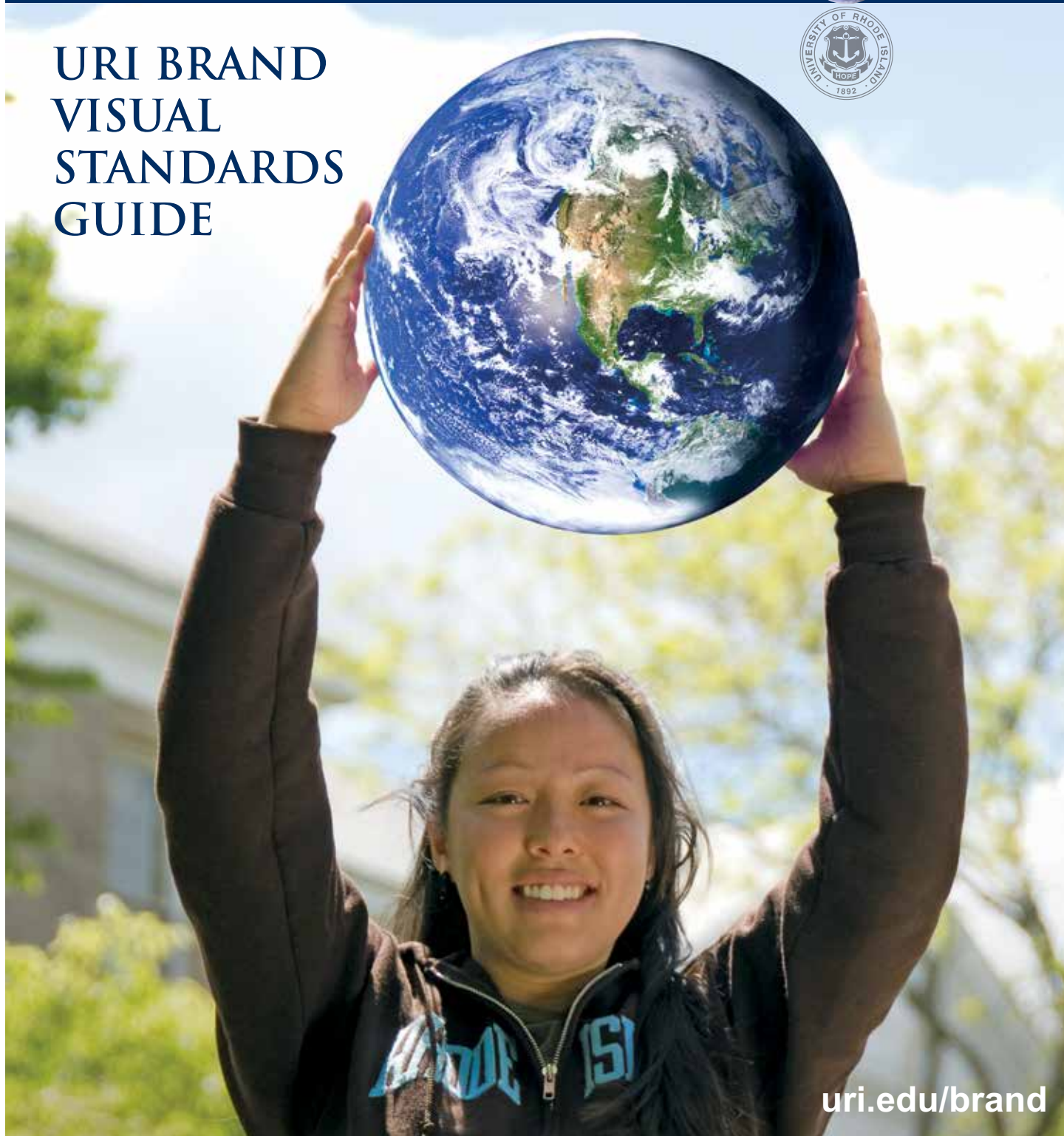


THE
UNIVERSITY
OF RHODE ISLAND

THINK BIG  WE DOSM

URI BRAND
VISUAL
STANDARDS
GUIDE



uri.edu/brand

Letter from the President.....	3
Overview	4
Brand 101	5
Brand Voice.....	6-8
Identity System Guidelines.....	9
Typography	10
Brand Colors	11
Logo.....	12-16
Tagline with Brand Mark.....	17-20
Brand Bar.....	21
Stationery.....	22-23
Photography.....	24-25
Print Templates	26-29
Environmental Graphics	30-31

CONTACT INFORMATION:

General branding questions

URI Communications and Marketing
401.874.2116

Brand voice in headlines and copy

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401.874.7892, hcolby@uri.edu

Logo and tagline graphic usage

URI Publications and Creative Services
401.874.2075, josh_araujo@uri.edu

Print and digital design

URI Publications and Creative Services
401.874.2075, josh_araujo@uri.edu

Web site development

John Pennypacker, Manager of Web Communications
401.874.4890, jpennypacker@uri.edu

Revised: 09/01/2016



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,

A handwritten signature in dark ink, reading "David M. Dooley". The signature is fluid and cursive, with the first name "David" being the most prominent.

