect from us, and it highlights what we offer: Big Thinking. Our brand is derived from who we are, who we want to be, and who people perceive us to be, which is why this Branding Guide is such an incredibly important tool.

The success of these guidelines depends on our faithful adherence to them. I ask for your cooperation in upholding these standards so that the University of Rhode Island continues to speak with a clear and consistent voice.

Best regards,

David M. Dooley
President
The URI Brand Visual Standards Guide contains all the graphic elements to be used in an appropriate manner to maintain the unified visual identity of URI. This provides the framework upon which the brand message and big-thinking stories reside.

All branding resources (i.e. logo, tagline with brand mark, templates) must be reproduced exactly as specified in this guide and on the brand Web site uri.edu/brand, from which the official URI brand files can be downloaded.
A BRAND IS A PROMISE YOU MAKE WITH YOUR CUSTOMERS, YOUR EMPLOYEES, AND YOUR CONSTITUENTS ABOUT WHAT IT IS YOU STAND FOR, AND WHAT THEY VALUE IN YOU. IT IS A CORE TRUTH THAT CAN NEVER BE FORGOTTEN AND A CORE PROMISE THAT CAN NEVER BE BROKEN. DEVELOPING A BRAND IS AN ONGOING PROCESS OF TELLING YOUR AUDIENCE WHAT MAKES YOU UNIQUE AND MORE VALUABLE THAN THE ALTERNATIVES.
THE URI BRAND VOICE SHOULD BE A VOICE FULL OF CONFIDENCE TEMPERED WITH HUMILITY AND A WRY SENSE OF SELF AND PLACE BEFITTING KINGSTON, PROVIDENCE, AND RHODE ISLAND IN GENERAL. IT SHOULD BE THE COMFORTABLE, PLAIN-SPOKEN VOICE OF AN INTELLIGENT FRIEND YOU CAN ALWAYS RELY ON FOR COMMON SENSE AND SURPRISINGLY LARGE THINKING.
DOES BEING A RESEARCH UNIVERSITY MAKE US BETTER THAN 2/3 OF THE UNIVERSITIES IN THE COUNTRY?

YES.

WE RESEARCHED IT.

THE ROLLING FARMLANDS.

THE STONE WALLS.

THE PRISTINE BEACHES.

THE CONVERSION COATING USING MIXTURES OF TITANIUM AND ZIRCONIUM OXIDES.

MULTIDISCIPLINARY.

MULTIDIMENSIONAL.

MULTICULTURAL.

MULTIJOBOFFERS.

HOW DOES A STATE SO SMALL ATTRACT TALENT SO LARGE?

WHY DO WE MIX DISCIPLINES IN OUR UNIVERSITY?

BECAUSE DISCIPLINES ARE MIXED IN THE WORLD.
DON’T SEND YOUR SON OR DAUGHTER HERE
BECAUSE IT’S SAFE AND BEAUTIFUL.
BUT BECAUSE IT’S SAFE AND BEAUTIFUL
AND LEADING-EDGE.

WE ARE NOT AN IVORY TOWER.
WE ARE A LIGHTHOUSE TO THE WORLD.

SIZE IS A MATTER OF THINKING, NOT GEOGRAPHY.
WELCOME TO URI.

STUDY IN A SMALL, BEAUTIFUL PLACE
WITH SOME OF THE BIGGEST THINKERS IN THE WORLD.

WE HAVE ALWAYS THOUGHT GLOBALLY IN RHODE ISLAND.
JOIN US.
The only two identifiers that may be used are the University of Rhode Island logo and the “THINK BIG WE DO” tagline containing the globe and seal brand mark. No other logos or marks may be introduced, as they will detract from or diminish the identity system.

Any exceptions to this rule must undergo the branding approval process. For more information, please contact the URI Publications Office: branding@uri.edu.

THE UNIVERSITY OF RHODE ISLAND

THINK BIG WE DO
All text for branded materials should use Trajan for headlines and Arial for body copy, as in the example below.

**Small Beautiful Campus. Large Global Thinking.**

The quintessential college experience.

---

Body Header: Arial Bold
Body Copy: Arial Regular

**Wis nulla corer se modit**
Wis nulla corer se modit praestis onsenim dolum ex euipsustie mod magna corem zzriustrud modiamet alit aliquat, quam, core min ullandis onsecte es molestrud magna faciduis atue feummolare dui esequis adipit nostrud eu feuguer con et, corper sisi. Borperci blã cortie voloreet ipit ad dolobor sum ver se conse quat laorer il dunt nis accum. Mincillamet wisis autat. Duisi. Na consequam el et, suscinim irillaorped alit aut etuer inim quatisit alis el each conseq ea am, consequi tisim irit utat accumsan- diam dolorpe rostrud dignim ex ero elisi illuptate dolore esto dit ad eugiatue eu feugiam venis nonulum luptat. Ommy nullamet, corper sed tie molorpe rcillam irit lobortis nonsequ.

