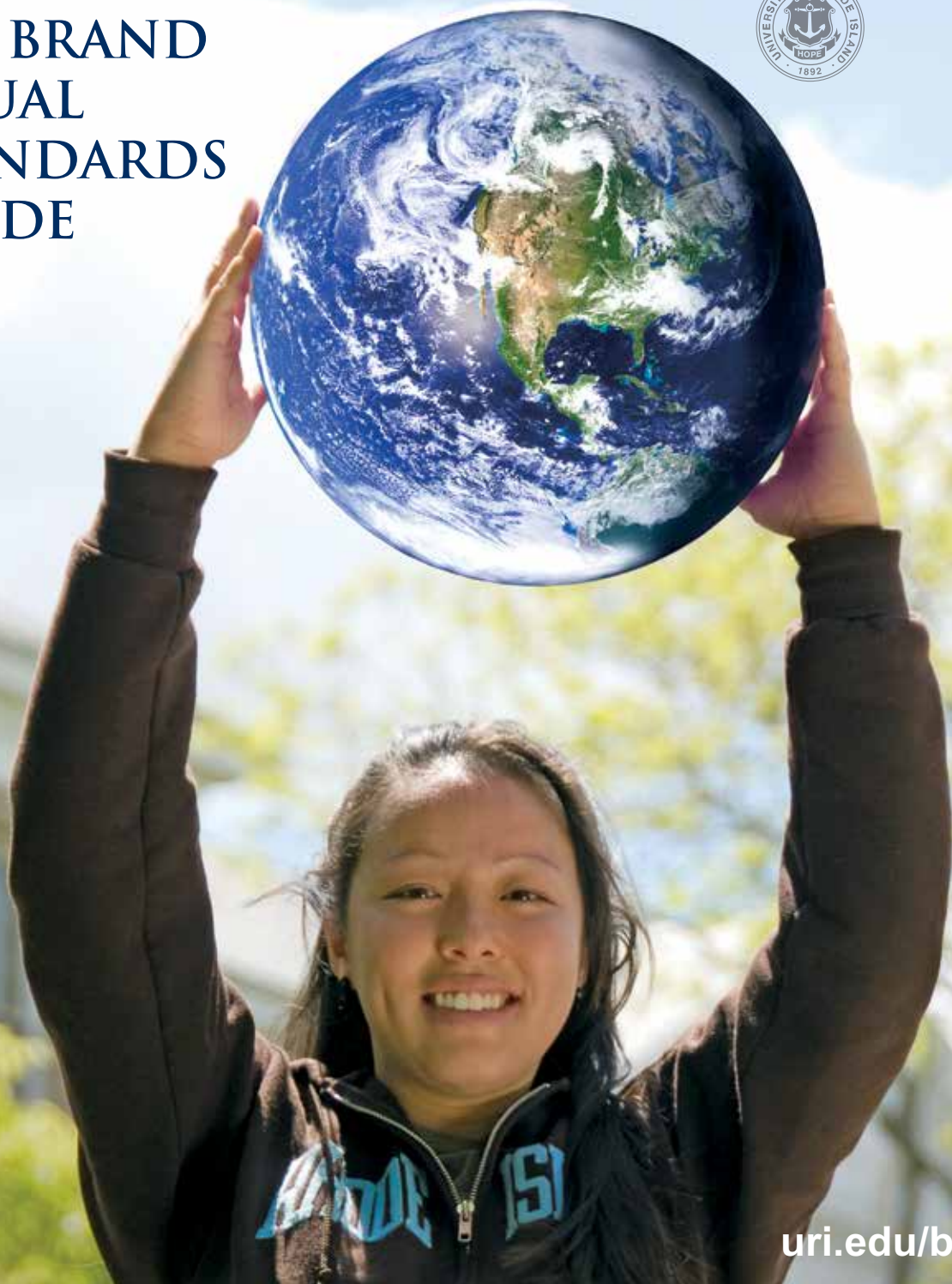


THE
UNIVERSITY
OF RHODE ISLAND

THINK BIG  WE DOSM

URI BRAND
VISUAL
STANDARDS
GUIDE



uri.edu/brand

Overview 3

Brand 101 4

Brand Voice..... 5-7

Identity System Guidelines 8

Typography 9

Brand Colors 10

Logo..... 11-15

Tagline with Brand Mark 16-19

Brand Bar..... 20

Stationery..... 21-22

Photography..... 23-24

Print Templates 25-28

Environmental Graphics 29-30

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General branding questions

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Brand voice in headlines and copy

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URI Publications and Creative Services
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URI Publications and Creative Services
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Revised: 01/25/2023

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 website uri.edu/brand, from which the official URI brand files can be downloaded.