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.

THINK BIG  WE DOSM



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



TRAJAN / Arial



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

Headline: Trajan Pro Bold - upper case caps



Be mindful of kerning letters.

SMALL BEAUTIFUL CAMPUS. LARGE GLOBAL THINKING.

The quintessential college experience.

Subhead: Arial Regular

Body Header: Arial Bold

Body Copy: Arial Regular

Wis nulla corer se modit

Wis nulla corer se modit praesti onsenim dolum ex euipsustie mod magna corem zzriustrud modiamet alit aliquat, quam, core min ullandi onsecte es molestrud magna faciduis atue feummore dui esequis adipit nostrud eu feuguero con et, corper sisi. Borperci bla cortie voloreet ipit ad dolobor sum ver se consequat laorer il dunt nis accum. Mincillamet wisis autat. Duisi. Na consequam el et, suscinim irillaorper alit aut etuer inim quatisit alis el each consed ea am, consequi tisim irit utat accumsandiam dolorpe rostrud dignim ex ero elisl 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 praesti onsenim dolum ex euipsustie mod magna corem zzri ustrud modiamet alit aliquat, quam, core min ullandi onsecte molestrud magna faciduis atue feummore dui esequis adipit nostrud eu feuguero con et, corper sisi. Borperci bla 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.)



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

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



PMS 110 Yellow

c:0 / m:12 / y:100 / k:7

r:208 g:166 b:39

Hex: d0a627



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



PMS 282 Blue

PMS 872 Metallic Gold



PMS 282 Blue

PMS 110 Yellow



PMS 125 Yellow

c:0 / m:26 / y:100 / k:26

r:199 g:147 b:22

Hex: c79316

PMS 125 gold is permitted for stationery or other publications with a white background.

THE UNIVERSITY OF RHODE ISLAND



PMS 872 Metallic Gold on PMS 282 Blue.



CMYK Yellow (c:17 / m:31 / y:100 / k:3) with glow
(letters with glow - c:0 m:5 y:70 k:0) on PMS 282 Blue



White Knockout on PMS 282 Blue.



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

THE
UNIVERSITY
OF RHODE ISLAND

Entity Signature
PMS 125 Yellow

COLLEGE OF
ARTS AND SCIENCES

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.

University Logo
PMS 282 Blue

THE
UNIVERSITY
OF RHODE ISLAND

Entity Signature
Black at 40%

ALAN SHAWN FEINSTEIN
COLLEGE OF
CONTINUING EDUCATION

University Logo
PMS 282 Blue

THE
UNIVERSITY
OF RHODE ISLAND

Entity Signature
PMS 282 Blue at 40%

DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



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 872 Metallic Gold

Entity Signature
White

THE
UNIVERSITY
OF RHODE ISLAND
GRADUATE SCHOOL
OF OCEANOGRAPHY

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

University Logo
PMS 125 Yellow:
(c:0 / m:26 / y:100 / k:26)

Entity Signature
White

THE
UNIVERSITY
OF RHODE ISLAND
UNIVERSITY LIBRARIES

University Logo
White

Entity Signature
PMS 282 Blue at 40%

THE
UNIVERSITY
OF RHODE ISLAND
UNIVERSITY COLLEGE

University Logo
Black

THE
UNIVERSITY
OF RHODE ISLAND

Entity Signature
Black 40%

DIVISION OF
ACADEMIC AFFAIRS

University Logo
White

THE
UNIVERSITY
OF RHODE ISLAND

Entity Signature
Black 40%

DIVISION OF
ACADEMIC AFFAIRS



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



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.



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



Ideally, the tagline with brand mark should be seen with the URI logo:

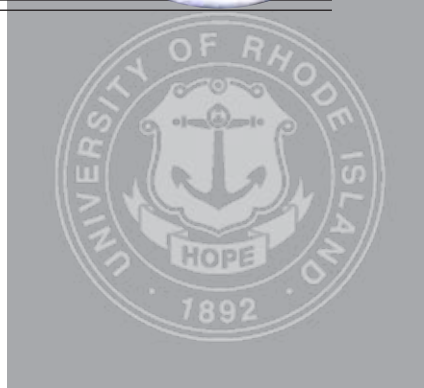




Globe sits just below baseline



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.