Sidebar Head: Arial Bold
Sidebar Copy: Arial Italic

**Wis nulla corer se modit**
Wis nulla corer se modit praestis onsenim dolum ex euipsustie mod magna corem zzriustrud modiamet alit aliquat, quam, core min ullandis onsecte es molestrud magna faciduis atue feummolare dui esequis adipit nostrud eu feuguer con et, corper sisi. Borperci blã cortie voloreet.
All color printed branded materials should use the colors shown below for headlines, subheads, and backgrounds whenever possible. (See ensuing examples for specific usage.)

Primary Brand Colors

- **PMS 282 Blue**
  - c:100 / m:68 / y:0 / k:54
  - r:0  g:33  b:71
  - Hex: 002147

- **PMS 872 Metallic Gold**
  - c:0 / m:12 / y:100 / k:7
  - r:208  g:166  b:39
  - Hex: d0a627

- **PMS 110 Yellow**
  - c:0 / m:26 / y:100 / k:26
  - r:199  g:147  b:22
  - Hex: c79316

Yellow PMS 110 can be used as an alternate in place of Metallic Gold PMS 872.

Blue is the dominant color accompanied by gold as an accent color.

- **PMS 282 Blue**
  - PMS 872 Metallic Gold

- **PMS 125 Yellow**
  - PMS 110 Yellow

PMS 125 gold is permitted for stationery or other publications with a white background.
THE UNIVERSITY OF RHODE ISLAND

The URI logo in PMS 872 Metallic Gold WITHOUT HIGHLIGHTED LETTERS is to be used on all formal materials such as invitations, certificates, and other official documents.

DO NOT highlight the URI letters when using the PMS 872 Metallic Gold.

The URI logo WITH HIGHLIGHTED LETTERS is to be used on all materials such as college brochures, print ads, direct mail, signage, and promotional materials.

The examples shown here illustrate color breaks. The logo is not to be used within a background shape.
The URI logo must be *higher and larger* than the entity signature that follows (name of division, college, department, office, program, etc.).

University Logo
PMS 282 Blue

Entity Signature
PMS 125 Yellow

The UNIVERSITY
OF RHODE ISLAND

COLLEGE OF
ARTS AND SCIENCES

Entity Signature
Black at 40%

The UNIVERSITY
OF RHODE ISLAND

ALAN SHAWN FEINSTEIN
COLLEGE OF CONTINUING EDUCATION

Entity Signature
PMS 282 Blue at 40%

The UNIVERSITY
OF RHODE ISLAND

DIVISION OF RESEARCH
AND ECONOMIC DEVELOPMENT

Templates such as the ones featured here have been developed for every University division, college, and school that has a dean or vice president in charge of it. Please go to uri.edu/brand to view and download your template. If you don’t see a template you can use, contact URI Printing Services at 401.874.4542.
The URI logo must be *higher* and *larger* than the entity signature that follows (name of division, college, department, office, program, etc.).

The examples shown here illustrate color breaks. The logo is not to be used within a background shape.

Templates such as the ones featured here have been developed for every University division, college, and school that has a dean or vice president in charge of it. Please go to [uri.edu/brand](http://uri.edu/brand) to view and download your template. If you don’t see a template you can use, contact URI Printing Services at 401.874.4542.
The logo is not to be used within a background shape.

URI editorial style prohibits the ampersand (except when reproducing corporate logos).

Avoid placing logo over an image where the text is not clearly legible.
LOGO—BOUNDARIES

THE UNIVERSITY OF RHODE ISLAND

Logo minimum safe space boundary. No other design elements or type should encroach upon the logo space.

Minimum of .325” margin from edge of paper

THE UNIVERSITY OF RHODE ISLAND

Minimum size:
.5” high

Minimum size:
1.25” wide
Tagline refers to the words “Think Big. We Do.”
Brand mark refers to the globe and seal combination.

THINK BIG® WE DO™

⚠️ When the tagline is used with the brand mark, there should be no periods.
If the tagline is used as text, periods should be used.

⚠️ The tag line with brand mark should be no smaller than 2 inches wide for the globe and type to be recognizable

THINK BIG® WE DO™

Ideally, the tagline with brand mark should be seen with the URI logo:
Globe sits just below baseline

Globe on PMS 282 Blue

Brand Mark Grayscale 15% Black

PMS 110 Yellow Tagline on PMS 282 Blue

Adjust screen value as needed to assure visibility when placed on a background image.

White tagline on image area

Brand mark 15% Black screen on PMS 282 Blue
A variety of color breaks are available to meet the needs of the designer’s applications. The following show some examples of those variations.