THINK BIG  WE DOSM



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.

MULTIJOB OFFERS.

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: josh_araujo@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 125 gold is permitted for stationery or other publications with a white background.



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

THE UNIVERSITY OF RHODE ISLAND



PMS 872 Metallic Gold 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.



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



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.



White Knockout on PMS 282 Blue.



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 EDUCATION
AND PROFESSIONAL STUDIES

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.

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

Entity Signature
White

THE
UNIVERSITY
OF RHODE ISLAND
UNIVERSITY LIBRARIES



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

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

DIVISION OF
ACADEMIC AFFAIRS

Entity Signature
Black 40%

University Logo
White

THE
UNIVERSITY
OF RHODE ISLAND

DIVISION OF
ACADEMIC AFFAIRS

Entity Signature
Black 40%



The logo is not to be used within a background shape.




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

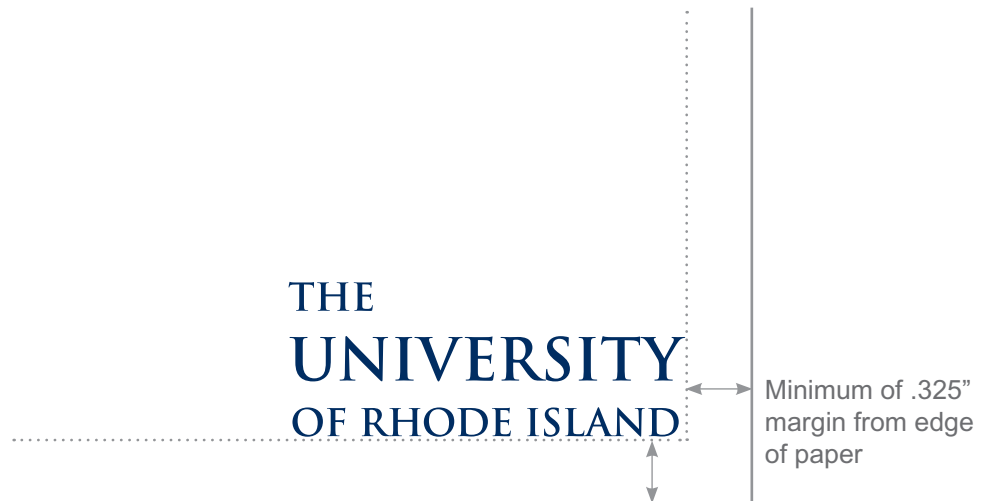


Avoid placing logo over an image where the text is not clearly legible.





 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.