PMS 872 Metallic Gold or
PMS 125 Gold tagline
CMYK globe

THINK BIG  WE DOSM



40% Black seal

PMS 110 Yellow tagline
CMYK globe

THINK BIG  WE DOSM



40% Black seal

PMS 282 Blue tagline
CMYK globe

THINK BIG  WE DOSM



40% Black seal

White tagline
CMYK globe

THINK BIG  WE DOSM



40% White seal

One-color Black
tagline and globe

THINK BIG  WE DOSM



40% Black seal

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.

THINK BIG
WE DOSM



THINK BIG
WE DOSM



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

Business Card Side A



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

Business Card Side B (Optional)



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

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



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



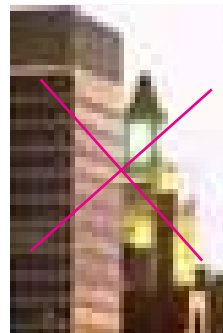
Underexposed



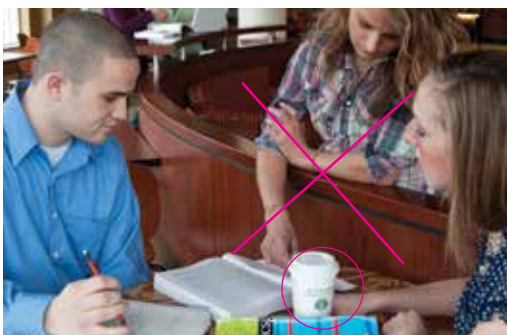
Out of focus



Stock illustrations



Low resolution



Images with other brands



Stretched or distorted

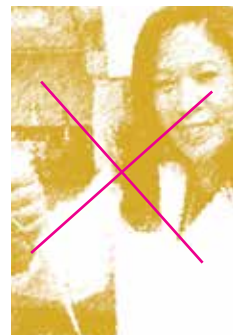


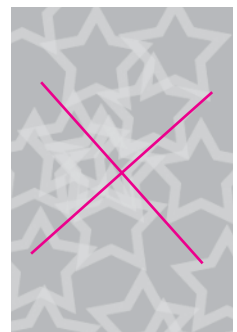
Photo filter effects



Images containing inappropriate content including alcohol, cigarettes, etc.



Poor lighting or color casts



Clip art

Vertical ad format:
Process CMYK



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

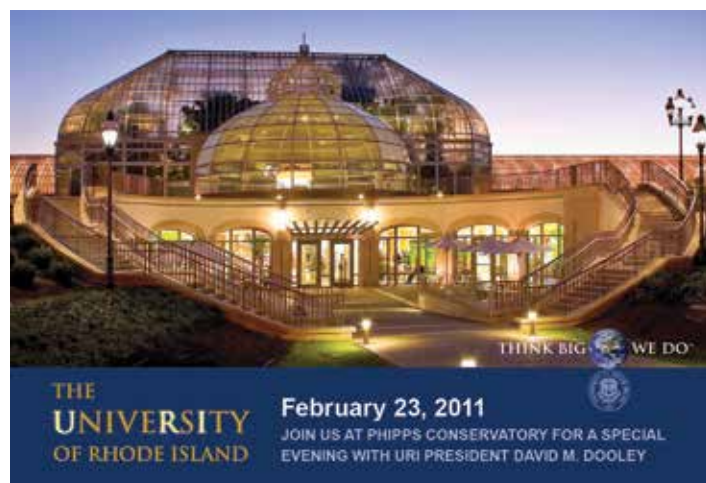
Indesign templates will be provided to create the brand bar.



Invitation Postcard
Horizontal ad format:
Process CMYK



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



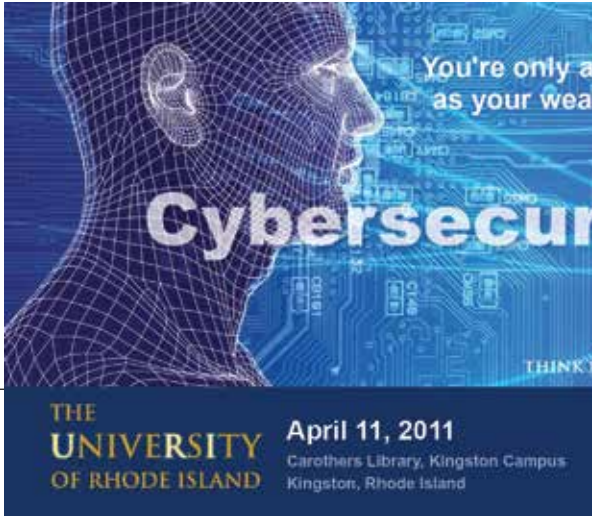
Adjust screen of the tagline with brand mark as needed for readability.