<table>
<thead>
<tr>
<th>Tagline and Globe Configuration</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 872 Metallic Gold or PMS 125 Gold tagline CMYK globe</td>
<td><img src="image1.png" alt="Example Image" /></td>
</tr>
<tr>
<td>40% Black seal</td>
<td><img src="image2.png" alt="Example Image" /></td>
</tr>
<tr>
<td>PMS 110 Yellow tagline CMYK globe</td>
<td><img src="image3.png" alt="Example Image" /></td>
</tr>
<tr>
<td>40% Black seal</td>
<td><img src="image4.png" alt="Example Image" /></td>
</tr>
<tr>
<td>PMS 282 Blue tagline CMYK globe</td>
<td><img src="image5.png" alt="Example Image" /></td>
</tr>
<tr>
<td>40% Black seal</td>
<td><img src="image6.png" alt="Example Image" /></td>
</tr>
<tr>
<td>White tagline CMYK globe</td>
<td><img src="image7.png" alt="Example Image" /></td>
</tr>
<tr>
<td>40% White seal</td>
<td><img src="image8.png" alt="Example Image" /></td>
</tr>
<tr>
<td>One-color Black tagline and globe</td>
<td><img src="image9.png" alt="Example Image" /></td>
</tr>
<tr>
<td>40% Black seal</td>
<td><img src="image10.png" alt="Example Image" /></td>
</tr>
</tbody>
</table>
The stacked version is to be used in instances where the space allowed does not lend itself to the horizontal version. Some examples are narrow banners, mugs, and t-shirts.
The brand bar incorporates the logo, tagline with brand mark, colors, and imagery into one complete package.

Brochure—CMYK

Whenever possible, use a screened image, such as a campus shot, in the brand bar. To achieve the brand bar effect using Adobe Indesign:
• Draw a rectangle and fill with dark blue CMYK mix: 100c / 87m / 41y / 47k
• Place a contrasty grayscale image over the blue rectangle
• Select the image and go to Effects / Transparency
• Choose Blending Mode: Screen
• Choose Opacity: 20%

Print Ad—CMYK

For readability, the background screened image may be omitted.
Two-color version: Blue PMS 282U and Yellow PMS 125U

Letterhead Style A

Kingston Campus: please use the 5-digit ZIP code. USPS does not want URI Kingston to use the extended ZIP because it does not deliver to individual buildings on the Kingston campus.

Promote our global perspective:
• include “USA” in the address
• use periods instead of hyphens in phone and fax numbers

URI style guide omits “www” in urls unless address doesn’t work without it.

#10 Envelope

Letterhead Style B
PERSONAL STATIONERY

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5-1/2" x 8-1/2" Notepads

Contact URI Printing Services for official letterhead, envelopes and business cards. They use branded templates to produce official URI stationery.

URI Printing Services
6 Rhody Ram Way
Kington, RI 02881
p: 401.874.4542
f: 401.874.4506

Kingston Campus: please use the 5-digit ZIP code. USPS does not want URI Kingston to use the extended ZIP because it does not deliver to individual buildings on the Kingston campus.

Promote our global perspective:
• include “USA” in the address
• use periods instead of hyphens in phone and fax numbers
Photography is the visual tool for showing the “THINK BIG” stories. Amazing stories. In order to establish URI as a worldly entity, the imagery needs to be global, represent diversity, and include references to industry leaders.

Photographic style should be energetic, colorful, diversified, global, impactful, thoughtful, inspirational, and emotional. It is important that the imagery reflect the brand voice of the University. Composition should comprise horizontals, verticals, wide-angles, close-ups, short and long depths of field, and areas for copy as needed.

Energetic with copy space.  
Emotional, colorful copy space.  
Show industry partners whenever possible.  
International. Colorful, and close-up.  
Multicultural  
Inspirational, impactful, global.  
Impactful, colorful, global, with copy space.
Below are some examples of what to avoid in choosing or editing images.

- Photo collages
- Overexposed
- Underexposed
- Out of focus
- Stock illustrations
- Low resolution
- Images with other brands
- Stretched or distorted
- Photo filter effects
- Images containing inappropriate content including alcohol, cigarettes, etc.
- Poor lighting or color casts
- Clip art
PRINT ADS

Vertical ad format:
Process CMYK

Screened background image of a campus building should be used whenever possible.

Indesign templates will be provided to create the brand bar.

Invitation Postcard
Horizontal ad format:
Process CMYK

You may omit the background screened image when space is limited.

Adjust screen of the tagline with brand mark as needed for readability.
Create a unified look by carrying a theme throughout materials.
For a suggested list of promotional materials, see advance.uri.edu/publications.
The URI logo WITH HIGHLIGHTED LETTERS is to be used on all materials such as college brochures, print ads, direct mail, environmental, and promotional materials.

You may omit the background screened image when space is limited.

Promote global ideas through headlines, content, and photography.
WEB PROMOTION

Display cards and bookmarks promote the promise of the Web. Information on promotional material suggests more information will be provided in depth on the college or department Web site.

Display cards, above, and bookmarks, below, with the purpose of sending the reader to the Web site for more information.
Examples of retractable banners.

Construction fence banner example.

Please contact URI Publications and Creative Services for assistance with banners.
Side one will feature the tagline with brand mark.

Side two has a different college or department for each banner.