THINK BIG  WE DOSM



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 DOSM


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

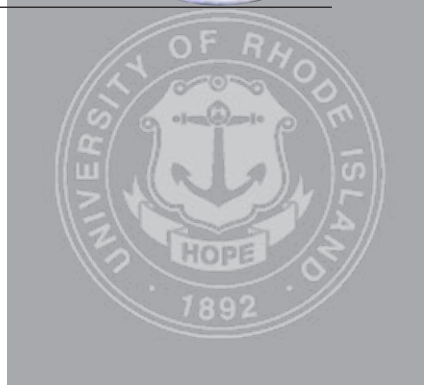




Globe sits just below baseline



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



40% Black seal



PMS 110 Yellow tagline
CMYK globe



40% Black seal



PMS 282 Blue tagline
CMYK globe



40% Black seal



White tagline
CMYK globe



40% White seal



One-color Black
tagline and globe



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%

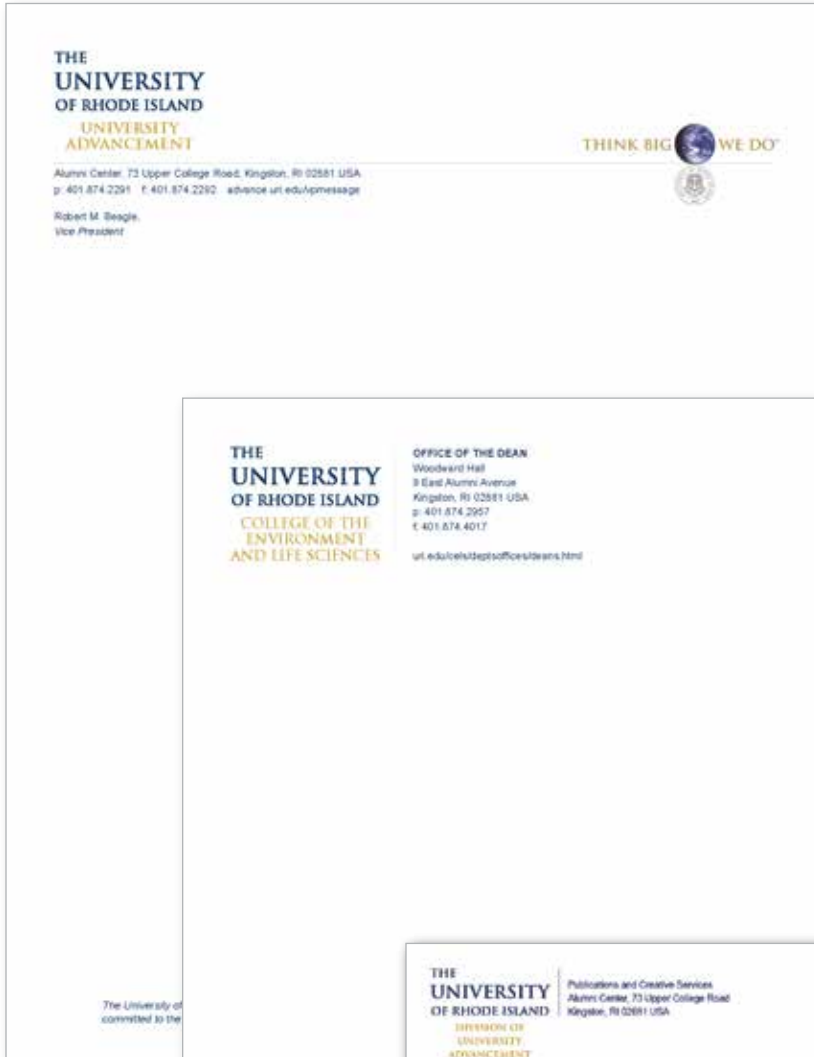
Print Ad—CMYK



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



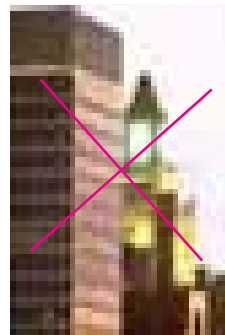
Underexposed



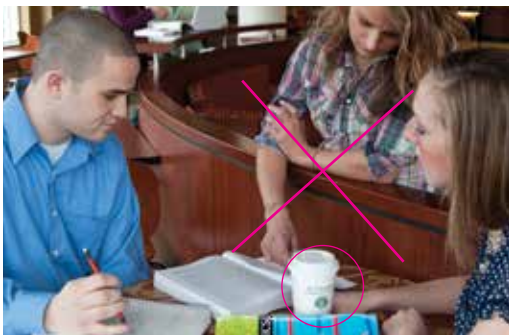
Out of focus



Stock illustrations



Low resolution



Images with other brands



Stretched or distorted



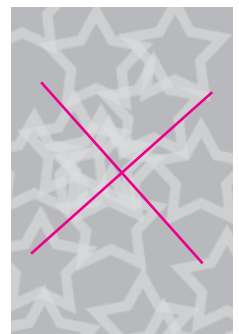
Photo filter effects



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.

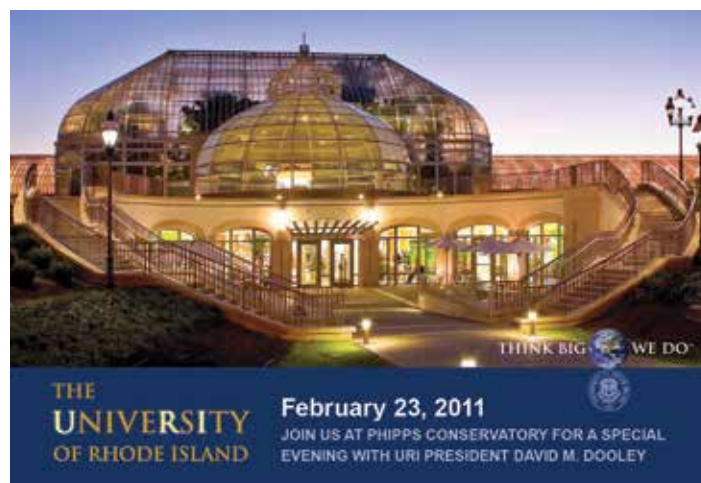
Indesign templates will be provided to create the brand bar.