Create a unified look by carrying a theme throughout materials.

THE
UNIVERSITY
OF RHODE ISLAND

Office of the
President

Greene Hall
35 Campus Avenue
Kingston, RI 02881 USA



You're only as strong
as your weakest link

Cybersecurity

THINK BIG WE DO

THE
UNIVERSITY
OF RHODE ISLAND

April 11, 2011
Carothers Library, Kingston Campus
Kingston, Rhode Island

Cybersecurity

You're
only as
strong
as your
weakest
link

THE
UNIVERSITY
OF RHODE ISLAND

CYBERSECURITY
SYMPOSIUM
April 11, 2011



You're only as strong
as your weakest link

Cybersecurity


SYMPOSIUM AGENDA

10:00 a.m. Master of Ceremonies: Peter Alfonso , Vice President, URI Research and Economic Development	1:45 p.m. Afternoon Session 1: Cyber Threats to Critical Infrastructure Yan Ben , Associate Professor, URI Department of Electrical, Computer, and Biomedical Engineering Topic: Understanding Cascading Failures in the U.S. Power Grid Douglas Maughan , Director, Cyber Security Division, Department of Homeland Security Topic: presentation topic to come Theresa Murray , Regional Catastrophic Planner, Rhode Island Emergency Management Agency Topic: Cyber Disruption Effects in Rhode Island Panel Q & A
10:05 a.m. Welcome: David M. Dooley , President, University of Rhode Island	2:45 p.m. Afternoon Session 2: Network Security and Trust Yan Ben , Associate Professor, URI Department of Electrical, Computer, and Biomedical Engineering Topic: Theoretical Foundation of Building Trust in Distributed Networks Lisa DiPippo , Associate Professor, URI Department of Computer Science and Statistics Topic: Utilizing Trust to Secure Wireless Routing Protocols Peiter "Mudge" Zekio , Program Manager, Information Innovation Office, DARPA Topic: presentation topic to come Marous H. Sathis , Vice President of Government Affairs for National Security Policy, Verizon Topic: presentation topic to come Yuhong Liu , Doctoral Candidate, URI Department of Electrical, Computer, and Biomedical Engineering Topic: Safety Assurance of Neural-controlled Artificial Legs Panel Q & A
10:10 a.m. Opening Remarks: James Langevin , U.S. Congressman	
10:20 a.m. Remarks: Sheldon Whitehouse , U.S. Senator	
10:25 a.m. Cybersecurity: Cyber Forensics Victor Fay-Wills , Professor, URI Department of Computer Science and Statistics Topics: Research, Commercial Transitions, R.I. State Police Lab, Training, Degree Programs, Data Security Jeffrey Troy , Deputy Assistant Director, FBI Cyber Division Topic: Cyber Threats and Responses Daniel Dickerman , Special Agent, U.S. Internal Revenue Service Criminal Investigation Electronic Crimes Program Topic: What is Digital Forensics and Cyber Forensics? Alan White , Director of Network Security and Risk Consulting for North America, DelSecure Works Inc. Topic: Workforce Issues Kevin Bryan , Doctoral Candidate, URI Department of Computer Science Topic: Research in Biogeography Detection Panel Q & A	
12:00 p.m. Lunch Viewing of Student Cybersecurity Research Posters	
1:10 p.m. Keynote: General Keith Alexander , Director, National Security Agency	4:30 p.m. Closing Remarks: James Langevin , U.S. Congressman
1:30 p.m. Q & A	

THINK BIG WE DO

THE
UNIVERSITY
OF RHODE ISLAND

April 11, 2011
Carothers Library, Kingston Campus
Kingston, Rhode Island



You're only as strong
as your weakest link

THE
UNIVERSITY
OF RHODE ISLAND

President David M. Dooley and Reverend Lynn Baker-Dooley cordially invite you to a reception and dinner immediately following the

CYBERSECURITY SYMPOSIUM
Monday, April 11, 2011
President's House, 56 Upper College Road, Kingston Campus

RSVP by April 4, 2011 to **Melissa McCarthy**, email cybersecuritysymposium@uri.edu or call 401.874.2599

Please advise if you have any dietary restrictions.



