CONTENTS

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

CONTACT INFORMATION:

General branding questions
URI Communications and Marketing
401.874.2116

Brand voice in headlines and copy
Brendan Carty, Interim Assistant Director
Brand Marketing and Advertising
bcarty@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

Website development
Brandon Fuller, Manager, Web Communications
401.874.2258, bjcfuller@uri.edu

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.
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: josh_araujo@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 praestii onseninm dolum ex euipsustie mod magna corem zzriusistrud modiamet alit aliquat, quam, core min uIllandi onsecte es molestrud magna faciduis atue feummo-lore dui esequis adipit nostrud eu feuguero con et, corper sisi. Borperci bla cortie voloreet ipit ad dolobor sum ver se conse-quat laorer il dunt nis accum. Mincillamet wisis autat. Duisi. Na consequam el et, suscinim irillaorper alit aut eter inim quatisit alis el each consed ea am, consequi tisim irit utat accumsan-diam dolore rostrud dignim ex ero elisi illuptate dolore esto dit ad eugiatue eu feugiam venis nonulum luptat. Ommy nullamet, corper sed tie molorpe rclillam irit lobortis nonsequ.

Sidebar Head: Arial Bold
Sidebar Copy: Arial Italic

*Wis nulla corer se modit*
Wis nulla corer se modit praestii onseninm dolum ex euipsustie mod magna corem zzriusistrud modiamet alit aliquat, quam, core min uIllandi onsecte es molestrud magna faciduis atue feummo-lore 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.)

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

- **PMS 125 Yellow**
  - c:0 / m:26 / y:100 / k:26
  - r:199  g:147  b:22
  - Hex: c79316
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 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 must be higher and larger than the entity signature that follows (name of division, college, department, office, program, etc.).

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.).

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.
THE UNIVERSITY OF RHODE ISLAND
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.

- **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 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.

Ideally, the tagline with brand mark should be seen with the URI logo:
TAGLINE WITH BRAND MARK

- 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 DO™
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.
PERSONAL STATIONERY

**Business Card Side A**

**Business Card Side B (Optional)**

**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

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.
EVENT PROMOTION

Create a unified look by carrying a theme throughout materials.
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 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.