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

Green Hall
35 Campus Avenue
Kingston, RI 02881 USA



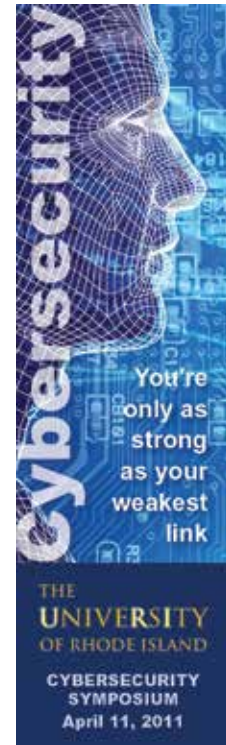
You're only as strong as your weakest link

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

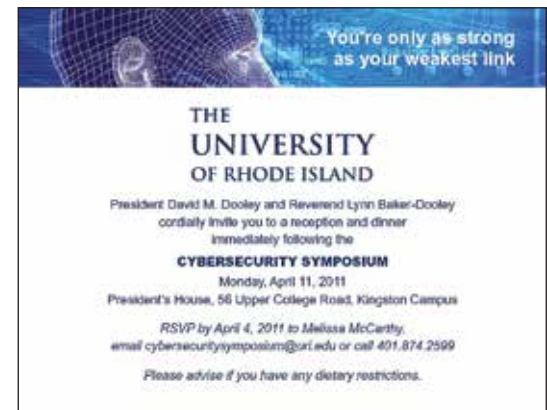
SYMPOSIUM AGENDA

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 Thomas 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 Peter "Mudge" Zalko, Program Manager, Information Innovation Office, DARPA Topic: presentation topic to come Marcus H. Smith, Vice President of Government Affairs for National Security Policy, Verizon Topic: presentation topic to come Yuheng 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-Wells, Professor, URI Department of Computer Science and Statistics Topics: Research, Commercial Transactions, RI 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, Dell/Secure Works Inc. Topic: Workforce Issues Kevin Bryan, Doctoral Candidate, URI Department of Computer Science Topic: Research in Biogeography Detection Panel Q & A	4:30 p.m. Closing Remarks: James Langevin, U.S. Congressman
12:00 p.m. Lunch Viewing of Student Cybersecurity Research Posters	
1:10 p.m. Keynote: General Keith Alexander, Director, National Security Agency	
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 cybersecurity@symposium@uri.edu or call 401.874.2599

Please advise if you have any dietary restrictions.



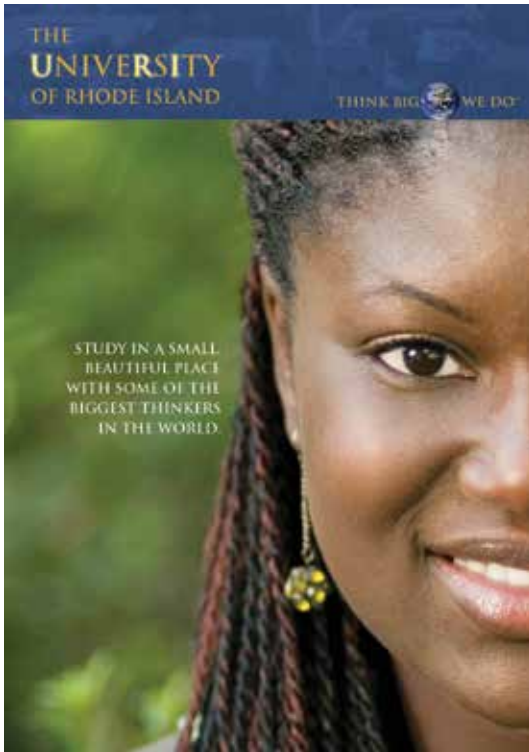
Cybersecurity

THE UNIVERSITY OF RHODE ISLAND

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.