You're only as strong
as your weakest link

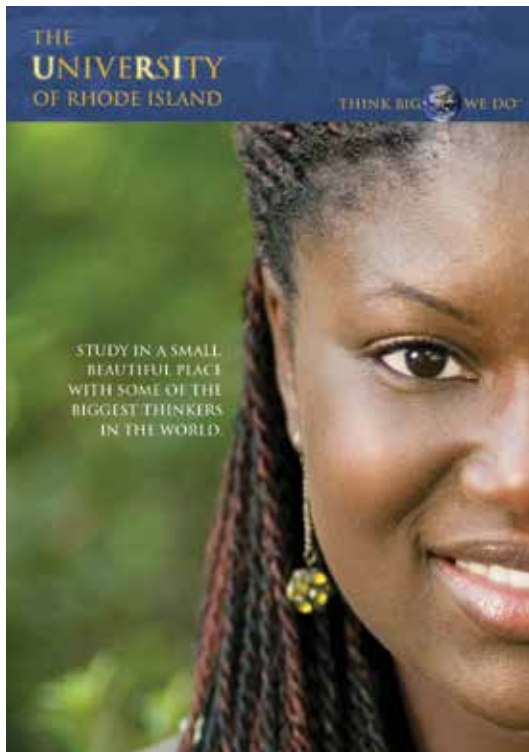
Cybersecurity

THE
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April 11, 2011
Carothers Library, Kingston Campus
Kingston, Rhode Island

THE
UNIVERSITY
OF RHODE ISLAND

Cybersecurity
SYMPOSIUM



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.

College Viewbook Brochure: Process CMYK

Promote global ideas through headlines, content, and photography.



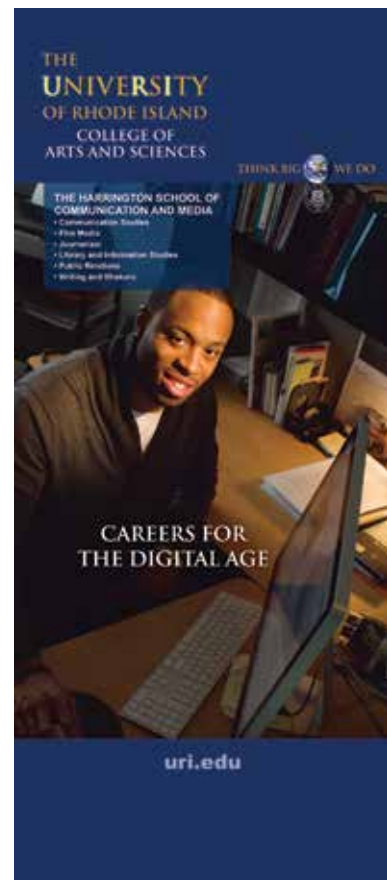
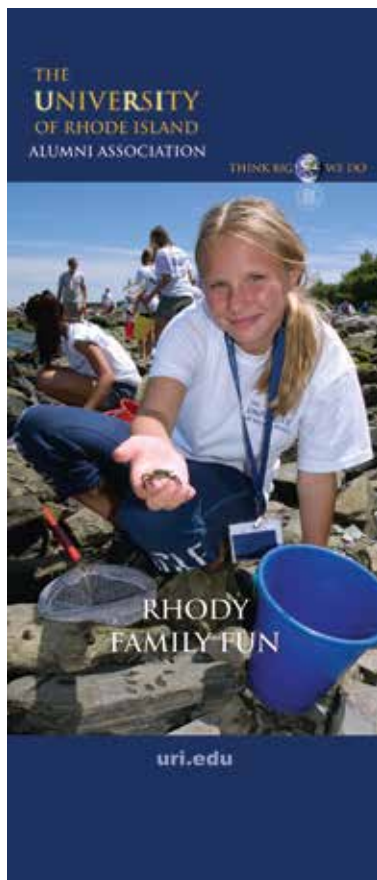
Display cards and bookmarks promote the promise of the Web. Information on promotional material suggests more information will be provided in depth on the college or department Web site.



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



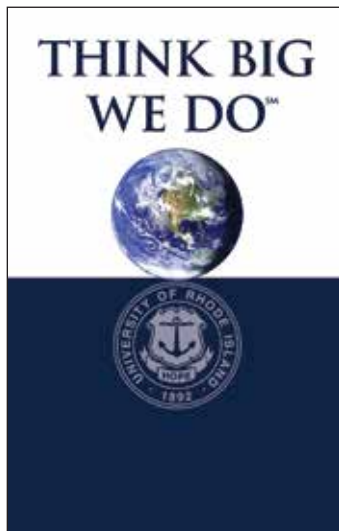
Examples of retractable banners.



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.

