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February 27, 2002

ADMINISTRATIVE MEMORANDUM NO. 128

TO: All Administrative Unit Heads
FROM: Joseph A. Steger 
RE: Adoption of Branding Standards

Coordinated communication is essential in order to build long-term brand equity, increase awareness, enhance credibility, celebrate diversity, generate powerful value perception, and ensure continued growth for the University of Cincinnati.

Toward that end, a communications plan to develop a strategic brand image to position successfully the University and its subsidiary branded programs within the marketplace has been completed. The plan is consistent with prior planning activities adopted by the University, and it provides a platform for future communication and marketing efforts.

A document, the *Branding Standards Manual*, outlines the standards to create long-term visual and verbal expression for the University. The *Branding Standards Manual* also contains a process for consultation and advice for departments engaged in communication and marketing activity. It is expected that this manual will be supplemented by addenda to incorporate topics not covered by the original manual.

The manual and addenda will be accessible to the University of Cincinnati community online at:

<http://www.uc.edu/branding/>

In all communication, particularly those communication and marketing activities that contribute to the creation of positive perceptions and an improved image for the University of Cincinnati, the standards described in the *Branding Standards Manual* should be applied.

Contents of the *Branding Standards Manual*

The *Branding Standards Manual* summarizes the visual and verbal tools around which the University of Cincinnati can develop a coordinated communications plan, and, ultimately a coordinated marketing plan. It addresses the currently uncoordinated communications environment in place at the University by:

1. Providing a consistent set of verbal themes and graphic standards to build brand equity for the University while allowing for individual unit expression and emphases.
2. Establishing a look and feel for University communications across multiple media including oral and written communication and both print and electronic media.
3. Re-enforcing current University policies for the use of primary marks, such as the logo, the University Seal, and the athletics program mark.
4. Providing a mechanism for advice and guidance to University units engaged in communications activities directed at recruitment and improved perceptions for the University.

Contents:

1. Definition of the University of Cincinnati "brand"
2. Description of verbal tools for presenting and promoting the brand
 - a. Brand character
 - b. Brand attributes
 - c. Brand essence
 - d. Brand positioning strategy
3. Description of graphic tools for presenting and promoting the brand
 - a. University logo
 - b. Rules governing logo usage
 - c. Color palettes to strengthen logo presentation
 - d. Recommended fonts
 - e. Guidelines for multi-media usage
 - f. Design architecture to coordinate communications
 - g. Guidelines for licensing opportunities
4. Guidelines for individual unit expression
5. Mechanisms for guidance and advice