University of Rhode Island | College of Arts and Sciences | College of Business Administration | College of Engineering | College of the Environment & Life Sciences | College of Human Science and Services | College of Nursing | College of Professional Studies

COLLEGE OF HUMAN SCIENCE AND SERVICES

What is the future of the American family? How do we best integrate healthy parents and families as parents, providers, and business leaders and provide a life of meaning, joy, and success? How do we best support people with disabilities, the elderly, and our veterans? Learn more about Quality of Life—what's the focus of URI's College of Human Science and Services.

The focus of our work is to help you and your family succeed. We have world-class faculty, state-of-the-art facilities, and hands-on learning. We have world-class faculty, state-of-the-art facilities, and hands-on learning. We have world-class faculty, state-of-the-art facilities, and hands-on learning.

uri.edu/hss

FORMULA FOR A GREAT TEACHER.
Even Diamond's passion is working with teenagers at their critical time of self-discovery and he's really good at it. In his classroom he's a high school math teacher who is not just a teacher, he's a mentor. He's a role model for his students. He's a role model for his students. He's a role model for his students.

FROM KINGSTON TO NEW YORK AND BEYOND.
Thanks to three internships, Nicole Gleason already has an impressive resume in the fashion world. After summer internships at Dior, she's now a fashion designer at Dior. She's now a fashion designer at Dior. She's now a fashion designer at Dior.

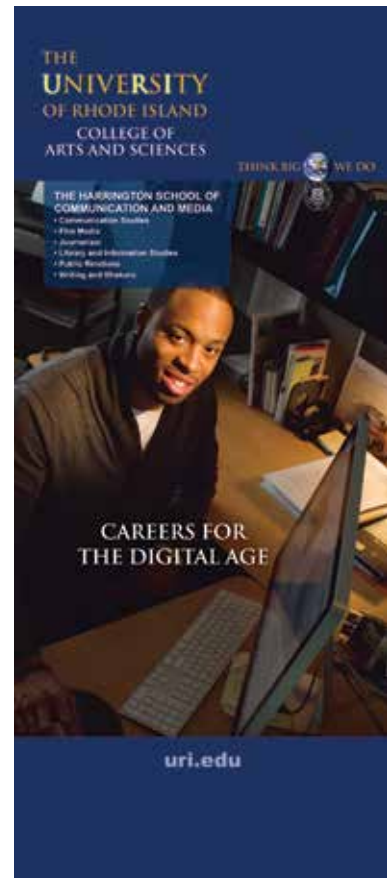
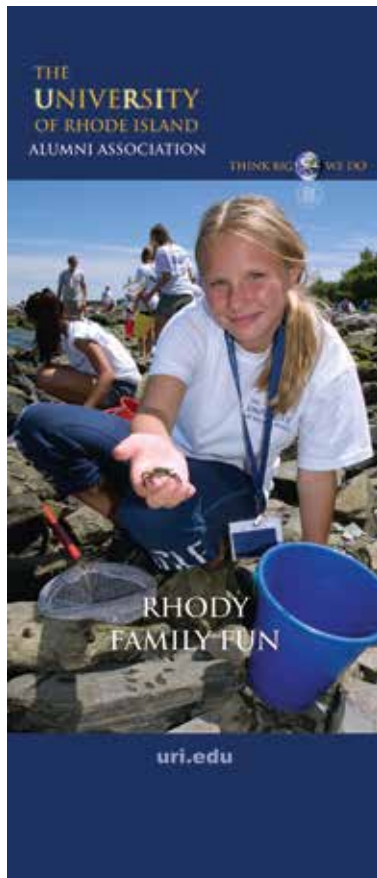
Display cards and bookmarks promote the promise of the web. Information on promotional material suggests more information will be provided in depth on the college or department website.



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



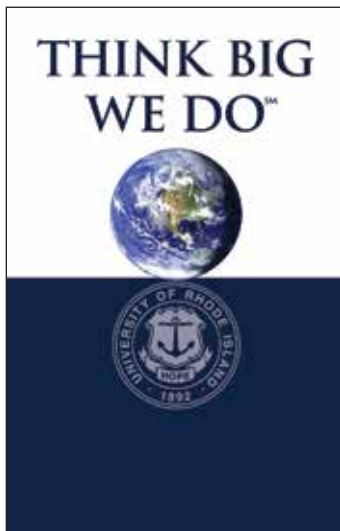
Examples of retractable banners.



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.

